

Harcourts Victoria



Prelude

In 2012, Harcourts Victoria was a growing contender in the real estate market, known for outer suburban market home sales. With a new CEO, Sadhana Smiles, at the helm the brand saw an opportunity to tell the Harcourts story through PR to increase brand awareness, clientele and support aggressive growth strategies.

Stories told

Having built strong relationships with property media from the outset, Mkt. Communications ensure Harcourts is kept top of mind for the weekend's property pages. The story not only sits within the sales, the Harcourts brand is regularly featured in media for its award recognitions, first class internal training program, new office openings, senior appointments and culture in business, trade, HR, as well as general news for its annual Walk a Mile in their Shoes campaign raising awareness and funds to stop the cycle of domestic violence with partner, White Ribbon Australia.

Another key focus is the corporate profiling of Harcourts Victoria's determined and passionate leader, Sadhana Smiles, including award submissions, public speaking and opinion pitching on issues including, gender parity, workplace diversity, domestic violence and property trends to help bring an expert voice to industry and corporate news.

Happily Ever After

- The stories we've told: **967**
- Those who have heard and seen: **155,758,157**
- The average yearly growth we've seen: **351% increase in media results year on year and over \$30 million in media value achieved**



Work less, walk out? The pay gap's real and we need to address it

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17.7%

The base wage gender pay gap

23.1%

The gender pay gap in total full-time remuneration



Women gaining parity? Largest pay gap reduction in years!

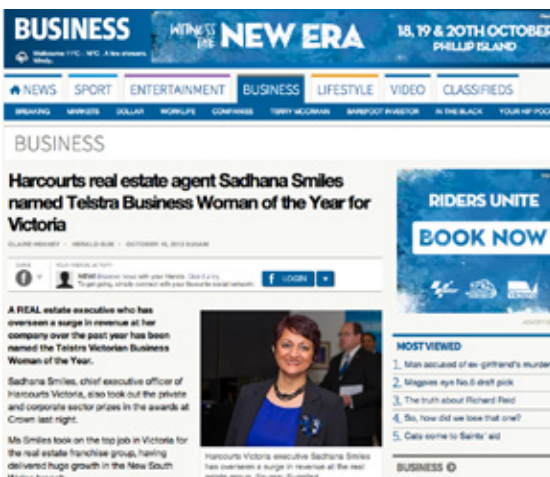
Did the above headline make your heart skip a beat?

Wouldn't it be wonderful if this headline was accurate? The sad reality is that it isn't one I believe I will see in my lifetime.

The research on the gender pay gap released on [Wednesday](#) by [WGEA](#) shows working women earning an average \$27,000 less than men and, as women climb the corporate ladder, the pay gap can be as wide as \$100k.

There has been a 1.6 percent improvement.

But I'm not celebrating this or seeing it as a positive. I see it as leaders ignoring the issue. Companies may have policies in place, but are they actually taking action? Because if they were, would we not see a larger improvement?



Mkt.