

For immediate release
Wednesday, 25 September 2013

More first-time buyers make Playford home

The City of Playford is bucking the national first home buyer trend with first-time purchasers heading to the region to set-up home.

Figures from HomeStart Finance highlight that first home buyers accounted for more than 60% of its loans in the region in the last 12 months, well above the national average of first home buyer finance commitments, which sits at around 15%.

The figures support ABS census data highlighting that in the last 20 years, the City of Playford has outperformed greater Adelaide in the number of people moving in to home ownership.

HomeStart's Chief Executive Officer Mr John Oliver said a mix of affordable housing, a large amount of available land and accessible finance options were driving the trend in Playford.

"Playford offers the ideal conditions to facilitate the movement of first home buyers into the market," he said.

"While in most parts of Australia first-time buyers are finding it difficult to break into ownership, the conditions in Playford are ideal for facilitating a transition into the market.

"HomeStart is playing a vital role in driving this trend, reducing the barriers for first home owners with creative loan options such as lower deposit options and shared equity products."

Mr Oliver said the trend in Playford demonstrated that first home buyer demand remains strong, but there are some clear barriers standing in their way.

"Housing affordability is a huge issue for first homebuyers and the trend in Playford highlights what can happen when affordable housing is available," he said.

"Accessing finance is also a major hurdle and has been a stumbling block for first home buyers since the GFC hit and lending practices from most lenders tightened.

Mr Oliver said available land for construction was another major factor that was driving the uptake by home buyers in the City of Playford.

HomeStart makes home ownership a reality for more South Australians in more ways. We are a statutory authority that reports to the Minister for Housing and Urban Development. We were created in 1989 and since then have helped over 63,500 households into home ownership.

Media release



In the last 12 months, HomeStart has experienced a 50% increase in the number of loans for construction purposes which reflects the changes announced late last year to the First Home Owners Grant and the Housing Construction Grant.

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