

GUEST ARTICLE

Written by Peter Wood

THE DAWN OF A NEW ERA: CREATING FUTURE-FOCUSED HOMES

Modernisation is the name of the game in a rapidly evolving post-pandemic market with changing consumer needs.

The world as we know it is infused with technology where the internet and connectivity has risen to new heights, reshaping the way people live, work, and interact with our environment.

Amid the clamour to modernise and simultaneously improve efficiency and value, it's important industry leaders in the property sector drive the asset transformation to be 'future-fit'.

The future-focused home is no longer a distant dream yet a present reality that as a national developer, AVID Property Group (AVID) through its building arm Villaworld Homes, is pursuing through our use of sustainable practices, technology and adaptable design.

In recent years, Villaworld Homes has evolved into a highly disciplined, data driven building company that has real-time line-of-sight over every aspect of its operations, generating ongoing capital efficiencies and quality outcomes for our customers now and into the future.

This award-winning approach has positioned builder-developers like us to continue forging ahead to keep pace with an era defined by technological advancements, environmental consciousness, and changing lifestyle needs.

The rise of 'Green' Development

Future-proofing a home comes down to strategically marrying sustainability with innovation and adaptability, a practice Villaworld Homes is committed to adhering to in home building. Creating sustainable homes that do not compromise the needs of future generations is central to our vision and is vital for our success.

With a focus on incorporating the latest sustainable technologies and design practices, we are continuing to push the boundaries of our own business by implementing several design choices to benefit both the environment and the people who inhabit these spaces.

These choices have seen our homes fitted with energy-efficient lighting and windows, high-performance insulation, solar panels, and future plans for advanced home automation systems that optimise energy use based on the homeowner's habits.

Additionally, the use of sustainable building materials such as recycled steel and reclaimed timber are being used to help minimise impact on the planet whilst enhancing comfort for our customers living and working spaces.

The 'Next Gen'

We bring
people
together.

The way we think about our living spaces is rapidly evolving, particularly as new generations enter the property fold and seek out different needs that differ from what enticed previous generations to purchase a home.

The current younger generations have grown up in a world infused with rapid technological change, economic challenges, and a heightened awareness of social and environmental issues. With that said, it is likely to see this shape their needs when purchasing a home.

The behavioural shift in buyer needs and preferences encourages builders to be more creative in their design approaches. To continue to be seen and heard in the industry, particularly for the next phase of buyers, it was important for us to become adaptable to various life stages and lifestyle changes such as placing higher emphasis on wellness, convenience, community and connectivity.

Understanding this, Villaworld Homes has taken a proactive step to be innovative through creating versatile spaces that can easily be adapted to different uses, such as home offices or additional bedrooms. We have also integrated green building practices and renewable energy sources to help reduce environmental footprint and enhance efficiency.

Driven by a vision to bring people together, at the very heart of a home is a community and that is where a focus on social interaction and promotion of healthy lifestyles is at the forefront of decision-making. As we shift into a post-pandemic world filled with uncertainty, we see this need become less of a bonus and rather a necessity in the future.

Future-proof infrastructure

One of the fundamental principles of a Villaworld Homes design is its concept of 'whole of life' performance. A home is a huge investment, so we knew functionality and timeless appeal were key players to the test of time for our customers.

In the past year, we have implemented several practices and materials to ensure longevity for both the business and customers. Steel frames were first tested and used at our 180-home Gold Coast project, Amara, due to its durability, resistance to pests, and reduced maintenance needs - all three benefits that ticked cost efficiency, sustainability and overall customer satisfaction.

Beyond materials, our team have recently been engaged in the early stages of conceptual planning for some upcoming new residential and land lease communities. In collaboration with AVID, the early stage collaboration has allowed our team to help design land allotments on greenfield sites that strive for the best housing outcomes in terms of orientation, width, length and whole-of-life performance over 25 to 50 years.

These future-proofing practices have already resulted in improved home design outcomes in terms of functionality and liveability and will set the standards for homes now and into the future.

Industry learnings

The property industry is dynamic and diverse and one that is constantly evolving. In order to remain competitive and successful, staying ahead of industry trends and continuously learning remains a priority. For us, that has meant adopting new sustainable technologies and practices whilst listening to our customers.

Customer feedback has been instrumental in how the business has evolved, particularly in the past few years, shaping our designs and services continually. Having a strong focus on relationship management has led us to enhanced levels of service and allows us to be seen as a customer of choice.

Our commitment to building homes is continuously acknowledged by the industry, a testament to the overall high standard of our housing, our innovative practices and customer first approach. The road travelled has tested the industry however, the road ahead will be no different. To get on the front foot, we will remain aware of changing sustainability demands and continued technological integration, all whilst balancing affordability for buyers.

As we continue to innovate and evolve, the Villaworld Homes' product reflects our commitment to a smarter, more sustainable, and resilient future.

Peter Wood, Villaworld Homes General Manager Housing

Managing the delivery of Villaworld Homes for AVID Property Group across New South Wales and Queensland markets, Peter is committed to excellence and innovation in home building. With more than 40 years of Australian Construction Industry experience, Peter has an extensive and varied skill set which has seen him manage large scale residential projects across the eastern seaboard of Australia.

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About AVID Property Group

AVID Property Group (AVID) is an award-winning Australian builder-developer, responsible for a diversified selection of residential masterplanned communities, land lease communities, completed houses and apartments, with 45 developments, located in key growth areas across Australia's eastern seaboard.

AVID has a proven track record with the delivery of \$4.2 billion worth of projects over the past 17 years. AVID's current portfolio has a gross revenue pipeline of \$5 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.

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We bring
people
together.

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