



WILLING

We build projects with intrigue,
designed to captivate with quality
that stands the test of time



West, Mt Lawley

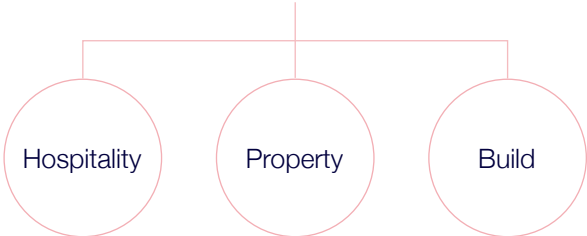
Built on tradition

Willing is a Western Australian owned and operated group which specialises in residential property development and construction. Dedicated to creating beautiful residences where people love to live, Willing has earned a reputation for delivering distinctive, exciting and compelling projects which focus on refined design, traditional workmanship and value – while enriching streets and neighbourhoods.

The Willing name has been synonymous with quality construction and craftsmanship in Western Australia since 1969. Today, our diverse group operates across three divisions – Property, Build and Hospitality.

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Established by Tim Willing in 2012, we see our developments as part of something bigger and strive to create opportunities for further connections. Inspired by our travels, we create well-considered streetscapes and a village atmosphere, staying invested in the communities we help to build long after completion.



No. 7 Field Street, Mt Lawley





Clifton & Central, Mt Lawley



Willing Property

Willing Property has been delivering architecturally considered, high quality residences since its inception. Inspired by the grand residences of European cities, we build with an eye to timeless elegance, utilising the traditions of craftsmanship and detail that encourage people to embrace the new, whilst maintaining the things they love.

We lead the market in spacious apartments that feel as roomy as a home should – your secure haven without the ongoing maintenance needs, yet with every amenity at your fingertips.

Willing believe strongly in the power of good design to lead Perth into a new era of thoughtful place development. Working in collaboration with the best architects and consultant teams possible, we're delivering new homes and shops where success is measured not just in sales figures, but in the positive contribution made to local neighbourhoods, the surrounding community, and the people who call our buildings home.

The places we create blend elegantly into their neighbourhoods and become part of the fabric of local communities, where nothing seems too far away. Walking and cycling become the norm, adding to the area's vibrancy.

Preserving traditional building and construction techniques whilst incorporating leading edge design, Willing proudly offers refined, beautifully liveable and sustainable homes for its discerning clients.

Our distinctive exteriors reflect the use of quality building materials and expertly hand-finished craftsmanship.

From site selection to design concept and construction, Willing leaves nothing to chance – questioning the commonplace and challenging assumptions, to ensure that its captivating designs will stand the test of time.

Building a legacy

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West

139-141 West Parade, Mt Lawley
30 residences and 2 shops
Project value \$34m



The Townhouses

15 Jujan St, Mount Hawthorn
42 townhouses
Completed 2014
Project value \$24.5m



Neville Street

11 Neville Street, Bayswater
Riverfront land lots
Sold out 2017
Project value \$10m

**Preserving traditional building and construction techniques,
Willing proudly offers refined, beautifully liveable and sustainable
homes for its discerning clients.**

139 Lake

139 Lake Street, Perth
21 residences and 1 shop
Project value \$28m



Clifton & Central

181 Central Avenue, Mt Lawley
15 residences and 7 shops
Completed 2022
Project value \$22m



2023 WA Architecture Awards
Harold Krantz Award for Residential
Architecture, Multiple Housing

**2023 WINconnect Apartment
Awards for Excellence**
Boutique Award

**2023 WINconnect Apartment
Awards for Excellence**
Heritage and Community Culture



No. 7 Field Street

7 Field St, Mt Lawley
23 residences and 6 townhomes
Under construction
Project value \$46m

The Coolbinia

2-8 Adair Parade, Coolbinia
33 residences and 5 shops
Project value \$54m



Terrace House

110 Terrace Rd, Guildford
22 apartments and 2 shops
Completed 2018
Project value \$17m



The Whitfield

78 Old Perth Rd, Bassendean
34 apartments and 2 shops
Completed 2016
Project value \$15.5m



Positano

5 Knutsford St, Fremantle
24 repositioned apartments
Completed 2017
Project Value \$14m



Conducted with passion

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Building on the tradition of his family's construction legacy, Tim Willing has harnessed his own 30 years of experience in residential development to carefully balance his keen architectural vision with solid construction and professional workmanship.

Tim honed his knowledge and skills during his work with some of the world's most trusted property names, including Multiplex and Jones Lang LaSalle, involved in the development and sale of thousands of apartments across Australia, Asia and the UK.

Embracing the opportunity to do things differently, Tim started Willing Property to further pursue his passion for good design, determined to create a legacy that features traditional materials in new ways. His genuine love for good design and exceptional quality provides our clients assurance of the finest results.

Trusted for his integrity and ability to deliver on his word, Tim thinks outside the box – ensuring sustainability and energy efficiency for growing communities.

Taking a hands-on approach - and surrounding himself with like-minded clever and dynamic people - Tim acts as the conduit across all aspects of the design and construction processes.

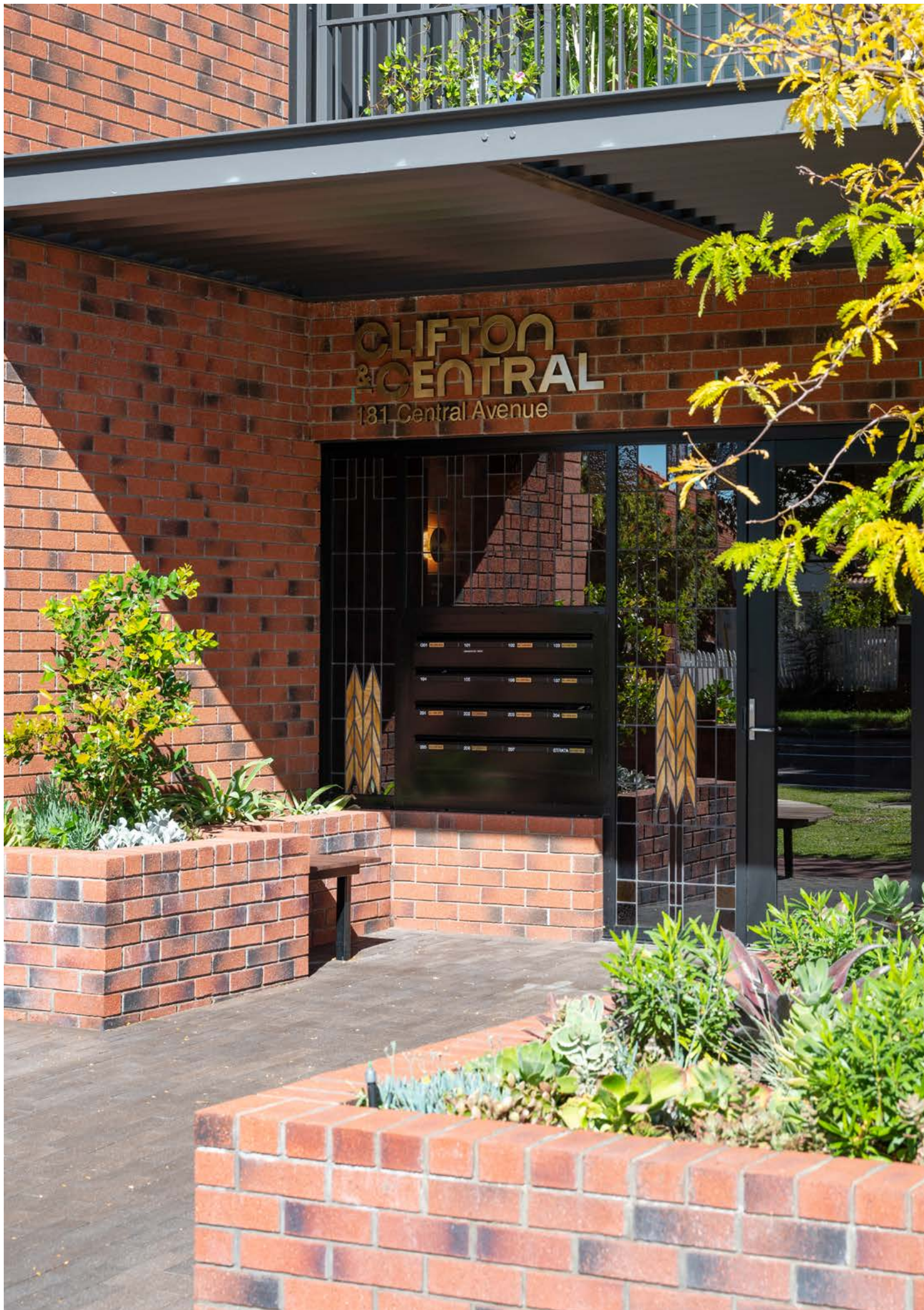
He works in long-standing collaboration with some of Australia's most celebrated architects, engineers, planners, designers and industry experts to ensure only the best for his clients.

As a former Australian Track Cycling Champion - and Institute of Sport WA scholarship holder - Tim allows many of his ideas to flow during his daily fitness regime.



No. 29 at 7 Field Street, Mt Lawley







Crafted with elegance

Willing's timeless buildings are designed for a hundred years, to be handed down from generation to generation. We approach every development by asking ourselves how we would like to live if it were our home.

By harnessing traditional building and construction techniques from times gone by, Willing has a reputation for unique aesthetics and structural sturdiness.

Our developments feature locally sourced classic brickwork with arches, alignment and angles meticulously crafted by hand, to ensure their longevity and integrity.

Aspects including carpentry, leadlight windows, complex concrete and steel construction, iron roofs and carved lintels are all finished by hand.

Interior spaces are silent and peaceful, yet very much connected to the outside.



Clifton & Central, Mt Lawley



No. 7 Field Street, Mt Lawley



Value in the detail



Willing purchasers value timeless beauty coupled with high-quality, elegant workmanship.

Many of our clients have raised their families in the neighbourhoods of Perth and are now looking for a new way of life.

The stories of our neighbourhoods are ingrained on the streets from the families that lived there. Good design creates exciting opportunities, not just for new families to add to the cultural fabric, but for the mums and dads and grandparents who can now downsize from the family home while their children start their own journeys, together in the same suburb they know and love.

Willing offers that opportunity, with the added benefit of more time to enjoy local parks, restaurants, friends, places of faith, bars, hotels and shops nearby.

Our integrated development and construction model provides certainty of delivery for residences purchased off the plan.

Willing understands the subtle balance between the aesthetics and the practical and offers home-sized apartments that can be twice the standard size.



Clifton & Central, Mt Lawley



Approached with curiosity

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Willing continuously explores the new and the interesting, to ensure that our passion for great design is never extinguished.

Refusing to settle for the standard approach, our curiosity lets us unlock our potential and offer an unrivalled bespoke product.

We consider the design of your home as if we were building for our own family, continuously seeking better ways to do things and developing practical solutions to enhance day to day life.

That can include having space to hang your coat and place your shoes upon arrival home, or a special bathing area for your pet. Willing residences reduce energy use through clever design and the latest energy-saving and capturing options.



The Coolbinia







Willing Build

The Willing family has been building and developing in WA since 1969, forming solid, trusted partnerships with a wide range of suppliers, consultants and contractors.

The Build division further cements the group's position in the WA property market as an integrated construction and development business.

The integrated model sees Willing become builder and client - eliminating the need to contract a third-party builder - resulting in better control over project outcomes, quality, timing and cost.

This model provides a greater ability to deliver outstanding outcomes for Willing purchasers.

Cementing partnerships

The Willing team share a vision for excellence and a desire to achieve positive social outcomes, with an eagerness to deliver what they promise.

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Long standing relationships with a wide range of suppliers, consultants and contractors provide incredible peace of mind that Willing have tried and trusted workmanship at their fingertips.

As well as the delivery of Willing multi-residential developments, Willing Build construct homes in Perth for National Disability Insurance Scheme (NDIS) registered, Specialist Disability Accommodation (SDA) Provider, Sana Living. Sana Living offers an extensive and innovative portfolio of SDA across WA, Queensland and South Australia for people living with disability to enjoy maximum independence, comfort and housing choice.





Driven by a desire to achieve positive outcomes

One of our greatest assets are our people. The Willing Build team is a group of highly respected industry professionals, drawn together by a desire to do things better and deliver places where people love to live, at the highest possible standard. Our practices evolve in an environment that encourages continual improvement, respect, the highest quality and safe, sustainable outcomes.

The management team is linear, agile and actively involved in each project. We place great importance on the value of long-term relationships with employees, sub-contractors and suppliers, promoting an environment of mutual trust and cooperation. Many of our trades are employed directly, rather than as subcontractors, further building that trust.

We anchor our business on our long-standing in-house team of tradesmen and craftsmen who are knowledgeable about materials, have developed better construction processes and standards, and understand the components of a liveable home. We stand by our work, which is evident from our long history of delivering positive client experiences and our ongoing relationships with architects, designers and engineers.

Willing Build has a strong focus on our people, nurturing an inclusive and happy working environment, with an excellent 'can do' culture, proudly providing a workplace that encourages inclusion and opportunity.

It aims to provide positive social, cultural, and environmental outcomes - coupled with a high level of health and wellbeing for its clients - focusing on the delivery of continual improvement.



Our values

We combine innovation with traditional building methods to create residences and destinations that will stand the test of time, for multiple generations. We push the boundaries of creativity and refuse to settle for ordinary. We care about the community and build homes as if we were building for our own family.



Leaders

Our legacy will be our reputation. We remain committed to the industry-leading sustainable management of our operations throughout their lifecycle.



Care

We're committed to the development, health and wellbeing of our people, fostering an inclusive, family-friendly working environment with an excellent culture. We strive to remain a great company to work for.



Stability

We are built on financial certainty, proven business acumen, friendships and trust. Our integrated model allows us to access supplier and contractor relationships nurtured over many years.



Excellence in Delivery

We are collaborative, working with the best people to achieve innovative, high-quality outcomes with market-leading practices.



Authenticity

We are transparent and open in everything we do. We believe in doing what we say we will, to deliver as promised.

Our team



Dayne Willing **Construction Director**

When Tim's brother Dayne joined their father, Doug, in 1992, Willing Homes became two generations of builders and carpenters delivering one promise: quality without compromise. A member of the Master Builders Association and Wesbuilders, Willing Homes has been recognised in a variety of award categories – from design and construction excellence to restoration and renovation of a heritage place.

Willing Build is in the unique position of being able to leverage the experience and operating systems honed, over more than three decades, by Willing Homes.

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Simon Greenlaw **General Manager**

With more than 25 years' experience in the construction industry, Simon has held senior roles with some of WA's leading building companies and has worked on a varied range of construction projects.

With a strong understanding of construction management, and meticulous attention to detail, Simon has been behind the delivery of more than 3000 homes across the State.

Eleanor Krassovsky **Financial Controller**

Eleanor is a CPA qualified accountant with extensive experience in the construction and development industry. She has strong technical accounting skills, excellent communication acumen and well-developed analytical skills. Eleanor has a strong understanding of the end-to-end operation of a finance department, thanks to early career hands on experience across the major operational functions.



Trevor Keaney **Senior Project Manager**

With a BEng in Civil and Engineering, Trevor has worked on high profile contracts for a diverse range of clients, as well as on individual homes, for more than 18 years. His focus is cost effectiveness and he uses his excellent interpersonal skills to build solid relationships throughout a project's lifecycle and beyond.





Clayton Smith **Scheduling Manager**

Clayton is a construction professional with over 16 years' experience in the residential construction industry, much of which has been in senior roles for some of WA's leading building companies. During this time Clayton has delivered in excess of 1700 residential homes, and has broad experience over numerous construction methodologies including brick, lightweight, double and triple story builds.

In his time in the industry his main areas of focus have been in the scheduling and estimation functions of building companies, working across a wide range of projects including project building, luxury custom builds, group dwellings, access housing, rural and government housing.



Karen Curnow **Office and Customer Relations Manager**

With over 25 years' experience in operational management for a major international airline, Karen brings an agile work mindset and is a self-starter who embraces change and takes initiative to upskill as the role demands. She welcomes robust discussion to help deliver best practice and strategic objectives.

Karen's care, compassion and integrity are a strength and she is a clear, decisive thinker with a positive outlook and strong practical skills.

Sally Ockenden Strategic Director

With more than 20 years' experience in large corporates across finance, project leadership and strategy, Sally brings a wealth of cross sector development and construction experience to Willing Build.

Having worked on projects in Sydney and Perth, Sally has cultivated an understanding of the full property lifecycle for retail, residential, and commercial development. With a creative and strategic approach along with construction and financial aptitude, Sally focuses on achieving de-risked and controlled delivery, financial outperformance and enduring customer led product outcomes for all projects.

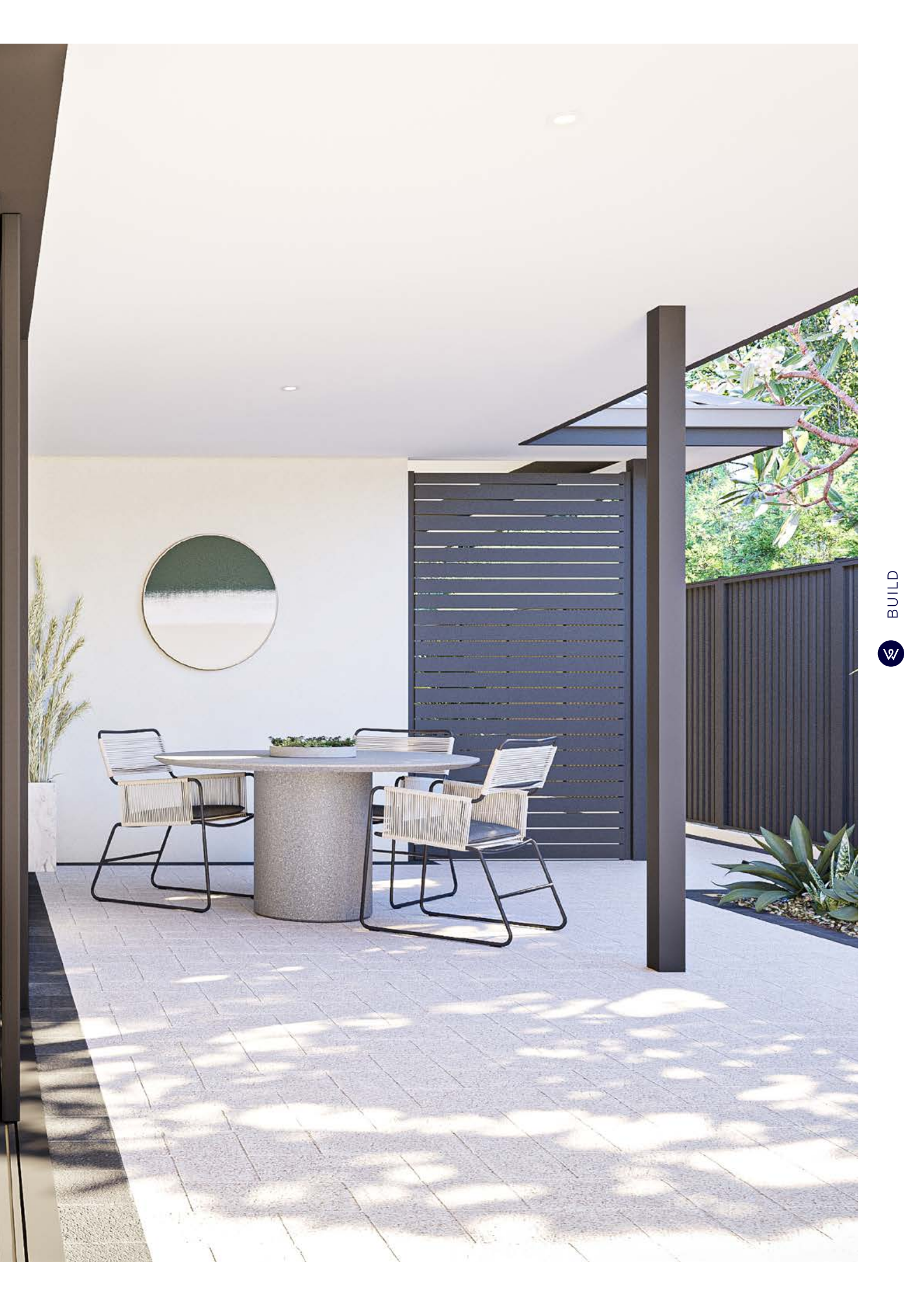


Carla Newick Marketing and Communications Manager

With more than 15 years' industry experience, Carla has fostered solid ongoing relationships with a range of WA suppliers and industries. She has a strong understanding of construction processes and uses this to act as a conduit between our building sites and buyers to maintain meaningful communications. As a finalist in the 2019 UDIA Women in Leadership Awards, Carla has a proven track record in developing campaigns and strategies to increase brand recognition.







A culture of wellbeing through health, safety and respect

Willing Build is committed to the health and wellbeing of its people. We believe that the safe way is the only way and that well and carefully organised sites make for successful projects.

Our team lives our corporate values of safety and wellbeing every day, to ensure that all site work is performed safely. We strive to ensure that our sites are well presented, with high quality, well-maintained site sheds, filtered drinking water and regularly cleaned amenities. We foster a culture of respect and tolerance for all.

Willing Build constantly updates its safety procedures, in line with a changing industry, and monitors safety performance through regular independent site safety audits. Through our safety auditor, we provide training and initiatives to ensure that safety remains at the forefront of everything we do.

Willing worksites operate smoothly and efficiently due, in no small part, to our team's ongoing investment in refining our systems, ensuring everything and everyone meets - or exceeds - all industry standards and regulations. Commercial building standards are adopted across all residential sites, including:

- Use of scaffolding and cranes;
- Locked security fencing to all site perimeters, to minimise public risk;
- Platform ladders;
- Dust minimisation practices;
- 85%-90% waste recycling;
- 100% cardboard, sand & concrete recycling;
- Lock up storage;
- High quality, well-maintained bathroom facilities;
- Silica compliant engineered stone; and,
- Low-toxicity materials, including paints, solvents and floor finishes.

The mental health of our employees is as important as their physical health and Willing Build offers all its employees and contractors - and their families - access to a confidential counselling service, as needed.







Quality

Willing Build is committed to building high quality properties that improve people's experiences.

Our leadership, resources, processes and quality management systems ensure delivery of our promises of safety, innovation and excellence in multi-residential and disability housing.

Willing's highly focused approach to every project ensures a bespoke outcome, combining hands-on experience with a dedication to enhancing neighbourhoods and improving residents' way of life.

We understand and respect our clients' needs and expectations and ensure that our people have the requisite levels of capability, capacity and support to deliver on our promises. We provide our personnel with the best resources, information and training to perform tasks to the required standard of quality and excellence.

Willing Build satisfies all statutory, regulatory, governing standards and contractual requirements for product delivery and constantly monitors and reviews the suitability and effectiveness of its suppliers and subcontractors, to maintain collaborative and fair partnerships.

We will always share our knowledge, learnings, innovations and best practices to continually improve our processes and methods.

Culture

Willing Build is committed to the development of our people, with a focus on the skills and leadership capabilities required to enable the company's growth, and to provide opportunities for career progression and satisfaction.

Quite simply, we aim to be a great company to work for.

We seek genuine, practical and solution-focused people who want a long-term career and who share our cultural values. We will always value their experience and demonstrated capability.

We support them to maximise their potential and contribute towards the successful achievement of our shared vision.

We believe in actively helping our new recruits to understand 'The Willing and Able Way'. Our most experienced team members share their knowledge with others and, at Willing Build, we have an open-door policy for the exchange of ideas and feedback, which is acted upon by senior management.

We offer our people challenging roles and tap into their passions, to let them grow within their areas of motivation and capability.

Social responsibility

Willing Build's aim is to benefit the various communities in which we work, live and build. We encourage good corporate citizenship, with honesty and respect.

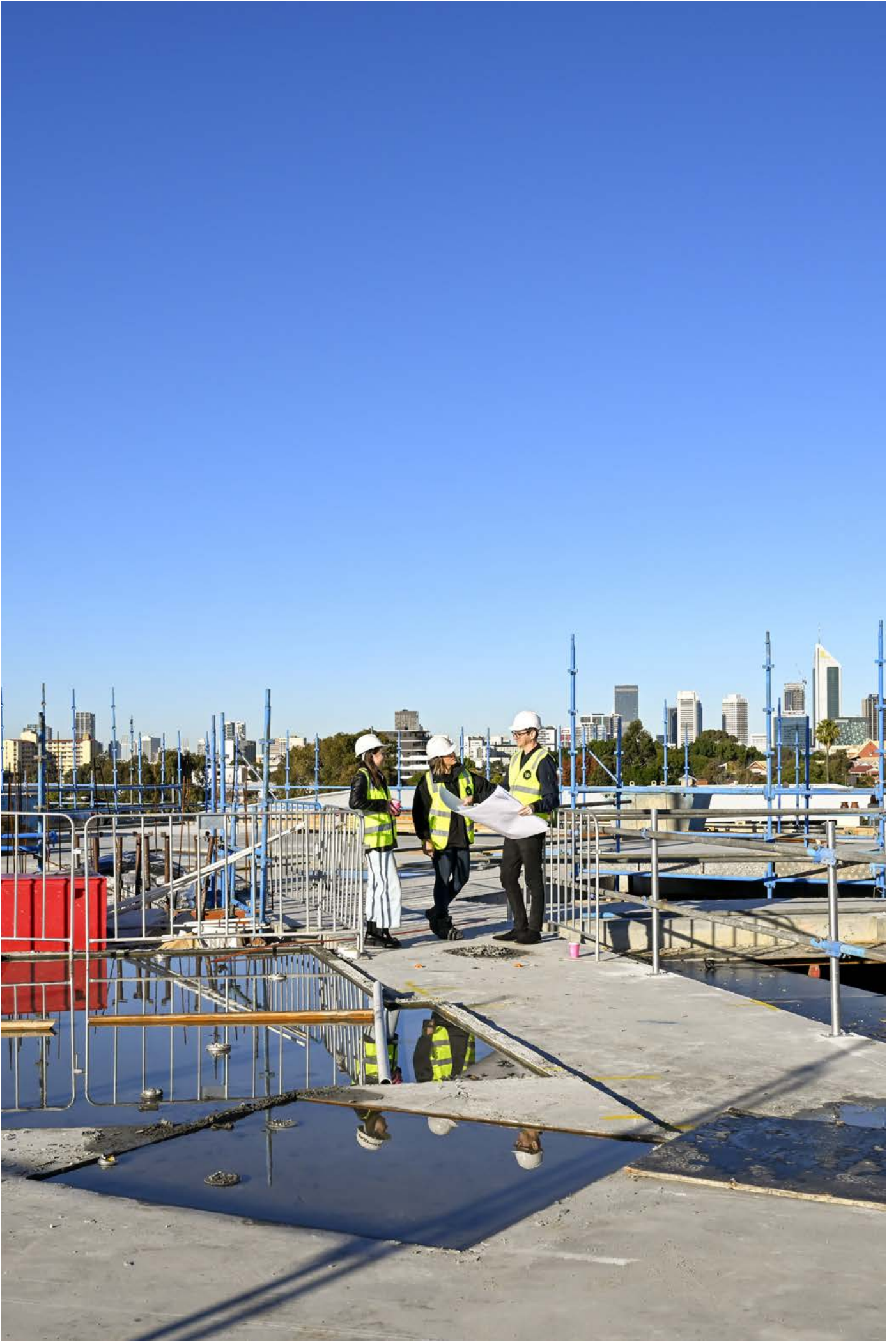
Willing Build also provides regular support to selected charities, sporting groups and fundraisers.

Sustainability

Willing Build is committed to being an industry leader in the sustainable management of our operations throughout their lifecycle, while upholding our core values of Care, Authenticity and Excellence in Delivery. We are part of the solution for a better, healthier and more equitable future.

Willing Build will always prioritise local materials, to reduce the climatic impact of transportation. All bricks used on our sites are made in Western Australia and hand-finished by our skilled craftsmen.

We use low-toxicity materials, including paints, solvents and floor finishes. We also engage in industry leading practices for waste removal and recycling, with more than 85% of our site waste recycled.



Willing Hospitality

We are anchored in history

Three generations of the Willing family live in Mt Lawley - it's where we grew up, where we work and where we call home.

So, we see our developments as part of something bigger - part of the vibrancy of historical areas - and we want to create opportunities for further connections.

Inspired by our travels, we create interesting streetscapes and a village atmosphere where people will want to linger.

We stay invested in the communities we help to build, long after completion.

Our well-loved Willing Coffee espresso bars, at the base of our Guildford and Mt Lawley developments, have quickly become a mecca for lovers of fine coffee and the European café culture.

Bar Vino, in Mt Lawley, offers a meticulously curated wine list paired with refined seasonal dining, inspired by the coastal Italian Mediterranean lifestyle.

Other street level shops are filled with carefully considered owner-operators who are as invested in the community as us.

We are deliberately selective in the shopkeepers who join us because we believe in passion enterprises that enhance the community.





Our well-loved Willing Coffee espresso bars, at the base of our Guildford and Mt Lawley developments, have quickly become a mecca for lovers of fine coffee and the European café culture





Willing Coffee Guildford, Terrace House

Inspired by family-run coffee shops from 1950s Italy, Guildford's Willing Coffee was created as a place where people could feel at home, with visitors welcomed by a stylish blend of curved lines, stainless steel, marble, mirrors and cycling memorabilia.

Quickly establishing itself as one of Perth's top coffee destinations, Broadsheet named it Perth's best new coffee bar in 2018.

Willing Coffee Guildford awards:

- 2020 Australian Interior Design Awards, Best of State Award for Commercial Design (Western Australia)
- 2019 Design Institute of Australia (DIA) WA Awards, Outstanding Built Environment Hospitality (with an Award of Merit)

Willing Coffee Mt Lawley, Clifton & Central

A former 1950s deli, frequented by Tim as a child, Mt Lawley's Willing Coffee has a lived-in aesthetic to its interior and an Australiana feel to the alfresco, with local artist Luke O'Donohoe engaged to restore the iconic Peter's Ice Cream sign.

Sharing a space with Bar Vino by night, Willing Coffee brews an ever-changing selection of beans from around the world, alongside a signature house blend.

Bar Vino is a new take on a classic wine bar in the heart of Mt Lawley, inspired by the coastal Mediterranean way of life

An extensive wine list featuring more than 180 predominantly Italian wines has been meticulously curated and sits alongside a simple yet refined menu of seasonal Italian inspired classics, with a focus on the highest quality local produce. Seating 60, the space incorporates a heritage dining room, bar area and lively streetside alfresco.





Bar Vino, Clifton & Central

Located at our Clifton & Central development and incorporating the original corner deli, the venue combines both the heritage deli and a new space which is by day home to Willing Coffee.

From early morning, Willing Coffee brews an ever-changing selection of beans from around the world alongside our signature house blend. By night Bar Vino is a place to gather, for a glass of wine on the way home or to settle in and relax for the evening.

Home to arguably the most ambitious wine program in Western Australia, the list has been meticulously created over many months and is the beating heart of who we are. The list is designed to take the diner on a journey, whether that be a new wine experience or to guide them in diving deeper into a region or variety they already know and love. The ever-evolving list also features wines from our favourite regions and producers in Italy, France and Australia.

Inspired by years of travel through Italy, the menu honours delicious seasonal flavours that celebrate our land and water through high quality produce delivered with a refined technique.

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WILLING