

Olearia

MORWELL

Builder Information Pack

A project by



CONTENTS

Welcome to Olearia	2
Introduction and Purpose	4
Why Development Victoria Wants to Partner with Builders	6
Objectives of the Olearia House and Land Packaging Program	8
Project Overview	10
Vision	10
Placemaking Principles	11
Target Market	12
Key Project Differentiators	13
How to Work With Development Victoria	14
Submitting a House and Land Package	15
Marketing Support	16
Reserving a Lot	17
Builder Referral Program	18
Builders' Guide to Government Grants	20



WELCOME TO OLEARIA A PROJECT BY DEVELOPMENT VICTORIA.



**At Development
Victoria we create
places for people.**

At Development Victoria we create places for people.

We're a government agency partnering with industry leaders and local communities to transform ambitious ideas into reality.

We reimagine iconic places like the Melbourne Arts Precinct and State Basketball Centre to transform them for future generations. We develop entire precincts like Docklands and Fitzroy Gasworks, unlocking public land to create connected, sustainable places where people can live, work, play and thrive.

We build great homes and communities where people can prosper, catering for different budgets, lifestyles and needs. Our homes are designed to be sustainable and affordable - giving more Victorians the opportunity to live where they want to be, without having to compromise on quality.

We deliver places that make a genuine difference to the people of Victoria.

A project by



INTRODUCTION AND PURPOSE

Olearia is a new residential community in Morwell, in the heart of Gippsland, delivered by Development Victoria.

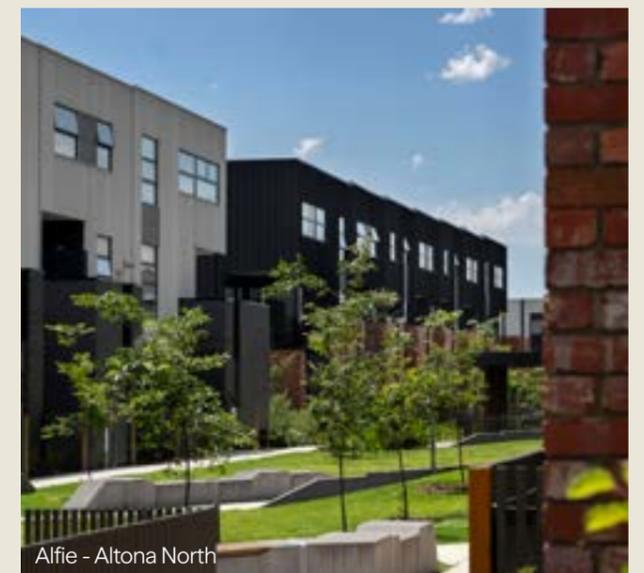
The project will provide a range of residential lots designed to support a diverse mix of home types and budgets, helping more people build and settle in the Latrobe Valley. Olearia has been planned to create a liveable, cohesive neighbourhood that feels connected and well considered from day one. The masterplan with its connected streets are designed to support a strong sense of community, with convenient access to local services, schools, transport and the Morwell township.

This **Builder Information Pack** has been prepared to support builders who wish to participate in Olearia's house and land offering. It outlines the project context, builder requirements and key processes to help ensure a consistent customer experience and high-quality outcomes across the community.



“

We deliver places that make a genuine difference to the people of Victoria.



WHY DEVELOPMENT VICTORIA WANTS TO PARTNER WITH BUILDERS

At Olearia, we see builder partnerships as a strategic growth opportunity, not just an add-on sales channel.



By working closely with aligned builders, we can expand market reach, create additional enquiry streams, and convert more buyers through integrated house-and-land solutions.



For builders, this means access to a professionally managed Development Victoria project, increased exposure through our marketing channels, stronger brand association, and the opportunity to generate consistent sales in a supported, structured environment.



We are committed to long-term, collaborative partnerships where product, pricing and process are aligned to market demand.



By combining Development Victoria's land development expertise with builders' design capability, fixed pricing certainty and customer relationships, we can deliver a more seamless buying experience and stronger commercial outcomes for both parties.



OBJECTIVES OF THE OLEARIA HOUSE AND LAND PACKAGING PROGRAM

The House and Land Packaging Program at Olearia has been established to achieve the following objectives:

1

Increase Buyer Choice

Provide purchasers with a diverse range of home designs, price points and façade options, enabling buyers to find a product that suits their lifestyle, budget and stage of life.

2

Support Local and Regional Builders

Create genuine partnership opportunities for capable builders, particularly those servicing the Latrobe Valley and broader regional market, by providing access to land supply, coordinated marketing exposure and structured collaboration.

3

Deliver Affordable, High-Quality Housing Outcomes

Combine Development Victoria's and builder expertise to deliver homes that are well-designed, buildable and cost-certainly. Fixed-price, compliant house-and-land packages provide clarity and confidence for buyers.

4

Improve Sales Momentum and Market Reach

Activate additional sales channels beyond traditional land-only sales by leveraging builder networks, databases and display presence to generate enquiry, referrals and incremental transactions.

5

Provide Access to Federal and State Government Support

Structure compliant house-and-land packages that enable eligible purchasers to access available government pathways, including:

- Australian Government 5% Deposit Scheme
- Australian Government Help to Buy (2% deposit shared equity option)
- Victorian First Home Owner Grant
- Victorian stamp duty exemptions or concessions

This expands the addressable first home buyer market and lowers the barrier to entry for eligible purchasers.

6

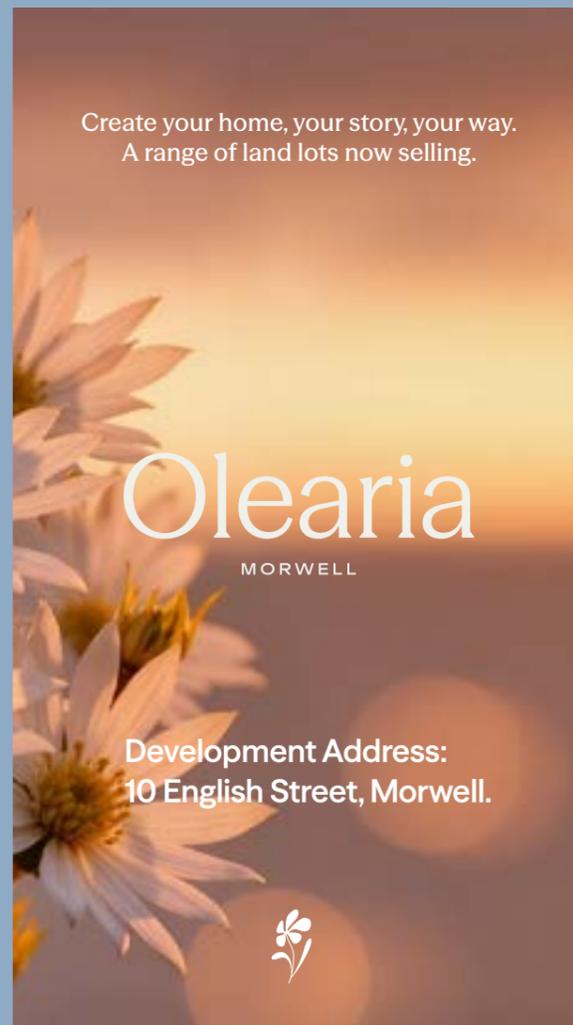
Enhance the Customer Experience

Deliver a more seamless buying journey by aligning land release, home design, pricing and construction timeframes. Clear packaging processes and defined responsibilities reduce uncertainty for buyers

PROJECT OVERVIEW

VISION

Olearia is a boutique, fully serviced residential neighbourhood in Morwell that gives people the freedom to design a home that suits their life stage in a well-known regional location with everyday convenience close by. The vision is to deliver bigger value, flexible living and genuine connection, shaped by Morwell's relaxed rhythm and Gippsland's natural setting.



PLACEMAKING PRINCIPLES

Olearia is planned as a straightforward, liveable neighbourhood that supports everyday routines and long-term value. The focus is on well-proportioned, fully serviced lots, comfortable streetscapes and a connected setting that feels easy to live in from day one.

Choice and flexibility

A diverse lot mix to suit different budgets and life stages, with the freedom to design homes without restrictive design guidelines.

Liveable streets and walkability

Tree-lined streets and walkable connections to local schools, shops, sport and community facilities..

Convenience close to home

Easy access to Mid Valley Shopping Centre, public transport, and key regional services including health and education.

Community connection

A neighbourhood designed to support natural day-to-day interaction and a welcoming local feel.

Nature and open space

Proximity to parks and reserves across Morwell and the wider Gippsland surrounds, supporting outdoor living and well-being.

TARGET MARKET



First home buyers

Compact, low-maintenance lots and strong value in an established regional centre.



Families

Larger lots with flexibility for family-friendly floorplans, backyards and future growth.



Downsizers

Manageable lots with the ability to design a simpler, lower-maintenance home without compromise.



Local upgraders / regional buyers

People already connected to Morwell / Gippsland seeking more space, easier living and better value.



Investors

Buyers seeking a new-build home-and-land opportunity in a well-serviced regional location, with broad appeal to renters due to proximity to shopping, schools, transport and key employment/education/health precincts.

KEY PROJECT DIFFERENTIATORS



Affordability and value

A boutique land community offering well-proportioned, fully serviced lots suited to a range of budgets.



No restrictive design guidelines

Buyers can shape a home that reflects their lifestyle and preferences (builder choice and design flexibility supported).



Lifestyle and liveability

A calmer regional pace, shorter commutes, and proximity to parks and reserves that support well-being and outdoor living.



Established location with daily needs nearby

Close to key amenities including shops, schools, sport and community facilities, with public transport connections and access to regional education/health services.



Development Victoria delivery

A government agency project aligned to broader housing supply and quality placemaking outcomes, with a focus on connection, sustainability and long-term community value.

HOW TO WORK WITH DEVELOPMENT VICTORIA

Development Victoria has established a clear and streamlined process to support effective collaboration with our builder partners at Olearia.

Lot Availability

- All released lots at Olearia are available for house and-land packaging, commencing with the initial 12 lots in Release 1
- Builders may package on as many available lots as they wish
- We encourage a diverse mix of product across lot sizes to maximise buyer choice and market responsiveness

SUBMITTING A HOUSE AND LAND PACKAGE

To have your package promoted through Development Victoria and Stockdale & Leggo channels, please provide the following in a single email submission:

Package PDF (Mandatory)

- High-resolution, print-ready PDF format
- Must not be password protected
- Must include required disclaimers

Supporting Assets (High Resolution)

Please provide separately or embedded clearly within the PDF:

- High-resolution floorplan image
- Floorplan name
- Total house size in:
 - Squares (SQ)
 - Square metres (m²)
- High-resolution façade image
- Façade name
- Standard inclusions list
- Marketing description of the home (short paragraph suitable for website and portal use)
- Disclaimer

Package Expectations

To maintain consistency and quality across Olearia:

- Pricing must be clearly stated and accurate
- Packages must comply with [ResCode](#)
- Fixed-price contracts are strongly encouraged to provide buyer certainty

and support application for government grants

- Builders are expected to respond promptly to requests for clarification or updates

Ongoing Updates

Builders are responsible for:

- Updating pricing when changes occur
- Advising if packages are withdrawn or amended
- Providing revised PDFs when necessary

Development Victoria reserves the right to remove packages that are outdated, non-compliant, or incorrectly priced.

NEXT STEPS

Email house and land packages to: marketing@development.vic.gov.au

For all lot and house and land package enquiries, deposit confirmations and reservation requests, please contact our appointed sales agent:

George Demetrios
Stockdale & Leggo (Morwell/Traralg)
George@stockdaleleggo.com.au
[0413 776 303](tel:0413776303)

MARKETING SUPPORT



Development Victoria will:

Promote compliant packages via:

- Olearia website
- Monthly EDM communications
- Social media channels
- Realestate.com.au listings (where applicable)
- Stockdale & Leggo sales office exposure

Provide clear release schedules and lot information

Maintain transparent communication and structured processes

Our goal is to create a professional, efficient and commercially aligned partnership environment that supports sales growth for both parties.

RESERVING A LOT

If you have a qualified purchaser and require a lot to be secured:

A lot will only be removed from the market once the agreed initial deposit amount is received.

Verbal holds or informal requests cannot be accommodated.

Clear communication regarding purchaser readiness is essential to ensure smooth coordination. This ensures transparency and fairness across all builder partners.

Please liaise directly with our appointed sales agent if you need a lot deposited. The lot will not be taken off the market until a deposit is received.

George Demetrios
Stockdale & Leggo (Morwell/Traralgon)
George@stockdaleleggo.com.au
[0413 776 303](tel:0413776303)



BUILDER REFERRAL PROGRAM

Do you have a client looking to build a house and land package in Release 1? Why not refer them to Olearia?

If they purchase land at Olearia, you can celebrate on us with a \$1,000 gift card.

- Step 1** → Request that your client mention your name and provide your contact details to the Olearia sales agent when they visit the Stockdale & Leggo Morwell office.
- Step 2** → Your client fills out the Builder Referral Form, selects their preferred lot and pays a deposit.
- Step 3** → Once the purchaser's contract becomes unconditional, your \$1,000* Mastercard gift card will be sent directly to you by the card issuer via Australia Post Registered Mail or SMS.

There is no limit to the number of clients you can refer to purchase at Olearia!

Download and complete the form online. Terms and conditions apply.



BUILDERS' GUIDE TO GOVERNMENT GRANTS

Structuring Compliant House and Land Packages Under \$650,000

ENABLING ACCESS TO GOVERNMENT SUPPORT (REGIONAL VICTORIA)

Olearia is strategically positioned within the Regional Victoria pricing thresholds that allow eligible purchasers to access a range of Federal and State Government support programs.

To maximise buyer eligibility and sales conversion, Development Victoria encourages builder partners to structure compliant, fixed-price house-and-land packages at or below \$650,000 total package price (land + build combined) where feasible.

Why \$650,000 Matters (Regional Victoria)

For homes in Regional Victoria, the current Help to Buy property price cap is \$650,000 total purchase price.

Maintaining compliant package pricing within this threshold may enable eligible buyers to access:

- Australian Government Help to Buy (2% deposit shared equity)
- Australian Government 5% Deposit Scheme
- Victorian First Home Owner Grant (subject to state thresholds)
- Victorian stamp duty exemption or concession (subject to value thresholds)

Packages priced above this level may restrict eligibility for certain federal programs.

BUILDER RESPONSIBILITIES – WHAT MAKES A PACKAGE “ELIGIBLE”

To support customer access to government pathways, house-and-land packages should:

1 Be Fixed Price

- Fixed-price or clearly capped building contract
- No open-ended cost escalation clauses
- Clearly defined inclusions and specifications
- Suitable for standard bank construction lending

Price certainty is critical for:

- Lender valuation
- Government equity calculations (Help to Buy)
- Customer confidence

2 Be Fully Documented

At time of finance assessment, the package must include:

- Land contract
- Fixed-price building contract
- Confirmed total package price
- Clear specification of mandatory build components

Incomplete or staged pricing structures may compromise eligibility.

3 Remain Within Total Package Threshold

For Help to Buy eligibility in Regional Victoria:

- Total land + build price must not exceed \$650,000.

Builders are encouraged to:

- Design efficient, market-aligned product
- Optimise inclusions without unnecessary cost escalation
- Consider façade and specification flexibility where required to remain compliant

4 Support Owner-Occupier Purchases

Government programs require that purchasers:

- Intend to live in the home as their principal place of residence
- Meet individual eligibility criteria (assessed by lenders or relevant authorities)

Investment-focused packages are not eligible under these schemes.

What This Means for Builders

Structuring compliant packages within government thresholds:

- ✓ Expands the qualified buyer pool
- ✓ Increases enquiry-to-contract conversion

- ✓ Activates first home buyer demand
- ✓ Improves affordability positioning
- ✓ Reduces reliance on discounting

In the Latrobe Valley market, deposit accumulation is often the primary barrier - not borrowing capacity. Compliant packaging can materially reduce that barrier for eligible buyers.

BEST PRACTICE FOR GOVERNMENT-READY PACKAGES

Builders are encouraged to:

- Provide at least one compliant package per active lot (where commercially viable)
- Clearly state total package pricing
- Ensure disclaimers align with lender requirements
- Update pricing promptly if variations occur
- Avoid “from price” structures that may push final contract value above thresholds

Development Victoria reserves the right to promote packages as “Government Support Eligible” only where compliance has been confirmed.

Important Clarification

Development Victoria does not assess purchaser eligibility for any government scheme.

BUILDERS' GUIDE TO GOVERNMENT GRANTS

Eligibility is assessed by:

- Participating lenders (Federal deposit schemes and Help to Buy)
- Housing Australia (Help to Buy)
- State Revenue Office (Victorian FHOG and stamp duty)

Builder partners are not required to assess eligibility but must ensure package structure supports access.

STRATEGIC ALIGNMENT AT OLEARIA

Olearia's target market includes:

- First home buyers
- Essential workers
- Local families
- Renters transitioning to ownership

Providing compliant, fixed-price house-and-land packages under \$650,000 directly supports:

- Regional affordability objectives
- Increased buyer confidence
- Sales absorption in early stages
- Stronger joint commercial outcomes

Simple Example – \$600,000 Olearia Home (Illustrative Only)

Scenario	Deposit Required	Government Support
Traditional Purchase	\$120,000 (20%)	None
5% Deposit Scheme	\$30,000	Government guarantee (may avoid LMI)
Help to Buy	\$12,000 (2%)	Government equity share (example up to 30–40%)
FHOG	N/A	\$10,000 grant (if eligible)
Stamp Duty	Potentially \$0 (if under \$600k)	Exemption may apply

All figures are illustrative only and subject to eligibility, lender approval and current government policy settings.

FIRST HOME BUYER SUPPORT COMPARISON

Olearia – Morwell (Regional Victoria)

Below is a simple overview of the main government supports that may be available to eligible first home buyers purchasing at Olearia.

Support Option	Minimum Deposit	What the Government Provides	Property Type	Key Benefit	Can It Be Combined With Other Supports?
5% Deposit Scheme (Australian Government)	5%	Government guarantees part of your loan so you may avoid LMI	New or existing homes (within price caps)	Buy sooner with lower deposit and potentially no LMI	✓ Can usually combine with FHOG and stamp duty savings
Help to Buy (2% Deposit Option) (Australian Government)	2%	Government contributes an equity share (up to 40% for new homes)	New or existing homes within regional price cap	Very low deposit and smaller loan amount	✓ May combine with FHOG and stamp duty savings (if eligible)
Victorian First Home Owner Grant (FHOG)	No specific deposit rule (depends on lender)	\$10,000 one-off grant (for eligible new homes)	New homes only (value cap applies)	Reduces upfront costs	✓ Can combine with either federal scheme
Victorian Stamp Duty Savings	N/A	Full exemption up to \$600k; concession up to \$750k	New or existing homes	Reduces or eliminates stamp duty	

BUILDERS' GUIDE TO GOVERNMENT GRANTS

DEPOSIT PATHWAY COMPARISON

\$600,000 House and Land Package – Olearia (Morwell)

Assumptions:

- Purchase price: \$600,000
- New home
- Regional Victoria
- Help to Buy example assumes 30% government equity (for illustration)

1 Upfront Deposit Required

Option	Buyer Deposit	Dollar Amount
Traditional Purchase	20%	\$120,000
5% Deposit Scheme	5%	\$30,000
Help to Buy (2%)	2%	\$12,000

2 Government Support

Option	Government Support Type	Example Amount
Traditional	None	\$0
5% Deposit Scheme	Government loan guarantee (may avoid LMI)	No cash contribution
Help to Buy (2%)	Government equity share (up to 40% for new homes)	\$180,000 (30% example)

3 Bank Loan Required

Option	Loan Amount
Traditional (20%)	\$480,000
5% Deposit Scheme	\$570,000
Help to Buy (2%)	\$408,000

WHAT'S THE DIFFERENCE?

TRADITIONAL (20%)

- Larger deposit required
- Smaller loan
- No government involvement

5% DEPOSIT SCHEME

- Lower deposit than traditional
- Larger loan
- Government guarantee may help avoid LMI
- Buyer owns 100% of the home

HELP TO BUY (2%)

- Very low deposit
- Smaller loan
- Government holds an equity share
- Buyer can buy back share over time



Key Considerations for Olearia Buyers

- Help to Buy has a Regional Victoria price cap (currently \$650,000)
- Victorian First Home Owner Grant (\$10,000 for eligible new homes) may be accessed alongside either federal option
- Stamp duty exemptions / concessions may also apply
- Eligibility is assessed by participating lenders and relevant authorities

A project by



To the extent permitted by law (including the Australian Consumer Law), all information in this brochure is provided "as is" without representation or warranty of any kind as to the accuracy, completeness or suitability for a particular purpose and Development Victoria has no liability to any person under contract, tort, common law or equity or otherwise for any loss, expense, action, liability or damage which may arise from the information contained in this brochure. COPYRIGHT: No part of this work, including the designs and images contained in this brochure, may be reproduced or copied in any form or by any means (graphic, electronic, or mechanical, including photocopying, recording, taping or information retrieval systems) without the written permission of Development Victoria.

MARCH 2026