



CHARITY REGATTA TO RAISE IN THE \$300,000s

The Property Industry Foundation (PIF) Annual Charity Yachting Regatta will be held on March 26, 2010 and is expected to raise more than \$300,000 for the Foundation's various building projects, which assist children's charities in building emergency accommodation, education centres and counselling facilities.

The Yachting Regatta, sponsored by Investec Bank and hosted by Middle Harbour Yacht Club at Mosman, has already received entries a number of registrations from its Corporate Donors and the heat is on to beat the 2009 record!

"Despite the current economic climate in the first quarter of this year, the response to the Regatta from the property industry was nothing short of overwhelming," said PIF Chief Executive Officer Rosemary Smithson.

"The Regatta is always a hugely successful event on our calendar and this year will be no exception."

Proceeds from the event will benefit refurbishment projects for charities including Salvation Army and Sir David Martin Foundation, where marginalized youth can gain access to educational, vocational and recreational programs.

PIF's Annual Charity Yachting Regatta is staffed by some 50 volunteers from the property and construction industry who donate their time to manage a range of tasks from event planning to selling raffle tickets and cleaning up after the event. Many of these volunteers also work on PIF's building projects.

Since PIF's inception in 1996 more than \$12 million net has been raised for a range of PIF's approved charities through its core fundraising activities including annual events such as the Charity Yachting Regatta, National Hard Hat Day, Charity Car Rally Challenge and Charity Ball.



fact sheet

<p>size of event</p>	<ul style="list-style-type: none"> ➤ 2009: over 80 boats ➤ One of the largest regatta in Australia ➤ More yachts than Sydney to Hobart ➤ Expect some of the 2009 Rolex Sydney to Hobart yachts in the race ➤ Expect over 1200 property and construction industry representatives 'on the water' from all industry sectors: developers, investors, financiers, fund managers, construction companies, builders, architects, project managers, quantity surveyors,
<p>purpose of event</p>	<ul style="list-style-type: none"> ➤ To unite the property and construction industry to raise money for charities doing exceptional work with street youth and homeless children. ➤ Young people at risk from different charities will be guests aboard "Uptown Girl" kindly sponsored by Winton Associates.
<p>Principal Sponsor</p>	
<p>primary event supporters</p>	<ul style="list-style-type: none"> ➤ Middle Harbour Yacht Club ➤ edwardjames ➤ The PR Partnership ➤ Wizardry Imaging & Signs ➤ Kennards Self Storage ➤ Asset Link ➤ Opera Australia
<p>the event</p>	<p>Friday 20 March 2009 at Middle Harbour Yacht Club</p> <p>10.30am: Official Registration</p> <p>12.50pm: Warning Gun</p> <p>1.00pm: Race commences</p> <p>4.00pm: Industry networking & Surfin' Safari Beach Party</p> <p>6.00pm: Official Presentation of trophies, prizes, The Bob Eil Cup</p>

volunteer support	<ul style="list-style-type: none"> ➤ more than 40 industry volunteers involved in event ➤ early morning setup from 7:00am ➤ volunteers will help with planning, promoting event, decorating, operations, registrations, selling raffles, clean up
expected amount to be raised	<p>Remarkably high return to charity</p> <p>2009 regatta raised \$300,000 net; 2008 regatta raised \$470,000 net</p> <p>The Foundation has been raising in the vicinity of \$1.5 million a year for charities doing exceptional work with street youth and homeless children. The following charities have received support from our Foundation – we are currently working closely with some of them to complete building refurbishments:</p> <p>Barnardos Come In Youth Resource Centre Father Chris Riley's - Youth Off the Streets Girls & Boys Brigade KidsXpress Marist Youth Care Open Family PCYC - Police Community Youth Centre Woolloomooloo Salvation Army <i>Macquarie Fields</i> Salvation Army <i>Oasis Surry Hills</i> Shine for Kids Sir David Martin Foundation St Vincent de Paul Society <i>Youth Reach</i> Stepping Stones Ted Noffs Foundation Uniting Care Burnside <i>DRUM Centre</i> Wayside Chapel Wesley Mission <i>Streetsmart</i> William Campbell College YWCA</p>
How PIF began	<p>In 1995 leaders of industry in New South Wales formed the Property Industry Foundation to mobilize the financial and human resources to assist organisations providing services to 'kids at risk'. The Foundation has grown steadily to become what is now regarded as one of the property sector's pre-eminent charity initiatives.</p> <p>The Spectrum of Support: The Board of Directors and Board of Advisers of the Property Industry Foundation reads like a Who's Who of the broader property sector. These executives are dedicated people who bring an incredible depth of knowledge and expertise.</p> <p>Corporate Donors and Supporters: Our corporate donors and supporters comprise a range of major corporations, large and medium-size companies, small groups and service firms operating within the property industry. These committed organisations support not only through monetary funds by means of Corporate Donorship, but as well as significant contributions of time and materials which are donated to our projects. The Foundation also raises funds through Special Events and other fundraising campaigns:</p> <p>Our Vision: To unite the entire national property industry – developers, agents, construction companies, builders, financiers, investors, owners, service companies, unions, lawyers and individuals in an independent initiative to support community programs aimed at 'at risk' youth. The Foundation supports community programs that facilitate youth employment, tackle the problems of social alienation, and encourage self-responsibility.</p>

How PIF began	<p>Our Strategies to Achieve the Vision:</p> <ul style="list-style-type: none"> ➤ To support community programs that provide practical support and that, where possible, produce tangible results, viz rigorous youth unemployment programs that tackle attitude and encourages self-responsibility. ➤ To provide accommodation for the homeless. ➤ To facilitate jobs and mentor support where possible. ➤ To raise funds for such programs through corporate and individual donations, special networking events and sporting contests. ➤ To offset administrative costs via direct corporate donations.
<p>Patron</p> <p>National Board of Directors and NSW Board of Advisers</p>	<p>PATRON NSW Her Excellency Professor Marie Bashir AC CVO Governor of NSW PATRON VIC The Governor of Victoria, Professor David de Kretser, A.C.</p> <p>NATIONAL BOARD OF DIRECTORS Brendan Crotty (National Chairman) Bert Dennis OAM, Dennis Family, Keith Grayson, Westpac Property Rowan Griffin, Colonial First State Global Asset Management Tim Johansen, Investec Bank Ceinwen Kirk, Bovis Lend Lease Nick Collishaw, Mirvac</p> <p>NSW BOARD OF ADVISERS Keith Grayson, Westpac Property (Chairman) Darren Timms, Rice Daubney Stephen Ellis, Technical Real Estate John Elvy, Leighton Properties Robert Farrell, Cushman & Wakefield Ralph Gagliano, St Hilliers David Gallant, Walker Corporation Campbell Hanan, Investa Property Group Arthur Lane, Industry Consultant Kylie Matthews, HerbertGeer Alison Mirams, Brookfield Multiplex James Patterson, CB Richard Ellis Mary Conroy, Ernst & Young Stephen Lewin, Holding Redlich Lawyers Mark Gleeson, Australand Tim du Temple, Investec Bank Andrew Shankland, BOS International</p> <p>LAWYERS TressCox ACCOUNTANTS PricewaterhouseCoopers</p>
Rosemary Smithson	<p>CEO – 9 years with the Property Industry Foundation</p> <p>Expertise: specialising in marketing & communications; direct marketing; sales; business development; strategic management; event management; customer & guest relations; volunteer relations</p> <p>Industries: primary involvement with airlines, hotels, theme parks & tourist attractions <i>other includes</i> USO Germany/US Military, St James Ethics Centre, government community projects</p> <p>Experience: Brisbane, Sydney, Adelaide, UK, Germany, East Coast USA, Kuala Lumpur</p> <p>Interest with Foundation: passion for cause; strong belief that people want to give/help; personal experiences</p>
other PIF events	<p>National Hard Hat Day – 2009 (employers & employees in the Property & Construction Industry donate one hour of their pay to build a home for homeless children) – raised \$276,666 donations</p> <p>Annual Charity Ball – 2009 event raised \$200,000 net</p> <p>Christmas Cocktails at Government House – 2009 (soft fundraiser for homeless children at Christmas) – raised approximately \$5,000</p> <p>Bi-monthly CEO Networking Forums (approx 80 CEOs and industry heads meet to network and share PIF vision)</p> <p>PropertyBlitz Event Management Workabees Job Squad Buddy Program (volunteers across the industry help their Foundation to help youth and reduce administrative expenses)</p> <p>PAExclusive Chocs for Socks Winter Campaign (PAs across the industry raised money to buy socks and beanies for over 300 street kids in Sydney)</p> <p>PAExclusive Zoo Trip for Disadvantaged Children (PAs across the industry host disadvantaged children from three different charities to Taronga Zoo)</p>