

Henley leads field

A survey of residential builder activity levels around Australia by the Housing Industry Association (HIA) called 'Housing 100' has identified Melbourne builder Henley Properties as Victoria's biggest builder of new housing.

The company, which built 958 residential properties in 1994/95, displaces long-term leader AV Jennings Limited, which has slipped to second place in Victoria.

However, nationally AV Jennings is still on top while Henley ranks 10th.

The Top 20 Victorian listings are.

- Henley Properties (958)
- AV Jennings Ltd (767)
- Central Equity Ltd (528)
- Avonwood Homes Pty Ltd (450)
- Multiplex Constructions (421)
- New Dimension Homes Pty Ltd (350)
- Pioneer Housing Group Ltd (287)
- Metricon Group (209)
- Triline Australia Pty Ltd (200)
- J G King Pty Ltd (183)
- Highview Home Builders and Designers Pty Ltd (183)
- Unique Power Pty Ltd (183)
- Executive Homes (180)

- Desbar Constructions Pty Ltd (175)
- Becton Corporation Pty Ltd (174)
- Simons Builders Pty Ltd (161)
- Pirovich Industries Pty Ltd (159)
- Fletcher Construction Australia Ltd (150)
- Simond's Homes Melbourne Pty Ltd (129)
- Hamlan Homes Pty Ltd (127)

Total for Top 20: 5974

(The top 20 builders in Victoria have 20.3 per cent of the market.)

Fletcher Construction, which is based in Melbourne, has also begun to operate seriously in the housing sector and has 600 starts nationally and recently launched its 'Home Achiever' scheme which will build 1200 houses over the next 12 months.

Inner-city developers Central Equity and the Becton Corporation have maintained a strong presence.

However, Australia-wide and in Victoria the housing market majority share is still in the hands of small builders.

Nationally, the top 100 builders have a market share of about 28 per cent.

In Victoria the top 20 builders have a market share of just over 20 per cent.