



Herald Sun
Saturday 17/7/2010
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Brief: MILLS (P)
Page 1 of 3





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Brief: MILLS (P)
Page 1 of 6

ESTATE

New heights

**KINGSFORD
AT POINT COOK**
www.kingsford.com.au

DEVELOPER Peet Limited
BLOCK SIZES 313sqm to 815sqm
PRICE RANGE Likely to be in
the \$230,000 to
\$300,000-plus bracket
SALES OFFICE 1 Ponsford Drive,
off Boardwalk Blvd,
Point Cook
MELWAY 207 C7
OPEN Sat-Wed, noon to 5pm
PHONE 8353 1999

Words **Andrew Brasier**

Photography **Chris Groenhout**

Like its famous namesake – aviator Sir Charles Kingsford Smith – this development is set to take off in a big way.

Although in its infancy, the 566-lot estate in popular Point Cook will offer residents parkland, cycling paths and a linked waterway, as well as fibre-optic technology to each home site for high-speed internet.

Kingsford at Point Cook also benefits from being close to shops, schools, medical centres and a coastal park.

“Kingsford will be a modern, masterplanned community with a wonderful sense of tradition and history drawn from the achievements of the community’s namesake, aviation pioneer Sir Charles Kingsford Smith,” says Peet Limited’s managing director Brendan Gore.



fficer is a work in progress.

The first time I visited this little dot on the map several years ago, there was just a scattering of homes surrounded by paddocks and rolling hills, with a handful

of shops along the Princes Highway, and the Officer Recreation Reserve, its only significant landmarks.

But it is leaving behind its sleepy country-town feel as emerging new-housing estates propel it into the residential big time with neighbours like Pakenham, Beaconsfield and Berwick.

There are plans for new shopping villages, sporting fields and pavilions, community and medical centres, picturesque parks, walking and cycling paths, wetlands and flora reserves, and even a communal orchard.

But for now, once you've done Arena Park, at the heart

of the Arena at Officer estate, you've pretty much done Officer – at least as far as my young son was concerned.

This park, surrounded by gum trees and other native plants, was a big hit with its timber play equipment.

And the only way Josh would be dragged away was on the promise of more playgrounds just a couple of minutes down the road at Pakenham.

But first we needed to eat, so we took a seat at The Vista Cafe, part of the Cardinia Cultural Centre, in Lakeside Pakenham estate. True to its name, it did have fantastic views across the lake (which is the hub of the estate), and a great-value kids' menu to boot. 🏠

Above Arena Park is at the heart of Officer and a big hit with little ones who flock to the winding paths and its vast timber play equipment

Officer

ESTATES
IN THE AREA

👉 Arena at Officer by AVJennings
Phone 131 878 or see www.arenaatofficer.com.au

👉 Aspect by VicUrban
Phone 131 852 or see www.vicurban.com

👉 Lakeside Pakenham by Delfin Lend Lease. Phone
5941 6000 or see www.lakesidepakenham.com.au

👉 Cardinia Lakes by Peet Limited
Phone 5941 3466 or see www.cardinalialakes.com.au



viewpoint



Laura Bruce, 27, and Greg Staude, 28, are building a home at Arena at Officer

Q When did you discover Arena at Officer estate?

A **Laura:** It was a couple of years ago when I went there with my mum. We had a look at the land available and then two years later Greg and I decided we'd build there. We knew there was a lot of potential because the estate was quite hilly and we knew the houses would be quite nice there.

BEST-KEPT SECRET

 **D'Angelo Estate Vineyard**
Officer is home to boutique winery D'Angelo Estate Vineyard. It's a pleasant outing with the chance to sample wines from a different region. Visits to the cellar door, at 41 Bayview Rd, are by appointment.



Insp

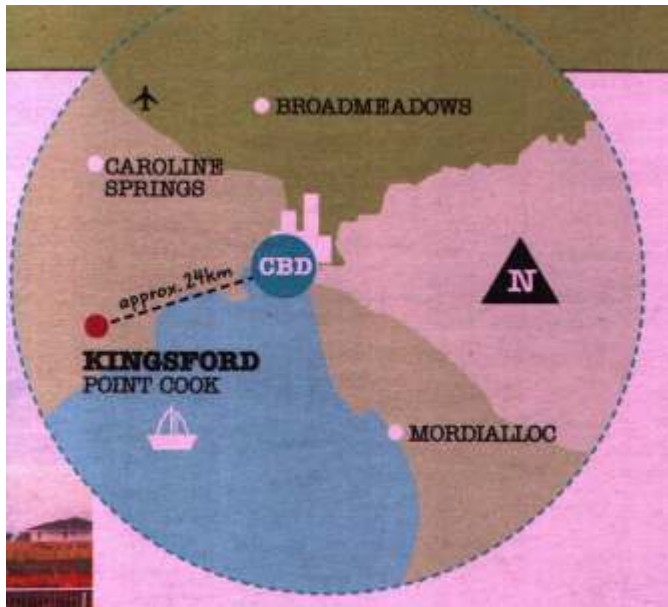
Call 8353 1999

Check it out
A waterway with seven ponds is in the pipeline for this estate

The RAAF museum

Brendan says Kingsford is expected to attract a range of homebuyers, particularly first and second-home buyers who want to upgrade to the Point Cook area from other suburbs in Melbourne's southwest.

The Peet chief says the public appetite for land in Melbourne remains very healthy. "The fundamentals of the Australian property



recognised and recalled for a new generation.

Brendan explains that the walkways will snake through the waterway reserve while areas will be set aside for residents to enjoy the outdoors. Kingsford is only a five-minute drive from Point Cook Coastal Park and Cheetham Wetlands.



SHOPPING

When it comes to shopping, Kingsford residents will be within easy reach of a range of retail outlets, including those at the Point Cook town centre and at Boardwalk Shopping Village in the neighbouring Innisfail estate. >>

market remain strong and the Melbourne market is outperforming other capital cities with strong demand supported by affordable land supply and supporting infrastructure," he says.

"With very significant population growth in Melbourne, there is ongoing demand for quality, affordable land in a good location, close to infrastructure, services and amenities – and Kingsford at Point Cook delivers on all those features that attract new-home buyers."



RECREATION

Brendan says one of the key features of this new community will be the Pethybridge Waterway, a 40m-wide waterway featuring seven ponds stretching across the estate.

He says the work and achievements of Tommy Pethybridge, Sir Charles Kingsford Smith's co-pilot and mechanic, are now being

3 GREAT REASONS



Peet Limited managing director Brendan Gore believes homebuyers will choose Kingsford because:

There's a wide variety of lots with a large price range available this spring.

Kingsford is in a well-established area with access to schools, sports, transport, shops and medical facilities.

All homes will have access to modern telecommunications.



contacts

some essential resources in the area

- **council**
Wyndham City Council, 45 Princes Highway, Werribee. Phone 9742 0777 or see www.wyndham.vic.gov.au.
- **library**
Point Cook Library, 1-21 Cheetham St, Point Cook. Phone 9395 7966.
- **hospitals**
Western General Hospital, Gordon St, Footscray. Phone 8345 6666. Mercy Werribee Hospital, 300 Princes Highway, Werribee. Phone 9216 8888.
- **maternal & child health**
Point Cook Maternal and Child Health Care, 1-21 Cheetham St, Point Cook. Phone 9395 7233.
- **sports clubs**
Point Cook Football Club, Boardwalk Reserve, Dunnings Rd, Point Cook. See www.pointcookfc.com.au. Point Cook Tennis and Netball Club, Jamieson Way Community Centre, 59 Jamieson Way, Point Cook. See www.potnc.org.au.

What's on around Melbourne estates

SOUTHEAST

- **Pearcedale Farmers' Market** 8am to 1pm, every third Saturday of the month, 710 Baxter-Tooradin Rd, Pearcedale (next to the Recreation Reserve). This market has fresh produce straight from the farm. See www.casey.vic.gov.au/markets/ for more information.

NORTH

- **Bundoora Farmers' Market** 8am to 1pm, first Saturday of each month, Plenty Rd, Bundoora (Melway 19 F2). The market offers fresh produce from the northern region. See www.whitehat.com.au/victoria/markets/Farmers.asp for more information.
- **Mernda Trash & Treasure Market** 7am to 1pm, every Monday, cnr of Bridge Inn and Plenty roads, Mernda (Melway 244 G10). An exciting range of stalls is on offer. See www.whittlesea.vic.gov.au for more information.

 Keep us posted: home@hwt.com.au



EDUCATION

Families with school-age children will note that Kingsford is reasonably close to a number of existing government and Catholic primary and secondary schools. The nearest is Point Cook North State School (prep to year 9) and Stella Maris Catholic Primary School. Others include Point Cook Secondary College (year 10 to 12), Lumen Christi Catholic Primary School, Emmanuel Catholic Secondary College and Carranballac (prep to year 9 Boardwalk and Jamieson Way campuses). A new state school – Point Cook South (prep to year 9) – is also in the pipeline for the district.

Above left &
inset Point Cook
Coastal Park
Above right Retail
therapy is close
at hand



TRANSPORT

Kingsford, which is 24km west of Melbourne's CBD, is within comfortable commuting distance via the Princes Freeway. Local buses and trains also are available.

● Work on housing is scheduled to kick off later this year, with the first homes expected to be completed by early 2011.

A 12-home display village showcasing the latest volume-builder designs is due to open at about the same time. It will be located on Sneydes Rd, opposite Kingsford, in Peet's Innisfail estate. 🏠



Wyndham Leader

Tuesday 10/8/2010

Page: 19

Section: General News

Region: Melbourne Circulation: 41,903

Type: Suburban

Size: 188.06 sq.cms.

Frequency: -T-----

Brief: MILLS (P)



Display village at Kingsford

THREE of Victoria's leading homebuilders will work with Peet Limited to create a new display village at the national property group's newest community – Kingsford at Point Cook.

Peet has received the green light from the City of Wyndham to begin development of the Kingsford Display Village, which will showcase 12 homes from Porter Davis, Long Island Homes and Metricon.

Peet managing director Brendan Gore said the company was pleased to again be working with such quality builders.

Located on Sneydes Rd, the Kingsford Display Village will provide homebuyers with a convenient way to find their ideal homesite, and then select a home design to suit.

Mr Gore said the homes at the new display village would present a range of

options carefully selected to suit the homesites on offer and the future Kingsford community.

"Kingsford has been carefully master planned to meet the needs of future residents, and will provide a modern and secure living environment," he said.

Building is expected to start shortly, ahead of the first land sales later this year.

Details: kingsford.com.au, or call 8353 1999.



Whittlesea Leader

Tuesday 10/8/2010

Page: 30

Section: Real Estate

Region: Melbourne Circulation: 47,995

Type: Suburban

Size: 292.55 sq.cms.

Frequency: --W----

Brief: MILLS (P)

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Building is to start soon on the Kingsford Display Village on Sneydes Rd.



An inspiring advertisement (above) and a building (below).





Hume Leader

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Peet gets Velocity network

RESIDENTS in Peet's new Kingsford at Point Cook community in Wyndham will have access to the latest telecommunications solutions through Telstra.

Peet chief executive and managing director Brendan Gore confirmed that an agreement had been signed with Telstra to deliver the fibre-to-the-home Velocity network to the new community.

"Kingsford has been designed as a modern community, and Telstra's Velocity network will

provide 'future-ready' communications solutions to the residents," Mr Gore said.

It will provide versatile communication services to new homes in the Kingsford community, including high-speed broadband, multiple fixed line services, and digital and Pay-TV.

Construction at Kingsford began in March, with the first home sites being offered later this year.

Mr Gore said the plans for the community reflect the forward-looking outlook of

the community namesake, aviation pioneer Sir Charles Kingsford Smith.

"Kingsford will demonstrate best practice in quality planning and community design," he said.

"By incorporating fibre-to-the-home technology into Kingsford at the outset, Peet is creating a quality community environment that will suit the needs and lifestyles of a range of homebuyers."

Details: call 8353 1999 or visit kingsford.com.au