

8 December 2023

## **Open for Christmas: Residents celebrate \$1.3 million park with merry event**

It's beginning to feel a lot like Christmas at masterplanned community Bloomdale by AVID Property Group (AVID), with the developer announcing it will unveil its final park and playground with a Kris Kringle-style resident only event.

AVID Property Group Victoria General Manager Jason Brettell said more than 300 residents from Bloomdale quickly snapped up available tickets to attend the festivities, alongside Melton City Council Deputy Mayor Steve Abboushi on December 10, 2023, marking a special time in the community's history.

"Gecko Park is the final park we are delivering as part of Bloomdale's masterplan. It's wonderful to see the realisation of this milestone and to be part of unveiling this beautifully designed space," Mr Brettell said.

"Gecko Park complements the four other existing playgrounds and greenspaces at Bloomdale, meaning residents and the wider community now have over 6 hectares for fun and discovery across five areas."

The Christmas celebration and park unveiling event will include festive performances, free food and gelati, a DJ booth, roaming entertainment and a speech from Deputy Mayor Steve Abboushi.

Cr Abboushi said he is delighted to see this new community asset delivered and celebrated in such a way.

"Parks are at the heart of our community and events such as these really highlight the benefits of getting people together to socialise, meet, and make new connections. It's my privilege to be cutting the ribbon and opening this final park in Bloomdale," Cr Abboushi said.

Mr Brettell said the Gecko Park was designed in close collaboration with residents and park designers, CDA Design Group.

“The park offers everything from swings, to a visually striking play tower at seven metres tall and a concrete and mosaic gecko designed as the centrepiece of the park by Victorian sculptor Phil Stray,” he said.

“We worked closely with the community in a detailed focus group format, so that the park was designed to suit the needs of locals well into the future.

“The new park is linked to Floré Park, which opened in October 2022, via a pedestrian bridge across the central linear reserve, allowing ease of access between the two spaces.”

To learn more about Bloomdale and AVID’s neighbouring projects, visit: [Residential Property Development In NSW, QLD, VIC | AVID](#)

#### **KEY FEATURES – Bloomdale’s fifth park**

- \$1.3 million park for the Bloomdale and Diggers Rest community
- Designated nature-based play zones
- 7 metre play tower including slides and monkey bars
- Custom seating areas
- Dual seesaw
- Swing set
- Flexible grass space facing waterway
- Sheltered alfresco BBQ area and picnic seating
- Gecko sculpture designed by Phil Stray
- Extensive landscaping, tree planting, rock sculptures and seating

**– ENDS –**

#### **About Bloomdale**

Bloomdale is a 1,658 lot masterplanned community located on Vineyard Road in Diggers Rest, a 35-minute drive from Melbourne’s CBD, 15 minutes from Melbourne’s Airport and a short drive from historic townships.

The high-quality, master-planned community is positioned in the heart of an established, tight-knit community with existing schools, sporting clubs, community clubs and facilities.

Purchased by AVID Property Group in 2010, Bloomdale now has a fully rezoned masterplan that has obtained planning approval, including a future town centre, which will include a major supermarket, community centre, medical centre, retail and entertainment precinct.

For more information visit: <https://bloomdale.com.au>

#### **About AVID Property Group**

AVID Property Group (AVID) is an award-winning Australian builder-developer responsible for a

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# Media Release



diversified selection of residential communities in key growth areas across Australia's eastern seaboard.

AVID is a developer of masterplanned communities, completed homes and apartments, and has delivered \$3.8 billion worth of projects over the past 14 years. It has a gross revenue pipeline of \$3.5 billion.

Combined with its builder Villaworld Homes by AVID Property Group, the business has a 35-year legacy, which has seen the delivery of homes to more than 45,000 Australian families.

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](http://www.avid.com.au)

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