



# The State of the Market

Debra Goostrey  
CEO UDIA

Heat on banks  
to keep lending

CONSTRUCTION NICK LENAGHAN

Slide in value brings dose of reality

ECONOMY SHRINKS

WHAT'S NEXT? ADRIAN ROLLINS ECONOMICS CORRESPONDENT

All the arrows pointing

and gloom  
Casts shadow  
over reasons  
for hope

The Australian Financial Review  
www.afr.com • Thursday 26 February 2009

Property

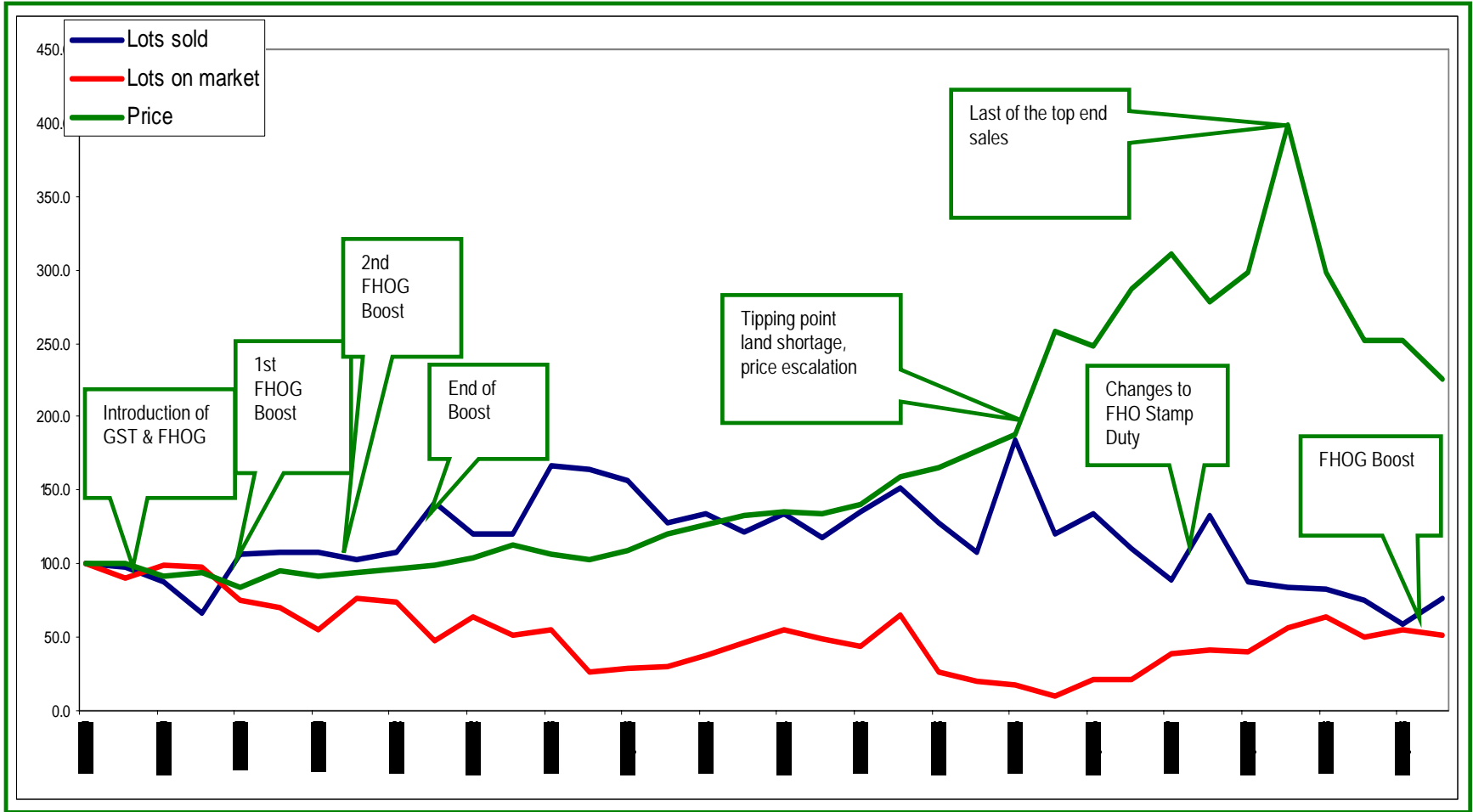
Growth slumps: it's a recession

Rudd under pressure over new initiatives

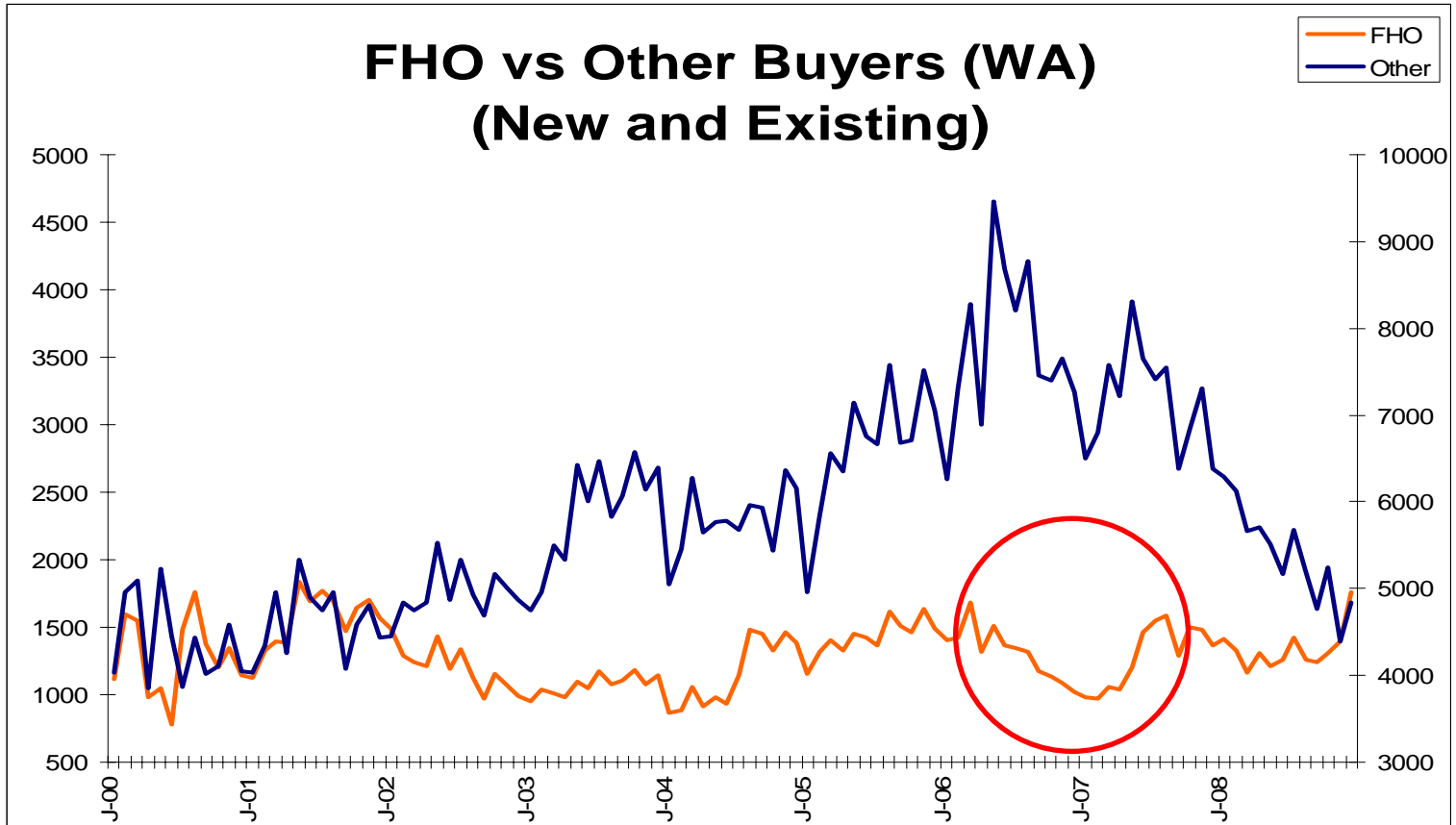
Pressure on PM as thousands sacked

**BANNED**

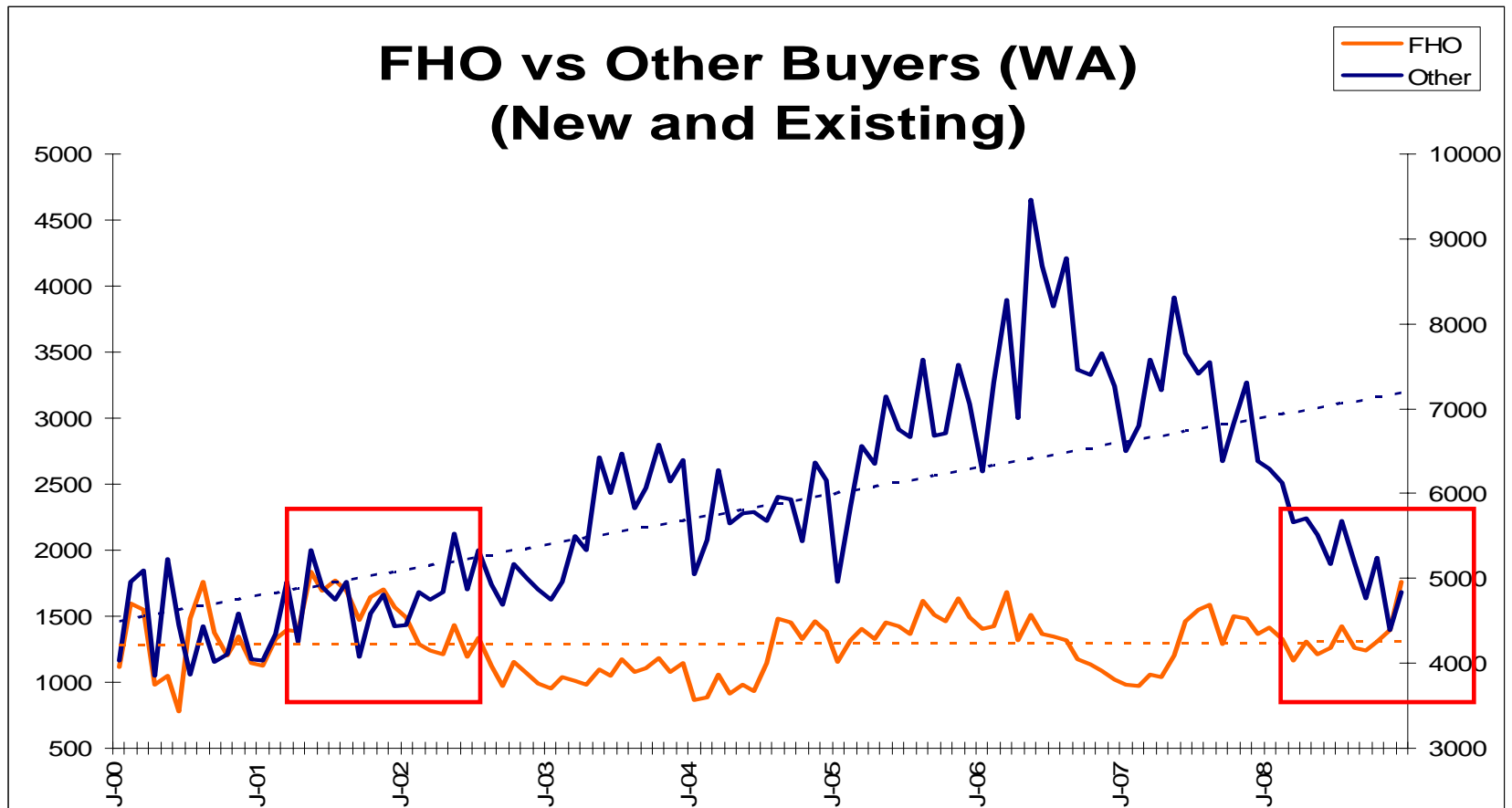
# What Happened??



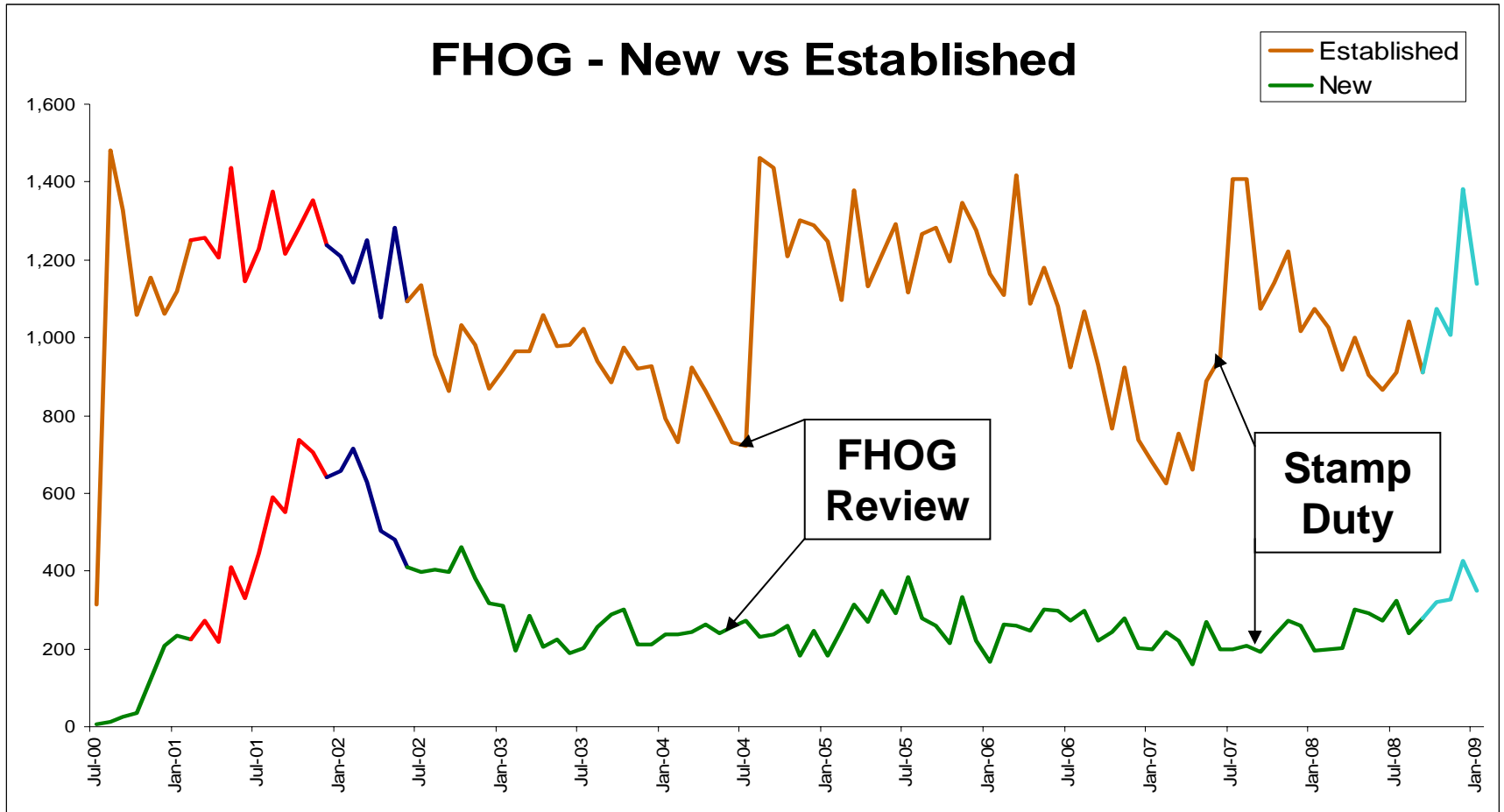
# First Home Owners



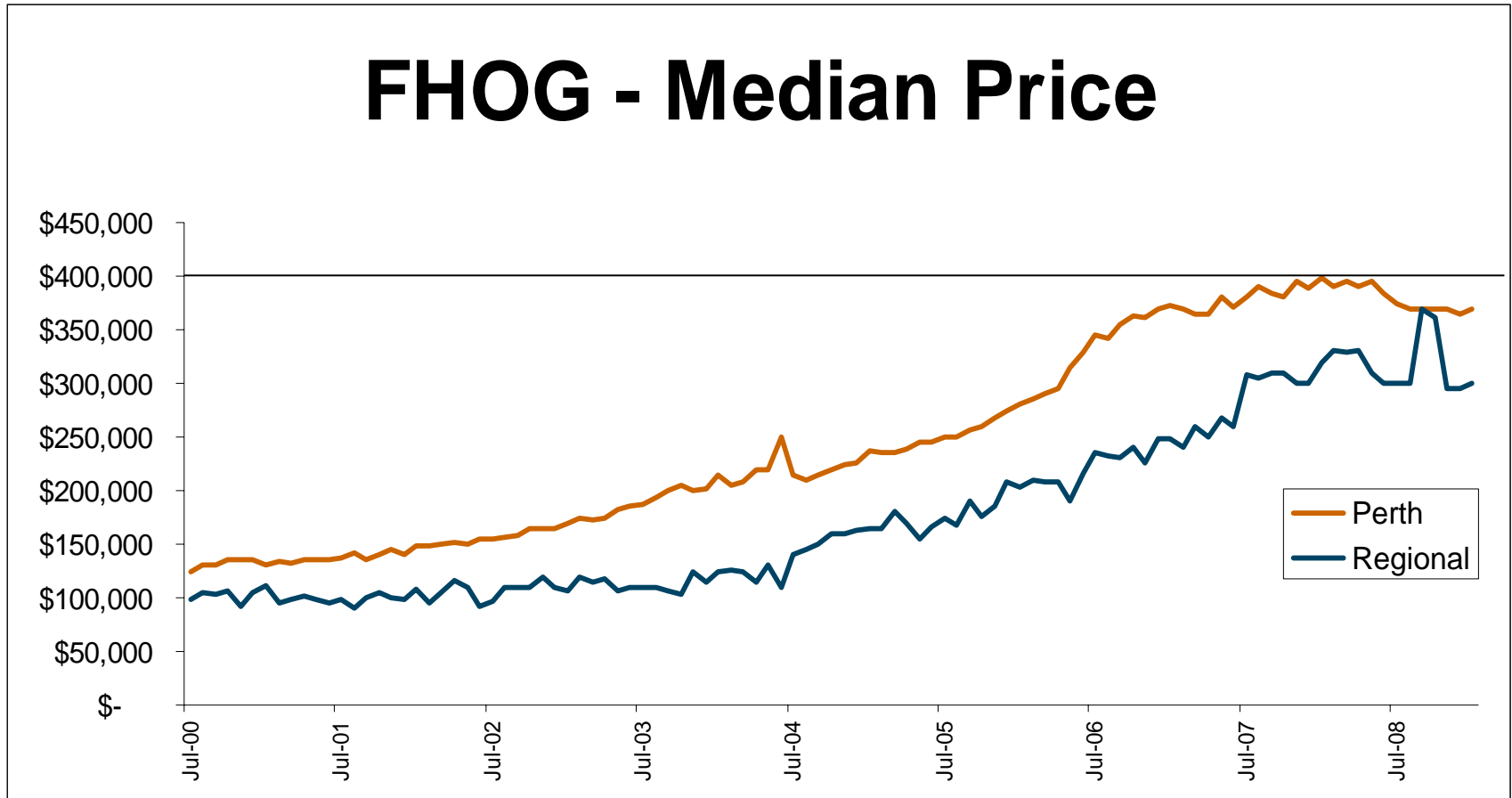
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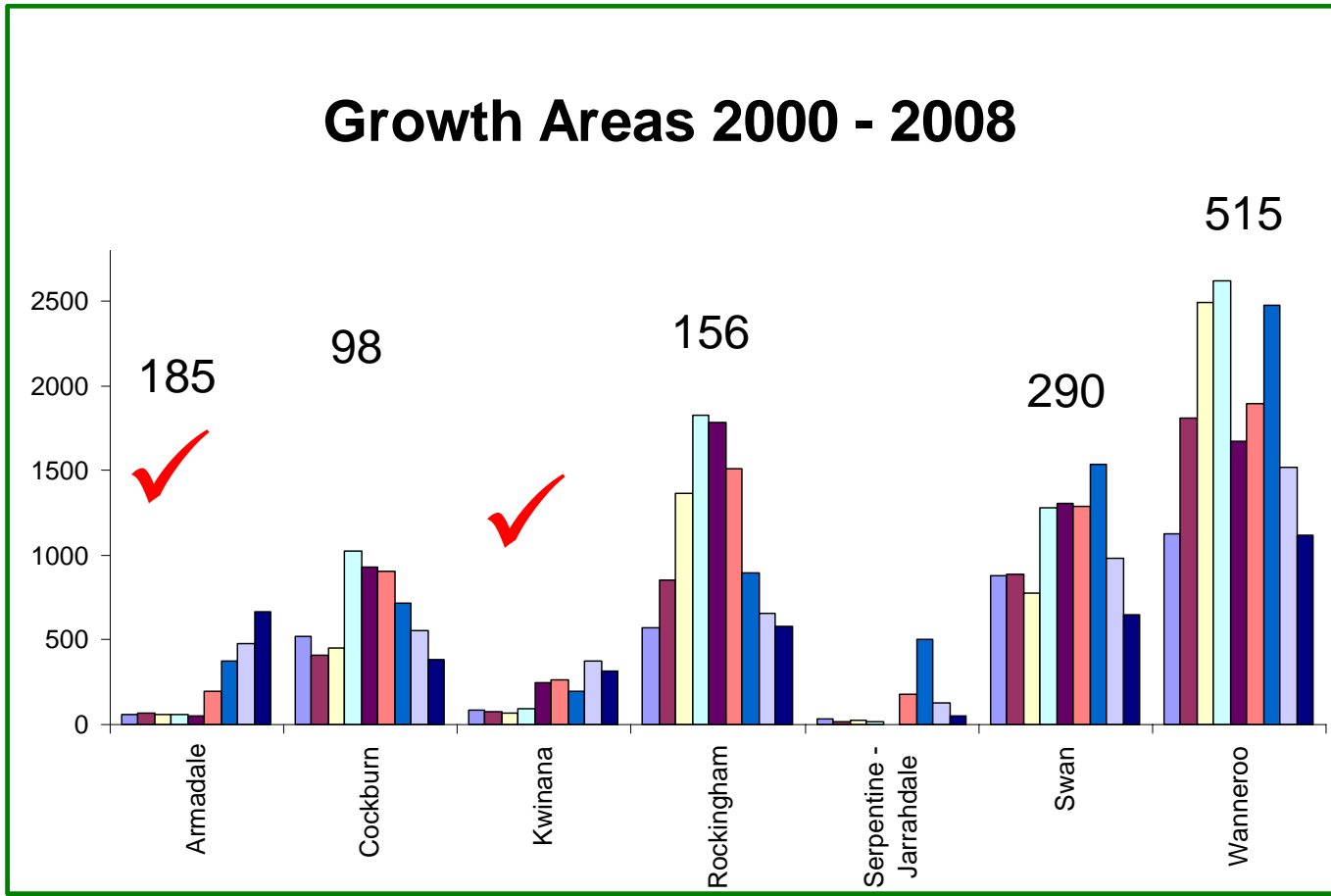
# First Home Owners



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# First Home Owners



# *So what is the Perth Market?*

<b>Couple family with no children</b>	<b>Couple family with children</b>	<b>Lone Person</b>	<b>One Parent or other family</b>	<b>Group</b>
<b>26%</b>	<b>33%</b>	<b>25%</b>	<b>12%</b>	<b>4%</b>

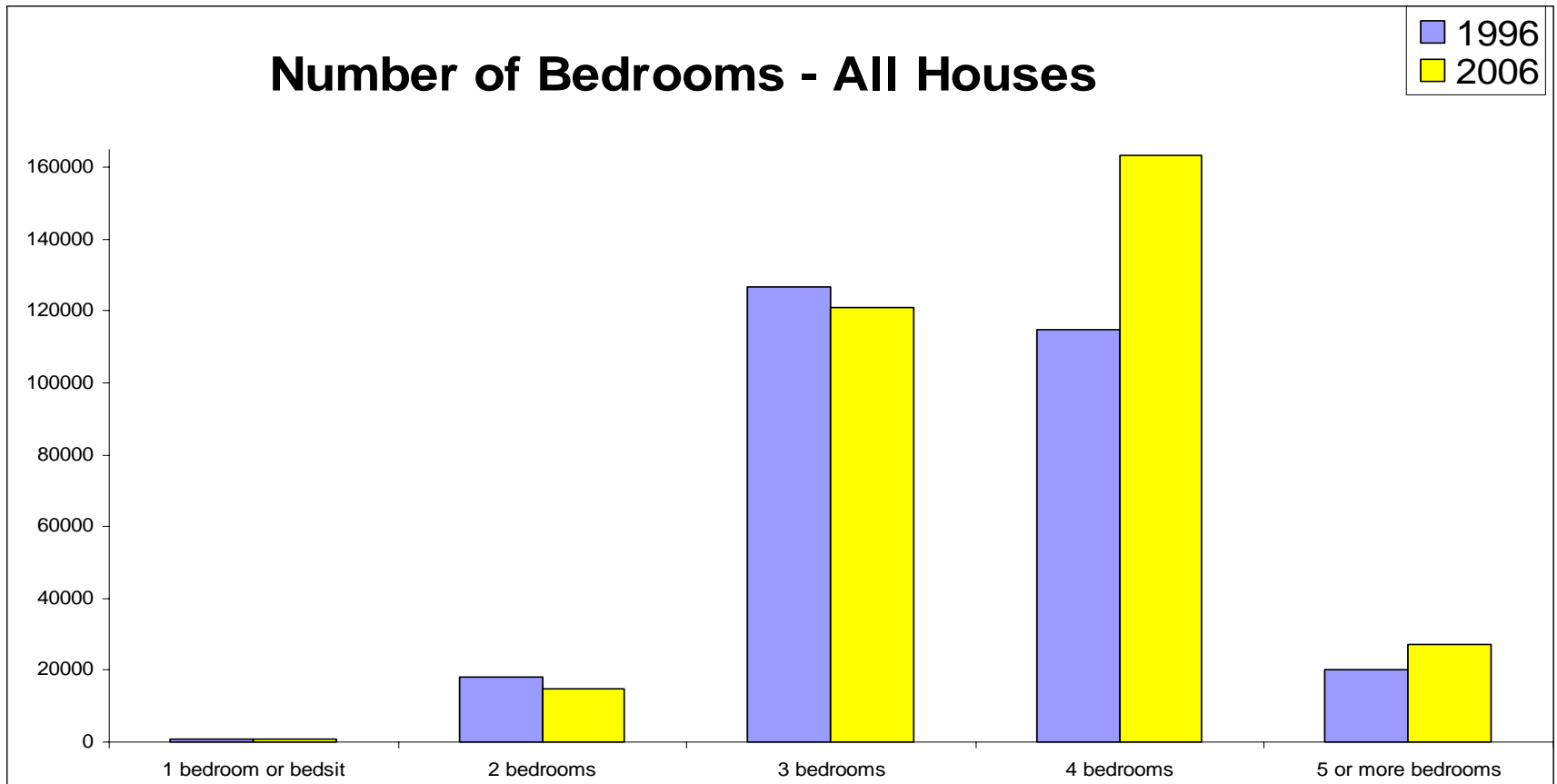
# *So what is the Perth Market?*

Couple family with no children	Couple family with children	Lone Person	One Parent or other family	Group
<b>26%</b>	<b>33%</b>	<b>25%</b>	<b>12%</b>	<b>4%</b>

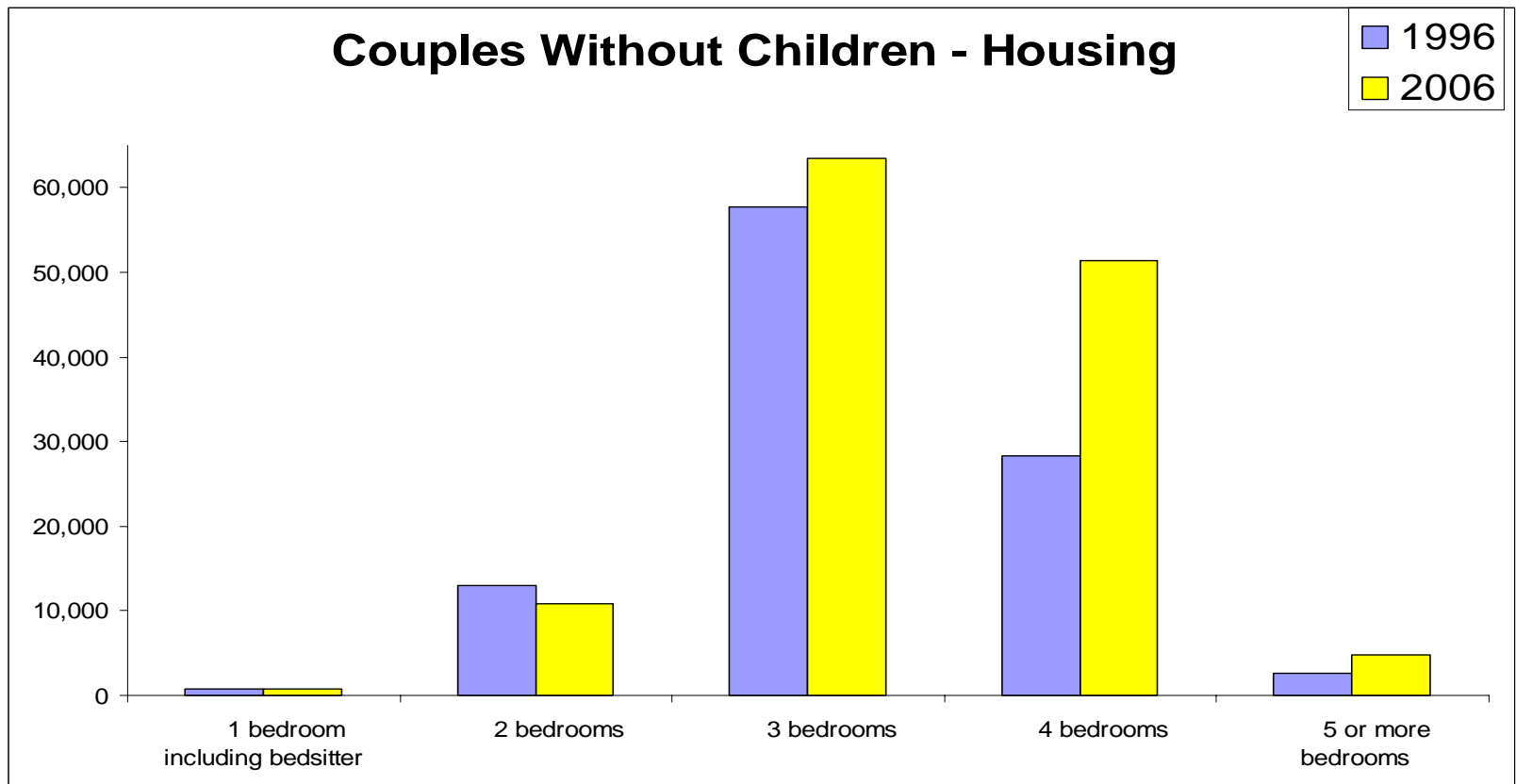
# *What is the Market?*

<b>2006 Census</b>	<b>Couple family with no children</b>	<b>Couple family with children</b>	<b>Lone Person</b>
Separate house	82%	94%	56%
Semi-detached	11%	4%	22%
Flat, unit or apartment	6%	>1%	20%
Other dwelling	1%	>0%	1%

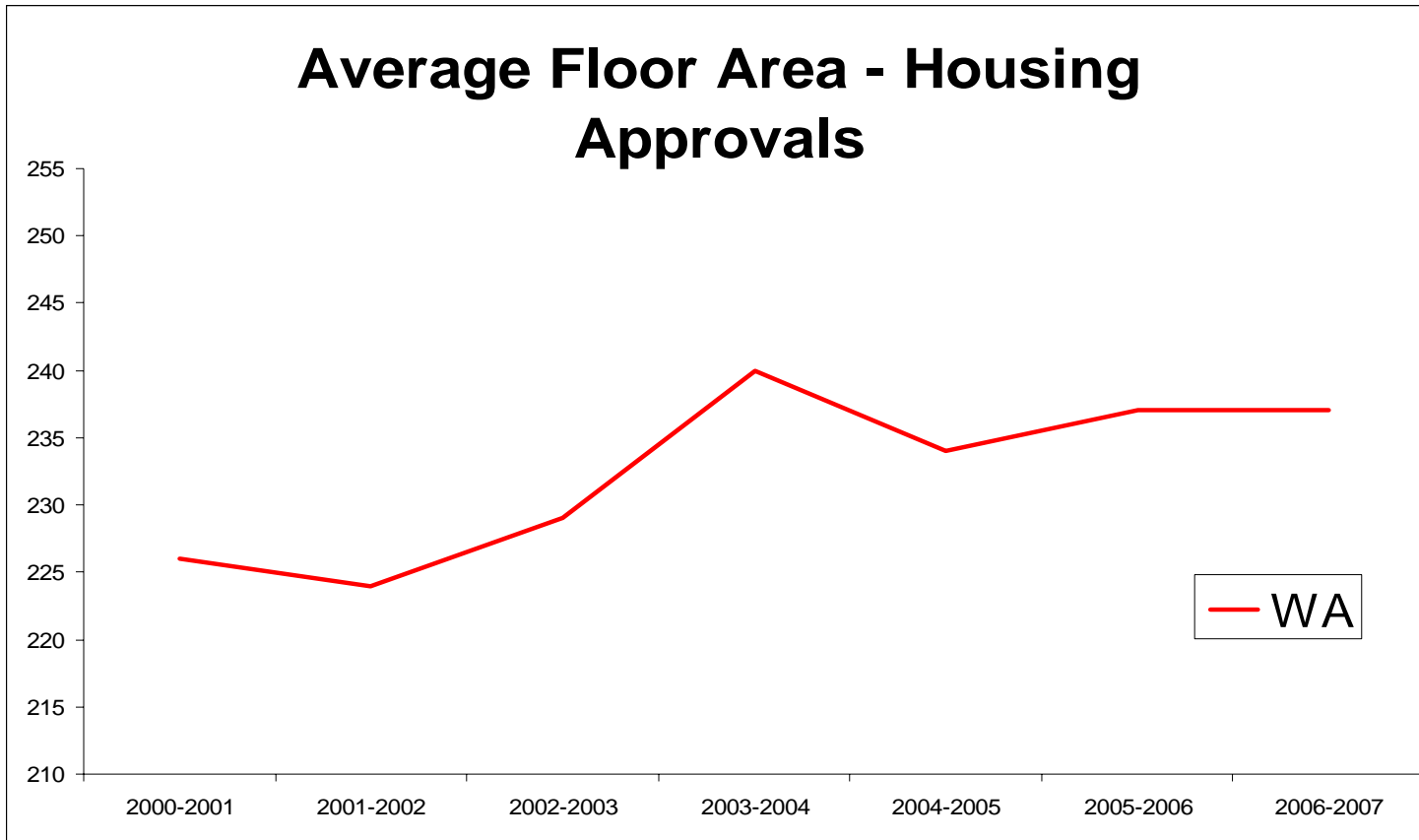
# Size Matters - Housing



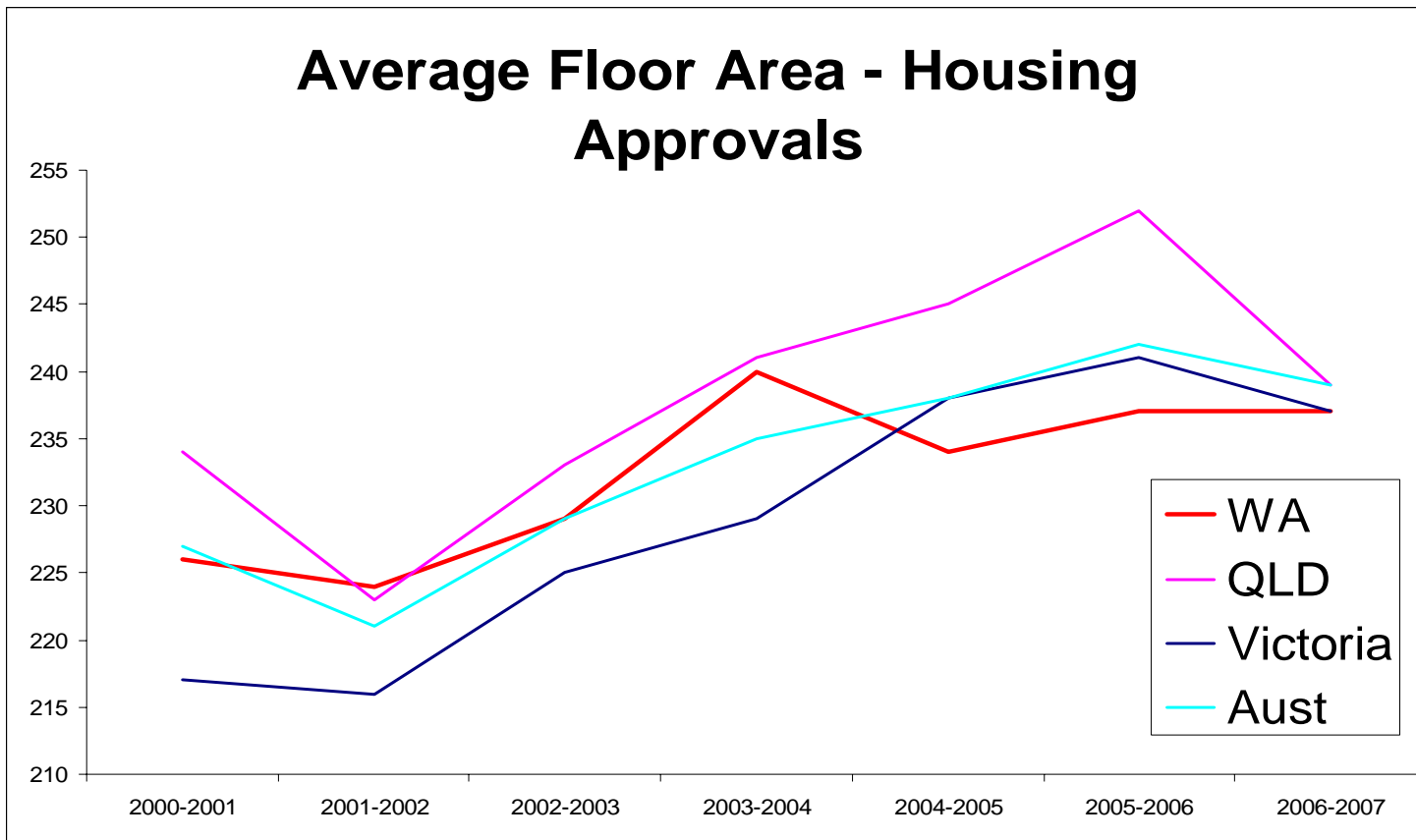
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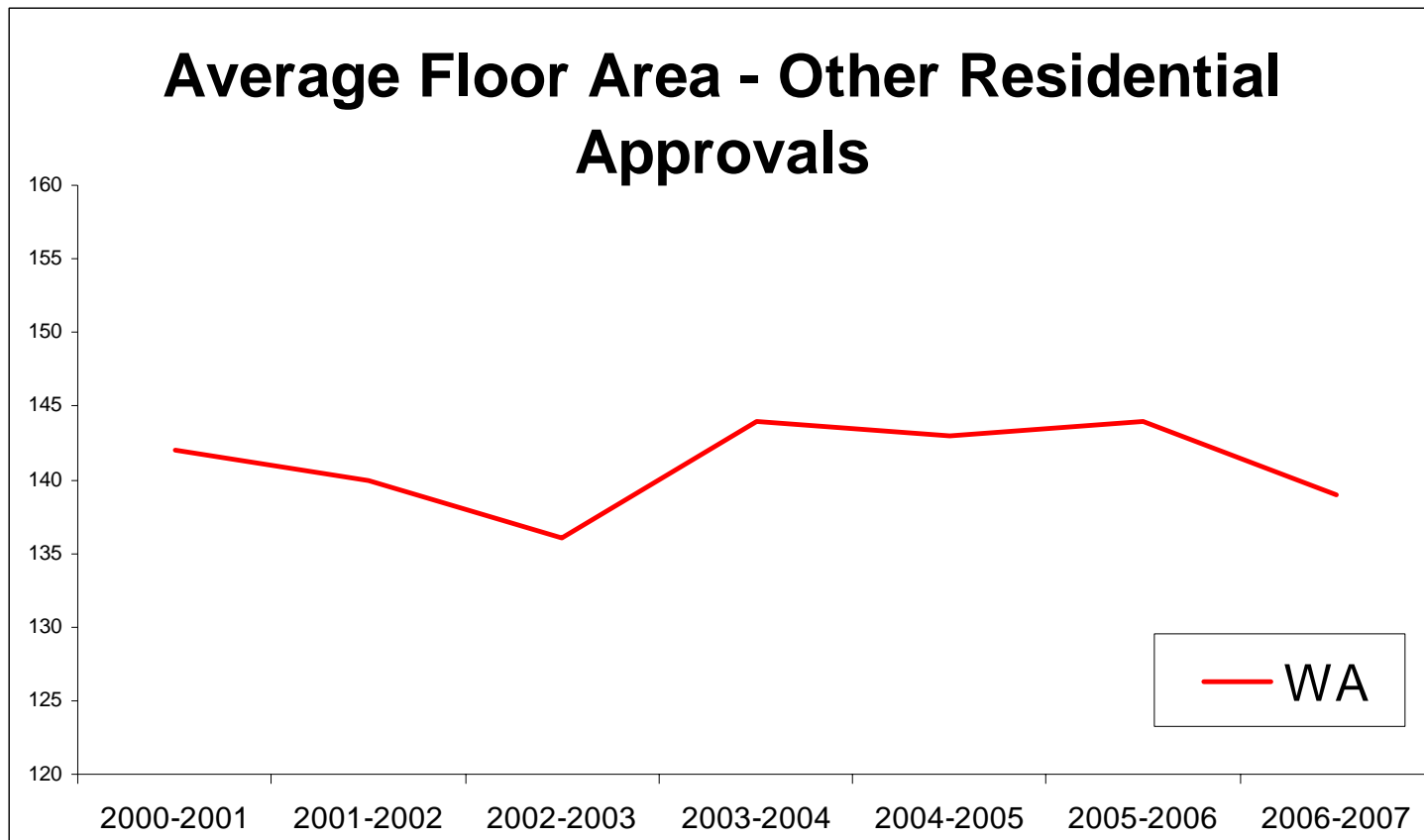
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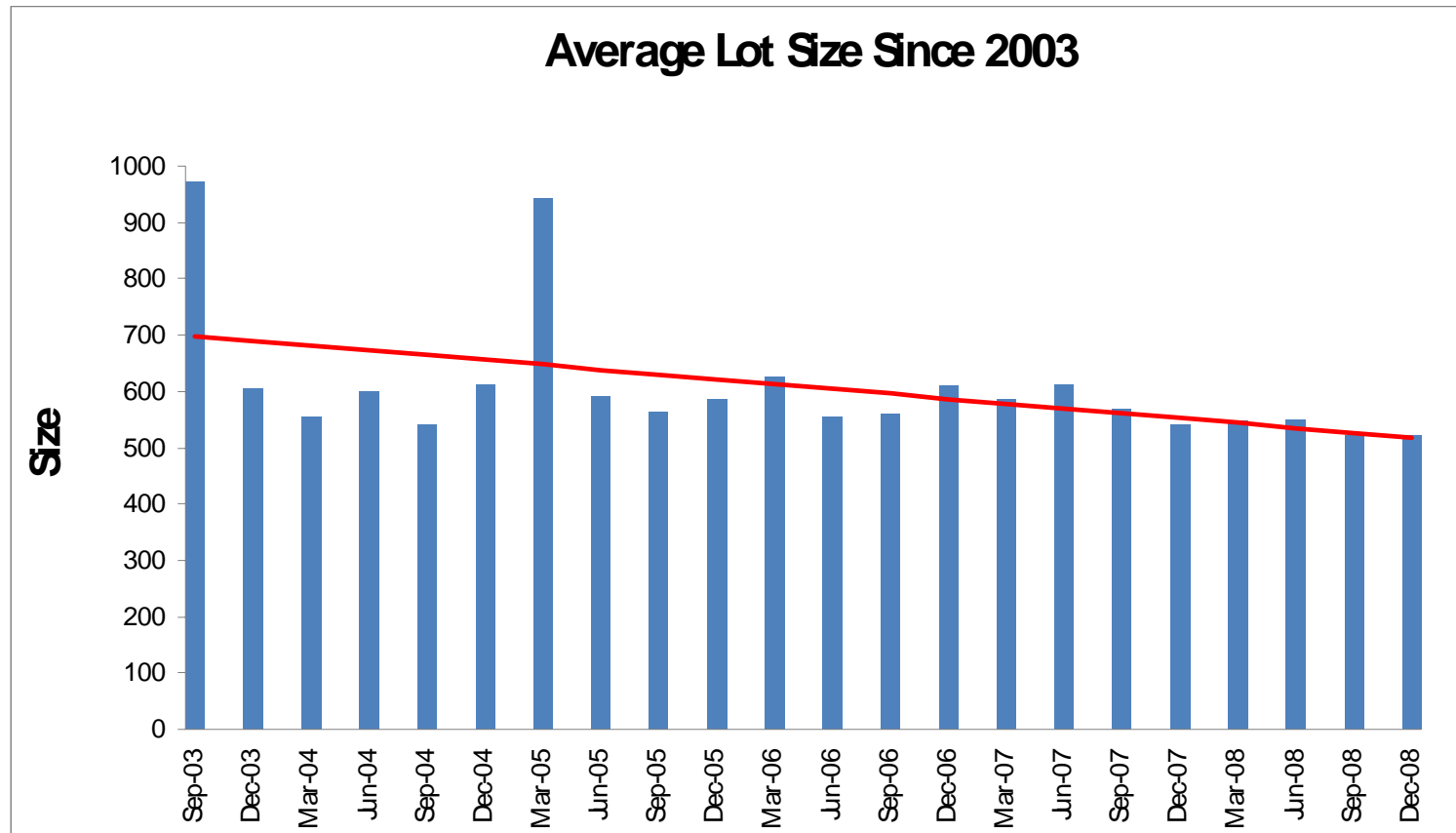
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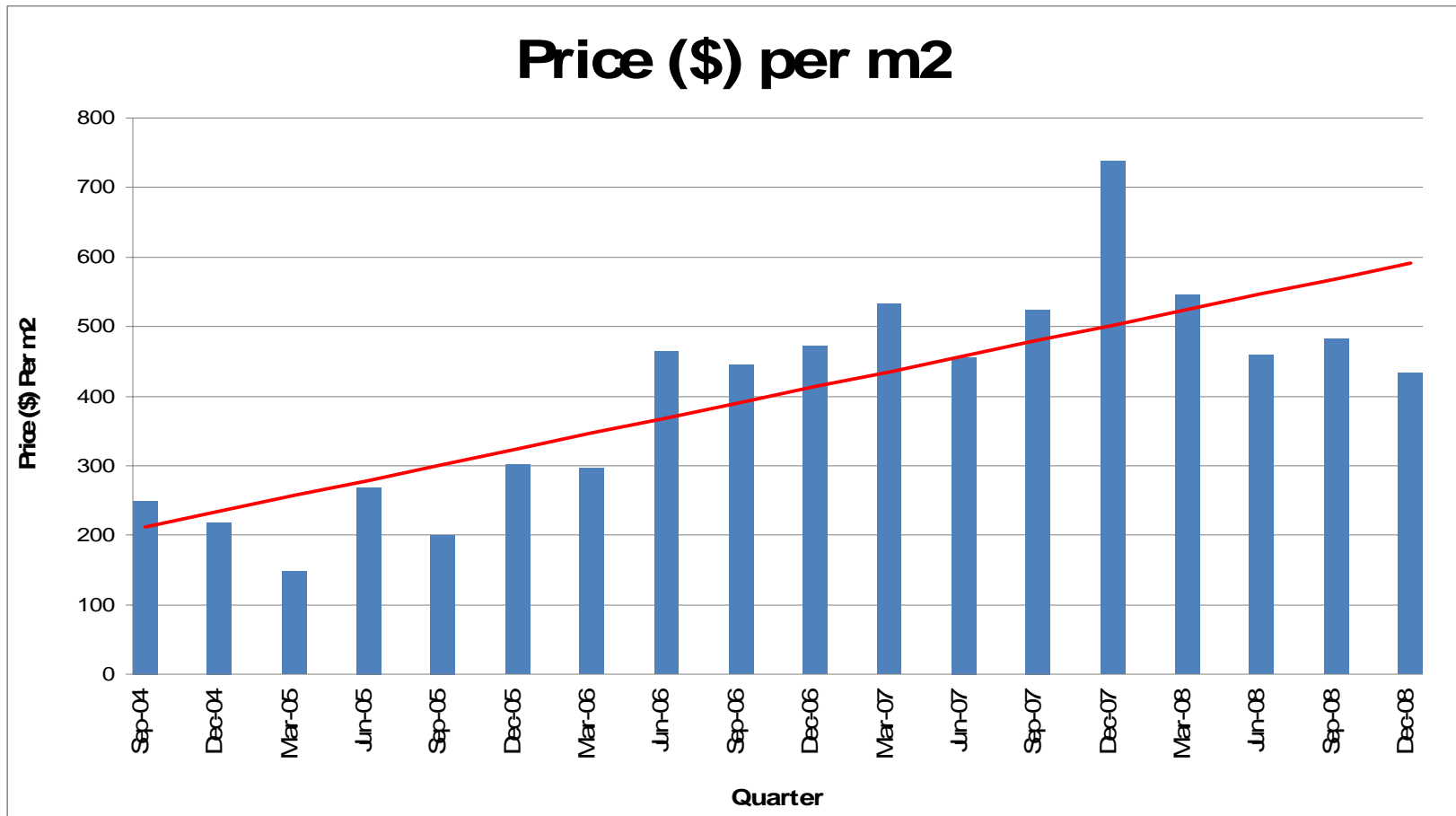
# Size Matters – Medium/High Density



# Size Matters - Land



# Size Matters - Land





## *Positioning to 30 June*

Price is King!

Be aware of the 30<sup>th</sup> June for FHOG

Land sale “camp outs” do still happen



ASHTON HEIGHTS

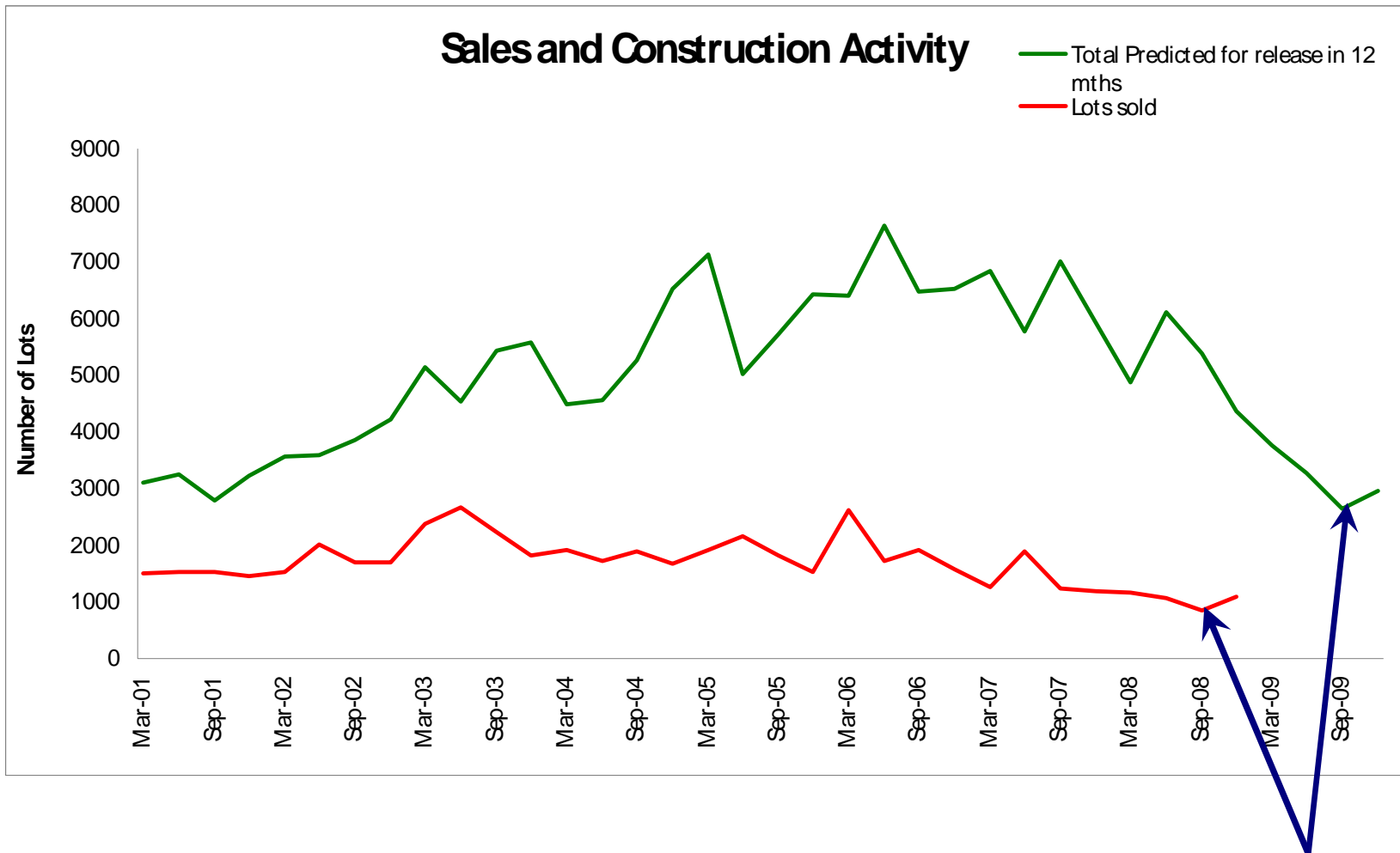


## *Positioning to 31 December*

Good Scenario – FHOG boost continues

Bad Scenario – FHOG boost ends

# And to the future





## *Positioning going forward*

Capital for projects will remain tight  
with equity requirements high

Pre-sales not “gold plated”

Hardest hit high density

Approval delays a greater factor in  
financing

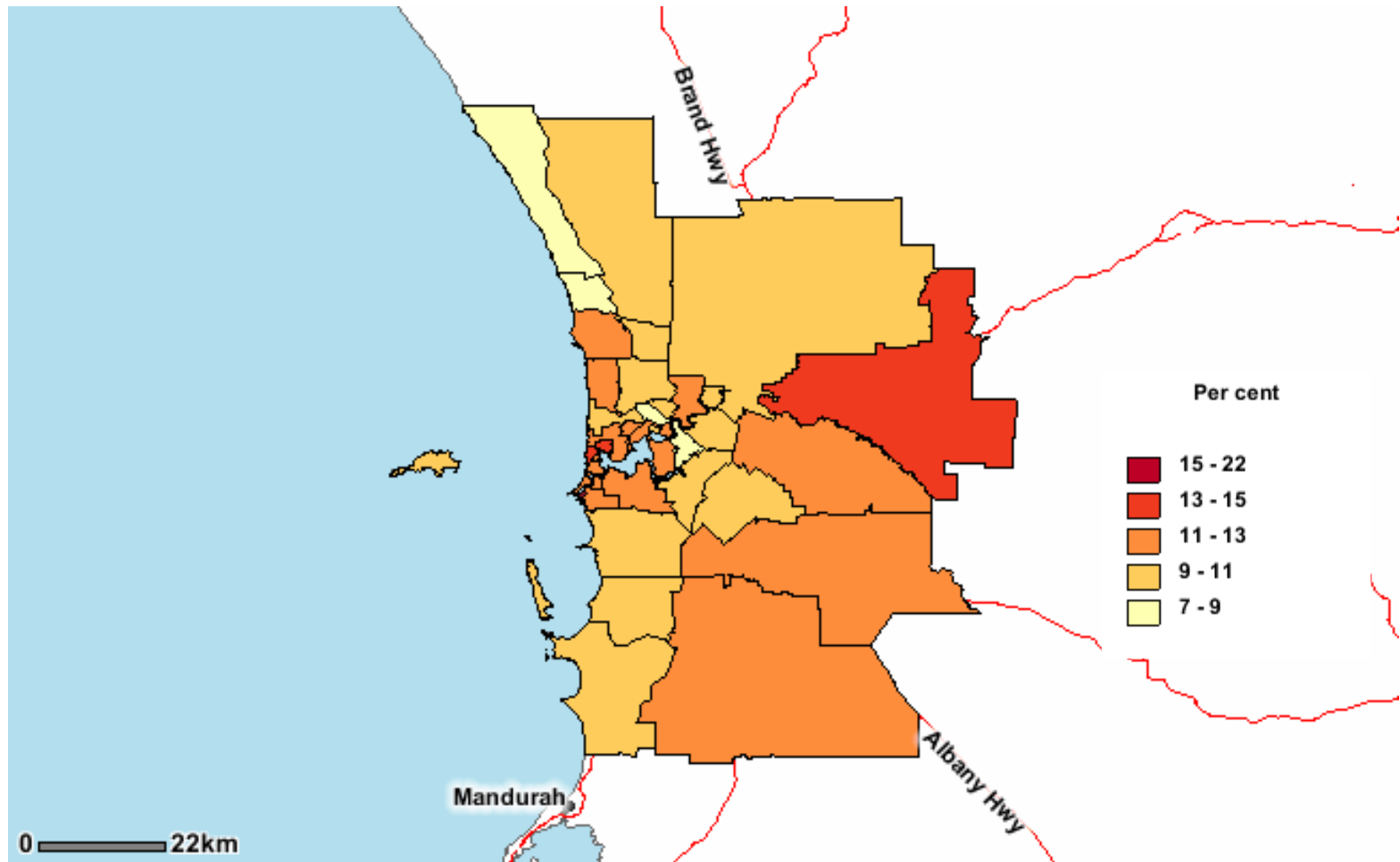


*Final word.....*

Watch the Complementary  
Measures agenda

Don't forget the down-sizers

# People aged 55-64





*Final word.....*

Watch the Complementary  
Measures agenda

Don't forget the down-sizers

Be bold – the market is more  
diverse than you think!



**{15 affordable one bedroom townhouses}**  
*(located in the heart of margaret river)*

**15 X 1 Bedroom Apartments**  
**Margaret River**  
**All sold in 6 hours**  
**December 2008**



"The future will be better tomorrow."

- *George W. Bush*