



**DISPLAY  
VILLAGE  
NOW OPEN**  
SEE INSIDE  
FOR DETAILS!

1,000 reasons to choose  
  
fairview  
mernda

[fairviewmernda.com.au](http://fairviewmernda.com.au)



## A WORD FROM ID\_LAND

Welcome to this edition of ID\_Land's IDEAS FOR LIVING. We hope that you will find plenty of helpful information about Fairview and the local area to assist your family in either settling into or finding your next new home.

We have now constructed over 250 home sites at Fairview and are very proud that so many of our customers are calling Fairview home. Planning is well underway for our next stage release as we continue to grow the Fairview community in Mernda.

To view Fairview and our other exciting upcoming projects please view our website at [www.idland.com.au](http://www.idland.com.au)

– Matthew Belford, Director

## ESCAPE TO FAIRVIEW

Escape the hustle and bustle of inner city living and immerse yourself in the peace and tranquillity of Fairview.

This community provides residents with the convenience of urban living in a stunning rural setting which this area of Mernda is renowned for.

Adjoining the proposed 1000 Hectare Quarry Hills Regional Park, Fairview is ideally located within proximity to the well-established services and facilities of nearby Mernda, Epping and South Morang including Westfield shopping centre and newly opened train station.

With everything you need within easy reach, there's more time to spend doing the things you love.



## CONSTRUCTION UPDATE

**A new neighbourhood park is now complete providing a great space for families to spend time together outdoors. Afternoons in the park, cycling adventures and picnics with friends, Fairview provides the perfect lifestyle and neighbourhood for every family.**

Stage 4 at Fairview is now complete and the first new homes within the stage are under construction. Future stages are currently being designed and considered for planning approval to ensure we're ready for Fairview to continue to grow in 2013.

We are pleased to announce that the National Broadband Network (NBN) has now been connected to Stages 1, 2 and 3 at Fairview! The brand new system is live and available to all of our residents with fibre to their homes. This will allow connection to the fastest internet available in the country. The next step is to contact your service providers and sign up to an agreed data package. Please visit the NBNCo website for further details; [www.nbnco.com.au](http://www.nbnco.com.au)

Please keep in touch with Bill at the Sales Office for regular updates on progress at Fairview.



Image courtesy of Ashford Homes



Image courtesy of Snowdon



Image courtesy of Dean Homes

## BUYER TESTIMONIAL

**We are looking forward to our future living in Fairview!**

**- Leigh & Chloe  
Friday, 16 November, 2012**

When we first stumbled across Fairview we knew instantly it would be an amazing place to build our first home and we just fell in love with the area.

With such beautiful surroundings, views and parklands there was simply nowhere else better. For us it also meant we would still be close to family and friends.

We are so happy to be building our first home in Fairview and are very much looking forward to our future!

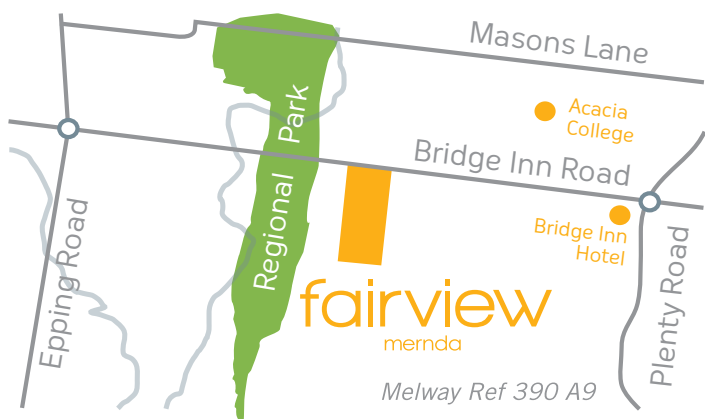
## DISPLAY VILLAGE UPDATE

**Three of Melbourne's best builders are now on display at Fairview. Snowdon, Ashford Homes and Dean Homes have completed three beautiful examples of slope sensitive house design for you to walk through and see what lifestyle is possible at Fairview.**

With all three homes commanding sweeping views across the project and surrounding hills, it's a great stop to add while you are exploring the local area.

We'd also like to congratulate BH Developments who have recently won the Master Builders Association of Victoria's Best Display Homes between \$300-350k. We look forward to the completion of our fourth home currently under construction in the Village early 2013 and hope this one is another award winner!

If you're impressed by these builders, check out their House and Land Packages at Fairview on our project website [www.fairviewmernda.com.au](http://www.fairviewmernda.com.au)



**[fairviewmernda.com.au](http://fairviewmernda.com.au)**

**Call us today on 9684 8119 or visit the Sales Office Open 7 days 11am - 6pm**

300 Bridge Inn Road, Mernda

## TIPS FOR HOMEBUYERS

**Don't just focus on the size of the land you're buying - the shape of the site is vitally important too.**

Irregular blocks can offer exciting opportunities to create an impressive home, wide blocks offer the opportunity for imposing street-presence and deep blocks offer the opportunity to create fantastic garden spaces.

While best endeavours have been used to provide information in this publication that is true and accurate, ID Land and related entities accept no responsibility and disclaim all liability in respect to any errors or inaccuracies it may contain. Prospective purchasers should make their own inquiries to verify the information contained herein.

## DECEMBER 2012

There is no denying that the residential property market in Victoria has experienced an uncertain period over the past two years, however, with strong fundamentals in place such as historically low unemployment, increased population growth and low interest rates we believe 2013 will return us to more normalised market conditions.

This uncertain period we've experienced has been caused by the aftershocks of the GFC which are still being felt throughout the Australian economy. This has impacted consumer confidence and therefore housing demand. In parallel, land supply has risen from record lows due to new state planning policies and government incentives have been reduced. In simple terms the Victorian land market has gone through a tough period of adjustment in response to a variety of external influences.

The resulting fact is that residential land has not been this affordable for a number of years which could provide families and investors an opportune time to enter into the market. The graphs provided show the price growth of land in the Whittlesea and Cardinia growth areas compared to Metro Melbourne. These clearly indicate the good performance of land prices over a long period of time and the recent impact as discussed above.

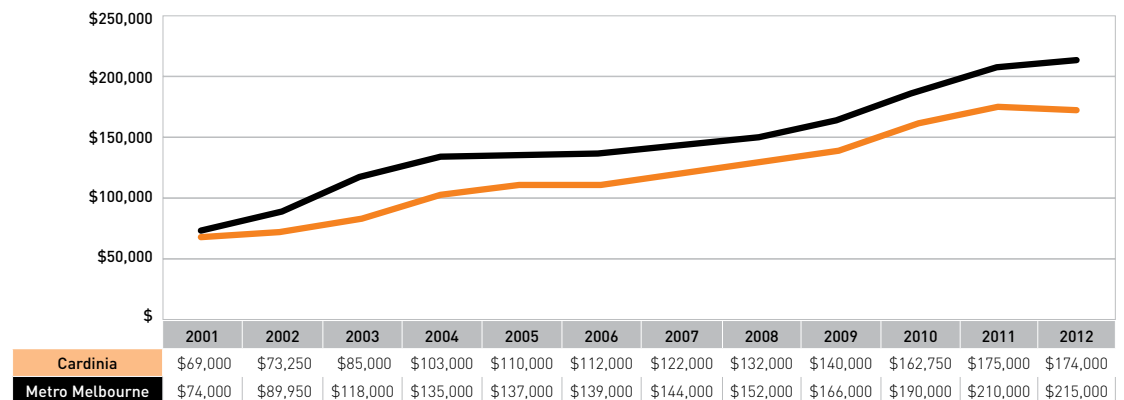
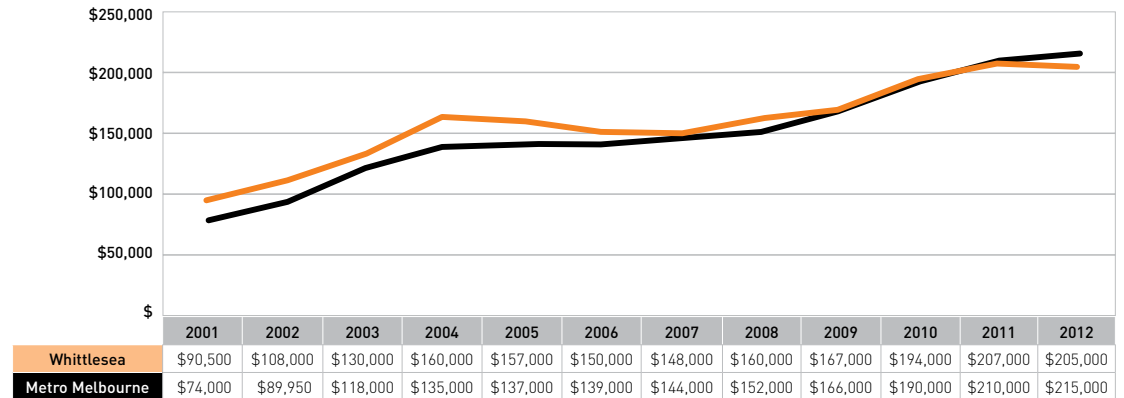
Contrary to media speculation, the popping of the housing bubble is unlikely to materialise, former Reserve Bank of Australia economist

and current HSBC Chief Economist, Paul Bloxham, clearly summarised the reasons for this in a recent article. These relate to fundamentals of supply and demand in the housing market which many readers would be familiar with:

1. The urban structure, zoning restrictions and poor public transport mean there is only limited supply of well-located housing in the cities; but demand is high. These supply impediments change only slowly.
2. Solid population growth and low housing construction mean new supply is weak compared with demand.
3. Australian housing is also of high quality. Australian houses are some of the largest in the world with new dwellings averaging over 200 square metres each
4. Housing debt in Australia is well allocated. Most of the debt is held by wealthy households. On average, mortgage holders are well ahead of schedule on their loan repayments.

In addition to these factors and probably most importantly the population is growing again driven by net overseas migration and natural population growth with the equivalent of one new migrant arriving every 3 minutes and a new baby born every 1 minute and 46 seconds!

## MEDIAN LAND SALES BY YEAR



Australia's population grew very strongly over the four years to March 2009. Growth eased over the following two years but gathered pace again in the year to March 2012. Victoria's population growth has followed the same pattern as we continue to be an attractive proposition with 82,500 people in the year to March, compared with 76,400 in Queensland, 73,500 in New South Wales and 73,300 in Western Australia.

Around 80 per cent of Victoria's population growth is in metropolitan Melbourne and importantly around 60 per cent is in the growth area municipalities such as Whittlesea and Cardinia, so population growth has an immediate and significant impact on demand in these areas.

On the local front, the established market passed its most significant test since prices peaked in 2010 when 1,128 auctions were held on the last weekend of October and a strong clearance rate of 64 per cent was recorded. This kind of result reflects a growing level of confidence in the market.

At the same time the auction clearance rate increased, stock levels also did. The market showed that one factor that has negatively impacted its performance of late was constrained levels of stock with sellers not having the confidence to offer property to the market. This will be further tested in early 2013 as forward projections show an increase in auctions listed.

The REIV House Price Index showed a small increase in October. The rise of 1.2 per cent is not a significant increase in its own right but does show a healthy level of stability. Some suburbs, such as Mernda experienced double-digit growth during the last quarter - 11.2 per cent, albeit based on less than 30 reported sales.

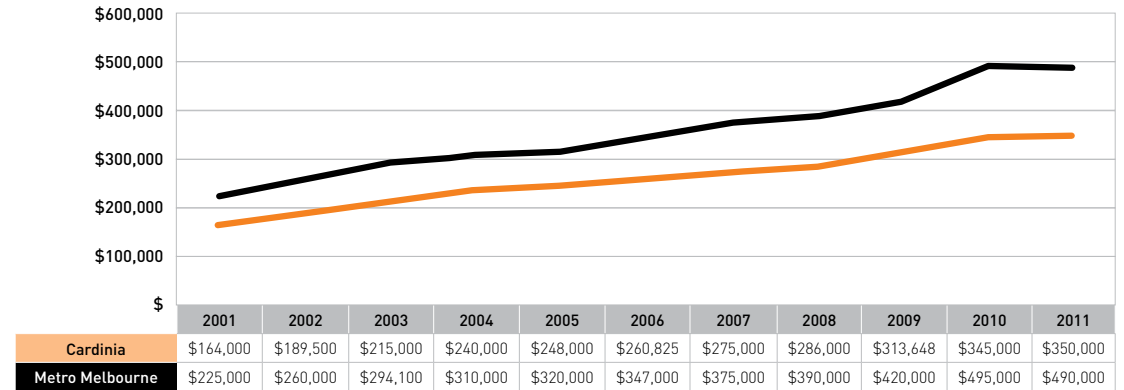
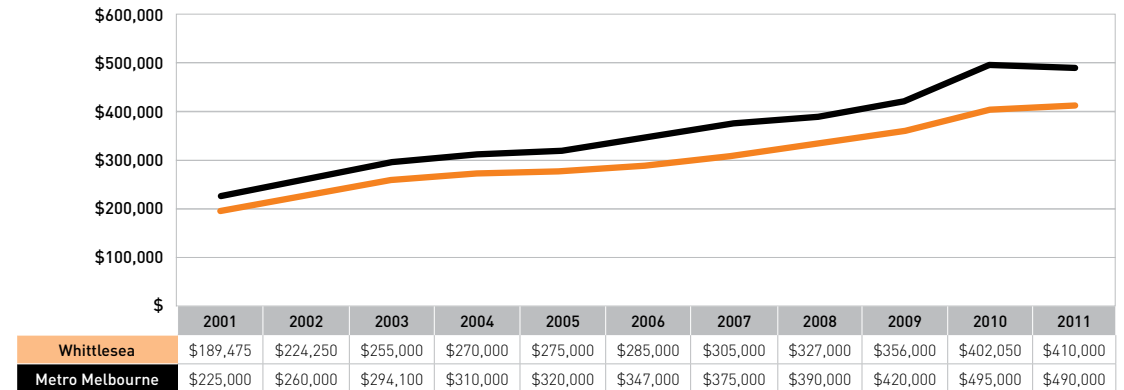
Improved clearance rates and consumer confidence indicate that prices will be on the increase to a moderate degree in 2013. This is dependent on a range of factors including interest rates and the wider economy.

The official cash rate is very low; this is highlighted by a review of the cash rate in the decade before the GFC. In that time it was never as low as 3.00 per cent, the lowest it reached was 4.25 per cent in early 2002. Monetary policy certainly has an impact on the housing market, however it is more directly affected by the broader economy.

As outlined above, there are many external factors to consider when purchasing property. It is important to understand these, however, it's imperative to know what is motivating you to purchase. In a majority of cases the purchasers of new homes in the growth areas of Melbourne are families looking for their perfect home and lifestyle and this will mean a long term investment decision. In these cases the external market factors can sometimes take a backseat to finding the perfect place to live.

We hope this insight into our view of the Victorian land market and its influences will assist in making informed decisions. We'll continue to monitor consumer confidence and look forward to a more positive 2013.

## MEDIAN HOUSE SALES BY YEAR



- Sources:
- Robert Larocca, Policy and Public Affairs Manager, REIV
  - Andrew Perkins, National Head of Research, Oliver Hume Corporation



# PottersGrove

OFFICER

## A WORD FROM ID\_LAND

Welcome to this edition of ID\_Land's IDEAS FOR LIVING. We hope that you will find plenty of helpful information about our newest community Potters Grove and the surrounding local area of Officer.

We are very excited that Winslow has been appointed to construct Stage 1 at Potters Grove, as that will now mean that the first home sites will be delivered in the new year and our first residents being able to move into their new homes in 2013.

With the redevelopment of the Officer Town Centre now underway, even more amenity and services are to be provided to the already extremely popular Officer area.

To view Potters Grove and our other exciting upcoming projects please view our website at [www.idland.com.au](http://www.idland.com.au)

– Matthew Belford, Director



Image courtesy of Monash University



Image courtesy of Haileybury College



## CONSTRUCTION UPDATE

**Stage 1 construction is now underway! As we move into a dry summer our contractors are working tirelessly to bring Potters Grove to life.**

With 56 lots within stage 1 there is plenty of work ahead of us to ensure the roads, drainage, gas, water, sewer, electricity and National Broadband Network (NBN) are ready for each future home to use.

Currently all of the earthworks are complete and stormwater drainage and sewage pipe construction have commenced. In the early parts

of 2013 you'll notice the stage really coming together with the asphaltting of roads, concreting of gutters and footpaths before a final clean-up ready for construction of the new homes commence.



Please be aware that access to the site while under construction is prohibited for safety reasons, however, please ensure you keep in touch with Courtney at the Sales Office for regular updates on progress.

# TOWN CENTRE UPDATE

**The State Government's developer, Places Victoria, is responsible for delivery of the 35ha Officer Town Centre which is within walking distance of Potters Grove.**

The construction of this major piece of public infrastructure has commenced and will continue over a number of years injecting approximately \$350 million into the local economy.

Once complete, the town centre is set to become a significant destination for

business, education, entertainment and employment in the Casey-Cardinia area.

Places Victoria has started construction of roads and infrastructure leading to the site for the proposed Secondary and Specialist Needs Schools. Works on the Cardinia Shire Council Civic Centre offices have also commenced with the future building to be located alongside the Officer Railway Station.

For more information go to [www.places.vic.gov.au](http://www.places.vic.gov.au)

# TIPS FOR HOMEBUYERS

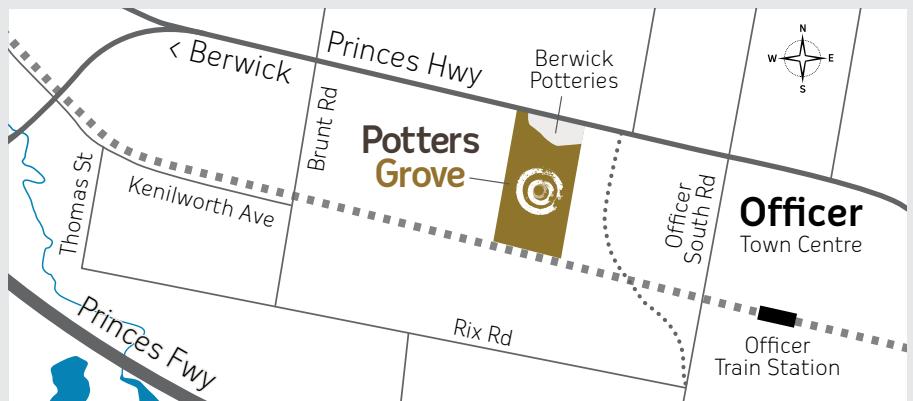
**When buying a new home, make sure that you are able to get all information and costs up front.**

With house and land packages, its important to know what costs are involved when addressing site costs and guidelines. At Potters Grove these costs are considered and incorporated into the package price. This helps simplify your purchase, and you won't be surprised by anything further down the track.



# POTTERS GROVE ONLINE

Check out our project website whether at home or out and about on your mobile device. The site has all the most up to date House and Land packages with some of Melbourne's best builders [www.pottersgrove.com.au](http://www.pottersgrove.com.au).



**[pottersgrove.com.au](http://pottersgrove.com.au)**

**Call us today on 9684 8140 or visit the Sales Office Open 7 days 11am - 6pm**

330 Princes Highway, Officer VIC 3809

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DECEMBER 2012

# IDEAS FOR LIVING

STAGE 1  
CONSTRUCTION  
HAS BEGUN!  
SEE INSIDE  
FOR DETAILS!



Sculpt. Shape. Create.



**PottersGrove**

OFFICER

[pottersgrove.com.au](http://pottersgrove.com.au)