

MEDIA RELEASE

1 October 2010

## Building Melbourne's future at Williams Landing

Melbourne's west will soon have a showcase transit oriented development with construction beginning on vital infrastructure at the \$1.5b Williams Landing town centre.

Today Minister for Transport Martin Pakula and Minister for Roads and Ports Tim Pallas ceremonially turned the first sod for the Williams Landing train station and the associated freeway overpass. Cedar Woods' State Manager Nathan Blackburne said that the infrastructure would help to cement Williams Landing as a new transit based activity centre for Melbourne.

"This substantial investment displays Government's commitment to the Williams Landing town centre and the creation of a showcase transit oriented development at the project. It shows an understanding of the need for a new regional centre in the west to provide white collar employment opportunities and high order retailing," Mr Blackburne said.

"The commencement of works on the new rail station and freeway interchange is the catalyst for development of the first stage of the town centre. The first stage will involve commercial sites, a new shopping precinct and bulky goods retailing."

"Melbourne's west lacks easily accessible, well located regional centres, as well as facilities like entertainment , regional level retailing and a major new centre for business," he said.

"About \$8 million in spending leaves the region every week because residents in Melbourne's west simply don't have larger centres to go to. Williams Landing, and high order, transit oriented centres like it, will help to capture that spending."

Mr Blackburne said that Williams Landing's new residents, and the region as a whole, would benefit from the new town centre, which will be developed in stages, and ultimately 50 hectares in area.

"Buyers at Williams Landing are predominantly tertiary educated people that work in professional jobs in the city. Being able to generate local white collar employment for these sorts of people is one of the basic requirements of a healthy region. Having a new premium station and freeway interchange will help achieve that," Mr Blackburne said.

Cedar Woods has received strong interest from retailers and other businesses wishing to be involved in stage 1 of the town centre project.

**For further information contact:**

Nathan Blackburne, State Manager (Victoria), Cedar Woods Properties Limited  
Telephone 0418 122 155

Photos available on request