

Media release

For immediate release

Friday, 23 July 2010

HomeStart Finance achieves national award success

South Australian lender HomeStart Finance has achieved national recognition at the 2010 Australian Business Awards, selected from more than 900 organisations across Australia to receive awards for Community Contribution, Recommended Employer and Product Innovation.

The Australian Business Awards are a national program honouring organisations that demonstrate the core values of business excellence, product excellence, sustainability and commercial success in their respective industries through an established series of business and product award categories.

HomeStart's Chief Executive Officer John Oliver said the awards highlight the organisation's commitment to providing the community with home ownership solutions through innovative and affordable loans, financial education, sponsorship and collaborative schemes; including the work with Salisbury Council on the Brahma Green development.

'We are delighted to have received three awards. These awards recognise HomeStart's position as an innovator, and acknowledge our success in developing unique home loans that facilitate home ownership,' he said.

'Our community initiatives which include sponsorship, free home buyer seminars and online education tools such as StartDreams.com.au are giving people access to valuable information to help them make an informed home ownership decision,'

The Brahma Green development - an affordable housing development, won the Product Innovation award. The development uses a shared appreciation loan model to provide an affordable home loan solution for residents.

'Gaining national recognition for this product shows that shared appreciation models are a viable and affordable alternative for people to achieve home ownership. The Brahma Green development, the first of its kind in Australia, has provided the residents with an affordable and sustainable way into home ownership.'

Mr Oliver is also pleased that HomeStart has won Recommended Employer, which he attributes to the organisation's culture and values.

'Our staff are the foundation of HomeStart, and the key to our success. Their dedication and innovation helps HomeStart to continue to develop ways to enable more people into home ownership. The award success in Community Contribution and Product Innovation show that their efforts are making a difference, and placing HomeStart as a leader in its field,' he said.

HomeStart Finance was established by the South Australian Government in 1989 to provide affordable home loan options, and to date has helped more than 59,000 South Australian households achieve their home ownership goals.