

9 August 2023

Funding boost helps clubs play on

For the ninth year running sporting clubs in Diggers Rest will receive a funding boost thanks to sponsorship from AVID Property Group's largest Victorian residential community, Bloomdale.

Diggers Rest Football Netball Club (DRFNC) and Diggers Rest Bulla Village Cricket Club (DRBVCC) will receive a share of \$25,000 as part of Bloomdale's 2023 Sponsorship and Grants Program.

AVID General Manager Victoria, Jason Brettell, said the ongoing sponsorships was a way of giving back to the wider Diggers Rest community that has long supported Bloomdale – which is now home to over 3,000 people.

"We are so pleased to continue our sponsorship of these two extremely important clubs in the Diggers Rest community," Mr Brettell said.

"The cricket and netball/football clubs provide opportunities for children and adults alike to exercise, socialise, and learn new skills, while forming lasting friendships.

"We are thrilled to have contributed more than \$200,000 into community organisations sporting clubs and local events, through our Bloomdale sponsorship program across the last nine years."

DRFNC Club President Ben Morse said that having consistent, loyal sponsors like Bloomdale makes a huge difference to the club's success and longevity.

"The funding this year will go towards club equipment and uniforms, but beyond that it will allow us to keep our membership fees at the same price and take some of the pressure off our volunteers," Mr Morse said.

"Bloomdale is one of our longest serving sponsors, we've developed a fabulous working relationship with the AVID team over the years – they are always eager to help us maintain the club and bring our projects to life."

Mr Morse said it is crucial that developers like AVID take an active role in the communities they join.

"It's incredibly important if you're building homes in the area and bringing more people to the region that you support the local groups that service the community."

Bloomdale also sponsors the annual Diggers Rest Community Christmas Carols which is a free community event supported by volunteers from the local Lions Club, the Country Fire Association, and Diggers Rest Primary School.

During the past nine 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 through many local sport programs, and brought communities together through events.

AVID's Carolina community at Deanside is also participating in AVID Property Group's 2023 Sponsorship and Grants program with some \$5,500 in grants supporting the Caroline Springs Scouts Club and Melton Performing Arts.

A further \$5,000 has been made available to local clubs near AVID's Savana community as part of the developers' continued support of the Wyndham Vale and Manor Lakes community.

We bring
people
together.

For more information about Bloomdale by AVID Property Group visit www.bloomdale.com.au.

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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 builder-developer responsible for a 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.

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