

MEDIA RELEASE

## **Australian dream of home ownership alive in Valley Park** Buyers look north to bag a property bargain

**Melbourne – 2 May 2017** – The secret's out about Valley Park, Frasers Property Australia's new community in Melbourne's north.

The modern Westmeadows estate is proof that the dream of owning a home close to the city is still alive, attracting a rising number of savvy buyers with an eye to the future.

The suburb's median house price is \$503,000\*, up 11.8 per cent in the 12 months to December 2016.

This highlights the attraction of Valley Park, where prices are considerably lower – starting from \$293,500 for a one-bedroom unit, from \$355,000 for a two-bedroom unit, and from \$437,000 for a three-bedroom townhouse.

Located just 17km from Melbourne's CBD, Valley Park residents are already enjoying a balanced lifestyle, with nature and fitness at the heart of the community's design.

The emerging allure of the north has resulted in about 150 sales since the development hit the market in 2014, with demand heating up in recent months.

After the pocket suburb spent years flying under the radar, more than 20 properties were snapped up in the last threemonths. Single-storey homes have proven particularly popular with local owner occupiers leading the charge.

Sarah Bloom, Frasers Property Australia General Manager Residential – Victoria, says the ability to buy a new home in an established suburb of Melbourne flush with facilities and amenities was a major drawcard.

"Westmeadows is a suburb that has been very much underrated until recently," she says.

"First home buyers and families who want space are discovering they can buy a house and have room to move without having to shift tens of kilometres out of the city.

"Properties in surrounding areas are going for far more at auction than buyers are expecting, causing frustration and stress. The feedback we are getting is that people like the fact that at Valley Park, our homes are sold at a fixed price with no hidden surprises.

*\*[www.propertyvalue.com.au/suburb/westmeadows-3049-vic](http://www.propertyvalue.com.au/suburb/westmeadows-3049-vic)*



“They also appreciate that Valley Park is a very similar distance to the city and local facilities as other more well-known suburbs, but without the same price tag.

“If people open their minds to an up-and-coming suburb, they will be rewarded with architecturally-designed homes full of natural light, views of the valley or parklands, walking trails and bike paths. There’s also strong sense of community at Valley Park.”

It’s the little things that make a big difference when buying a new home and the Frasers Property community doesn’t disappoint.

In April that meant an Easter Extravaganza at Valley Park, which was a roaring success with a strong turnout from residents at the development and the wider community.

And there’s always an opportunity to get fit and healthy at Valley Park.

Free fitness classes on weekdays including yoga, boxing and cross training are the perfect incentive to get healthy. The sessions, provided by Live Life Get Active and sponsored by Frasers Property Australia, are led by professional instructors who provide a nutritional plan for participants.

Valley Park’s main reserve includes a set of numbered stairs, designed for cardiovascular workouts, while a green fitness trail encircles the estate.

When complete, Valley Park will encompass 319 units, townhouses and freestanding houses, home to about 800 residents.

Educational opportunities abound with more than 10 schools and colleges in the area – including the Hume Central Secondary College and Kangan Institute of TAFE.

The mixed development offers a range of options from one and two-bedroom apartments, townhouses and up to four-bedroom stand-alone houses.

The next release at Valley Park is expected within the month including four-bedroom townhouses.

The sales office is located at the corner of Valley Park Boulevard and Dimboola Road, Westmeadows, and open Saturday to Thursday, noon to 3pm. For enquiries contact sales agent Neil Mowat on 13 38 38.

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**Media enquiries:**

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

**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)

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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, 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.

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