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POPULAR POP UP PARK RETURNS TO STOCKLAND POINT COOK FOR A THIRD YEAR

Stockland Point Cook is proud to once again host the very popular and well-received Pop Up Park, as led by not-for-profit CoLocal and with support from Wyndham City Council, local community groups and businesses.

Located in Stockland Point Cook's dining precinct on Murnong Street, the road will transform into a fun community space complete with bean bags, shades and comfortable lounging spaces, offering customers the chance to enjoy casual dining alfresco in the vibrant outdoor space.

The Pop Up Park will feature a busy eight-week calendar packed with free events for all ages, including outdoor movies, live music and craft workshops, and will act as a venue for popular cultural events such as Bolly Holi and the Lunar New Year festival.

Susan McIntyre and Sara Mitchell, residents of Point Cook and founders of CoLocal, said that they were excited for this year's Pop Up Park to build on last year's success.

"The Point Cook Pop Up Park is largely community-led and aims to bring residents together and help energise the local area.

"Last year we saw more than 90,000 people visit the Pop Up Park, with more than 270 free events and activities – 193 of which were a contributed by local groups and businesses. The community contribution of time, services and talents are what make the park a huge success.

"Its location in the heart of the town centre is intended to create a focal point where people can meet, enjoy time together and maybe even make new friends. We know that more than 66 per cent of respondents made new connections when visiting the park last year.

"That is a huge testament to the park and why we're organising it again this year. We want to encourage community connection while also helping to strengthen the local economy."

Frank Pizi, Centre Manager at Stockland Point Cook, said the team was thrilled to once again be involved in bringing the Pop Up Park to the community.

"We're so pleased to once again be a part of the Pop Up Park which offers many great experiences not just for the community, but also for the many customers visiting the centre, as well as the retailers.

"We know how incredible and valued the park is so we're really looking forward to being able to give back to our community by facilitating the opportunity to grab a meal from a local business and relax in the activated outdoor space."

Mr Pizi continued: “It’s also great for our retailers here at the town centre, as we saw strong patronage during the Pop Up Park last year. It’s a win-win.”

This year, a group of students studying their Master of Environment at Melbourne University will join the park’s placemaking team, educating the community on matters of sustainability in fun and engaging ways. This will include raising awareness of the importance of local wetlands with visits from their mascot Cookie, the local critically endangered Orange-bellied Parrot; a participative, painted mural on Murnong Street; an inviting lounge space with a ‘wishing tree’ which will encourage people to reflect on what it means to live in the Point Cook ecosystem; and more.

The student group said they were excited about the Pop Up Park because of the opportunity to bring the local environment to the main streets of Point Cook.

“The wetlands and coastal reserve nearby are home to some of Victoria’s most vulnerable species, and being able to showcase these and workshop with residents the role they might play as stewards of this environment is a really unique and exciting opportunity.”

The Pop Up Park will run from Tuesday 4 February to Sunday 29 March and will be located in the dining precinct of the Stockland Point Cook town centre on Murnong Street.

To see the full calendar of events including dates and times, please visit www.pointcookpopuppark.com.au or www.facebook.com/PCPOPUP.

ENDS

Notes to the editor:

Stockland Point Cook is a unique four-quadrant town centre layout located in a strong population growth corridor west of the Melbourne CBD. The centre is anchored by Target, Coles, Woolworths, ALDI, Dan Murphy’s and Rebel Sport, seven mini-majors, 106 specialty stores, 32 commercial suites and services, and a significant dining precinct which lines the main road.

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About Stockland: Stockland (ASX: SGP) was founded in 1952 and has grown to become Australia’s largest diversified property group – owning, developing and managing a large portfolio of shopping centres, residential communities, logistic centres, business parks, office assets and retirement living villages. Stockland is rated as one of the most sustainable real estate companies in the world by the Dow Jones Sustainability World Index (DJSI). Stockland is also an Employer of Choice for Gender Equality, as recognised by the Workplace Gender Equality Agency www.stockland.com.au