

## MEDIA RELEASE

23 August 2024

### **COMMUNITY AND CONNECTION: THE IMPORTANCE OF PLACEMAKING IN DEVELOPMENT**

For AVID Property Group (AVID) the significance of placemaking has become undeniable, as the art of designing public spaces that encourage community engagement becomes the cornerstone of building vibrant, resilient masterplanned communities.

AVID, the visionary behind five active residential communities across Queensland, including in Ipswich, Logan, Gold Coast and the Sunshine Coast, is breaking traditional property development stereotypes by putting greater emphasis on community and connection, particularly in an era marked by rapid urbanisation and technological advancement.

AVID General Manager Queensland Anthony Demiris said at a time when placemaking is often reduced to a marketing tool, AVID's commitment to fostering a sense of place and bringing people together is the key behind the success of its Queensland communities.

"In today's housing landscape, medium to high density living is becoming the norm, and the shift highlights the importance of creating meaningful connections with those around us. Buyers now view their neighbourhoods as an extension of their home, not just the suburb where they live," Mr Demiris said.

"We have reflected this trend in our communities by offering a variety of housing solutions, including smaller lots and town homes, that ensure our customers who are impacted by rising land prices still have the option to build a freestanding new home – with all the benefits of living in a masterplanned, considered community.

"At AVID, we feel it is our responsibility as developers to provide value beyond the four walls of a residence. Placemaking is more than just aesthetics; it's about providing an environment where neighbourly interactions are encouraged, and feelings of belonging are experienced.

"When we invest in placemaking we invest in spaces that become the heart of our communities and we continue to honour our commitment to creating beautiful neighbourhoods that encourage our residents to connect with the outdoors and participate in active living."

Praise has continued to roll in for the developer's \$3 billion flagship community – Harmony on the Sunshine Coast – following the Urban Development Institute of Australia (UDIA) crowning Harmony as the Best Masterplanned Community in 2023, as AVID continues to deploy its masterplan with the opening of new road infrastructure and parklands.

AVID has now delivered 31 hectares of parks and green space in its Harmony community, the equivalent of 47 and a half international football fields, making great headway on the developer's plans to provide more than 130 hectares of open space in the masterplanned community.

We bring  
people  
together.

“The park amenities in Harmony include two Grand Linear Parks spanning more than nine hectares of the community, a District Recreation Park, multiple local parks and a brand-new four-hectare Linear Park, further bolstering the masterplanned community’s green space and guarantee of every resident living within walking distance – 250 metres – of a park.

“Creating greener communities extends across our network of Queensland projects, cementing our goal of facilitating connections, fostering relationships, and cultivating a sense of ownership and pride amongst residents.

“This is the same for our Greenbank community, Covella, where one-third of land is already dedicated to greenspace with the latest park addition providing more than 6,500m<sup>2</sup> of innovative greenspace for residents to connect with family and neighbours.”

The concept of connectivity is thrown around frequently in masterplanning, but AVID’s communities revolve around spaces that foster socialising and creativity amongst residents to attract visitors, stimulate local business and increase property values.

“Today more than ever, the built environment has a profound impact on our daily lives that affects how people feel within themselves and how they feel about where they live,” he said.

“By prioritising placemaking and putting our residents at the heart of our planning, we have cultivated communities that are attractive to buyers wanting a home in a neighbourhood where belonging takes centre stage – a place where they can lay down roots and grow together with their neighbours.

“Our goal is to inspire the feeling of connection when you drive into our communities and feel comfort in knowing you have arrived home.”

Mr Demiris said AVID employed a community engagement officer for its communities to help residents build relationships with their neighbours or join hobby groups as soon as they move in.

“We are able to activate our communities and bring residents together both within their community and beyond through our AVIDEngage program – hosting regular community events as well as connecting and engaging with our residents through online content,” he said.

“Through this program, we are able to break down barriers and support our residents to build long-lasting relationships with their neighbours.”

Resident dinners are hosted by AVID regularly, as well as events held for holidays to help people foster community connections.

“Regardless of the size of the residential housing development, if developers can help residents connect and develop their interests, it really helps to create a sense of community now and for future generations” he said.

In the last five years, AVID has announced the sellout of three of its Queensland communities including a 749-home Logan Reserve development, Killara in 2021, a 300-home Park Ridge development, Chambers Ridge in late 2023 and most recently, its 1,200-home Bellbird Park development, Brentwood Forest in 2024 – pending final settlements.

AVID currently has five active residential communities in South East Queensland, with projects located in key growth areas – with plans underway for new projects in the Moreton Bay region.

– ENDS –

**About AVID Property Group**

AVID Property Group (AVID) is an award-winning Australian 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](http://www.avid.com.au).

**For further information, please contact:**

**BBS Communications Group:**

Imogene Flynn

Consultant

[iflynn@bbscommunications.com.au](mailto:iflynn@bbscommunications.com.au)

0478 764 883 | 07 3221 6711

Victoria Cox

Account Manager

[vcox@bbscommunications.com.au](mailto:vcox@bbscommunications.com.au)

0405 873 368 | 07 3221 6711