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Deanside residential development grows with booming suburban migration

As a record number of home buyers migrate to outer West Melbourne, AVID Property Group (AVID) has laid the first slab on the eastern half of their 734-lot community in Deanside, Carolina.

According to figures from the recent Regional Movers Index, Carolina's neighbouring Local Government Area (LGA) of Moorabool was among the top five LGAs in Australia with a 5.3 per cent share of all net capital to regional migration over the past 12 months¹.

Carolina's LGA of Melton is projected to match, if not exceed, Moorabool's growth with a 104 per cent population increase by 2041², compared to Moorabool's 73 per cent increase³.

AVID Victoria General Manager Jason Brettell said the future infrastructure and amenities within these LGAs to cater for the growth presents an exciting opportunity for hopeful homeowners.

"The interest from buyers is solid, we've recently settled 94 lots across a four week period in June and expect another two stages to settle at the end of this year; our community is really starting to take shape.

"Despite challenging market conditions, purchasers seem to understand the property resale value that can come with purchasing in the region," Mr Brettell said.

Carolina purchaser and future resident Mark Cassar was among the 94 Carolina customers who have recently settled and is looking forward to moving into his new home with his dog, Boston.

"The minute the Carolina team sent the text that the land was ready to settle I was jumping for joy," Mr Cassar said.

Mr Cassar said the location was certainly a great fit for his lifestyle, close to highways, shopping centres, and supermarkets but was drawn to the tranquillity of the community.

"When I first visited Carolina, it had a very peaceful feel to it and I absolutely loved that it was all new homes," Mr Cassar said.

**We bring
people
together.**

While Mr Brettell is pleased AVID communities are a part of the outer west housing boom, he acknowledged the importance of investing in the surrounding areas and neighbourhoods they develop beside.

“As people continue to move away from the CBD to the suburbs and regional areas, the need for additional infrastructure and amenity will increase to support population growth.

“AVID has always approached its masterplans as community centric spaces, where our residents love to belong and where they can feel integrated into the wider local community,” Mr Brettell said.

Carolina’s masterplan includes a communal green corridor designed to facilitate community building, with ample parks, greenspaces, and walking trails which will cater to the community’s residents, as well as locals from surrounding neighbourhoods.

“Our Sponsorship and Grants program – which has been running in Victoria for over nine years – is another perfect example of our integrated approach to community building as we’ve invested in local sporting clubs, community groups, and events to ensure they thrive, with funds to back their initiatives,” Mr Brettell said.

Carolina’s \$1.7 million Grand Linear Reserve is currently in development with the first three phases expected in late 2023, with further phases reaching completion in the coming years in line with the wider project’s stages.

– ENDS –

References:

1. [Regional Movers Index, Australia, June 2023 Quarter Report.](#)
2. [Population summary | City of Melton | Population forecast \(id.com.au\)](#)
3. [Population summary | Moorabool Shire | Population forecast \(id.com.au\)](#)

About Carolina

Carolina by AVID Property Group is a \$210 million master planned community that was launched in 2019 and is under development in Deanside, Victoria.

Carolina is set on over 43 hectares of land. With easy access to both the Western Highway and the Melton Highway and within close proximity to train stations and bus services, Carolina is perfectly placed in the heart of the ‘New West’.

Being a natural extension of Caroline Springs, residents can enjoy the community's easy access to Caroline Springs' local amenities, with more than 12 primary and secondary schools, shopping, dining, and entertainment options. Upon completion, Carolina is destined to become a well-connected community for residents at all stages of life.

About AVID Property Group

AVID Property Group (AVID) is an award-winning Australian builder-developer, responsible for a diversified selection of residential masterplanned communities, completed houses and apartments, with 38 developments, located in key growth areas across Australia's eastern seaboard.

AVID has a proven track record with the delivery of \$5.2 billion worth of projects over the past 16 years. AVID's current portfolio will see the delivery of 15,000 blocks with a gross revenue pipeline of \$4.9 billion.

With a strong record of delivering connected and vibrant communities, AVID and its subsidiaries have created great homes and places for more than 75,000 Australians to live out their dream lifestyle.

Led by highly experienced senior management, AVID brings people together to deliver exceptional communities, valuable shareholder returns and thriving environments for its customers.

For more information, visit www.avid.com.au

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