

# Shattering the glass ceiling

**RICHARD EVANS**

BRINGING more senior women into the property workplace across Australia is the driving force behind two gender initiatives to be launched tomorrow says a director with industry giant Colliers International.

Kate Gray, the Adelaide-based associate director of research, says the Property Council of Australia's 100 women in property and 40:40:20 campaigns are indicative of how fast gender change has moved over the past few years.

"There has always been an

acceptance of women in the workplace, it's more about the promotion of women," Ms Gray said.

"When I started out, people who worked part time were not taken as seriously. That has changed significantly. My experience has been positive, I have felt supported. Colliers has two assistant directors and three female directors. It's a positive change."

The relentless march of technology has been instrumental in increases in women in senior property positions.

"Technology has allowed us to work from home, it doesn't matter where I am.

Flexibility can lead to better levels of productivity," she said.

The 100 women in property initiative complements a PCA and EY July report on Insights on Gender Representation in Property which says that women hold just 28 per cent of property leadership positions.

"The net result is that women hit a glass ceiling at manager level, with fewer



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**KATE GRAY**

women than men being promoted to leadership positions across all ages," the report says.

"The boys' club mentality and the lack of diversity in senior leadership positions are significant barriers to women

entering the property industry," it adds.

"While women and men have very similar ambitions to progress to leadership positions, women believe they have less chance of achieving their goal."

The 100 women push aims to redress this through mentoring programs and showcasing women's expertise and profile across many sectors of property, from architectural and commercial to engineering and consultancy.

The 40:40:20 campaign is a PCA attempt to set a participation target of 40 per cent women, 40 per cent men and

20 per cent discretionary, for its Property Council Committee.

Ms Gray deflects any charge of social engineering.

"40:40:20 is there to encourage women to believe and become involved at the top. Bobbette Scott is joint managing director at Knight Frank, the first MD in property companies in SA. I think she will be a role model and encourage other women.

"It's about taking a long view, it's about creating relationships across the industry."

Ms Gray will be a panellist at the PCA event at the KPMG offices on Pirie St tomorrow.

## Bowmans riding railroad to interstate success

**VALERINA CHANGARATHIL**

A REGIONAL SA freight services operator has changed its name as it tracks new growth opportunities interstate.

Located 100km north of Adelaide, Bowmans Intermodal has changed its name to Bowmans Rail to more "accurately reflect the present and future direction of the company" as it expands services into NSW.

Bowmans Rail, which employs about 30 staff, operates SA's largest regional intermodal site, providing regional rail freight services for containerised commodities such as agriculture and mining products.

Established in 2003 by the hay and grain export businesses at Bowmans, including current director Malcolm May, the business has expanded rapidly operating over 500 train services and transporting more than 36,000 containers annually.

The group has until recently been a niche rail operator largely servicing the needs of its owners – Toll Group, Balco, and AGT Foods, but is now looking at expansion opportunities that are customer led.

"We have a dynamic, high-growth business plan based on site expansion, providing more services to customers and ex-



**GROWTH ENGINE:** Bowmans Rail has changed its name and is expanding services into New South Wales.

panding interstate," chief executive Scott McKay said.

"We are ideally located to service the proposed expansion of the Northern Adelaide Food Bowl and the cyclical

resurgence of the mining industry."

He said the Asian export market will become increasingly important, with its business development plan also

including close monitoring and evaluation of other world markets including India.

Bowmans Rail operates short-haul rail services between Bowmans, the mining

centre of Broken Hill and the processing hub of Port Pirie, connecting to the inner and outer terminals at Port Adelaide with connections available to the Port of Melbourne.

## Five-level housing near CBD

**RICHARD EVANS**

AN \$85 million housing development is ready to add to the population density building on the fringe of the CBD.

The five-storey, 26-apartment "On the Lane" precinct at Bowden is a joint venture by two South Australian property outfits, Development and Advisory and Buildtec Group.

"It's not simply an apartment complex, it will be a significant part of the Bowden community at an affordable starting price of \$340,000, including carparking," said Development and Advisory MD, Ben Yates.

Residents will also have access to underground secure carparks and bike racks.

"The Bowden area is a vibrant, exciting and innovative place to be building," said Buildtec Group MD, Anthony Carrocci, who also developed the Nexus Apartments in Bowden. "City fringe apartments that are ecologically-minded and provide the best in urban living are helping to create vibrant communities that are being recognised globally."

Hames Sharley are the project's architects.

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