## Stockland – Australia's leading diversified property group

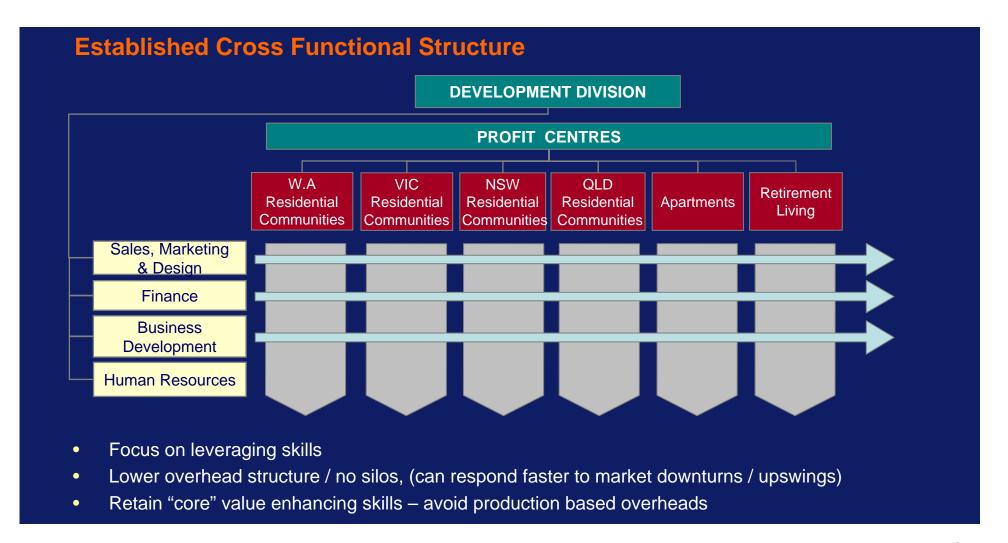
# Stockland WA Update October 2006



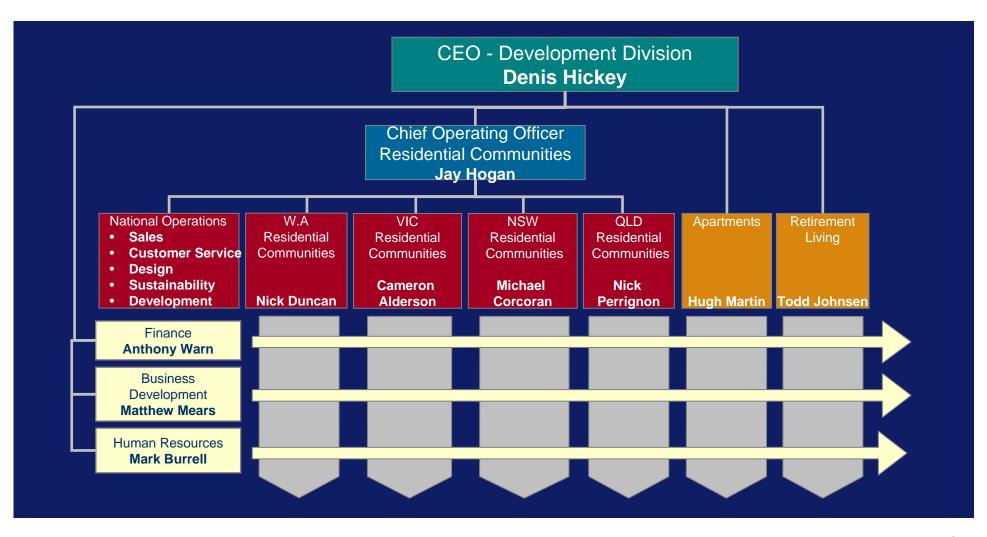
#### WA PRESENTATION OVERVIEW

- National Development Division Structure
- WA Operating Platform
- Market Research
- Stockland WA Market Position
- WA Project Tour

#### STOCKLAND'S CROSS FUNCTIONAL STRUCTURE



#### **NATIONAL EXECUTIVE TEAM**



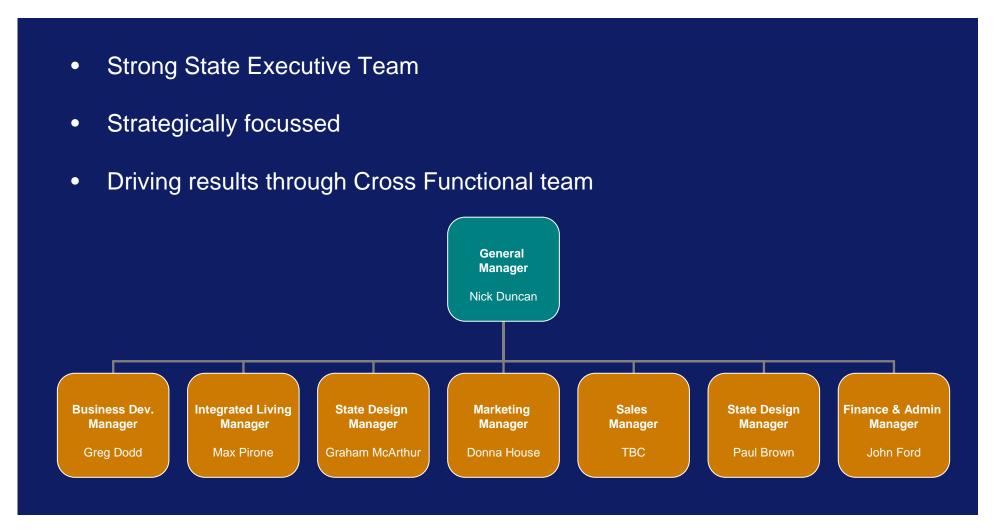
#### STOCKLAND'S RESIDENTIAL STRATEGY

- Diversity
- Ownership
- Leverage our skills
- Build Brand
- Maintain asset & profit contribution
- Management / People

#### WA PRESENTATION OVERVIEW

- National Development Division Structure
- WA Operating Platform
- Market Research
- Stockland WA Market Position
- WA Project Tour

#### WA EXECUTIVE TEAM



#### **RISK MANAGEMENT AND VALUE ADD**

#### **Stockland Wave**

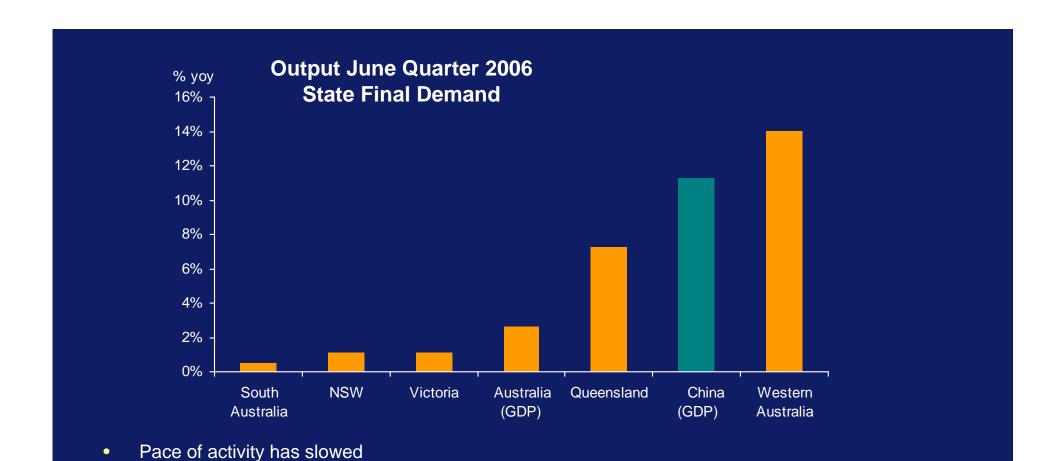


- Unique "Stockland Way" of managing our business
- Clearly defined operating platform and process
- Efficient mix of "in-house" and "external" resources

#### WA PRESENTATION OVERVIEW

- National Development Division Structure
- WA Operating Platform
- Market Research
- Stockland WA Market Position
- WA Project Tour

#### **ACTIVITY**



WA & QLD benefiting from commodities price boom, NSW & VIC the after effects of a property slowdown

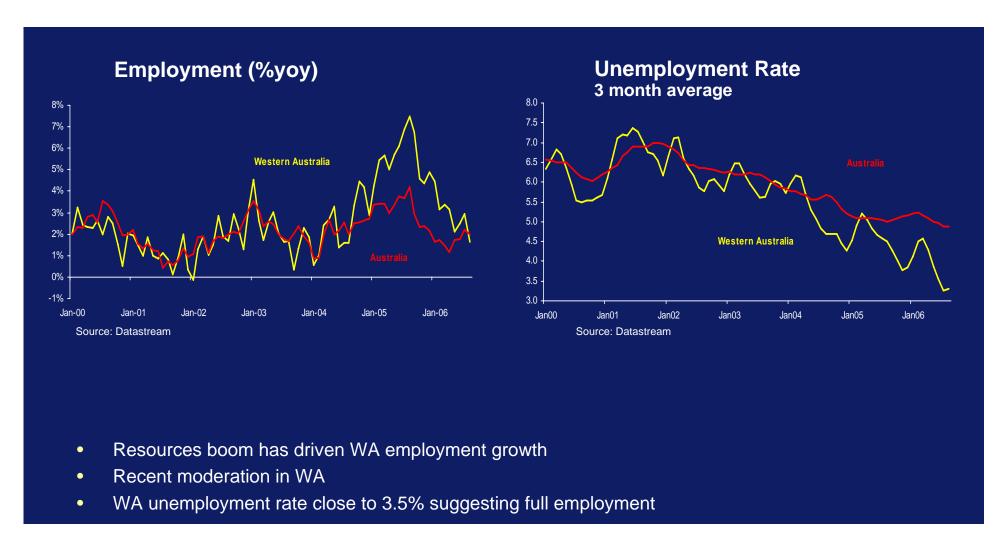
Performance of national economy masks significance divergence

Source: Datastream

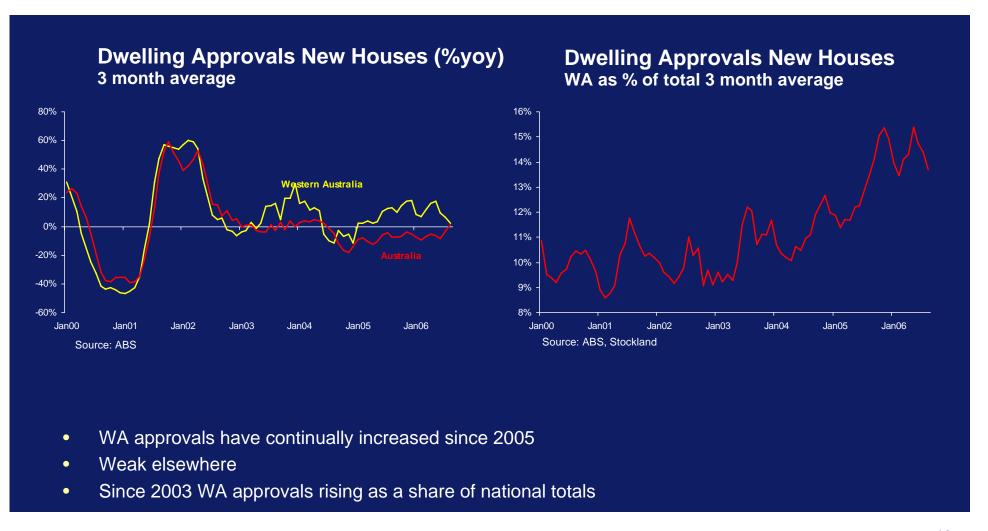
#### **POPULATION TRENDS**



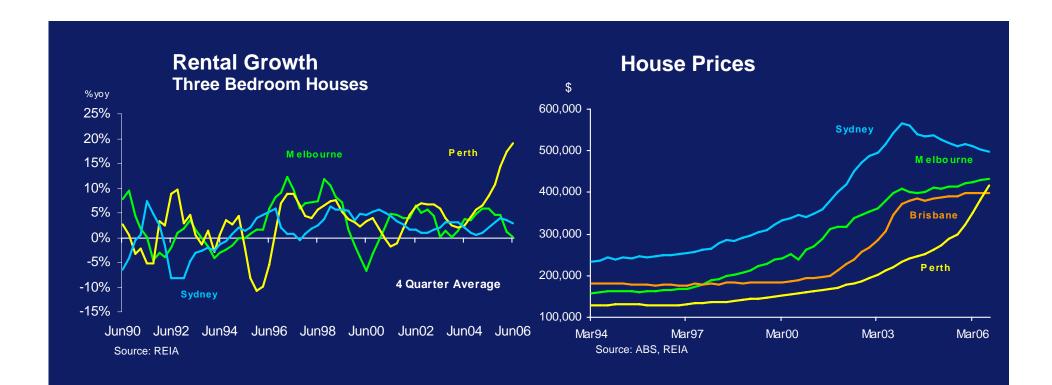
#### LABOUR MARKET



#### **DWELLING SUPPLY**

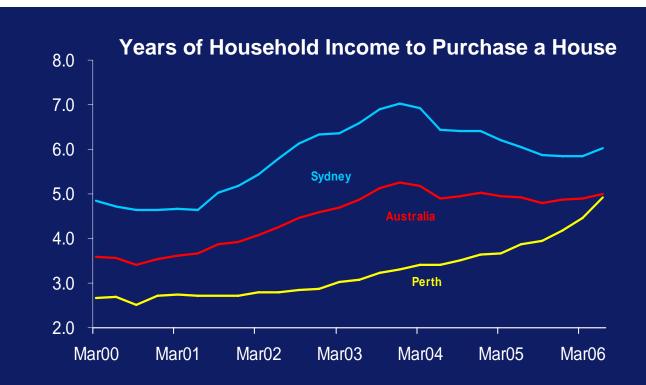


#### **PRICE PRESSURES**



- Increased demand for accommodation has led to steep rise in Perth rental growth
- Perth house prices have continued to accelerate; rising around 40% over the past year

#### **VALUATIONS**



- Sydney has become more affordable as prices have moderated
- Demand greater than supply, coupled with relatively moderate wage inflation, has pushed up affordability

#### **OUTLOOK**

CONSENSUS FORECASTS* (SEPT 2006)			
GDP	2005	2006(e)	2007(e)
US	3.2	3.5	2.6
Japan	2.6	2.8	2.2
China	10.2	10.4	9.1
UK	1.9	2.6	2.4
Australia	2.7	2.8	3.4
Inflation			
US	3.4	3.6	2.7
Japan	-0.3	0.4	0.6
China	1.8	1.7	2.3
UK	2.3	2.8	2.6
Australia	2.7	3.5	2.7

SIGNIFICANT RESOURCE PROJECTS UNDERWAY OR PLANNED IN WA				
	(estimated		oyment	
	A\$m)	Construction	Permanent	
Iron & steel	15,894	10,200	3,465	
Nickel/cobalt	3,200	2,400	650	
Petrochemicals	1,499	1,700	280	
Oil, gas and condensate	35,415	10,900	1,395	
Other	11,292	7,460	3,275	
TOTAL	67,300	32,660	9,065	

16

- Outlook for China and Investment projects support of continuing activity
- Population growth robust Government addressing labour supply constraints
- Initiatives to increase release reducing the pressure on affordability

\* Consensus Economics

#### WA PRESENTATION OVERVIEW

- National Development Division Structure
- WA Operating Platform
- Market Research
- Stockland WA Market Position
- WA Project Tour

## PERTH MARKET SNAPSHOT

	Perth Metropolitan Area (Ex Peel)	Stockland	Market Share
Lots Created	14,605	931	6.4%
Lots Sold	14,396	698	4.8%



## **METROPOLITAN CORRIDOR SNAPSHOT**

	Market	Stockland	Market Share
South-West	3,916	446	11.4%
South-East	2,043	141	6.9%

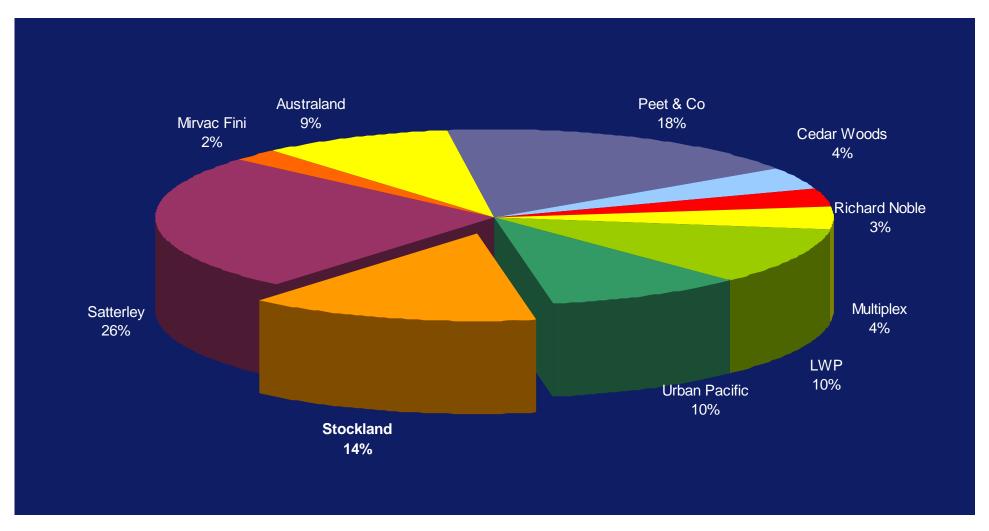


Source: WAPC, DLI, Stockland

19

#### MARKET SHARE 2005/06

Perth Metropolitan Region (Ex Peel) – Top 10 Developers



#### **MARKET SHARE 2005/06**

Perth Metropolitan Region (Ex Peel) – Top 10 Developers

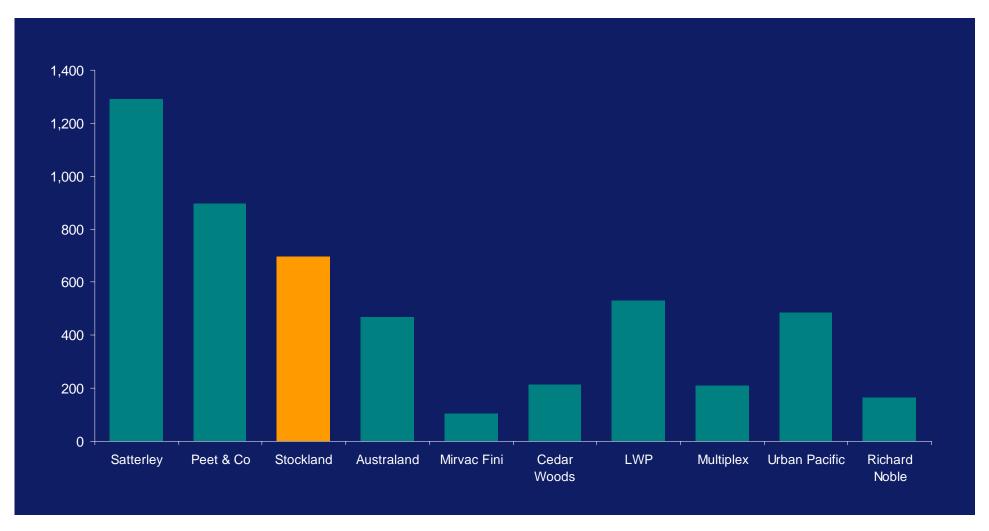
Developer	Sales*
Satterley	1,291
Peet & Co	898
Stockland	698
	(871 total)
LWP	530
Urban Pacific	484

Developer	Sales*
Australand	469
Cedar Woods	214
Multiplex	212
Richard Noble	166
Mirvac Fini	105

<sup>\*</sup> Stockland estimates based on analysis of DLI VGO data. Data current to 9/10/2006 – subject to change as sales processed into DLI VGO database.

## **NUMBER OF LOTS SOLD 2005/06**

Major Developers – PMR Excluding Peel



#### **STOCKLAND'S WA HISTORY**

## July 2001 - Stockland acquired the Taylor Woodrow Business and entered in to the WA residential market.

	July 2001	July 2006
Number of projects	8	10
Number of lots under control	3,870	7,076
Total Assets	\$107M	\$226M
% of the Residential Communities business	n/a	11%
Number of employees	32	56

<sup>\*</sup> Since July 2001 stockland has sold 3,875 number of lots in WA

## **WA PORTFOLIO**

	End Value	Total Lots	% Sold
Existing Land Bank	1,144	7,956	47
Apartments	135	200	0
New Projects			
East Landsdale*	8	31	0
Brookdale**	170	2,103	0
SH NHSC*	75	500	0
Total Residential Communities	1,532	10,790	35
Bull Creek	73		
Karrinyup (25%)	106		
Riverton (50%)*	35		
Baldivis*	23		
Total Shopping Centres	237		
Exchange Plaza (50%)	94		
Durack Centre*	49		
Total Commercial	143		
TOTAL	1,912		



<sup>\*</sup> Not in Property Book (June '06)

<sup>\*\* 50%</sup> JV with Landstart

#### PERTH'S GROWTH CORRIDORS

- Historical growth lineal to coast
- 4 main corridors of growth
- Infrastructure planning leads development front
- Network City



#### STOCKLAND ACQUISITIONS STRATEGY

- 2 4 year land supply well secured
- Medium to long term focus
- 1 new market per year for next 3 years
- 2 consolidations per year for next 3 years
- Focus urban fringe
- SREEF opportunities
- East Landsdale consolidation
- Joint venture opportunities



#### STRATEGIC DIRECTION

- Focus on four key areas of the business
  - Product
  - Growth
  - Market
  - People
- WA has 9 Strategic Projects and 46 associated Actions
- Are aligned to the National Strategies, but do not duplicate
- Deliver on financial and non-financial objectives

## **STRATEGIC DIRECTION**

## The Four Pillars

Pillar 1	Strategic Projects
PRODUCT	<ul> <li>Create commercially viable and sustainable product solutions which match the customer's total living and home requirements</li> <li>Utilise Stockland's positioning and buying power to secure key inputs in a timely manner at a lower cost</li> </ul>
GROWTH	<ul> <li>Actively pursue opportunities for growth to achieve profit targets</li> <li>Leverage investment in existing projects</li> <li>Ensure adequate market diversity in proven corridors and regions to grow market share</li> </ul>
PEOPLE	Have a leadership focus that fosters engagement, continually develops people and aligns with Stockland's values
MARKET	<ul> <li>Generate new business through selected customer segments</li> <li>To promote awareness among our prospective customer bases</li> <li>Develop positive brand equity with key external stakeholders to positively influence our ability to do business</li> </ul>

#### WA PRESENTATION OVERVIEW

- National Development Division Structure
- WA Operating Platform
- Market Research
- Stockland WA Market Position
- WA Project Tour

#### **SETTLERS HILLS**

**TOTAL PROJECT VALUE: \$226m** 

- Remaining lots: 883
- Australia's first WaterWise Display Village
- Incorporates 2 schools
- New Village Retail Centre
- Finalist 2006 UDIA Awards for Master Planned Community
- Current construction of 17 integrated living products within Village Centre precinct



#### **BALDIVIS TOWN CENTRE**

**TOTAL PROJECT VALUE: \$75m** 

- Collaboration: Shopping Centres, Retirement Living and Residential Communities
- Greenfield town centre project
- Strategically located opposite Settlers Hills
- 10 -15 year development program
- 160 jobs during construction
- 260 full time ongoing jobs

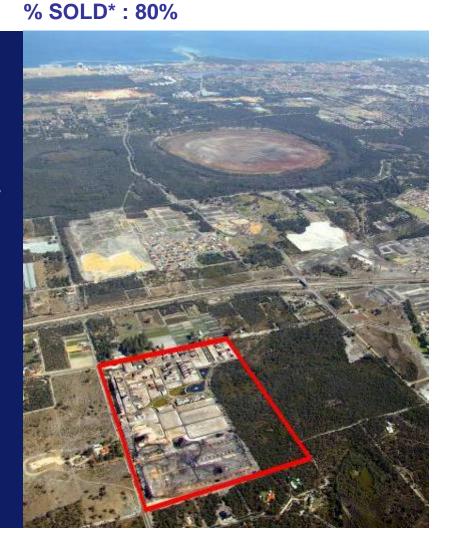


% SOLD\*: n/a

#### THE SANCTUARY

**TOTAL PROJECT VALUE: \$70m** 

- Urban Infill
- Remaining lots: 79
- Recipient of 2004 UDIA Judges Award for Excellence
- Strong market acceptance
- Demonstration of excellence in environmental management
- First negotiated planning solution in WA

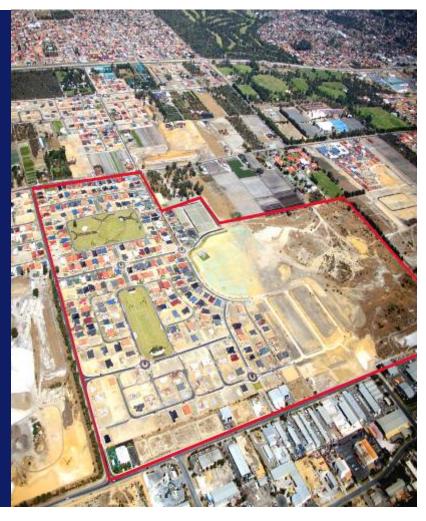


#### **ASHDALE GARDENS**

**TOTAL PROJECT VALUE: \$104m** 

- Small land holding remains
- Achieved significant price growth (\$80k - \$220k) over 5 years
- Incorporates Ashdale Primary School
- High market acceptance
- Anticipate exiting December 2006

% SOLD\*: 98%

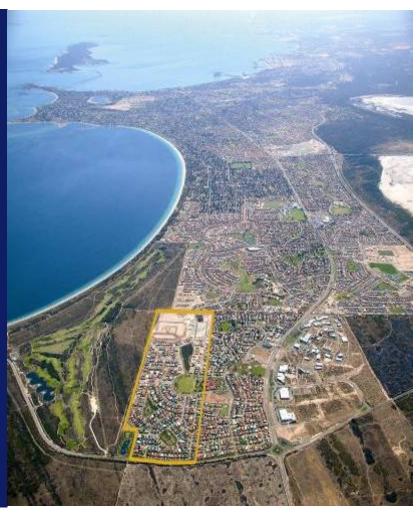


#### **KENNEDY PARK**

**TOTAL PROJECT VALUE: \$56m** 

- Residential subdivision on remaining group housing site (total 15 lots)
- Most southern project in WA
- Achieved significant price growth over 6 years (\$60k - \$250k)

% SOLD\*: 100%

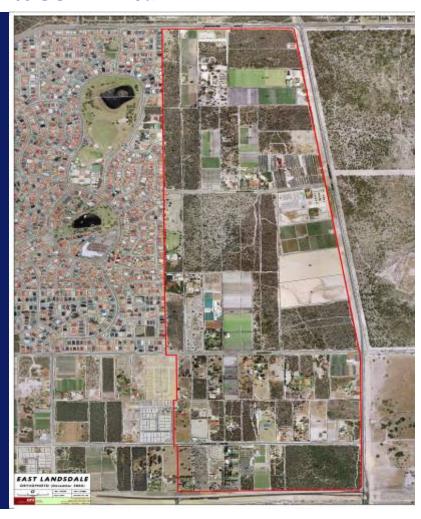


#### **EAST LANDSDALE**

**TOTAL PROJECT VALUE: \$130m** 

- High growth region with limited land supply
- Current land holdings 51% (63 ha)
- Actively pursuing additional land
- Lots on ground anticipated within 18 months
- Partnership with City of Wanneroo
- Taking carriage of Local Structure Plan
- Gives Stockland an active presence in northern suburbs

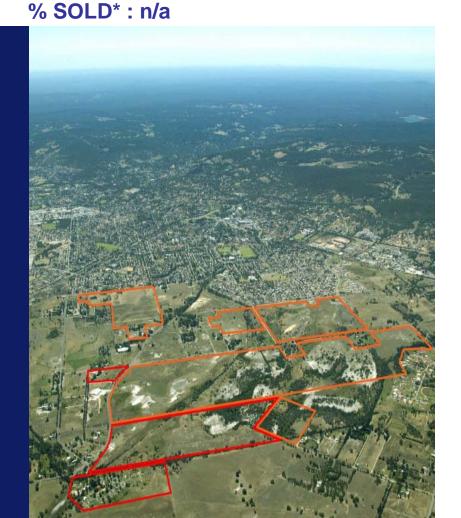
% SOLD\*: n/a



#### **BROOKDALE**

**TOTAL PROJECT VALUE: \$450m** 

- First joint venture with WA Government (Landstart)
- 12 15 year project
- 2,600 lot master planned community
- Potential collaboration with Shopping Centres and Retirement Living
- Strengthens Stockland's position In SE Corridor



\* As at 30 June 2006

## **TOUR OVERVIEW**

- The Boardwalk
- Vertu Private Estate
- Newhaven
- South Beach
- Stockland Riverton
- Durack Centre



#### **SUMMARY**

- Fundamentals strong supporting property sector
- Well positioned with short to medium term profit pipeline in place
- Sound strategies in place to ensure future sustainable growth
- A great team committed to adding value through our operating platform



#### **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

#### **Disclaimer of Liability:**

While every effort is made to provide accurate and complete information, Stockland does not warrant or represent that the information in this presentation is free from errors or omissions or is suitable for your intended use. Subject to any terms implied by law and which cannot be excluded, Stockland accepts no responsibility for any loss, damage, cost or expense (whether direct or indirect) incurred by you as a result of any error, omission or misrepresentation in information in this presentation. All information in this presentation is subject to change without notice.