



Multicultural Association of
Property Professionals Inc.

CULTURE BUILDS US

MAPP Cultural Diversity Week 2027

15–22 March 2027

INDUSTRY CAMPAIGN TOOLKIT

An invitation to every organisation and professional in the built environment to celebrate cultural diversity and help build an industry where everyone belongs.

mappnetwork.com.au · info@mappnetwork.com.au · [@mappnetwork](https://www.instagram.com/mappnetwork) · [#CultureBuildsUs](https://www.facebook.com/CultureBuildsUs)

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01 An invitation to the industry

You're invited. MAPP Cultural Diversity Week is an industry-wide campaign for the built environment and we invite your organisation to take part.

From **15 to 22 March 2027**, organisations across the built environment (architects, engineers, project managers, developers, contractors, consultants, valuers, lawyers and more) will come together to celebrate the cultures that build our cities and commit to workplaces where culturally diverse professionals belong and lead. At its heart is the **MAPP Cultural Diversity Gala Dinner**, the flagship evening of the week, at Melbourne Town Hall on Thursday 18 March 2027.

You don't need to be a MAPP member. You don't need a budget. This toolkit is your open invitation consisting of everything you need to join in, from a single LinkedIn post to a week of events on site, a table at the Gala, or a public commitment to change.

Our invitation is simple: celebrate, reflect, and commit to one action. Culture builds our people, our teams and our industry. This is the week we say so, together, and back it with change.

02 The campaign at a glance

Campaign	MAPP Cultural Diversity Week 2027
Theme	Culture Builds Us
Dates	Monday 15 – Monday 22 March 2027
Flagship event	MAPP Cultural Diversity Gala Dinner · Thursday 18 March 2027, 5:30pm–10:00pm · Main Hall, Melbourne Town Hall · 220+ guests
Who it's for	Every organisation and professional in the built environment (members and non-members)
Hashtag	#CultureBuildsUs #MAPPCDW2027
Tag us	@mappnetwork (Instagram) Multicultural Association of Property Professionals (MAPP) Inc. (LinkedIn)
Two questions	1) What cultures have shaped you? 2) What will you build to help the next generation of culturally diverse professionals lead?
The pivot	The week moves from celebration to commitment - everyone is asked to take one concrete action

03 About MAPP

The Multicultural Association of Property Professionals (MAPP) Inc. is a first-of-its-kind not-for-profit in the built environment, established in 2023 to address the cultural diversity gap in senior leadership across the industry from the ground up. We connect and empower professionals from culturally diverse backgrounds, and we work with leaders and allies across the industry to build a more inclusive built environment.

MAPP Cultural Diversity Week is how we bring the whole industry together around that mission. It sits alongside our various initiatives like Atlas of Many, mentoring, education and events and it's built so any organisation can plug in and be part of the change.

04 The 2027 theme: "Culture Builds Us"

Culture Builds Us is a theme the whole industry can rally behind.

- **Culture, first.** Putting culture front and centre ties the campaign directly to Cultural Diversity Week and to what we're celebrating.
- **Builds - our word.** We build for a living. And culture builds us too: it shapes our people, our teams and our industry. The verb belongs to the built environment.
- **Us - all of us.** "Us" is collective and inclusive. Everyone belongs in the "us" which is exactly where intersectionality lives: the "us" is all of who we are, culture alongside gender, disability, age, faith, sexuality and migration story.

The two questions at the heart of the week

Every post, event and conversation can hang off two reflection questions. They give the campaign a shared spine and an easy on-ramp for anyone taking part:

1. What cultures have shaped you?

Celebrate heritage, journeys, and the people who made space for you.

2. What will you build to help the next generation of culturally diverse professionals lead?

Look forward — to the policies, sponsorship and change that close the gap at the top.

05 Key dates & the daily focus across the week

A week of multicultural learning and reflection : from celebrating where we come from to committing to what we'll change.

Follow the full week, or dip into the days that suit you.

Date	Daily theme	Focus
Mon 15 Mar	Culture Builds Us	Launch. Set the tone, introduce the theme and the two questions.
Tue 16 Mar	Our Stories	Cultural journeys: professionals share where they come from and how they got here.
Wed 17 Mar	Leading the Change	Representation and the gap at the top. Spotlight culturally diverse leaders.
Thu 18 Mar	All of Who We Are	Intersectionality — all of who we are. In the evening: the MAPP Cultural Diversity Gala Dinner at Melbourne Town Hall .
Fri 19 Mar	Allyship in Action	Sponsors, champions and allies including established leaders using their platform.
Sat 20 Mar	Culture in Community	Celebration of food, festivals, heritage, the joy of a diverse industry – whether with your team during the week or with your friend or family
Sun 21 Mar	Harmony Day	The national moment: everyone belongs.
Mon 22 Mar	Celebration to Commitment	The pivot. Every participant names one action to build belonging in the year ahead.

Also around the week: Ramadan and Eid al-Fitr (around 9 March) fall in the fortnight before; Nowruz – Persian New Year (Sun 21 March) and Holi (around Mon 22 March) fall within it. Great prompts for Culture in Community and closing-day posts. Check local dates with your people and let them lead how these are marked.

06 The MAPP Cultural Diversity Gala Dinner

The Gala Dinner is the flagship evening of the week.

A night to celebrate the multicultural professionals, leaders and stories shaping the built environment, and to bring the industry together in one room. Join us on **Thursday 18 March 2027, 5:30pm–10:00pm**, in the Main Hall at Melbourne Town Hall - a formal sit-down dinner for 220+ guests.

What the evening includes

- A Welcome to Country to open the night.
- A keynote with leading voices on cultural diversity and leadership.
- Recognition of multicultural leaders and allies in the industry.
- Cultural performances and a shared menu celebrating the diversity of our communities.
- A Cultural Village of stalls hosted by cultural community organisations, open from arrival.
- Networking and a collective "commitment" moment to close.

The venue: Melbourne Town Hall

The 2027 Gala will be held in the Main Hall of Melbourne Town Hall — one of the city's grandest civic spaces, completed in 1887 and still the working home of the City of Melbourne. Guests arrive through the marble foyer into the Main Hall, beneath its 70-foot ceilings and chandeliers: a fitting room for our industry to celebrate the cultures that build our city.

- **When:** Thursday 18 March 2027, 5:30pm – 10:00pm
- **Where:** Main Hall, Melbourne Town Hall, 90–130 Swanston Street, Melbourne
- **Guests:** 220+ built environment professionals, leaders, emerging talent and community voices
- **Dress:** Formal — guests are warmly encouraged to [wear cultural or traditional attire](#)
- **Getting there:** In the heart of the CBD, easily reached by train and tram (Town Hall and Flinders Street stations; Swanston Street trams)
- **Access:** Lift access into the Main Hall, and an assistive listening system (FM receivers) available on request
- **Food & drink:** A seated dinner with vegetarian, vegan and gluten-free options, and alcohol-free drinks throughout. Please share dietary and cultural requirements when you book.

The evening at a glance

Time	Segment	What happens
5:30pm	Arrival & Cultural Village	Welcome drinks and networking around stalls hosted by cultural community organisations
6:45pm	Welcome to Country & welcome	Opening the evening with respect for Country; MAPP welcome and the purpose of the night
7:00pm	Keynote	An inspiring voice on cultural diversity, leadership and belonging
7:30pm	Dinner & performances	A shared menu with live cultural performances
8:30pm	Recognition & stories	Celebrating multicultural leaders and allies across the industry
9:15pm	Performance	Live Cultural performances
9:30pm	The commitment moment	A collective pledge to build belonging, then closing remarks
10:00pm	Close	Thank you and safe travels home

*This is an Indicative run of the evening, final timings and schedule to be confirmed.

How your organisation can be part of it

- **Book a table** and bring your team, clients or emerging talent.
- **Become a sponsor** and put your organisation's name behind the industry's cultural diversity movement.
- **Offer in-kind support** — venue, AV, catering, photography, printing or entertainment.

Sponsorship packages — see the MAPP Cultural Diversity Gala Dinner 2027 Sponsorship Prospectus, or email info@mappnetwork.com.au.

07 How your organisation can take part

There's a way in for everyone - from a single post to a week of events and a table at the Gala. Pick the level that fits and build up from there. Every one of these is an open invitation.

Individuals

- Add the campaign LinkedIn banner and email signature from the asset pack.
- Answer one of the two questions in a post - share your story or your commitment.
- Use **#CultureBuildsUs** **#MAPPCDW2027** and tag **@mappnetwork**.
- Nominate a culturally diverse leader for MAPP's Atlas of Many (<https://atlas.mappnetwork.com.au/>)

Teams

- **Host "A Taste of Culture"** gathering - a shared morning tea or lunch where people bring a dish and the story behind it.
- **Run a toolbox talk or lunch-and-learn** on cultural safety and inclusion - on site or in the office.
(Refer to Appendix A – Cultural Safety Toolbox Talk card.)
- Watch and discuss a MAPP Leader Spotlight / profile from Atlas of Many; use the two questions as prompts.
- Attend **MAPP Cultural Diversity Gala Dinner** at Melbourne Town Hall on Thursday 18 March 2027

Organisations

- Display the campaign poster in offices, site sheds and reception areas.
- **Book a table at the MAPP Cultural Diversity Gala Dinner** at Melbourne Town Hall, or become a sponsor.
- **Host or co-host an event** - a panel, fireside chat or breakfast. MAPP can help connect you with cross-industry panellists, including MAPP committee members can be invited as panelists.
- Spotlight your own culturally diverse staff and leaders across the week.
- **Review one policy or practice** through an inclusion lens - recruitment, promotion pathways, site cultural safety, prayer/quiet spaces, or your calendar of cultural dates.
- **Issue an executive commitment** - a short statement from a senior leader naming what your organisation will do this year.

Partners & industry networks

- Co-brand and cross-promote the week to your members.
- **Collaborate across industries.** Belonging is intersectional - invite networks beyond property and construction to bring their perspective and audience.
- Add MAPP Cultural Diversity Week to your D&I calendar and share this toolkit.
- Be a part of the **MAPP Cultural Diversity Gala Dinner** at Melbourne Town Hall on Thursday 18 March 2027

Join the MAPP CDW 2027 Campaign using the link -
<https://forms.cloud.microsoft/r/WzNwNfi7bF?origin=lprLink>

08 Activity ideas for the built environment

These are tailored to how our industry actually works on sites, in studios, across projects. They're what make this a built-environment campaign, not a generic one.

- **On-site or in offices cultural safety toolbox talk.** A 10-minute pre-start on respect, names and inclusion - meeting the workforce where they are. (Refer to Appendix A – Cultural Safety Toolbox Talk card.)
- **"Who are we building for?" design session.** Architects, planners and designers reflect on whether the spaces we create work for everyone who'll use them.
- **Multicultural leader panel or fireside chat.** Centre intersectional stories and invite cross-industry voices with cultural diversity representation at the focus (MAPP committee members can be invited as panelists).
- **"A Taste of Culture" shared table.** Food and the stories behind it - the easiest, warmest way in.
- **Say my name.** A team commitment to learning and respecting name pronunciation.
- **Cultural map of the team.** A world map where people pin where their story begins.
- **Cultural calendar for the year.** Mark the key cultural and religious dates ahead so celebrations and scheduling include everyone.
- **Mentoring circle kick-off.** Launch or spotlight cross-cultural mentoring - connect emerging talent with senior leaders.
- **Cultural conversation starters.** Appendix B has prompts you can use with your teams.

09 The social media campaign

The online campaign is the engine of the week — the simplest way for the whole industry to take part.

Element	Detail
Primary hashtag	#CultureBuildsUs#MAPPCDW2027
Instagram	@mappnetwork
LinkedIn	Multicultural Association of Property Professionals (MAPP) Inc.
Best formats	Short talking-head video, a photo of your team/site, or a story-answer graphic. Faces and real voices beat logos.
Cadence	One anchor post per day following the daily arc, plus resharing the community's posts.

Five content ideas for any organisation

1. Share your story : a professional's cultural journey and what shaped it.
2. Look forward : the commitment your organisation is making this year.
3. Spotlight your people : quotes or short clips of staff answering the two questions.
4. Go visual : a site, a shared table, a team photo; video wherever you can.
5. Get creative ; a poll, a Q&A with a leader, an employee-led takeover.

Posting respectfully and accessibly

- **Ask before you share.** Get consent before posting someone's photo, story or name and let them approve the words.
- **Let people self-describe.** Use the words people use for their own culture and identity.
- **Make it accessible.** Add alt text to images and captions to videos; keep language plain and jargon-free.
- **Tag with care.** Tag colleagues and leaders only with their permission.

10 Ready-to-use social posts

Copy, paste and personalise. Replace the bracketed prompts with your own detail and keep tagging @mappnetwork so we can amplify you.

LINKEDIN + INSTAGRAM · LAUNCH Mon 15 Mar

This week is MAPP Cultural Diversity Week and we're proud to be part of it.

From 15–22 March, the built environment is coming together to celebrate the cultures that build our cities, and to commit to workplaces where culturally diverse professionals belong and lead.

Culture builds us: our people, our teams, our industry. We'll be sharing what that means to us all week. Follow along, and join us.

#CultureBuildsUs #MAPPCDW2027

LINKEDIN + INSTAGRAM · YOUR STORY Tue 16 Mar

What culture has shaped how you got here?

For me, it's [culture / community / person] - [one line on what they gave you or taught you].

I bring [language / value / perspective] to how I work in [role] every day. Our industry is stronger when all of who we are is welcome in the room.

#CultureBuildsUs #MAPPCDW2027

LINKEDIN + INSTAGRAM · LEADING THE CHANGE Wed 17 Mar

Our industry is culturally diverse at entry level, but that diversity thins out toward the top.

Today we're spotlighting [name], [role] at [organisation]. [One line on their journey, or what they've built.]

Representation at the top changes who believes they belong there. Who's a culturally diverse leader who has shaped your career? Tag them below.

#CultureBuildsUs #MAPPCDW2027

LINKEDIN + INSTAGRAM · GALA DINNER Thu 18 Mar

Tonight we celebrate.

It's the MAPP Cultural Diversity Gala Dinner at Melbourne Town Hall. The flagship evening of Cultural Diversity Week, celebrating the professionals and teams shaping the built environment. [Tag the colleagues at your table.]

Here's to the cultures that build us.

#CultureBuildsUs #MAPPCDW2027

LINKEDIN · ALLYSHIP IN ACTION Fri 19 Mar

Allyship is a verb.

Today we are asking leaders across the built environment: how are you using your platform to open doors?

For us, it's [one concrete action — e.g. sponsoring a culturally diverse emerging leader, mentoring, changing who's in the room when decisions are made].

Who made space for you? Thank them today.

#CultureBuildsUs #MAPPCDW2027

INSTAGRAM (+ LINKEDIN) · CULTURE IN COMMUNITY Sat 20 Mar

Food, festivals, music and the stories behind them.

This week our team [shared a Taste of Culture lunch / mapped where our stories begin / celebrated together].

Here's a glimpse. [Add photos]

Culture builds us — on site, in the studio and around the table.

#CultureBuildsUs #MAPPCDW2027

LINKEDIN + INSTAGRAM · COMMITMENT Mon 22 Mar

Celebration is easy. Change is the work.

As MAPP Cultural Diversity Week closes, here's our one commitment for the year ahead: [name a specific, measurable action e.g. reviewing promotion pathways, sponsoring diverse talent, tracking representation in leadership].

We'll report back. Culture builds us and belonging is built one decision at a time. [Share yours with

@mappnetwork to join the Commitment Wall.]

#CultureBuildsUs #MAPPCDW2027

11 Week-at-a-glance content calendar

A simple day-by-day plan you can adapt for your social media platforms.

"MAPP posts" is what we'll lead with; "Your org can" is a prompt for what you might share alongside us.

Ready-to-use posts for every day are in Section 10.

Day	Theme	MAPP posts	Your org can
Mon 15	Culture Builds Us	Launch post + theme reveal	Reshare launch; add campaign banner
Tue 16	Our Stories	Leader/member story video	A staff member shares their journey
Wed 17	Leading the Change	Leader Spotlight; the gap at the top	Spotlight a diverse leader in your org
Thu 18	All of Who We Are	Live from the Gala at Melbourne Town Hall	Share from the Gala
Fri 19	Allyship in Action	Ally/sponsor prompt for leaders	A senior leader posts a commitment
Sat 20	Culture in Community	Celebration reshares; food & festivals	Photos from a team gathering
Sun 21	Harmony Day	Harmony Day "everyone belongs" post	Your Harmony Day message
Mon 22	Commitment	Wrap-up + call for commitments (Commitment Wall)	Publish your one action for the year

These are some indicative ideas only, but your team and organizations are free to adapt and use them to suit your needs, events, and teams.

12 Campaign assets available

A ready-made asset pack accompanies this toolkit so every organisation can join in on-brand. To co-brand any asset with your own logo, get in touch.

The templates and asset pack is available for download from the MAPP website's CDW tab.

Asset	Format	Use
Campaign logo lockups	PNG (colour + reversed)	Headers, decks, co-branding
LinkedIn banner	1584 × 396 px	Personal and company page headers for the week
Instagram theme + invite tiles	1080 × 1080 px	Announce the week and invite your network
Gala Dinner invite tile	1080 × 1350 px	Promote the Gala and drive table/sponsor interest
A4 poster (A3 on request)	PDF / PNG (print)	Offices, site sheds, reception
Email signature banner	PNG	Add to staff email signatures across the week
Virtual background	1920 × 1080 px	Teams / Zoom backgrounds
Editable templates	Canva / PPT	Customise posts and posters with your own detail

Included with this toolkit: the logo lockups, both Instagram tiles, the LinkedIn banner, the Gala invite, the A4 poster and the virtual background as ready-to-use PNGs, built with the MAPP brand mark and colours. The editable templates add an email signature banner and let organisations add their own logo.

13 Language & tone

The week should feel warm, genuine and human - a celebration, not a lecture. A few principles keep it authentic and avoid common missteps.

Do

- Lead with real people and real stories. Faces and voices, not just logos.
 - Centre intersectionality: people hold many identities at once; make room for all of them.
 - Ask people how they identify and how to say their name, rather than assuming.
 - Pair celebration with a concrete action. Recognition plus commitment is what makes it real.
 - Acknowledge the gap honestly, the diversity that thins out toward the top is the reason the week exists.
- (See the reference resources in Section 16.)

Avoid

- Tokenism : one person asked to represent an entire culture, or the same faces every time.
- Treating "culture" as only food and festivals; celebrate the joy, but don't stop at the surface.
- Broad catch-all labels that flatten difference; be specific and let people self-describe.
- Celebration with no follow-through - a post without a commitment can read as performative.

14 Acknowledgement of Country

MAPP acknowledges Aboriginal and Torres Strait Islander peoples as the First Peoples and Traditional Custodians of the lands and waters across Australia, with special recognition of the Kulin Nation. We pay our respects to Elders past and present. A campaign about the cultures that build us begins with acknowledging the world's oldest continuing cultures and Country.

Suggested line for your posts and events:

"We acknowledge the Traditional Custodians of the land on which we live and work, and pay our respects to Elders past and present. As we celebrate cultural diversity, we honour the world's oldest continuing cultures."

15 Get involved

Ready to accept the invitation? Here's how to plug in:

- **Register your interest** so we can count you in - use the campaign form in Section 7 (<https://forms.cloud.microsoft/r/WzNwNfi7bF?origin=|prLink>), or email info@mappnetwork.com.au.
- **Become Gala Sponsor** – Sponsor the flagship MAPP Cultural Diversity week Gala Dinner. Email info@mappnetwork.com.au to express interest.
- **Book for the Gala** - reserve a table or tickets for Thursday 18 March at Melbourne Town Hall, or ask for the sponsorship prospectus.
- **Download the asset pack** and add the banner and signature.
- **Plan one activity** from Section 7 and one post from Section 10.
- **Tag @mappnetwork** and use #CultureBuildsUs #MAPPCDW2027 so we can amplify you.
- **Name your commitment** by Monday 22 March : post it with #CultureBuildsUs and share it with MAPP to be featured on our Commitment Wall.

Culture builds us. Let's build it together.

MAPP · Multicultural Association of Property Professionals

mappnetwork.com.au · info@mappnetwork.com.au · [@mappnetwork](https://www.instagram.com/mappnetwork) · [#CultureBuildsUs](https://www.facebook.com/mappnetwork)

16 Reference resources

Here are some useful resources to refer:

- Watermark Search 2026 Board Diversity Index — the cultural diversity gap at board and executive level: <https://www.watermarksearch.com.au/thought-leadership/2026-board-diversity-index>

Appendix A

Cultural Safety Toolbox Talk card



Cultural Safety Toolbox Talk

A 10–15 minute pre-start conversation with your team

ORGANIZATION	DATE	FACILITATOR
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Talking points — keep it conversational and two-way

1 Why it matters

Everyone feels respected, safe and able to be themselves. Open with an Acknowledgement of Country.

3 Names & language

Learn and use correct names and pronunciation. English may be someone's 2nd or 3rd language.

5 Respect beliefs

Be mindful of prayer or quiet time, fasting, cultural holidays and dietary needs — accommodate where we can.

7 Speak up safely

How to raise a concern or report disrespect or racism — and that no one's in trouble for speaking up.

2 Belonging is safety

A diverse team that feels included communicates and looks out for each other.

4 Communicate clearly

Plain language, no slang. Check safety instructions are understood; make questions welcome.

6 Banter has a line

Jokes or "having a go" about someone's culture, accent, religion or background aren't OK.

8 Everyone has a role

Step in as a bystander; leaders set the tone; small daily habits (a greeting, a name) count.

Close with a commitment. Each person names one thing they'll do this week to build cultural safety on this site.

Delivery tips: tie each point to this site · invite real examples · translate or use visuals if the crew is multilingual · run it more than once — cultural safety is a habit, not a one-off.

NOTES / ATTENDANCE



**CULTURE
BUILDS US**

MAPP Cultural Diversity Week 2027
15–22 March 2027 · Harmony Day 21 March

Part of MAPP Cultural Diversity Week · #CultureBuildsUs · mappnetwork.com.au

MAPP acknowledges the Traditional Custodians of the lands on which we work — the peoples of the Kulin Nation — and pays respect to Elders past and present.



MAPP
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Appendix B

Cultural Conversation Starters



Cultural Conversation Starters

A structured discussion for teams — celebrating Culture Builds Us

Taking part is optional. Share only what you're comfortable sharing - there are no wrong answers, and no one should be asked to speak for their whole culture. Some prompts (like those about assumptions others have made) can touch on personal experiences, so treat every question as an invitation, never an expectation.

How to use: *pick a few prompts or work through a round · give everyone space and don't go around forcing turns · listen more than you talk · keep what's shared in the room.*

Conversation prompts — *from lighter to deeper; use any that fit*

Round 1 · Warm up

- A dish, celebration or tradition that means "home" to you?
- A tradition from your background you'd like more people to understand?
- Where does your family's story begin and how did you get here?
- A word from another language you love that English can't quite capture?

Round 2 · Understanding each other

- What do people often assume or get wrong about your culture?
- Have assumptions ever been made about you because of your background and how did you respond? *(only if you'd like to)*
- When have you felt able to bring your whole self to work? What helped?
- The story or meaning behind your name?

Round 3 · Building belonging

- What does inclusion look like here, day to day?
- One small thing our team could do so everyone feels they belong?
- What culture has shaped how you got here?
- What will you build so the next generation of diverse professionals can lead?

ADD YOUR OWN — *a prompt that suits your team*



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