



Villina Contemporary



Chisholm Nouvean



Jim Masterton

MASTER CLASS

By building over 46,000 homes since 1962, Masterton Homes has become one of the largest and most-respected home builders in Australia.

Maintaining their leadership in the industry with continually developing designs that meet changing lifestyles, by accommodating new council requirements, incorporating sustainability issues and adapting new building technologies, Masterton Homes knows what it takes to stay on top.

From its humble beginnings in Western Sydney, Masterton Homes has built over 46,000 homes state-wide and is credited with significantly boosting the NSW economy. The company

employs over 184 full-time staff and around 1,200 contractors in NSW, building homes from Tea Gardens to the North and Eden to the South.

Jim Masterton, the company's proud founder, can be considered as a true Australian innovator. In 1962 he transformed the home building market with the introduction of pre-assembled trusses and frames as well as pioneering the use of concrete slabs and introducing the concept of Knock Down Rebuild (KDR). All



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JIM MASTERTON



these innovations are now standard in the housing industry so it's not surprising, 47 years on, to find Jim still hard at work at the Warwick Farm-based Masterton Homes, still inspiring Masterton Homes to be the leader in what is now a highly-competitive market place and still introducing new and exciting ways to deliver the dream to home builders.



Jim is understandably proud of his achievements; “When I started out I just wanted to make it possible for ordinary people to build their own home so we had to invent ways to make it affordable and easy,” he says. “We succeeded in our goals and are still here because we continue to make this possible and guarantee quality and innovation with it. I am a builder first and foremost and I love the challenge of making Masterton’s homes better and smarter all the time.”



With so many years of practical building experience to boast of, Jim and Masterton Homes continue to innovate. Their latest concept, Pathway, focuses on the provision of excellence in customer service. Pathway is an interactive step-by-step guide to the process of building with Masterton, which condenses the building process into manageable and understandable information ‘steps’ so that customers know exactly where the project is up to. Pathway is yet another industry first that will guarantee Masterton’s position as leader in the home building marketplace.



In 2005, Jim received an Order of Australia (AM) in the Queen’s Birthday Honours list. The medal recognised his significant contribution to the housing industry and the impact that he has had on so many lives.

“It’s really important to us to be able to provide ordinary home builders with access to innovation and leading-edge technology,” says Jim. “I am proud of each and every home my company builds and thrilled that Masterton is now building even better, more

exciting homes in so many more areas of NSW than we could ever have dreamed of.”

In keeping with Masterton’s reputation for inspiration and innovation, in October 2008, Jim announced that the company will add \$7,000 to the Federal Government’s first home owners’ grant of \$21,000 plus \$3,000 from the State Government, ensuring a huge \$31,000 leg up to people planning their first home building project with the company.

Jim explained the decision to back-up the grant as, “a combination of good commonsense and good business sense.”

“As a family man and an Australian I have a firm understanding of how important the dream of owning your own home is to ordinary Aussies. I’m really proud of the experience of Masterton Homes which, as a solid, family owned and run Australian business, has weathered the highs and lows of 45 years in the building industry through responsible and experienced management. So in these tough times, if we can assist first time home builders by reducing the costs of getting their dream started then we are helping both Australians and the building industry – a win-win for all.”

The company’s long tradition of innovation means that Masterton is skilled at anticipating changes and advances in the industry and being able to quickly adapt to them. The company is constantly introducing and refining their designs to respond to issues such as the challenges of climate change and technological advances.

“We take a professional, experienced and responsible approach to the business of home building and through our assistance we hope to ensure that the first home owners’ grant has the desired effect of sustaining confidence in the building market and stimulating activity,” Jim concludes.



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SUPPLY CHAIN FOCUS WITH GARRY MERCER, PURCHASING MANAGER FOR MASTERTON HOMES



Garry Mercer

Every supplier dealing with Masterton must undergo stringent reference checks. This ensures the best possible craftsmanship goes into the building of their homes and allows the company to offer a structural guarantee on every home that is built.

Some of the most important aspects that Masterton takes into consideration when assessing their suppliers are quality of goods, supply reliability, competitive and consistent pricing and what 'value adds' the supplier can offer.

Masterton also have specific techniques in place to ensure an efficient supply chain at all times such as having historical data on performance and pricing consistency and agreed relevant KPIs between Masterton and the supplier.

"Efficient supply chain management is essential to Masterton due to the fact that there are a myriad of trades that have to cohesively follow each other throughout the construction cycle," explains Garry.

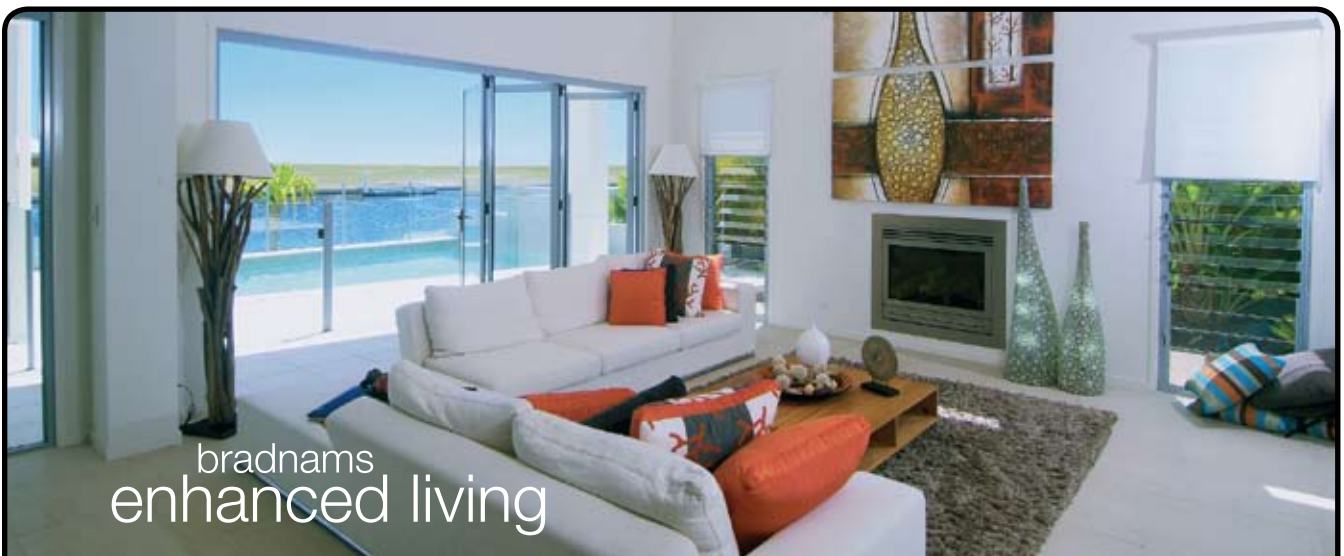
"If efficient supply is not achieved, the downtime on site, plus rescheduling trades to postpone and come back becomes very expensive due in part to contractors working primarily on hourly rates as opposed unit costs. Efficient supply management helps with the contractual obligations to our client and negates liquidated damages claims and increases our dollars-per-day yield on site, which improves cash flow and takes some pressure off holding costs."

Masterton have a history of being commercially loyal to suppliers and a reputation for not just seeking the cheapest price available.

"I feel the relationship with our key suppliers and subcontractors is based on a mutual respect for each other's business goals and the difficulties we all face in a very volatile building environment," says Garry. "This coupled with open and honest dialogue helps both parties understand their relevant business aspirations." 🌐

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Garry Mercer



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