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NewHomesPLUS

Welcome to the eighth edition of the monthly New Homes Plus, a sister product to New Homes and proudly sponsored by BGC Residential.

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Going for gold

MICHAEL MCLEAN
Master Builders
Executive Director



There are remarkable similarities between the Commonwealth Games and the Master Builders-Bankwest Housing Excellence Awards.

Just like the Olympic Games, the Commonwealth Games come around every four years. This year the international sporting event, which wraps up tomorrow, has been held on the Gold Coast. It has been an exciting time for each of the athletes representing their respective countries from within the Commonwealth.

For many it would have been a life-long dream, involved years of strenuous training and countless hours of sacrifice. The efforts and commitment of the competitors are always considered worthwhile in pursuit of success and in the spirit of friendly but fierce competition without performance enhancing drugs.

These same sentiments apply to builders who enter our annual housing excellence awards. Like Commonwealth Games competitors, the builders who nominate homes in our prestigious awards program go through very similar experiences, such as:

- Builders need to comply with relevant entry (qualifying) criteria.
- Builders come from a range of backgrounds, countries of origin and ages.
- Some builders may be competing for the first time, but should never be underestimated.
- Some builders are veterans and previous winners and might start as favourites – not that we encourage betting on our entrants.
- Builders have a choice of award categories to enter, depending on their area of expertise, skills and focus. Categories also range in contractual value to create fairer contests; a bit like the boxing, wrestling and weight-lifting categories, which are divided into weight categories.
- Builders will have their performance assessed by an independent panel of judges. This will occur over a six-week period commencing in October this year.
- There will be only one winner for each category. This will often be an extremely close contest because everyone has nominated their very best new homes or renovations.
- The winners will be announced at a special ceremony comprising the best residential builders in the state, often accompanied by family members,



friends and work teams. It will be emotional for some, as it is a huge honour to be judged a winner by your peers.

- The winning builders will derive much publicity, adoration from friends and family and additional opportunities from prospective clients emanating from their success. For some, it might be a one-off win never to be repeated.
- Each competitor demonstrates amazing pride in their work and will be even more determined to win the following year, in the knowledge their competitors will be trying even harder to win the top prize.

For the homebuying public, like the Commonwealth Games winners, the contest showcases the professionalism and

calibre of the best builders and projects the industry has to offer. At a time when the housing industry is building less than its capacity, winning a Master Builders housing award 'gold' medal is valued more than when the industry is booming.

Elite competitions are not for the faint hearted and often require a bit of luck to go your way to win. As one of our judges said, the winning homes usually judge themselves, as they are standouts in their categories.

Unlike our Aussie heroes on the Gold Coast, we probably won't hear the Australian anthem at our next housing awards presentation. But winning a Master Builders housing award will be just as memorable an occasion as wearing the green and gold at a medal presentation ceremony.



MICHAEL MCLEAN
MASTER BUILDERS
HOUSING DIRECTOR



“ For builders, winning a Master Builders housing award is like winning a gold medal at the Commonwealth Games. ”

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