



Eden Brae Homes



Eden Brae Homes was established in 2000 to fill a void in the NSW Housing Market. Its aim is to offer a personalised boutique service, building quality homes at exceptional prices. Eden Brae Homes facilitates the delivery of homes from the initial design to sales, administration, construction and maintenance.



What you can learn from Eden Brae Homes

- Build trust with a collaborative culture
- Be practical and equip your people to address challenges
- Unite your people through your values

Build trust with a collaborative culture

Eden Brae Homes is unlike many of its competitors in that it is not departmentally focussed. The organisation believes that collaboration and understanding the work of other colleagues is a critical factor in truly engaging employees with business outcomes.

Eden Brae Homes promotes collaboration through both its leaders and its working environment. Many senior managers work across multiple disciplines and it is the responsibility of all managers to lead and take ownership of HR initiatives. The office environment at Eden Brae Homes is also designed to encourage communication and knowledge-share, with the seating of people from different levels of seniority and departments intermixed. The organisation promotes an 'open door policy' with mentoring accessible to all staff, and a philosophy that 'everyone is aligned with everyone'.

The focus on trust that Eden Brae Homes promotes within its office environment also extends to the brand more broadly. Subcontractors who work on site for the organisation are paid within 48 hours of work completion, and quality checks are implemented on all properties by an external provider at three stages throughout the building process.



It's where you want to live.

"It's a simple philosophy. We actively listen to staff, understand what is happening in the market and provide our people with the tools they need to succeed in their job."

Todd Symons
Director, Eden Brae Homes





Be practical and equip your people to address challenges

Eden Brae Homes' people strategies are strong and uncomplicated. The organisation is aware of the market it operates in, the challenges it faces and the opportunities it has to differentiate itself from competitors.

Eden Brae Homes values open and transparent communication and provides employees at all levels with access to the tools that they need to be aware of and address problems as they arise. The organisation has a strong focus on planning which helps it to mitigate risk and cope with industry change. Every employee has access to dashboards that indicate how the organisation is tracking against targets, and if an issue is identified it is discussed on the spot, rather than relegated to a scheduled meeting time.

Operating in an industry that has notoriously poor retention rates, Eden Brae Homes sets simple goals to ensure that employees understand the opportunities that are available to them:

- Promoting from within the organisation
- Developing clear pathways training for all staff
- Enabling an appropriate work life balance
- Establishing clear, defined and measurable work tasks.

Because of these efforts, Eden Brae Homes does not have to pay a premium to attract the best and brightest employees.



100%

of the **senior leadership** team have been **promoted** from **within the business**

Unite your people through your values

Eden Brae Homes established its Seven Foundations of Eden Brae shortly after inception.

1. Recruit, reward and recognise
2. Talk direct
3. Total control
4. Lasting relationships
5. Innovation and efficiency
6. Consider it's ours
7. Be your best

The Seven Foundations were developed to encapsulate the organisation's values of trust, integrity, fairness and mutual respect and form the foundation of how employees are expected to engage with each other, contractors, suppliers and customers. The organisation credits the Seven Foundations with providing a common direction and empowering each employee to be accountable within their role.