

Form G

Commonwealth of Australia
Competition and Consumer Act 2010 — subsection 93 (1)
NOTIFICATION OF EXCLUSIVE DEALING

To the Australian Competition and Consumer Commission:

Notice is hereby given, in accordance with subsection 93 (1) of the *Competition and Consumer Act 2010*, of particulars of conduct or of proposed conduct of a kind referred to subsections 47 (2), (3), (4), (5), (6), (7), (8) or (9) of that Act in which the person giving notice engages or proposes to engage.

PLEASE FOLLOW DIRECTIONS ON BACK OF THIS FORM

1. Applicant

- (a) Name of person giving notice:
(Refer to direction 2)

N97401 URBAN RENEWAL AUTHORITY (ABN 86 832 349 553)

trading as Renewal SA (Renewal SA)

- (b) Short description of business carried on by that person:
(Refer to direction 3)
Facilitating the delivery of urban renewal development projects within South Australia.

- (c) Address in Australia for service of documents on that person:

c/- Fisher Jeffries, Barristers and Solicitors

Level 1, 19 Gouger Street, Adelaide SA 5000

Attention: Mr C S Bungey.

2. Notified arrangement

- (a) Description of the goods or services in relation to the supply or acquisition of which this notice relates:

- Sale of vacant medium/high density residential land
- Construction of residential dwellings on the above land

- (b) Description of the conduct or proposed conduct:

Entry into contracts of sale of vacant subdivided land for residential use conditional upon purchasers also entering into building contracts with Rivergum Homes Pty Ltd (ACN 065 466 337) for the construction of residential homes of fixed design on that land.

(Refer to direction 4)

3. Persons, or classes of persons, affected or likely to be affected by the notified conduct

- (a) Class or classes of persons to which the conduct relates:
(Refer to direction 5)
- (i) Purchasers of subdivided vacant residential land
 - (ii) Builders of residential homes
- (b) Number of those persons:
- (i) At present time:
Purchasers – Nil
Builder - 1
 - (ii) Estimated within the next year:
(Refer to direction 6)
Purchasers – maximum of 65
Builder - 1
- (c) Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses:
- Purchasers – Not Applicable.
- Builder – Rivergum Homes Pty Ltd
(ACN 065 466 337)
387 – 391 South Road
Mile End SA 5031

4. Public benefit claims

- (a) Arguments in support of notification:
(Refer to direction 7)

The Playford Alive Project

As one of its projects, Renewal SA is the proprietor of the Playford Alive Project details of which are as follows:

Location:

Renewal Area - Davoren Park and Smithfield Plains

Greenfield area - Munno Para, Andrews Farm, Penfield

Total area: 1,000 hectares

Distance to Adelaide CBD: 30 kilometres north-west

Project commenced: 2008

Forecast project completion: 2025

Total Forecast Project Value: \$1 billion

The Playford Alive project involves the regeneration of the Peachey Belt suburbs of Davoren Park and Smithfield Plains and more than 500ha of greenfield development in Munno Para, Andrews Farm and Penfield. By the time the project is completed in 2025, there will be 40,000 people living in the project area. Throughout this new community is a host of new facilities such as schools, a GP SuperClinic, railway station, parklands and a proposed \$250m town centre due to commence construction in 2014. Playford Alive is a partnership involving Renewal SA, the Department for Communities and Social Inclusion (DCSI), the City of Playford and the local community.

Renewal SA will develop 339.8 Ha of greenfield land which will yield approximately 4,350 allotments providing some 6,100 dwellings. Renewal SA will also renew parts of the site (the Renewal Area) by coordinating:

- the provision of 814 new or upgraded houses for public rental
- the refurbishment of 600 dwellings and
- the creation of more than 700 residential allotments in the Renewal Area.

As the developer of Playford Alive, Renewal SA is responsible for the following activities:

- Engaging with stakeholders and community
- Assembling / managing land and assets
- Delivering public realm and dwellings
- Master planning and design
- Co-ordinating and constructing regional infrastructure
- Creating and selling residential allotments and commercial development sites
- Facilitating the delivery of innovative and affordable housing
- Facilitating place activation
- Community development, employment and training

Project Vision

Renewal SA's vision for a special place

In the view of Renewal SA, Playford Alive is a special place that brings together established suburbs and new areas under one united purpose – to enhance quality of life in a vibrant community. This ambitious project – one of the largest of its kind in Australia – will deliver a range of benefits such as improving the supply of affordable housing and community amenities in Adelaide's north; boosting access to quality health care and education; and supporting skills training and economic growth.

By the time the project is completed in 2025, there will be some 40,000 people living in a community renowned for its outstanding facilities and open space – more than 30 hectares dedicated to sports grounds, parks, wetlands and reserves. Bike and walking trails linking these green open spaces will help promote healthier lifestyles for residents and visitors. A wide range of housing – with a focus on affordability - is on offer throughout the project area: from new land blocks to new homes and apartments

as well as refurbished homes. Throughout this new community is a host of new facilities such as schools, a GP SuperClinic, railway station at Munno Para, parklands and an exciting new town centre that will set a new benchmark for retail and lifestyle in Adelaide's north.

Importantly, the Playford Alive urban development and renewal project is helping to drive major investment in infrastructure, training and services in the northern suburbs, creating jobs for many South Australians. In collaboration with the University of Adelaide, the City of Playford and the Federal Government, the Stretton Centre is being established to support enduring employment in Adelaide's north.

Current status

Since project commencement in 2008, Playford Alive has become a thriving new community at the gateway of the Barossa Valley.

- 29 land stages have been released for sale in Munno Para, Smithfield Plains and Davoren Park.
- 215 residential lots have been created in the Renewal Area and 910 residential lots in the greenfield area.
- 33 built products have been completed and offered for sale.
- 217 public housing dwellings have been renovated with 56 of these offered for sale.
- 123 new public housing dwellings have been constructed.
- New community facilities have opened including a GP super clinic and training facility, the Peachey Place Living Skills Centre in Davoren Park, child care centres and retail outlets.
- Two new schools have opened for students: John Hartley School (birth to year 7) in Smithfield Plains and Mark Oliphant College (birth to year 12) in Munno Para.
- A new railway station has been built and opened at Munno Para.
- New and improved parklands including two new wetlands have been constructed.

The Rivergum Project

As one initiative of the Playford Alive project, Renewal SA proposes to develop an innovative range of affordable housing on small allotments. The selection of Rivergum Homes to undertake this project with Renewal SA resulted from a public expression of interest process where Renewal SA sought submissions from builders who were interested in undertaking innovative affordable housing projects within the Playford Alive project.

As a result of a Deed executed by Rivergum and Renewal SA, Rivergum will build on a maximum of 65 allotments to be created by Renewal SA to designs developed by Rivergum and Renewal SA in collaboration with a view to providing innovative and affordable housing dwellings on small residential allotments.

The public benefit in Renewal SA undertaking the development in this way can be summarized as follows:

- This is a new innovative form of housing development by essentially achieving “apartment-style” density but within single and 2 storey dwellings. If it proves successful, will provide the broader market with the capability to replicate the development and provide a greater number of affordable homes to South Australians and assist housing affordability generally.
 - Rivergum has already committed significant time and expertise in developing the plans for the built form outcomes.
 - The small lot housing development has been designed in a fully integrated manner that provides a high quality streetscape, public realm and built-form design outcome.
 - This structure is providing high quality homes to people from prices ranging from \$156,000 to \$209,000, which is providing affordable housing to South Australians.
 - There are only 65 homes being offered to the market through this arrangement with more than 4,350 lots being offered for sale during the course of the Playford Alive project.
 - There are many other allotments, of various sizes and prices that are currently available to the general public for purchase without restrictions imposed in this small development.
- (b) Facts and evidence relied upon in support of these claims:

Approved sample House designs are attached, for which Rivergum will be able to construct high quality affordable residential dwellings at competitive prices due to economies of scale and the structure of the arrangements between Renewal SA and Rivergum.

5. Market definition

Provide a description of the market(s) in which the goods or services described at 2 (a) are supplied or acquired and other affected markets including: significant suppliers and acquirers; substitutes available for the relevant goods or services; any restriction on the supply or acquisition of the relevant goods or services (for example geographic or legal restrictions):
(Refer to direction 8)

The intention of parties is that the allotments subject to the arrangement for which notification is made will be sold largely to the First Home Buyer Market, but will also be appealing to older couples, retirees, or single people who are not first home buyers. Otherwise, allotments in the Playford Alive Project are sold to:

- the First Home Buyer Market,
- Second and Subsequent Home Buyers,
- Residential Home Builders, and
- Investor Purchasers.

6. Public detriments

- (a) Detriments to the public resulting or likely to result from the notification, in particular the likely effect of the notified conduct on the prices of the goods or services described at 2 (a) above and the prices of goods or services in other affected markets:
(Refer to direction 9)

It is likely that no detriment will flow to the public as potential purchasers will recognise the significant cost savings to be obtained by purchasing a house and land package through this unique and innovative product.

- (b) Facts and evidence relevant to these detriments:

Rivergum was selected by Renewal SA to partner with Renewal SA in this innovative project as a result of a public expression of interest process. Renewal SA has substantial market knowledge and has entered into this process in order to secure innovative housing product at affordable prices for purchasers achieved by way of economies of scale for the builder.

7. Further information

- (a) Name, postal address and contact telephone details of the person authorised to provide additional information in relation to this notification:

Chris Bungey
Fisher Jeffries
Level 1, 19 Gouger Street
Adelaide SA 5000

Dated..... *8 May 2014*

Signed by/on behalf of the applicant

..... *Chris Bungey*

(Signature)

CHRISTOPHER BUNGEY.
(Full Name)

FISHER JEFFRIES.....
(Organisation)

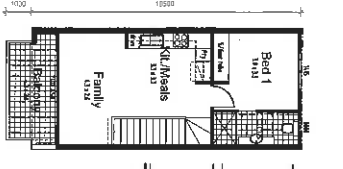
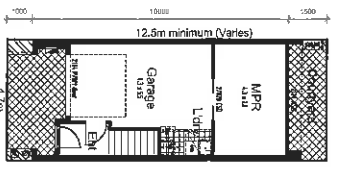
SPECIAL COUNSEL.....
(Position in Organisation)

DIRECTIONS

1. In lodging this form, applicants must include all information, including supporting evidence that they wish the Commission to take into account in assessing their notification.

Where there is insufficient space on this form to furnish the required information, the information is to be shown on separate sheets, numbered consecutively and signed by or on behalf of the applicant.

2. If the notice is given by or on behalf of a corporation, the name of the corporation is to be inserted in item 1 (a), not the name of the person signing the notice, and the notice is to be signed by a person authorised by the corporation to do so.
3. Describe that part of the business of the person giving the notice in the course of the which the conduct is engaged in.
4. If particulars of a condition or of a reason of the type referred to in section 47 of the *Competition and Consumer Act 2010* have been reduced in whole or in part to writing, a copy of the writing is to be provided with the notice.
5. Describe the business or consumers likely to be affected by the conduct.
6. State an estimate of the highest number of persons with whom the entity giving the notice is likely to deal in the course of engaging in the conduct at any time during the next year.
7. Provide details of those public benefits claimed to result or to be likely to result from the proposed conduct including quantification of those benefits where possible.
8. Provide details of the market(s) likely to be affected by the notified conduct, in particular having regard to goods or services that may be substitutes for the good or service that is the subject matter of the notification.
9. Provide details of the detriments to the public which may result from the proposed conduct including quantification of those detriments where possible.



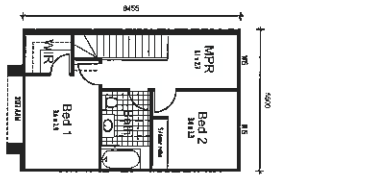
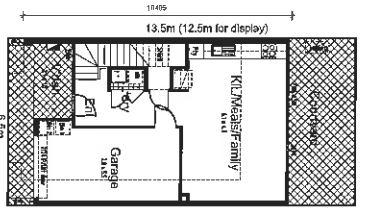
Front Elevation

Type A Areas	m ²
Lower Living	21.15
Upper Living	44.83
Garage	21.39
Bathroom	8.27
TOTAL	95.65
Overhead	8.77 (m ²)
Site Area	10.10

Lower Floor Plan

Upper Floor Plan

TYPE A - 22 of



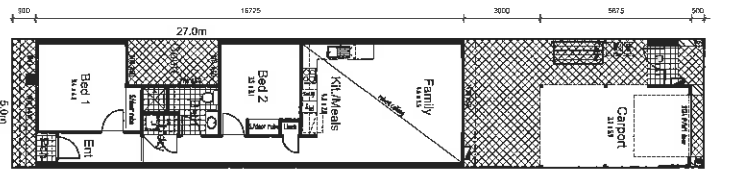
Front Elevation

Type B Areas	m ²
Lower Living	42.46
Upper Living	47.04
Garage	17.64
Vestib	4.29
TOTAL	111.43
Overhead	8.43 (m ²)
Site Area	10.10

Lower Floor Plan

Upper Floor Plan

TYPE B - 13 of

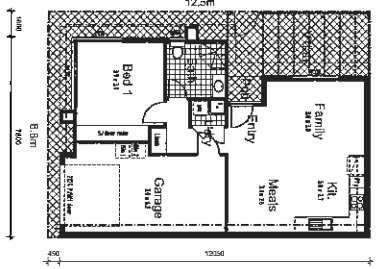


Front Elevation

Type C Areas	m ²
Living	76.56
Open Concept	18.82
Side Porch	2.14
Porch	0.82
TOTAL	98.35
Overhead	8.36
Site Area	10.10

Floor Plan

TYPE C - 10 of

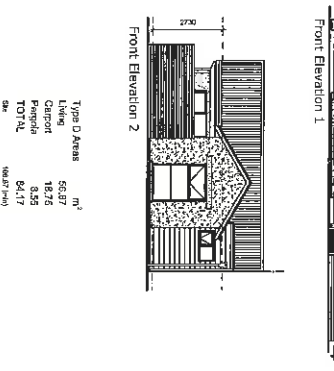
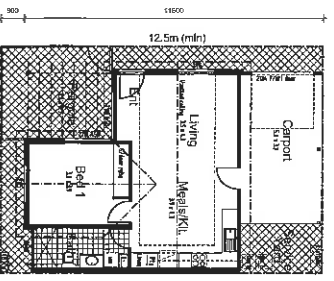


Front Elevation 1

Type E Areas	m ²
Living	61.09
Garage	21.52
Vestibule	15.12
TOTAL	97.72
Site Area	19.14

Floor Plan

TYPE E - 3 of



Front Elevation 2

Type D Areas	m ²
Living	56.87
Garage	18.76
Porch	8.55
TOTAL	84.17
Overhead	8.87 (m ²)
Site Area	10.10

Floor Plan

TYPE D - 8 of



SITE LOCALITY PLAN

PRELIMINARY CONCEPT

rivergum homes

90 Henley Beach Rd, Mile End SA 5031
 Phone: (08) 8264 7906 Fax: (08) 8234 6089
 A.B.N. 70 955 468 337 B.L.C. D.L.D. 113881
 Web: rivergumhomes.com.au

Rivergum Homes Group
 Small Lot Housing
 Playford Albie

Project No: 2024

Date: 16 October 2015

Scale: 1:100

Drawn by: [Name]

Checked by: [Name]

Approved by: [Name]

Project No: 2024

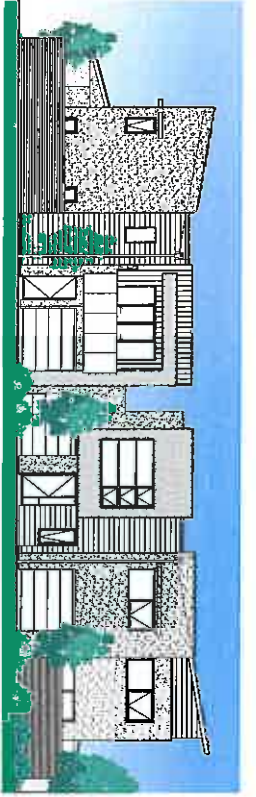
Date: 16 October 2015

Scale: 1:100

Drawn by: [Name]

Checked by: [Name]

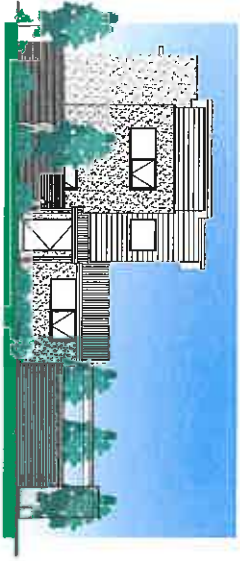
Approved by: [Name]



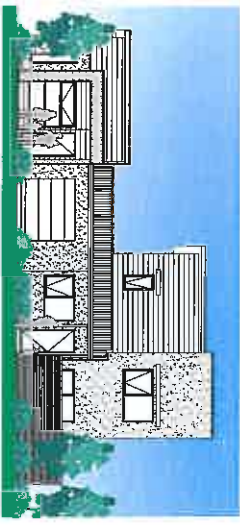
Southeast Streetscape



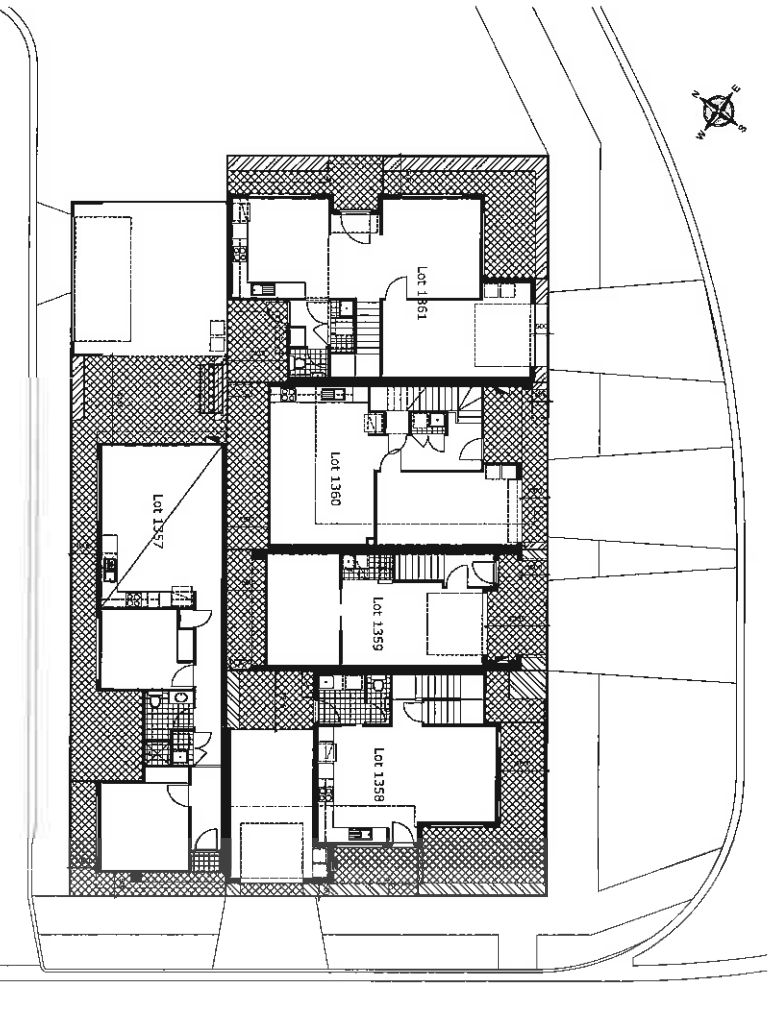
Northwest Streetscape



Northeast Streetscape



Southwest Streetscape



DISPLAY SITE PLAN

Preliminary Development/Urban/Neighborhood Physical/Visual Plan - Send for landscape final for landscaping - 2/20/2013 10:41:14 AM



Southern Streetscape



Eastern Streetscape



Northern Streetscape



Western Streetscape

PRELIMINARY CONCEPT

REVISED
 NOT FOR CONSTRUCTION
 This Plan and Design Manual
 are prepared for the purpose of
 providing information to the
 client and are not intended to
 be used for any other purpose.
 If you have any questions,
 please contact us at the
 address below.
 10/12/2013
 10/12/2013
 10/12/2013

rivergum
 homes

50 Henley Beach Rd, MILE END SA 5031
 Phone: (08) 8354 7800 Fax: (08) 8234 6399
 A.S.N. 70 695 466 337 B.L.C. B.D. 11/5881
 Web: rivergumhomes.com.au

Client: Rivergum Homes Group
 Project: Small Ld Housing
 At: Plyford Allee

Client	RDG	Date	11 October 2013
Scale	1:100	Sheet No.	4 of 4
Scale	1:100	ESD/C/PA	

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