

24 March 2022

Diggers Rest football, cricket and netball clubs receive funding boost

Footballers, cricketers, and netballers in Diggers Rest will receive a combined \$20,000 boost thanks to a renewed sponsorship from AVID Property Group's largest Victorian residential community, Bloomdale.

Diggers Rest Bulla Village Cricket Club and the Diggers Rest Football Netball Club (DRFNC) have welcomed news of their sponsorships under Bloomdale by AVID Property Group's 2022 Sponsorship and Grants Program.

AVID Victoria General Manager Peter Vlitas said Bloomdale by AVID Property Group was a thriving part of the wider Diggers Rest community – home to approximately 3,300 people – and was still growing.

“It is an honour to be a part of the Diggers Rest community, and our sponsorship program is a way for us to give back and support this wonderful suburb,” Mr Vlitas said.

“The past couple of years have been tough for community and sporting groups in the pandemic, and it has been impressive to see so many people banding together to keep the groups going.

“We are pleased these clubs will continue to inspire people of all ages to partake in cricket, football and netball – all of which bring people together in a positive way.”

DRFNC president Ben Morse said the \$10,000 2022 AVID sponsorship would help the club continue to keep people involved in their junior and adult competitions.

“This is the eighth year Bloomdale by AVID Property Group has supported our club, members and spectators and we are grateful for the continued partnership,” Mr Morse said.

“It's such a relief to know that we have that constant support from Bloomdale even before the season starts.

“The grant money will go towards funding new uniforms, updating our facilities, merchandising, and purchasing equipment like balls and tackle bags.

**We bring
people
together.**

“Community sport is a great way to build friendships and provides the perfect opportunity for players and members to come hang out on a Saturday.

“The mental health benefits of being able to switch off, forget about all the stuff going in the week, and enjoy a good game are so important.

“The appetite for community sport is there and the support we get from businesses like AVID Property Group puts us in the position where we can continue to foster these teams within Diggers Rest.”

Diggers Rest Bulla Village Cricket Club (DRBVCC) President Sean Fitzpatrick said AVID Bloomdale’s endorsement of \$10,000 this year would enable the club to further encourage more people to take up the sport.

“We have a great relationship with the AVID Property Group team and welcome Bloomdale’s seventh year of continued support of our club and our more than 150 members,” Mr Fitzpatrick said.

“We’ve had some frustrating times for our families over the last couple of years with Covid cancelling some rounds, but we’re looking forward to finishing the current season strong and getting ready for another great year of cricket.

“We’ll be putting the grant money towards merchandise, facility upgrades and funding a sponsorship program for our juniors which will provide cricket equipment and uniforms, as it can be expensive for many families.

“Community sport instills those qualities of purpose, mateship, teamwork and comradery in our members – particularly our younger players.

“AVID Property Group’s 2022 sponsorship will help us continue to thrive in what has been a tough couple of years for everyone, and the money will definitely go a long way in helping to relieve some of the financial pressure facing our club and members and set us up for the next season.”

Three other AVID communities in Victoria – Savana, Hillstowe and Carolina – also offered an annual Sponsorship and Grants Program for 2022. The grants and sponsorships represented an investment of more than \$60,000 by AVID into the Melbourne economy, including \$32,000 in the Melton area.

Over the past eight years, AVID's Sponsorships and Grants Program across Victoria has provided education on environmental change with Take 3 for the Sea, promoted health and wellness amongst young people through local sport programs, community events and brought school communities together.

To keep update about land releases at Bloomdale, or for more information please visit www.bloomdale.com.au or phone 1300 656 011.

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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 developer responsible for a diversified portfolio of residential communities in key growth precincts across Australia.

Having delivered \$2.6 billion worth of projects over the past 13 years, AVID's current portfolio includes more than 14,300 residential blocks and a gross revenue pipeline of \$4.9 billion.

With 38 projects across the eastern seaboard, AVID has a diverse mix of developments, including masterplanned communities, completed homes and apartments.

Led by highly experienced senior management, AVID deliver exceptional communities, valuable shareholder returns and wonderful environments for its customers.

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

Media Release



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