

# FBA National Conference

September 2011



# Social Wealth Creation



# Introduction

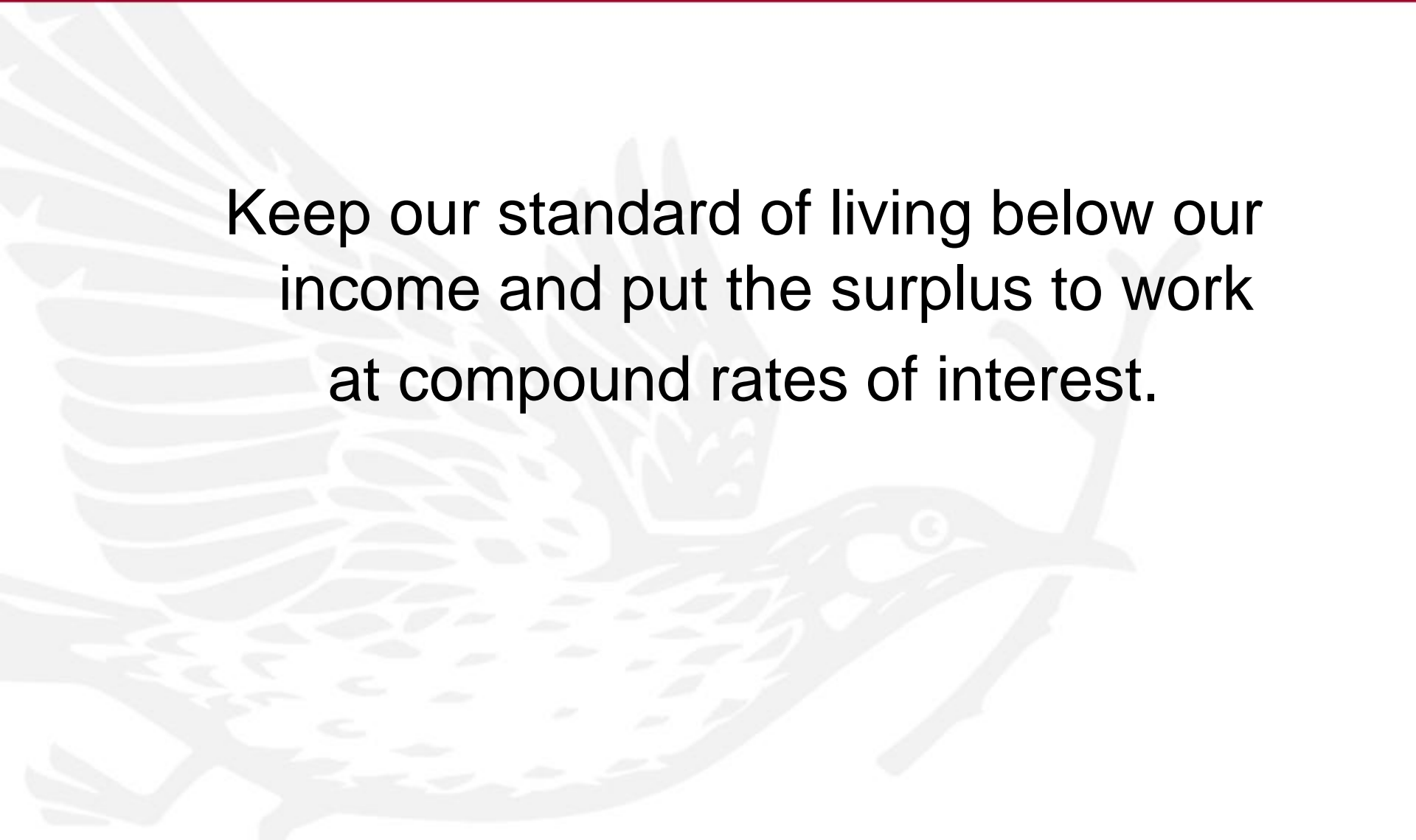


- We've spent a lifetime building social wealth within the family; and
- We are now a family in business rather than a family business.

# Wealth Philosophy



Keep our standard of living below our income and put the surplus to work at compound rates of interest.



# Personal Philosophy



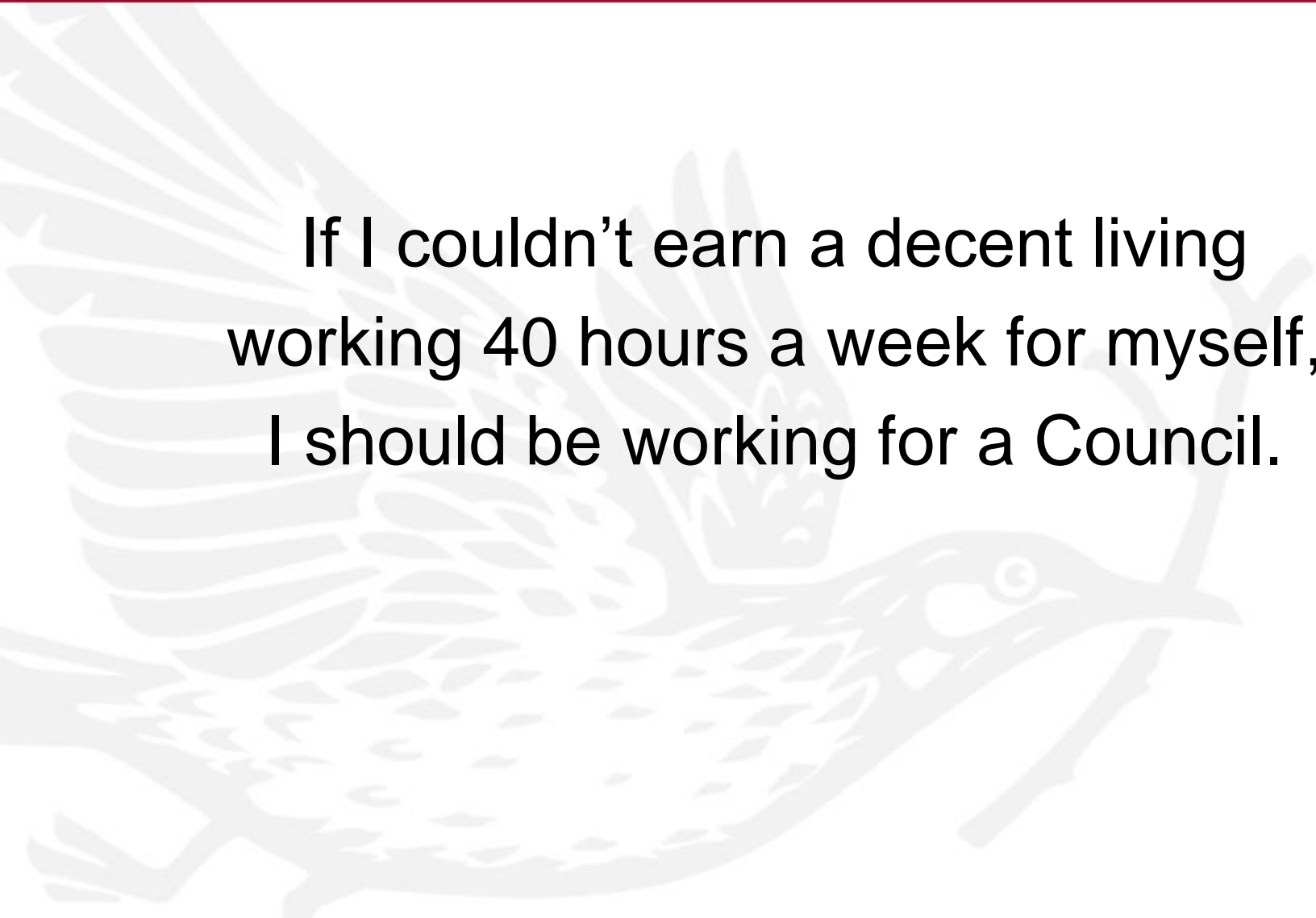
- My health first, family second, sport third and business last;
- Having work, sport and home within 5 minutes of each other;
- Going home for lunch.

# Personal Philosophy cont....



DENNIS  
FAMILY  
CORPORATION

If I couldn't earn a decent living working 40 hours a week for myself, I should be working for a Council.



# Mission Statement



“To build a long term,  
sustainable family business  
for present and future generations.”



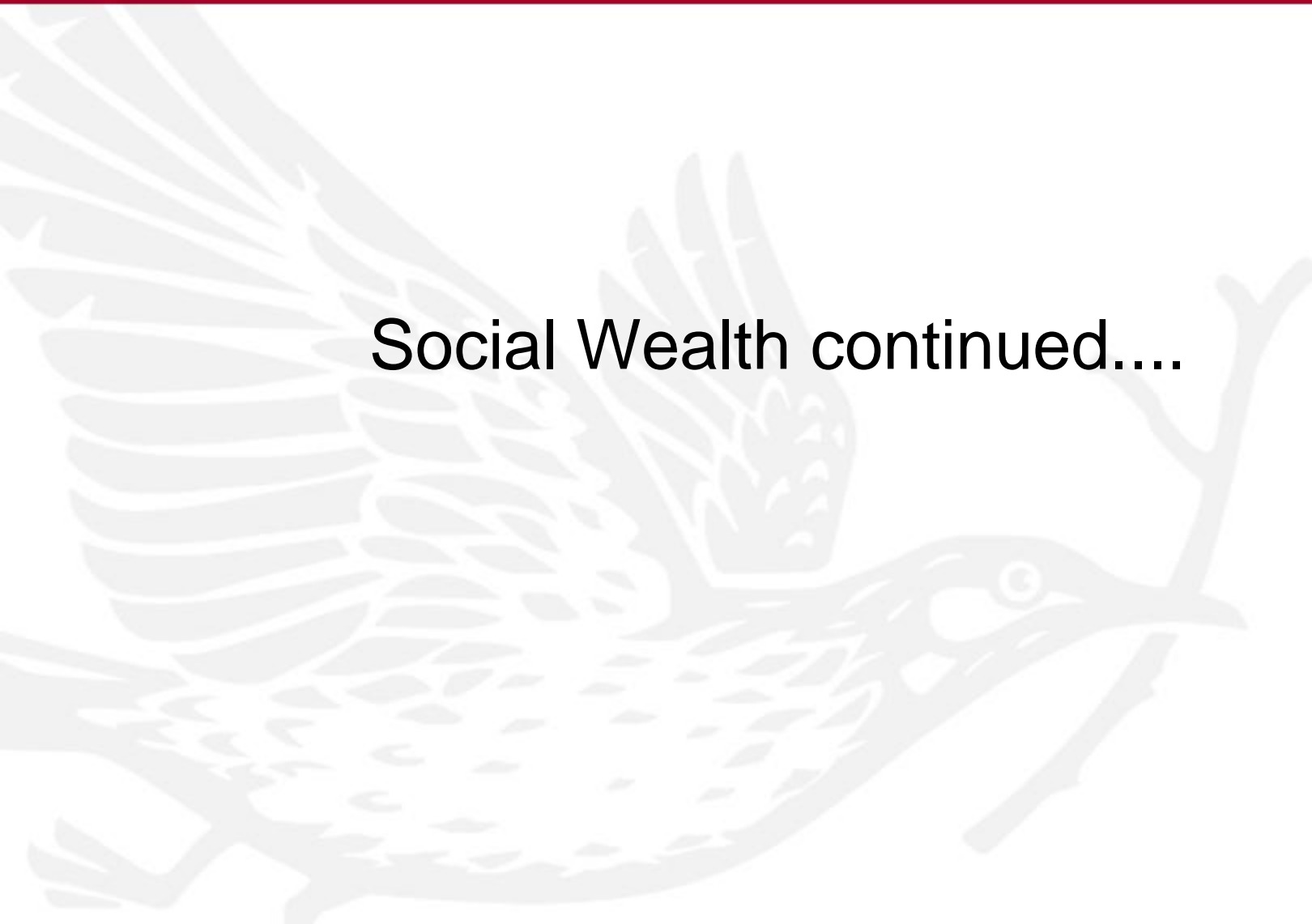
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**DENNIS  
FAMILY**  
CORPORATION

Social Wealth continued....

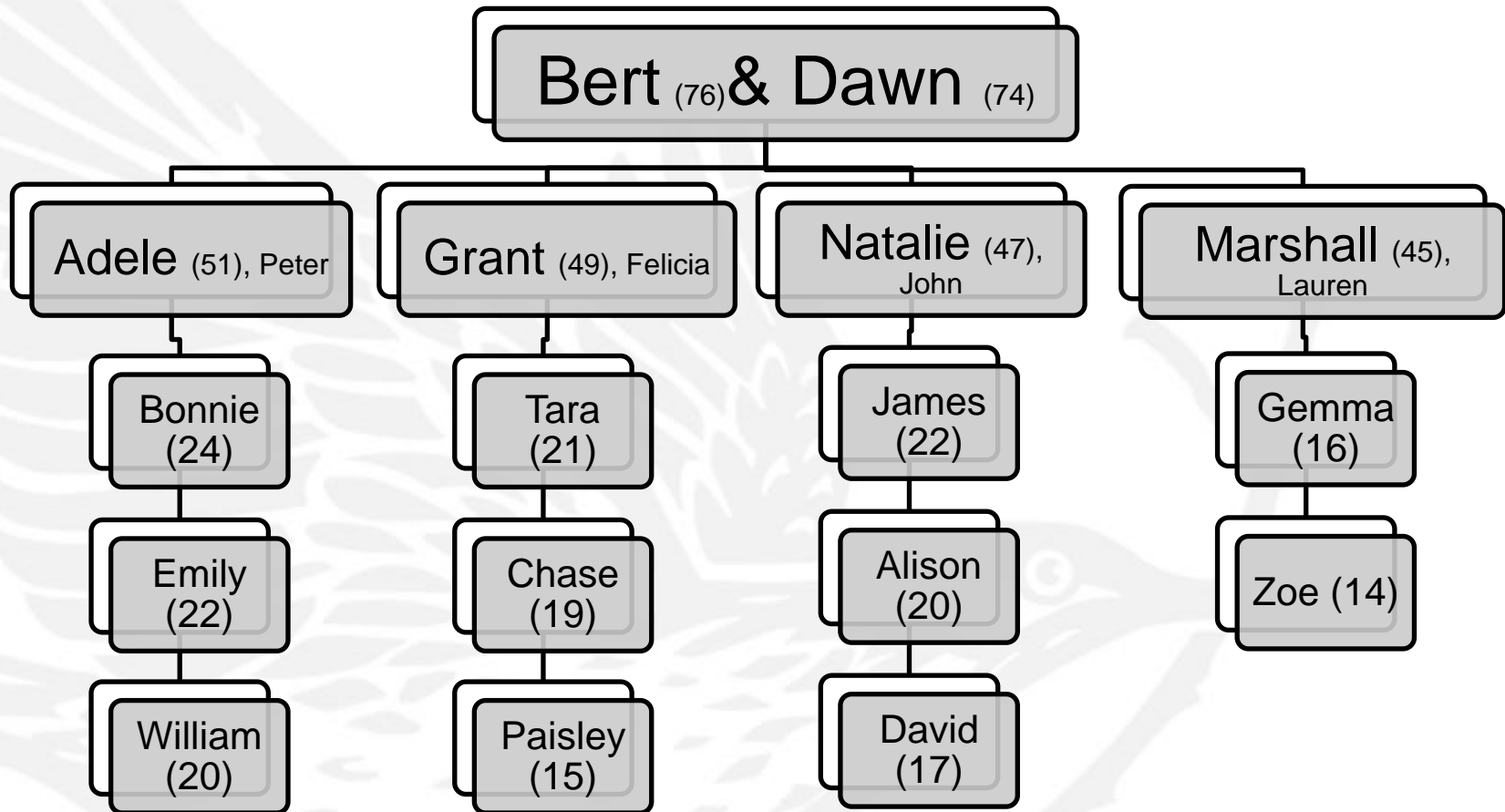




**DENNIS  
FAMILY  
CORPORATION**



# Family Tree



# What is Social Wealth?



Social Wealth is having the skills needed to enable individuals to develop and participate to the best of their ability both physically and mentally, in any walk of life.

# Business History



- 1960 - Commenced Civil Engineering
- Early 1960's - Residential Property Investments
- Late 1960's - Residential Land Investments
- Early 1970's - Commercial Property Investments
- Early 1980's - Commenced Homebuilding, Farming
- Late 1980's - Interstate Expansion
- Early 1990's - International Investigations
- Late 1990's – Restructure
- 2001 – International expansion
- Early 2008- International contraction ( good decision!)
- 2010- Bert's 50<sup>th</sup> year in the Property Industry
- 2010 Establishment of Family Office

# What is Family Office?



- Post Distribution Wealth
- Statutory, Regulatory and Personal Services
- Family Member's Aspirational Support
- Functions of Family Office

# Social Wealth

- Post conferences of Seoul and Boston
- More formal approach to the learning of 3<sup>rd</sup> Generation
- Mapping out of an education strategy
- The creation of the Education and mentoring Programme at the Dennis Family

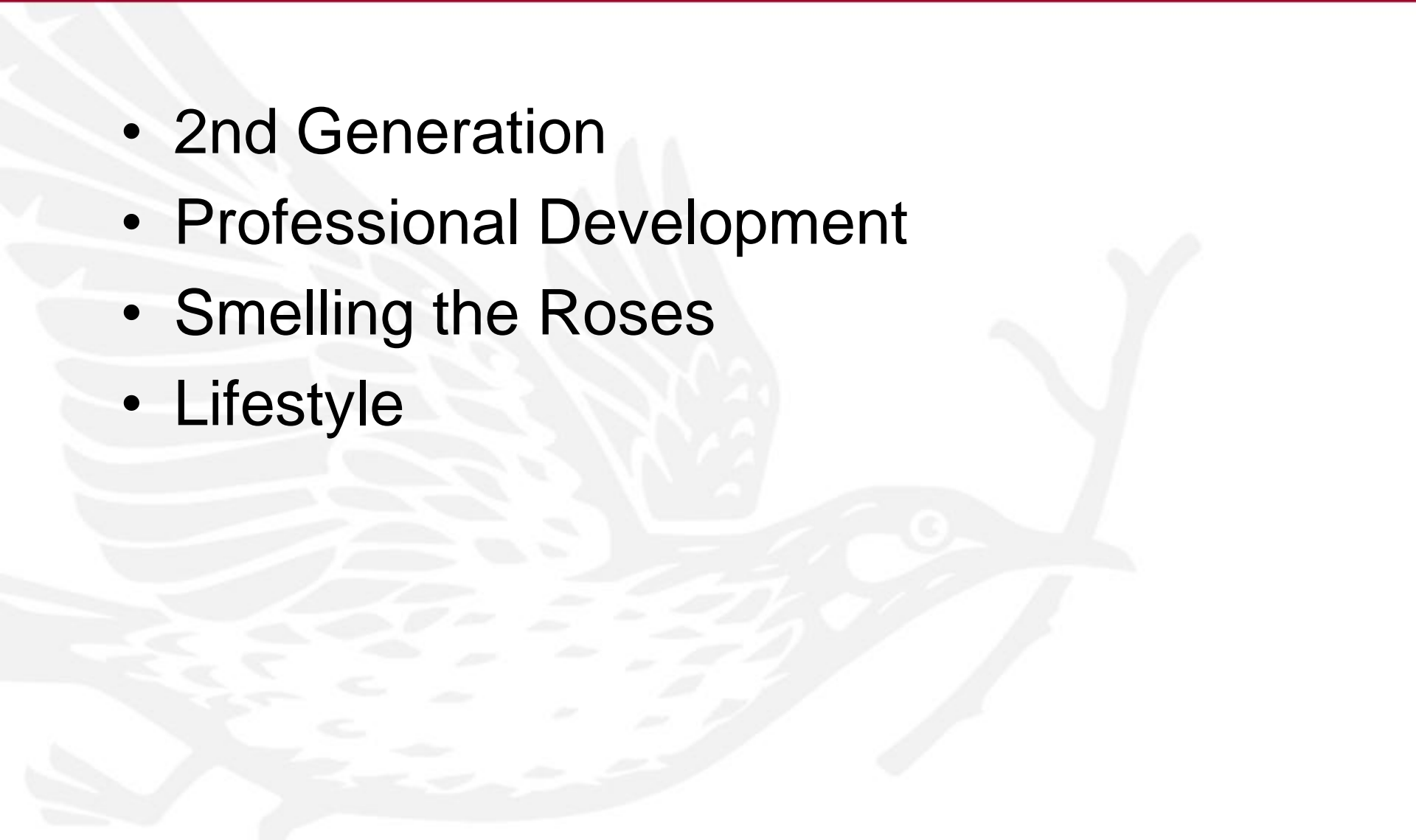
# Social Wealth

- Permission from parents
- Assistance with the selection of subject, career and lifestyle choices
- On-line personality profiling
- Meet with Education consultants
- Personal Plan



# Social Wealth

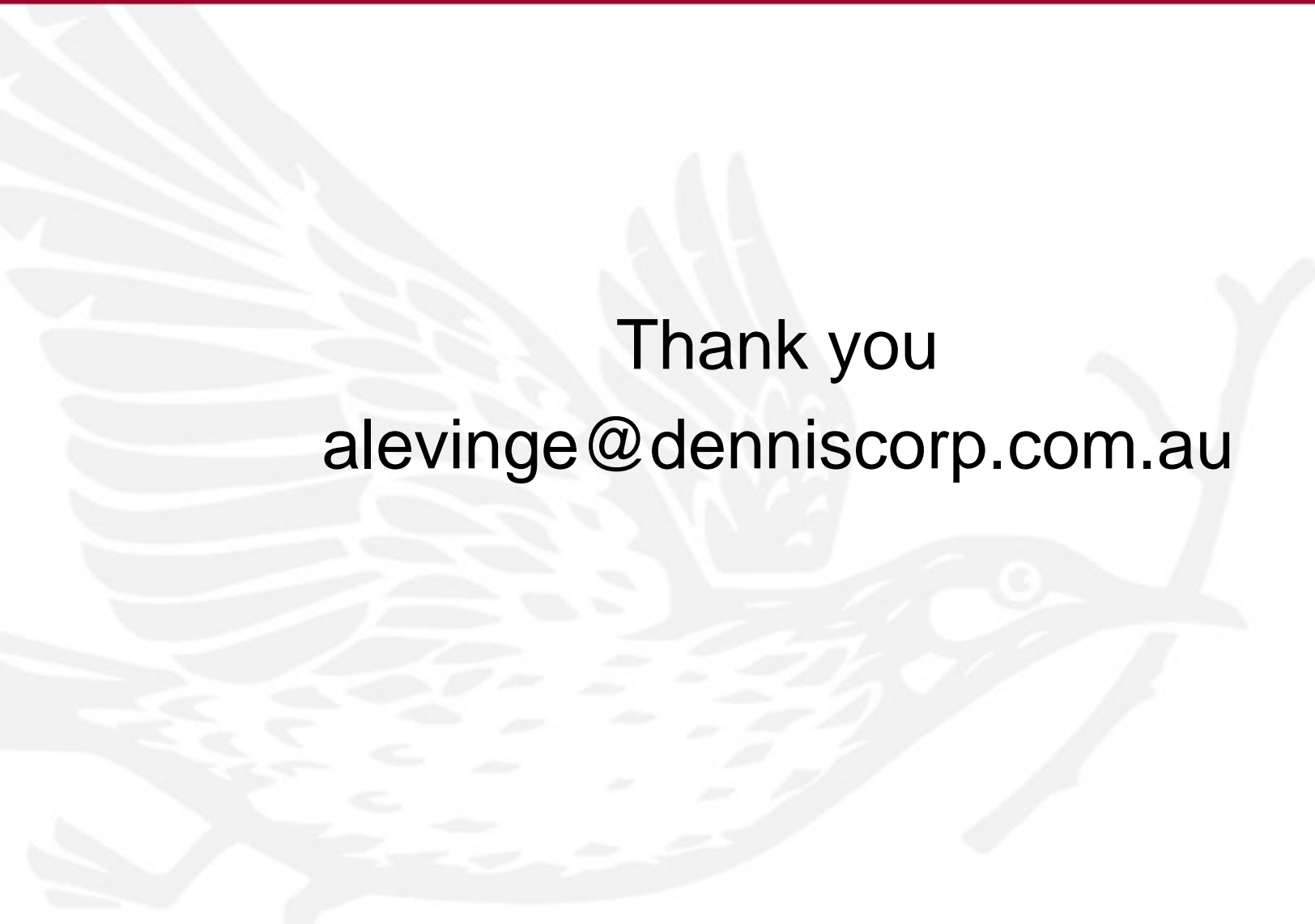
- 2nd Generation
- Professional Development
- Smelling the Roses
- Lifestyle



# Social Wealth



Thank you  
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**BUILDING COMMUNITIES**

**LAND DEVELOPMENT**



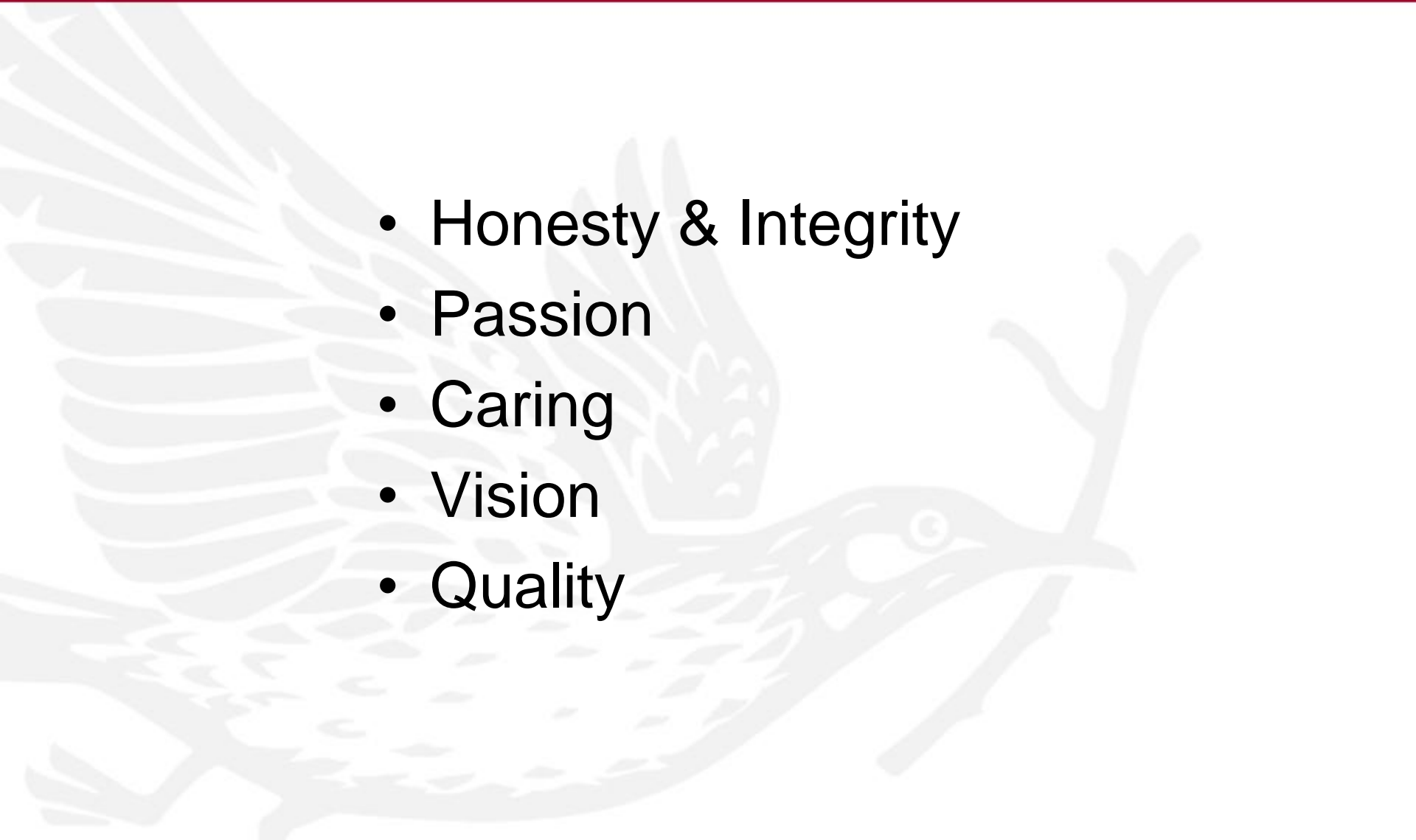
**HOUSE BUILDING**

**COMMERCIAL & INFRASTRUCTURE**

# Core Values



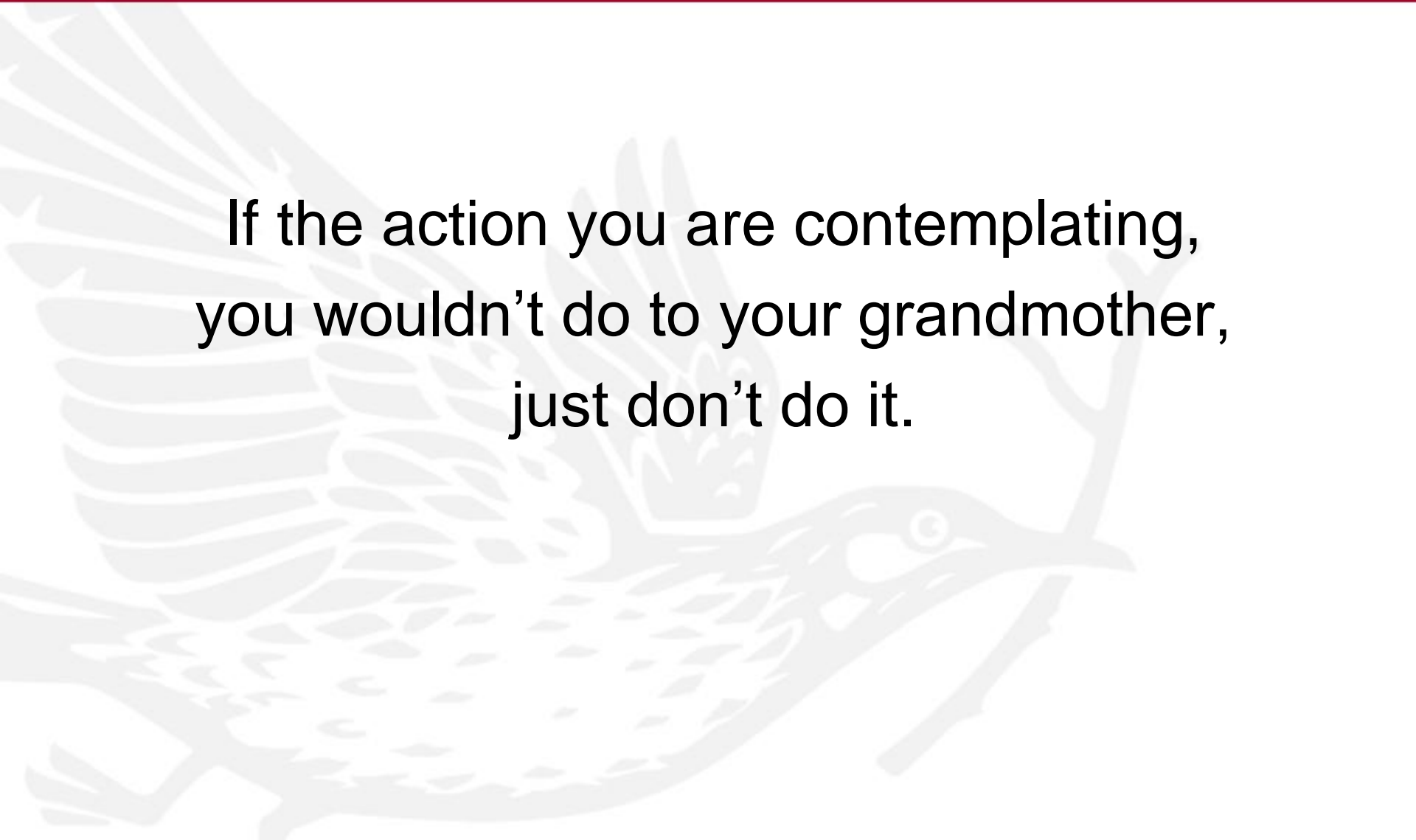
- Honesty & Integrity
- Passion
- Caring
- Vision
- Quality



# Grandmother Test



If the action you are contemplating,  
you wouldn't do to your grandmother,  
just don't do it.



# Family member matrix

	<b>Requirement</b>	<b>Responsibility</b>	<b>Remuneration</b>
<b>Shareholder</b>	Family member	<ul style="list-style-type: none"> <li>•Dividend Policy</li> <li>•Strategic Inv Policy</li> <li>•Appoint Directors</li> </ul>	Dividend
<b>Board Member</b>	Skills Knowledge	Fiduciary	Board Fees
<b>Executive/Employee</b>	Qualifications	Role defined	Salary

# Rule of 72

Dividing 72 by the compound rate of return will give the number of years in which an investment will double