Property market review

Communication kit for stakeholders

*This communication kit provides easy tools to enable you to communicate about the Victorian Government’s property market review to your network, community, and other stakeholders.*

Introduction

Victorians can have their say on the state’s real estate industry to ensure consumer laws are working to best give everyone easy and fair access to the housing market.

A consultation paper is now open for community input as part of the first step of the Victorian Government’s review of property market laws, including those related to underquoting, off-the-plan sales, and estate agent conduct.

An expert panel has been appointed to conduct the review and public consultation process.

The panel will be led by Carolyn Bond AO and Enzo Raimondo. Bond has more than 30 years’ experience as a consumer advocate, including more than six years as the co-CEO of the Consumer Action Law Centre. Raimondo has more than 20 years’ experience in the property space, including 16 years as the CEO of the Real Estate Institute of Victoria (REIV).

There will be a range of opportunities for public engagement and consultation, including through online submissions and forums, giving everyone the opportunity to share their own experiences and perspectives.

Stakeholders will also be given a range of methods to contribute, including through targeted interviews, workshops, and small group consultations.

Interested people will have an opportunity to participate from 18 February 2022.

## How you can help

This review will enable Victorians to have a say in how the current laws may be improved to support fairer and easier access to the housing market.

We need your help in ensuring Victorians are aware of the review and can participate in the consultation process via the *Engage Victoria* website.

You can help us spread the word by sharing the materials and resources included on the following pages with your community and/or network.

**Key messages**

These outline key information about the review, including the consultation process, encouraging audiences to have their say.

**News article**

You can use this written material as is or adapt it to your audience and platform. You can publish it in a newsletter, online, or in a publication. It includes information about the review and quotes from a spokesperson.

**Social posts**

Download these graphics for use on your social media channels and messaging platforms, such as Facebook, Twitter, or LinkedIn.

We have included suggested text you can copy into the posts, or you can adapt them to suit your needs.

## Key messages

* As a result of considerable change in the property market, the Victorian Government has announced a review of laws on underquoting, off-the-plan sales, and estate agent conduct.
* All Victorians are encouraged to have a say in how current consumer laws can be improved to create a property market that is more accessible for everyone.
* You can have your say at engage.vic.gov.au/property-market-review

## News article

Home buyers are finding it increasingly difficult to enter the market with significant demand and rapid rises in property prices providing more barriers than ever before.

To ensure that current consumer laws are giving Victorians easier and fairer access to the housing market, the Victorian Government has announced a review into the property market, and home buyers are encouraged to have their say.

This review will focus on issues such as underquoting and the upfront costs for buyers to enter the market.

It will also look at the underquoting reforms introduced in 2016 to the *Estate Agents Act*, and if further work is needed to strengthen these laws, given the current market conditions.

People will be able to participate in a range of ways, including through online submissions and forums.

Stakeholders will also be given a range of methods to contribute, including through targeted interviews, workshops, and small group consultations.

An expert panel has been appointed to conduct the review and public consultation.

The panel will be led by Carolyn Bond AO and Enzo Raimondo. Bond has more than 30 years’ experience as a consumer advocate, including more than six years as the co-CEO of the Consumer Action Law Centre. Raimondo has more than 20 years’ experience in the property sector, including as the CEO of the Real Estate Institute of Victoria (REIV).

The panel will explore whether the education requirements for professionals involved in the real estate sector are appropriate, so they have the expertise, skills, and education they need to maintain ongoing good practice within the industry.

Minister for Consumer Affairs, Gaming and Liquor Regulation Melissa Horne said there has been considerable change in the property market, and the review would ensure our laws were best supporting fair and easy access to the housing market.

“I encourage all Victorians to have their say on how the current consumer laws can be improved to create a property market that is fairer for Victorians.”

“This review will make sure the laws that apply to the property market are fit for purpose.”

To read the consultation paper and have your say on the property market review, visit engage.vic.gov.au/property-market-review

## Social posts

Download the graphics below for use on your social media channels and messaging platforms, like Facebook, Twitter or LinkedIn.

We have also included suggested text you can copy into the posts, or you can adapt them to suit your needs.

|  |  |
| --- | --- |
|  |  |
|  |  |
|  |  |
|  |  |

Suggested text to use when posting these graphics

As a result of rising house prices, the Victorian Government has announced a review of laws on underquoting, off-the-plan sales, and estate agent conduct.

The review will enable all Victorians to have a say in ensuring current consumer laws are supporting easier and fairer access to the housing market.

Have your say at engage.vic.gov.au/property-market-review