

# MEDIA RELEASE



16 February 2021

## HIA Welcomes New Hunter Parliamentary Secretary

The appointment of Taylor Martin, MLC as Parliamentary Secretary for the Hunter is welcomed said the Housing Industry Association (HIA), the voice of the residential building industry.

“The appointment of Mr Martin comes at a critical time for the Hunter region” said HIA Hunter Executive Director, Mr Craig Jennion.

“Whilst HIA is forecasting residential building activity to remain solid on the back of low interest rates, rising house prices and a demographic shift in demand towards regional area, when individual council areas are examined there is unfortunately a patchwork of results across the Hunter.”

“Combined this with a perception that gains in dwelling prices and slow wage growth have caused housing affordability to deteriorate we have the potential for waning consumer confidence,” said Mr Jennion.

“There is the very real potential for this to be magnified by other factors, such as the sudden increase in demand for land as a result of the Australian Government HomeBuilder stimulus creating a slowdown in the residential construction sector”.

“It’s clear that the message that the new Parliamentary Secretary needs to ensure is returned to the Berejiklian Cabinet is that the continued success of the Hunter as an economic powerhouse will only occur with the implementation of efficient planning policies, a steady flow of registered land and a consideration by all levels of government that anything that delays the efficient supplying of housing increases costs”.

“Whilst I believe that the very healthy levels of activity that the residential sector has been experiencing locally will continue in 2021, I do hold concerns that a shortage of registered land may change the longer-term picture of the sector”.

“Sustainable improvements in housing affordability can only be achieved through reducing the cost of supplying new dwellings to the market, based on reducing the tax burden and improving arrangements around planning and infrastructure delivery. HIA looks forward to Mr Martin providing an additional voice to the NSW Government about the performance of the region”, concluded Mr Jennion.

For further information contact:

Craig Jennion, HIA Executive Director - Hunter on 0414 872 090 or [c.jennion@hia.com.au](mailto:c.jennion@hia.com.au).