

40

pellicano

We've been on a long yet successful and rewarding journey over the past 40 years. And it's just the beginning...



Rocco Michele Angelo Pellicano, at the age of 40 left his Stonemason business in Calabria, Italy, and arrived in Australia in October to join his brother Domenico (Mick) who had migrated in November 1927, at the age of 24 (before World War II).

1951



Tragedy struck and Rocco died suddenly of a heart attack on 2nd December 1957.

Nunzio joined his uncle Mick to carry on the family business left by his father.

Nunzio left the family business and joined Guido Assetta, a residential builder, to gain further building experience. In 1961 at the age of 19, Nunzio formed a building company with close friend, Guido, and registered Aspel Construction Pty Ltd (Assetta/Pellicano). They built houses for the influx of European migrants, mainly Italians and Greeks, whilst also carrying out concreting and bricklaying activities.

1957-61

The family sold all of their assets in Italy to raise capital so they could grow the business as this was a material way of realising Rocco's dream of a new start in the relatively new land of Australia.

1966

This was the year that gave the Pellicano brothers their first big break: the development of 12 residential apartments in Oakleigh East which were sold for a total of \$125,000.

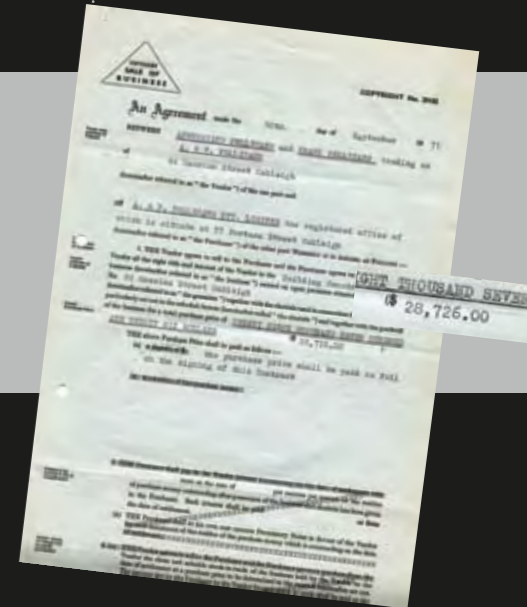
1969

By now the business had grown to the point where the partnership was incorporated, forming A&F Pellicano, with a transfer of the assets for \$28,726. This enabled the business to grow more rapidly and speculative residential developments, mainly of units and flats could begin.

By this time Nunzio and his wife Assunta moved to 101 Clayton Road, Clayton and their home became the company's new headquarters.

Assunta also joined the family business, liaising with clients, as well as managing all book-keeping, finance administration and being a secretary to both Nunzio and Frank.

1971



1952

Rocco formed a partnership with his brother Mick and they ran a bricklaying and concrete business from Mick's house in Greville Street, East Oakleigh.

1955

Rocco's family: his wife Antonina aged 35 and their three sons, Domenico aged 16, Nunzio aged 13 and Frank aged 8, joined him on the 26th April 1955. They lived at the paternal home built by him in Macrina Street, East Oakleigh, which later became the business headquarters until 1969. Antonina assisted all along in the business wherever she could, whilst raising her new Australian born son Robert.

1965

Nunzio Pellicano became a member of the Housing Industry Association (HIA), and employed younger brother Frank at Aspel to undertake a bricklaying apprenticeship.

1967

A partnership is born...

In 1967 Nunzio and Frank left Aspel and formed a partnership as bricklayers, taking on the challenge of contract home building. They began operating from their parental home in East Oakleigh, with their only joint assets being a Holden ute and a trailer.

The group was admitted to the Master Builders Housing Fund Guarantee, meaning there was virtually no restriction on the amount of construction development work the group could undertake.

The Whitlam years saw high inflation and a doubling of property values in Australia in a very short period of time and consequently the group grew stronger, expanding in a controlled manner throughout the 70s.

1974



1976

Frank and Nunzio built their first industrial development: three factoriettes at the corner of Westall Road and Brear Street in Westall.

The early 80s were a recessionary time and work slowed considerably. To enable the business to retain all its work force, the group expanded into other sectors of the construction industry including, retail, commercial and industrial. Pellicano Building Contractors Pty Ltd was incorporated to undertake all the non-residential work.

1982



1983

The company began promoting full one-stop-shop property solutions, with the assistance of professional services provided by two other Pellicano brothers: Robert and his architectural firm and Domenic with his legal and accounting firms.

Pellicano's logo redesign containing a PBC icon



The business grew and moved to 10 Manton Road Oakleigh, to cater for the increase in employee numbers.

1984



1985

The company purchased 26.7 hectares in Scoresby, which was to become Jells Park Industrial Estate, a joint venture purchase with David Goldberger, David Whelan and architect turned property developer, the late Mr Albert Genser.

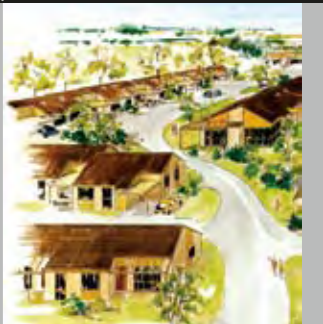
Occupiers included: Dalton Packaging, Pepsico, Berendsen, Aluminium Specialties, Danon.

"It is now almost 12 months since we moved into our spatial new premises of which we can both be very proud. We would like to take this opportunity to thank you and your loyal staff for creating such a lovely working environment."

*Mark Cannon,
Danon Marketing International*

The first retirement village was developed at Doveton.

1986



1973

Due to the expansion, volume and quality of work in flats and apartments rather than detached housing, A&F Pellicano Pty Ltd was invited to become a member of the Master Builders Association.

Pellicano's first logo design in 1973



By the end of the decade, the group was specialising in industrial developments and became a force in design and construct projects with residential projects only representing approximately 20% of total work.

Late 1980s



The first of the next generation, Michael Pellicano, joined the group as a Construction Site Supervisor.

1992



The company won the prestigious Dun & Bradstreet Building and Allied Services Award, in recognition of strong, sustainable growth.

1995



Pellicano survives the test

By LISA KEATING

The building and allied industry may generally be going through a rough period, but an Oakleigh construction company has grown enough to strength.

Pellicano Building Contractors has won the Building and Allied Industries category of The Age/Dun & Bradstreet Business Week Victorian Business Awards, which recognise companies that exhibit strong, sustainable growth.

Pellicano, a family company, has been operating for more than 30 years. Mr Michael Pellicano is managing director and his brother, Frank, is a director.

It had used its unique dynamic risk aware to calculate the risk factor of hundreds of Victorian-based building companies. Pellicano came top with a score of 4.8 out of a maximum of 5.0. The industry average was considerably lower, at 2.1. The company is seen to be particularly good at the slow-paying nature of many building industry clients.

Pellicano's net worth has increased from \$1.3 million in 1990 to \$5.2 million in 1995.

while interest has risen by a massive 542 per cent in the same period. Operating profit after tax has jumped 234 per cent in the past four years.

This was despite the industry downturn that began in the early 1990s, propelled by a glut of office space and exacerbated by recessionary conditions. Very few building companies managed to escape unscathed.

Pellicano managed to prosper in the sector because it combined with allied companies in development that tended to be purpose-built and prepared. The goal is a mixture of safety in an uncertain market.

The spectacular growth in Pellicano's turnover in the past two years was on the back of a recently completed contract to build the \$18.5 million Air Force national camp building in Port Melbourne for Air's parent company, Transic Corporation of Perth. An office in Melbourne after being suffered special incentives by the Victorian Government.

Its staff positions were created as a direct result of the Air International contract. Staff numbers have increased by 40 per cent since 1992.

Pellicano Building Contractors won \$2000 worth of Dun & Bradstreet products and services. The company is also in competition for the title of 1996 grand champion, to be chosen from the winners of the eight business award categories. The grand champion wins \$25000 worth of Dun's products and services.

Bushy Age will announce Victoria's 1996 champion shareholder next week.

McPhersons Growing a bigger

Early 1990s

This decade started with an even larger recession and the Group reverted to survival mode. They were incredibly tough years, property values tumbled as much as 50% and interest rates rose to more than 20% per annum and many good solid companies went under.

Fortunately for the Group, its reputation for quality and honesty built over 20 years saw wins of enough work so the business survived – a little battered but still in tact.

“We wish to express our thanks and appreciation for your successful completion of the bank’s building and fit-out at 2 Eaton Street, Oakleigh. The quality of workmanship on the project is to be complimented. More importantly, the project was completed within time and budget.”

*John Keating,
National Australia Bank*

1993

Pellicano purchased various lots from Melbourne Water in Woodlands Estate totalling approximately 30 hectares, and undertook numerous design and construct projects for numerous clients. These included Aggreko, Commercial Minerals, PPG, Tradelink, HR Rolls, Target, Flavour Makers, Toro and Gale Australia (18,640m²), a Master Builders Winner in 1996.

“I would like to express on behalf of Gale Australia, our appreciation of your company’s efforts including those of other sub-contractors involved in achieving completion of the works to enable our relocation. Gale Australia regards your efforts as entirely commendable in face of the inclement weather conditions and would be pleased if you will appropriately convey our appreciation to all concerned.”

*Graeme Pope,
Gale Australia*

1996

The rest of the decade saw the group further expand and consolidate its position as a leader in design & construct projects, industrial land subdivision and contract building in all sectors of the construction industry.

Pellicano Builders Pty Ltd was formed on 11th June 1996, replacing Pellicano Building Contractors.

New Logo for Pellicano Builders Pty Ltd



1997

Pellicano Rise & Rise

The economy picked up again by the middle of the decade and by this stage the group was rapidly expanding. The type of client was also changing to have a more corporate focus and so the move to 597 Blackburn Road in Notting Hill was made.

Maroondah Industrial Estate was purchased and developed over seven years with a series of land sales and pre-commitments for the 12 hectare site which has since set the tone for the Kilsyth and Canterbury Road business belt.

Pellicano is proud to have constructed a number of buildings on the Estate including Valbruna, Target, In Motion Audio, Timber Panel Products, Turnils, Turssfab, Zodiac and several speculative developments.

Remington Industrial Estate was launched in April 1997, a 46 hectare site in Dandenong, purchased in a joint venture with Dansu Constructions.

This was Pellicano's first major business park in Dandenong. Clients included Nitto Denko, Camec, John Ryan Removals, Hume Doors, Konway Express, Sunace, Reigal Paper, Cobe, Peteron, Membrey's Transport, Kleins, Pine Solutions, Snorkel and Selection Steel.



1998

The 51 hectare property of Parkview Estate was purchased from South East Water in 1996 and officially opened by Victoria Premier, the Honorable Jeff Kennett on 14th August 1998.

"Your firm has greatly contributed to Victoria's economic recovery and the award pays tribute to your performance in the market place, achievements and success. You will no doubt continue to set the standards for the building industry in Victoria. I wish you continued success in your endeavours."

*Jeff Kennett,
Premier of Victoria*



1999

The second of the younger generation, Nando Pellicano, joined the group initially in the construction department and later shifting to the property side of the business.

The first stage of M1 & M2 Estates in Dandenong was purchased, which later included a facility being constructed for a division of BHP Billiton, BlueScope Lysaght.

"I would like to acknowledge Pellicano's support, capability and reliability in delivering what I can only describe as a brilliant new manufacturing facility."

The ahead of completion and quality of finish depicts the reputation attributable to your firm."

*Vito Chiodo,
BHP Billiton*

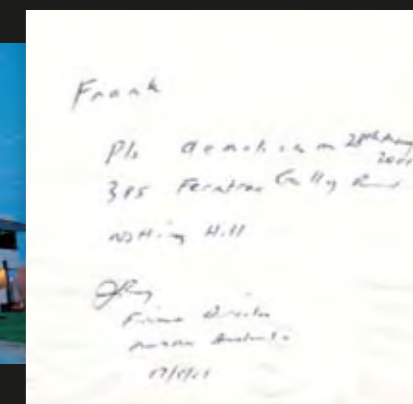
Notting Hill Business Campus was purchased.

2002

"The Pellicano Building Company is highly regarded by all of us involved in property development in Melbourne. It is a tribute to the Pellicano reputation and expertise that this project (Toyota Technical Centre) is being developed in Notting Hill, rather than in Port Melbourne or near Tullamarine Airport."

Congratulations once again, and may there be many more years of Pellicano success in building development."

*Bernard Sweeney,
Jones Lang LaSalle Advisory*



2003

Renato and Antonio Pellicano joined the group, bringing the number of the next generation in the family business to four.

Pellicano developed Mazda Australia's new Head Office at 395 Ferntree Gully Road, Notting Hill. The construction program was extremely tight, and the project commenced after Mazda signed off on a serviette at a boardroom lunch meeting.

"Mazda was extremely pleased with the ability of Pellicano to bring the project to a satisfactory conclusion on time and without costly overruns. Pellicano's emphasis on communication with Mazda and client relationship was excellent - and still is."

*John Ray,
Mazda Australia*

The Pellicano logo was redesigned to encompass both the property and building divisions



"The premises are regarded by our parent company in Sweden as the best company facility in the entire group. As you are aware ASKO have offices throughout Scandinavia and the USA."

*Richard Sim,
Asko Appliances*

Pellicano Builders is listed in the BRW Top 500 private companies, listed at 493.

2005

Pellicano continues to go from strength to strength.

Launched PPT1 (Pellicano Property Trust 1) – an unlisted property trust valued at \$140 million.

2006

Purchased a 77 hectare site in Ravenhall, a joint venture with Leighton Properties.

Purchased 73 hectares in Dandenong from the Kelly Brothers for a future business park.

Pellicano Builders achieved \$100 million turnover for construction work.

Pellicano Builders and Pellicano Group established Queensland office.

Pellicano Builders received the overall Dun & Bradstreet Award.

Pellicano obtained its Australian Financial Services Licence.



2004

The company undertook a restructure to better position itself for the future, and Pellicano Group was established to incorporate Pellicano Pty Ltd and Pellicano Builders Pty Ltd.

The Group commenced development in Queensland.

"It has been a pleasure working with your team and yourself throughout the construction of the Bremer facility that has become the foundation for Capral's future."

*Nigel Chalk,
Capral Aluminium*

2007

Pellicano relocates to new corporate office and celebrates 40 years of innovative excellence.

Thank you to our staff, both past and present. Your commitment to our vision has helped make Pellicano the great company it is today. Our success would not have been possible without your energy, dedication, enthusiasm and passion.

