

## Ed.Square welcomes new Community Development Manager

### Community events and activities help strengthen ties

- ◆ **New Community Development Manager** joins the team at Ed.Square
- ◆ **Information session, Community House Open Day** and **welcome events** coming up
- ◆ **Placemaking** strategies make community **wellness** a **priority**

#### **SYDNEY, 29 APRIL 2020**

Creating places where social connections and community resilience can organically grow is the philosophy for all new Frasers Property Australia communities. Despite the current challenges, Ed.Square's new Community Development Manager has been busy ensuring those connections will be able to flourish.

With a passion for community engagement and placemaking, Community Development Manager **Sarah Melody** has arrived at Ed.Square to make this philosophy a reality, and build a community that is not just a place to live, but a place to work, shop, learn and thrive too.

"Housing designs and neighbourhood planning are only parts of community building. Transforming the neighbourhood into an inviting network of places where people feel connected and engaged is just as important for the long-term health and sustainability of a community," Ms Melody says.

"Especially now in the grips of a pandemic, our priority is the wellness of our community. We need a strong bond and community spirit now more than ever."

While Ms Melody will be on maternity leave starting mid-year, she has made sure a full calendar of events planned for the community will kick into gear when the crisis subsides, including information sessions, a Community Space Open Day, welcome parties and more.

She is particularly excited about opening Ed.Square's new Community Space. The Community Space will play an integral role in the future at Ed.Square, serving as a central, welcoming place for new residents to meet, learn, socialise and help to shape the vision of their new neighbourhood.

"The Community Space idea is about residents coming together. We wanted to create a space that residents could feel was theirs, where they could facilitate social groups such as book clubs and playgroups, as well as committee meetings and more," she says.

"As a former display home, the new Community Space will already look familiar to residents, adding to their relaxation and comfort.

"We are keen to hear ideas from members of our new Ed.Square community about what they'd like to see in their new shared community space."

With the first residents set to move in later this year, Ms Melody will be throwing a series of welcome parties for people to meet their neighbours when the social distancing rule is lifted.

Apartment residents will be treated to a podium party in their building, while townhome residents will have their own block party on the street.

"There is nothing like making new friends at a party with live music, barbeque and drinks. The Frasers Property team will also be there to answer questions about the community, making sure residents are settling in nicely," Ms Melody says.

"Getting to know your neighbours and building a sense of connection are important to building happy, healthy and enjoyable communities to live in.

“Those little smiles and greetings in the street can just make a huge difference,” Ms Melody says.

While the opening of the entire first stage of Ed.Square Town Centre has been deferred due to COVID-19, a full-line Coles supermarket will open as planned in the third quarter of 2020, giving residents access to the essential items they need in these challenging times.

By Christmas this year, approximately 700 people will be enjoying the convenience of life at Ed.Square, living within walking distance to Edmondson Park railway station, which provides easy access to Liverpool, Parramatta and Sydney CBD. It is a 45-minute train journey from Edmondson Park railway station to Central railway station.

For further information or to register your interest in Ed.Square, phone Frasers Property on 13 38 38 or visit [www.EdSquare.com.au](http://www.EdSquare.com.au).

**END**

### **About Frasers Property Australia**

Frasers Property Australia Pty Limited is one of Australia's leading diversified property groups and is the Australian division of Frasers Property Limited. The company has over 90 years' heritage in Australia with 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 multi-national company opens up a world of opportunities for our customers. Frasers Property Australia appreciates its customers and rewards their loyalty through Prosperity, a national customer care and 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 our operations. The company 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 memorable experiences for our customers, the core values of our global group are *collaborative, respectful, progressive* and *real*.

For more information about Frasers Property Australia, visit [frasersproperty.com.au](http://frasersproperty.com.au).

### **About Frasers Property Limited**

Frasers Property Limited (“Frasers Property” and together with its subsidiaries, the “Frasers Property Group” or the “Group”), is a multi-national owner-operator-developer of real estate products and services across the property value chain. Listed on the Main Board of the Singapore Exchange Securities Trading Limited (“SGX-ST”) and headquartered in Singapore, the Group has total assets of approximately S\$38.8 billion as at 31 December 2019.

Frasers Property's multi-national businesses operate across five asset classes, namely, residential, retail, commercial & business parks, industrial & logistics as well as hospitality. The Group has businesses in Southeast Asia, Australia, Europe and China, and its well-established hospitality business owns and/or operates serviced apartments and hotels in over 70 cities across Asia, Australia, Europe, the Middle East and Africa.

Frasers Property is also the sponsor of two real estate investment trusts (“REITs”) and one stapled trust listed on the SGX-ST. Frasers Centrepoint Trust and Frasers Logistics & Commercial Trust are focused on retail, and industrial & commercial properties respectively. Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) is a stapled trust focused on hospitality properties. In addition, the Group has two REITs listed on the Stock Exchange of Thailand. Frasers Property (Thailand) Public Company Limited is the sponsor of Frasers Property Thailand Industrial Freehold & Leasehold REIT, which is focused on logistics and industrial properties in Thailand, and Golden Land Property Development Public Company Limited is the sponsor of Golden Ventures Leasehold Real Estate Investment Trust, which is focused on commercial and hospitality properties.

The Group is unified by its commitment to deliver enriching and memorable experiences to customers and stakeholders, leveraging its people, knowledge and capabilities from across markets and property sectors, to deliver value in its multiple asset classes.

For more information on Frasers Property, please visit [frasersproperty.com](http://frasersproperty.com).

**PRESS RELEASE**



**FOR MEDIA QUERIES, PLEASE CONTACT:**

**Wise McBaron Communication**

Riley Chan

**T** +61 490 534 088

**E** [riley\\_chan@wisemcbaron.com.au](mailto:riley_chan@wisemcbaron.com.au)