

22 December 2015

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## STOCKLAND'S SUPER SALES WEEKEND: STRONG DEMAND FOR LAND IN SYDNEY'S NORTH WEST GROWTH CENTRE

In the last weekend before Christmas, Stockland has found that demand for land at its Elara masterplanned community at Marsden Park in the North West Growth Centre is as strong as ever with 57 residential lots sold over the weekend.

Stockland had originally planned to offer 45 lots for sale to pre-registered customers on 19-20 December, but when those lots sold out, Stockland brought forward the release of an additional 12 lots to accommodate demand from buyers ready and willing to lay down their deposits.

"We weren't quite sure just how many buyers would be stirring the weekend before Christmas," said Gavin Tonnet, General Manager NSW Residential Communities at Stockland. "However, it turns out that residential land sales market in north west Sydney remains incredibly robust. This is an outstanding result, which demonstrates that there is still significant demand in Sydney for well-located land in a high quality community."

The 57 lots at Elara ranged from 280 square metres, which sold for \$329,000, to 350 square metres, which were available from \$388,000.

Stockland has been one of the first residential developers in Australia to eschew the traditional sales model that requires customers to camp out to secure land, and has instead embraced a unique, online registration and prioritisation system.

"Buying land is obviously one of the largest purchases a person will make in their lifetime and its fair enough for customers transparency and a high degree of certainty in the process," explained Mr Tonnet. "It's been a very busy year for residential land sales, particularly in Sydney, and the fact that our system recognises how long our customers have been waiting to secure a lot to build their dream home is part of the reason that so many buyers put their faith and trust in Stockland."

Stockland has so far sold more than 500 lots at Elara and a construction boom is gathering pace in Sydney's newest suburb with work now well underway on the first 170 homes. The community will ultimately deliver around 2,200 new homes, which will become home to around 7,000 people.

Work will start in early 2016 on the first park in the new masterplanned community. It is the first park in what will collectively become 25 hectares of open space, including 12 hectares of neighbourhood parks and playing fields dotted throughout the community. A state primary school and independent school are also planned for the community, as well as a child care centre, community centre and a neighbourhood shopping centre, including a supermarket and a number of specialty stores.

The new Elara Display Village is also under construction and, when complete in Autumn 2016, will feature 47 homes, showcasing the latest in designs from 20 of the most-awarded builders in New South Wales.

Gavin Tonnet, said Elara was a hive of activity, with construction well under way and the first residents expected to move into their new homes early in 2016.

Elara at Marsden Park is 15 minutes from Blacktown and around 20 minutes from NorWest Business Park and the Parramatta CBD. It is also with a short drive of the recently upgraded Schofield Train Station, which offers a 55-minute commute to Sydney's Central Station. A bus stop is planned at the entry to the Elara community, which will provide future residents with additional transport options.

Elara commuters also will also enjoy easy access to the M7, linking to the M2 and M4 motorways. Residents will also benefit from the Richmond Road upgrade, which is almost complete and has widened the road from two to four lanes.

Mr Tonnet said Stockland's vision for Elara meant it appealed to a wide range of buyers, including first-home buyers, families upgrading to new homes and investors.

Interested buyers are invited to register their interest in Elara by visiting the Sales and Information Centre at Elara Boulevard off Richmond Road at Marsden Park, by completing and Expression of Interest form online at [www.stockland.com.au/elara](http://www.stockland.com.au/elara) or by calling 13 LAND (13 5263).

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