

Big award for Little E

PROPERTY giant Landcom has recently been awarded the 2008 Royal Australian Institute of Architects Premier's Prize for its Prince Henry coastal community in Little Bay.

The gong was presented as part of the annual NSW Premier's Public Sector Awards commemorating excellence in projects with an environmental edge.

Landcom managing director Sean O'Toole said the award was a proud achievement.

"Landcom's vision for Prince Henry was as a spectacular coastal community that would showcase the best in social, environmental and economic sustainability. For this to happen, we needed the masterplan to reflect the site's rich history, heritage, architecture and unique geological significance."

The 85ha site has about 800 dwellings located in just 35ha, while the remainder will feature a golf course, retail village, community centre, restored heritage-listed buildings and protected bushland.

Last Friday, the Prince Henry development got another gong when it won the Masterplanned Residential Lifestyle Development award from the Urban Development Institute of Australia.

WATCH OUT FOR 'FREE'

THE Fairfax newspapers real estate site, Domain, misled its customers when it ran advertisements saying "Find your next home on your phone for free", the Australian Competition and Consumer Commission found.



TO MARKET, TO MARKET

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The consumer watchdog said that while the ads implied the service was completely free to consumers, users who conducted searches on their mobile phone incurred data usage charges via their telecommunications provider.

Website banners also claimed Domain's mobile alert service was free, but users were charged 55 cents for every alert received.

The commission's chairman, Graeme Samuel, said the case was a reminder to businesses about making misleading claims.

"The use of the word 'free' in advertising and promotional material is a powerful marketing tool for attracting consumers," he said.

"Consumers should be entitled to presume that when a service is advertised as 'free', they will not incur an unexpected fee or charge from the business itself or from a third party."

Under court-enforceable undertakings accepted by the commission, Fairfax will cease to advertise the Domain service as free where consumers may be charged and



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will post a correction on its website. Fairfax has also been ordered to update its trade practices law compliance program.

PUSH FOR MORE FLATS

ACCORDING to the State Government, granny flats might just be the answer to the current housing crisis. Premier Morris Iemma announced last week that he would push for more granny flats, or secondary dwellings, on private properties to help alleviate rental vacancy problems.

Mr Iemma said he would begin talks with local councils and the building industry about the initiative. He also said he would lobby the Federal Government to scrap capital gains tax on privately rented secondary dwellings.

These granny flats could not be sold separately, but rented as a source of income. Conservative es-

\$572,000 PRICE OF A TWO-BEDROOM APARTMENT 6/88 MOUNT STREET COOGEE SOLD THROUGH MCGRA