



Bailey Homes
celebrating
30 years
of building quality homes
across the Fleurieu



58 Victoria Street, Victor Harbor
www.baileyhomes.com.au
Phone: 8552 3055

The local family business

"BAILEY Homes have been building homes on the Fleurieu Peninsula for 30 years, and with managing director Don's 40 years of experience in the industry we are confident we can build quality homes for our clients," said Jessica Clapp, Don's daughter and the business' office and accounts manager.

Meanwhile, director of Bailey Homes, Carolyn Bailey (also married to Don), proudly told us they build quality custom homes, catering to the client's home and land requirements.

"We build new single and two storey homes, home additions and extensions, home renovations and commercial offices," Carolyn said.

"We offer a full service, from initial enquiry, looking at the client's block with them, or existing home to discuss renovation ideas, to drawing plans, quote presentation including everything to complete a client's vision and then, building their new home or renovation. We offer advice on all areas of the design including energy efficient concepts

and principals and incorporating their block's location, slope and orientation."

Don started building before he was married back in 1983 as a local carpenter, and became Bailey Homes Pty Ltd in 1991. Although Carolyn initially worked as a junior primary teacher in a local school, she became a full-time part of the Bailey Homes staff in 2004. Their eldest daughter Jessica started with a traineeship in Business and Finance when she commenced at Bailey Homes in 2004, and although she had time off to have her family has now become the office manager and finance administrator for the business. Jessica's husband Anthony, who began working for them in 2008, is now their estimator and supervisor plus the construction manager, they work intrinsically with Don and Carolyn to run the business.

"Lisa, our finance assistant is Anthony's sister, and Jacki our project consultant, who has worked for us since before she was married and had children, is like family to us all. Her husband Sam



TERRIFIC TEAM: Janessa, Lisa, Jacki, Don, Carolyn, Jessica, Rebecca, Anthony and Jarrad are all part of the Bailey Homes team. **Photo: Paul Franke**

also works for our subsidiary business Coastal Landscapes and Fencing," Carolyn explained.

"We very much promote family life and even have a children's room at the office for the staff's children to utilize after school. We have always tried to accommodate the staff's need for time off to attend their children's special school events and interviews. We celebrate each of the staff's birthdays with a cake and special morning or afternoon tea and/or staff get together, and always celebrate the end of the year and

Christmas together."

"We recently became members of Family Business Australia which is an amazing organisation that encourages and celebrates what is so special about being in a family business," Jessica said.

Residing in Victor Harbor all their married life, Don and Carolyn (who was also born here) have strong ties to the community and love to give back as much as possible. Carolyn tells us that over the years they have supported many local sports such as basketball, volley ball

and eight ball and currently support the Encounter Bay Cricket Club and the Port Elliot Bowling Club.

They also support the annual Rotary Art Show and South Coast Coral and Arts Associations productions, along with the Christmas Pageant and Carols by the Sea and the Port Elliot Show. They support the local Rotary Cancer Foundation in loving memory of Don's dad.

They have also supported local schools over the years by offering work experience and interview rehearsals for Year 11 and 12 students,

and tours of home builds to Pathway to Construction students.

Don has also been the president of many local associations including the day care centre and schools that his children attended along with the Victor Harbor Business Association. He has also been a member of the economic development committee (including Sculptures by the Sea) for the local City of Victor Harbor Council.

Don is also on the technical committee of the Housing Industry Association. "He enjoys keeping up with local South Australian building issues and trends and participating in discussions and decisions in our industry," Carolyn said.

"Bailey Homes enjoys supporting our community as all of our staff live and work here in the local area and we all have the philosophy of giving back to the community in whatever way we can. We believe that we all need to do our part in promoting and maintaining this beautiful part of South Australia and we are proud to live and work in this local community."

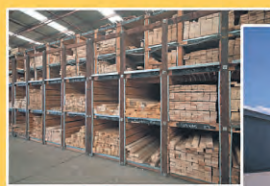


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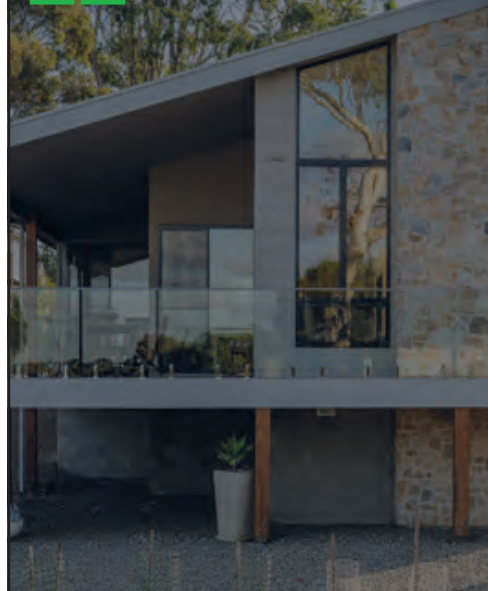


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Looking back on 30 years of building

AS BAILEY Homes celebrates 30 years in business, managing director Don Bailey looks back on how far the business has come.

He gained his Builders License in December of 1980, one of the youngest people to attain it at the time.

After marrying Carolyn his sole trader business became a partnership, DS & CP Bailey General Builders.

They began by running their carpentry business out of their home in the early days with Carolyn doing admin and finance, while Don, a carpenter by trade, and local carpenter Mark Hastings worked out on site.

As they built more homes and their client base grew, Don and Carolyn decided to form the company Bailey Homes Pty Ltd and lift their local presence by moving into offices on the corner of Oval Road and Victoria Street in 1990.

They hired a receptionist/accounts person to be at the office while Don juggled appointments with clients and supervised projects while

head carpenter Mark helped in the day to day on-site.

"As we became more known in the community and attracted more work, we outgrew our premises," Don's wife, and Bailey Homes co-owner, Carolyn Bailey said.

"When a home came up for sale in Victoria Street in 1995, Don saw the potential of turning it into offices."

"After updating the inside and adding a porch and car-park Bailey Homes moved into its current location at 58 Victoria Street, Victor Harbor."

"A few years later a board room was added and a selection area and in 2012 the entire office underwent a major renovation while still operating. We now had proper street frontage, large reception area, larger boardroom and selection area, more offices and toilets along with more parking."

"Our grand opening took place on 14/11/2012 with members of parliament and other dignitaries present."

Along with lifting their

external appearance in 2021, a lot of changes were happening behind the scenes, as re-prioritising and changing the vision of Bailey Homes was being developed.

"We re-branded Bailey Homes with a new logo and slogan 'Your Vision, Our Passion'," office manager, Jessica Clapp said.

"What started as a company striving to be competitive in an ever-expanding market where our quality set us apart, developed into a Bailey Homes that knew our place in the industry and decided to embrace it and focus on the niche market of custom-built homes; prioritising the individuality of every client, every home and every journey."

"We changed our focus and directed it to meet our passion of delivering quality, dream homes to our clients."

"Homes that are customised to each of their desires and meeting the ever-developing sustainable approach to building that is so important to both us and our clients."



A LITTLE BIT OF HISTORY: The Bailey Homes premises (above) and reception area (below) before the major renovations took place in 2012. **Photos: Supplied**



Don had a vision of building quality homes along the Fleurieu Peninsula and has worked towards fulfilling it.

He is proud of his staff and knows that encouraging and supporting them to do their best has created a great business.

"We have amazing staff who go the extra mile and know that customer service is key to our success."

"I believe supporting each staff member to do the best they can is key to a successful business. Our staffing has changed over the years. We

used to have our own employed gang of carpenters led by our original carpenter Mark Hastings who is semi-retired. We have had staff members employed for 15+ years and have left the business to retire. I have a strong belief that we need to train for the future"

"We have trained three apprentices, one trainee, and put various staff through quality courses to extend their expertise," Don said.

In ten years, Don and Carolyn would like to have retired and have their daughter and son-in-law, Jessica and Anthony continue the family business, building custom homes for the good people of the Fleurieu Peninsula.

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ADVERTISING FEATURE



Bailey Homes has had multiple successes at the Housing Industry Awards over the years. On this page, you will find a collection of photos of homes that won awards between 2005 and 2010. This home won the HIA Lightweight Construction award in 2005. The HIA judges said it was a "well built and spacious two-storey holiday home, which has a fine attention to detail and construction techniques". They also said the "delightful raked ceiling entertaining area opens out onto a large outdoor timber deck". **Photo: Supplied by Bailey Homes**



The Eden Display Home has won two awards, one in 2009 and another in 2010. It was named the winner of the HIA Housing Using sheet or board materials category in 2009 and the James Hardie Look Home Green Design Awards Most Popular Display in 2010. **Photo: Supplied by Bailey Homes**



This home won the HIA Project Home up to \$200,000 award in 2007. The HIA judges said the "well built courtyard home encompasses a practical layout, ideal for first home buyers or retirees". They also said "emphasis on energy efficiency and an excellent rear garden outlook complete the picture". **Photo: Supplied by Bailey Homes**



This home won the HIA Lightweight Construction award in 2008. **Photo: Supplied by Bailey Homes**



This home won the HIA Greensmart Energy Efficient Housing award and the Sustainable Housing award, both in 2009.



This home won the HIA Project Home up to \$250,000 award in 2009. **Photo: Supplied by Bailey Homes**



Richard Fishlock 0412 402 760

Adelaide Roofworks congratulates Don and Carolyn on 30 years of business. We are proud to support you and your brilliant staff

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Bailey Homes has had multiple successes at the Housing Industry Awards over the years. On this page, you will find a collection of photos of homes that won awards between 2011 and 2018. The Stallion Display Home won the HIA Best Display Home in the \$400,000-\$700,000 category in 2011. **Photo: Supplied by Bailey Homes**



This home won the Housing Industry Association GreenSmart Sustainable Home award in 2017. The HIA judges were very impressed and said "the builder exceeded all environmental and sustainable requirements in achieving this brilliant self-sustainable home". **Photo: Supplied by Bailey Homes**

This home won the HIA Home of the Year, Custom Built Home of the Year, Custom Built Home in the \$1million-\$2.5million category, Country Builder, Housing using sheet or board materials, and the MBA award for Excellence in a Contract Home in the \$1million-\$1.5million category in 2013. Judges said "this home truly showcases exceptional building design and craftsmanship. The home utilises an innovative use of sustainable resources. It is a perfectly designed and built home, complementing the surrounding panoramic vistas." **Photo: Supplied by Bailey Homes**



This home won the 2017 HIA Lightweight Construction Housing using sheet or board materials award.



This home won the Housing Industry Association Country Builder award in 2018. **Photo: Supplied by Bailey Homes**



This home won two Alexandrina Council Heritage Awards in 2018 - the Building Restoration/Conservation Practice, and the Heritage Award.

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Clients rave about the Bailey name

BY JOE SCAVO

BAILEY Homes have constructed about 850 projects over the past 30 years - that's a lot of happy customers.

Clients can't say enough positive things about their build experiences with the company - home owners such as David McBride.

"I selected Bailey Homes because they were more of what I would term a boutique builder," Mr McBride said.

He built a retirement home at Encounter Bay but had to do it while commuting from his home in Byron Bay, NSW.

"I was able to work with Jacki Cornish (project consultant), along with Don Bailey (managing director) and design the layout of the home I wanted - rather than a project home it was more a

personal type thing," he said.

"A lot of the things I was able to do via phone conversations, the internet and meetings that I had with Don and Jacki, and Anthony Clapp (construction manager).

"I designed the home with their assistance and went from there. They provided a good-quality build at a reasonable cost."

He said the relationship with Bailey Homes was a very positive experience - from the office reception right through to management.

"As a family business in Victor Harbor, I would thoroughly recommend them."

Sentiments echoed by Bob Jennings, whose house at Goolwa won the 2018 HIA Award for Best Country Home.

"We wanted to keep in context of the area of the

river we're overlooking," Mr Jennings said.

"Once we had the design nailed down, we looked around for a builder and Bailey's came up as highly recommended as being very good quality, not necessarily the cheapest, but certainly, it had a reputation for doing good quality work.

"We developed a close liaison, a good relationship with Don Bailey, who was the project manager. We met him on site almost every day.

"He does maintain a very careful eye on his builds and insists on high quality from his tradespeople.

"We're very happy with the result. It looks great. We enjoy the house and it's proven to be everything that we were hoping for."

Don Bailey says what attracts such strong reviews is



HAPPY CUSTOMERS: (left) Clients Katherine and Michael Clark shake hands with Bailey Homes managing director Don Bailey. (right) Client David McBride stands with Bailey Homes' Jacki Cornish and Anthony Clapp. **Photos: Supplied**

an important promise.

"Our commitment to our clients is that they will each be treated with personal, individualised service. They are not just another number or name on the board - each journey is unique," Mr Bailey said. "Our goal at the end


of each project is to have a satisfied and happy owner move into their dream home.

"We do this by attending to their needs in a timely manner throughout the entire construction process and being available to assist with any post construction re-

quirements they may have."

Office manager Jessica Clapp seconded her dad Don's comments and said their family-first approach was appreciated by clients.

"We offer a very personal service to each client that walks through our doors and



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Keeping up with trends

TRENDS have changed a lot over the past 30 years Bailey Homes has been in business.

When husband and wife duo Don and Carolyn Bailey began the business, homes were usually single storey and had a bathroom with a separate toilet and laundry.

Separate lounge rooms and dining rooms were still popular, most homes were built with brick walls, and tiled roofs were favoured.

"In the past, clients very much relied on us, the builder, to suggest home designs and features," Bailey Homes director Carolyn Bailey said.

"As time went by ensuites for the master bedroom became popular along with open living areas meaning most homes now had two bathrooms and had done away with separate lounge and dining rooms."

"Walk in pantries with sinks, dishwashers and bench space have become very popular along with large living areas and outdoor living spaces in recent times."

"Now, clients often have a list of requirements they

“Clients have come back to us to build their second home

Don Bailey

want in the design and along with wanting an energy-efficient home, need our guidance to make the most of their block, home orientation and interesting design."

"We are a custom home builder and enjoy the challenge of creating homes our clients will enjoy and be proud of."

Don and Carolyn are honoured to have had numerous repeat clients over the years.

"We have terrific clients who entrust us to build their home - the biggest investment they will ever make," Don said. "Clients have come back to us to build their second home, add onto the original home we built for them or build their children's homes."

can guarantee our attention to detail and quality workmanship," she said.

"Bailey Homes is a family business that builds homes for our clients' families.

"We have the unique ability to guide our client's through the building process with minimum fuss for the client. We strive to ensure the building journey is a positive

one for our clients.

"It is this unique family orientated approach that sets us apart and enables us to give each client and project that personal touch.

The business prides itself on the caring, understanding, trustworthy and professional service it provides and understands that building a dream home is something

that should only be entrusted to a builder who is ethical and professional and one who has family values.

Ms Cornish, project consultant, said she was confident Bailey Homes could build anyone's dream home, without leaving a stone unturned.

"At Bailey Homes we are focused on the little things,

the things that others may overlook," she said.

"This is what sets us apart - we think about our clients' homes as if they were our own and design and construct them as such. From the accurate documentation and pricing provided at the start right through to capturing their million dollar views, it's all important to us."

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Don, Carolyn and the Bailey Homes team on this outstanding achievement and wish them continued success.

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Thanks to the great team



THANK YOU: Bailey Homes couldn't deliver the projects they do without the help of their subcontractors and their suppliers. **Photos:** Supplied

BAILEY Homes managing director Don Bailey and director Carolyn Bailey work closely with subcontractors and suppliers to construct their projects.

"They consider each trade and supplier as part of their team, and credit their dedication to the success of the business.

"Our subcontractors and suppliers are hugely important to Bailey Homes as without them we could not build our beautiful homes," Carolyn said.

"They bring their experience and expertise to each build ensuring that their craftsmanship and attention to detail are the very best for our builds."

"They have helped us win many Housing Industry Awards over the years and we thank all our subcontractors and suppliers for their quality workmanship, loyalty and dedication to our projects."

Some of the subcontractors and suppliers have been working with Bailey Homes so long they have retired.

"Local company, Perry Plasterboard has been providing and delivering quality

plasterboard to our projects since their inception nearly 30 years ago, and Goolwa Kitchens & Wardrobes have been creating and installing the joinery for our builds since they began in 2001," Don said.

"Local subcontractors Trent's Plumbing and Gas and electrician Switched On have supplied their services to us since they began working in the local area. Our roofer, Adelaide Roofworks has been supporting us for over 10 years."

"David Cleminson is also a valued trade. He started with us when he came out from England and has been a dedicated subbie for approximately 23 years. These are just a few examples of the longstanding working relationships we have had with our local subcontractors. In turn, they give our projects continuity in superior tradesman ship and reliability."

"Likewise, our relationships with suppliers has also been long term with companies such as Timco Mitre 10, Beaumont Tiles Victor Harbor, Corinthian Doors, Victor Steel, South Coast Sand and

Civil, Termimesh, OneSteel, Clipsal, Littlehampton Bricks and Reece Plumbing just to name a few, most going back 20 to 30 years," he said.

Don and Carolyn always try to use local trades and suppliers when they can.

"We are thrilled that our local suppliers and subcontractors share our passion to provide quality products that ensure our builds are the best quality we can make them," Carolyn said.

"We appreciate suppliers that give us personal attention and support, which our suppliers give us. We have a great rapport and close communications with our suppliers and if ever there is a problem on-site with any materials we are able to sort it out quickly and efficiently."

"We deeply thank all of them for their support over the years and the quality materials they supply for our projects. We thank our dedicated team of subcontractors for their ongoing dedication to Bailey Homes and their attention to detail in creating quality homes and builds."

Don and Carolyn believe long term relationships are

key to a strong company and strive to develop strong relationships with their subcontractors and suppliers.

"Communication is the key to a positive relationship with our subcontractors and suppliers," Carolyn said.

"We are always emailing, phoning or visiting with our supplier representatives and keeping them abreast of upcoming builds. They, in turn, keep us up to date with pricing, new products and innovative ways of using products."

"We love thanking our subbies and suppliers for their terrific support and over the years, have shared our thanks with them for awards we could not have won without them."

"We also hold a yearly event/dinner at a local establishment where we invite all of our suppliers and subcontractors with the express purpose of thanking them for their hard work and dedication to Bailey Homes over the year," she said.

Don is proud to be a local builder that endeavours to use as many quality locals as possible.

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