

Background - Delfin Lend Lease

Overview

- Delfin Lend Lease is the leading masterplanned community developer in Australia
 - Our projects across **8 key population centres** dominate the markets they are in and Delfin Lend Lease holds the strongest consumer-oriented brand for an Australian residential community developer.
 - With our dominant position we hold strong market shares within our trading corridors. **Market shares average of 30%+ within the competitive catchments.**
 - Our projects will provide housing choices for more than **100,000 people over the next 15-20 years** and are great contributors to employment creation throughout the country.
 - The majority of projects involve **partnering structures** with land owners.
- **Key Business Drivers**
 - **The Delfin Brand** – Delfin Lend Lease’s projects capitalise on the brand leadership position and reputation of Delfin Lend Lease within the urban community marketplace.
 - **Partnership arrangements** – Partnering with joint venturers, land owners and builders is an integral part of the company’s strategy. Delfin Lend Lease supports builders through the HIA, as well as through on-site seminars, and workshops. More than 20 display villages operate at Delfin Lend Lease projects.
 - **Innovation** – in designing built products to suit changing consumer and lifestyle trends, in urban design for masterplanned and inner-suburban zone within current projects, and in the marketing of projects
 - **Demographic and Psychographic Monitoring** – Continual emphasis on market and consumer research on a national and international scale.
 - **Integration of Residential, Educational and Employment** – this fosters the concept of vibrant mixed use urban communities with an emphasis on learning and development and new business addresses.
 - **Community and Social Infrastructure** – investing in recreational, educational and community facilities in the early stages of projects to increase consumer interest, generate early traffic flow and create a tangible “sense of belonging”

- **Organisational structure** pools expertise in the key areas of:
 - New business and business development
 - Marketing
 - Design
 - Integrated development
 - Education, recreation and economic development
 - Town Centres
 - Sustainability

The Projects

- There are currently 18 active masterplanned communities covering 8 key population centres:
 - Sydney
 - Holroyd Gardens
 - Nelsons Ridge
 - Ropes Crossing
 - Melbourne
 - Caroline Springs
 - Craigieburn
 - Lakeside Pakenham
 - Edgewater
 - Laurimar
 - Canberra
 - Forde
 - Adelaide
 - Mawson Lakes
 - Brisbane
 - Forest Lake
 - Springfield Lakes
 - Gold Coast
 - Varsity Lakes
 - Woodlands
 - Cairns
 - Forest Gardens
 - Townsville
 - Riverside Gardens
 - Darwin
 - The Chase
 - Fairway Waters
- Project durations 3-15 years
- More than 260 builders operating at projects

How Delfin Lend Lease Creates New Communities

The key to how Delfin Lend Lease creates “communities” as opposed to just developments is by investing in facilities early on in the project, and by incorporating:

- **A wide range of housing options** including architecturally designed homes, medium density housing, housing designed to be constructed within Town Centres or beside employment precincts, townhouses etc. Our ‘partner’ builders play an important role in this regard.
- **Education Services** – innovative and extensive services for children to adults. Services may be co-located and shared between private and public sectors. By working closely with public and private educational providers, we ensure that schools, child care centres and TAFEs are established early
- **Employment opportunities** – many Delfin Lend Lease projects have economic development strategies and employment-generating business parks. For instance, Varsity Lakes on the Gold Coast has a ICT (information, communication and technology hub) with many national companies including Compaq, Telecorp and Cellular One.
- **Recreational facilities** – providing a mix of facilities (such as walking and bike trails, lakes, parks etc) enhances the sense of “place” and “community” for residents. For instance, 40% of the new Greystanes project will be green space.
- **Community facilities**, such as neighbourhood centres, retail centres. These are often within our inner-suburban areas.
- **Mixed Use** – In many ways our communities are like towns within cities. Like in cities, we create higher density areas within our broader communities. These areas comprise a mix of education, recreation, dining, shopping, employment and residential.