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STOCKLAND PUTS FIRST HOME BUYERS FIRST WITH 100 HOMES IN 100 DAYS INITIATIVE FOR WESTERN SYDNEY

Stockland is tackling Sydney's affordability challenge by giving 100 first home buyers priority to purchase land and build a new family home at its Western Sydney masterplanned communities from around \$650,000.

Stockland is prioritising the availability of 50 per cent of land releases and townhomes to first home buyers at its three major masterplanned communities in Sydney's south west and north west growth centres, with a particular focus on the next 100 days.

Stockland is creating more housing options for first home buyers than any other property developer in Australia and in the past 12 months has sold more than 4,000 lots to first home buyers across Australia.

NSW Minister for Planning and Minister for Housing, Anthony Roberts, joined Stockland's General Manager of NSW Residential Communities, Gavin Tonnet, to launch the initiative at Stockland's Willowdale community, at the heart of Sydney's booming south west.

Mr Tonnet said: "Stockland is the nation's largest residential developer, and for more than 60 years we have been the leader in delivering affordable, quality homes for Australians in connected, liveable communities."

"Our 100 homes in 100 days initiative builds on our strong track record of affordability – keeping the Great Australian Dream of home ownership within reach for first home buyers in Sydney."

"Stockland is giving first home buyers the boost they need to get into the Sydney property market, with priority to purchase land and build a quality family home within a masterplanned community, like Willowdale, that is well-connected to transport infrastructure, schools, parks and shops."

Minister Roberts said: "As part of the Government's plans to address housing affordability, we want to see first home buyers get a foothold in the Sydney housing market."

“One of the first things I have done as Planning and Housing Minister is throwing out the challenge to those delivering new houses to come up with innovative solutions that will directly help first homebuyers.

“I am very pleased that Stockland has responded to my challenge, and commend Stockland for its 100 homes in 100 days initiative.”

The 100 First Homes initiative applies to land releases and completed homes at Stockland’s three masterplanned communities in Sydney – Willowdale at Denham Court, close to the South West Rail Link and upgraded Camden Valley Way; Elara at Marsden Park, close to the upgraded Richmond Road; and townhomes at Altrove, adjacent to Schofields Train Station in north west Sydney.

Fast-tracked NSW Government infrastructure investment has been key to unlocking affordable housing supply across Stockland’s Sydney communities, where more than 8,000 new lots will be delivered in the coming years.

Already home to more than 2,000 people, including many first home buyers, Willowdale is the fastest growing community in the South West Growth Centre. On completion, Willowdale will feature over 3,000 new homes, a retirement village, neighbourhood retail, 25 hectares of parks and playgrounds and a proposed primary school.

Mr Tonnet continued: “Stockland believes a suite of measures is required to unlock housing supply and address affordability in Sydney, and we’re focused on partnering with government to drive sustainable solutions.”

“Early planning and delivery of enabling infrastructure, increased Council resourcing and agency coordination, and greater flexibility in development controls are some of the measures required to help achieve greater housing diversity and affordability across the city.”

In FY16, Stockland nationally sold 6,135 residential lots, comprising vacant land sales, house and land packages and townhouses, helping to create new homes for almost 20,000 people. Stockland typically sells around 75 per cent of its housing stock to owner occupiers.

ENDS

Note to editors:

At Willowdale at Denham Court, customers can buy a 300 square metre lot (10m x 30m), and build an Acacia 18 home by Elderton Homes, which comprises four bedrooms, two bathrooms, two living areas and a single garage. This house and land package is available for \$640,000.

At Elara at Marsden Park, customers can buy residential lots ranging in size from 250 square metres (10m x 25m). These lots are suitable for the construction of the new Sundancer 25 by Kaplan Homes, available for around \$640,000. The three bedroom home features one bathroom plus en suite for the master bedroom, built-in wardrobes in all three rooms, ducted air conditioning, an open plan kitchen and family dining area and a garage.

At Altrove at Schofields, Stockland will soon begin selling townhomes off the plan. Stockland will offer a range of two, three and four bedroom townhomes. Detailed pricing will be released towards the end of May 2017, and two bedroom townhomes will be priced from below \$650,000.

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 stakeholder engagement, customer relationship management, supply chain management, biodiversity and climate change strategy. 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, the international not-for-profit that drives sustainable economies. Stockland has also been recognised as the Regional Sector Leader for Listed, Australian, Diversified Property Companies in the 2016 GRESB Report. 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.
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