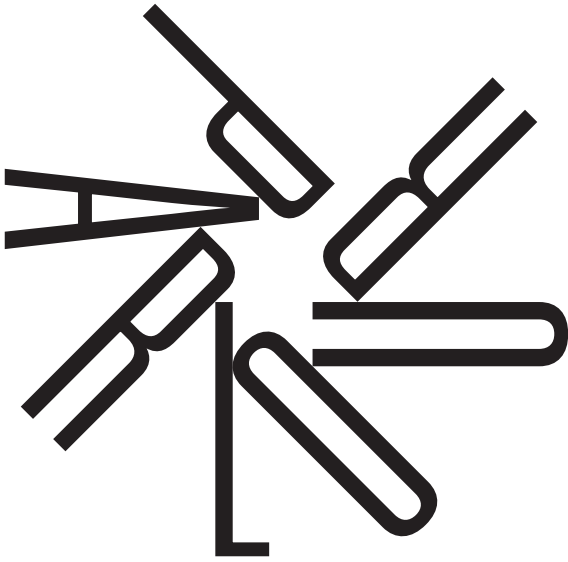


: gender,
equity,
architecture.

Parlour Partnership Opportunities

Join as a **Parlour Partner** – help
create fairer, more equitable,
more robust, built environment
professions.



: gender,
equity,
architecture.

Parlour 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’ – a platform for significant research, resource sharing, storytelling and discussion – all grounded in rigorous, independent analysis.

Since its inception in 2012, Parlour has grown and adapted to meet contemporary challenges, building significant engagement and impact within our thriving community.

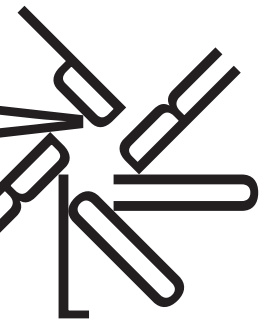
Working with Parlour gives Partners the opportunity to extend their profile and reach, providing access to a highly engaged community.

When you become a Parlour Partner you also join excellent company. It is a chance to work with like-minded organisations in creating fairer, more robust and sustainable futures.

“I have had the pleasure of working closely with Parlour over the past year. At Planned Cover, we are proud to have Parlour as an associated partner. Their dedication to creating a more equitable and supportive professional community aligns with our values and mission of supporting the built environment industry and the practitioners shaping it. Together, we are building a future where everyone in the architecture and design fields can thrive.”

— Sherren Hepburn, Chief Operating Officer,
Planned Cover

parlour.org.au



Activity & impact

Parlour's extensive program of activity creates meaningful positive change.

Events & engagement

We host a diverse range of engaging events, online and in-person, including the **Seasonal Salons**, **Deadly Djurumin Yarns** and **Stepping Up** series. These events attract large, engaged audiences, building understanding, fostering discussions, and creating communities.

Digital presence & outreach

Our **website** is an important hub of activity, featuring content from a variety of contributors, backed by strong editorial expertise. We have an extensive **CPD library** and an excellent **podcast**. All is complemented by a vibrant social media presence that extends our reach and amplifies our impact.

Advocacy & resources

We offer essential tools such as the **Parlour Guides to Equitable Practice**, the **Guides to Wellbeing in Architecture Practice** and **Champions of Change toolkits** to promote equity and improve workplace culture in practice. We advocate for meaningful change.

Data & visibility

We undertake comprehensive data analysis on participation in architecture, such as the **Parlour Census Reports** and **WGEA data analysis**.

Marion's List, our public register of women and gender-diverse people in the Australian built environment disciplines, increases diversity within public cultures, provides visibility and a space to be seen, and helps build networks.

Knowledge sharing

Through our editorial and social media channels we publish considered opinion and analysis and facilitate the sharing of personal stories and professional experiences that enrich the professional landscape.

[for more detail see the About Parlour document and annual activity reports]

Reach & audience

Parlour's audience and community is ever-growing, in Australia and beyond.

Website traffic

Since 2011, the Parlour website has attracted over **1.5 million page views**, with more than **400,000 unique visitors** across **600,000 sessions**.

In 2023 alone, the site saw over 57,000 unique visitors and 224,000 page views.

Global presence

Parlour engages a global audience – 64% of website visitors are from Australia and 36% from another 161 countries. We have given many invited presentations around the world. This reach is enhanced by our social media.

Social media reach

Instagram: **25K followers** globally, with a much loved rotational guest hist program.

LinkedIn is growing quickly, with 3.7K followers and over 15K monthly impressions.

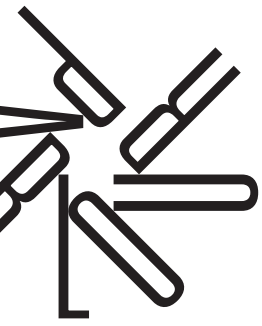
Subscriber growth

The Parlour mailing list has more than **8,900 subscribers**, a figure that has tripled since 2020 and continues to expand. Subscribers include significant numbers of senior leaders and managers, along with emerging professionals, graduates and students.

The Parlour Collective

The Parlour Collective is our supporter program, launched in 2022. The Collective has **473 subscribers**, including **168 practices**, with **20 large practices** at the Advocate level. This group represents a mix of multidisciplinary and smaller practices across Australia.

These metrics highlight Parlour's robust platform and active engagement with professionals in the architecture and built environment sectors, presenting a valuable opportunity for Parlour Partners to connect with a diverse, influential and engaged community.



Parlour Partnerships

Parlour builds mutually beneficial partnerships with businesses, organisations and institutions. These support our research, editorial, event, and advocacy programs.

Partnering with Parlour broadens your reach and aligns your brand with a community dedicated to fair and equitable practices in architecture and the built environment.

As a Parlour Partner you join distinguished companies in influencing the industry. You gain access to a diverse audience, from emerging professionals to established leaders and practices of all scales.

We offer two partnership paths:

1. Broad-based sponsorship

Engage with all our initiatives for extensive visibility and influence.

2. Program-specific sponsorship

Target your support to particular initiatives.

Both options promise substantial engagement and visibility. Our Parlour Partners help shape the future of the built environment while demonstrating leadership and commitment to vital industry issues.

Benefits & recognition

Our partnerships are tailored to align with each Partner's resources and objectives, ensuring a productive fit with Parlour's initiatives.

Partnership agreements include a customised schedule of benefits. Benefits available include the following.

Partnership promotion

EDMs and social media messaging media development to publicly announce your partnership role.

Logo placement and links

Your logo featured on the Parlour website, event invitations, newsletters and press materials, enhancing your brand visibility.

Links back to the Partner website from Parlour (helping to enhance your SEO).

The Parlour marque

Access to the distinctive Parlour marque for use in your own collateral, marketing and promotional materials.

Exclusive event access

Invitations to all Parlour events, complimentary passes, opportunities to host and speak.

Promotions through Parlour channels

Opportunities to showcase your activities, events and initiatives on the Parlour Noticeboard and social media platforms.

Direct communications

Ability to reach out directly to Parlour subscribers and the Parlour Collective with targeted messages and special offers.

Editorial opportunities

Engage with Parlour's audience by accessing and contributing to our highly regarded editorial program.

Professional advice

Receive guidance on proposed activities and initiatives, including speaker recommendations.

Collaboration opportunities

Partner with Parlour on special initiatives and events, enhancing engagement and impact.





Program-specific opportunities

There are many opportunities to align with particular programs – from much-loved existing initiatives to ground-breaking new programs.

Seasonal Salons

Sponsor our premier in-person event series, known for its vibrant atmosphere and community-building focus. Gain ongoing exposure through professional event photography, social media and the Parlour POD podcast.

Parlour Talks

Become a founding partner of this new online event series, which will guide the Parlour community through ever-evolving professional environments and a changing world. Building on the great success of the Light at the End of the Tunnel series, this new event series offers a platform for inventive, thought-provoking discussions to help make the future we want and need.

The Vine

Help expand this dynamic speed mentoring initiative nationwide. The Vine connects emerging professionals with experienced practitioners for fast-paced, intimate conversations, focusing on equity and diversity, career progression and life balance.

Dear Parlour

Support the launch of an informative and engaging “agony aunt”-style advice platform. A panel will respond to questions posed by the Parlour community, combining lived experience and expert knowledge to provide insightful answers that will assist many and create a supportive space for dialogue and learning.

Parlour Policy Bank

Help us build a library of policies accessible to all. The Parlour Policy Bank will enable built environment practices to share their policies relating to equity and workplace culture. This platform will support the exchange of knowledge and enhance the development and improvement of workplaces over time.

Join us

Join us in advancing the built environment professions and enriching the discourse that shapes our cities and spaces.

Choose from broad-based or program-specific partnerships to align with your strategic goals and enhance your visibility. Together, we can set new standards in the industry and make a meaningful impact.

Contact

Fiona Gray

Parlour Partnerships Manager
fiona@parlour.org.au

Justine Clark

Parlour co-founder and Director
Seasonal Salon program founder
justine@parlour.org.au

