

The Big Picture

MERRIFIELD NEWS, UPDATES AND MORE - JUNE 2017

merrifield

Edition 12



*Announcing our
shopping mecca*

In this issue:

A PASSIONATE VOICE | AUSKICK KICKS OFF | MERRIFIELD JOBS ... AND MORE!



“This new retail precinct will provide the community access to a range of shopping, dining and entertainment options, unlike anything else in the corridor”

— **Andrew Buxton**
MAB Corporation Managing Director

Artist's Impression: Eastland Shopping Centre

Merrifield partners with QIC to create shopping mecca in Melbourne’s north

The joint venture development of a new regional shopping centre in Melbourne’s rapidly expanding northern growth corridor has been announced between two of Melbourne’s leading developers and one of Australia’s largest institutional fund managers.

The centre will be developed by QIC, the group behind the \$665 million transformation of Eastland, in partnership with MAB Corporation (MAB) and Gibson Property Corporation (GPC), the developers of Merrifield.

The 50% joint venture between MAB/GPC and QIC comprises a 30 hectare site within the Merrifield city centre, set to provide a cutting-edge retail experience and setting new benchmarks for commercial design in Melbourne’s north. The site has been masterplanned with the capacity to deliver more than 200,000 square metres of retail floor space and act as the centrepiece for those living and working in Merrifield.

The centre will be built in a staged manner to support the growing residential population and local business community.

Managing Director of QIC Global Real Estate, Steven Leigh said the long-term development will comprise a best-in-class major town centre delivered in a number of stages to service Melbourne’s northern growth corridor.

“The initial stage of the development is planned to comprise a major supermarket and a range of specialty retailers,” Mr Leigh said.

“We are pleased to bring our expert knowledge in creating large-scale town centre destinations to this significant masterplanned community development.

“During the past 20-plus years we have acquired and developed a retail portfolio of 37 real estate assets globally.

“Our recently completed developments at Eastland in Melbourne’s east and The Kitchens at Robina Town Centre on the Gold Coast demonstrate our commitment to creating destinations that provide lifestyle, recreation, entertainment and dining experiences, in addition to an exceptional retail offer,” Mr Leigh said.

MAB Corporation Managing Director Andrew Buxton said the centre will cater to the needs of the growing population within Melbourne’s northern growth corridor, which is expected to increase from 405,000 people in 2015 to 658,000 by 2040”.

“MAB and GPC are very excited about this partnership as it signals another significant step in realising our live, work, play vision for Merrifield,” Mr. Buxton said.

“This new precinct is planned to deliver not just an amazing retail offer – planned to be the best in Melbourne’s north – but also access to a range of dining and entertainment options.”

“Considering the rate of development already experienced at Merrifield, we anticipate that stage one of the centre could be trading as early as mid-2019,” added Mr. Buxton.

Look out for further updates in future editions of The Big Picture.

**MAB Merrifield Economic Assessment and Market Profile, conducted by Essential Economics*



MERRIFIELD SET TO EXPAND

Merrifield joint venture partners MAB and GPC have acquired an additional 131 hectares of land in Donnybrook Road as part of an expansion of Merrifield that will include approximately 900 residential lots alongside approximately 60 hectares of industrial land.

This will provide Merrifield with the capacity to deliver in excess of 8,000 homes and accommodate a residential population of more than 25,000 people within the rapidly expanding northern growth corridor of Melbourne.

MAB Chief Operating Officer, David Hall said the expansion will increase Merrifield’s focus on becoming the new epicentre of Melbourne’s north, providing an employment hub with capacity to create around one-third of all new jobs planned in the corridor.

“Our vision for Merrifield has always been to create a new city for Melbourne’s north and to provide a new way of living in Melbourne’s growth areas, by delivering a strong local economy and diverse employment precincts in close proximity to where people live.”

The additional industrial land included in the acquisition now provides Merrifield with more than 300 hectares of saleable industrial land and further strengthens the project’s emphasis on employment.

“The result is more residents, more job opportunities and the ability to push forward on delivering key services for the Merrifield community,” said David.

A passionate voice

Merrifield has just completed its first Community Consultation process with a massive thank you to all the current and future residents that participated in the community survey and drop-in session.



Merrifield Community Development Manager Tennille Bradley-Ow said that there was an incredibly high level of engagement.

“We were delighted to receive over 118 surveys representing 334 residents, 84 online surveys completed by future residents and over 150 people participating in the community drop-in session,” said Tennille. “These are big numbers and something our community should be proud of.”

The Merrifield team is currently reviewing the data and will provide further updates in the next edition of The Big Picture.

“In the meantime, let’s keep the conversation going,” said Tennille.

Over the next 12 months, four Community Conversation Sessions will be held providing an opportunity for residents and future residents to connect and continue to engage with the Merrifield team. These sessions will be informal and are guaranteed to involve food!

See page 7 for details of the first Community Conversation Session. >>>

Merrifield Living

Making school holidays fun!



SCHOOL HOLIDAY PROGRAM

for children aged 4-12 years of age.



Merrifield children will have the opportunity to participate in a fantastic school holiday program, to be run by Kelly Sports.

Merrifield Community Development Manager Tennille Bradley-Ow said that the program’s number one priority is fun!

Jam-packed days of fun activities, including:



outdoor activities



board games



art and craft



movies

TERM 2 | 2017

Wednesday 5 July & Wednesday 12 July
8am - 5pm

TERM 3 | 2017

Wednesday 27 September & Wednesday 4 October
8am - 5pm

TERM 4 | PRE-CHRISTMAS SHOP & DROP

Wednesday 20 December
8am - 5pm

JANUARY HOLIDAYS | 2018

Wednesday 10 January & Wednesday 17 January
8am - 5pm

TERM 1 | 2018

Wednesday 4 April & Wednesday 11 April
8am - 5pm

COST | \$20 PER DAY

Normally \$45 per day
Merrifield subsidy of \$25 applies as a special introductory offer for Merrifield residents only.

Spaces fill up fast so book today!
community@merrifieldmelbourne.com.au



AUSKICK KICKS OFF

With a bounce of a red Sherrin football, the first Merrifield Auskick session was off and running!

Merrifield has partnered with AFL Victoria to bring Auskick to the community with its first session on 29 April.

The program was received well by the community with all the available spaces filled within two weeks of being announced.

Merrifield parent, Samantha Telepe said her son is thrilled to participate in the first season.

“We decided to enrol our son in the Auskick program as it is something he has never done before and a great opportunity for our family to meet people in our community,” said Samantha.

“And, as a bonus, he has a run around in the fresh air every Saturday. It’s very friendly and we are really enjoying it!”

The first 20 participants were treated to a free fun-filled Auskick pack and the developers of Merrifield – MAB and GPC – subsidised the registration cost as a special introductory offer.

Auskick will run each Saturday from 9-10am at the neighbourhood park, located opposite the Merrifield Sales Centre on Hawksburn Drive.

If you are interested in the next round of the Merrifield Auskick program, open to boys and girls aged 5-12 years, email community@merrifieldmelbourne.com.au



Meet the Carltons

The ability to secure a large block of land to build their dream home was a drawcard for new Merrifield residents Amy and Ryan Carlton, along with gorgeous pup Bowie (pictured).

“The price of land was really competitive,” said Amy. “We are in our early 20s, so to own land of this size in such a beautiful development is something we are proud of.”

Prior to calling Merrifield home, Amy and Ryan were living with the in-laws. “For way too long!” joked Amy. “But that did enable us to take our time researching the best development that would support us for the long term, especially once we start a family.

“Merrifield really stood out for us,” added Amy. “We loved the overall vision and felt it would meet our needs for the next 10, 15, 20 years. We could visualise raising our family here.”

Amy and Ryan love coming home to Merrifield after a hard day’s work. “There is already such a great sense of community, and we love the programs and events on offer. It’s very friendly.”

EXCITING NEWS FOR MERRIFIELD:

Register now FOR KOOL KIDZ

A dedicated Kool Kidz childcare and kindergarten registration page is now available.

Simply visit www.koolkidzmerrifield.com.au to register your child’s details.

Construction will commence this month with Kool Kidz expected to open in early 2018.

Stay tuned for further details.



Merrifield Newsflash

TITLES UPDATE

View titles updates in the news section of our website.

STAGE	RELEASE	EXPECTED TITLE
21	Bendigo	August 17
22	Bringa/Bangalore	October 17
20	Camberwell/Errol	October 17
24	Nightingale	November 17
26	Dorcas	November 17
25	Bastings	December 17
27	Barnato/Puckle	December 17
28	Docker/Straun/Tivoli	December 17
29	Barkers/Hawthorn/Alfred/Denbigh	March 18
34	Walker and Lansdowne	August 18



READY TO LIVE

Create your dream home at Merrifield. Choose from one of these exclusive, fixed price turnkey homes, delivered by trusted Australian builders.

Simply ‘turn the key’ to your new home and start living!

6
HOME
DESIGNS

Amazing list of
inclusions,
ready to live from

\$415,500*

3
QUALITY
BUILDERS



“We are committed to
facilitating local jobs
for local people.”

Matt Planner
Merrifield Project Director



MERRIFIELD JOBS

We are excited to announce our new Merrifield Jobs Portal.

Merrifield Jobs is a new destination for listings on local jobs, both within Merrifield and the surrounding area.

Sign up now to start searching for local jobs, access employment support information and community noticeboards, and to apply for member only listings. Local employers are also encouraged to register and post available positions.

Merrifield Project Director Matt Planner expects the portal to grow into a key online tool for the community.

“We are committed to facilitating local jobs for local people,” said Matt.

The first positions available in Merrifield were at the state-of-the-art Dulux facility, due to open in October. These roles were quickly filled!

Over the next 6-12 months, additional jobs are anticipated to be created at both the Merrifield Business Park and M Square.

Register today!

WWW.MERRIFIELDJOBS.COM.AU



Community Conversation

Join us for a night of learning, fun, food and giveaways as well as a chance to meet your neighbours!

THURSDAY 6 JULY 2017
6-8PM

6-7pm

Sustainable Landscape Design –
A FREE one hour session run by
garden designer Ryan Young.

7-8pm

Time to chat with your
neighbours while enjoying
yummy refreshments.

Come along for your chance to win
one of 5 one-on-one consultation
sessions with Ryan, or one of 5
\$100 Bunnings vouchers*

*To be eligible, you must be an existing
Merrifield resident.

WHERE:
Merrifield Sales Centre, 8 Hawksburn Place, Mickleham

RSVP for catering purposes to
community@merrifieldmelbourne.com.au or 8681 2247.

Invitation!



“Great thought has been given to how residents want to live and engage with their community.”

— **Barry Murphy**
MDG Landscape Architects

A STRIKING LANDSCAPE

Melbourne is renowned for its stunning parks and open spaces, a contributing factor to the city’s long standing reputation of being the world’s most liveable city.

The vision is no different at Merrifield with the developers, MAB and GPC, committed to delivering the premium masterplanned community in Melbourne’s north, with a strong emphasis on urban design and quality streetscapes.

As Barry Murphy of MDG Landscape Architects says green spaces form an incredibly important part of the quality of our cities, towns and suburbs. “As lots become smaller, the size, frequency and quality of a development’s open spaces become more and more important.”

Merrifield dedicates over 100 hectares to parks and open space, which includes 33kms of trail networks.

“The scope is huge at Merrifield which is really exciting.”

MAB and GPC have been clear on the main theme for Merrifield’s landscape since its inception.

“It is simple - a luscious, green environment,” said Mr Murphy. “This leads to all sorts of possibilities, but the focus is urban and contemporary landscaping which emphasises Merrifield’s beautiful, vast open spaces.”

“Great thought has been given to how residents want to live and engage with their community,” said Mr Murphy. “For example, we have designed the streets to include off-road cycle paths that will allow families to move easily between the network of parks, schools and city centre without having to ride on the road

with their kids. And, all residents will be just five minutes’ walk away from a neighbourhood park. It is simple but important.”

A focus is to embrace the land’s natural assets. “For instance, parks are located on high ground to provide views, all lots sit within the optimum solar orientation and the distribution of amenities such as schools and recreation space fosters a connected community,” said Barry.

This commitment to the environment has been recognised by Australia’s peak urban development body – the Urban Development Institute of Australia. Merrifield is the largest mixed-use development in Australia to be awarded the full six-leaf EnviroDevelopment accreditation.

And now, Merrifield is offering a \$5,000 landscaping rebate to new purchasers who contribute to this vision and to deliver the perfect finishing touch to their new homes – a beautiful front landscape*.

Merrifield Development Manager Tom Kottek said that the benefit of high quality front gardens throughout the estate is far reaching. “The obvious benefit is a stunning community, but attractive front landscaping also enhances the overall quality of the neighbourhood and helps protect property values.”

To provide inspiration and practical advice, the first Merrifield Community Conversation will include a free workshop with Sustainable Landscape Designer Ryan Young. [See page 7 for details.](#)

*Conditions apply. Contact the Merrifield Sales Centre for further details.