

OUTSTANDING ADVOCACY AWARD

Vic Pillar Awards For Excellence 2024



Margaret Gough 1943 - 2023

It is with honour that we introduce a new award to our community, one that recognises exceptional dedication, visionary leadership, and unwavering advocacy within the strata industry. The *Outstanding Advocacy Award*, which we present for the first time in 2024, celebrates individuals who embody five key criteria: advocacy and leadership, innovation and vision, community impact, mentorship, and a strong commitment to professionalism. These qualities represent the pillars that strengthen and advance our field.

We begin this award's legacy by posthumously honouring Margaret Gough, a true pioneer in strata management. Margaret's life and work perfectly embody each of these five criteria, making her the ideal inaugural recipient of this award.

Margaret demonstrated unparalleled *advocacy and leadership*. From the early 1980s, she was instrumental in establishing structures that would become the foundation of today's industry. She helped set up the Institute of Body Corporate Managers Victoria, now SCA, showing her commitment to advancing the profession. Margaret was an SCA Board Member and President. But her leadership wasn't just in formal roles; it was evident in her passion for driving the industry forward, uplifting those around her, and contributing to the positive perception of the strata profession as a whole.

Margaret's *innovation and vision* shaped the sector. She founded the company which would become Gough Partners in 1996, and under her leadership, it became a recognised leader in both Victorian and Tasmanian markets. Her approach was forward-looking and innovative, always aimed at elevating industry practices and standards. Margaret was constantly searching for ways to improve and grow the strata sector, showing us all what it means to embrace change and inspire progress.

Her *community impact* was equally remarkable. Margaret was deeply committed to the community, actively working to make a meaningful difference. She brought people together, building networks and encouraging collaboration, all while promoting the association's goals. Her contributions fostered unity, professional development, and a sense of belonging, which are lasting gifts to the industry.

As a mentor, Margaret displayed an unwavering *commitment to mentorship and support*. Known for her generosity with time and knowledge, she mentored many in the strata industry, particularly newcomers. She was one of the first industry mentors, fostering growth and professionalism within the field. Her support helped shape the careers of many current professionals, leaving a lasting legacy of encouragement and wisdom.

Finally, Margaret epitomised a *commitment to professionalism*. She tirelessly promoted high standards and inspired others to view the strata industry as a respected profession. Through her actions, she set an example, encouraging her peers and mentees to work with integrity and dedication. Her influence instilled a sense of pride in the work, guiding others to maintain the highest standards of ethics and professionalism.

This award celebrates these same values of advocacy, vision, community, mentorship, and professionalism. Margaret embodied them all, not only in her achievements but also in her compassionate spirit and forward-looking approach. Her legacy is one of both accomplishment and generosity—a beacon of excellence that will continue to inspire.

Margaret was married to Graham for 57 years and has three children: Andrew, Simon and Bronwyn. She passed away on 7th March 2023, just one week before her 80th birthday.

Margaret's legacy lives on through this award, which now serves as a lasting tribute to the standards, mentorship, and visionary spirit she brought to our industry. Let this award remind us all to strive for the same dedication, integrity, and professionalism that Margaret so gracefully embodied.

Award Criteria:

1. Advocacy and Leadership:

Actively advocates for the strata industry through strategic initiatives and leadership roles, contributing to the advancement and positive perception of the profession.

2. Innovation and Vision:

Exhibits innovative thinking and a forward-looking approach, contributing to the evolution and improvement of industry practices and standards.

3. Community Impact:

Makes a significant impact on the community by driving positive change, supporting the association's goals, and contributing to the betterment of the industry as a whole.

4. Mentorship and Support:

Demonstrates a strong commitment to mentoring and supporting the development of new and existing members of the strata community, fostering growth and professionalism within the industry.

5. Commitment to Professionalism:

Embodies and promotes high standards of professionalism, encouraging others to uphold these values and work ethically within the industry.

Margaret's key attributes:

1. Pioneering Vision:

Margaret was a trailblazer in the strata industry, starting her career in the early 1980s and playing a crucial role in establishing foundational structures within the sector. She helped set up The Institute of Body Corporate Managers Victoria, now known as SCA, creating a network that laid the groundwork for today's industry.

2. Commitment to Mentorship:

Renowned as a mentor, Margaret generously shared her time and knowledge with newcomers to the industry. Her commitment to supporting and guiding the next generation made her one of the first industry mentors, fostering a culture of professionalism and support.

3. Dedication to Professionalism:

Margaret was a strong advocate for elevating the standards within the strata industry. She encouraged those around her to act with professionalism, both in business conduct and personal standards, inspiring others to take the industry seriously and regard it as a respected profession.

4. Business Leadership:

As a skilled businesswoman, Margaret founded Gough Partners in 1996, a company that quickly became a leader in the Victorian and Tasmanian strata markets. Her leadership in creating a successful and influential firm showcased her determination, business acumen, and ability to adapt to the evolving market.

5. Community and Legacy:

Margaret's contribution went beyond her business achievements. She was known for her welcoming and social nature, making her a beloved figure in the industry. Her legacy is remembered fondly by her peers and those she mentored, including her son Andrew, who continues to carry forward her values and dedication within the field.