



**Housing Industry Association**

# **HOUSING 100**

**2008 -2009**

**Australia's Largest Home Builders and Residential Developers**





Housing Industry Association  
Economics Group

# HIA HOUSING 100

## 2008/09

Previous years back to 1993/94 are available upon request

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# The Housing 100

## Australia's most active homebuilders in 2008/09

The total new home building sector in Australia was very weak in 2008/09. The lagged impact of higher interest rates through to July 2008 ran headlong into the confidence sapping and credit constraining impacts of the Global Financial Crisis. The result was a sharp fall in housing starts.

The decline in housing starts was less severe for the nation's largest builders than for the new home building sector as a whole. This reflected the activity generated by the First Home Owner Boost which favoured larger volume builders.

The sixteenth annual HIA Housing 100 survey shows that in 2008/09 the number of housing starts by the nation's largest 100 builders fell by 6.5 per cent from 52,815 to 49,360. The total number of new dwelling starts in Australia fell by a much larger 17 per cent. The largest 100 builders constructed 39,947 houses and 9,413 units and townhouses in 2008/09.

The market share of the Housing 100 builders increased from 34 per cent in 2007/08 to 38 per cent in 2008/09. The market share for the Housing 100 detached house builders increased from 36 per cent in 2007/08 to 44 per cent in 2008/09. This 44 per cent share was also found in 2000/01 and is the highest in the history of the Housing 100 report. It would not be surprising to see this detached house share surpassed in 2009/10.

BGC (Australia) was again Australia's largest builder, coming in with a total of 3,844 starts. Over 2008/09 the company built 3,580 detached houses and 264 units. This level of starts was significantly higher than in 2007/08. These starts all occurred in Western Australia where the company has a large market share.

The nation's largest multi-unit builder was Meriton Apartments who moved up from a ranking of number 5 in 2007/08. Meriton started 1,791 dwellings in 2008/09, up substantially from 707 in 2007/08.

Despite the fall in starts for the Housing 100 builders overall, a number of companies recorded very healthy growth in their number of starts. The list of 'biggest movers' for 2008/09 shows that there were thirteen

builders who increased their level of starts by 100 or more. The biggest mover was Meriton Apartments with an increase of 1,084 starts. A further three builders increased their starts by more than 500 with another three builders increasing their starts by between 200 and 400.

There were fourteen new companies who made it into the 2008/09 list. They were Hickory Developments Pty. Ltd., Bloomer Constructions Pty. Ltd., Diploma Group Limited, Alliance Homes, Lily Homes, McGrath Homes, Snowdown Developments, Firststyle Homes Pty. Ltd., Infinity Building Group P/L, Highbury Homes (WA) Pty. Ltd., Bella Haven Homes, Montgomery Homes Pty. Ltd., Hallbury Homes, and Bentley Homes (Aust) Pty. Ltd.

### Housing 100 at a glance

#### Starts

2008/09 49,360

2007/08 52,815

#### Market Share

2008/09 38 per cent

2007/08 34 per cent

#### Revenue\*

2008/09 \$11,753 m

2007/08 \$10,757 m

#### Main Housing Activity

Detached Houses 81 per cent

Multi-units 19 per cent

*\*Estimated revenue earned from sales of housing only. Excludes land.*