



Angela meets interior designer Matthew Simpson.

There's no place like home

Welcome to the special birthday issue of *Smile*. HomeStart is celebrating 20 years of home ownership success, and we'd like to say thanks to all of our customers for showing just what's possible when it comes to owning a home.

Like all birthdays, it's a time to reflect back as well as look forward. With that in mind, we'd also like to say thank you to our beloved CEO Gary Storkey, who has announced his retirement after 20 years. Gary will be missed by all.

We will introduce our new CEO in our January newsletter, so stay tuned for the next exciting adventure in HomeStart's evolution.

To kick off this spring edition of *Smile*, we'd like you to meet a customer who is definitely making the most of owning her own place.

Angela couldn't believe her luck when she received the phone call to let

her know that she'd been picked as the winner of the mini home makeover competition she'd entered in July *Smile*.

'It was a lovely surprise to learn I'd won something, I hadn't expected to win at all,' said Angela.

Angela received a consultation with South Australian interior designer Matthew Simpson, who appeared on Channel 9's home makeover show, *HomeMade*.

With Matthew's expert advice, Angela hopes to transform her lounge room into a comforting and nurturing space to relax in after a long day's work.

'My lounge room was definitely the space that I was having the most amount of difficulty working out what to do with, so it will be great to have Matthew's recommendations to give me lots of ideas.'

Angela has been a keen viewer of *HomeMade*. Like the families who featured on the show, Angela has

aspirations to make a few changes to her home, but it's not always easy finding the money to make them.

'It's essential to have your budget under control when you have a mortgage, and the budget doesn't always leave a lot of money to renovate,' she explained.

For Angela, who had rented up until purchasing her home through HomeStart in 2008, owning a home has provided her with a real sense of security and freedom.

'It's about knowing that it's your place, it's not someone's place you're just looking after. It's provided me with a greater sense of home.'

And then there is the freedom to make changes to your home as you like...maybe even a mini-makeover if your budget suits.

Congratulations to Angela, and to all of our customers who are taking their own unique journey to home ownership.

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Top tips to keep your home loan ticking

Whether your goal is to pay your home loan off in 20 years or to renovate the kitchen, whether you're looking to save as much as possible or need extra cash for a change in lifestyle, HomeStart is here to help. Here we've collected some of our 'top tips' for making the most of your loan.

Get online and save

Most people have access to the internet, which can be a helpful tool to cut costs. If you're registered with eHomeStart to manage your loan online, you can access your statements free of charge. If you access redraw online, you will only pay \$10, compared with \$50 if you apply over the phone. To register, visit www.homestart.com.au and click 'register' under the 'customer login' button. If you've registered before but forgotten your password, click the 'customer login' button and follow the 'forgotten your password?' link. For help, call your Loan Manager.



Talk to us

Life changes – sometimes very quickly. If your circumstances have changed and you need some extra help,

call your Loan Manager as soon as you can. We'll do our best to see if we can find a solution that works for your particular situation. It's also important to make sure we have your latest contact details so we can get in touch with you about your loan. You can update your details through eHomeStart, or by giving us a call.



Pay extra and save

With interest rates at their lowest in years, it is a great time to try and pay as much off your home loan as you can. Every extra dollar you can afford to repay means you are reducing the term of your loan as well as the amount of interest you pay over the life of your loan. You can make additional repayments as a one-off lump sum, or as regular 'extra' repayments that top up your usual repayment amount. Visit eHomeStart or contact your Loan Manager to get started.

Put your equity to good use

If the value of your property is more than what you owe on your home loan, then you could have home equity.

A HomeStart Home Equity Loan allows you to access some of this equity to use for a whole range of things, like a kitchen makeover, updating your garden or a rainwater tank. This is an affordable option for many people, as the amount you borrow is simply added to your existing loan balance, and your current loan repayment amount will be calculated to fit within your budget. Please keep in mind that not every loan type allows home equity loans, and it can take a while for equity to build up if your loan required little or no deposit.

Check your fees and charges

Carefully check which fees and charges apply to your loan. You may find there are easy ways to save on charges, like making your repayments via direct debit. You might also want to consider what fees apply if you decide to refinance, switch your interest rate from a variable to a fixed rate or vice versa, or pay out your loan early – it's worth taking these extra costs into account before you make a decision. *Terms, conditions and eligibility criteria apply. Fees and charges are payable.*



Adelaide HIA Home Show, 16-18 October 2009 – Adelaide Showground

Want to know what's hot in design, renovation, home improvement and garden design?

Visit the Adelaide HIA Home Show on 16-18 October to see over 200 exhibitors with the latest and greatest in building products, furniture and

furnishings, outdoors, kitchens, bathrooms and technology.

You can get free advice from experts across a range of fields, including one-on-one consultations with interior design star Matthew Simpson. You can also share the fun

of the gourmet cooking stage and check out the sustainable garden stage.

Entry is \$15.00 for adults, \$13.00 concession, and children under 14 are free. Free parking is available on site. One dollar from each ticket will be donated to Cure Cancer.



20 years of home ownership success

In this edition of *Smile*, Chief Executive Officer Gary Storkey reflects on 20 years at the helm of HomeStart on the eve of his retirement.

Why HomeStart was started

Back in 1989, the outlook for home owners was very different. Interest rates were as high as the hairstyles, and families were struggling to meet loan repayments. As we headed into the recession we had to have, I put it to the South Australian Government that HomeStart could provide the loan we had to have to keep home ownership realistic.

The key difference with the HomeStart loan is that it breaks the link between repayments and interest rates. Instead of facing interest rates of 18% p.a., households would have their repayments

set according to their income, and changed once a year in line with inflation.

At the time, this type of loan repayment was pretty much unheard of, and it took some convincing that people would not only understand how it worked, they'd make good use of it. Twenty years later, the evidence is clear – we've helped more than 56,000 South Australian households achieve their home ownership goals.

Why HomeStart has been successful

There are lots of reasons why HomeStart has gone from strength to strength. Three key factors are our customers, our staff and our innovation.

Our customers come from a broad range of backgrounds and personal circumstances, but they share a common aim – to be a home owner. Most have proven that they are more than capable of achieving that goal.

Our staff culture supports this attitude of commitment. I'm pleased to say that we have very high levels of staff satisfaction, and some staff have been here for almost as long as me!

This culture is central to what we've achieved. HomeStart is well known for being innovative and open to new approaches, while making sure we operate successfully as a business. I'm proud of this mix, as it means we can take a leading role in providing home ownership solutions that work.

Why HomeStart matters for the future

Owning a home remains a major goal for many South Australians, and that doesn't look set to change any time



Gary has guided HomeStart through 20 great years.

soon. The Global Financial Crisis hasn't dampened people's enthusiasm – however it has changed the way many financial institutions lend, taking home ownership out of reach for even more people. That's where we come in. HomeStart provides options for people facing the challenges of breaking into the market, and those smart enough to realise the benefits we offer. We're in a unique position because, while we've always been profitable, making money is not central to what we do. Making home ownership possible for South Australians is, and we will continue to do so well into the future.

What's next for me?

While I'm officially retiring from HomeStart, I will still be involved in housing, especially for the homeless and Aboriginal people. I strongly believe in the power of having your own home – once that gets into your blood it's hard to ever let it go.



Minister Greg Crafter launches the 'HomeStart Times' in September 1993.



Look at us now

The world looked different when HomeStart was launched back in 1989!
Here's a snapshot of how things have changed over the past 20 years.

	1989	2009
Adelaide median house price *	\$95,000	\$353,000
Adelaide average yearly earnings **	\$24,939	\$58,508
Average size of a new home in SA ***	172 square metres	191 square metres
Average variable interest rate ****	17%	5.8%
Average HomeStart customer age	32	41
Average loan size	\$55,262	\$179,474
Amount of HomeStart loans settled	1625	1939
Australia's top selling single	Rick Ashley 'Never going to give you up'	Taylor Swift 'Love story'
Australia's most popular TV show	Neighbours	Packed to the rafters
Top fashion item	Acid wash jeans	Skinny jeans
Price of a loaf of bread	\$1.29	\$2.60
Price of 1 litre of milk	87 cents	\$2.11

*(Data Source: REIA) **(Data Source: ABS SA Economic Indicators)

*** (Data Source: ABS Building Activity 8752.0 Dec 2008) **** (Data Source: ABS Aust Economic Indicators 1350.0)



Celebrate in 20 ways with a gift basket worth \$500

To celebrate 20 years of HomeStart, we're giving you the chance to win one of two goody baskets packed with 20 items to keep you partying well into the New Year! In each basket, you'll find vouchers to buy top 20 music, books and movies, along with top selling chocolates, wine and other treats.

To enter, just fill in this entry form and send it to: HomeStart Finance 'HomeStart Finance 20th Birthday' competition, GPO Box 1266, Adelaide SA 5001, by 27 November 2009.

You must be an existing HomeStart customer to enter, and you will need to include your current loan number to be eligible.

Name _____ Loan number _____

Address _____ Postcode _____

Email _____ Daytime phone _____

You can find your loan number on your HomeStart loan statement.

Conditions of entry: The competition commences on 5 October 2009 and ends on 27 November 2009. Total prize value is \$1000. The draw will be conducted at HomeStart Finance, 153 Flinders Street, Adelaide on 1 December 2009 at 12 noon. There will be two winners and they will be notified by phone.



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