

11 September 2023

Connection the key to thriving community: Maitland development celebrates five years

AVID Property Group (AVID) has reached another notable milestone in the Hunter, celebrating five years since the developer launched its Waterford community in Maitland, after acquiring the project from a previous developer.

Previously known as Waterford County, the development was rebranded Waterford in mid-2018 – the start of a new era for the master-planned community now home to more than 1,700 families, being mostly owner occupiers.

The key to Waterford's continued success is a result of AVID's mission to bring people together across its communities.

NSW Project Director Danny Boubli said AVID is continuing to buck traditional property development stereotypes by emphasising human connection.

“The difference between the place where you live, and the place you call home is in the emotion attached to people and place,” Mr Boubli said.

“Creating a sense of community from the start is essential, we want people to feel welcome the moment they enter Waterford – we achieve this through carefully designed shared spaces as well as an annual calendar of community activations and events.”

Marty Whiley and his wife Jodie were among the first purchasers in the community, moving into their 1800m² Waterford home in December 2020.

“Living in Waterford has 100 per cent allowed us to have space while still being connected to everything else. We love the location, the surrounds, and the accessibility,” Mr Whiley said.

“We originally moved here for my work in the military, but it's just grown from there. We now own a beauty salon business in the local area, and we've welcomed a daughter who will one day go to a school within the community. We're here to stay.”

Marty said that he's noticed considerable change in the community since they moved in as well as a strong neighborhood spirit.

“Since we moved in obviously a lot more houses have gone up which has been great. Everyone here really takes pride in the community and their home,” Mr Whiley said.

“Whenever there's a Waterford event like Christmas carols or music sessions we always get involved, everyone really embraces those activities.”

Over its five years with Waterford, and more than nine years in the region, AVID has organised dozens of community events and invested more than \$40,000 into the local community through its Sponsorship and Grants Program.

Since its acquisition in 2017, the community has grown exponentially from 750 blocks to 1700 blocks in response to market demand, with a brand new neighbourhood precinct expected to launch in the second half of the year.

In addition to this, AVID have developed an onsite community hub including the Waterford Sales and Information Centre, The Kitchen at Waterford café, a community book exchange, and edible garden.

Waterford Sales Manager Deb Silvestri said some purchasers have waited years for certain streets within Waterford to go to market.

“It’s such a thrill when I have current residents come to me looking to repurchase within the community,” said Ms Silvestri

“Some of these repeat purchasers have bought up to three times at Waterford as they’ve moved through different life stages from first home buyer, to upgrading to a larger family home or downsizing.

“We’ve also had many passionate people who’ve aspired to be here for a long time – it’s really special helping them find their perfect block and bring that dream to fruition for them.”

Slated for completion in 2028, Waterford is set to be home to more than 6,500 people. The masterplan includes 74 hectares of greenspace, wetlands, and parks as well as 7km of cycling and walking tracks.

Stage 55 and stage 10 at Waterford is currently selling with lots from 796sqm to 2000sqm, starting at \$620,000.

– ENDS –

About Waterford

Waterford is part of AVID Property Group’s growing portfolio of exceptional master-planned communities, Waterford is a 173ha community in East Maitland, New South Wales. Offering residents large blocks, beautiful parks and open spaces, the community’s residents enjoy close access to new and emerging amenities including new local schools St Bede’s Catholic College and St Aloysius Catholic Primary School, childcare, retail amenities and the new Maitland Hospital. For more information visit: www.waterfordliving.com.au

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.

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together.**

Media Release



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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