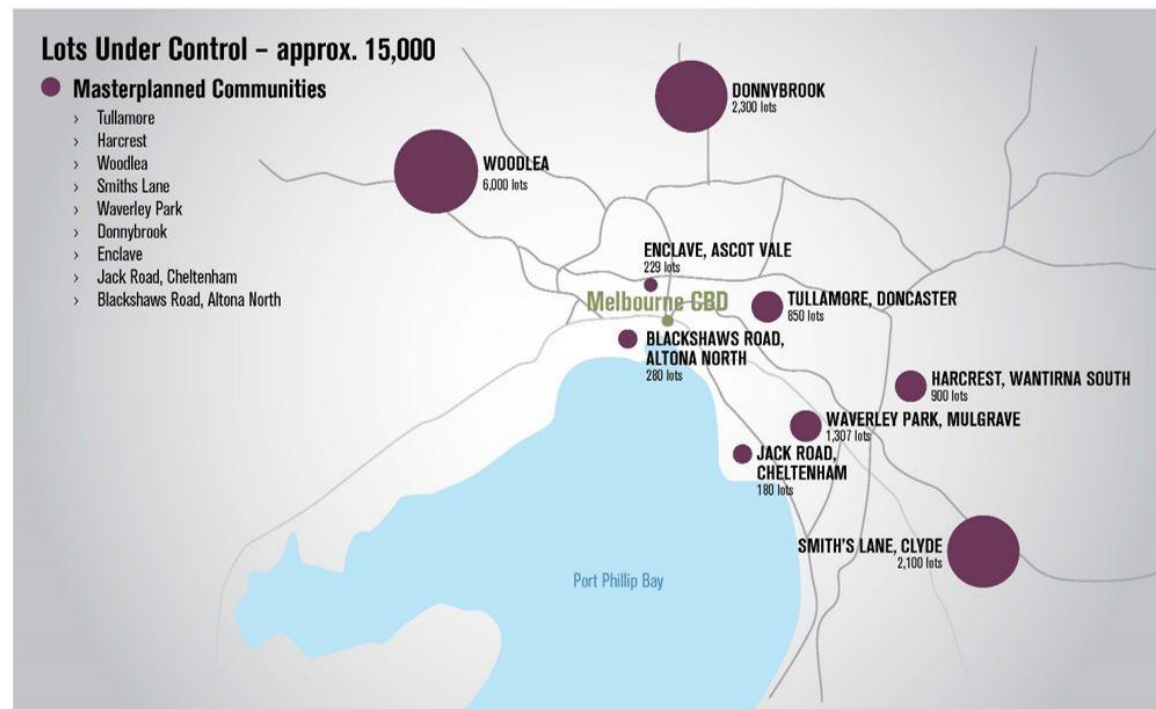


Mirvac An Industry Perspective

October 2016



Where do we operate?



Where is the market going?

- Smaller lots are being driven by affordability concerns
- Squat product very popular in all Greenfield markets (21m depth)
- Middle ring – best opportunities to demonstrate small scale apartments (particularly lightweight)
- Apartments driven by price and level of amenity in close proximity – Greenfields projects need to mature



Examples of Best Practice

QUT Longitudinal Study

- › Challenge facing developers and planners is attempting to measure outcomes that are constantly changing
- › A different approach is needed
- › New method which brings together diverse data sets – incorporating current industry market research that addresses the WHAT and HOW MANY and qualitative methods addressing WHY and HOW



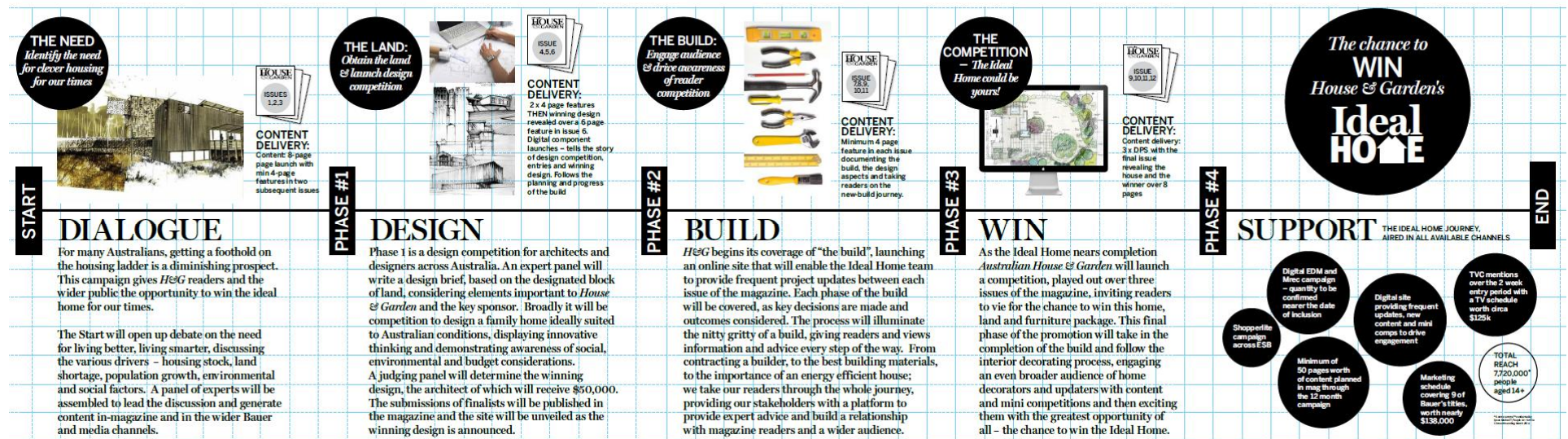
Examples of Best Practice

My Ideal Home

Goal was to :

- Position Mirvac Design as a market leader in this space
- Reignite the conversation about good design
- Bring architectural value to the forefront of modern Australian project homes





My Ideal Home

Finalists Submissions



My Ideal Home

Finalists Submissions



My Ideal Home

Finalists Submissions



Examples of Best Practice

House with No Bills

Mirvac Plans A Low Energy 'House With No Bills'

What sounds too good to be true will be put to the test by Mirvac at a housing estate in middle Melbourne.

THE AUSTRALIAN FINANCIAL
REVIEW



Mirvac To Build 'House With No Bills'

13th May 2016 | Category: Australia, News, Residential, Sustainability, VIC | Brenton Gibbs



In an effort to develop affordable, off-the-grid masterplanned communities in the future, Mirvac will

