



# 2024 Modern Homes Forecast, Design Trends and myHardies™

# Agenda

- Zero Harm
- Hardie Architectural Collection
- myHardies
- The 2024 Australian housing market update
- 'Modern' Design Trends



# ZERO HARM SAFETY CULTURE

Safety is the number one priority at James Hardie, and we believe it should be for everyone.

For information on the safe use of our products, please refer to our installation guides, Best Practice Guide and Safety Data Sheets (SDS) available at:

[www.jameshardie.com.au/working-safely](http://www.jameshardie.com.au/working-safely)



# Firstly, What is Silica?

Sand is largely composed of crystalline silica. Silica is the second most common mineral on earth and is found in many common building materials, Brick, Concrete & AAC etc.

## The Risk,

Silica when it's intact is harmless. However, when it is cut, drilled or otherwise abraded silica is released as fine particles that can be inhaled deep into the lungs

### Section 3 - Composition and Information on Ingredients

#### Ingredients

Name	CAS	Proportion
Quartz [Silica Crystalline]	14808-60-7	10-60 %
Calcium Silicate Hydrate	1344-96-3	10-50 %
Cellulose	9004-34-6	<15 %
Calcium Silicate	1344-95-2	<10 %
Ingredients determined not to be hazardous		Balance



## SAFETY DATA SHEET

### JAMES HARDIE FIBRE CEMENT PRODUCTS

Infosafe No.: LQA8L  
Version No.: 2.2  
ISSUED Date : 05/04/2022  
ISSUED by: James Hardie Australia Pty  
Limited

#### Section 1 - Identification

##### Product Identifier

JAMES HARDIE FIBRE CEMENT PRODUCTS

##### Company Name

James Hardie Australia Pty Limited

##### Address

Level 17/60 Castlereagh St, Sydney  
NSW 2000 Australia

##### Telephone/Fax Number

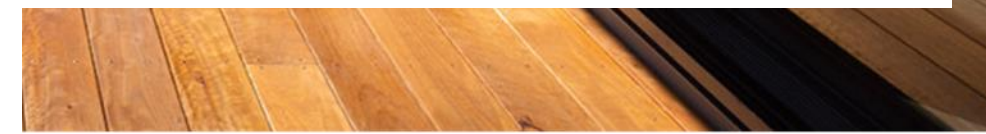
Telephone: 13 11 03

##### Emergency Phone Number

1800 638 556

##### Recommended use of the chemical and restrictions on use

Fibre cement products are used in internal lining, external cladding, soffits and eaves lining, internal/external flooring, decking and fencing applications as per the relevant installation guides.





# Working safely with Hardie™ fibre cement



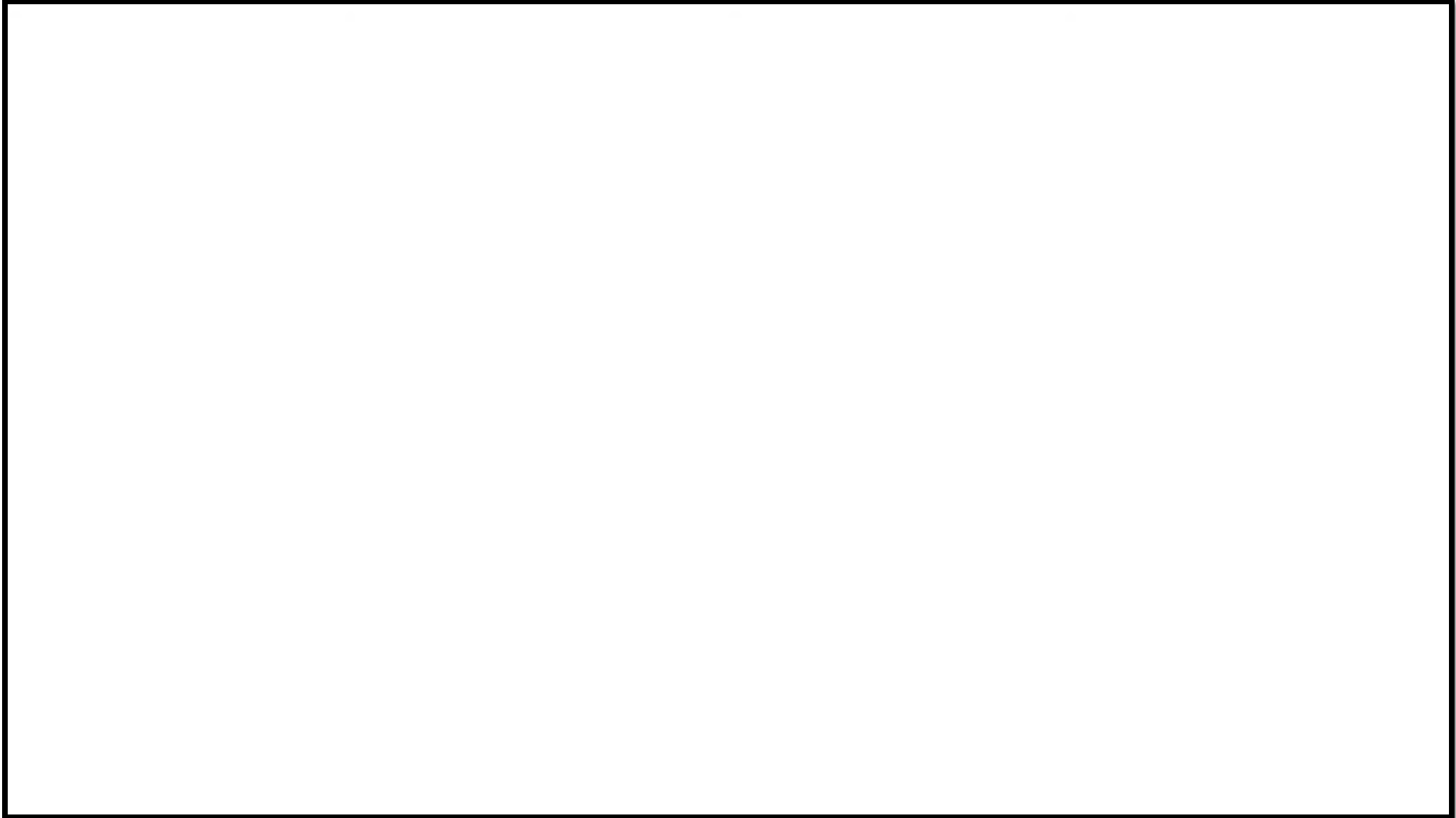
Hardie™ fibre cement products contain silica. Silica is the second most common mineral on earth and is found in many common building materials, including fibre cement.



The exposure standard for respirable dust is  $0.05\text{mg}/\text{m}^3$  over an eight hour period.



With a few simple controls you can keep below the exposure standards – here's the simple 2 step process.





## Key Takeaways

- Plan
- Use the right tools

## 1. Plan for safety



Identify risks on site



Read our James Hardie SDS, Best Practice Guide and Technical Manuals



Communicate and implement controls with your team

## 2. Use the right controls

For cutting products 9mm thick or less use dust-free cutting methods



Villaboard™ Knife



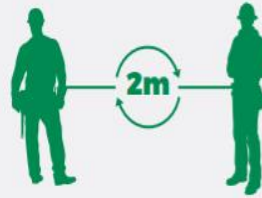
Hardie™ Fibreshears



Hand Guillotine

Cut in a well-ventilated area. Never dry sweep.

## For cutting products thicker than 9mm



Position cutting station downwind and 2m away from others. Consider rotating workers across cutting task.



Dust reducing circular saw fitted with Hardie™ Blade Saw Blade



Use an M or H class vacuum connected to the circular saw for cutting and for clean up.



P1 mask or higher

ONLY cut outdoors in a well-ventilated area. Never dry sweep.

# The Hardie™ Architectural Collection: A curated collection of textures and profiles

**NEW**

Hardie™ Brushed  
Concrete Cladding

Hardie™  
Oblique™ Cladding

Hardie™ Fine  
Texture Cladding

Linea™  
Weatherboard

Stria™ Cladding

Matrix™ Cladding

Axon™ Cladding



# Key Benefits of using James Hardie

## System benefits:



### EMBEDDED TEXTURE

Hardie™ Embedded Texture Technology creates beautiful textures without the need for specialist trades.



### SAVE TIME

Clad and paint on same day, so you can complete projects sooner



### SAVE COMPLEXITY

Simplify your builds by reducing the number of trades on site



### SAVE COST

Help reduce 'on the wall' costs compared to brick and rendered brick or standing seam

Hardie™ Brushed  
Concrete Cladding

Hardie™ Fine  
Texture Cladding

Hardie™  
Oblique™ Cladding

# Key Benefits of using James Hardie

## Performance benefits:



### DURABLE

Engineered to endure. Hardie™ fibre cement is resistant to fire, damage from termites and moisture, and rot resistant.



### FIRE RESISTANT

Adheres to bushfire attack level requirements to BAL40, with a fire rating up to 60 minutes when used with Hardie™ Smart Wall Systems.



### YEAR WARRANTY

30 year product warranty.



### COMPLIANCE

CodeMark certified.



Hardie™ Brushed  
Concrete Cladding



Hardie™ Fine  
Texture Cladding



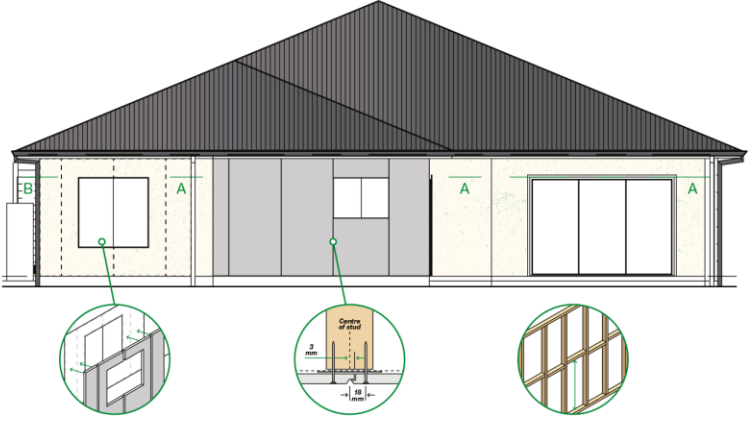
Hardie™  
Oblique™ Cladding



# 4 steps for fast and easy installation

Before you start installing Hardie™ Brushed Concrete Cladding, read the Installation Guide on the James Hardie website. It covers all the required components, tools and accessories, design guidance, safe working practices, and warranty information.

## 1 Plan the joint layout.

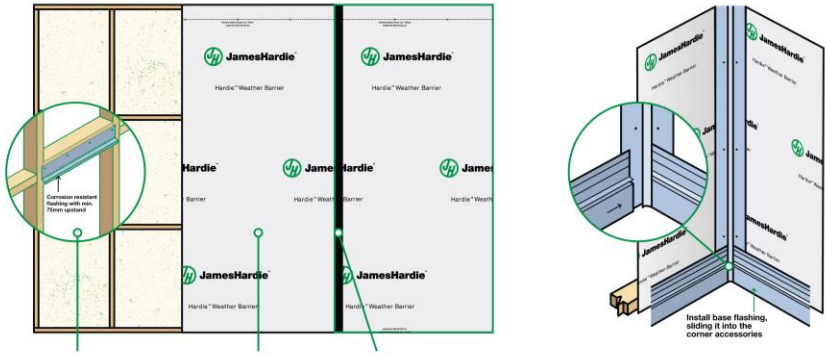


Choose a layout that's aesthetically pleasing.

Make sure the edges of the panels are fully supported by a stud for secure nailing.

Ensure the frame varies by no more than 4mm over 3 meters.

## 2 Prepare the frame.



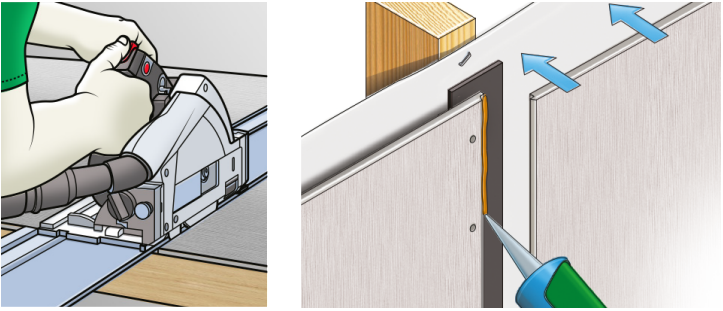
Install the flashings above windows and other openings.

Install Hardie™ Weather Barrier.

Install Hardie™ Foam Back Sealing Tape at shiplap joint locations.

Fix corners accessories then base trim.

## 3 Cut and fix the panels.



Use a plunge cut saw, Hardie™ Blade and M class or higher vacuum.

Install the first panel using ND50 stainless steel brads at 125mm centres up to wind categories N3/C1.

Put Hardie™ Joint Sealant on the shiplap edge and install the subsequent panels.

## 4 Clean-up and paint.



Hand finish any underdriven nails and patch over driven nails using a suitable exterior grade filling compound.

Clean up wet sealant from the shiplaps or patching with soapy water.

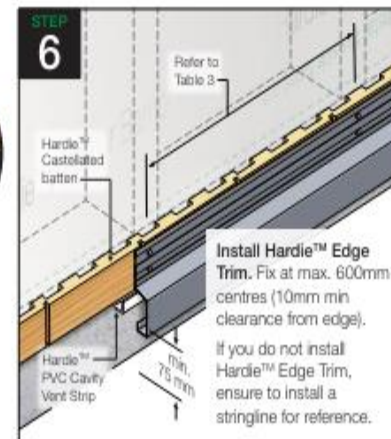
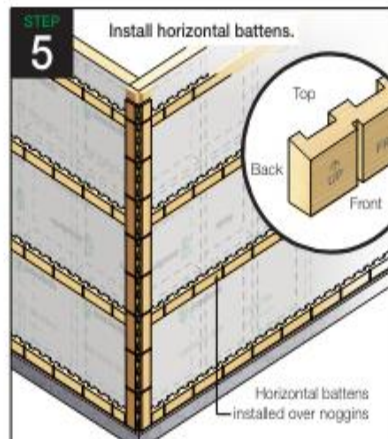
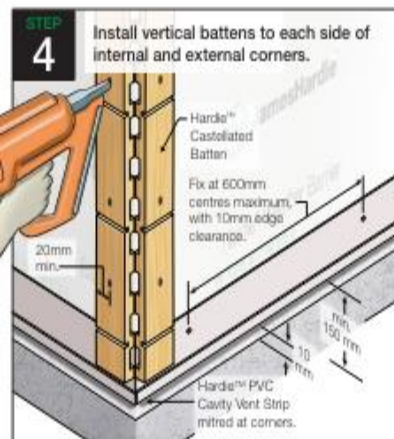
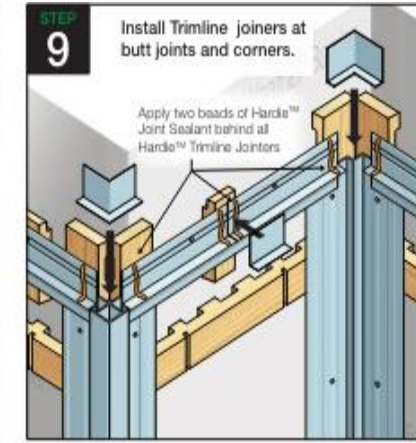
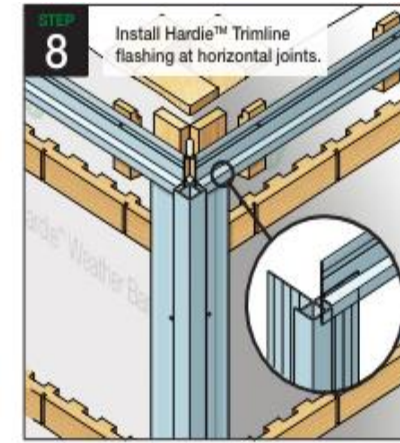
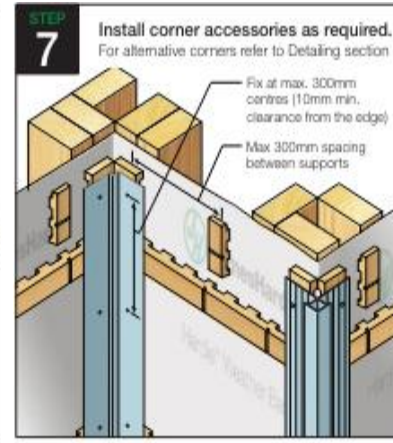
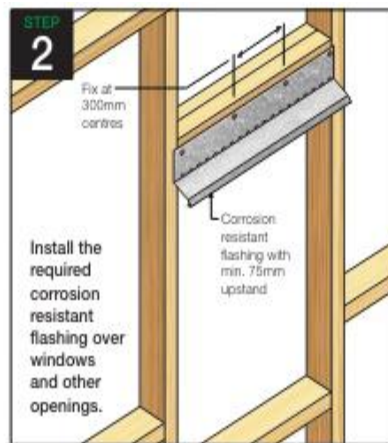
The panels are sealed ready for a water based exterior paint.

# Installation Guide

## Hardie™ Oblique™ & Stria™ Cladding Horizontal and Vertical



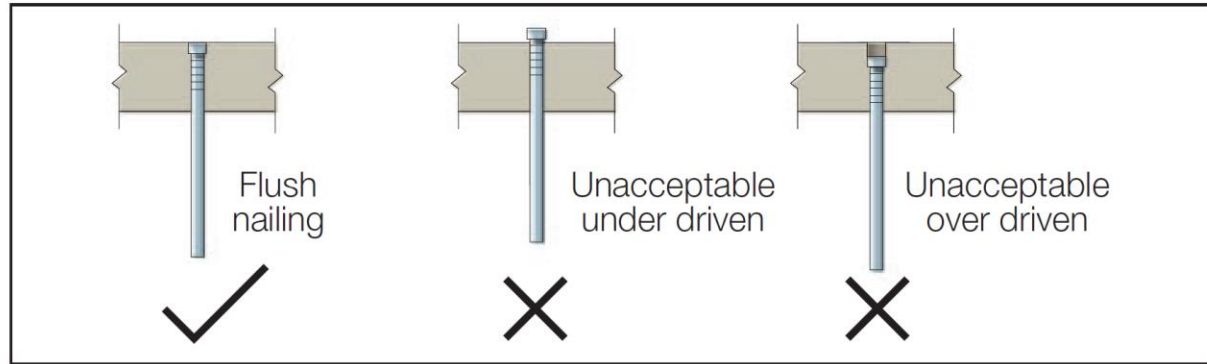
Before you start installing Hardie™ Oblique Cladding, read the Installation Guide on the James Hardie website. It covers all the required components, tools and accessories, design guidance, safe working practices, and warranty information.



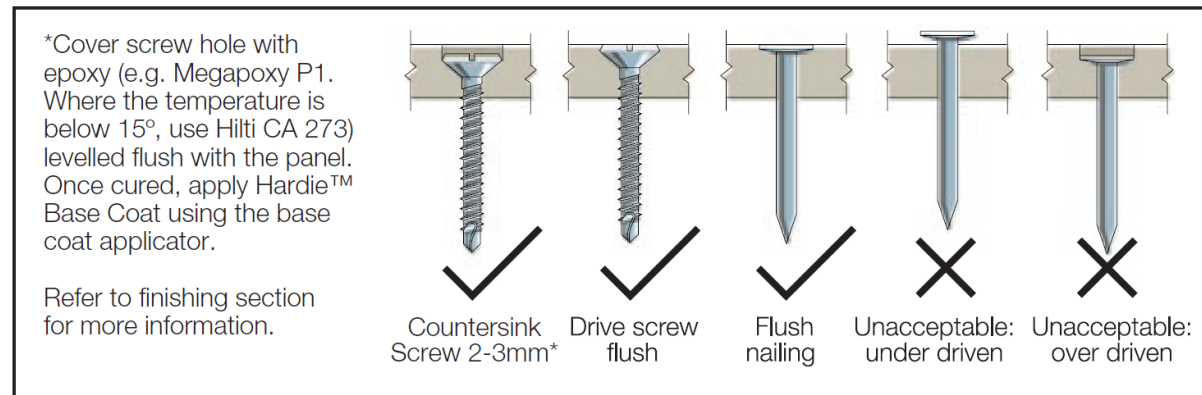


# Appropriate Fixing Depth

- **Brad Nails** are required to be **Flush Nailed**.
- **Fibre cement (Clout) nails** are required to be **Flush Nailed**.
- **Over driven nails Must Not exceed 1mm** from the surface of the fibre cement face, additional fixings are required if this depth is exceeded
- **Counter sunk screws Must Not exceed 3mm** from the surface of the fibre cement, Screw holes must be covered with an appropriate filler, E.g., Megapoxy P1 & JH Base coat



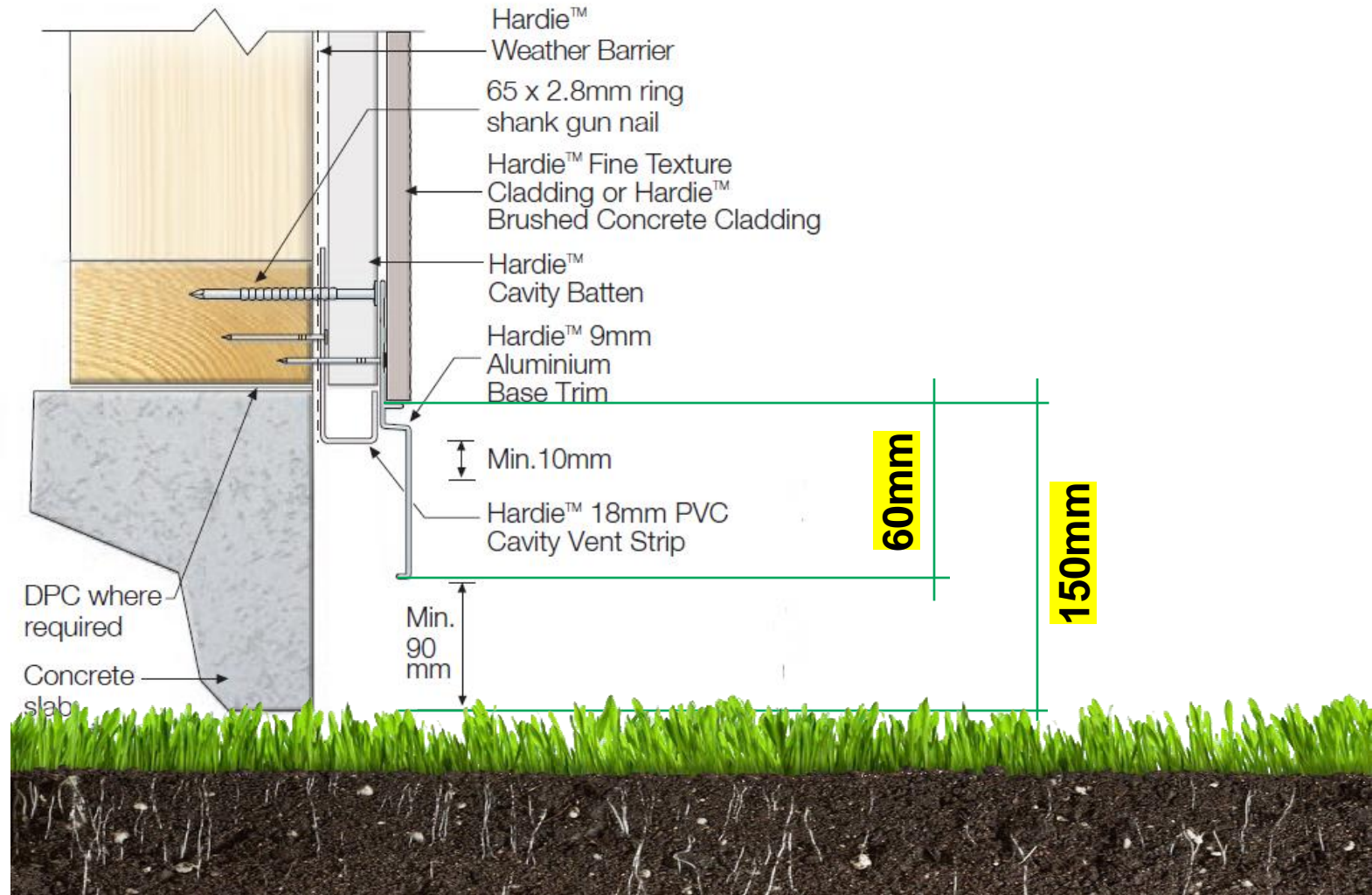
NAIL FASTENER DEPTH



NAIL FASTENER DEPTH

# Appropriate Ground Clearance

- **A Minimum of 150mm clearance to the earth** on the exterior of the building or in accordance with local building codes if greater than 150mm is required
- **A Minimum of 50mm clearance** between the external cladding and roofs, decks, paths, steps and driveways.
- **External cladding Must Not** remain in contact with standing water.







## Installation Guide

Hardie™ Fine Texture Cladding  
Hardie™ Brushed Concrete Cladding

EXTERIORS

Australia October 2023

**Make sure your information is up to date.**

When specifying or installing Hardie™ products, ensure that you have the current technical information and guides.

If in doubt, or you need more information, visit [www.jameshardie.com.au](http://www.jameshardie.com.au) or Ask James Hardie™ on 13 11 03.



# Installation Guides

# WHY?

# A Codemark™ Certified Document to Support



Quality



Warranty



Compliance



Efficiency



Installation Guide

Linea™ Weatherboard

EXTERIORS

Australia April 2023

**Make sure your information is up to date.**  
When specifying or installing Hardie™ products, ensure that you have the current technical information and guides. If in doubt, or you need more information, visit [jameshardie.com.au](http://jameshardie.com.au) or contact James Hardie™ on 13 11 03.



# NCC 2022

## Performance Requirements

Specific testing requirements to confirm the cladding system performs in a range of scenarios



# CRITICAL AREAS

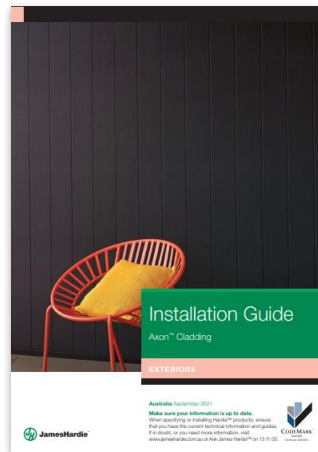
## To Secure Compliance During Installation





# Joins & Junctions Application Guide

Linking installation guides together



Application Guide

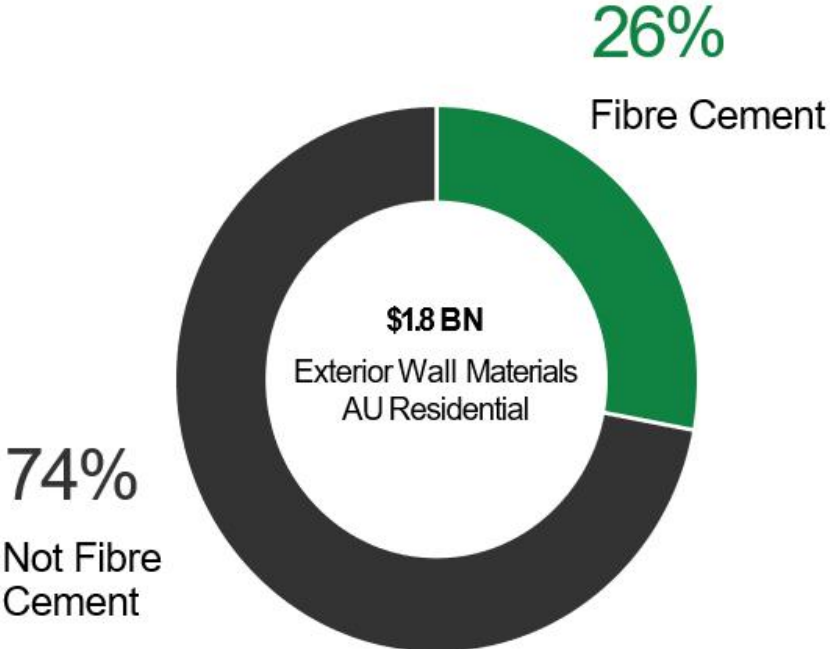
Joins and Junctions

Hardie™ Architectural Collection

EXTERIORS

# OUR PURPOSE IS BUILDING A BETTER FUTURE FOR ALL™

And, in partnership with our customers, our ambition is to grow the category by converting more exterior walls to fibre cement



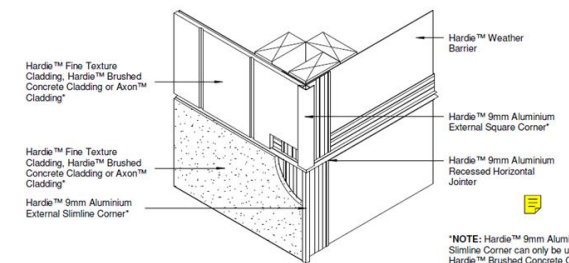
# Find the installation details when combining multiple cladding types

## The Hardies™ Application Guide highlights:

- 35 New Installation Details
- Direct Fix and Cavity Fix options
- Internal Corners
- External Corners
- Junctions between storeys
- All James Hardie Approved
- All available in Revit® and ArchiCAD®
- Each detail given a specific code in order to easily refer to in your set of drawings
- Available through the [James Hardie website](https://www.jameshardie.com.au) and BIMContent.com



PANEL TO PANEL - EXTERNAL CORNER HORIZONTAL  
JUNCTION DIRECT FIX



\*NOTE: Hardie™ 9mm Aluminium External Slimline Corner can only be used for Hardie™ Brushed Concrete Cladding and Hardie™ Fine Texture Cladding. Axon™ Cladding to use Hardie™ 9mm Aluminium External Square Corner

DISCLAIMER	PRODUCTS	SCALE	DATE	SHEET SIZE	REVISION	DRAWING NUMBER
The information in this technical detail is given as a guide and is intended for use in relation to the relevant Hardie™ products only. The customer's project designer is ultimately responsible for special design and detailing to ensure the product is used as fit for purpose. The customer's project designer needs to give extra consideration to product suitability to take into account any specialised factors of the project. This application detail must be reviewed in conjunction with the relevant Hardie™ product installation guide current at the time of installation, and all other relevant Hardie™ product technical literature.	AXON™ CLADDING HARDIE™ BRUSHED CONCRETE CLADDING / HARDIE™ FINE TEXTURE CLADDING	1:5	04/23	A4	1	AUS-HAC-PANEL PANEL 05-007

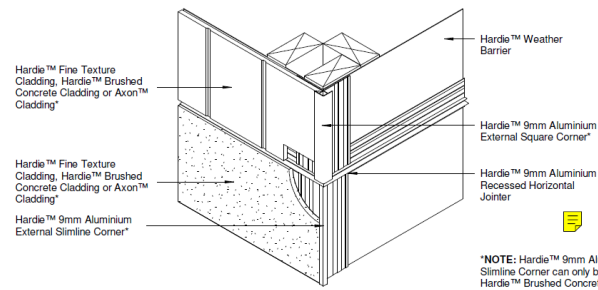
James Hardie Australia Pty Ltd ABN 12 084 635 558

# Example Details:

## Panel to Panel



PANEL TO PANEL - EXTERNAL CORNER HORIZONTAL JUNCTION DIRECT FIX

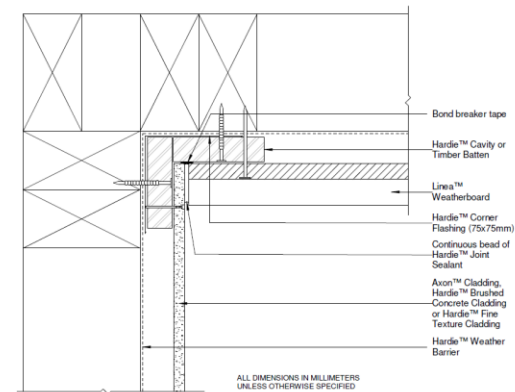


**\*NOTE:** Hardie™ 9mm Aluminium External Slimline Corner can only be used for Hardie™ Brushed Concrete Cladding and Hardie™ Fine Texture Cladding, Axon™ Cladding to use Hardie™ 9mm Aluminium External Square Corner

## Panel to Weatherboard



PANEL TO WEATHERBOARD - INTERNAL CORNER VERTICAL JUNCTION CAVITY FIX



ALL DIMENSIONS IN MILLIMETERS UNLESS OTHERWISE SPECIFIED

DISCLAIMER	PRODUCTS	SCALE	DATE	SHEET SIZE	REVISION	DRAWING NUMBER
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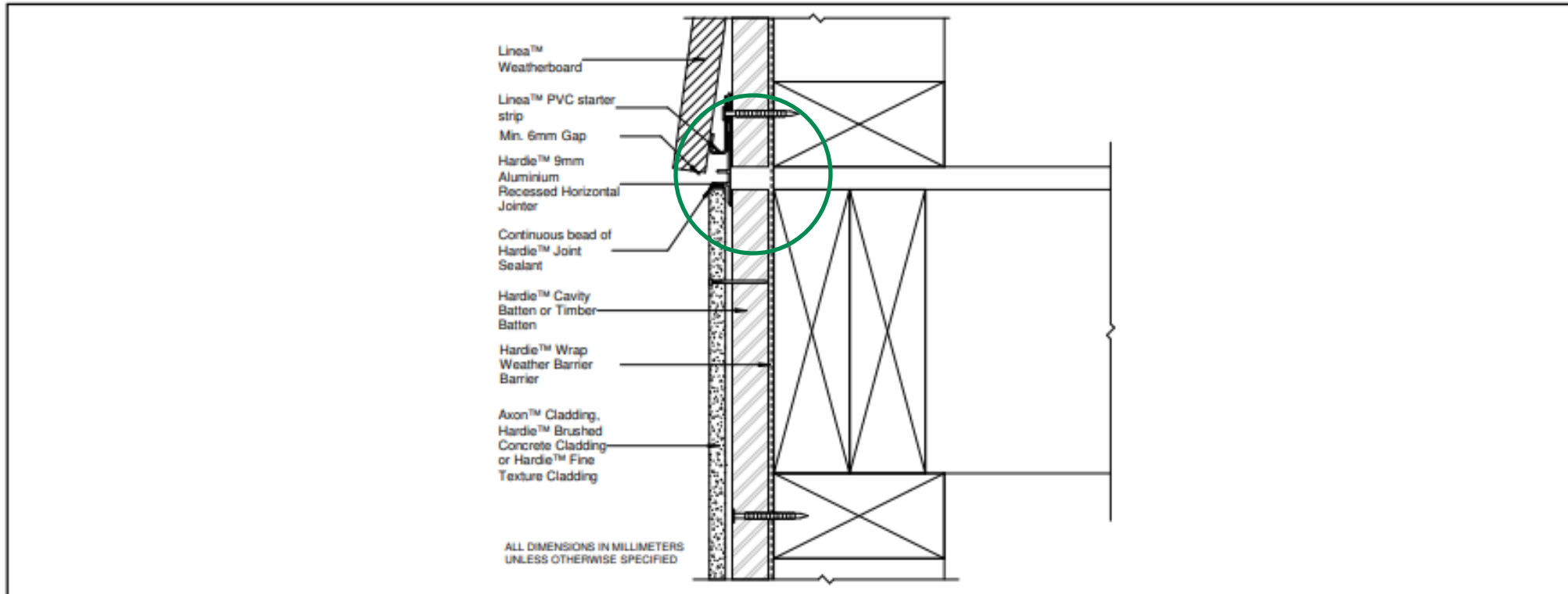
James Hardie Australia Pty Ltd ABN 12 084 635 658

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James Hardie Australia Pty Ltd ABN 12 084 635 658



## 2 CAVITY FIX



**PANEL TO WEATHERBOARD - UPPER FLOOR JUNCTION CAVITY FIX**

AUS-HAC-PANELBOARD-CF-011



**INTRODUCING**

**myHardies<sup>TM</sup>**

**ENGAGING BUILDERS, SAVING TIME, DRIVING SALES**

# Why did we build myHardies™? :

## The Opportunity

- Our research has taught us that builders are accessing information on-line more often
- Builders want to access accurate information – quickly and easily!
- Builders want the right information, for the right purpose at the right time – on the building site!
- Builders want to be able to share and visualise information with their client – quickly and easily!
- Builders want to be able to get support when they need it - quickly and easily!



# Introducing myHardies™

Based on years of extensive research; designed and tested with actual trades – we are proud to introduce the **NEW MY HARDIES™** for Builders, Architects, Designers and Channel Partners.

## myHardies™ will:

- ✓ Enable builders to visualise their client's desired aesthetic
- ✓ Enable an estimate of material quantities
- ✓ Enable access to product information and up to date installation guides
- ✓ Provide technical support
- ✓ Simplify estimating and ordering
- ✓ Enable builders to access the free James Hardie take-off service
- ✓ Result in a **quality and profitable install** of exterior facades for residential homes.....all from your **mobile phone and/or laptop!**



**Expert advice at every builder's fingertips**

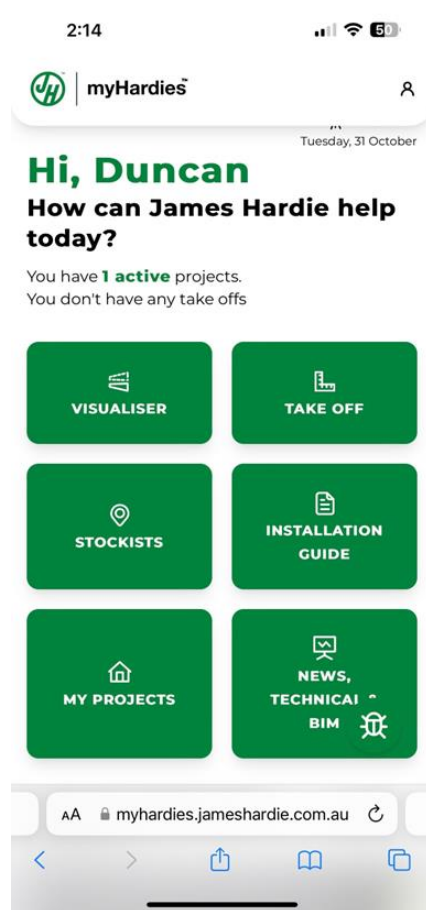


Let's find out more about myHardies™ in this short video...



# In summary: myHardies™ overview...

“An online tool for those who want to get the job done right...”



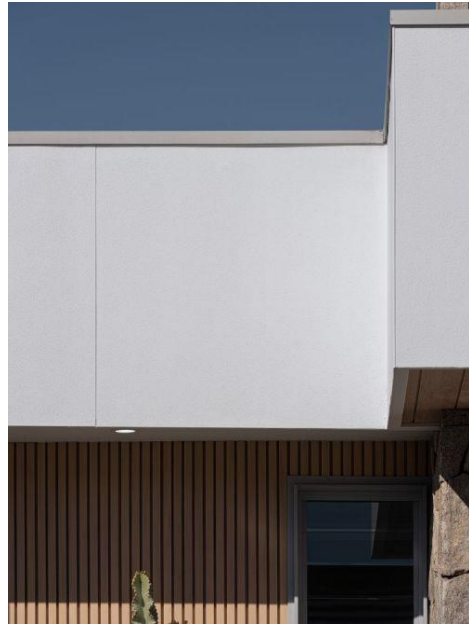
**VISUALISER TOOL :** Align on your client’s vision and see what’s possible with James Hardie exterior cladding solutions

**TAKE OFF TOOL :** Take the guesswork out of estimating James Hardie products and accessories with this easy Take Off service

**INSTALLATION GUIDES :** Access bite-sized information or full guides on the go, helping you install with confidence.

**TECHNICAL INFORMATION – BIM FILES :** Design and specify Hardie™ Exterior Cladding Solutions with ease using our Revit®, Archicad® and CAD libraries.

**NEWS :** Stay on top of all the latest looks with inspiration, news and updates, all in one place



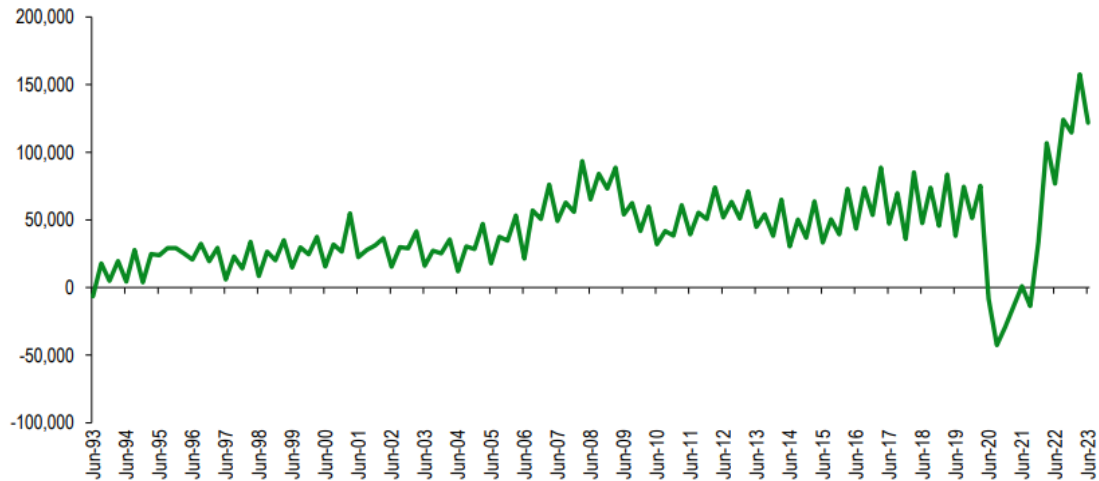
# 2024 AUSTRALIAN NEW HOMES FORECAST

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# Australian market drivers – Forecasts vs 1.2m Target

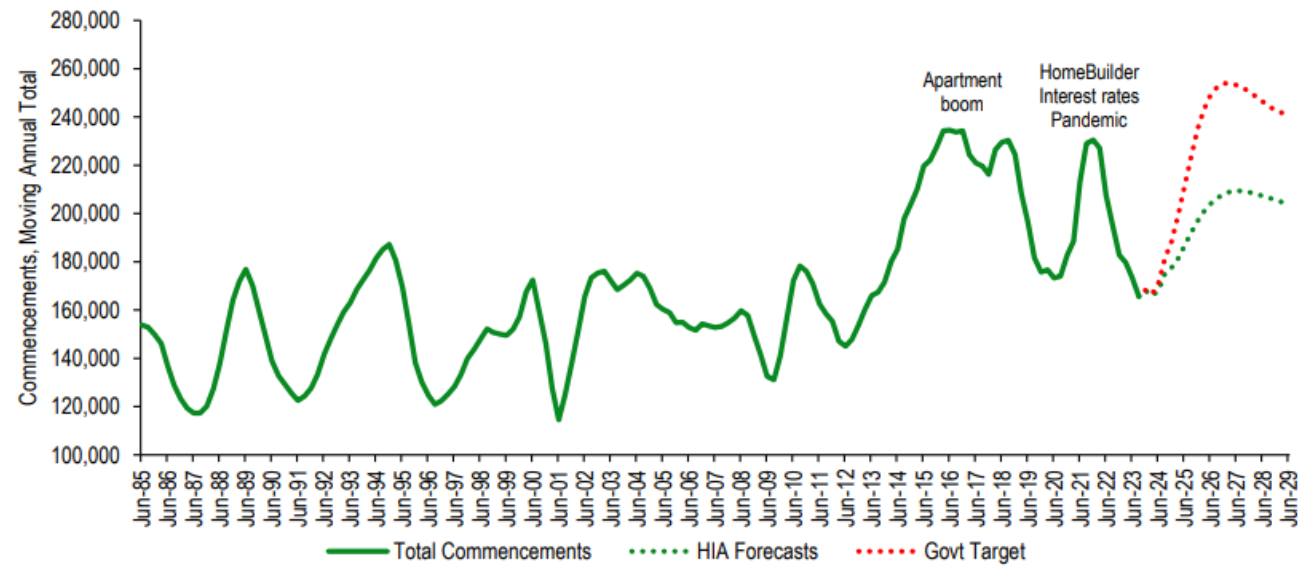
Net Overseas Migration, Australia

Source: ABS 3101.0



1.2 million homes: Actual, Forecast and Target, MAT

Source: HIA Economics



## Key messages :

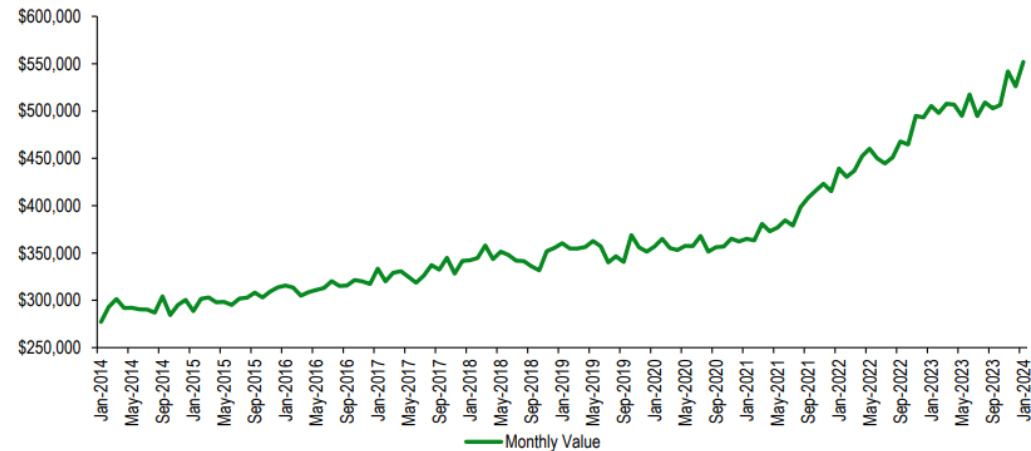
- Record immigration since pandemic
- Require 1.2m new homes by June 2029
- 240,000 average new homes per year
- Work started on **ONLY** 165,000 new homes in 2023 - **30% behind target**
- **NSW will need to deliver 375,650 new homes between 2024-2029**



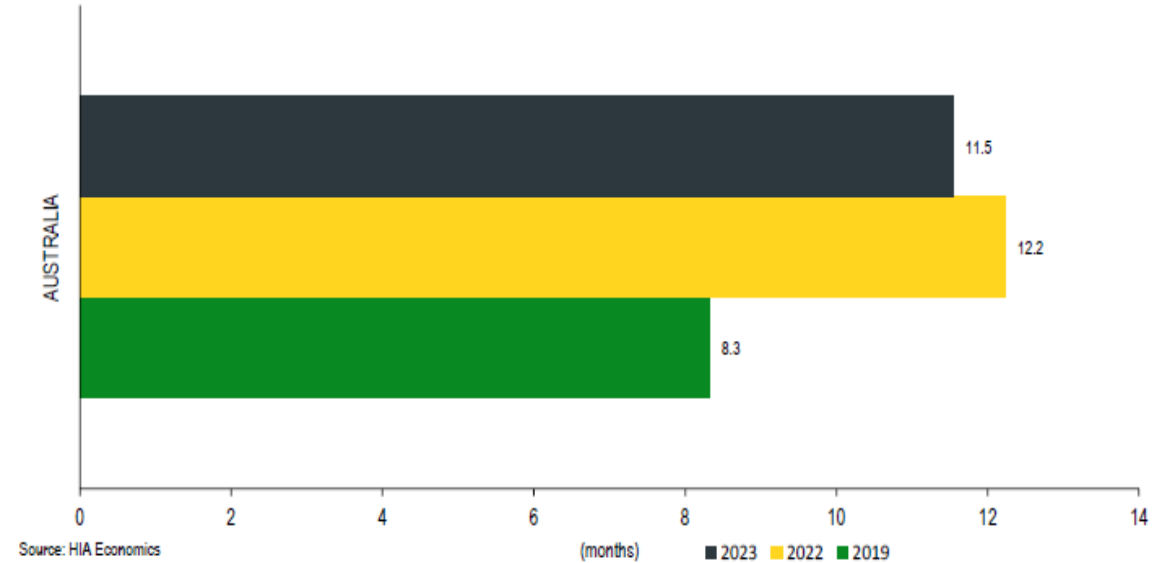
# Australian market drivers – Labour shortage driving increase in cost and time

Average Value of Houses Approved, NSW

Source: ABS



Average House price has increased by 50% since 2020



## Key messages :

- Labour shortage increasing cost and completion times
- 90,000 extra tradespeople required to deliver 1.2m government target
- Households under extreme financial pressure – inflation, living costs; energy
- Interest rates

# Australian market drivers recap – James Hardie can help

## Australian housing market headlines:

- Record population increases
- Not enough houses
- Challenged by skilled labour and materials shortages
- Need to build houses quickly and affordably
- An opportunity to use cost-effective building materials



## Key Point : James Hardie can help...



Modern  
look

### Achieve Modern Looks

Achieve a modern on-trend look for years to come that will delight both the homeowner and builder alike.



### Save Time

Clad and start painting on the same day, as the board comes factory pre-sealed and pre-textured



### Save Complexity

Simplify your builds by reducing the number of trades on site



Cost  
effective

### Save Cost

Less trades required for less time = cost savings for your business



# JH INSIGHTS OVERVIEW







**\$2.5 MILLION+**  
to know the market



**18,000+**  
consumers



**3,000+**  
professionals





**ONLY 1 in 2**

homebuyers love  
the look of the  
house they just  
built



Source: Major consumer study, n=12,992 Australian consumers, weighted  
Base: those that have built a house in the last 2 years or are currently building



# WHY



Consumers now have  
**RAISED EXPECTATIONS**  
of what their dream  
home should look like.





# The Opportunity is in **MODERN**

>50% of homeowners want a 'modern' style home



## ...AND **MODERN** IS GROWING

>60% of homes are expected to have a modern exterior by 2030

Source: JH Quantitative Consumer Study (Project McGonagall) 2018  
1718 homeowners surveyed about how they want the exterior.



JH CONFIDENTIAL





# WHAT IS MODERN?





# Unprecedented research to unlock modern home styles and greater understanding of how Australians want to live

Sampled  
28,340 posts  
from over 200  
Instagram  
accounts

Analysed  
>1,300  
individual  
resources

4 x 2hr Expert  
Interviews

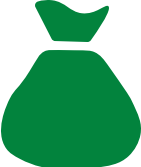


# Here is what we found



## Social

- 20% of Australians now live in multi-gen households
- 53% of Australians are WFH



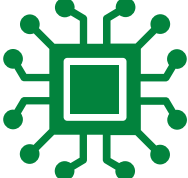
## Political & Economic

- Renewed support for local
- Experience driven spending
- Labour shortages
- Cost of living means kids are staying at home longer



## Environmental

- Desire for homes to connect with nature
- Expectation for climate resilient builds
- A sanctuary from the outside world



## Technological

- Proliferation of tech helping customers design their homes
- Tech enabled WFH and home gyms
- Sanctuary from the outside world



This wealth of information was used to identify  
**7 Modern Home styles** designed to suit our modern lives



Modern  
Farmhouse



Modern  
Heritage



Box  
Modern



Modern  
Coastal



Mid  
Century



Barn



Japandi

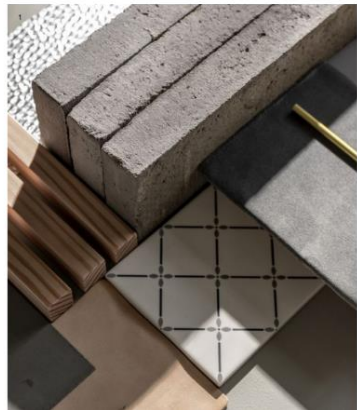
# This is more than just cladding

For each style we deep dive into the whole of house solution, including products and design features from both the interior and exterior. This includes paints, lighting, windows, tiles, pavers and more.

## Materials & Textures

'We want the interior spaces to have a bright and airy feel, they's why we stick with light, neutral colour palette, and embrace a monochromatic, minimal aesthetic, accent with natural textures.'

- Lisa, Oak & Orange



- 1 About the palette coming together in the environment and the overall effect. Detailed elements are easy to use in a palette that can be seen even if it's not the main focus.
- 2 Paved windows and doors in thin black steel as a timeless feature where traditional farmhouse design meets modern minimalism.

## Colour Palette

The right neutral colour palette across all interior spaces is fundamental to realising the Modern Farmhouse home style.

We've carefully defined both light and dark colour directions to achieve this look and style with a focus on how each scheme will resonate, the feelings it will evoke and what works best based on geographic location, climate and light.



Hardie™  
Oblique **Cladding**

Hardie™ Fine  
Texture Cladding

### Base colours



### Accent colours



## Complete the look

Exterior

A few finishing touches that will help you execute the Modern Farmhouse style perfectly – timber and stone finishes, industrial hardware, nubby linens – all combining to create the perfect balance between modern and traditional elements.



Style your front porch or alfresco area with a classic teak bench.



Black industrial look accessories like a mailbox, sconce lights and garden lighting will enhance the Modern Farmhouse look.



A striking dark finish and streamlined hardware puts a modern twist on the look.



Large pavers or stones bring a contemporary twist to a formal path.



For more formal garden design lily pally varieties make ideal hedges.





# 01 Modern Farmhouse

Grand, Classic & Cohesive.

A seamless balance of traditional design and contemporary elements, the Modern Farmhouse references classic architecture with a focus on clean lines, open spaces and materiality.

EMERGING





# Modern Farmhouse Design Features and Cladding

- Farmhouse-inspired architecture
- Contrasting materials
- Neutral colour palette
- Paned windows



Hardie™ Oblique™ Cladding



Axon Cladding



Hardie™ Fine Texture Cladding



Hardie™ Brushed Concrete Cladding



# 02 Modern Heritage

Elevated, Reimagined & Defined.

The Modern Heritage architectural style elevates traditional homes through sensitive restoration and bold renovation, with contrast as the defining element.

ENDURING





# Modern Heritage Design Features and Cladding

- Flexible Roof
- Cladded Exterior
- Contrasting Features
- Maximised Natural Light



Hardie™ Oblique™  
Cladding



Axon Cladding



Hardie™ Fine Texture  
Cladding



Hardie™ Brushed Concrete  
Cladding





# 03

## Box Modern

Bold, Precise & Contemporary

The Box Modern style is characterised by large blocks or cube-shaped volumes that are stacked, intersecting, or arranged to form compelling, contemporary residences.

POPULAR

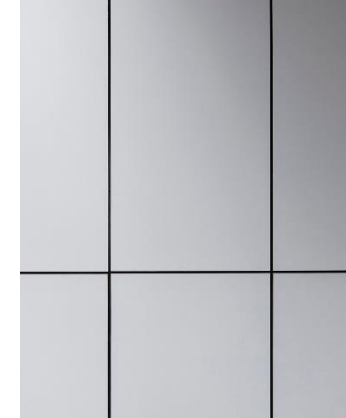


# Box Modern Design Features and Cladding

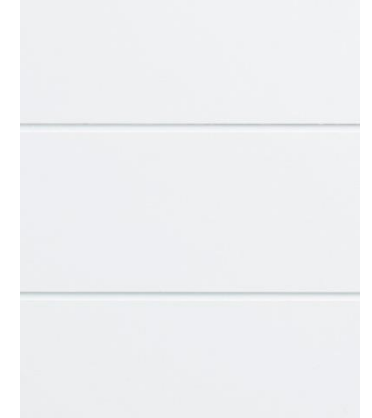
- Hidden roof line
- Bold Exterior
- Achromatic colour palette
- Geometric shapes



Matrix Cladding



Stria Cladding



Hardie™ Fine Texture Cladding



Hardie™ Brushed Concrete Cladding





# 04 Japandi

Zen, Minimalist & Ambient

Japandi brings together the best elements of Scandinavian and Japanese minimalism in a hybrid architectural style, resulting in a simple and elegant home.

EMERGING





# Japandi Design Features and Cladding

- Minimalist architecture
- Natural-look exterior
- Earthy colour palette
- Indoor-outdoor connection



Axon Cladding



Hardie™ Fine Texture Cladding



Hardie™ Brushed Concrete Cladding



# 05 Barn

- Simple, Versatile & Inviting
- Barn homes boast vaulted ceilings, open plan living spaces and bold street presence. A steeply pitched gable roof is a must.
- EMERGING





# Barn Design Features and Cladding

- Steeply pitched roof
- Detailed exterior
- Barn shape
- Large windows



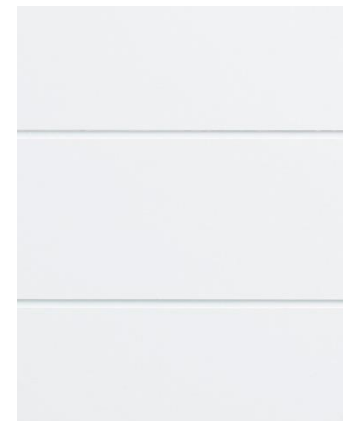
Hardie™ Oblique™  
Cladding



Axon Cladding



Stria™ Cladding



Linea™ Weatherboard





# 06 Modern Coastal

Open, Airy & Light-filled

Inspired by relaxed Australian beach heritage, Modern Coastal style offers a contemporary take on traditional coastal design with laid-back spaces, modern minimalism and crisp white weatherboards.

POPULAR





# Modern Coastal Design Features and Cladding

- Flexible roof
- Weatherboard exterior
- Light colour palette
- Indoor-outdoor connection



Linea™  
Weatherboard



Axon Cladding



Hardie™ Brushed Concrete  
Cladding





# 07 Mid Century Modern

Functional, Nostalgic & Effortlessly cool

With its emphasis on practicality and functionality, Mid-Century Modern is seeing a huge resurgence. Reimagined for 21st century living, the classic style balances contemporary minimalism with the finesse, intelligence and spirit of Mid-Century Modern architecture.

ENDURING





# Mid-Century Modern Design Features and Cladding

- Flat or gently sloped roof
- Exposed structure
- Dominant roof line
- Large windows



Axon Cladding



Hardie™ Fine Texture Cladding



Hardie™ Brushed Concrete Cladding



# Testimonial

## Orton Haus 2.1

Design & Build: Orton Building - Newcastle

Linea™  
Weatherboard

NEW Hardie™  
Brushed Concrete  
Cladding



*“The Hardie™ Brushed Concrete Cladding gave the façade a subtle amount of texture and difference to make it stand out as well as stand the test of time”*

— Justine Orton, Orton Building



# In summary: Hardie™ Architectural Collection offers...

1

## Design Versatility

A curated collection of cladding with distinctive textures and profiles.

2

## Durability

Resistant to damage from moisture and termites, and deemed non-combustible in accordance with the NCC.

3

## Reduced Complexity

Single Trade Installation – all Hardie™ Architectural Collection products can be installed by a carpenter and painted on the same day.

4

## Connect with Confidence

James Hardie designed and approved joint and junction details.

