

26 September 2026

Productivity Commission
4 National Circuit
Barton ACT 2600, Australia

Submission via online form

Dear Housing Supply Regulation team

Thank you for the opportunity to provide feedback on the Productivity Commission's interim report on housing supply regulation. As a leading building materials manufacturer, James Hardie supports reforms that improve construction industry productivity and help deliver more homes for Australians.

James Hardie is a market leader in exterior building products and solutions, and we proudly manufacture Hardie™ fibre cement cladding products in Rosehill, New South Wales and Carole Park, Queensland. We work closely with builders, architects, designers, governments and industry stakeholders across the housing sector, giving us an unparalleled insight into current design and building practices. We have also engaged with the New South Wales Government Architect on their housing pattern books, providing us with first-hand insight into both the opportunities and limitations of this approach.

We are making a submission to the Productivity Commission regarding **Reform Direction 3.2**, which proposes increasing the use of pattern books. We note that the Senate Select Committee on Productivity in Australia also made a similar recommendation in its interim report on housing, with a specific call-out in **Recommendation 14** for a national pattern book to complement a revised National Construction Code.

James Hardie's view is that any further uptake of pattern books must be approached very carefully and through a thorough and transparent consultation process. The key constraints on housing supply are structural and economic in nature, and as such, pattern books will not drive substantial positive change unless the patterns included are designed to enable commercially viable construction, to be broadly appealing to future homeowners and to be capable of being delivered efficiently at scale. Industry stakeholders, such as architects, building designers, product manufacturers, planners, cost estimators and builders, should therefore play a central role in their development.

The Commission has identified streamlined delivery as a key objective of pattern books, and material selection will be critical to achieving this objective. While modern methods of



construction has a role to play, streamlined delivery can also be achieved through conventional construction methods when efficient products and systems are specified. Products that can be installed quickly and efficiently should therefore be appropriately recognised in the development of pattern book designs.

It is also important that the materials specified in pattern books are high quality, align with and support relevant sustainability targets and are resilient in Australian conditions. Pattern books should also promote the usage of locally made materials in order to reduce supply chain risk and support domestic manufacturing in accordance with the Future Made in Australia agenda. It is important that pattern books have a net positive effect on the Australian economy.

Importantly, pattern book homes should be capable of being delivered flexibly. Limiting construction of the pattern book designs to builders of a certain size, or only publishing designs that favour a particular construction method, risks limiting adoption and reducing the potential housing supply benefits. Broad industry uptake will depend on ensuring a range of builders can participate and deliver these homes.

James Hardie would welcome the opportunity to engage further with the Productivity Commission, alongside federal, state and territory governments and other industry stakeholders, on any further work regarding a national pattern book. We would also be pleased to share insights from our annual Modern Homes Forecast (**attached**), a report which brings together industry experts to identify emerging housing and construction trends and changing consumer preferences. To be truly successful, pattern books must reflect how Australians want to live and what builders are capable of delivering.

Thank you for considering this submission. Should you wish to discuss any aspect of our feedback further, please do not hesitate to contact us.

Yours sincerely

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