

### STUDENT WORKSHEET

Building a house is a complex process and there are a number of factors that influence decisions when designing and building a house. In this series of activities, you will have a closer look at what influences decisions to purchase a house.



#### ON YOUR OWN

Like any organisation, home builders have a selling point that is designed to attract customers.

Have a look at the tag lines from the three WA building companies below and think about what impression they are trying to make on potential customers. Write down your explanation of the meaning of each builder's tag line. For example, for Plunkett Homes, you might write:

*We've been in business for a long time so you can trust us, but we're also focused on the future, so we're modern and environmentally friendly.*

Plunkett Homes "Building the Future since 1903"

<https://www.plunketthomes.com.au/>

Dale Alcock Homes "At Dale Alcock, we put you first, every time"

<https://www.dalealcock.com.au/about-us/>

Ventura Homes "Live a well-designed life"

<https://www.ventura-homes.com.au/>

Once you've written your own interpretation of each builder's tag line, go to their websites and find five selling points for each builder that you think backs up your interpretation.



#### WITH YOUR GROUP

When working in a group, allocate a note taker and speaker to report on your group's findings.

Each group member should have a list of 15 selling points you have found on the three builder's websites. Compare and contrast your selling points and categorise them using labels like:

- cost
- environmental sustainability
- luxury
- customer service
- space/size
- energy efficiency.

Once you have categorised all of the selling points the members of your group identified, order the categories from those that have the most selling points to those that have the least.

Discuss with your group what you think this tells you about the relative importance of each selling point. Share your group's findings with the class.



## WITH YOUR GROUP

Your next task is to learn everything you can about the process of building a home before your visit to the Construction Futures Centre, so that you can identify:

- The key stages in the process.
- The job roles involved at each stage.
- Factors that influence decisions when purchasing a home.

This is a big task, so divide up the work among group members. Start by discussing and agreeing on research questions and potential search terms and then allocating these to members of your group.

Once you're ready to begin researching, the websites below will give you a place to start, but you should broaden your research, concentrating on reliable sources from Australia.

<https://ctf.wa.gov.au/>

<https://www.commerce.wa.gov.au/sites/default/files/atoms/files/homebuyerssurvivalguidesectionthreebuildingahouse.pdf>

<https://www.yourhome.gov.au/you-begin/design-process>

<https://wa.homebuyers.com.au/a-step-by-step-guide-to-understanding-the-building-process/>

When you have completed your web search and collated your information, meet with your group to discuss your findings and identify further research you will need to find when you visit the Construction Futures Centre.

While at the Construction Futures Centre use the information in the exhibits to confirm and add to the key stages in the process of building a home and the job roles involved at each stage.



## ON YOUR OWN

Using the research generated by your group and after your visit to the Construction Futures Centre, create a flow diagram showing the key stages of building a home and the roles in the construction industry associated with each stage.

Create a magazine advertisement or website home page for an imaginary home building company. Include a tag line and key selling points for your company and the homes they build.

The selling points you include should be informed by the research you completed with your group.



## WITH YOUR GROUP

Share your advertisement with your group, explaining your tag line and key selling points and how these are informed by your research.