



2022-23 PRESIDENT'S REPORT

Catherine Lezer, President

2022-23 saw SCA (WA) get back into full swing of face-to-face education and events. Our small team pulled off a busy calendar of events with excellent feedback.

The team ends the year with a slightly different composition than it started. Rowena Neale moved to a different role in the National Team with Kerrin Simmonds joining as WA Regional Manager. Sharon Martin joined as WA Education Development Officer, while Theresa is working on establishing an SCA national RTO. Samantha and Wendy left SCA (WA) necessitating a restructure of roles and responsibilities.

Our South Perth office is working well and the team is happy working flexibly: between home, office and external event locations.

SCA National continues its back office support while WA gives input to various national committees and is represented at national board level.

Strata continues growing with Landgate statistics showing around 52,000 schemes (78,000 including survey strata) and around 257,000 lots (348,000 including survey strata).

2022 Strata Insights Report places the insured value estimate at \$99 Billion. SCA (WA) members manage 134,434 lots which is remarkable when you consider there are 43,000 small schemes (5 lots or less) representing 109,000 lots.

The most recent Landgate Strata Manager Annual Return reported monies held on trust at \$420 million,

but this covered only 8,634 schemes and 132,716 lots. Nevertheless, having the state government understand the monies held on trust helps with our advocacy efforts.

In the past year SCA (WA)

- made **10** formal submissions to **government**
- contributed to the **Landgate** Working Group **8** times
- met with **Ministers Ellery and Carey**
- met with the **Director Building Compliance** at DMIRS
- met with the **Commissioner of Consumer Protection** at DMIRS
- presented to the **Capital City Planning Committee**, and **City of Perth Planning team**
- attended **6 Property Industry Advisory Committee** meetings
- attended multiple **Energy Policy** meetings
- briefed **20 Local Government Council/Shires**
- was represented on **Perth Design Review Panel, Perth Development Approval Panel, Heritage Council** and **Development WA Land Redevelopment Committee**.

Internally our committees were renamed, and continue working hard for the benefit of all members. The board met regularly throughout the year.

Thrive at Work program kicked off. SCA (WA) released a much needed Communications Guide and issued 26 informative newsletters.

WA SMPS accredited strata businesses now number eight.

As the SCA (WA) President, Catherine Lezer, has spent many hours advocating and engaging on behalf of the association, throughout the 2022-23 Financial Year, she has spent...

102

hours attending events and education

24

hours attending Board Meetings

and participated in...

7

SCA Owner Vodcast episodes

22

Government and formal meetings attended

44

sponsor, member and team meetings

Our successful Ignite program has seen two new trainers complete the Cert IV in Training and Education with another five trainers very close to complete. This is a brilliant outcome for the strata sector and a great achievement for those involved.

Our members on the accreditation pathway:

Level 1

13 members

Accredited Strata Community Associates (ASCA)
Accredited Strata Community Manager (ASCM)

Level 2

86 members

Certified Strata Community Manager (CSCM)

Level 3

16 members

Fellow Strata Community Manager (FSCM)

Level 4

4 members

Honorary Fellow Strata Community Manager (HFSCM)

These stats just reinforce how dedicated and professional SCA (WA) members are.

Speaking of professionalism, SCA (WA) has no tolerance for illegal/non compliant actions of its members. This year saw several members leave SCA (WA) after our complaints process. SCA (WA) takes complaints seriously. It is a hallmark of a well functioning association when reputation comes before membership fees.

It's worth commenting on two related bodies, strata legal services and SAT.

Strata legal services were in high demand during the year, and like all industries struggled under high workload. It is fair to say there are not enough strata specialists in the legal profession and SCA (WA) is doing what it can in this regard. The legal workload will only increase as the deadline for end of financial year bylaws draws closer.

SAT unsurprisingly has been delivering more strata decisions, mediations and settlements than in previous years. We now have some WA centric decisions to rely on, although still not a huge body of decisions yet.

Sponsors delivered the "sleeves rolled up" kind of help SCA (WA) needed this year; their input and support gave the sector a safety net from which to mature.

Speaking of maturing, several strata managers retired, a few strata businesses merged, some were bought/sold and some changed names. A very welcome sign of a growing and maturing industry.

Every industry is lacking human resources: strata is no different.

SCA (WA) attended its annual careers expo and continues to encourage new entrants to the workforce. The only concerning challenge we face as a sector is to sell the value of our services and not be tempted to compete on price. With a birds eye view of the strata sector, out of the minutiae of day to day operations, the future is rosy.

Thank you to members, sponsors, and the SCA team, with special acknowledgement to board directors, committee members and life members for their hard work and dedication.



Catherine Lezer BBus MBA GAICD
President



SCA (WA) Strategy Progress

2021 – 2023 – June 23 Update

Alisha Fisher, CEO, SCA Australasia

Kerrin Simmonds, Regional Manager, SCA (WA)

3 Year Strategy 2021 - 2023

In June 2021 SCA (WA) worked with members through board workshops and the Principals Retreat to develop a three-year strategy, aligned to the SCA Australasia strategy.

The strategy consisted of **Three Core Drivers**:

- Profession Reputation
- Industry Understanding
- Industry Advancement

Dedicated to bringing harmony, understanding and respect to the strata community within WA.

How we know
when we get
there

Our Mandate

- Registration of Qualified Strata Managers
- To be the known, trusted destination for all information pertaining to managing, living in and creating harmonious strata communities
- Fair and robust insurance provision to all Strata Managers and Strata Communities

We endorse

- Qualified, experienced service providers that maintain and enhance strata communities

We disavow the unethical

Creating Momentum

Year 1: 2021

Focus on Definition

1

Uplift the Industry Reputation

Year 2: 2022

Transform Profession Reputation

2

Uplift the Industry Reputation

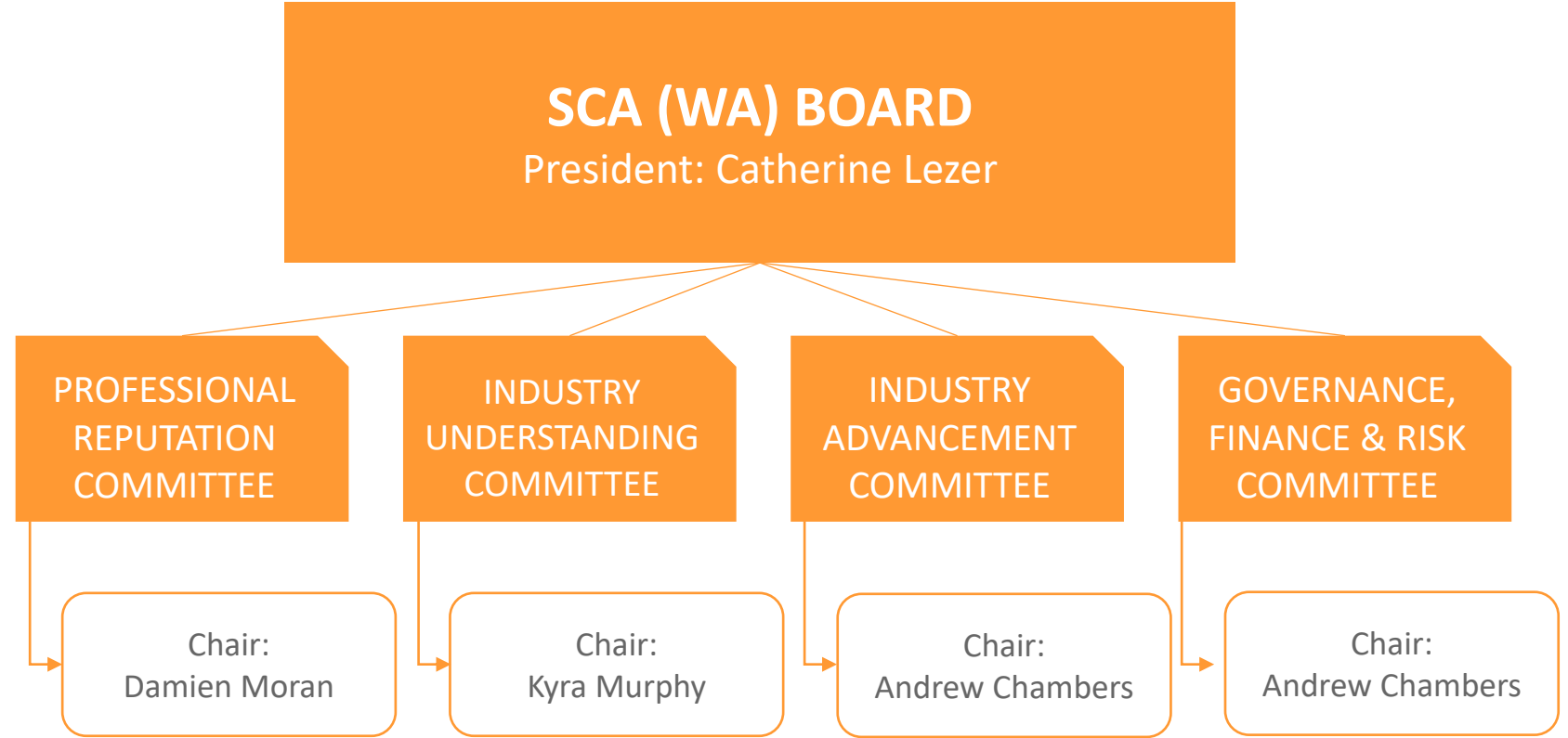
Year 3: 2023

Make Strata FAMOUS

3

Let everyone in WA know who we are

Committee Structure





Respected Understood Profession

Strategic Priority

Strategic Priority

Respected
Understood
Profession

Increased Brand Awareness via Digital Platforms

- Deliver a transparent complaint service
- Produce a mandatory ethics course for new members
- Produce a digital marketing plan to use an SCA member on the Supplier Directory
- Produce and launch the new Inside Strata online platform
- Establish a stronger presence in social media and contribute to regular content with blogs
- Review the concept of an app or other digital tool to engage directly with members

Strategic Priority

Respected
Understood
Profession

Improved Ethical Behaviour with Professional Standards

- Conduct a digital platform customer journey review with a digital consultant
- Develop a position and process on rogue operators
- Produce guides/templates for the SMPS for member access in member centre
- Produce best practice guides for each region
- Develop a government solution to improve the standards
- Engage with relevant state government bodies to improve ethical standards

Strategic Priority

Respected
Understood
Profession

Key messages for government and media response

- Produce key messages document with state priorities
- Approach government to seek input to all policy submissions
- Approach media with submissions and policy positions
- Communicate all legal and regulatory changes to members immediately to service their owners
- Prepare and collate position statements and develop advocacy portal

Strategic Priority

Respected
Understood
Profession

Engage with external parties

- Attract non-member strata management firms to be involved with SCA as members
- Engage with strata developers to educate on strata while planning and developing
- Engage and educate Rental Property Managers
- Engage and educate Real Estate Agents

Strategic Priority

Respected
Understood
Profession

Increase the Education of Owners

- Produce FAQ sheets for owners
- Invite owners to join SCA as subscribers
- Produce a Strata Starter for Owners
- Have our strata firms educating their clients with our Strata Starter for Owners and our Committee Training
- Create and build relationships with Owners' Associations
- Hold an annual Owner Forum



Considered Career Choice

Strategic Priority

Strategic Priority

Considered
Career
Choice

Respected and Enjoyable Work Environment

- Begin research with Curtin University for the “Thrive at Work” survey platform and an annual survey
- Develop a business owner toolbox for the “Thrive at Work” Program with senior leaders' sessions
- Develop a marketing campaign for owners to stop abusing/bullying strata employees
- Produce a customer service program to manage abusive and aggressive clients.

Strategic Priority

Considered
Career
Choice

Improved Education Quality

- Develop the content for the new approved Cert IV in Strata Community Management
- National to become a Registered Training Organisation (RTO)
- Ignite program to fund members to receive a Cert IV in Training & Assessment Qualification to deliver SCA training

Strategic Priority

Considered
Career
Choice

Clear Career Pathway

- Produce career industry skills job role cards for government website
- Produce entry level documentation for school leavers
- Produce documentation to attract entrants from other industry sectors

Strategic Priority

Considered
Career
Choice

Attract Professionals

- Produce and deliver an online campaign on becoming a strata manager
- Make arrangements with organisations to agree on a program for people looking to get back into the workforce.

Attracting the Next Workforce

Strategic Priority

Considered
Career
Choice

- Participate in career exhibitions
- Review Career Expo Marketing Material
- Visit Universities and TAFE - speak to property and professional services.
- Develop a scholarship program with Strata Starter and work experience with members
- Online engagement



Recognised Specialist Profession in the Property Industry

Strategic Priority

Strategic Priority

Recognised Specialist Profession in the Property Industry

Text in orange = achieved
Text in grey = not achieved

Increased Accreditation and Certification Positioning

- Produce digital badges for the Accreditation and Strata Management Practice Standard Certification
- **Develop a marketing concept around using a specialty property professional in strata**
- Promote our Accreditation manager and supplier program externally to owners
- Promote our Strata Management Practice Standard business certification externally to owners

Education Courses for Accreditation

- Produce a Strata Starter for Managers
- Produce a Strata Starter for Suppliers
- Produced Advanced Suppliers Course

Strategic Priority

Recognised
Specialist
Profession in
the Property
Industry

Text in orange = achieved

Text in grey = not achieved

Strategic Priority

Recognised Specialist Profession in the Property Industry

Text in orange = achieved
Text in grey = not achieved

Strengthen CPD requirements and accreditation

- Develop a new member centre feature to track CPD points and accreditation
- Improve quality of CPD education across all programs and make affordable for all members
- Deliver a monitored accreditation program for both Managers and Suppliers
- Assist members with understanding the accreditation process and requirements

Aust and New Zealand Standard Classification of Occupations

- Complete the survey on current professional roles with ANZSCO
- Prepare a formal submission to have Strata Community Managers added to ANZSCO as a separate role

Strategic Priority

Recognised
Specialist
Profession in
the Property
Industry

Text in orange = achieved

Text in grey = not achieved

Strata Insurance

Strategic Priority

Recognised
Specialist
Profession in
the Property
Industry

Text in orange = achieved

Text in grey = not achieved

- Define a national position on the value of higher regulation and/or minimum qualifications
- Research report commissioned to Deakin University
- Arrange meetings with government to drive the vision of minimum standards

Advocate for Minimum Standards

- Launch the Strata Insurance Research Report
- Produce videos and fact sheets for owners on the role of a strata manager, the supply chain and being under insured.

Strategic Priority

Recognised
Specialist
Profession in
the Property
Industry

Text in orange = achieved

Text in grey = not achieved

Sustainable Development Goals (SDGs)

- Take a business case to State Govt and/or local councils to support SDG and NABERS fees
- Corporate Strata Members to undertake the SDG ready reckoner and make their commitment

Strategic Priority

Recognised Specialist Profession in the Property Industry

Text in orange = achieved

Text in grey = not achieved

Strategic Taskforces

Text in orange = achieved
Text in grey = not achieved

- Sponsorship
- Senior Leaders Engagement
- **New Entrants / New Professionals**
- Attracting the Next Workforce
- Member Value
- Engaging and Educating Developers
- Engaging and Educating Property Managers / Real Estate Agents
- Sustainable Development Goals
- Owner Engagement
- Owner FAQs



Our Proposed Professional Pathway

Our Proposed Professional Pathway

Accreditation
(Current)

Strata
Management
Practice
Standards
(By 2026)

Professional
Standards
Scheme

Accreditation Pathway

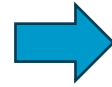


Accreditation Pathway

Level 1 ASCA ASCM



Level 2 CSCM



Level 3 FSCM



Level 4 HFSCM



- Hold SCA Membership for 12 months
- Complete A100 course
- Complete four (4) units of Cert IV in Strata Community Management
- Obtain 12 months experience assisting or practising as a Strata Community Manager
- Achieve 12 CPD points in previous year

- Meet Level 1 requirements
- Have been a member of the SCA for a minimum of two (2) years
- Complete Cert IV in Strata Community Management or Cert IV in Property Services (Operations)
- Have two (2) years' experience practicing as a Strata Community Manager
- Achieve 24 CPD points in previous two years

- Hold Level 2 CSCM for one year
- Have been a member of the SCA for a minimum of five (5) years
- Be practicing as a Strata Community Manager
- Achieve 24 CPD points in previous two years
- Demonstrate dedication to industry through:
 - 30 CPD volunteer hours;
 - or
 - Five (5) years' experience managing Strata Communities; and
 - Relevant qualification at Diploma level or higher; and
 - 15 CPD volunteer hours over five years

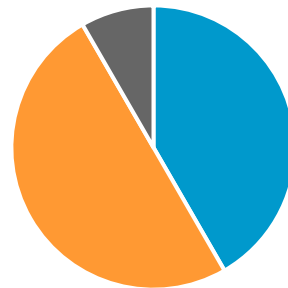
- Nomination Only
- Hold Level 3 FSCM
- Provided Lifetime membership of the Strata Community for going above and beyond

SMPS Accreditation Requirement

SMPS Requirements

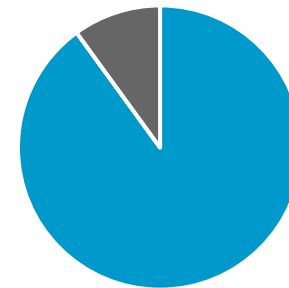
- Corporate Strata Manager has held membership with SCA (WA) for the last two consecutive years
- Principal or Responsible Officer must hold SCA (WA) Level 2 CSCM Accreditation
- Develop, finalise and implement Strata Management Business Practice Manual as per guidelines
- After two years, 50% of strata community managers to have Level 1 accreditation
- After four years, 80% of strata community managers to have Level 1 accreditation

Accreditation Requirement –
End of 2 years



■ Level 1 ■ Not Applicable ■ Level 2

Accreditation Requirement –
End of 4 years



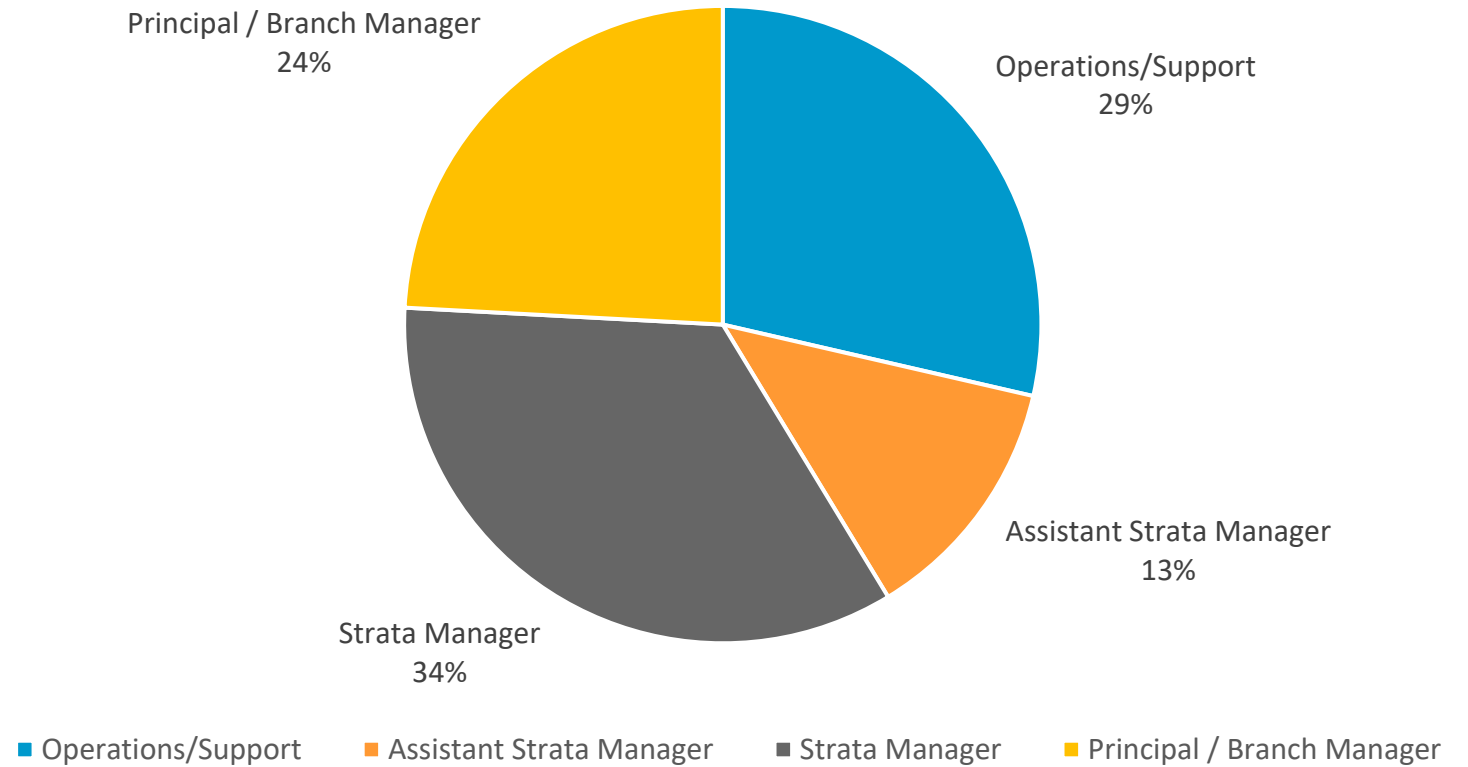
■ Level 1 ■ Not Applicable ■ Level 2



Statistics Where are we now

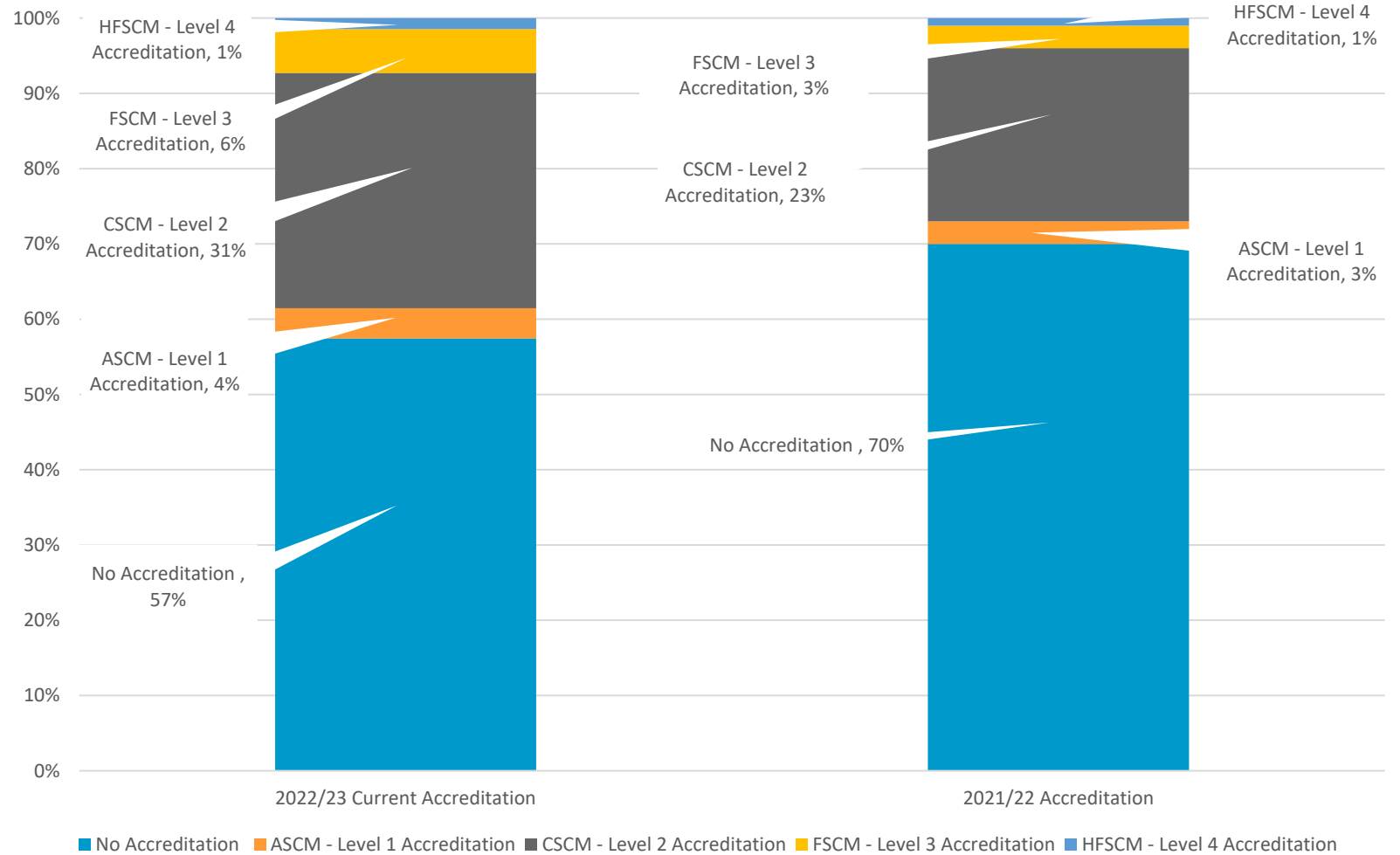
2022-23 Current Membership

472 STRATA MANAGEMENT INDIVIDUAL Members

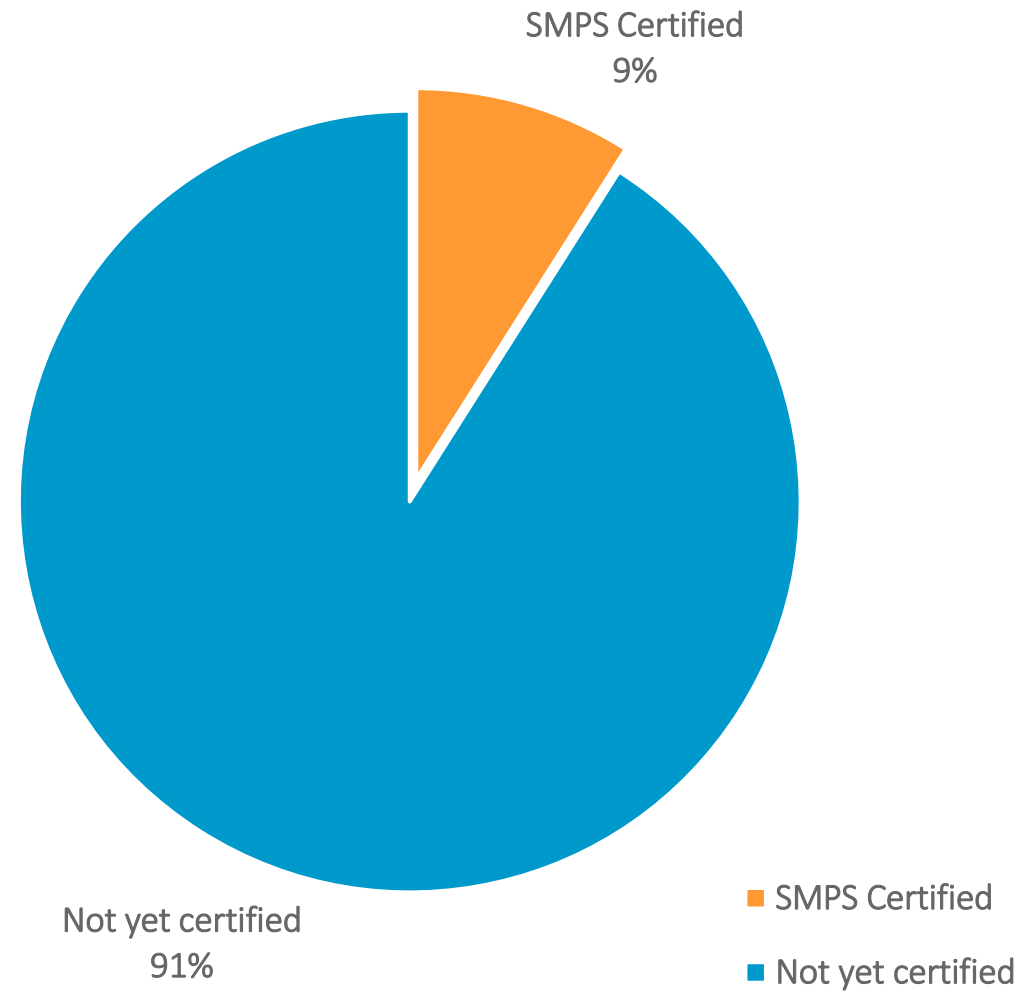


2022-23 Current Accreditation

Practicing Strata Manager Members



2022-23 Current SMPS



Going Forward

SCA (WA) Board Members and Regional Manager are currently participating in the development of the SCA Australasia strategy.

Once this has been finalised, the SCA (WA) Board will meet to develop an aligned strategy that is specific for the WA Members.



SCA (WA) Professional Pathway Activities

Background

- In 2022 a Professional Pathway Fee was introduced to build the SCA (WA) brand presence and recognition and to uplift our professional standard.
- The SCA (WA) Strata Management Members contributed \$55,076 to a Professional Pathway Levy.
- The initial funding was to be split with:
 - **40%** allocated to internal member engagement and moving towards joining the Professional Standards Council; and
 - **60%** allocated to external branding awareness and promotion of the professionalism of the SCA (WA) Accredited members and SMPS Businesses.
- The Levy will be in place again for 2023/24 to ensure that the marketing campaign will gain traction in the market and embed the messaging and brand awareness.

Background

- SCA (WA) is committed to:
 - Building brand presence and recognition as “pinnacle voice of strata to Government and the public”
 - Uplifting professional standards
 - Strengthening and enhancing consumer protection and confidence
 - Achieving government and public recognition of strata community management as a respected profession.
- Implementing the pathway to professionalism by engaging with members, external stakeholders and raising public and brand awareness.
- Achieve Strata Management Accreditation by 30 June 2024.
- Support Corporate Strata Management members to achieve SMPS by 30 June 2026

Progress

- Research and development of a marketing plan is underway, ensuring that the messaging and campaign includes:
 - Target Market, Demographic, Segmentation Analysis of the key stakeholders of SCA (WA)
 - Development of effective and strong brand key messaging and plan
 - Professional and engaging design and imagery
 - Alignment to SCA National Identity
- Delivery of the campaign was delayed past the Financial Year, to ensure that when the campaign goes out to market, it is with the right marketing assets, channels, messaging, and tactics to ensure the best return on investment for members.

Proposed High Level Key Concept

- Utilise the image of recognition of a celebrity to enhance the impact of our marketing campaign.

Studies show that consumers have greater recall of products that have been endorsed by celebrities, irrespective of whether they are fans or not

- Messaging to focus on the importance and benefits of Owners choosing an SCA (WA) Accredited Strata Community Manager for their strata property.
- Taking the marketing to locations where it will be visible to Strata Owners, tenants and Community Managers, such as:
 - Back of Bus Advertising in high strata dense areas
 - Digital advertising and subscriber emails on Property related publications
 - Radio Advertising
 - SCA (WA) website, publications and social media – and potentially shared by members
 - Print Advertising



Proposed High Level Key Concept

- Additional funding will allow for the extension of messaging and expanding to new areas such as:
 - Longer campaigns on buses
 - Longer radio campaigns
 - cinema advertising
 - billboard displays
 - PR & Media Opportunities
 - Brand Ambassador Paid Social Media Posts

Proposed Brand Ambassador

Carla Bonner

aka Stephanie Scully Australia's Neighbour for 19 years

- Carla played the role of Stephanie Scully on *Neighbours* for 19 years from 1999 - 2018
- *Neighbours* went off the air in 2022 and, after popular demand, will be returning to screens in September 2023.
- Opportunity for SCA (WA) to leverage the brand of Carla, *Neighbours* and Community to build the awareness of Strata.
- Carla is now living in Perth, Western Australia and fits the target market and demographic of Strata Owners.
- Ability to start with smaller campaign and add to this over time if seen of value to the members.

