

Media Release



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CYBER, SUPPLY AND TRUST KEY ISSUES FOR REAL ESTATE AGENCIES

The Real Estate Institute of Australia (REIA) has revealed the top three practitioner-led priorities for REIA's second strategic policy Getting Real 2.0 from the REISA Industry Conference 'Revolution' held today in Adelaide.

REIA President, Hayden Groves said that REIA's Getting Real 2.0, powered by realestate.com.au would directly address key priorities raised by Institute members in the changing real estate cycle

"Our members, informed by our network of practitioners and agencies from across Australia said their big three issues were: housing supply and affordability, the trust and reputation of real estate agents and cybersecurity, data, and privacy.

"Strategic policy looks at the big picture issues that affects all aspects of real estate practice in Australia and puts in place tangible actions to deal with them to ultimately help Australia's have a successful property journey.

"REIA's Getting Real 2.0 will identify the key policy positions and purposeful actions to address these specific challenges at an industry, Institute, agency and practitioner level.

"Getting Real 2.0 is based on months of consultation and research with the REIA family of Institutes and this week I have travelled to Queensland and today Adelaide to support our Institute's conference to continue to validate what is on the mind of real estate businesses across the country," he said.

REIA's Getting Real 2.0 is based on a strict criterion to set up the Australian real estate industry for success:

- Drive real estate listings over the short and long term.
- Defend against draconian regulation and compliance.
- Support confidence and trust in real estate agents and markets.
- Attach immediate economic or reputational threats.
- Plan for big picture strategic issues to secure agencies a profitable future.
- Is a direct deliverable of REIA 2025.

REIA's Getting Real 2.0 will bring together real estate leaders from across Australia and will be held at REIWA headquarters in Perth on 9 March 2023. It will feature expert presentations including:

- Melina Cruickshank, Chief Produce and Audience Officer, REA Group.
- Lenda Onshalem, Partner, SEC Newgate.
- Professor Helge Janicke, Director, Edith Cowan Security Research Institute.
- Vince Malta, National Association of REALTORS® (via video).

[REIA's Getting Real 1.0](#) powered by realestate.com.au was first held in [Darwin 2021](#) media release and released in [October 2021](#).

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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