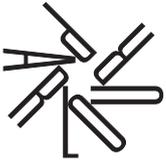


Parlour × Partner

- : Principal Partners
- : Corporate Partners
- : Institutional Partners



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

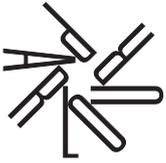
Over the past three years Parlour has become an important ‘space to speak’; a strong and respected online platform providing research, resources and discussion about gender equity and architecture.

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 – Parlour : Inc. This enables 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.

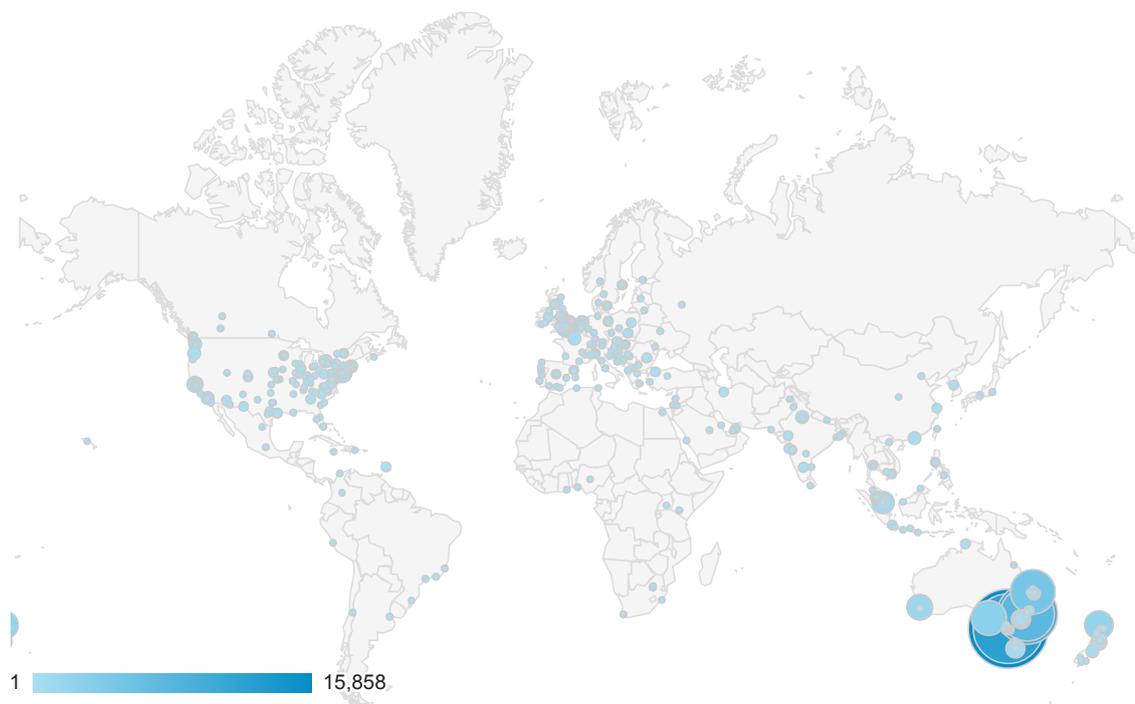
To do this we need assistance from partners, donors and supporters – like-minded organisations, business and individuals who value our work and its results.



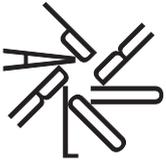
Be part of Parlour's next phase of research and advocacy

Working with Parlour : Inc in its new phase offers **Parlour Partners** the opportunity to develop their profile and reach, and provides access to a significant, highly engaged audience.

This is a chance for organisations and businesses to clearly demonstrate their commitment to gender equity, to communicate with a receptive network of architects and allied professionals, and to access resources and research.



Website engagement May 2012 – May 2015
72,388 unique readers – from 4,417 cities in 179 countries –
looked at 282,734 page views over 119,689 sessions



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

Between May 2012 and May 2015, the Parlour website has been read by **73,318** unique readers – from **4,456** cities in **179** countries – who have looked at **286,727** page views over **121,180** sessions. Parlour has an active social media presence, with **2,629** twitter followers.

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

Future work will develop and strengthen these networks both online and through events.

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

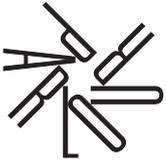
Parlour has been cited in a wide range of publications, including *L’Architecture d’Aujourd’hui*, *Al Jazeera*, *ArchDaily*, *Architect*, *Architecture Australia*, *Australian Design Review*, *The Age*, *Women’s Agenda* and many more – including numerous architects’ and professional blogs. Parlour researchers 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 times by 4,433 unique viewers. 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.

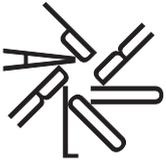
Parlour celebrates success

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

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

Parlour gets things done!

Parlour has achieved an enormous amount with limited resources. Please join us in continuing this important work, to the benefit of all.



What next for Parlour?

There is much work to be done and Parlour has big plans. We are keen to connect with partners who can support us in delivering resources, programs and activities. Work and projects to come includes"

Marion's List

We need never again hear the excuse 'we asked a woman, but she couldn't come'.

Marion's List, a public register of the women of Australian architecture, will be launched mid-2015. This will convey the richness and depth of women's involvement in Australian architecture and will encourage further participation.

It will provide a resource for those planning events, conferences and symposia, and organising juries and the like, increase the visibility of women in the profession and help enable new professional and social networks.

Following the launch of Marion's List we will investigate establishing the Parlour Pledge, whereby individuals will commit to not participating in public events with fewer than 30% women speakers.

Portraits of Practice

Portraits of Practice: At Work in Architecture is a forthcoming exhibition at the Tin Shed's Gallery at the University of Sydney. Curated by Naomi Stead, this exhibition brings Parlour's research to life through two photographic series, which differently document architects and architectural workplaces. *Portraits of Practice* draws on the visual sociology component of the research to simultaneously celebrate women working in architecture, to raise questions about what an architect looks like and to provide a powerful reminder of the challenges faced by women in Australian architecture. The exhibition runs from 9 July – 11 September, 2015.

Women. Wikipedia. Design

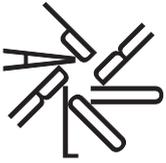
Parlour is delighted to be part of an international collaboration that has received seed funding from the Wikimedia Foundation to increase the representation of women architects on Wikipedia. Parlour is working with ArchiteXX (New York) and n-ails (Berlin) to develop an education and advocacy program to encourage people to write Wikipedia articles on women in architecture, and will provide material to help them do so successfully.

Parlour "How To"

Based in the Parlour Guides to Equitable Practice, the Parlour "How To" series of national workshops will extend further practical support and advice to architects and practices on navigating the profession, and on establishing equitable workplaces. This series is currently under development.

Parlour networks

Parlour plays a vital role in building networks and communities, both online and through events. Parlour : Inc will extend these networks, including running more events that will provide opportunities for the Parlour community to connect and support each other.



A space to speak

The Parlour website (and twitter account) has been a vital part of Parlour's success. It is an important platform for discussion, research and resources, and helps us reach diverse audiences, near and far. The website enables many voices to contribute to the conversation about gender and architecture. It also helps us support equity initiatives by others. Parlour : Inc will actively commission a broad range of new content – profiles, tips, reflections and polemic – all of which will facilitate a more inclusive, equitable, robust and sustainable profession and discipline.

Parlour resources & education

Parlour : Inc will build on the success of our existing resources – notably the Parlour Guides to Equitable Practice – to develop further material to help architectural practices become more equitable, and to help architects navigate the complexities of working in architecture.

New resources will include case studies that demonstrate how different practices successfully manage part-time and flexible work – both the opportunities and challenges – and a kit of model equity policies for practice.

We will work with Parlour Partners and the Parlour community to disseminate this material widely, and to identify and develop other resources required.

Parlour advocacy

Advocacy has been a large part of Parlour activities to date – we have successfully put gender equity on the agenda for Australian architecture. The Parlour team has spoken at many events, conferences and symposia, both professional and academic, and has made submissions to various enquiries, based in the findings of the ARC research.

Advocacy is a vital aspect of our work, and we will continue to make submissions, to provide research findings to support the work of others, and to speak at events, conferences and symposia. We are receiving an increasing number of invitations to speak international contexts – and in September 2015 Justine Clark will speak at the American Institute of Architects' Women's Leadership.

Parlour research & publications

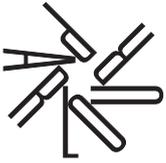
Publication is particularly important for disseminating the research widely, for ensuring that the work has lasting impact and enabling others to use the evidence base in their own advocacy work. The research behind Parlour has led to many publications, both professional and scholarly. Parlour : Inc will continue this. This work will include developing various draft reports onto a set of final reports, and fully publishing the findings of the Parlour surveys. There is further analysis to be undertaken, and members of the Parlour team continue to publish academic paper and there are plans for a book.

Parlour archives

The Wikipedia project is one part of a larger ambition to recognise those who have gone before, and to collect and publish material on women architects and equity initiatives in architecture and the built environment.

Parlour Prize

One for the future. We will explore establishing the Parlour Prize to recognise those who have achieved remarkable work in advocating for gender equity in the profession.



Parlour Partners : the opportunity

Parlour seeks to develop productive partnerships with relevant businesses, organisations and institutions.

The Parlour Partners support program has three levels – Principal Partner, Corporate Partner and Institutional Partner.

When you become a Parlour Partner you join excellent company. It is an opportunity to work with like-minded organisations in building a fairer, more equitable, and more sustainable profession.

Parlour Friends

The Parlour Partners program is complemented by Parlour Friends. This allows Parlour supporters to make tax-deductible donations to Parlour through a National Foundation for Australian Women Preferred Donor Fund.

For more info on Parlour Friends see <http://archiparlour.org/support-parlour/donate-to-parlour/>

Parlour Partners : the levels

Parlour partnerships are tailored to respond to the particular opportunities presented by different relationships, and available budgets.

Principal Partner

This is the premier partnership arrangement, which is recognised as supporting all Parlour work. It provides broad access to a highly engaged, committed audience.

Corporate Partner

Corporate partnerships are generally associated with particular projects and initiatives. These are tailored to suit the budget and commitment of the partner, and the alignment of these interests with the needs of Parlour.

Institutional Partner

Institutional Partnerships enable us to work closely with universities, professional organisations and government bodies. This enables Institutional Partners to extend their reach and industry engagement, while assisting Parlour with research, education and communication.