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JELD-WEN AUSTRALIA

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Seven Building and Population Hotspots for South Australia

Adelaide dominated South Australia's building and population hotspots of 2010/11 according to the latest report from the Housing Industry Association, the voice of Australia's residential building industry.

The HIA – JELD-WEN Population and Residential Building Hotspots report provides a snapshot of Australia's fastest growing metropolitan and regional areas in the 2010/11 financial year.

A "Hotspot" in South Australia is defined as a local area where the rate of population growth exceeds the national rate and the value of building approvals is in excess of $50 million.

South Australia registered six building and population Hotspots, five of which were located in Adelaide, with Alexandria, just outside of that boundary, also attaining Hotspot status.

Playford West came in as South Australia's top ranked Hotspot. The value of residential work approved there was $69 million, its population growth rate was 6.9 per cent, well above the national rate of 1.4 per cent.

Salisbury - Balance was toppled to second place from its ranking as number one the previous year. Population growth in this area was 4.9 per cent, and the value of residential building work approved was $66 million. Coming in at third place was Onkaparinga – South Coast, with its population growth rate of 4.5 per cent and a value of work approved of a very strong $87 million.

The only Hotspot outside of the Adelaide statistical division was Alexandria – Coastal, of Outer Adelaide. Its annual population growth came in just above the national average, at 1.6 per cent,and it was home to $56 million worth of residential building work approved.

"It's encouraging to see that 2010/11 posted relatively strong population growth figures. Meanwhile, the value of residential building approved last financial year was skewed upwards by the tail end of accomodative fiscal and monetary policy settings as we emerged from the GFC. This Hotspots update demonstrates that there is a latent demand for new homes in South Australia, but inappropriate policy settings (such as interest rates being too high) and a lack of housing supply reform measures are preventing this potential from being reachedsaid HIA Executive Director, South Australia, Mr Robert Harding.

"Leading indicators of housing activity for 2011/12 paint a bleak picture. Interest rate cuts are required immediately and the state government must reignite its appetite for reform and address the inefficient taxes on new housing," added Mr Harding.

Below is a list of the Top 20 National Building and Population Hotspots as well as the South Australia Building and Population Hotspots.

For a copy of the full report (media only), which provides a local area breakdown for all states and territories, please contact Kirsten Lewis at k.lewis@hia.com.au or on 02 6245 1393.

For further information please contact:
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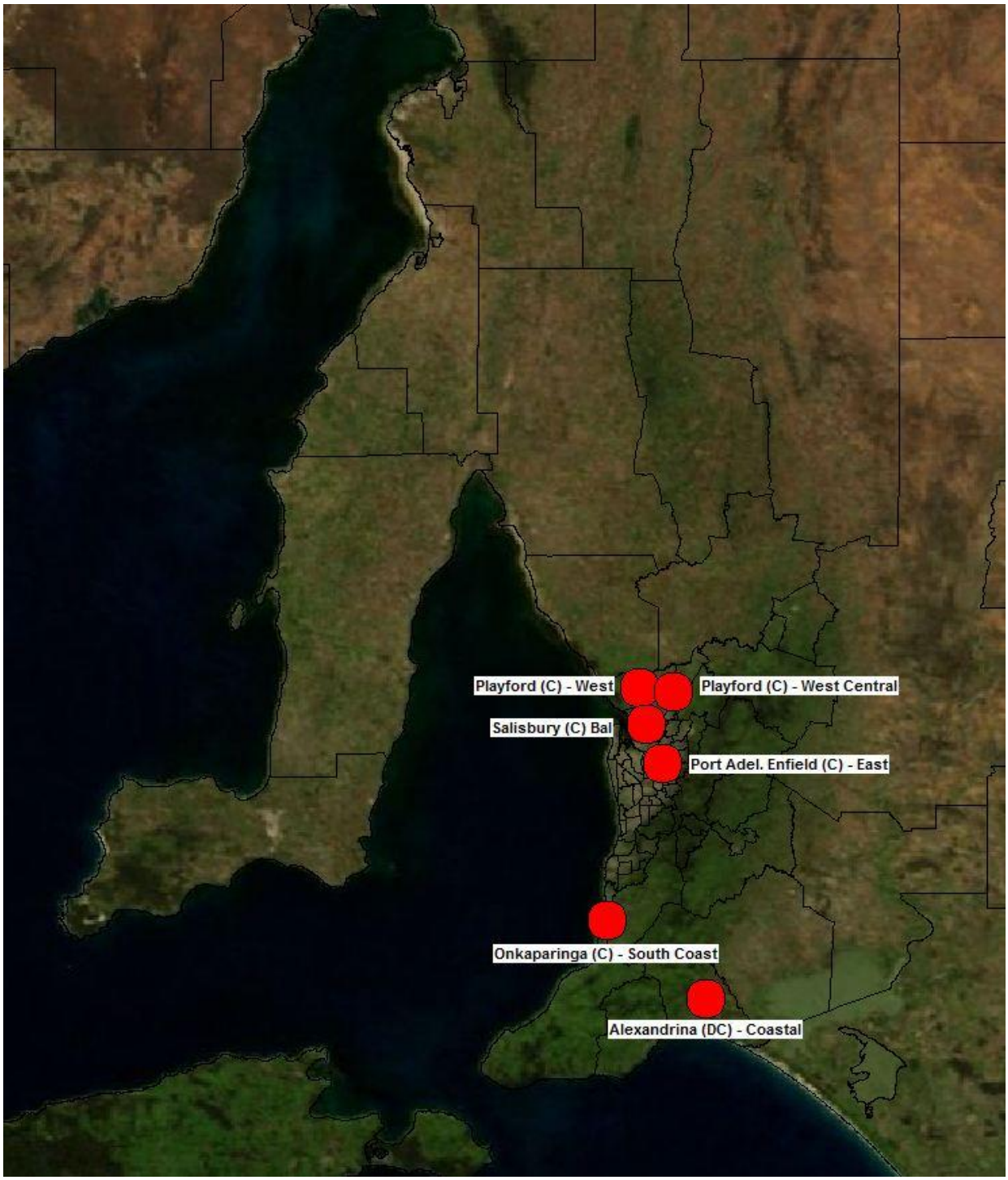
SA Building and Population Hotspots**

***SLAs with in excess of $50 million in residential building work approved in 2010/11 and with an annual population growth rate in excess of the national average*

	Statistical Local Area	Statistical Divison	Residential Building Approved, 2010/11, ($'000)	Annual Population Growth Rate (%)
1	Playford (C) - West	Adelaide	68,832	6.9
2	Salisbury (C) Bal	Adelaide	66,070	4.9
3	Onkaparinga (C) - South Coast	Adelaide	86,817	4.5
4	Playford (C) - West Central	Adelaide	78,325	4.3
5	Alexandrina (DC) - Coastal	Outer Adelaide	55,948	1.6
6	Port Adel. Enfield (C) - East	Adelaide	101,899	1.5

National Top 20 Building and Population Hotspots*

**SLAs with in excess of $100 million in residential building work approved in 2010/11 and with an annual population growth rate in excess of the national rate*

	Statistical Local Area	State / Territory	Residential Building Approved, 2010/11 ($'000)	Annual Population Growth Rate (%)
1	City	ACT	131,692	39.6
2	Whittlesea (C) - North	VIC	717,249	17.4
3	Wyndham (C) - South	VIC	441,308	14.0
4	Griffin-Mango Hill	QLD	106,058	9.9
5	Cardinia (S) - Pakenham	VIC	333,853	9.8
6	Kingston	ACT	117,215	8.1
7	Condon-Rasmussen-Bohle Basin	QLD	167,830	7.6
8	Serpentine-Jarrahdale (S)	WA	108,861	6.9
9	City - Inner	NT	111,480	6.8
10	Wyndham (C) - North	VIC	470,051	6.6
11	Melton (S) - East	VIC	183,490	5.9
12	Casey (C) - Cranbourne	VIC	386,448	5.8
13	Wyndham (C) - West	VIC	152,157	5.6
14	Kingsholme-Upper Coomera	QLD	105,964	5.5
15	Wanneroo (C) - North-East	WA	140,809	5.4
16	Armadale (C)	WA	206,900	5.4
17	Melton (S) Bal	VIC	257,921	5.3
18	Mandurah (C)	WA	213,614	5.3
19	Hume (C) - Craigieburn	VIC	260,400	4.8
20	Wanneroo (C) - North-West	WA	235,109	4.7

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