



VICINITY CENTRES X PEEPLCOACH

A SCALABLE APPROACH TO LEADERSHIP DEVELOPMENT





ABOUT VICINITY CENTRES

Vicinity Centres is one of Australia's leading retail property groups, owning and managing some of the country's most iconic and loved retail destinations—including Chadstone, Chatswood Chase, and the Queen Victoria Building. With 1,200+ employees across 60+ locations nationally, Vicinity needed a consistent, scalable approach to develop leadership capability across its geographically dispersed workforce.

BACKGROUND

Vicinity Centres first partnered with Peepcoach in 2019 to elevate leadership capability across its Band 4 and Band 5 cohorts (middle managers). The aim was to build a leadership pipeline that could navigate complexity, drive performance, and lead inclusively. Since then, 248 employees have completed Peepcoach Leadership Development Programs, reflecting a deep and ongoing commitment to capability building.

THE CHALLENGE

Vicinity's workforce operates across more than 60 locations, presenting a key question:

How do you consistently develop strong, inclusive leaders across a diverse and distributed workforce, without the constraints of large-scale, centralised training?

Without a scalable leadership solution, Vicinity risked inconsistent leadership styles, low engagement, and operational inefficiencies. Leadership capability, gender equity, and succession planning were pressing priorities, especially among Band 4 and Band 5 (middle management) cohorts.

“

We have a responsibility to support our team members, to act, and to build that skillset and mindset of what a leader is these days.

”

RENEE THIEDEMAN

Talent & OD – Design & Development Lead, Vicinity Centres

OUR SOLUTION

FLEXIBLE, CUSTOMISED LEADERSHIP DEVELOPMENT AT SCALE

Peepcoach co-created a tailored leadership development solution for Vicinity that combined:



One-on-one coaching for personalised support



Group coaching to enhance peer learning and cross-functional collaboration



Self-paced online learning through our SaaS platform



Customised content aligned to Vicinity's leadership competencies



Manager toolkits to embed development into daily conversations and workflows

PROGRAMS DELIVERED

2019

— Career Development for high-potential talent focused on retention

2021

— Emerging & Developing Leaders Programs to support middle managers post-COVID

2022

— Expanded offerings to include 360 Assessments and enhanced leadership coaching

2024

— Launch of the Vicinity Evolve Program: co-created content aligned to organisational competencies, 1:1 coaching, group coaching, and enhanced manager involvement through dedicated guides and goal-setting

2025
Ongoing

— Continued iteration and enhancement of Evolve based on feedback and business needs

PEEPLCOACH OUTCOMES

248

**Total
Participants**

9.0

**Average Coach
Satisfaction Score**

91%

**Post-Program
Recommendation
Score**

Peeplcoach tracks engagement and feedback during the 12-month program, including pre- and post-program benchmarking.

Overall, how do you rate your Master Coach?	9.4
How productive are you compared to 12 months ago?	+ 5%
I believe I can achieve my career goals at Vicinity.	+ 17.4%
I am proud to tell people where I work.	+ 4.9%

“One of the things I really like about Peeplcoach is that we can truly partner with them. We're able to really work together to achieve the outcomes we're looking for.”

RENEE THIEDEMAN

VICINITY CENTRES OUTCOMES

Succession Planning:

19.8%

of participants promoted
within 12 months

Retention:

82.3%

of participants remained
with the business

Gender Balance:

52%

of people leader
participants were female

Enhanced succession
planning and leadership
pipeline

BUSINESS IMPACT

12%

revenue growth during
the program period
(attributed in part to
stronger leadership
capability)

Higher engagement
scores and stronger
leadership
confidence

Improved coaching,
decision-making, and
stakeholder influence
across teams

“

*It took me from a place of judgement
into a mindset focused on process
improvement, curiosity,
and future collaboration.*

”

**PROGRAM PARTICIPANT,
VICINITY CENTRES**

“

*Being a new People Leader without
any prior experience, Peepcoach
has helped guide me through what
makes a good leader.*

”

**PROGRAM PARTICIPANT,
VICINITY CENTRES**

KEY LEARNINGS

Executive sponsorship is essential to drive engagement and impact

A mix of 1:1 and group coaching sustains learning and behaviour change over time

One-size-fits-all doesn't work, programs must evolve with changing business needs

Co-created content and manager involvement enhance real-world relevance and accountability

LOOKING AHEAD

Vicinity Centres and Peepcoach have built a long-term partnership grounded in flexibility, co-creation, and lasting impact. Together, we've transformed leadership development into a strategic, scalable solution that drives performance, inclusivity, and culture across the business.

This commitment to leadership as a business enabler is clearly reflected in Vicinity's 2023 Annual and Sustainability Reports:

“

In FY23, we refreshed our leadership development programs with our external partners LEDA and Peepcoach to enable people at all levels of leadership to build their capability.”

Vicinity Centres Annual Report, 2023

As Renee Thiedeman puts it:

“

You can't afford not to invest in leadership development. Peepcoach is a scalable, flexible, and affordable option that truly works.”

LET'S DESIGN THE LEADERSHIP SOLUTION YOUR PEOPLE DESERVE.

Discover how Peepcoach can help you embed high-impact, scalable leadership development across your entire workforce.



Visit us online at peepcoach.com, Call 1800 PEEPLC
or email us at hello@peepcoach.com

 **PEEPLCOACH™**
UNLOCK PEEPLPOTENTIAL