



Atherstone Community Report 2023



Project Overview

About Atherstone

- Atherstone is a thriving masterplanned community developed by Lendlease in Melbourne's booming west.
- Lendlease's strong relationship with Melton City Council delivers exceptional private and public value for current and future residents.
- Atherstone is primarily part of the Victorian Planning Authority's *Toolern Precinct Structure Plan* area, which includes plans for the adjacent Cobblebank Metropolitan Activity Centre, which will be home to the new Melton Hospital.

Location

- Atherstone is close to the established amenity of Melton & Melton South, within the newly established suburbs of Strathtulloh and Cobblebank.
- The community has easy access to the Western Freeway and to V/Line train services from the recently completed Cobblebank Station on the Melbourne to Ballarat line.
- Atherstone is located 10 minutes west of Lendlease's Caroline Springs community and is 40km from Melbourne's CBD.

Recent Amenity

- Two Aspire childcare centres within the community
- Strathtulloh Primary School now open with growing enrolments.
- Community activities, Kindergarten and maternal/child health services located at Bridge Road
- Traffic Education school now open
- Groceries, medical, dental and pharmaceutical services available at Cobblebank Village.
- Sporting and recreation precinct including indoor six court stadium, regional athletics and hockey facility used in school curriculum and for community health and wellness programs
- More than a ¼ of the development is dedicated to parks, open and green space.
- Latest Palara Village Park is now open

Community Wellbeing

- Regular opportunities to meet your current and future neighbours
- Collaborate with local community organisations and Council on events and activities
- Hosting of regular events and activities to help build community links and leadership
- Regular community grants program
- Events and collaborations with The Bridge, the primary school, and early learning providers.
- Free fitness classes facilitated by local, qualified fitness professionals
- Regular research and community engagement activities to understand our community



- 481 Hectare Masterplanned Community

- 15,000 Residents upon completion



- 40kms west of Melbourne CBD
- 20kms west of Lendlease's Caroline Springs community



- Anticipated June 2028 Completion
- \$1.1 billion End Value

Atherstone Progress - Economic Development

Major initiatives

Economic Development Committee Established

Strategic economic collaboration Melton Council, Lendlease and the Exchange
Contributed to:

- Economic Development strategy
- Western BACE – operating model
- Setup the Atherstone Exchange
- Venture Melton

Cobblebank, a thriving village: a CBD to come

Local economy is strong with Coles at Cobblebank Village shopping centre adjacent to the Cobblebank Train Station. Cobblebank Village also includes a Liquorland, gymnasium, chemist and a number of other specialty stores.

Western BACE (Business Accelerator and Centre of Excellence)

Supporting small businesses and start-ups with workspaces and mentorship training.
Urban 35 café is also located within the Western BACE.

On track to create more than one job for every dwelling

Lendlease's employment modelling by independent economists, run regularly since 2010, forecasts the onsite and offsite employment generated. Project is expected to create over 3200 permanent jobs and average of 1500 annually through the life of the project.

The Exchange

2021 – 2023 Snapshot

Total people registered - 576
Running total of job placements - 238
Apprenticeship Placements - 57
Registered Training outcomes - 26
Information sessions and workshops - 518

Disrupted by COVID but still going strong

Operating in and around the challenges associated with the COVID-19 pandemic and associated lockdowns, the current operators have successfully placed more than 200 people into roles.

Outreach and Engagements

Careers events, guest presentations and resume support, information booth at local shopping centres, info sessions at libraries and community centres.

In addition, the team are providing:

- School careers engagement
- Community outreach
- Youth Programs
- Expos for specific groups and purposes e.g., Apprenticeship & Traineeship Expo & Deadly Jobs Expo



Upcoming - Atherstone Amenity

Future Amenity

- Neighbourhood Activity Centre local convenience retail almost completed, features supermarket, café, leisure, health & medical services.
- Catholic Secondary College due to fully open Autumn 2023 – currently providing education offsite until new campus is accessible.
- Extension of Ferris Road is well underway, with construction anticipated to commence in mid-2023. This stretch will extend down to the future Ravenscraig Drive and complete the connection through to Wembley Avenue.
- Adjacent to Atherstone, Cobblebank CBD, will eventually include:
 - 70,000sqm of retail, supermarkets and convenience
 - Health & medical facilities (including the future home of Melton Hospital)
 - Restaurants, cafes and entertainment precincts
 - Future higher education
 - Justice and emergency services precinct
- Proposed future rail electrification
- Bridge Road Sports Precinct (Phase 2)
- State Secondary School - Cobblebank Secondary College (interim name)
- 130ha Toolern Creek Regional Park (to be delivered by Parks Victoria)
- Promised Western Highway upgrade
- 2022 saw the commitment to level crossing removal and the overpass is expected to be complete by 2028 – with works to start 2024





Sales and Information Centre
Corner of Hollingsworth Drive and Carne Street, Cobblebank
VIC 3338

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