

412 RESIDENTIAL LOTS

PLUS RETIREMENT VILLAGE  
AND RETAIL ACTIVITY CENTRE



# BROOKFIELD LAKES

135 GREAT ALPINE ROAD, BAIRNSDALE

A MAGNIFICENT LAKES DISTRICT DEVELOPMENT OPPORTUNITY

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EXTRAORDINARY 62.87HA LANDHOLDING  
PERMIT APPROVED FOR A MIXED-USE DEVELOPMENT

FOR SALE VIA PUBLIC EXPRESSIONS OF INTEREST  
CLOSING THURSDAY 17TH NOVEMBER AT 5PM (IF NOT SOLD PRIOR)

**CBRE** **LAND**



“The East Gippsland Shire population forecast is predicted to increase 20.6% from 44,633 in 2016 to 53,829 by 2036. This will underwrite demand for new residential accommodation”

## KEY DEMOGRAPHIC FACTS DRIVING DEVELOPMENT IN EAST GIPPSLAND



Bairnsdale is located in the Shire of East Gippsland

Population of 44,000 people\* in the East Gippsland Catchment



Bairnsdale is a major health and education hub of Gippsland.

Major areas of employment:



Retail  
12.1%



Health Care  
13.5%



Construction  
9.9%



Education  
8.8%



Accommodation  
8.8%



Agriculture  
8.7%

The Age demographic drives new housing and retirement living options.

“Your opportunity to acquire a ‘shovel ready’ project in a proven Victorian locale with all the makings of a quality estate for generations to come.”

## 412 residential lots over 13 stages

Plus provision for a retirement village and local activity centre superlot





OUTLINE INDICATIVE

### State Government Investment

Under the Bairnsdale Growth Strategy, upgrades and improvements to Bairnsdale has seen the local government invest heavily into the improvement of services and initiation of the Bairnsdale CBD improvement project. The upgrade will see improvement to gardens, community spaces and CBD access.

### Employment

Bairnsdale has been earmarked as a future urban growth area under the Bairnsdale Growth Strategy and will continue to build on its role as a major regional centre for employment and services along the Princes Highway corridor, Gippsland lakes, coastal towns and communities across the alpine region. The major employment and market drivers are Bairnsdale Regional Health, Harvest 1 food processing, agriculture and education.

### Regional Access

Bairnsdale is the commercial hub of the East Gippsland region and is the pivotal point for access to facilities and services including health, education, recreation and commercial. Bairnsdale is also a source of employment and service access for the nearby towns of Traralgon, Morwell and Sale.

### Housing Growth

Inclusion within the Bairnsdale Growth Strategy is an increased provision for medium density housing opportunities, along with consolidation and growth of community services and employment opportunities. Current housing competitors in Bairnsdale are limited and include:

- Eastwood Estate is located directly to the south of Brookfield Lakes Estate. The Estate has been in development for over 10 years and is home to 2,500 residents, a primary school, kindergarten and commercial centre. There are limited blocks\* remaining for sale. Construction of the Eastwood Retirement Village is complete.
- Shannon Waters is an Oliver Hume development on the south western side of Bairnsdale, positioned in an inferior location to Brookfield Lakes.
- The preferred northern and eastern markets of Bairnsdale are therefore perfectly positioned for another major development.

### Transport

Major arterial roads connecting Bairnsdale are well established. From Melbourne, the Princes Highway connects directly to The Great Alpine Road running through the heart of Bairnsdale. This major tourist road links Central and East Gippsland to the popular Alpine Regions of Mt Baw Baw, Mt Hotham and Falls Creek.

### Community

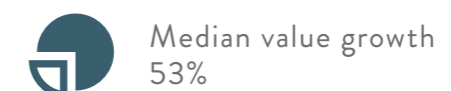
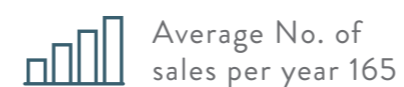
Bairnsdale is flanked by the Mitchell River and is considered an important recreational asset for Bairnsdale. The Heritage listed river flows into the Gippsland Lakes and is crucial to the region attracting tourism and community events.

### Health & Education

The East Gippsland Council is committed to ensuring Bairnsdale remains the regional hub for education and health services in the region. The town currently supports a TAFE, primary and secondary schools, adult & special needs education. In addition, the Bairnsdale Regional Health Service is a well-established health service provider to a population of 44,000\* and is the largest employer in the East Gippsland region.

### Residential Lot Sales in Bairnsdale

Average number of lot sales over the past 10 years



Sources: Regional Growth Plans, (State Government of Victoria, 2014). Bairnsdale Regional Health Service Annual Report, (Bairnsdale Regional Health, 2014). Eastwood, Bairnsdale, (<http://eastwoodbairnsdale.com.au/>, 2012) Bairnsdale is flagged by the banks of the Mitchell River.

SWEEPING COUNTRYSIDE VIEWS



NEIGHBOURING GOOSE GULLY GOLF COURSE



FAMOUS NINETY MILE BEACH ONLY 20KM\*



BAIRNSDALE TRAIN STATION (2.7KM\*) PROVIDING DIRECT TRANSPORTATION LINKS THROUGH GIPPSLAND AND TO METROPOLITAN MELBOURNE



BRAND NEW EASTWOOD VILLAGE SHOPPING CENTRE ONLY 1.2KM\* AWAY FEATURING AN IGA AND BROAD SELECTION OF SPECIALITY STORES



For sale via Public Expressions of Interest  
closing Thursday 17th November at 5pm (if not sold prior)



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\*Approximately. The information in this document is general in nature and is a guide only. It does not take into account your individual circumstances. Before acting you should check the accuracy of the information and seek your own independent financial and legal advice. The information must not be relied upon to make any investment decisions. The principal and its agent will not be liable for your failure to verify the information or seek appropriate advice.