

## FOR IMMEDIATE RELEASE

### PRO-INVEST GROUP ANNOUNCES NEW SUITE OF 'SOCIAL' INITIATIVES AS A CORE COMPONENT OF ITS ESG STRATEGY

*The Company Focuses on Strengthening Communities Through Strategic Social Responsibility Initiatives*

**Sydney, Australia, 29 April 2024:** [Pro-invest Group](#), a prominent real estate asset manager and investment firm, announces the launch of a series of 'Social' initiatives, designed to broaden and deepen its comprehensive Environmental, Social, and Governance (ESG) strategy.

Designed to guide the organisation as part of its broader five-year ESG strategy, the company is focused on expanding its commitment to social responsibility and complementing its ongoing environmental and governance efforts. Four new cornerstone programs are launching, each designed to foster inclusion, diversity, and equality within the hospitality industry and beyond:

- **RISE** (*Reaching for Inclusion through Scholarships and Experiences*): In collaboration with [Southern Cross University](#) and [The Hotel School Australia](#), this program offers scholarships to students from low socio-economic backgrounds wanting to study tourism and hospitality. Scholars will also benefit from paid internships, mentorship, and potential ongoing employment opportunities at Pro-invest, enhancing their career readiness and fostering a cadre of leadership talent for the company. Through fundraising initiatives that help support the scholarship, including recycle return and earn schemes, the entire organisation is engaged and aligned behind supporting the program. Students can apply for the scholarship at [Pro-invest Group RISE Hotel Management Scholarship](#) and the first three Pro-invest students will receive their scholarships and internship offers this year.
- **CARE** (*Creating Accessible Roles and Experiences*): This program focuses on providing employment opportunities within Pro-invest Group for persons with disabilities. Through a strategic partnership with [MAX Employment](#), one of the largest employment providers in Australia, this initiative will facilitate accessibility for people looking to work in the sector, while supporting the company's on-going need to recruit as it grows.
- **Pro-Women Leadership Alliance**: Recognising the need to increase the number of women in leadership roles across the industry, Pro-invest has implemented a new program designed to empower and support the professional growth of women within the organisation. Through mentoring, tailored skill-building workshops, networking events and forums to connect with senior leaders and advocacy efforts, the business is pro-actively advocating for additional gender diversity at all levels of the organisation and embedding programs that support this.
- **RADIATE with Pride**: This initiative is focused on creating safe spaces for guests and employees free from discrimination. The initiative aligns with the [Welcome Here Project](#), supports businesses and services throughout Australia to create and promote environments that are visibly welcoming and inclusive of LGBTIQ+ communities. By partnering with the Welcome Here Project, the company has committed to obtaining 'safe space' certifications at all its hotels and offices. This includes training and certification, and then promoting the membership with rainbow stickers to display in their window to let everyone know that LGBTIQ diversity is welcomed and celebrated within their business. Members also display a charter that brings to life their commitment to the project, and what being a member is all about.

The overall strategy and these new initiatives are underpinned by an additional series of policies and procedures that govern the company's approach to doing business. This includes Diversity, Equity, and Inclusion (DEI) and Modern Slavery policies that are deeply embedded across all levels of the company's corporate and operational activities.

*" At Pro-invest Group, we're deeply committed to making sure our business strategy truly benefits everyone and doing the right thing for the communities we're part of. As part of our broader ESG strategy, we're excited to introduce new initiatives including RISE and CARE. These programs are designed to make a real difference, promoting inclusivity and opportunity across the board. We're aiming to lead by example in social responsibility, creating better environments for our guests, our team, and the communities we serve."* said **Anthony Ursino, General Counsel of Pro-invest Group.**

**Southern Cross University Chief Marketing Officer, Dean Gould** welcomed the RISE program's scholarship announcement as an important step toward closing the education gap and said *"This collaboration will be transformative for scholarship recipients who can immerse themselves in university life and embark on an exciting career, without financial hardship. It will also prepare more students to be innovators in the tourism and hotel sector and allow the industry to benefit from fresh talent."*

#### **Integration with Broader ESG Goals**

Pro-invest Group's '[One Earth, Countless Experiences](#)' ethos brings together the company's ESG goals under one aligned approach. Recognising that business success is not solely measured by financial returns, Pro-invest has had an unwavering focus in implementing ESG principles, ensuring they are embedded in every facet of their operations. This holistic approach invites stakeholders to engage in every step, from funding and asset development to management and guest experiences, applying rigorous ESG standards to ensure that every detail reflects the commitment to sustainability and social responsibility.

#### **Partnerships and Community Engagement**

Pro-invest Group believes in the power of partnerships to amplify its social impact. The company's initiatives are supported by collaborations with educational institutions, industry partners, and local communities. These partnerships facilitate meaningful engagement and create a scalable impact that benefits not only the company but also the wider community.

Led by industry veteran, Ronald Stephen Barrott, Pro-invest Group have been an active player in hospitality investment and operations around the world for over three decades. They now manage one of the largest, and most sustainable, operating platforms in Australia, with 32 assets (6,000 keys) open and in development across all major markets, and AUD\$3 billion of assets under management.

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**Pro-invest Group:** Established in 2010, Pro-invest Group is an investment firm focusing on living/operational asset classes within Private Equity Real Estate on behalf of global institutional investors across Europe, Middle East, and the APAC region.

Pro-invest Group manages c. AUD\$3 billion through a combination of discretionary funds, joint ventures, and managed accounts. Pro-invest Group's integrated platform allows for a proven value-add investment approach along the entire value chain from arranging funding through to repositioning/(re)developing, operating and asset managing individual assets as well as portfolios. Pro-invest Group assets include 32 hotels (c.6,000 rooms) in Australia and New Zealand, in addition to commercial and mixed-use properties.

Having established itself as a management platform in Australasia, the Pro-invest Group London office was established to focus on growth in the UK and Europe. Simultaneously Pro-invest Group are raising a third value-add fund of A\$500 million for opportunistic investment in Asia-Pacific.

Further information found here [www.proinvestgroup.com](http://www.proinvestgroup.com)