

FAB, FAST & FAIR MODERN HOUSING

Bigger, bolder action on housing for South Australia



AMPLIFY's top 10 takeaways

- 01** South Australia is in a housing crisis, a generation in the making.
- 02** The SA Government is driving bold housing reforms, but further action is urgently needed.
- 03** Enabling modern construction is not difficult policy.
- 04** SA is positioned to leapfrog other jurisdictions and lead.
- 05** **The SA Government should set a clear target for new modern homes.**
- 06** **Action area 1**
Seeding the pipeline.
- 07** **Action area 2**
Modernise Regulations.
- 08** **Action area 3**
Mobilise skills.
- 09** Overcoming misperceptions.
- 10** Establish a Modern Construction Taskforce.

01 South Australia is in a housing crisis, a generation in the making.

Escalating costs are deepening intergenerational divides and eroding young people's trust in democracy. Adelaide's global liveability and economic growth are at risk as housing affordability and security decline.

02 The SA Government is driving bold housing reforms, but further action is urgently needed

Premier Malinauskas and AMPLIFY agree: this is not business as usual. It requires a 'war time' mindset: a full-scale push to remove remaining barriers to supply. While SA is leading the nation in many areas, it is still falling well short of its housing targets. SA industry has 6-12 months of relative breathing space to embed modern construction, before major infrastructure projects severely strain labour and materials for a decade.

03 Enabling modern construction is not difficult policy.

The potential downsides (costs and risk) are limited relative to expected upside, including proven speed, certainty and quality benefits, as well as price benefits when at scale. Construction, like other industries, will industrialise, go digital and go international. Advancements are here for the taking – for housing, health, education, the justice system etc. Ignoring the disruption taking place or looking backwards isn't an option.

04 SA is positioned to leapfrog other jurisdictions and lead.

SA's size, its history of manufacturing and innovation, the Premier's action-oriented leadership and the small but solid existing modern construction capacity are enough to enable fast progress. Local businesses are ready to scale and demonstrate the benefits to others to seed wider private sector uptake.

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The SA Government should set a clear target for new modern homes.

A target of at least 1,000 new modern homes by 2029 would be 10% at current building rates. This is not a substitute for traditional construction, it's additive and the only realistic way for SA to close the gap on its housing target.

6

Action area 1: Seeding the pipeline.

SA's 120-home prefab commitment is a strong start. Scaling modern construction depends more on pipeline certainty than quantum - manufacturers invest on small but steady commitments, if clearly communicated, and realise efficiencies quickly. The business case is stronger for regional housing, but more scale is needed to build investor confidence for the mainstream private housing markets in urban infill and greenfield. Large-scale urban projects (e.g. Southwark, Bowden, Forestville) are ideal to showcase modern construction and build confidence to unlock private sector growth. Developer, architect, builder, and procurement collaboration is essential.

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Action area 2: Modernise Regulations.

Regulations need updating to accommodate offsite construction: planning approvals, licensing, certification, and contracted payment schedules need to flex to modern processes and risk. Changes should align with national efforts to avoid cross-border frictions for business. This is key for confidence amongst consumers, financiers, insurers and regulators.

8

Action area 3: Mobilise skills.

Further reform is needed to develop the skills necessary to transition the existing industry and attract the next generation. Modern methods enhance individuals' capacity, provide new jobs for lower and semi-skilled workers, and broadens the appeal of working environments and careers in construction.



9

Overcoming misperceptions.

We care most about homes being built quickly and well; far less about how exactly homes are built. Categorising homes as 'prefab', MMC or other new terms in the public discourse could undermine acceptance. AMPLIFY will refer to modern construction/building/homes alongside its 'Fab, Fast & Fair Housing' branding with the community and promote hands-on experiences of modern homes to build confidence.

10

Establish a Modern Construction Taskforce.

Change is hard and there will be resistance. A dedicated Taskforce operating from the centre of Government (e.g. out of DPC), comprised of government, community and industry, is essential to deliver the multi-pronged approach, at pace and coordinated across planning, regulation, procurement, financing and training. AMPLIFY can bring the community perspective, as well as the tools to find consensus.

What modern housing delivers

Modern housing done right, delivers:



Faster construction



Certainty on build time and cost



Higher build quality



Reduced costs over time



Lower environmental impact



#1

South Australians rank housing as the top priority for government.

73%

of South Australians support expanding the use of pre-fab homes.