

# APARTMENTS UPDATE

21 September 2006



Stockland



# HUGH MARTIN

National General Manager, Apartments



# STRATEGIC DIRECTION

Stockland's approach has been to focus on:

- Discerning buyers/owner occupiers
- Large scale/mixed use
- Premium location/tight supply
- Organic entry strategy
- Divisional contribution

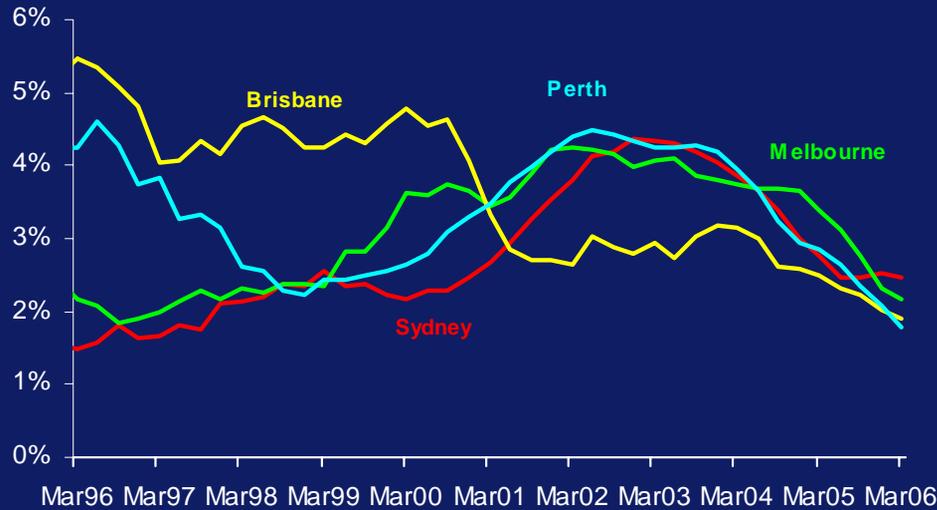
# ROB ELLIS

General Manager, Research



# DEMAND DRIVERS - APARTMENTS

## Residential Vacancy Rates 4 Qtr Average



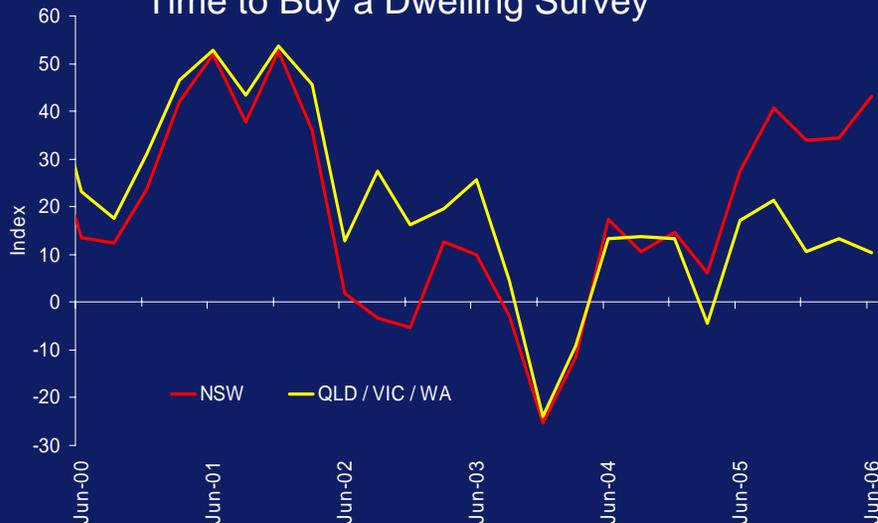
## Rental Growth Two Bedroom Units % yoy



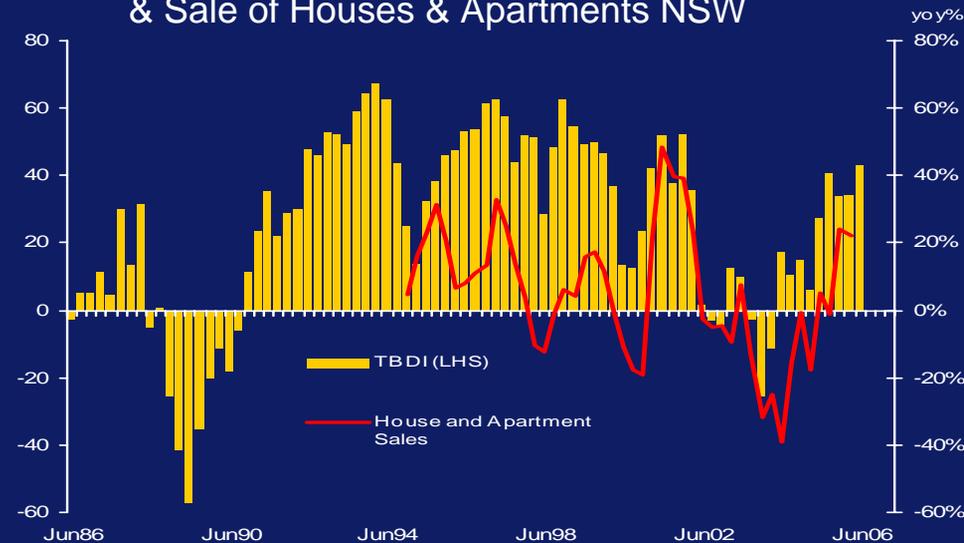
- Indicative of supply constraints:
- Vacancy fallen sharply since 2004 – Sydney and Melbourne 10 year lows
- Annual rents up 25% in Perth, 9.5% in Melbourne, and 8.1% in Brisbane

# DEMAND DRIVERS - APARTMENTS

## Purchaser Sentiment Time to Buy a Dwelling Survey



## Purchaser Sentiment & Sale of Houses & Apartments NSW



- Purchaser sentiment strong, especially in NSW
- Suggests volumes should continue to grow at circa 20% in the short term
- Preference in NSW currently towards established, rather than new homes

# SUPPLY DRIVERS - APARTMENTS

Apartment Commencement  
Per Household



Apartment Commencement per Household				
	Mar-03	Jun-06	Change	
			Level	Percentage
Sydney	2.30	1.55	-0.8	-33%
Melbourne	1.67	1.13	-0.5	-32%
Brisbane	2.21	1.98	-0.2	-10%
Perth	1.11	1.21	0.1	9%
Australia	1.6	1.4	-0.2	-11%

- Commencements per household have declined since 2003 – down 11%
- Apartments an increasing share of total dwellings

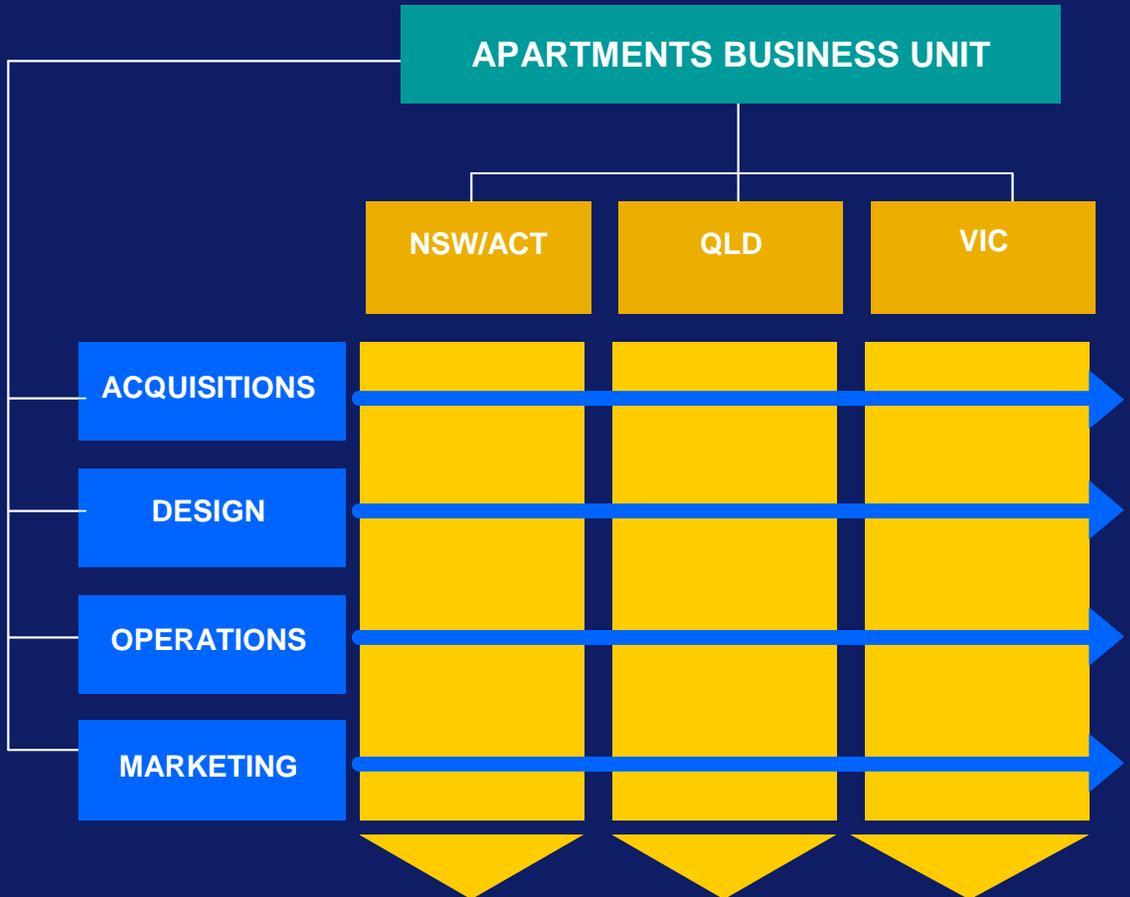
# HUGH MARTIN

National General Manager, Apartments



# OPERATING PLATFORM

- National function ensures consistency
- Cross divisional focus
- Focus on group collaboration



# CORE CAPABILITIES

## THE STOCKLAND WAVE

FINANCIAL AND RISK MANAGEMENT													
PHASES	ACQUISITION				DESIGN AND APPROVALS				DELIVERY				
STAGES	<b>STAGE 1</b> Strategic Site Identification	<b>STAGE 2</b> Commercial Appraisal (CA)	<b>STAGE 3</b> Acquisition Approval (AA)	<b>STAGE 4</b> Acquisition Handover to Development Team	<b>STAGE 5</b> Vision Workshop	<b>STAGE 6 **</b> Strategic Planning and Rezoning	<b>STAGE 7</b> Planning and Design	<b>STAGE 8</b> Internal Design Approval (IDA)*	<b>STAGE 9</b> Statutory Approvals, Marketing and Sales Plan	<b>STAGE 10</b> Authority to Commence (ATC)*	<b>STAGE 11</b> Project Launch	<b>STAGE 12</b> Project Delivery	<b>STAGE 13</b> Project Completion (PC)

Acquisition

Design

Marketing

Operations

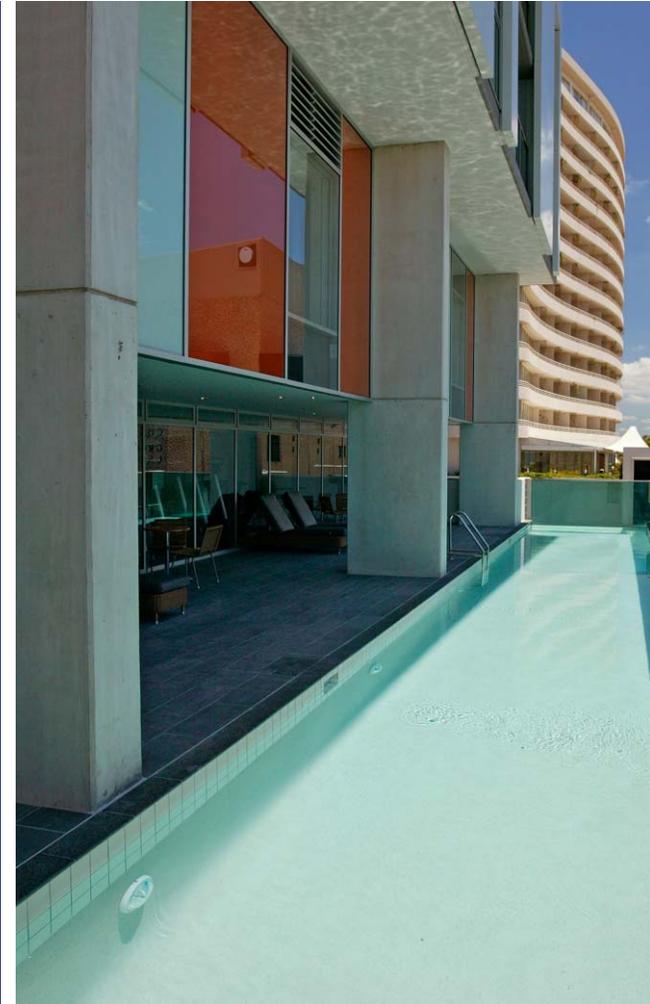
# MATTHEW MEARS

General Manager, Acquisitions and Business Development, Development Division



# ACQUISITIONS

- Acquisition Strategy
- Target Markets
- Strong Pipeline
- Sustainable Growth



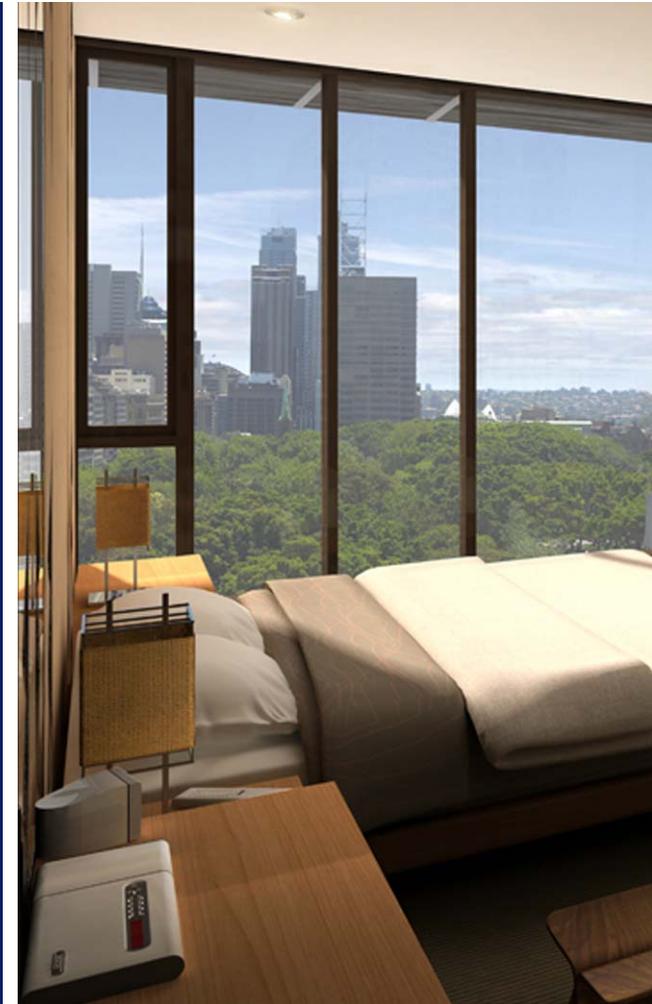
# JOHN TAYLOR

Design Manager, Apartments



# DESIGN

- Design Approach
- Innovation
- Customer Focus
- Sustainability



# DAVID BEDINGFIELD

National Operations Manager, Apartments



# OPERATIONS

- Stockland wave
- People
- Architects, consultants, builders



# HELEN WRIGHT

Marketing Manager, Apartments



# MARKETING

- Capabilities
- Marketing approach
- Customer focus



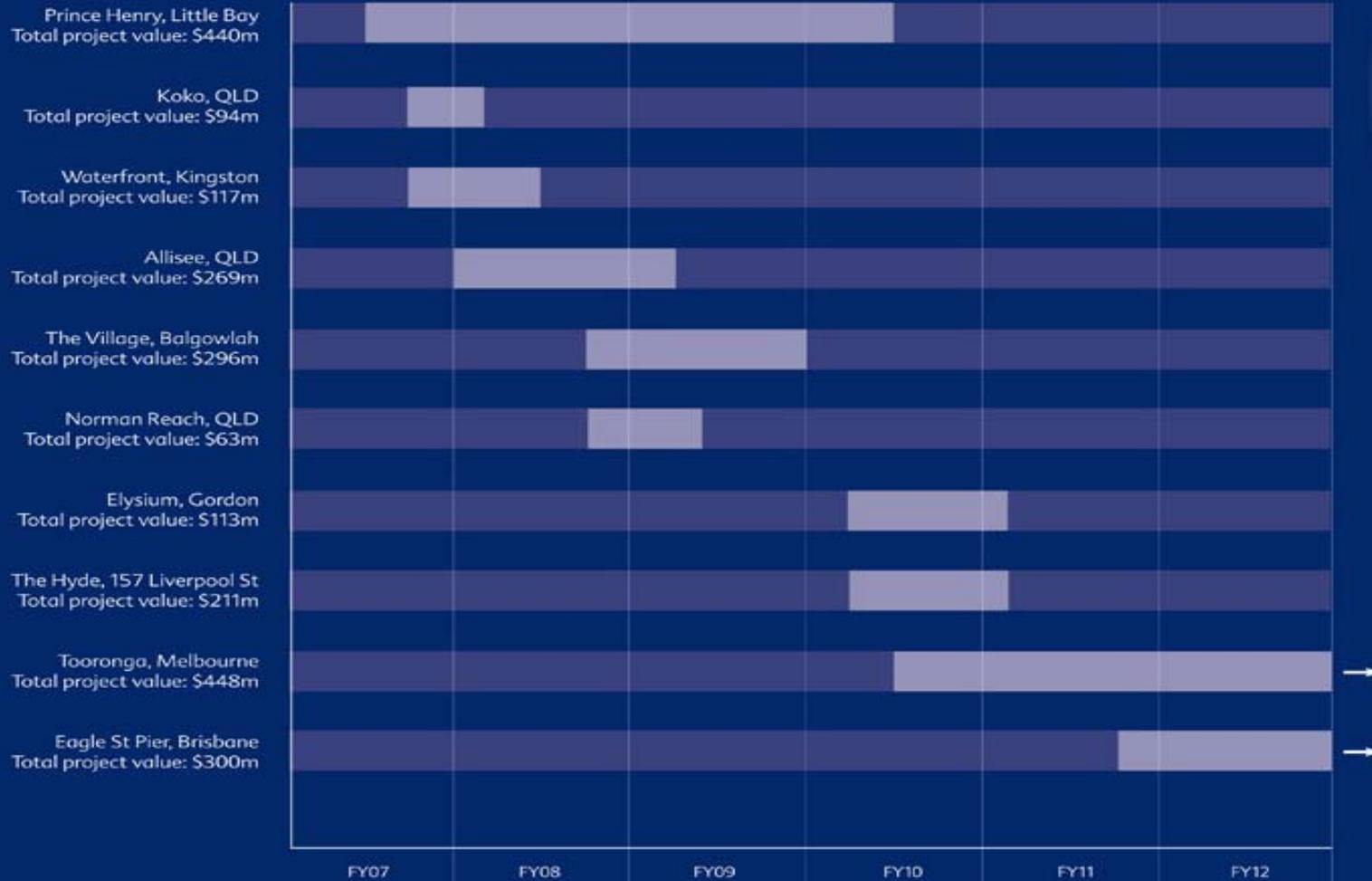
# HUGH MARTIN

National General Manager, Apartments



# SETTLEMENT PIPELINE

## Existing Projects



# ALLISEE

Gold Coast



Stockland

Project Value: \$269m

Units: 252

Current Status: Stage 1 under construction



# KOKO

West End, Brisbane



Stockland

Project Value: \$94m

Units: 112

Current Status: 60% developed



# BETHANY

Norman Park, Brisbane



Stockland

Project Value \$63m

Units: 37

Current Status: Early planning phase



# EAGLE STREET PIER

Brisbane

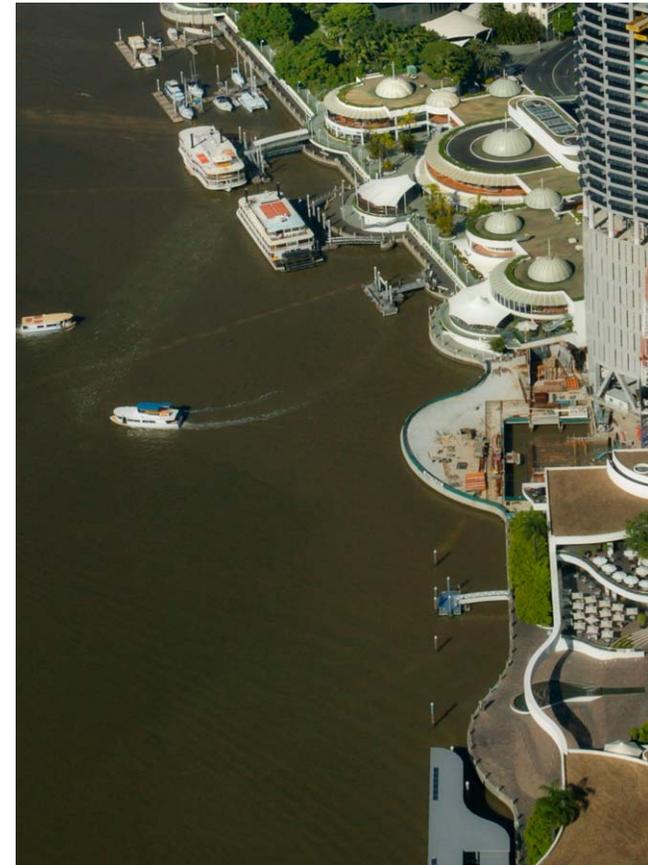
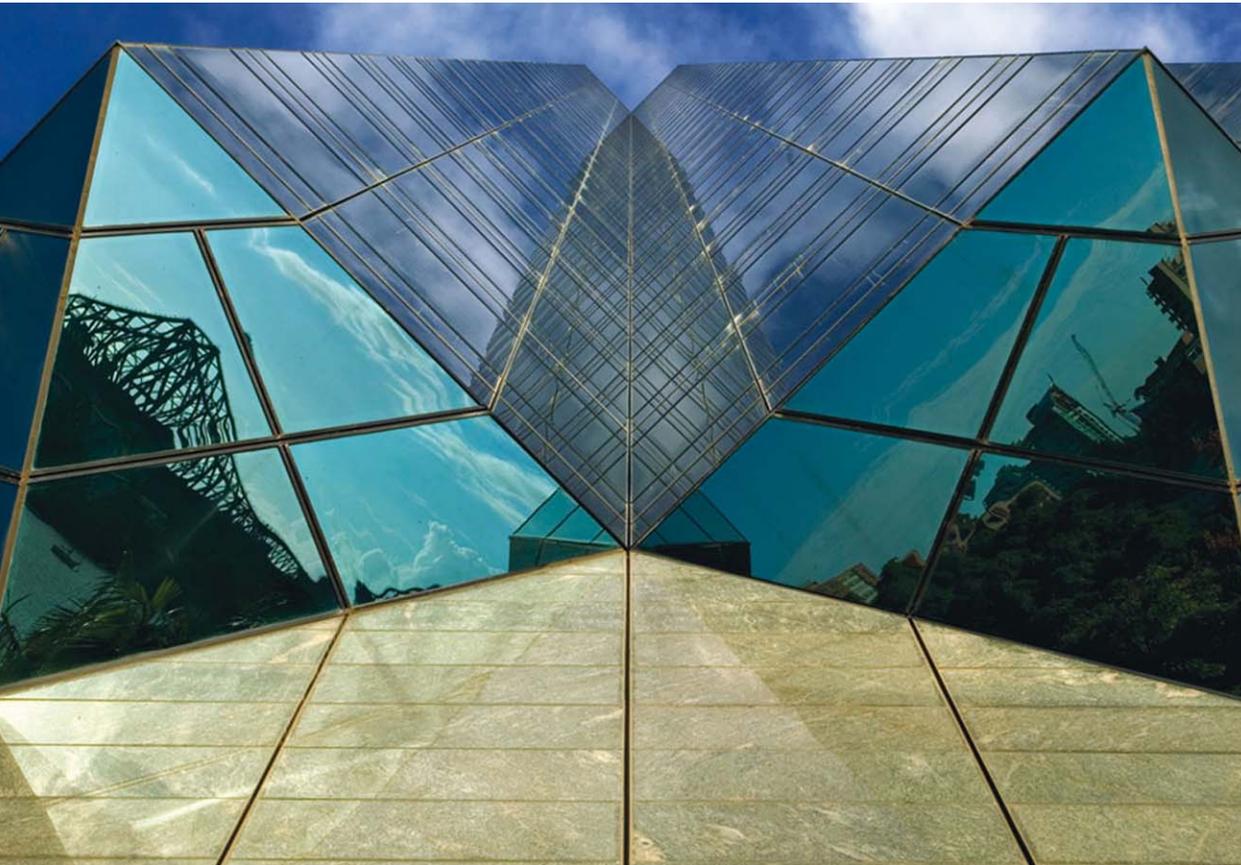


Stockland

Project Value: \$300m

Units: In planning

Current Status: Early planning phase



# WATERFRONT

Canberra

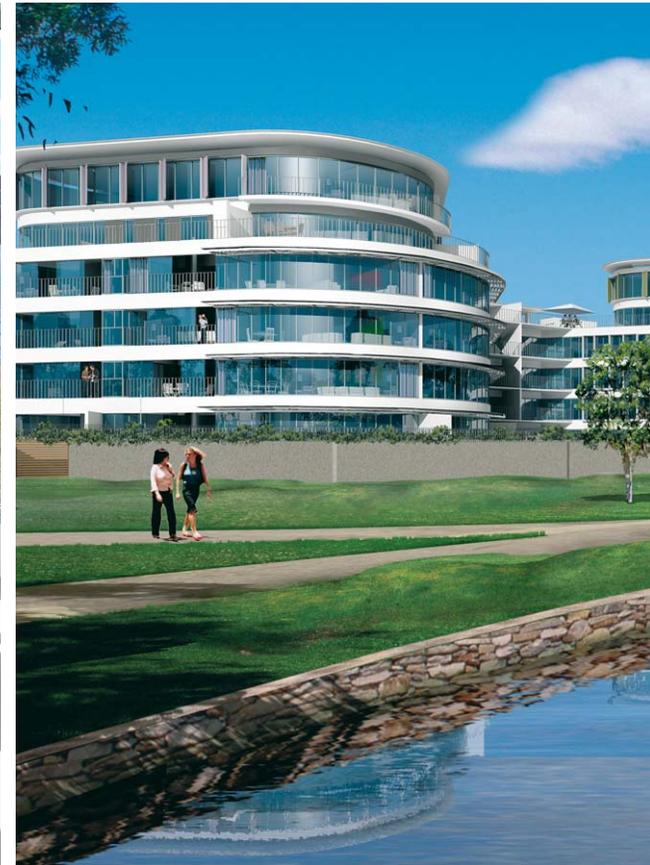


Stockland

Project Value: \$117m

Units: 108

Current Status: 50% developed



# TOORONGA

Melbourne



Stockland

Project Value: \$448m

Units: 547

Current Status: Early planning phase



# THE VILLAGE

Balgowlah, Sydney



Stockland

Project Value: \$296m

Units: 274

Current Status: Awaiting final DA approval



# ELYSIUM

Gordon, Sydney

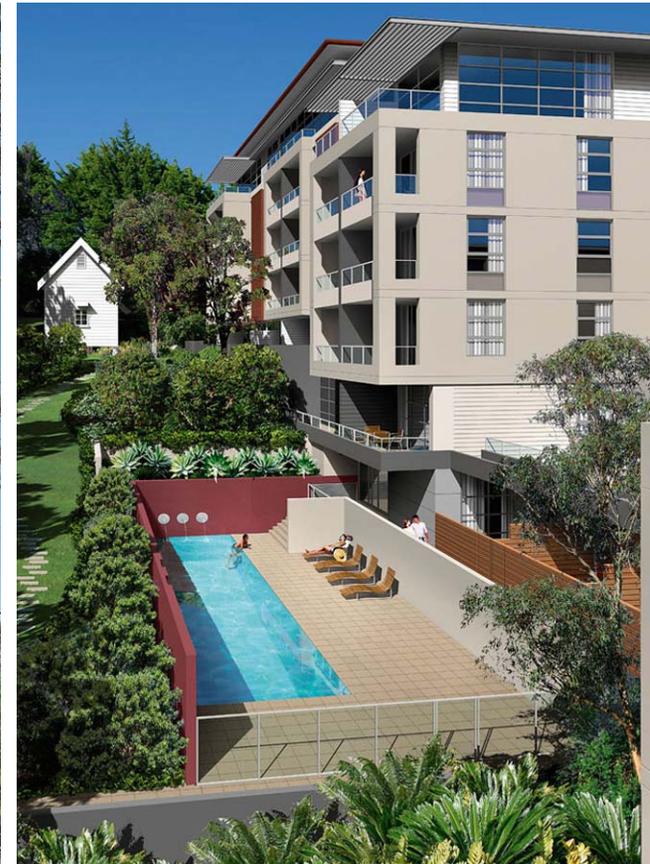


Stockland

Project Value: \$113m

Units: 148

Current Status: Early planning phase



# THE HYDE

Sydney



# PRINCE HENRY

Little Bay, Sydney



Stockland

Project Value: \$440m

Units: 427

Current Status: Under Construction



# SUMMARY

Hugh Martin

- Clear strategy
- Create sustainable business streams
- Deliver meaningful contributions
- Core capabilities

# DISCLAIMER

## **Corporation/ Responsible Entity**

Stockland Corporation Limited  
ACN 000 181 733

Stockland Trust Management Limited  
ACN 001 900 741

16<sup>th</sup> Floor  
157 Liverpool Street  
SYDNEY NSW 2000

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