



VICINITY CENTRES X PEEPLCOACH

# A SCALABLE APPROACH TO LEADERSHIP DEVELOPMENT



**PEEPLCOACH™**  
UNLOCK PEEPL POTENTIAL



## 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

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2021

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

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2022

— Expanded offerings to include 360 Assessments and enhanced leadership coaching

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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

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2025  
Ongoing

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

# PEEPLCOACH OUTCOMES

**248**

**Total  
Participants**

**9.4**

**Overall Coach  
Rating**

**91%**

**Post-Program  
Recommendation  
Score**

Peepcoach closely monitors engagement and collects qualitative and quantitative feedback throughout the 12-month program, including comprehensive pre- and post-program benchmarking to measure growth, behavioural change, and overall program impact.

<b>How productive are you compared to 12 months ago?</b>	<b>+ 5%</b>
<b>I believe I can achieve my career goals at Vicinity.</b>	<b>+ 17.4%</b>
<b>I am proud to tell people where I work.</b>	<b>+ 4.9%</b>

**“One of the things I really like about Peepcoach 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***

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***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](https://peepcoach.com), Call 1800 PEEPLC  
or email us at [hello@peepcoach.com](mailto:hello@peepcoach.com)

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