

HOMESTEAD HOMES

Building Lasting Relationships

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HOME AUSTRALIA

Building Lasting Relationships

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2010



COMPANY REPORT

HOME AUSTRALIA
Building Lasting Relationships



PRIMARY AIM

Our Mission

Building Lasting Relationships

Our Vision

To be the undisputed leader of the housing industry in Australia

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Building Lasting Relationships

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Homestead
Homes

Newstart
Homes

Ashford
Homes

Collier
Homes

Huxley
Homes

WELCOME TO HOME AUSTRALIA

The secret to becoming Australia's leading home builder is understanding that housing is not simply about bricks and mortar; it's about people. That's why, here at Home Australia, our talented team of more than a thousand people working in construction, sales, finance, design, administration, marketing and a host of other areas, continue to grow the company in every part of Australia.

Among those making an important contribution to our growth are our suppliers, many of whom have been with some of our divisions for over 30 years. They ensure the future of this dynamic and exciting industry with a wide range of new products entering the market each year.

The limited supply of affordable land in many regions has caused the cost of land to rise sharply, pricing many young Australians out of the market and impacting their capacity to be self reliant in the longer term.

The ageing of Australia, and the trend toward smaller household groupings, have contributed to an increased emphasis on retirement and low maintenance housing.

As we consider the many opportunities that lie ahead we will remain firmly focussed on our customers' needs, hopes and aspirations because, in the final analysis, it's not about us, its about them.

Bob Day AO
Managing Director

"Our talented team of more than a thousand people working in construction, sales, finance, design, administration, marketing and a host of other areas, continue to grow the company in every part of Australia."





“Land availability has diminished and the cost of land has risen sharply, pricing many young Australians out of the market.”

INDUSTRY

OUTLOOK



Prospects for continued growth in the home building sector in the coming year remain strong.

The fundamental drivers of growth in the housing market are immigration remaining steady - and likely to increase in the future, the ageing of the population generating a new wave of independent living options, and innovation with new home design incorporating the very latest in home entertainment, energy efficiency and home security features.

Recent announcements indicating that interest rate rises are not likely in the short term, coupled with an availability of fixed interest rate housing loans at below the current variable rate, support the view that the home building market will remain strong for some time to come.

“Twenty new Technical Colleges to be opened across the country provide scope for optimism that the industry will slowly but surely meet the country’s seemingly insatiable appetite for new housing.”

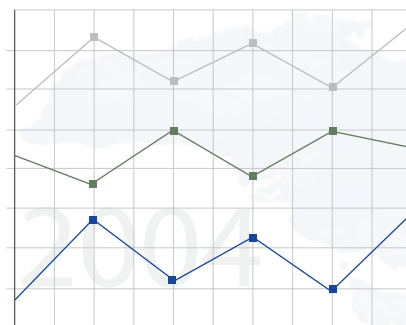


“The fundamental drivers of growth in the housing market are immigration remaining steady - and likely to increase in the future, the ageing of the population generating a new wave of independent living options, and innovation with new home design incorporating the very latest in home entertainment, energy efficiency and home security features.”

Limiting the capacity for the housing sector to meet this demand however, is the ongoing skills shortage phenomenon. While some describe the situation as a crisis, industry initiatives targeting entry level training together with government announcements regarding 20 new Technical Colleges to be opened across the country, provide scope for optimism that the industry will slowly but surely meet the country's seemingly insatiable appetite for new housing.

Major builders continue to dominate the new home market with the top 20 builders increasing their market share while smaller builders increasingly concentrate on the fast growing renovation market.

Home Australia continues to enjoy significant growth in every State and looks forward to a strong and stable trading environment.



EXECUTIVE MANAGEMENT TEAM



Bob Day AO

Managing Director

Bob was educated at Gilles Plains High School and The University of South Australia.

He has been National President of the Housing Industry Association and Inaugural President of Independent Contractors of Australia. He also oversees the group's 'Oz Homes' Housing the Homeless program and was a member of the National Selection Advisory Committee for the Work for the Dole program.

In January 2003 he was made an Officer of the Order of Australia and in July 2003 was awarded the Centenary of Federation medal.



John Smith

Executive Director

John began his career as a plumber's apprentice working in Tennant Creek in the Northern Territory. He returned to Adelaide in 1972 to complete his apprenticeship and in 1975 teamed up with Bob Day to begin the Home Australia story.

John is Home Australia's financial controller and oversees the group's national buying strategies.

John takes an active interest in the group's building and administration program and is a familiar visitor to many of the group's building projects throughout Australia.



Chris Mebberson

General Manager, Newstart Homes

Chris started in the building industry as a roofing contractor with SA company Hickinbotham Homes. He then moved into site management and worked with various companies in SA, Queensland and NSW. He started with Homestead in 2002 and was appointed Building Manager in 2003. In 2007 he took up the position of General Manager of Newstart Homes.



Simon Gray

General Manager, Homestead Homes

Since commencing with the company in 1989, Simon has completed a degree in Built Environment and has worked in a variety of roles, including administration, construction, engineering and management. Simon plays an important leadership and mentoring role for the newer divisions.



Darren Sandford

General Manager, Collier Homes

A carpenter by trade, Darren has been with Collier Homes since 1989. A registered builder in his own right, Darren has risen through the ranks from carpenter to supervisor to Construction Manager to Building Manager and now General Manager. As an efficiency guru, Darren makes an enormous contribution to the national group.



Matt Warby

Business Manager, Huxley Homes

Matthew joined Huxley Homes as an Accountant in 1997, was admitted to the status of Certified Practising Accountant of CPA Australia in 1999 and became Huxley's Finance Manager in 2003. Throughout his career Matthew has held positions in all areas of business and financial management and in 2008 was appointed Business Manager of Huxley Homes.



Corey Robertson

Assistant General Manager, Ashford Homes

Corey is a passionate builder, committed to making Ashford Homes a great success. Corey started his building career in Ballarat in 1988 as an apprentice carpenter and then ran his own business for ten years. On the arrival of his fourth child, Corey decided to move into the management side of building and has held positions in major Victorian building companies as a Supervisor, Construction Manager, Display Home Development Manager and now Assistant General Manager at Ashford Homes.



OUR BUSINESS



- Housing Australians
- E*TEQ
- Home Design



HOME AUSTRALIA
Building Lasting Relationships

HOUSING

AUSTRALIANS



HOMESTEAD HOMES (SA)

Homestead built its first home in 1979 and in 1983 built its first display home. By 1989 Homestead was the State's largest homebuilder with sales approaching 1,000 new homes per year and a turnover in excess of \$50m p.a. The company has been a consistent winner in the Homes of the Year Awards and has been acclaimed as the market leader in the home building industry in South Australia.

HUXLEY HOMES (NSW)

Huxley Homes was established in 1968 by Graham and Brian Huxley. By 1978 the company was building 800 homes a year. Huxley then expanded into the Hunter Valley, Central Coast and Goulburn markets with equal success and has built over 15,000 homes. In 2003 the company was acquired by Home Australia and the great tradition continues.

ASHFORD HOMES (VIC)

In March 2003, a Victorian arm was added to the Home Australia group – Ashford Homes. With the increase in demand for housing in the fast-growing western, northern and south-eastern regions of Melbourne, Ashford Homes is steadily building a presence in these important development areas.

COLLIER HOMES (WA)

Collier Homes is one of Perth's most recognisable home builders. Established in 1959 by Ray Mc Carthy, the company began its operations in Collier Street, Applecross, hence the name Collier Homes. In September 1996, Collier Homes was acquired by Home Australia and has continued its high profile presence in the WA market with state of the art display centres north and south of the river.

"Home Australia is a different kind of home building company. You'll notice it when you first start talking to us. We're interested in you."



NEWSTART HOMES (QLD)

Newstart Homes, established in 1987 by Phillip Mathews and Marion Collins, was acquired by Home Australia in May 2000. Since that time the company has expanded its presence in the fast-growing region of South East Queensland with display centres in Brisbane, Sunshine Coast and the Gold Coast.

E*TEQ



Early this year Home Australia introduced their 'home automation packages' under the trademark E*TEQ. Home Australia's automation packages take care of routine tasks, make life easier, keep people safe and allow the home to become more user-friendly. Some of E*TEQ's key features are...



WELCOME HOME

"You'll love coming home to an E*TEQ home. By calling ahead on your mobile phone and selecting the 'Welcome Home' mode, you can create the perfect environment by turning on lights, air-conditioning and playing your favourite CD. Your home will even know when it's sunrise and sunset to turn outside lights on and off."

GREAT FOR ENTERTAINING

"E*TEQ is great for those who like entertaining as it lets you create moods – dramatic, romantic, practical or elegant – at the press of a button...or the touch of a screen. You will get the best out of your home theatre as well. With one push of a small remote you can dim lights, close curtains and turn the volume up, creating that cinema experience in your very own lounge room."

THE ULTIMATE HOUSE SITTER

"Select 'Holiday' mode when leaving the house for an extended period and you'll be leaving your house in safe hands. E*TEQ also gives your home the 'lived-in' look while you're away and is clever enough to let you activate or disarm your security system over the phone."

VIRTUAL GROUNDS KEEPER

"E*TEQ can be programmed to water your garden at set times automatically. You can even control your irrigation by phone from anywhere in the world. An E*TEQ rain sensor can also be installed so that it only waters the garden when it needs it."



HOME

“For most of us a home is much more than a place to live - it is a place to belong. Our homes reflect something of us - our tastes, our interests, our needs and even our aspirations. In each new home resides our wish that we will build lasting relationships with all the people involved in building a new home.”

DESIGN INNOVATION

For most of us a home is much more than a place to live - it is a place to belong. At Home Australia, designers are finding new ways of matching where we live and how we live. Through good design we can increase security, improve a home's flexible use and save on the cost of adapting the home later to meet people's changing needs.

ENERGY EFFICIENCY

Home Australia works with its land development partners to improve the environmental performance of its homes. Energy efficient homes have proved to be more cost effective to maintain.

DESIGN



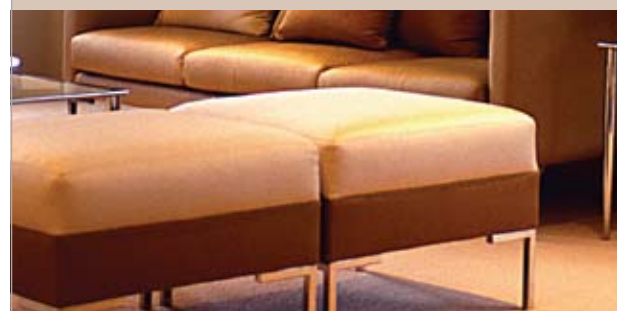
DESIGN FLEXIBILITY

Home Australia has always had a flexible approach to varied housing products and we encourage our clients to design a home that suits them, not us.

Flexibility in design has allowed Home Australia to meet customer needs and develop a successful track record with joint ventures, retirement villages, investor packages, display homes, and medium density developments.

HOME SECURITY

A sense of being safe and secure has always been an important aspect of the place we call home. Thanks to advances in technology, many new safety and security features can be incorporated into the modern home.





HOME ENTERTAINMENT

Many people who are building new homes are considering setting up a dedicated home theatre room. The addition of a home theatre to a new home enables home buyers to duplicate the ultimate movie experience in comfort and style.

At Home Australia we design, build and integrate a home theatre system to suit each home buyer's budget.

We understand the value of technology and have our dedicated contractors managing each installation.



WORKING FROM HOME

The large increase in the numbers of people working from home has significantly impacted the design requirements of new homes.

Great numbers of small businesses, many operating in a global marketplace, operate from the home office and with the advent of internet based technologies many others work for their employer without leaving their home.

The home office, supported by a wide range of new technologies, is a connection point with the world and an important part of many new homes.





OUR COMMUNITY



Image supplied with kind permission of Adelaide City Council

- Community Projects
- Careers of the Future
- Housing Industry Association
- Independent Contractors of Australia
- Public Policy
- Nationbuild.com
- Centre for Independent Studies



HOME AUSTRALIA
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COMMUNITY



LEUKAEMIA PATIENT ACCOMMODATION

When the Leukaemia Foundation bought an old block of four units to house patients while they were receiving treatment, they needed someone to undertake a much needed renovation. Home Australia drew together a team of volunteers including the local TAFE, to completely renovate the facilities.



ABUSED CHILDREN FOUNDATION

Newstart Homes is working with the Abused Children's Trust (Qld) in designing and building new accommodation on the Gold Coast. The project is expected to commence in 2005. As one of the first major Queensland projects under the Oz Homes banner, Newstart is grateful for the ongoing support of its key suppliers, professional services partners and trade contractors.

RIVERVIEW HOMESTEAD RETREAT

Recreation activities are frequently denied to those with a disability. Home Australia is building the Riverview Homestead Retreat Centre at the beautiful Mylor Baptist Campsite in SA to provide people with a disability, their carers and families with a purpose built respite and recreation centre.



PROJECTS

NORTHEAST.NET.AU

Our aim with northeast.net.au is to contribute to the development of the North East of Adelaide as a thriving corridor of business activity and community life. The northeast.net.au website will be one of the most comprehensive community websites in Australia providing a critical point of advice, connection and interaction for those living in the region.

NORTH EAST VOCATIONAL COLLEGE

Operating under the auspices of GullyCorp Inc, and with the assistance of the Housing Industry Association, the North East Vocational College at St Agnes in South Australia will provide young people with entry level work opportunities in building and other trades.

PITCH

PITCH (Partners in Training – Constructing Houses) is a work experience program delivered in partnership with established training providers. It creates opportunities for young Australians to learn the skills necessary to provide for themselves and their families into the future.



CAREERS



Housing and home ownership in Australia is about social, emotional and economic security and goes right to the very heart of society. The housing industry is changing. No longer simply trade based, it is now at the very forefront of technology, bursting with job opportunities and represents a \$50 bn a year contribution to the economy. Key employment opportunities are in:

- Sales & Marketing
- Architectural Drafting & Interior Design
- Business Administration
- Land Development & Town Planning
- Home Loans & Housing Finance
- Engineering
- Trade Contracting
- Education & Training
- Professional Services
- Home Technology
- Information Systems
- Community Welfare
- Crisis Accommodation & Public Housing

OF THE FUTURE



HIA



For more than 50 years the Housing Industry Association has been the voice of Australia's home building industry. As one of HIA'S 30,000 members, Home Australia is proud to be an active participant in the important work of developing a robust and sustainable industry.



The policy and advocacy roles of HIA make a vital contribution to ensuring that Australia is at the leading edge in the development of housing environments which meet the needs of our population. Promoting the important social, environmental and economic benefits of home ownership is a key aspect of this policy work.

"The Housing Industry is one of the most dynamic and diverse industries in Australia. We are always on the lookout for talented people. If you are ambitious it doesn't matter where you start it will open its doors and show you how you can find fulfilment and personal growth."

ICA



Independent contractors are the lifeblood of Australia's highly productive and efficient home building industry. As an active sponsor of Independent Contractors of Australia we aim to ensure that home ownership stays within reach of ordinary Australians and that our contractors receive the support and encouragement their efforts deserve.



CENTRE

FOR INDEPENDENT STUDIES

The Centre for Independent Studies is Australia's leading public policy 'think tank' and is at the forefront of the search for answers that will enable Australia to become a strong and self reliant nation. Home Australia supports the research required to underpin informed thinking on key issues.

PUBLIC

POLICY

At Home Australia we are not simply in the home building business. Along with many others, we are also in the important business of community building. It is a principal belief that we have an important contribution to make beyond building quality homes and housing environments.

In engaging the public debate, and through advocacy to key influencers, we have sought to advance the interests of first home buyers, unemployed young people and those impacted by drugs.



Image courtesy of Australian Capital Tourism

WWW.NATIONBUILD.COM



The desire to see Australia become a great nation is at the heart of the nationbuild.com project. The Nationbuild website is directed toward discussion of major issues.



"I do not believe that the real life of this nation is to be found in the great luxury hotels or so called fashionable suburbs. It is to be found in the homes of people who are nameless and unadvertised, and who, whatever their individual religious conviction, see in their children their greatest contribution to the immortality of the race. The home is the foundation of sanity and sobriety; it is the indispensable condition of continuity; its health determines the health of society."

Prime Minister Robert Menzies
'Forgotten People' Address 1942

