

: gender, equity, architecture.

Parlour Inc is an internationally regarded, multi-award-winning non-profit association focused on improving equity in architecture and the built environment.

Parlour is a 'space to speak'. It provides a respected platform to share significant research, resources and discussion. Our advocacy is based in independent, rigorous analysis. Our event program is wide-ranging, welcoming and accessible.

Founded in 2012, Parlour has continually evolved and grown, generating over a decade of significant impact. Our agility and dedication enable us to respond adeptly to contemporary challenges, offering targeted support where needed. This approach has led to a notable increase in engagement in recent years. Our community is not just growing, but thriving, with strong ongoing development year upon year.

Streamlined and dynamic, Parlour is recognised for its effectiveness and is much loved by those we serve.

Background

Parlour originated in 2012 as the communication and engagement component of a scholarly research project funded through the Australian Research Council's Linkage Grant scheme, Equity and Diversity in the Australian Architecture Profession: Women, work, leadership' (2011–2015). This involved three universities, five industry partners and an interdisciplinary research team.

This research project produced the most accurate statistical map ever produced of Australian architecture, along with a wealth of qualitative material and sophisticated analysis. Parlour makes this evidence base available to a broad audience, and puts this knowledge to work.

In 2015, Parlour became an incorporated association. Our ongoing work is funded through sponsorship (Parlour Partners) and the Parlour Collective supporter program. We also accept tax deductible donations.

Parlour is an independent organisation. We work closely with allied organisations, universities, peak industry bodies, institutions, government departments, practices and corporate businesses.

Parlour's work has been recognised through a number of awards, including the 2020 Paula Whitman Leadership in Gender Equity Prize, the 2014 Munro Diversity Award, the 2015 Adrian Ashton Prize for Writing and Criticism, and the 2013, 2015 and 2023 Bates Smart Award for Architecture in the Media.

“

Over the last two years I've appreciated Parlour's positive energy, fierce integrity and opportunities to connect.

Whenever I feel depressed about the state of the professions, your work gives me hope!”

— Saneia Norton

Parlour in action

Parlour makes space for conversations that matter. We undertake a broad range of activities – running invigorating social events, conducting rigorous research that identifies entrenched challenges, providing resources that outline practical strategies for change, and convening discussion events about key topics. All are effective because of the extraordinary Parlour community who contribute and put the resources to work every day in many places across Australia and around the world.

Parlour events

Parlour runs a wide range of events – online and in-person, one off symposia and long-running series. Our online series – Deadly Djurumin Yarns, Stepping Up, Parlour LAB and Light at the End of the Tunnel – increase understanding of key topics, facilitate vital discussions and help build communities of interest.

The Seasonal Salon program provides convivial, friendly in-person events, which are an opportunity to get together, meet new people and revive and refresh existing networks.

The Vine is our new speed-networking event series for graduates and students. This is led by graduates with support and infrastructure from Parlour and key architectural practices.

Parlour is frequently invited to participate in public event programs and collaborate with other organisations on events and programs.

Parlour online

The Parlour website is an important hub of activity, publishing a wide range of material from many and diverse authors. Our strong editorial expertise supports the Parlour community and facilitates the sharing of knowledge and research, advice and reflection.

Parlour has a very visible and engaged social media presence, which helps amplify the editorial and event program.

Improving the workplace

The Parlour Guides to Equitable Practice provide an essential guide to improving equity in the workplace through 11 topics. These guides are currently being updated and extended.

The new Guides to Wellbeing in Architecture Practice offer practical advice to foster workplaces in which people thrive.

Data that matters

Analysing and disseminating data is an essential component of Parlour's work. It provides unequivocal evidence, helps identify issues and tracks progress. Parlour's data analysis provides the most comprehensive picture of participation in architecture and landscape architecture available in Australia.

Sharing knowledge

Personal stories are a powerful way to build a nuanced picture of those active in architecture and the built environment professions, and to share knowledge with young practitioners. Parlour has a range of platforms that encourage and support knowledge sharing, including the Letters to My Younger Self editorial series, the Seasonal Salons and Instagram guest hosting.

Increasing visibility

Marion's List, our online public register increases the visibility of women and non-binary people involved in the built environment. It supports people organising events, juries and educational courses to ensure diverse and engaging panels and events.

Expanding our histories

WikiD is an international collaboration between Parlour, Architexx and N-ails to increase the presence of women in architecture, design and the built environment on Wikipedia. The WikiD Guides to Wikipedia Editing help people get started and the entire program was short-listed for the Beazley Designs of the Year award at the Design Museum, London, in 2019.

Spreading the word

Parlour gives many public presentations to audiences in different places. We are regularly invited to speak across Australia and around the world and to contribute essays and interviews.

Parlour by numbers

Over the last decade, Parlour has built a strong, engaged and wide-reaching community, which comes together through the website and editorial program, social media, and our ever-growing event program – both online and in person.

Parlour website

Since 2012 the Parlour website has had over **1.5M page views** by **over 420K unique visitors** over more than **700K sessions**.

Over **64% of visitors came from Australia**. The rest came to Parlour from **161 countries**, including many from the United States, Britain and India.

In 2023 the Parlour website had more than **57K unique visitors** over **100K sessions** and over **224K page views**.

Parlour social

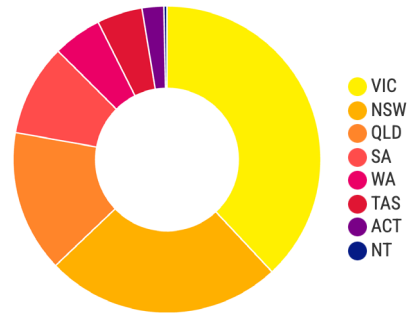
Parlour Instagram has **25K followers** from across the globe, a testament to the ever-growing success of our rotational guest hosting program.

Parlour LinkedIn is a newer platform. We currently have **3.7K followers**, with numbers and engagement building quickly. We currently achieve over 15K impressions per month.

Parlour mailing list

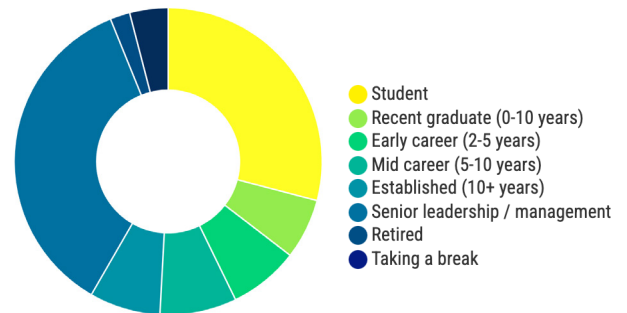
The Parlour mailing list has over **9K subscribers**. This has tripled since 2020, and is continuing to grow at a rapid rate.

People subscribe from around the world. The majority are based in Australia and spread across states in approximate proportion to the population.



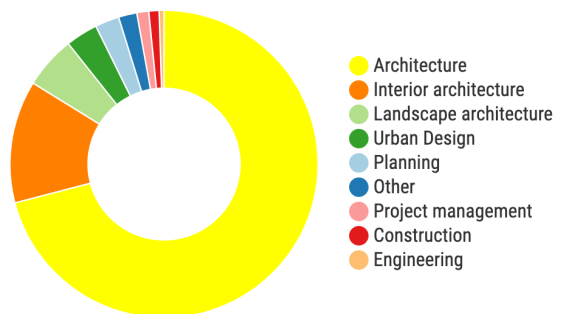
Australian mailing list subscribers by state

Parlour subscribers include people from all career stages, with a significant proportion being in senior leadership and/or management positions.

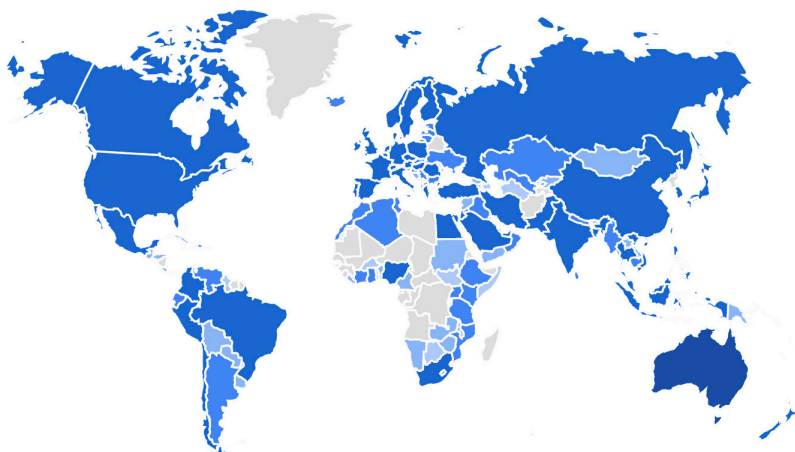


Mailing list subscribers by career stage

The majority of subscribers are active in architecture. Engagement with people from other built environment disciplines is growing steadily.



Mailing list subscribers by discipline



Visitors to the Parlour website, 2023



Our supporter program, the Parlour Collective, launched in March 2022.

The uptake has been striking. Many of Australia’s best practices and a multitude of individuals joined in the first year, with many more joining since.

The Parlour Collective provides further opportunity for action, research, mutual support and camaraderie. Together with Parlour Partners, it helps create funding security for our long-term future.

The Collective brings together an impressive group of individuals and practices – from multidisciplinary practices at the top end of town to small practices all over Australia.

Overall, **473 people and practices** have joined the Parlour Collective. This includes **168 practices**, of which **21 large practices** have signed up at the Advocate level.

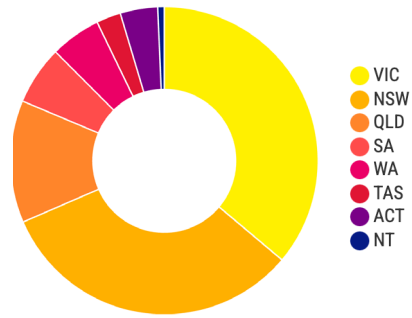
Support is particularly strong from those people in leadership positions, and from established practitioners. Well over half work in architecture, with a good mix of people working in other built environment disciplines.

“*Parlour has brought together like minds and created community around important issues that affect all of us, not just women. I actually can’t imagine the Australian profession without Parlour (no pressure!).*”

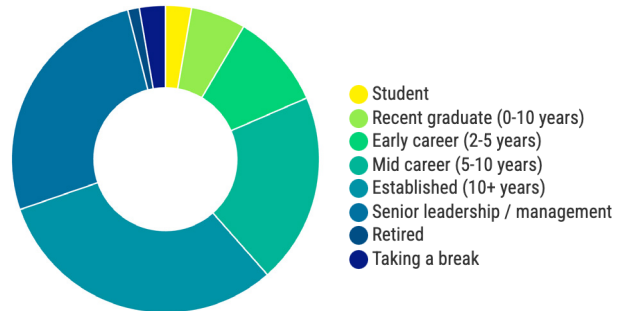
— Mel Bayl-Smith, Bijl Architecture

“*I can’t think where the profession would be without the projects and research Parlour has nurtured over the years. Your work has had a huge impact on me personally and is inspirational for its generosity of spirit and wide-reaching impact.*”

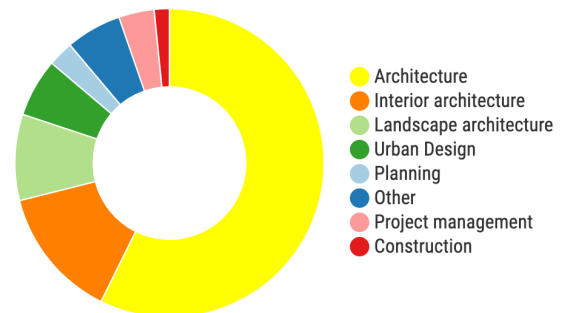
— Kirsten Orr



Parlour Collective by state, 2023



Parlour Collective by career stage, 2023



Parlour Collective by discipline, 2023

