



Join us in transforming architecture into a fairer, more equitable profession – one that is also more robust and effective.

Over the past three years Parlour has become an important ‘space to speak’; a strong and respected online platform providing research, resources and discussion about gender equity and architecture.

We have built a high profile and a significance audience, both nationally and internationally. We have helped fuel the demand for a more equitable profession, with better work practices, and have provided resources to facilitate the changes required.

The funding for the research project at the heart of Parlour has now finished, but there is still much work to do on this complex issue, and we want to make the most of the significant momentum we have built so far.

Parlour has transformed from a media platform to an organisation. This will enable us to continue as a powerful voice in the profession that also provides space for others; to expand the resources available and to develop new initiatives and research.

To do this we need assistance from sponsors, donors and supporters – like-minded organisations, business and individuals who value our work and its results.



Why Parlour?

“The work of Parlour makes me proud to be an Australian architect.” – Adam Haddow, director, SJB

A space to speak

Parlour is a vital space for the discussion of gender equity in Australian architecture. In three years it has published almost 300 items by more than 70 authors. Parlour brings together researchers, academics, architects, students, industry representatives and policy makers in productive discussion. It also attracts readers and contributors from beyond the profession, and internationally.

Parlour’s one-day symposium, *Transform – Altering the Future of the Profession* (hosted by the University of Melbourne) attracted a capacity audience of 200 and was widely and positively reviewed in the professional media as well as on blogs and social media.

Parlour builds networks & communities

“I was very pleased to see this forum appear. I had been wondering if other women in the profession were having similar issues, or if it was just me...”

– survey respondent

Since launching in May 2012, the Parlour website has been read by **71,891** unique readers – from **4,406** cities in **179** countries – who have looked at **280,359** page views over **118,923** sessions. Parlour has an active social media presence, with **2,564** twitter followers.

The online environment has been a significant way to build communities of interest. Parlour’s events, such as Transform, have also provided important opportunities to develop and strengthen networks.

Parlour gets noticed

“Parlour has become a model for feminist architectural groups who now look to the antipodes as the place leading the discussion.” – Munro Diversity Award citation

Parlour has been cited in a wide range of publications, including *L’Architecture d’Aujourd’hui*, *Al Jazeera*, *ArchDaily*, *Architect*, *Architecture Australia*, *Australian Design Review*, *The Age*, *Women’s Agenda* and many more – including numerous architects’ and professional blogs. Parlour researchers are interviewed in architectural and news media.

Parlour is archived by the Pandora, the National Library of Australia’s web archive.

Parlour content is also picked up by other media. In 2012 Andrew Maynard’s article “Work/life/work balance” was republished by the international website *ArchDaily* and became the most-read item that year.

We are regularly contacted by other advocacy groups seeking advice. Since Parlour was launched, a number of other sites have been developed, particularly in the US, which draw on our example. Our work is cited by professional organisations internationally, including the American Institute of Architects (AIA) and the International Union of Architects (UIA).

Parlour’s work has been recognised through the **Bates Smart Award for Architecture in the Media** and the **Munro Diversity Award**.



Parlour seeds change

“Thank you for doing this work. It could alter the future of architecture, and that’s really exciting.” – **Parlour supporter**

“Parlour has established a far-reaching and invaluable tool for understanding the current state of Australian architecture practice.”
– **Warwick Mihaly (Architecture Australia)**

“I was quite intrigued with – and inspired by – your work, research, and reporting.” – **Helene Coombs Dreiling, President, American Institute of Architects**

“Parlour has put the profession on notice.” – **Sam Crawford**

“One of the most insightful, generous and sincere events on archi culture/ profession/discipline that I’ve been too.” – **Byron Kinnaird (on Transform)**

Parlour provides the evidence

“You have changed the profession. The quality of the research is outstanding and provides evidence for persuasive discussion on many levels.” – **Parlour supporter**

Parlour’s advocacy and resources are based in independent, rigorous research conducted as part of the Australian Research Council-funded Equity and Diversity project. This has produced the most accurate statistical map ever produced of Australian architecture, a wealth of qualitative material and sophisticated analysis. Parlour makes this evidence base available to a broad audience.

Future work will involve further research projects. Parlour will also continue to publish and promote relevant research from others.

Parlour provides the resources

“I greatly appreciate Parlour information and reports. The more I can learn about issues that affect our industry, particularly women in the industry, the better employer I can be.” – **survey respondent**

Parlour uses the evidence base to develop resources to facilitate change towards a more equitable profession. The Parlour Guides to Equitable Practice have received much attention in Australia and internationally. The guides have been accessed 7,238 time by 4,433 unique viewer. They have received widespread media coverage and are being used to guide change in practices around the country. Parlour also alerts readers to useful resources and material elsewhere.

Future work will develop further resources for the profession.

Parlour celebrates success

Parlour celebrates women active in the profession, and works to provide opportunity and profile for the many women working successfully in architecture.

When launched, Marion’s List will be an important means of raising profile for women in Australian architecture.

Future possibilities include the Parlour Prize, to recognise those who have worked to improve equity and diversity in the profession.

Parlour gets things done!