

28 May 2025

## **Major Ipswich masterplanned development achieves sellout success**

A major residential developer has this week announced the sellout of its Bellbird Park community with more than 1,000 families now calling the 42-hectare, community-focused address home.

Brentwood Forest by AVID Property Group (AVID) first joined the Bellbird Park suburb in 2010 following the success of AVID's (previously Investa's) Brentwood Rise project in the area, which highlighted the opportunity for urban growth, with Greater Springfield now deemed one of the fastest growing areas in Queensland<sup>1</sup>.

AVID General Manager Queensland Anthony Demiris said while establishing a presence in the Ipswich corridor was a wise development decision, it required a very strategic approach, centred around integration and community connection.

"When planning for Brentwood Forest, it was important to create a residential address that integrated well with the existing community and aligned with the added natural benefits of its location," Mr Demiris said.

"True to its name, the community is surrounded by bushland providing a focal selling point for us to dedicate 42 hectares to open space across playgrounds, forest trails, fitness stations, dog parks, and walking trails.

"The 'Jewels of Brentwood Forest' that we have developed include five multi-purpose community parks, providing playgrounds, fitness stations and fully fenced off-leash dog parks, as well as forest and walking trails to allow residents to immerse themselves in the bushland backdrop that encompasses the community.

"A major part of this integration also came from building strong ties with local groups and sporting clubs including the Bellbird Park State Secondary College."

Brentwood Forest, alongside other AVID communities in South East Queensland received a national EnviroDevelopment certification from the Urban Development Institute of Australia, reflecting the community's commitment to making it easy for residents to choose a sustainable lifestyle.

Outside of supporting community initiatives, AVID's key focus was investment in road and community infrastructure as the development of the project evolved.

"Building a community of this scale has also seen major growth in the area including new road and civil infrastructure, sporting facilities, entertainment precincts, a medical centre, and, of course, new housing options," Mr Demiris said.

"Over the past decade, Brentwood Forest has provided a range of housing options including its smaller lot turnkey homes to traditional house and land packages.

"We worked hard to provide our customers unique solutions to homebuying amid the disrupted labour and building material supply chain that was experienced across Australia throughout Brentwood Forest's development.

"Buyers from our final stage have enjoyed the latest collection of spacious, four-bedroom completed Villaworld Homes designed to maximise lifestyle."

Brentwood Forest's accelerated sales during the final stage and official sell-out are attributed to the community's locality and affordability as buyers do not have to compromise on land size and location for price.

"In this market, it's hard to come by affordable, community-centred housing options of this calibre," Mr Demiris said.

"Our other communities which sit in South East Queensland's high growth corridors are also performing incredibly well, with Covella in Greenbank recently welcoming its 1,250th family into the growing, master planned community.

"One of our newest projects, Élan in Warner is offering homebuyers the rare opportunity to establish themselves as founding members of the brand-new community, where they can watch firsthand as their investment grows alongside the Moreton Bay region – one of the fastest growing in Australia<sup>2</sup>.

"All of these communities, including the now sold-out Brentwood Forest, offered buyers a chance to secure an affordable block of land in one of South East Queensland's fastest growing pockets with amenities for residents such as easy access to local shopping, public transport and schools."

On a community level, throughout the development of the project residents benefited from initiatives implemented by AVID designed to nurture neighbourly values within the young community.

"We brought the Brentwood Forest community to life by creating opportunities for residents to come together with on-the-ground events and celebrations, as well as with broader initiatives like AVIDEngage, an online video series designed to foster a deep sense of between residents of AVID communities across Australia."

To find out more about AVID's ongoing projects, visit [avid.com.au/our-communities](https://avid.com.au/our-communities).

#### Reference:

1. [City of Ipswich, Economic Development Strategy 2023-2027](#)
2. [Projected population by local government area | Queensland Government](#)

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#### 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.

We bring  
people  
together.

# Media Release



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).

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