

Media Release



For immediate release – 18th October, 2021

REIA RELEASES BLUEPRINT FOR THE GREAT AUSTRALIAN DREAM

The Real Estate Institute of Australia (REIA) has today (18 October 2021) launched a historic strategic policy agenda – *Getting Real: Policy priorities for Australia's real estate agents and agencies*.

Speaking from a hybrid launch event held in Hobart, Tasmania with agents joining in online from Australia-wide, REIA President Adrian Kelly said that *Getting Real* defines the core issues to enable real estate agents and property clients unite and succeed.

“The COVID-19 pandemic and the 2019 negative gearing campaign that reached 11 million voters showed the strength of Australian real estate agents when we unite as a business community.

“There are so many issues for busy real estate agents to deal with and *Getting Real* gives a six-point blueprint to tackle these issues head on.

“Our aim? Trusted real estate agents, fair real estate markets and prosperous real estate businesses.

“In the lead up to the next Federal Election, it’s time to get real about real estate policy and to help agents do what they do best – help Australians into homes.”

Mr Kelly said *Getting Real* would advance and promote private property markets as Australia’s economy withstands the sustained impact of the COVID-19 pandemic.

“*Getting Real* sets the agenda for real estate in Canberra, drives reform and shapes funding opportunities in future Federal Budgets as well as for the looming Federal Election.

“*Getting Real* articulates six key areas for government: supply, customers, taxation, sustainability, cities and regions, and successful real estate agencies. We also have specific action plans for people, training and skills, proptech and regulation and reg-tech.”

Released as a Federal Election looms, Mr Kelly said the “first cab off rank” priorities from *Getting Real* include:

- ✓ Urgently address national property manager shortages through an innovative new national mentorship program
- ✓ Secure bi-partisan commitment on a national plan for housing supply and affordability and forming a national council of housing ministers under National Cabinet
- ✓ Phase out stamp duty nationally
- ✓ Increase holistic first home buyer support, including advocating for free financial planning for Australians under 30s
- ✓ Release a white paper on the role of blockchain technology for Aussie real estate agents
- ✓ Pull more policy levers to encourage more ‘rightsizing’ as Australia’s population ages

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Federal Minister for Housing, the Hon Michael Sukkar MP was virtually presented a copy of *Getting Real* at the hybrid launch.

Based on months of research and consultation by State and Territory Institutes and agreed at REIA's inaugural Strategic Policy Forum in Darwin in June 2021, *Getting Real* policies were triaged to:

- 1) Drive real estate listings over the short and long term
- 2) Defend against draconian regulation and compliance
- 3) Support confidence and trust in real estate agents and markets
- 4) Attack immediate reputational or economic threats
- 5) Plan for big picture strategic issues to secure agencies a profitable future

Getting Real can be accessed here: <https://reia.asn.au/advocacy/getting-real/>

Report infographics can be accessed here: [media kit - Dropbox](#)

ENDS

Attached

Photo of REIA President Adrian Kelly.

For any further information please contact Olwyn Conrau, REIA Media Consultant, 0413 600 350

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Established in 1924, REIA is a federated body of State & Territory Real Estate Institutes representing 85% of Australian real estate agencies. We are a national advocate for the Australian real estate industry which is made up of 46,793 Australian businesses that employs 133,360 Australians. For more information visit www.reia.com.au