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STOCKLAND AFFORDABLE HOUSING CAMPAIGN OFFERS QUEENSLAND FIRST HOME BUYERS '50 HOMES IN 50 DAYS'

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Stockland is leading housing affordability in Queensland by launching a '50 homes in 50 days' campaign, targeting first home buyers who are eager to get a start in the housing market.

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Stockland has identified 50 house and land packages currently priced at or under \$450,000 in nine of its masterplanned communities. Stockland, Australia's largest residential developer, sells around 50 per cent of its residential lots and completed homes to first home buyers.

Kingsley Andrew, Queensland General Manager for Residential Communities at Stockland, says the company is doing more than any other developer to make the dream of home ownership a reality for first home buyers.

"Now is the perfect time for first home buyers to purchase their new home," said Mr Andrew. "We've priced our house and land packages to be affordable, interest rates are low, and first home buyers can still take advantage of the very generous First Home Owners' Grant of \$20,000 on offer from the Queensland Government.

"Our 50 Homes in 50 Days initiative is designed to raise awareness among first home buyers that affordable, brand new homes in popular, family-friendly communities close to schools, childcare, retail facilities, transport and work are available and within reach," Mr Andrew said.

"Right now, the Greater Brisbane median house price is \$513,000, so we think this is a very compelling offer, with Stockland house and land package available in excellent locations for tens of thousands of dollars less than the median," he said.

The statewide 50 Homes in 50 Days initiative reinforces Stockland's strong track record of providing affordable homes that have enabled thousands of first home buyers to enter the property market.

Over the past 12 months, the nation's largest residential developer has sold more than 4,000 lots to first home buyers. In Queensland, 46% of purchases in the past year were made by first home buyers.

First home owner Zoe Appleby has recently purchased a home and land package at Sovereign Pocket, a Stockland community at the heart of Greater Brisbane's booming western growth corridor.

“I currently rent in the neighbouring estate, and was attracted by Sovereign Pocket’s amenities, location and affordability,” Ms Appleby said.

“My partner and I are building a brand new three-bedroom, two-bathroom home, which we feel will be a great investment in our future as the community is still growing. We also qualified for the First Home Owners Grant, which has made our home even more affordable.”

The other communities in the 50 Homes in 50 Days initiative are Stockland Pallara, Stone Ridge at Narangba, North Lakes, Vale at Holmview, Ormeau Ridge, Foreshore Coomera, Aura on the Sunshine Coast and North Shore in Townsville.

To find out more about Stockland’s house and land packages, visit a Stockland Sales and Information Centre at your chosen community, call 13 LAND (13 5263) or go to www.stockland.com.au/residential/qld.

ENDS

50 Homes in 50 Days applies to the purchase of land and completed homes in 9 Stockland communities in Queensland by 30 June 2017. Current starting prices for house and land packages at Stockland’s communities are:

Greater Brisbane Area

Pallara	\$450,000
Stone Ridge at Narangba	\$415,960
Sovereign Pocket at Deebing Heights	\$318,528
North Lakes	\$403,400

Gold Coast & Northern NSW

Vale at Holmview	\$442,730
Ormeau Ridge	\$442,383
Foreshore Coomera	\$450,000

Sunshine Coast

Aura	\$450,000
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Townsville

North Shore	\$305,800
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About Stockland

Stockland (ASX: SGP) was founded in 1952 and has grown to become Australia’s largest diversified property group – owning, developing and managing a large portfolio of shopping centres, residential communities, retirement living villages, office and industrial assets. Stockland was recognised by the S&P Dow Jones Sustainability Indices (DJSI) as the global real estate sector leader for 2016-17, demonstrating world leadership across the areas of corporate governance, stakeholder engagement, climate strategy, social integration and regeneration and corporate citizenship. Stockland has been identified as a global leader for its actions and strategies in response to climate change and has been awarded a position on the Climate A List by CDP and recognised as the Regional Sector Leader for Diversified Property Companies on the Global Real Estate Sustainability Benchmark (GRESB). Stockland has also been recognised as an Employer of Choice for Gender Equality by the Australian Government’s Workplace Gender Equality Agency (WGEA) for last three consecutive years. www.stockland.com.au