

MEDIA RELEASE

## **Leapfrog Park leaps into new era of playgrounds**

Point Cook park aims to get kids back outside

**Melbourne – 25 May 2017** – A spectacular new Leapfrog Park being constructed at Frasers Property Australia’s Life, Point Cook community promises to bring the fun back into playgrounds.

With Australia’s childhood obesity rate at alarming levels, playground designers are looking at innovative ways to engage and stimulate children and get them outdoors.

Leapfrog Park, the new educational frog-themed park being built at Point Cook, is leading the charge, taking a big leap away from the sterile playgrounds that modern kids are used to.

Designers Big Fish hope to entice children off their devices with features like a giant frog cubby house, froglet steppers, tadpole rockers, sound tubes, climbing ropes and poles and a leap frog game.

The impressive Leapfrog Park will be unveiled later this year at Frasers Property Australia’s Life, Point Cook development, a popular community for new and young families.

The innovative design also caters for children on the autism spectrum with sensory totem poles that they can run their hands along, as well as a basket swing for children in wheelchairs.

The finishing touches are now being placed on equipment for the park, which will also feature in-ground trampolines, slides, sandpits and clamber rocks.

Director Designer Renata Slusarski, who runs design firm Big Fish, said it was important to get kids excited about playgrounds again, particularly with their over-reliance on technology from an early age.

The Leapfrog Park is a great example, heralding a change in play spaces around the world, she said.

“Kids will be able to do a lot of imaginative play which was very important to me when designing this,” she said.

“They are so glued to their iPads and devices these days and there are a lot of concerns about childhood obesity rates, but there’s just not as many opportunities for outdoor free play now.

“There will be a lot of things to stimulate them in this park, like a leapfrog game where kids can see how far they can jump and test themselves against a frog.”



“A lot more of the work we are doing now also includes sensory items and more tactility as we are seeing more and more kids diagnosed on the autism spectrum. We are very interested in universal access play and include elements like this as much as we can.”

Children will be able to climb inside the belly of the park’s centerpiece, a bright green 2.6m high frog, and use toeholds to climb up her back legs.

Educational elements including stepping stones showing the development of a tadpole to a frog, and interpretive signage to teach kids and adults about the frog’s life.

“I love digging into the history and ecology of an area, and the native frog was one that stood out,” she said.

“Around the world there’s a move towards more playgrounds being based in nature, going back to how kids used to play.”

The Leapfrog Park isn’t just for kids with an open ball space, nearby shelter and a bocce or petanque court catering for adults.

Footpaths will link through from Leapfrog Park to a conservation reserve and wetlands which will further serve to educate on environmental issues.

Life, Point Cook is located 4km south of the Point Cook town centre, and 28 kilometres from the Melbourne CBD.

The new community is zoned for the nearby Alamanda College, catering for students from Prep to Year 9. This highly acclaimed school is proving a major attraction to local buyers.

The new community will eventually comprise approximately 550 homes, 9.9 hectares of parks and open space, 1 hectare of wetlands and 2km of hiking and bike paths.

Prices start at \$380,000 for a block of land at Life.

**The sales centre on the corner of Point Cook Road and Saltwater Boulevard is open Saturday to Wednesday, 11am to 5pm.**

– ENDS –

**Media enquiries:**

Trudy Wise, Managing Director, Wise McBaron Communication  
(02) 9279 4770 or 0418 220028

or

Elissa Doherty, Senior Consultant, Wise McBaron Communication  
0409994433

**About Frasers Property Australia**



Frasers Property Australia Pty Limited (FPA) is one of Australia's leading diversified property groups and is the Australian division of Frasers Centrepoint Limited. The group has over 90 years' heritage in Australia with current activities covering the development of residential land, housing and apartments, commercial, retail and industrial properties, investment property ownership and management, and property management.

Being part of a global group opens up a world of opportunities for FPA's customers. FPA appreciates its customers and rewards their loyalty through Prosperity, a national loyalty program providing residential customers with generous purchase and referral rewards, plus benefits at Frasers Hospitality's serviced hotel residences and boutique lifestyle hotels around the world.

Sustainability is at the heart of FPA's operations. The group creates places where resources are re-used, recycled and restored. It fosters new ideas to support people and the planet, and undertakes tangible initiatives to help people lead happier, healthier lives. Driven by a highly experienced team of people committed to delivering *real places for real people*, the core values of the group are *passionate, authentic, dynamic and respectful*.

For more information about FPA, visit [www.frasersproperty.com.au](http://www.frasersproperty.com.au)

#### **About Frasers Centrepoint Limited**

Frasers Centrepoint Limited (FCL) is a full-fledged international real estate company and one of Singapore's top property companies with total assets of S\$25 billion as at 31 March 2017. FCL has three strategic business units – Singapore, Australia and Hospitality, which focus on residential, commercial, retail and industrial properties in Singapore and Australia, and the hospitality business spanning more than 80 cities across Asia, Australia, Europe, and the MENA region. FCL also has an International Business unit that focuses on China, Southeast Asia, and the United Kingdom.

FCL is listed on the Main Board of the Singapore Exchange Securities Trading Limited (SGX-ST). FCL is also a sponsor and its subsidiaries are the managers of three REITs listed on the SGX-ST, Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Logistics & Industrial Trust that are focused on retail properties, office and business space properties, logistics and industrial properties respectively, as well as one stapled trust listed on the SGX-ST, Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) that is focused on hospitality properties.

As a testament to its excellent service standards, best practices, and support of the environment, FCL is the proud recipient of numerous awards and accolades both locally and abroad.

For more information on FCL, please visit [www.fraserscentrepoint.com](http://www.fraserscentrepoint.com).