



**Press Release**  
**13 May 2015**

**Warralily Sets Benchmark for Master Planned Development -  
Celebrating Five Years & Victoria's No. 1**

It is five years since the \$1.5 billion Warralily development was given the green light to proceed at a function attended by the then Premier, Planning Minister, local parliamentarians and hundreds of business and community leaders.

Ward councillor Andy Richards said Warralily signalled the beginning of Victoria's largest continuous growth area at Armstrong Creek, a plan that was developed through collaboration with all levels of government over many years.

"Council had a bold vision for this 2500-hectare green-field site, one day to become a town the size of Shepparton, and Warralily was its pioneer." said Cr Richards.

As Geelong's first master planned development, Warralily was at the forefront of this new way of delivering communities. Developments that not only provide housing solutions but the infrastructure and public realm needed to serve the residents and create a sense of community.

"That they have successfully communicated this new blueprint in best practise urban development, and more importantly delivered on it, is a credit to the developer." said Cr Richards.

Today Warralily is a worthy flagship for Armstrong Creek, rising to become the number one development for land sales not only in our region but also throughout Victoria. An outstanding accomplishment for Warralily and Geelong, considering the plethora of developments on Melbourne's fringe.

Warralily General Manager of Development Mark Whinfield said buyer confidence is high with a third of the 5000 lot development sold, over 3,000 residents and commitments for future infrastructure including the \$100M Warralily Village including a Woolworths supermarket, state primary and special needs schools and a state funded community centre and sports pavilion.

"And confidence builds confidence," said Mr Whinfield "We are developing at an increasingly fast pace and despite increased competition, Warralily continues to hold leadership of the Armstrong Creek land market."

"The families that move to Warralily share a common desire for a great lifestyle. This lifestyle dream includes the time honoured benefits of strong community, as well as having day to day needs catered for within the estate and being only a short drive to the beaches of the Surf Coast or the activity of the Geelong CBD."

Along the way there has been an exciting ballot draw for the first release, a camp out and numerous milestones reached. Warralily was also the first development in the region to be awarded UDIA EnviroDevelopment certification and in 2014 won the Powercor Geelong Business Excellence Sustainable Business Award.

Mr Whinfield said Warralily has also led the region's capability to roll out infrastructure to service development of this scale.

"We have established processes and working relationships with the likes of the City of Greater Geelong, Barwon Water, Powercor, NBN Co, VicRoads, ParksVic, Australia Post, essential services and contractors, for fellow developments to adopt." said Mr Whinfield.

The success of Warralily has flow on effects too, with \$400 million invested into our region to date and the creation of over 3,336 direct and 3,452 indirect jobs. Warralily estimates that over 600 tradespeople and contractors work on site every day.

Warralily has not only delivered in terms of sales, economic contribution, job creation and infrastructure guarantees but importantly in the creation of a vibrant and cohesive new Geelong community.

The developer's commitment to community is evident in the community facilities freely available to residents, numerous community events and not least in the appointment of a genuine community development officer.

"What makes Warralily unique is its sales philosophy that focuses on making Warralily a great place to live," said Mr Whinfield.

"Our community development approach supports the needs of our residents and helps to form relationships through groups and activities including mothers group, the Warralily business network and the Warralily community group."

"Through this engagement residents have a high level of input and participation in matters that affect the direction of their own community."

Mr Whinfield said Warralily and Armstrong Creek have had a significant contribution in driving double-digit development growth in the Geelong region.

Geelong Mayor Darryn Lyons said Warralily is a contributor to the \$3.6 billion worth of investment projects in various stages across Geelong.

"As well as the ongoing construction of homes, the new Warralily Village alone will see an investment of over \$100M and when complete will create full-time, part-time and casual employment opportunities for local residents." said the Mayor.

“Armstrong Creek is living proof of the benefit of long term planning in the economic and social development of our region.”

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Notes to Editors:

- Sales figures provided by RPM Real Estate based on Victorian trackable land sales for 2013 - 2015 to date 31st March 2015. Warralily is Victoria’s leading development for the FY 2014/15 to date 31<sup>st</sup> March 2015.
- The Armstrong Creek East Precinct (Warralily) PSP was approved and officially launched on 3<sup>rd</sup> June 2010 at an event attended by hundreds of community and business leaders. The first sales release was on 19<sup>th</sup> June 2010.

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