

Freecity is 'Innovating Future Living' as our core strategy and it is fast becoming the driver of our business. The overarching challenge for our industry is to produce the homes our growing communities need, at prices they can actually afford and we are quickly losing this battle. Poor productivity is at the centre of our challenges, where we are now producing housing 50% slower than 30 years ago.

Albert Einstein's profound understanding of life, science, and the human experience is a source of inspiration and wisdom for our industry, with the following quotes:

"We cannot solve our problems with the same thinking we used when we created them."

"You can't keep doing the same thing and expect to get a different answer"

In the face of Australia's mounting housing supply and affordability crisis, developers are being called to rethink traditional approaches. Freecity is answering that call with bold innovation, with new modern methods of construction leadership for Volumetric Modular Construction (VMC) in Australia for Living Sector assets, hotels, and hopefully affordable and social housing.

The emerging Living Sector asset class in Australia, has created an alignment between Developers/ Owners and Residents for the development and management of long-term successful rental communities. Better buildings based on whole of life thinking, are a 'no brainer' for long term owners, whilst also delivering better living environments and lower running costs for Residents.

"As part of Freecity's continued investment in innovation and long-term product excellence, we have established Freecity Innovation Insights. At Freecity, innovation is never a solo pursuit – and we will share our work with our partners to help grow the industry together. I look forward to the conversation."

– Jerry Huang, Freecity Group Chairman

Why VMC: Due to its' many inherent advantages: enhanced productivity – time and cost savings; high quality repeatable design supported by technology; low impact on sites, which is good for communities and; VMC is a true circular economy asset which delivers great sustainability outcomes.

What we are really about at Freecity, is a journey towards 'Innovative Future Living' rental communities based on well-being. We are keen to share this journey with you through 'Freecity Innovation Insights' as a way to share some of these ideas and the research which supports VMC, which is growing internationally to become a must have for countries with a deep housing supply and affordability crisis. I look forward to sharing these insights and research from our team each fortnight.



Steven Mann
Chief Strategy Officer

Steven Mann, Freecity's Chief Strategy Officer, has over 35 years of experience in property funds management and development. His leadership spans Stockland, Westpac Property, and Aevum Living, and he previously served as CEO of the Urban Development Institute of Australia. As Chief Strategy Officer at Freecity, Steven is helping shape the strategic journey towards 'Innovating Future Living', managing new business, corporate strategy, major projects, and corporate affairs.