



**Hunter:** A new concept for bringing builders, other tradespeople, designers and suppliers into contact with the general public will be launched in Newcastle on 31 May 2008. The HIA Hunter Home Ideas Centre, a new complex in the industrial estate of Steel River at Mayfield West, is set to revolutionise the way the home building industry does its business in the surrounding region.

Well located alongside the Industrial Highway, just a few minutes' drive from the central business district and within easy reach of Newcastle's satellite suburbs, the centre rejects traditional concepts of how building products and services should be displayed. HIA's Home Ideas Centre Manager, Steve Jeffries, said its design resulted from extensive consultation with members and consumers.

**Steve said research indicates that kitchens and bathrooms are the current 'hot' items with consumers.** "We will have twelve kitchen displays in the centre, all by established cabinet-makers, so consumers will meet the people who will actually be doing the work," he said. "The same goes for the bathroom exhibits.

This state of the art HIA Homes Ideas Centre showcases local construction industry services in addition to 15 display modules each two metres high by a metre wide, leased by local builders, architects, product suppliers and home designers. "In all we will have more than 60 exhibitors committed to the centre using more than 1300 square metres of display area," Steve said.

The early response by potential exhibitors has been great. There is a lot of interest. Display Sites are going quickly. It is definitely first in best dressed. Leased Office space is also available. There are also meeting, training and function rooms that can be hired.

Steve said that it is pleasing that the centre will have local exhibitors with a mix of state and national displays also. "Home Ideas Centre is truly a one-stop shop where you can meet the builder, the architect and the landscape designer and then go and sort out your finance," he said. The May 31 opening will be preceded by an intensive advertising campaign involving television and print media. The day itself will feature activities for all the family including a sausage sizzle, face painting and cooking demonstrations by a well-known Newcastle restaurateur.

**People interested in exhibition space can contact Steve Jeffries on 02 4014 2000.**

