







The Property Industry Foundation brings together the property and construction industry in a unique collaboration to have a tangible impact on youth homelessness. Powered by the industry, the Foundation builds homes for homeless youth and provides ongoing support for homes where young people can rebuild their lives.

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### Foreword



AVID Property Group (AVID) is proud to partner with the Property Industry Foundation. Powered by the property industry, the Foundation provides tangible benefits towards one of Australia's most pressing societal issues, youth homelessness. The Foundation partners with trusted charities to build homes for homeless youth and provides ongoing support that ensures young people can rebuild their lives.

AVID has been a supporter of the Foundation for over a decade, and in 2022 signed on as an official national partner, joining other industry leaders to solidify an ongoing commitment to improve the lives of Australia's homeless youth. At AVID, we believe it is important to support causes that align with our company values, which is why our national partnership with the Foundation was a natural fit.

In our relationship with the Foundation, AVID has participated in many charity events including the annual Regatta, Early Bird Café volunteering, 30-Day Fitness Challenge, Golf Day, Furniture Fund, Anniversary Gala, Hard Hat Day, Toiletries Wrap Day, Tour de PIF, Pedal for Homelessness, as well as worker bees for various Haven House projects.

AVID has contributed more than \$160,000 to the Foundation over the course of our partnership, with funds going toward tangible benefits for homeless youth, such as meals, toiletries, bricks to build a house, providing laptops for education, groceries, internet access, bedding, and more.

To solidify and drive the partnership, AVID has its own internal Property Industry Foundation Charity Champions Committee, including a Chair, Secretary, and representatives from across the business units in each state. Our staff are equally as passionate about getting involved, with many holding committee positions within the Foundation, lending their expertise, networks, energy, and passion to assist with delivering a safe place for homeless and at-risk youth.

We're proud to be partners in change for youth homelessness.

Cameron Holt, CEO, AVID Property Group











For more than 25 years, the Property Industry Foundation has brought together the property and construction industry in a unique collaboration to have a tangible impact on youth homelessness. Every night, there are 44,000 young Australians that do not have a safe and secure place to sleep. The Foundation exists to solve this issue.

When young people live in safe housing and have the right support, the benefits cause a ripple-effect across society, as they find employment, create stable relationships, and contribute to their community. The Foundation works towards providing resources and support to get young people off the streets, none of which would be possible without the support of the building and development industry.

By partnering with industry leaders like AVID, this allows us to fund initiatives that lead to systemic change and build homes for established youth homelessness charities. The Foundation has been building and refurbishing homes for homeless young people since 1996 and aims to build 300 bedrooms for homeless youth by 2025 with 228 bedrooms, already complete.

Working in collaboration with its trusted charity partners, the Foundation facilitates a comprehensive support system for homeless youth, encompassing not only housing but also access to education, opportunity, and wellbeing. Not every young person is able to live with their family and for many, foster families are not available. With the help of generous industry partners and suppliers like AVID, we are able to create supportive environments where homeless youth can get their lives back on track.

We thank AVID for its commitment to combatting youth homelessness with us and welcome AVID as a national partner. We look forward to continuing to work together to make a tangible impact on homeless youth. It's partnerships and ultimately communities coming together like this that enable the Foundation to deliver a meaningful impact nation-wide.

Kate Mills, CEO, Property Industry Foundation

# The purpose behind the partnership

AVID is strongly committed to addressing growing societal issues – particularly those that directly impact the industry in which we operate – and youth homelessness represents one of Australia's most pressing social issues.

With the anticipated increase in the number of young people experiencing homelessness due to escalating living costs and limited housing availability, this critical partnership enables us to support efforts to provide accommodation for those in need. As a developer-builder, it was the perfect fit to invest our resources and leverage our expertise and industry connections where they could do the greatest good.

As creators of communities, AVID feels responsible to seek ways that we can contribute to bettering the broader community, which is why we've decided to formalise our partnership with the Property Industry Foundation and deepen the connection.

Through this partnership, we hope to lead by example, not only contributing to tangible solutions for youth homelessness, but also inspiring a shift towards more socially responsible business practices within the property and building sector.





# The power of an industry coming together

In response to the escalating housing challenges, the property sector possesses both the capacity and responsibility to drive significant social change, particularly in addressing the critical issue of youth homelessness. Understanding this potential, AVID has positioned itself at the forefront of an industry-wide movement, spearheading initiatives to provide housing solutions for homeless youth.

The Foundation's partnership program provides the perfect opportunity for Australian property developers and builders to band together and use their resources to support the Foundation's mission. By formalising our commitment with the Foundation, AVID has taken a significant step towards leveraging the industry's strength for social good.

The Foundation makes a tangible difference to the serious and persistent problem of youth homelessness by partnering with respected charities to build safe environments and support charity managed initiatives focused on education, pathways to employment, and wellbeing. The Foundation has built 228 bedrooms to date<sup>+</sup>, providing 86,870 nights of safety to thousands of young individuals.

The Foundation's initiatives serve as a blueprint for our industry, illustrating the impact that can be achieved when we unite for a common cause. Leading by example, the Foundation is not only contributing to tangible solutions for youth homelessness, but also inspiring a shift towards more socially responsible business practices within the property and building sector.



Members of the Sydney team take part in the Sydney Property Industry Foundation Regatta

<sup>+</sup>Source: https://pif.com.au/ about-us/our-vision-and-mission/





AVID's support of the Foundation extends beyond financial contributions, embedding our commitment to youth homelessness within our core operations and staff ethos. Our partnership and involvement with the Foundation is a human desire to see an end in youth homelessness.



Linda Walsh, AVID General Manager Marketing and Customer

## Stakeholder snapshot

AVID has engaged a wide range of stakeholders over the course of our partnership with the Property Industry Foundation.

#### **AVID** employees

AVID employees nationwide are active participants and supporters of the Foundation, involved in fundraising and shared events.

To embed this partnership within our culture, AVID created its own internal PIF Charity Champions Committee including a Chair, Secretary, and representatives from each state and two executive sponsors, Colette O'Reilly, General Manager People & Culture, and Linda Walsh, General Manager Marketing & Customer, to ensure leadership representation.

The Committee is responsible for organising events, attending committee meetings, and acting as internal PIF ambassadors, generating involvement from AVID employees.

#### PIF Board Members and staff

Members of AVID employees are also active members of the Property Industry Foundation board, volunteering their time to work collaboratively to create communities where young people have a safe and secure place to rebuild their lives.

- Queensland State Board of Advisors
   Bruce Harper, Executive General Manager
- Beneficiary Review Committees
   Melissa Kerr, National Marketing Manager
- Hard Hat Day National Committee
   Duncan Corness, National WHS Manager

#### Industry peers

AVID works alongside more than 140 industry leaders who actively support the Property Industry Foundation, including Northrop, Saunders Havill Group, McGees Property, Kane Constructions, Blight Rayner, Aliro, and ISP.

#### Partner charities/beneficiaries

The Property Industry Foundation work collaboratively with other charities to break the cycle of youth homelessness and change lives. Some of these partner charities and beneficiaries of which AVID initiatives has been involved in include the Lady Musgrave Trust, Salvation Army, Women's Property Initiatives, The Lighthouse Foundation, Act for Kids, The Bridge Youth Service, and Early Bird Café.

#### Contractors and construction teams

Contractors and construction teams at AVID communities involved in AVID and Property Industry Foundation initiatives include Robson Civil Projects, ADW Johnson, Urban Land Housing, Rokon Pty Ltd and Civ2Con.

#### Homeless youth and at-risk of homeless youth

AVID's work with the Property Industry Foundation has contributed to tangible benefits for homeless youth and at-risk of homeless youth across Queensland, New South Wales, and Victoria. These have primarily been through volunteering and fundraising at Haven Home projects and partner beneficiaries of the Property Industry Foundation.



AVID celebrations following the Sydney Regatta

### **2 YEARS OF PARTNERSHIP**





# The round up

In AVID's inaugural year of corporate partnership with the Property Industry Foundation, the builder-developer participated in 12 initiatives, with 70 staff members that attended or participated in an event, and 16 team members on the AVID PIF Committee, raising a total of \$55,000 over the course of the year.

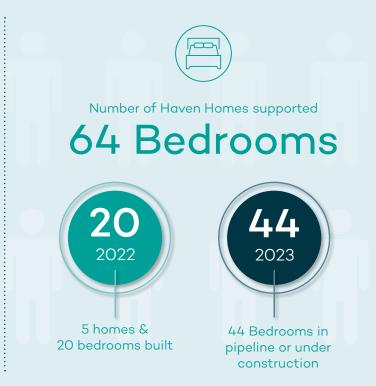
In 2023, AVID took part in 13 initiatives, with more than 81 staff that attended or entered into an event, and 14 staff members on the AVID PIF Committee, raising a total of \$50,000 over the course of the year. In addition, \$55,000 was raised for the Foundation during the 2023 Villaworld Homes by AVID Golf Classic.

Since formalising the partnership, AVID has participated in 25 initiatives for homeless youth, with more than 150 staff that attended or participated in an event, and more than 15 members on the AVID PIF Committee, contributing more than \$160,000 towards the Property Industry Foundation.



2022 - 2023





### **Events Breakdown**

#### Tour de PIF

The Property Industry Foundation's Tour de PIF is an annual cycling challenge and charity walk raising vital funds for the Foundation's Haven Home initiatives, supporting homeless youth to get their lives back on track. AVID's Sydney team has participated in the event for the past two years, running, cycling, and walking in support of the Foundation.

In 2022, 12 members of the Sydney AVID team came together, despite some challenging weather conditions and raised more than \$6,136. This effort placed them eighth on the list of top 10 fundraisers for the event, with AVID Development Manager Graeme Jeffries personally raising \$2,099 to the total.

The AVID team showed the same dedication the following year, reaching seventh place on the team fundraising ladder, and contributing \$5,943 towards the cause.

"

Tour De PIF, and more broadly the Foundation's partnership program provides an opportunity for Australian property industry to band together and use our resources to support the foundation. I'm especially proud of our team's support for the Sydney Tour de PIF events, where AVID has placed within the top 10 fundraisers on both days.

"

Cameron Holt, CEO AVID Property Group



#### Hard Hat Day

Hard Hat Day is the Property Industry Foundation's flagship event, held each August as the construction industry's fundraising day.

In 2022 and 2023, more than 60 staff across AVID's Victorian communities, Carolina, Savana, and The Rathbone, participated in a series of breakfasts, lunches and BBQ's, raising more than \$2,000 for the cause each year. AVID's dedicated tradies, project managers, and executives passed the hard hat around, raising money for at-risk and homeless youth.

Events were held in conjunction with on-site civil contractors Rokon Pty Ltd and Civ2Con, who eagerly offered their support, with funds allocated towards completing two Haven Home projects.



Hard Hat Day Fundraising Efforts

Hosting these events for staff and contractors at our AVID communities gives attendees the opportunity to learn about the Foundation's important mission, as well as make their own contribution towards assisting homeless youth. Hard Hat Day also aligns with our broader mission to foster a more connected community, both internally and externally.



Colette O'Reilly, General Manager People & Culture AVID Property Group Hard Hat Day is a great opportunity to engage with our industry partners, such as AVID, to raise awareness within their construction teams about the devastating impacts of youth homelessness in Australia and inspire them to join the fight and support our cause.



Kate Mills, CEO, Property Industry Foundation

#### Salvation Army Youth Crisis Refuge

In partnership with the Property Industry Foundation, AVID Victoria team members assisted at The Salvation Army's Youth Crisis Refuge in St Kilda. The crucial facility provides safe accommodation and support for young people experiencing crisis and homelessness.

To aid the centre, members of the AVID team undertook a range of garden maintenance work including removal of an old garden bed, weeding, pruning, and upgrading a large, raised garden bed.



Riding for a cause was both an exciting and meaningful experience. Being part of the AVID team in the Pedal for PIF event wasn't just about getting our heart rates up; it was about making every kilometre count towards creating a brighter future for homeless youth. Getting on the leaderboard with 11.2km was also a fun personal achievement!



Melissa Kerr, National Marketing Manager AVID Property Group



Even though many of the young people only live in this accommodation for a short time, there is an impact to be had by creating a homely, nurturing environment, internally and in the gardens.

The work goes a long way to helping to create positive habits and providing exposure to the simplest of life skills that these young people have not had role modelled. To be able to contribute to the development of a garden that produces food and provides the simple joy of nature — its colour and smell — was extremely rewarding.



AVID VIC team volunteer



Worker Bee to support the Salvation Army Youth Crisis Refuge



for Homelessness

#### Pedal for Homeless Youth

AVID QLD staff members got their heart rates up for homeless youth at Brisbane's Queen Street Mall, joining other industry professionals to accumulate as many kilometres as possible on stationary bikes in 20-minute intervals.

Every dollar raised through rider or team sponsors through the Pedal for PIF went towards their newest Haven Home Projects in the Queensland pipeline – aimed at getting homeless youth off the street and giving them a better chance in life.



The Brisbane Team Participate in Pedal for Homelessness

#### Steps for Homeless Youth

The Property Industry Foundation's Steps for Homelessness is a fun walk and run event that generates funds to combat youth homelessness through the completion of two Haven House Projects, designed to offer young homeless Australians the resources needed for independence.

The event featured multiple track races for 450 contingents, encouraging participation from individuals of all abilities to make a difference. AVID's team of six participated in all events and surpassed the set fundraising target by 25 percent.





The beautiful Albert Lake course not only allowed us to get active as a team but also enabled us to contribute meaningfully towards a cause close to our hearts. Surpassing our fundraising target was also a testament to the dedication and spirit of our team and the generous support of the industry.



Lesley Haygarth, VIC Marketing Manager, AVID Property Group

#### Sydney/Brisbane Charity Regatta

The Property Industry Foundation's Charity Regatta is the Foundation's premier event, with annual yacht races held in Sydney, Brisbane, and Melbourne. AVID has been proudly participating in the Regatta races in the years prior, and during AVID's formalised partnership with the Foundation.

The 2023 Sydney Regatta raised an incredible \$300,000 to support Haven Projects currently in development, providing education and refurbished amenities to help break the cycle of youth homelessness. The 2023 Brisbane Regatta contributed more than \$100,000 towards two Haven Home Projects which will provide safe homes for at risk youth in Queensland.



Our AVID teams are always enthusiastic for the opportunity to take to the seas with other industry leaders for a day of competitive sailing to help the Foundation increase the supply of accommodation for homeless youth. Our consistent involvement in the Foundation's Charity Regatta has shown us a promising shared commitment of our industry to come together to raise crucial funds for those who need it most. We are honoured to be part of the Foundation's journey.



Cameron Holt, CEO AVID Property Group



Sydney PIF Regatta

#### Early Bird Café

The Early Bird Café is a Property Industry Foundation charity affiliate and offers meals each day to the disadvantaged of Sydney CBD. As part of AVID's work with the Foundation's charity affiliates, members of AVID's Sydney team volunteered over six months at the Early Bird Café and served food to those in need.

The 18 volunteers were split into a rotating roster of 6 members, taking turns to prepare breakfast and chat with the café customers from 5:30am. Each group participated once every three months, contributing to the café's important cause of providing meals to around 130 individuals daily, Monday to Saturday.

#### Brisbane Backseat SleepOut

The Brisbane Backseat SleepOut, an initiative by the Property Industry Foundation, aims to raise awareness and funds for homeless youths by bringing together property industry professionals to spend a night in the backseats of their cars.

Executive General Manager Bruce Harper joined other industry leaders at the Backseat SleepOut, which raised approximately \$35,000 for homeless youth. Bruce was the 3rd highest individual contributor on the day, raising more than \$1.400 towards the cause.

Funds raised from the event supported the construction of bedrooms for the Haven House projects, which provide essential security and shelter for disadvantaged youth.



Actively volunteering with the Early Bird Café has been an eye opener for our staff as it has highlighted the level and impact of homelessness. It has also made us more grateful and less inclined to judge others. Walking a mile in someone else's shoes is something we all should do from time to time.



Colette O'Reilly, General Manager People & Culture AVID Property Group "

There are so many young Australians who don't have a safe place to call home. By participating in the Brisbane Backseat SleepOut, we're not just raising funds; we're sharing in a fraction of the hardship faced by homeless youths every day.



Bruce Harper, Executive General Manager
AVID Property Group

#### Sydney PIF Golf Day

AVID proudly sponsored and participated in the Dulux Golf Day in Sydney, an annual event by Dulux and the Property Industry Foundation, in support of the Foundation's mission to build homes for homeless youth in need.

30 teams teed off at the Concord Golf Course in Sydney, with volunteers raising more than \$44,000 through golfing and raffle prizes.

#### QLD Worker Bee Lady Musgrave House

Members of the QLD AVID team had an incredibly rewarding day volunteering at the Property Industry Foundation and The Lady Musgrave Trust Worker Bee.

Six AVID QLD staff members volunteered their time to work on a property owned by The Lady Musgrave Trust – a charity partner of The Foundation. The dedicated team assisted with the landscaping of the property, which provides safe and secure shelter for homeless women and their families. With 11 properties across Southeast Queensland, these spaces provide essential lifelines that empower disadvantaged youth and aim to break the cycle of hardship.

Throughout the day, the team took part in removing old stumps and concrete, repairing the clothesline, replanting gardens, and providing a herb garden for residents, as well as implementing a flowing garden and trellis to cover the back fence of the property.





The day we spent at the property really affirmed our commitment to volunteering and the importance of supporting organisations that make a tangible difference in people's lives.



Hana Moore, QLD State Marketing Manager AVID Property Group



Sydney PIF Golf Day



QLD Worker Bee



The amount of money raised towards homeless youth at the Golf Day highlights the incredible things that can happen when the industry comes together to support an important cause. Our team had plenty of fun out there on the green and a particular highlight was meeting the Dulux Dog.



Fernando Barahona, IT Services Manager AVID Property Group



#### 30 Day Fitness Challenge

In 2022, 12 members of the AVID team took part in the 30-day fitness challenge hosted by the Property Industry Foundation to #getfitforhomelessyouth, signing up to individually raise funds towards a Haven House Project.

AVID walked, ran, swum, and cycled during the month of May, challenging themselves physically for a good cause. The team raised \$3,239, surpassing the goal to raise \$3,000 towards the Foundation's \$250,000 goal.







It felt great to raise money for such an important cause alongside fellow members of the team and got us all moving more than we would normally! I'm really happy with what we achieved.



Holly Brennan, National Sales Manager AVID Property Group

#### Villaworld Homes Golf Classic

The Villaworld Homes by AVID Golf Classic is an annual fundraising event circled on the calendar each year. In 2023, the AVID team, guests, and more than 150 suppliers and subcontractors came together for a day on the green, raising funds for two charity partners, MATES in Construction and the Property Industry Foundation.

The golf event and charity auction raised \$110,000 for both charities, with funds going towards mental health and suicide prevention in the construction industry and providing support to homeless youth. 2023 marked the first year in which AVID partnered with the Foundation for the event, contributing \$55,000 towards supporting homeless youth.





We are honoured to be partnering with Villaworld Homes for the Golf Classic this year and are grateful to AVID and the wider property and construction industry for its long-term support – helping us to raise and distribute more than \$2 million to youth homelessness since our inception



Antoinette Rusby-Perera, Queensland State Manager Property Industry Foundation



# Amplifying the reach

#### Media Coverage

Between 2022 and 2023, the partnership between AVID Property Group and the Property Industry Foundation garnered attention in the media, illustrating the importance of the vital work the Foundation does for homeless youth.

Coverage spanned across various platforms including print and online news outlets.

A key highlight included a feature in the City Beat column which syndicated nationally.

From 2022 to 2023 AVID's partnership with the Property Industry Foundation featured in:



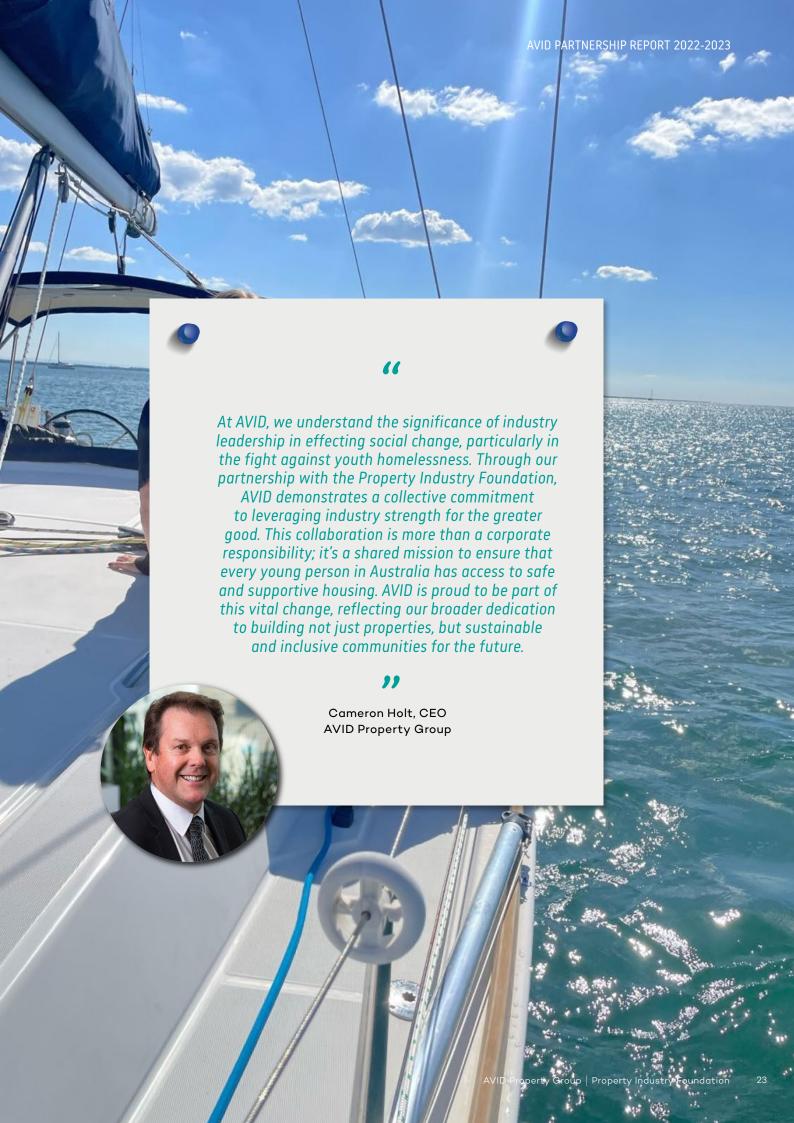
16

media clips

(one print and 15 online articles)

reaching a combined





#### Social Media Activity

The AVID and Property Industry Foundation partnership also saw extensive coverage on social media platforms, reaching a diverse and wide audience. The social media strategy involved regular posts on both AVID's and Property Industry Foundation's official pages, along with staff-driven content.

These posts frequently featured updates on upcoming events, staff participation, and highlights from successful events. Throughout the partnership, social media played a crucial role in engaging with AVID's stakeholders and raising awareness for the cause.

#### From 2022 to 2023 the Foundation featured in:



68

#### posts across LinkedIn and Facebook

(one print and 15 online articles)

on both AVID's corporate and community pages, reaching a combined



87,455 people



Last night, AVID General Manager Marketing and Customer Linda Walsh and National Sales Manager Holly Brennan attended the Property Industry Foundation's 25th Anniversary Gala

The night provided a wonderful opportunity for members of the property industry to gather together to support the work of the foundation, and most excitingly to witness the launch of Haven House South Dowling Street in Sydney.

Thank you again to Kate Mills and the Property Industry... See more





The numbers are in! Congratulations to our AVID Tour de PIF team, who made number 8 on the list of top 10 fundraisers from the event.

Our team raised a total of 6,136 for the Property Industry Foundation, smashing our target of 3,000, and raising the largest amount of funds we've ever raised from a single event.

We'd also like to acknowledge AVID Development Manager Graeme Jeffries who personally raised \$2,099, landing him in the top 20 fundraisers for the day. Thank yo... See more





### AVID Property Group Australia September 9, 2022 - ❸

Today, members of our AVID Sydney team participated in the Property Industry Foundation's Tour de PIF to raise money for homeless youth.

Unfortunately, today's soggy Sydney weather meant that the cycling component was cancelled, however runners and walkers still came out in full force to support the foundation.

We're pleased to announce that Team AVID raised more than \$5,000 for the cause, contributing to the total fundraising goal of \$250,000.  $\dots$  See more





### AVID Property Group Australia October 24, 2022 · ❖

Members of our Brisbane office took to Queen Street Mall last week to turn legs in the name of charity for the Property Industry Foundation!

The AVID Brisbane peloton crew completed a 20-minute sprint to raise much-needed funds for Australia's youth homelessness crisis.

Youth homelessness affects 44,000 young Australians, and each night, 1 in 3 young people are being turned away from supported accommodation services. The Foundation exists to help





#### **AVID Property Group Australia**

Last Thursday, members of AVID's Property Industry Foundation committee; Melissa Kerr, Marita Loel and Haylee Bedford participated in The Foundation's annual Melbourne Toiletries Wrap Day - an important campaign that provides at-risk youth with essential everyday items

Together, the team wrapped over 700 care packages, with items provided by people from right across the property and construction industry. All care packages will go directly to homeless youth at the Foundat... See more





### AVID Property Group Australia August 29, 2022 - ❖

On the 9th of September, Team AVID are yet again getting fit for homeless youth, but this time for the Property Industry Foundation's Sydney Tour De PIF!

Tour de PIF is one of the Foundation's most popular events, and our team will be running, cycling and walking to raise much-needed funds for homeless youth.

We're currently on our way to reaching our fundraising goal, but we need your help to make it to the finish line! Click below to support Team AVID and learn more abo... See more



#### **Property Industry Foundation**

Youth homelessness is a significant issue in Australia, and unfortunately, one that is only growing – but it is a problem that can be helped with the support of builders and developers.

AVID has the unique opportunity to make an impact in the lives of those struggling with housing insecurity and inspire others in our industry to do the same.

As a leading builder-developer, AVID has used its platform to shine a light on youth homelessness and has actively sought out ways to make a tangible difference.

All in, AVID has contributed more than \$160,000 through sponsorship and fundraising events to support the Foundation, which has a goal to build 300 bedrooms for homeless youth by 2025.

AVID is committed to supporting the Foundation, and doing what it can to make a meaningful contribution to the lives of Australians.



