



A focus on building vibrant and inclusive communities through affordable home ownership.

Residential building, construction and finance will continue at a steady pace, but it is accessibility to lifestyle that will ultimately drive the decisions of WA homebuyers throughout 2015 and beyond.

It throws out a challenge to both the building industry and policy makers to satisfy the growing need for more housing choices within lively urban hubs.

ABN Group Managing Director Dale Alcock is as much an advocate for home owners as he is for making WA a great place to call home. Since the ABN Group laid its first brick 30+ years ago, Dale continues to guide Australia's leading integrated construction, property and finance group through spectacular growth.

Today the company employs more than 1800 people, is the largest private trainer of building apprentices with 900 through its program, has provided finance for more than 23,000 home owners, constructed \$500 million in commercial projects and has built a total of 60,000 homes across Australia.

Under Dale's leadership, the ABN Group will continue to keep the dream of homeownership alive. This means challenging the industry to match the hurdles that first home owners

and downsizers now face, such as saving for a deposit while paying high rents, and land shortages that push up prices.

Known for trailblazing, the ABN Group has provided many first-of-its-kind building and finance solutions. Parent Assist, the only finance product of its kind in Australia, has been developed closely with Dale in partnership with the Group's mortgage manager Bluebay Home Loans. It is unique because first home buyers can borrow the deposit for a home loan from their parents through a formal loan structure, without the parents having to go guarantor.

Another first, a turnkey product called the AllReady Home, has solved a gap in both the first home buyer and downsizer market for those who want to buy a brand new home, but aren't in the position to wait during the build process.

Also an industry leader in instigating change and building progress, Dale is driving the state's critical R-Code reform. He is a past President of the Housing Industry Association (WA/Asia) and has been recognised as a leading WA entrepreneur and nominated for Australian of the Year.

He has received praise for his support of industry training programs and promoting careers in the building industry, and has also been honoured with the prestigious Master Builders Association Robert Law Award and the national HIA Sir Phillip Lynch Award in recognition for outstanding service and contribution to the Australian housing industry.

Dale can be contacted 24/7 directly on 0418 911 061 or (08) 9242 9270 or email [dale@abngroup.com.au](mailto:dale@abngroup.com.au).

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Dale Alcock is an experienced media commentator on a wide range of housing industry topics, including:



### Future housing trends

- Parent Assist: how parents can help their kids get into the property market.
- Why new homes are getting smaller.
- Accessing superannuation: property investment for self-managed super funds.
- Innovative homes: What's hot in housing and what do future trends look like?
- Intergenerational housing.
- What are the pros and cons when it comes to new homes versus established homes?
- Move or improve? Why are home improvements and renovations booming? What are the pros and cons?

### Property predictions + performance

- Financial security through property.
- Finger firmly on the property market pulse in WA and VIC, clear insight into how these property markets are performing.
- Impact of interest rate changes on average family and housing market.
- Future population trends in WA and VIC and what these mean for the housing market.
- Ramifications of a dropping iron ore price and the importance of leveraging WA's building industry as a stable economic driver.

### Perth – Where to from here?

- What is the future vision for Perth? Dale firmly believes that Perth needs progress. He can discuss housing density, height, infill, town planning and coastal housing growth, as well as related topics. He's familiar with the Department of Planning's Directions 2031 report.
- Can Perth be the city we want it to be? What is the future for our foreshore and ocean/beachside developments?
- Has the average size of homes in WA peaked? What impact is the ever-increasing choice of home designs and house sizes having on the state's housing market?

### Investing in the next generation

- The ABN Group operates the largest and most successful apprenticeship training program for building and construction in Australia.
- The importance of training and apprentices: why aren't more building companies looking after the future of our trades?
- What's the current situation with our skills shortage?
- How will an aging workforce impact WA's future economy and growth?

### The housing industry – Current issues

- What should decision makers be doing to cut red tape in the inadequate building approvals process?
- Housing approvals and finance: Why is the bureaucratic approvals process so cumbersome? What's the solution to our land shortage? And what's the point of selling land where no one wants to live or where there's no infrastructure?
- A steady population growth across Australia will see housing double by 2055 - where is WA's population coming from? How close is WA in meeting its housing needs?

### Generational change

- Intergenerational housing: Homes for several generations under one roof.
- What will baby boomers and retirees want when it comes to a new home?
- How do we keep the dream of home ownership alive for Gen Y?
- Providing outside-the-box finance solutions that reflect the times and allow first home buyers into the market.

### Philanthropy

- There are many successful business people in Perth – but are they philanthropic? It's a subject close to Dale's heart. The ABN Foundation was launched in 2006 and has since donated more than \$7 million to charity.

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- Webb & Brown-Neaves • Dale Alcock Homes • Dale Alcock Home Improvement
- Dale Alcock Homes South West • Celebration Homes • Homebuyers Centre (WA & VIC)
- APG Homes • Boutique Homes (VIC) • Investor Assist • ABN Realty • PACT Construction
- Resolve Finance (WA & VIC) • Bluebay Home Loans • Ceiling Solutions • Boeing Plumbing
- Hi-Point Roofing WA • Concretus • The Maker - Designer Kitchens • Axiom Conveyancing

