

Housing affordability: building your nest egg

Publication: 22 August 2017
Categories: Media Releases
Reading time: 1 minute

Amongst ongoing frustration across the community at a lack of housing affordability measures, Australian Eggs has entered the debate with a meaningful reform package aimed at first home buyers.



“Eggs on toast for under two dollars a serve in the convenience of your own home,” said Rowan McMonnies, Managing Director of Australian Eggs.

“Many Australians have been lured into a world of café lates and smashed avo. At \$16 a pop, you can’t help but feel they are being duped and their home ownership dreams are slipping further away with every bite.

“Eggs have long been the affordable protein, but the capacity of the humble egg to accelerate a first home buyers’ savings plan is a bit of an industry secret.

“Property is all about competition and foreign investors are onto it. Some of the most active buyers from countries like China and Japan have higher egg consumption per capita than Australia.

“It is frustrating to see Australian families out-bid when delicious, nutritious eggs are readily available to give them the edge they need.

“Cage, barn or free range, it doesn’t matter, at under \$2 it’s money in the bank.

“It’s not just a breakfast thing either. Over half the egg meals in Australia are enjoyed at lunch or dinner, with the most popular dinner meal being eggs on toast. So we see a lot of unrealised opportunity.

“We urge Australians to get eggs on the menu well ahead of auction day. But of course, it’s important to remember that this is general advice only and does not take account of particular home buyer objectives, financial situation or needs.”

Media enquiries

Frances Jewell, Marketing & Communications Manager at Australian Eggs on (02) 9409 6909 or frances.jewell@australianeggs.org.au