



THE PROPERTY INVESTORS COUNCIL OF AUSTRALIA CHARTER

'A strong and united voice'

Who is PICA

The Property Investors Council of Australia (PICA) is a newly formed association set up to provide a single voice for the 2 million plus property investors in Australia. It is a not-for-profit association, run by property investors, for the interests of property investors.

The role of PICA

As the peak association for Property Investors, PICA has established a 5 point charter:

1. Advocate on behalf of all property investors
2. Play an active role in educating property investors and those looking to invest
3. Engage with Government, Regulators and the community to ensure property investors receive appropriate representation in matters which directly or indirectly impact them
4. Engage with Government, industry and businesses to ensure property investor's consumer rights are protected and free from dishonest, deceptive and misleading conduct in light of the industry being unregulated
5. Help inform and promote the financial and social benefits of a vibrant and sustainable property investment marketplace.

PICA will develop and advocate policies recognising the critical capital investment property investors have undertaken in Australia, and the important role property investors play to all Australians and the economy.

PICA will highlight the economic and social benefits of property investment to all levels of Government and the media by commissioning independent research and by contributing to enquiries and forums that impact property investors.

PICA will advocate property investors' interests in the areas of macro-prudential market regulations, tax, planning, training, and education.

Through education, PICA aims to protect property investors from any extreme and unfair market interventions, as well as reduce further investment risks by helping eliminate any misleading advice in relation to any potentially risky or speculative investments.

Objectives

Property investors have and continue to contribute significantly to tax revenues, job creation, property and rental accommodation supply and affordability, self-funding retirement, and overall social and economic growth for Australia.

However, recently we are seeing property investors being *somewhat* singled out on a couple of fronts:

- The main cause for lack of housing affordability
- Potential higher revenue (Tax) grabs from Government
- Higher lending costs, when risk weighting assessments don't justify such pricing variances.

With these and other potential challenges, property investors need a strong and united voice.

So PICA has set a long term goal to build a large and strong membership base of over 1 million members. With this size and scale, property investors will have an important voice and seat at the negotiating table, to ensure we deliver on our 5 point charter for our members and all property investors.

Through the membership funds we raise, we plan to:

- undertake detailed research supporting our position against current negative media and community perception
- challenge and lobby against current poorly-thought-through policy, legislation or proposed legislation from all sides of politics
- develop educational material to help investors better understand the risks and rewards of property investing
- help advocate for professional property investment advice to be regulated, in the same way shares and other investment asset classes are regulated.

Finally, given PICA has been established as a non-commercial, not-for-profit organisation run for the benefit of property investors, we will ensure there is no direct commercial penetration of the member database. Our board and its members will set the rules as to how business and industry will be able to communicate with our members.

Membership

Membership of PICA is open to anyone over the age of 18, either as an existing or future property investor.

- **Annual Membership fees \$5 or \$20 for 5 year membership**

PICA also welcomes industry and business association memberships for those supporting our charter – (no voting rights).

- **Annual Associate Membership fees \$50 or \$200 for a 5 year membership**

PICA Board of Directors

The PICA Board of Directors consists of no less than 3 and no more than 8. To be eligible to apply for a board position you must currently own an investment property.