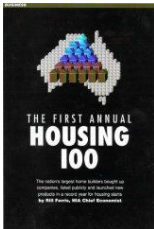


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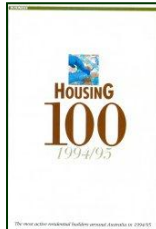
The make up of Australia's new home building industry has changed dramatically over the past decade. HIA's Housing 100 publications are a unique record of how the various companies have reacted to the challenges of such a volatile market. They show who prospered and who contracted their operations in lean times, who merged, who appeared as new players, who disappeared, and how as a group they have almost doubled their market share.

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### 1993/94

The inaugural issue and a record home building year with 178,100 starts. The Housing 100 captured 26 per cent market share.



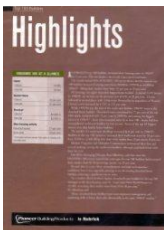
### 1994/95

High interest rates and the biggest slowdown in 20 years saw starts fall. The Housing 100 captured 27.9 per cent market share.



### 1995/96

The year of the large scale multi-unit builder as total starts fell by 27 per cent. The Housing 100 captured 34 per cent market share.



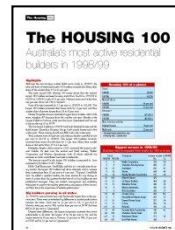
### 1996/97

Starts improve gradually over the year as the largest capture more market share. The Housing 100 captured 35 per cent market share.



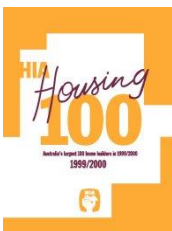
### 1997/98

Further recovery as starts reach 148,000 and home prices are kept under control. The Housing 100 captured 36 per cent market share.



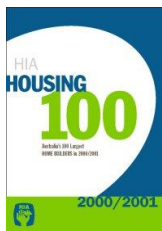
### 1998/99

A subdued year but management and marketing techniques help the largest lift their share again. The Housing 100 captured 41 per cent market share.



### 1999/2000

Market share eases slightly as the pre-GST rush takes hold. The Housing 100 captured 38 per cent market share.



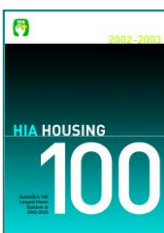
### 2000/01

Record downturn in industry starts as GST increases the cost of new building. The Housing 100 captured 44 per cent market share.



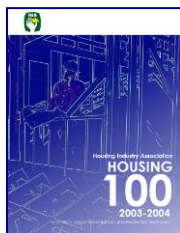
### 2001/02

The success of the \$14,000 First Home Grant in regional Australia has resulted in Australia's largest 100 builders losing market share. They fell from 44 per cent to 41 per cent.



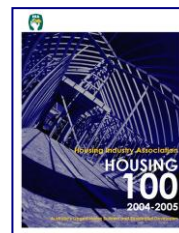
### 2002/03

The Housing 100 shows that in a year of stable interest rates, the market share held by HIA's Housing 100 stayed steady at 41 per cent.



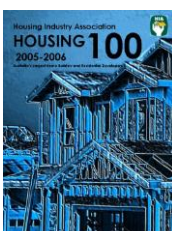
### 2003/04

The Housing 100 market share fell from 41 per cent to 40 per cent.



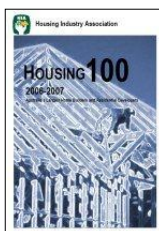
### 2004/05

HIA Housing 100 shows their market share eased from 40 per cent to 38 per cent.



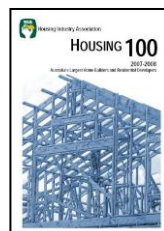
### 2005/06

The Housing 100 shows Australia's largest home builders have turned in a remarkable performance by increasing their market share to 40 per cent.



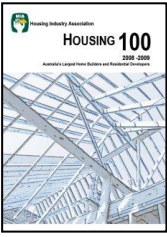
### 2006/07

HIA Housing 100 shows their market share eased from 40 per cent to 38 per cent.



### 2007/08

HIA Housing 100 shows their market share eased from 38 per cent to 34 per cent.



**2008/09**  
HIA Housing 100 shows their market share increased from 34 per cent to 38 per cent



**2009/10**  
HIA Housing 100 shows their market share decreased from 38 per cent to 36 per cent

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