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Media Release

STOCKLAND SPEARHEADS NEW HOME AFFORDABILITY

New home affordability on the Sunshine Coast has improved dramatically over the past four years, led by the region's largest residential developer Stockland.

More innovative home designs and smaller lot sizes have contributed to an improvement in starting prices for new home and land packages.

The changes have also created more choice for new home buyers with innovative options to suit everyone from first home buyers to growing families and empty nesters.

Stockland Regional Manager for the Sunshine Coast, Troy Wainwright, said Stockland had played a leading role in the provision of more affordable new homes.

"We have teamed up with key builder partners to make new homes more accessible without affecting quality or lifestyle," Mr Wainwright said.

"Just four years ago, our lowest advertised home and land packages were about \$150,000 higher than they are today," he said.

"In our 2008 January catalogue, the most affordable package at our now completed Bellvista community at Caloundra was a three-bedroom home on 650 square metres for \$439,500.

"The 2012 catalogue has home and land packages at our new Bells Reach community right next door starting at only \$289,700 for a three-bedroom home on 250 square metres.

"It also has four-bedroom homes at our masterplanned Brightwater community starting at \$415,397.

"The pattern is the same for more premium living. Our 2008 catalogue starting price at The Boardwalk beachside community was \$636,350 for a four-bedroom home with study on 563 square metres.

"In 2012, we have a four-bedroom home without a study on 448 square metres at the lakefront Kawana community of Birtinya for only \$498,456.

Mr Wainwright said the price comparison revealed the emergence of smaller homes, including a wider choice of three-bedroom designs, had been one of the biggest changes over the past four years.

"Not everyone needs four bedrooms, a study, or a media room, especially first home buyers," he said.

"People trying to get a start in the housing market would rather save thousands of dollars in building costs than have an extra room or two they don't need.



Mr Wainwright said another significant change was the average block size.

“In 2008, most Bellvista lots were about 650 square metres but now we have a much wider variety of lot sizes available,” he said.

“Bells Reach has 250 square metre home sites as well as blocks of 400 square metres and larger. Brightwater and Birtinya home sites range from 360 square metres to more than 650 square metres.

“Again, people can make substantial savings by selecting a block size that meets their current lifestyle and budget.

“They are also opting for free-standing homes on smaller blocks as an alternative to units or townhouses that have body corporate costs.

“All our communities have numerous convenient parks, playgrounds, walking paths and bike tracks so buyers are realising that big backyards are not as important.”

New home affordability has been further bolstered by the recent extension of the \$10,000 Queensland Building Boost until the end of April on homes up to \$600,000.

Stockland is also offering to pay up to three years’ worth of energy bills on selected home and land packages on the Sunshine Coast until 28 February.

The Stockland offer, dubbed “Power to Move”, provides the equivalent of \$6,000 in energy savings plus thousands of dollars’ worth of bonuses from its builder partners.

To find out more, go to www.noenergybills.com.au or visit the Sales and Information Centre in your chosen Stockland community.

2008 Stockland catalogue starting prices for home and land packages:

Bellvista	\$439,500
Boardwalk	\$636,350

2012 Stockland catalogue starting prices for home and land packages:

Bells Reach	\$289,700
Brightwater	\$415,397
Birtinya	\$498,456

For media enquiries contact

Stephen Sealey
Pitch Public Relations

T +61 (0)7 3398 8660
M +61 (0)412 858 713

Stephanie Morris
Media and Corporate Communication
Stockland

T +61 (0)2 9035 3249
M +61 (0)416 635 149