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## **Wellness-inspired spaces: the next phase of housing design**

– Wellness – healthy physical and mental habits have not only become an integral practice in people’s day-to-day routines it is also inspiring contemporary house designs, including in a boutique new community taking shape in one of Queensland’s fastest growing residential corridors.

With the average Australian spending 90 per cent or more of their time indoors<sup>1</sup> and a total of 30 minutes in the bathroom daily accumulating to 182 hours per year<sup>2</sup>, property developers are incorporating new wellness design trends into their interior spaces to attract buyers.

The increasing focus on health and well-being and the phenomenal rise in Australians working from home has influenced the creation of healthy interior spaces, a movement that has seen a 13 per cent increase in interior upgrades of up to \$17,000 in 2022 compared to 2021.<sup>3</sup>

A new bespoke residential community close to Ormeau in the growing Brisbane - Gold Coast corridor, Amara by AVID Property Group (AVID), has responded to the demand for healthy spaces by collaborating with industry experts to deliver high-quality and on-trend designer homes that promote wellness.

Australia’s largest bathroom supplier, Reece, is one of nine industry experts who influenced the final home design and interior finishes at Amara.

Reece National Marketing Director Emma Martin said the team’s strategic direction for Amara’s bathrooms was to create a sanctuary, a place to unwind or refresh, depending on the time of day.

“Consumers are vision-led and are primed to reimagine the bathroom as a day spa or boutique sanctuary to elevate their daily routine,” Ms Martin said.

“To create the ultimate day spa at Amara, we included a large rain shower head to deliver a luxurious showering experience and a Posh Solus Freestanding Bath to support a long, unwinding soak,” she said.

“Our design team carefully select from the most popular tapware colours, including matte black, brushed nickel, and chrome to compliment the internal color scheme of the homes.”

AVID General Manager Housing Peter Wood said Amara was the first AVID community to feature a new line of house designs with high-end interior finishes selected by leading industry and design experts in touch with the latest trends and products.

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“Working with our own builder, Villaworld Homes, and Australia’s top industry experts has resulted in a premium housing product, unlike anything we’ve previously delivered,” Mr Wood said.

“Each home’s colour scheme is prepared by expert interior designers, and inclusions are sourced from trusted, quality brands that have their finger on the latest trends, including wellness design,” he said.

“These homes are designed with multi-purpose spaces to allow for privacy and window types that let in copious amounts of natural light to keep spaces bright and welcoming.”

AVID Property Group Queensland General Manager Bruce Harper said the behavioral shift in buyer needs and preferences had encouraged builders to be more creative in their design approach.

“Larger spaces, proximity to parks and the beach, and designs that meet a holistic lifestyle are all becoming purchaser prerequisites, driven by a priority for mental and physical wellbeing,” Mr Harper said.

According to the McKinsey Wellness survey, consumers care deeply about wellness with 79 per cent saying they believe wellness is important, and 42 per cent considered it a top priority.<sup>4</sup>

“Amara’s community design compliments the more premium estates within Ormeau, not only through the quality of its homes, but also through the incorporation of 12.9 hectares of green space,” Mr Harper said.

Amara’s boutique masterplanned community provides a range of four-bedroom homes for savvy first home buyers, downsizers and growing families.

Departing from the typical installment-based residential building contract, AVID offers a single fixed-price house and land contract with a minimal deposit. Buyers don’t pay another cent until the turnkey home – which includes solar, ducted air-conditioning, window blinds, fencing, a driveway, and landscaping – is completed, which could save them thousands.

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<sup>1</sup> <https://www.dcceew.gov.au/environment/protection/air-quality/indoor-air#:~:text=It%20is%20generally%20recognised%20that,%2C%20offices%2C%20or%20inside%20cars.>

2. <https://www.granitetransformations.com/blog/how-much-time-do-you-actually-spend-in-your-bathroom/#:~:text=While%20you%20may%20think%20you.more%20time%20than%20the%20average.>

3. <https://www.houzz.com.au/magazine/2022-au-houzz-and-home-renovation-trends-study-stsetivw-vs~160879850>

4. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/feeling-good-the-future-of-the-1-5-trillion-wellness-market>

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

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