



THE FARM  
BROULEE

207 BROULEE  
ROAD,  
BROULEE









BRIGHTLANDS  
LIVING



In 2000, Dan Buettner launched a study aimed at identifying the areas around the world where the residents have unusually high life expectancy. Sardinia, one example, exhibited strong family and community values, the people ate a primarily plant-based diet and they also took part in regular physical exercise.

Okinawa, Japan and many other regions had the same characteristics and these became known as Blue Zones. These examples give us beautiful ways to guide our lives and development leading to overall well-being.



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We are committed to creating wellness communities where people can be happy, healthy and belong.

#### The Problem:

In our modern society our real estate industry is focused on the number of bedrooms, bathrooms and garages and reinforcing lifestyles that make us sick, lonely, stressed and unhappy. As urbanisation has continued, society has focused on places where people can sleep, not places where people can live, and this has led to significant unforeseen health issues.

#### The Solution:

We cannot address the global crisis of rising chronic illness, social isolation, stress and environmental degradation without a dramatic transformation in how we live. Brightlands Living puts people's wellness at the center of the entire process. Brightlands Living is seeking to change society through the principles of wellness and a fresh look at how communities are constructed and operated. Our communities are designed to optimise residents' health and wellbeing across multiple dimensions.





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# What is Wellness?

Wellness is the active pursuit of activities, choices and lifestyles that lead to a state of holistic health.

Wellness is not a static state but rather an **active pursuit** that is associated with decisions and actions as we work toward an optimal state of health and wellbeing. Wellness is an individual pursuit where, we have self-responsibility for our own choices, behaviours and lifestyles but it is also significantly influenced by the physical, social and cultural environments in which we live.

According to the Global Wellness Institute, external and environmental factors may be responsible for up to 80-90% of our disease risks and health outcomes.



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## Brightlands Wellness Wheel



**Mind:** Improving mental health by nourishing the mind through meditation/mindfulness etc.



**Body:** Nourishing a healthy body through exercise, nutrition, sleep, etc.



**Purpose:** Searching and acting on a higher meaning in human existence.



**Growth:** Engaging the world through learning, problem-solving, creativity, etc



**Environmental:** Fostering positive interrelationships between planetary health and human actions.



**Community:** Connecting and engaging with others and our communities in meaningful ways.





# The Farm

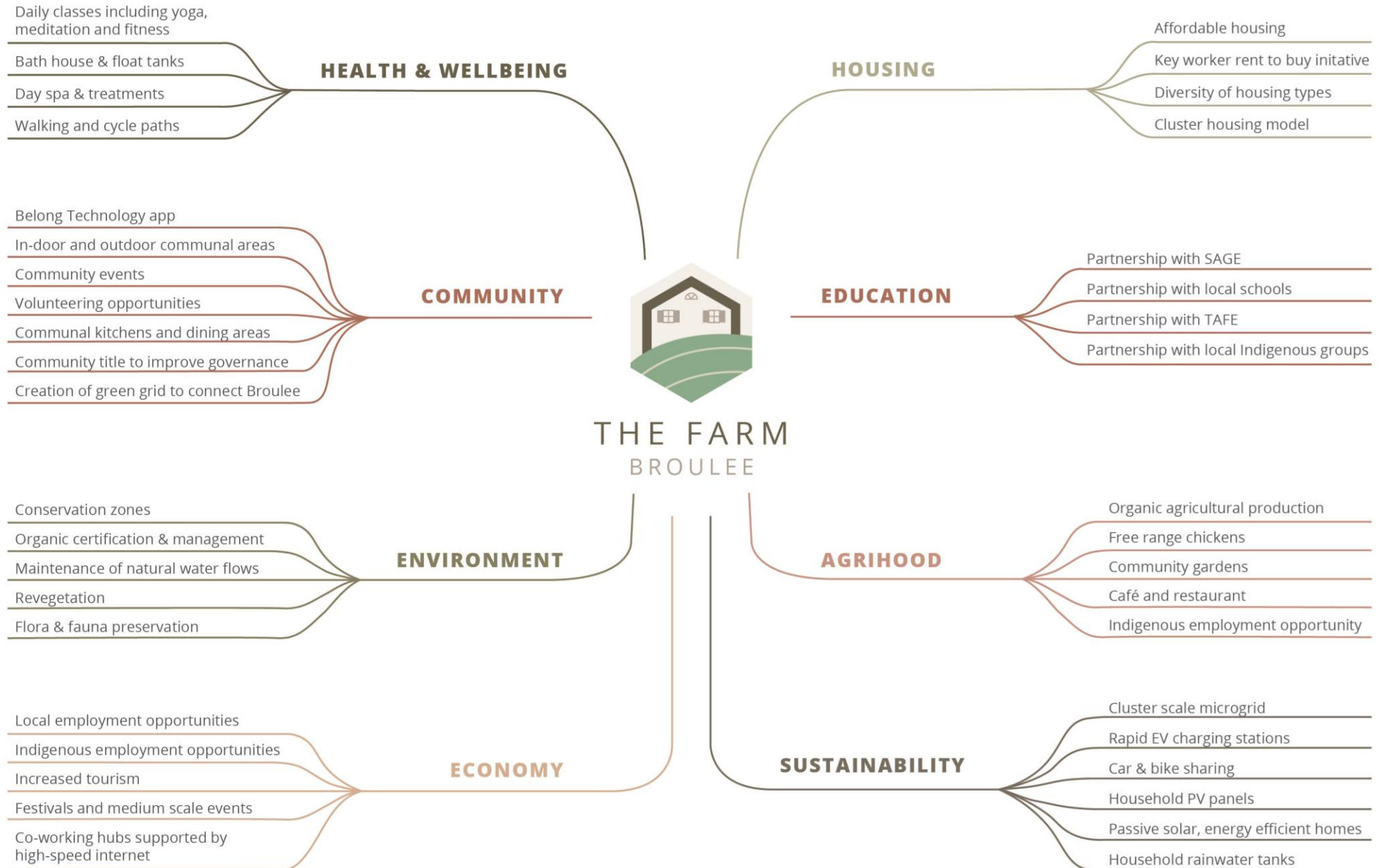
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207 BROULEE ROAD, BROULEE

VISION:

To create Australia's leading  
wellness community

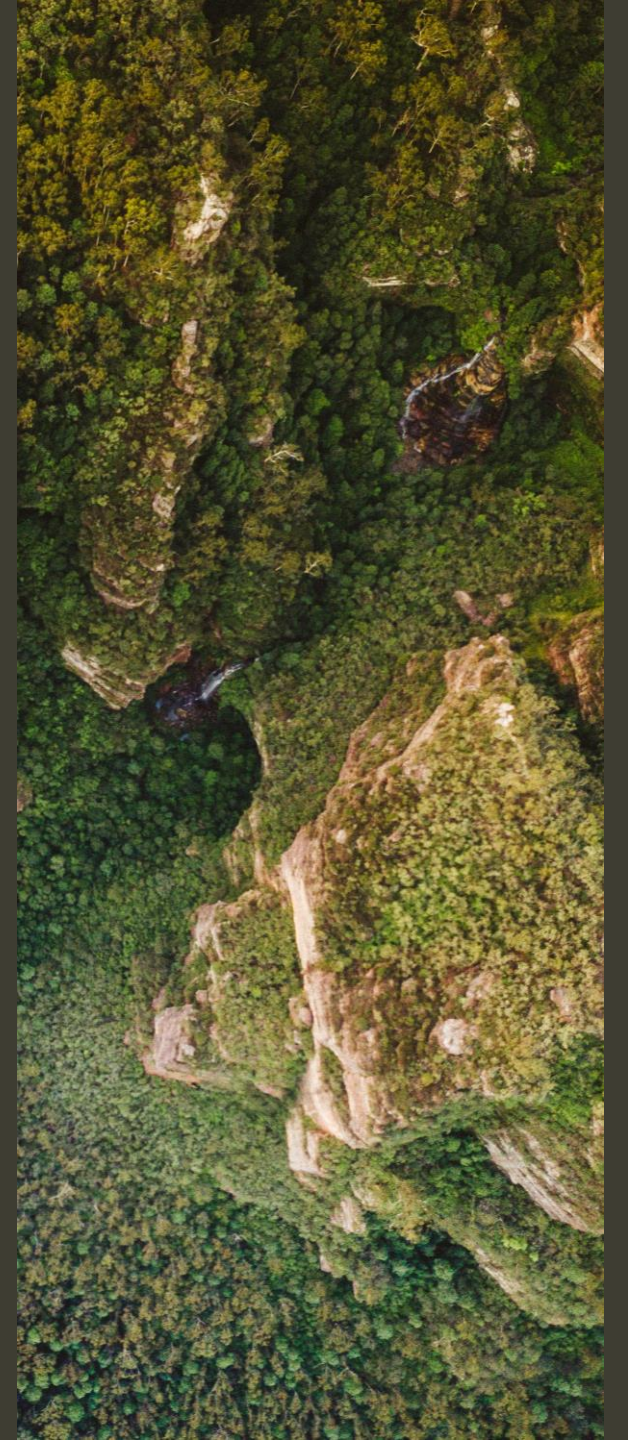






# What's in it for the Community?

- The creation of a new model for sustainable living benefiting the residents' health and well-being that can be replicated across Australia.
- Rehabilitate wetlands.
- Affordable housing.
- Key worker housing.
- Revegetation.
- Creation of biodiversity corridors.
- Increased production of fresh produce with the support of SAGE.
- Education precinct and partnerships with Carroll College, St Peters, local Aboriginal Community and SAGE.
- Employment for the local community.
- Opens over 15km of walking and bike trails to the public.
- Ability to activate the adjoining Council owned land and Illawong Nature Reserve to benefit the community.
- Increased tourism through the offerings at The Bower.





# EUROBODALLA LOCAL VISION

## COUNCIL'S BROAD PLANNING PRINCIPLES:

**Our Place** seeks to establish more liveable and healthy communities that have pride of place, community cohesion and a sense of safety and security.

**Our Environment** seeks to ensure communities are sustainable and characterised by an appreciation of our natural surroundings and how it contributes to our unique lifestyle.

**Our Connection** seeks to create connected communities that have ease of access and support a mobile and healthy population that is motivated to participate.

**Our Business** seeks to promote a productive community working towards enabling positive investment and growing employment opportunities.

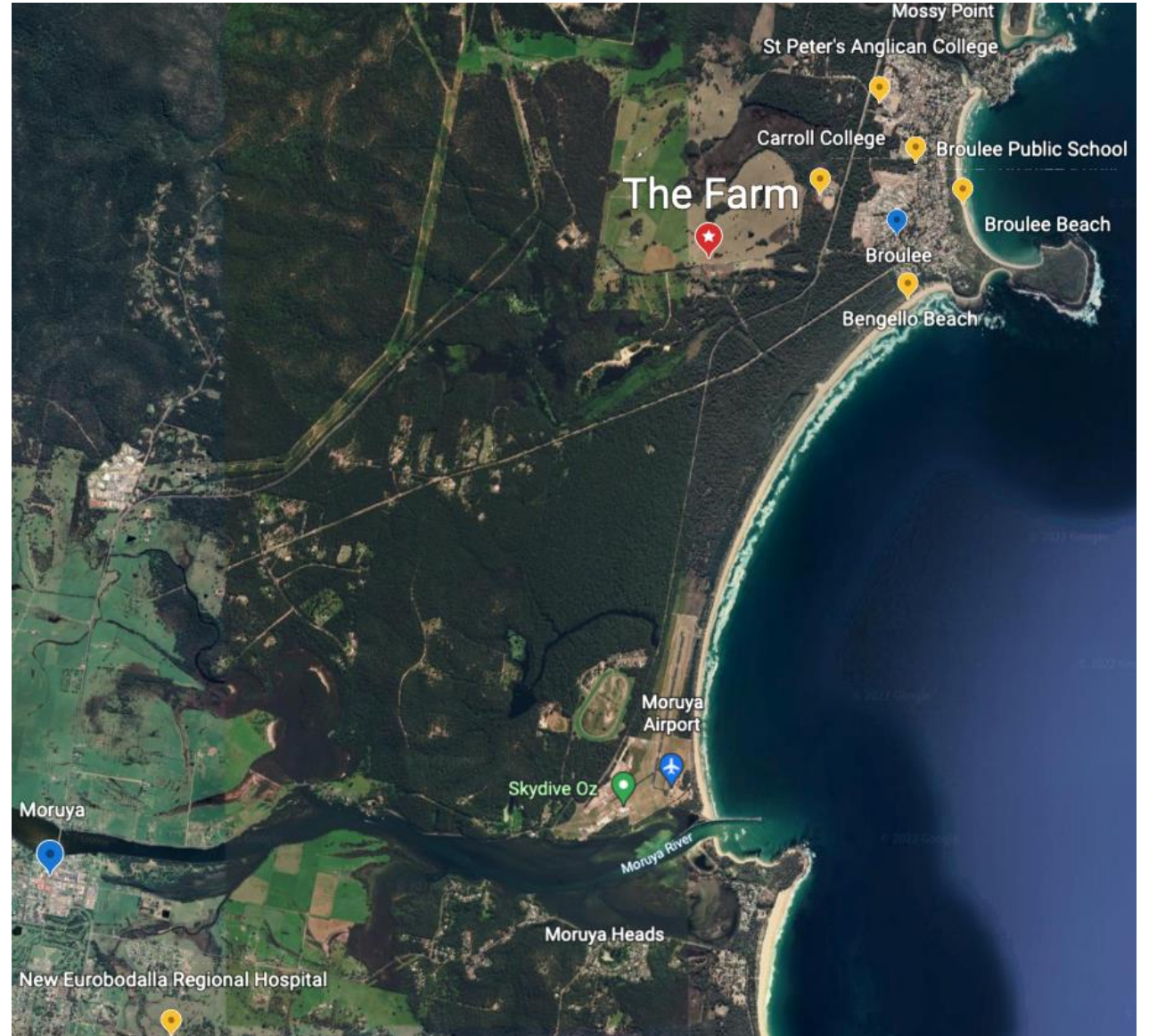
***“Eurobodalla is committed to creating great places through more livable, sustainable, productive and collaborative communities”***

The Farm seeks to uphold this vision by creating the first truly integrated wellness community.



# LOCATION

- Adjoins Broulee Road to the south, Illawong Nature Reserve to the North, Carroll College to the west and Broulee Memorial Gardens and Crematorium and Farmland to the east
- Short drive to Batemans Bay and Moruya
- Close proximity to existing sewer and water services
- To be connected to the proposed 44 hectare 'The Bower' eco-tourist facility







# THE FARM

## 207 BROULEE RD, BROULEE

- A 126.7 hectare site in single ownership (Lot 1/DP1256287)
- The site is home to Mount Oldrey Homestead which would be retained
- Currently used for hobby cattle grazing
- The subject site is comprised of Zoned RU1 Primary Production & C2 Environmental Conservation
- Most suitable site in Eurobodalla Shire for a new wellness model
- Cleared land with limited bushfire constraints
- Not flood prone





*From the boundary of the property  
looking out over Carroll College*







# THE BOWER

A master plan approved 44-hectare Eco-tourist facility, which is proposed to be incorporated into the overall development.

## DEVELOPMENT SUMMARY TABLE

KEY	USE	UNITS	TOTAL AREA	PARKING-SATELLITE*	PARKING-ON-SITE	PARKING-HILLTOP
Accommodation						
	Cabins	7	-	-	9	-
	Eco-Units	37	-	47	-	-
	Eco- Lodge	28	-	7	-	28
	Eco- Lodge Caretakers Unit	1	83 sqm	-	-	1
Communal Facilities						
	Restaurant	-	250 sqm	-	14	-
	Eco- Pavilion/ Amphitheatre	-	150 sqm	-	-	-
	Community Recreation Building	-	200 sqm	--	-	-
Hilltop Retreat						
	Conference Centre	-	225 sqm	1	-	1
	Wellness Centre/ Gym	-	215 sqm	7	-	1
	Yoga platform	-	100 sqm	7	-	1
	Existing Office	-	-	-	-	-
	Eco- Lodge Office	-	80 sqm	-	-	-
Management						
	Proposed Managers Residence	1	300 sqm	-	1	-
	Caretakers Office	-	100 sqm	1	-	-



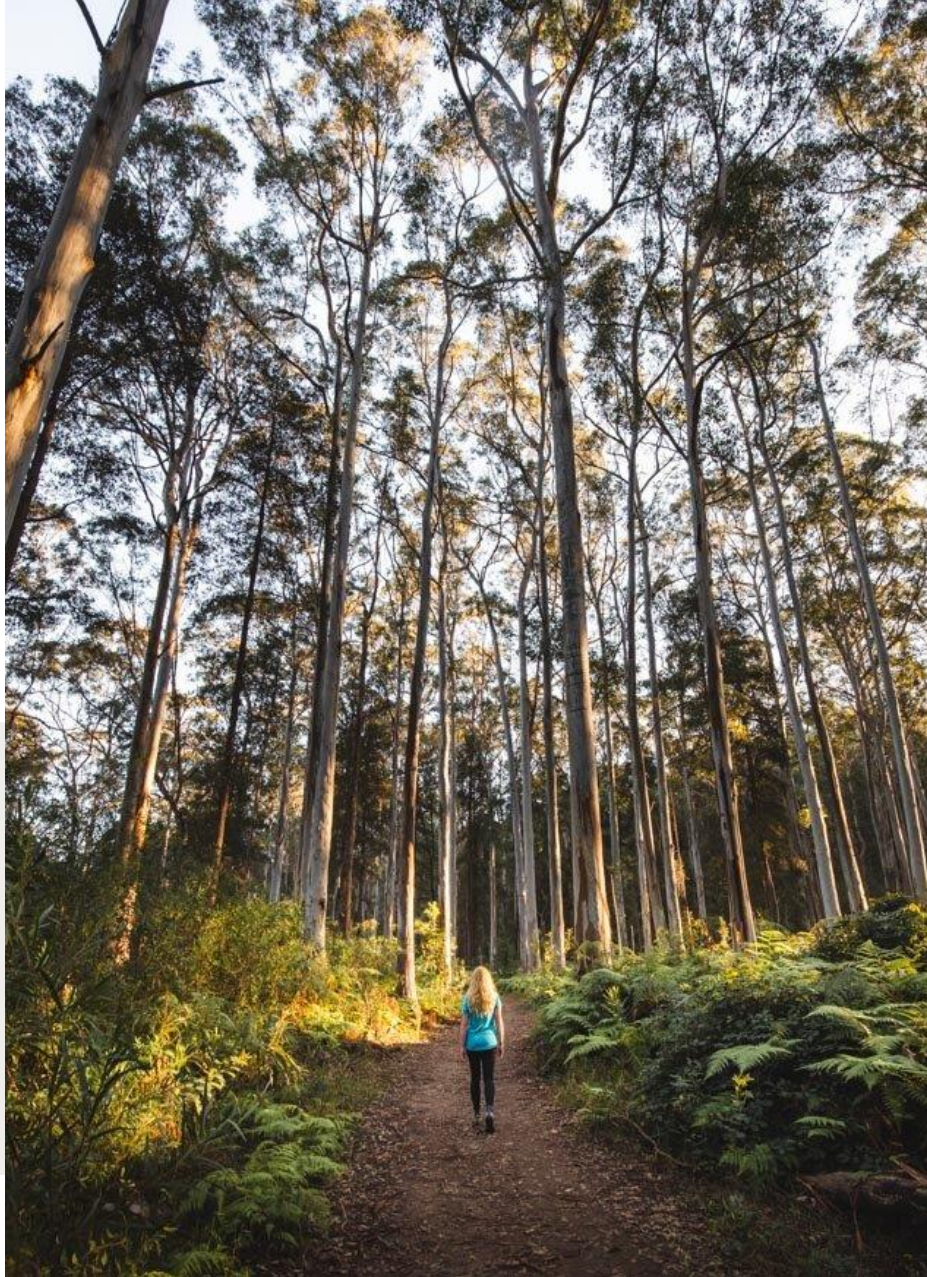


# CLUSTER COMMUNITIES

The idea of developing a cluster was created as an alternative to the conventional subdivision. The primary benefits of cluster housing are:

1. The creation of open space for wildlife habitat, conservation, recreation, agriculture, and communal areas.
2. Close neighbours mean that you are more likely to create meaningful connections with the people around you.
3. The ability to boost the sharing economy and reduce costs through the creation of co-operatives. This includes the potential for growing fresh food and vegetables, the creation of an electricity micro-grid, shared rainwater and wastewater collection as well as greater composting and recycling.
4. Consolidating homes increases affordability and reduces the initial investment in roads, paths and utility lines as well as the cost of maintaining and replacing public sector infrastructure.





# HEALTH & WELL-BEING

Wellness centre and day spa with a bath house including mineral baths, float tanks, steam rooms, ice baths and sauna.







# COMMUNITY

- Tree house and kids playground
- 55% of the lots being approx. 300sqm (targeted towards over 55's),
- 25% of the lots being 500-800sqm targeted towards families
- 15% of the lots approx. 400sqm provided for keyworkers under a rent to buy scheme.
- 5% of the lots being the round self-contained cabins for affordable housing around a central communal building.







# EDUCATION

- Amphitheatre and education precinct.
- Communal building for daily classes in yoga, meditation, sound therapy, tai chi as well as a teaching hub for SAGE and the schools.







# AGRIHOOD

- Existing 2 houses to be subdivided into an 11.6 hectare lot providing space for livestock.
- Approximately 10 hectares allocated for vegetable and fruit growing.





# ECONOMY

- Restaurant/Café.
- Shared work and study spaces.







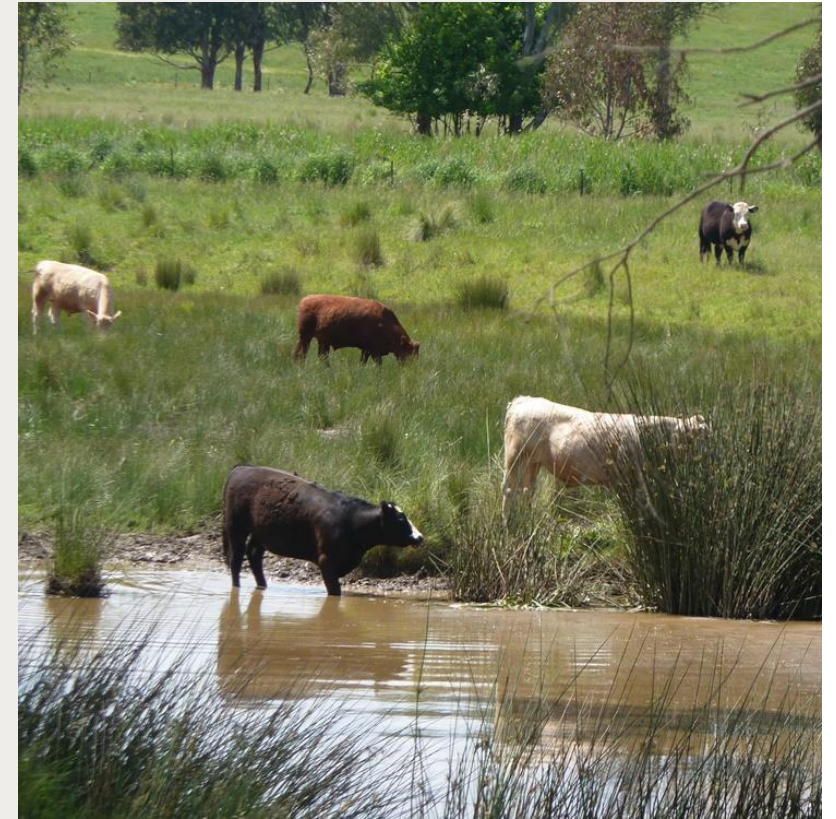
# SUSTAINABILITY

- Significant walking and bike trails
- Micro grid
- EV charging



# ENVIRONMENTAL REHABILITATION

- At least 50% green space.
- Increased bio-diversity corridor at the rear of Carroll College and throughout the site.
- Removal of Cattle from Wetlands.
- Enhance existing tree clusters.



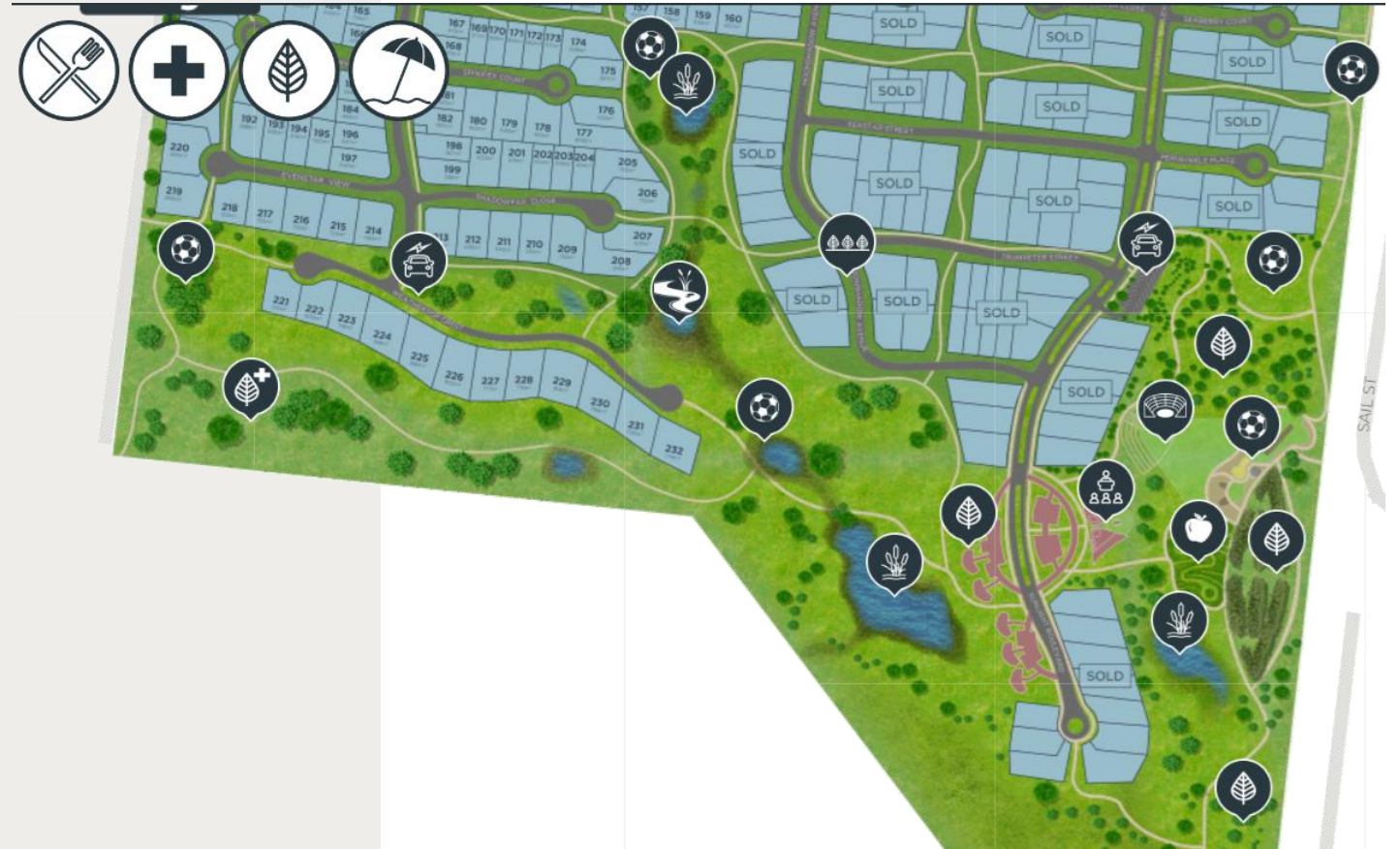


EXAMPLES:  
THE CAPE, VICTORIA

The Cape has received over 35 National awards for design excellence, sustainability and construction making it the most awarded residential community in Australia.

The community focuses on:

- Energy efficient design
- Protecting natural habitats
- Supporting active lifestyle
- Food Gardens







- 1 AGRICULTURE**  
Organic cultivation  
• Horticulture & orchards:  
e.g. vegetables, table grapes,  
passionfruit, berries, avocados,  
stone/pome fruit, citrus, nuts, etc  
• Processing of food grown on lot  
• No residential accommodation is  
permitted.

- 2 ECOVILLAGE COMMON**  
• Agriculture/agroforestry  
• Dams  
• Conservation areas  
• Recreation areas  
• Education  
• Sheds  
• Proposed amphitheatre

- 3 WASTEWATER TREATMENT  
SYSTEMS**  
• Treatment plant  
3a - Wastewater irrigation  
3b - Treated water storage pond

- 4 PUBLIC OPEN SPACE**  
• Playing field  
• Park

- 5 ORGANIC VINEYARD**  
• Proposed organic vineyard  
• Existing 'Foxcliffe' vineyard

- 6 TOURIST ZONE**  
• EcoVillage tourist accommodation  
• Short stay self-contained cottages  
• Tourism activities

- 7 ECOVILLAGE  
COMMERCIAL CENTRE**  
• Village-scale small business: e.g.  
permaculture nursery, butcher,  
baker, etc.  
• Pharmacy/health centre  
• Alternative technology businesses  
• Convenience store  
• Cellar door  
• Residential occupancy permitted

- 8 FOOD HUB**  
• Sustainable food distribution  
centre for EcoVillage producers  
and wider region  
• Processing  
• Wholesale  
• Retail  
• Commercial kitchen

- 9 MIXED USE LOTS**  
• Shop front/office/studio on ground  
level facing Village Square, short  
stay units above  
• Artist/maker studios  
• Professional consulting rooms  
• Proposed child care centre

- 10 BACKPACKERS**  
• Short term/backpackers'  
accommodation

- 11 COMMUNITY CENTRE**  
• Public amenities  
• Function centre  
• Community library  
• Sustainable Settlements office  
(EcoVillage developer)

- 12 VILLAGE SQUARE**  
• EcoVillage gathering place  
• Weekend markets  
• Community events  
• Wadandi bush tucker garden  
• Outdoor theatre

- 13 CREATIVE HUB**  
• Centre for innovation and creative  
activities  
• Shared office spaces  
• Artist/maker, music studios  
• Technology centre  
• Sustainable business incubator

- 14 SHORT STAY / HOLIDAY  
HOMES / RESIDENTIAL**  
• Short stay rental homes  
• Holiday homes  
• Permanent residential

- 15 AGED / DEPENDENT  
CARE HOUSING**  
**16 CONSERVATION AREA**

- 17 CAFE AND NATURE  
PLAYGROUND**  
• Nature playground  
• Local, organic cafe food

- 18 COMMUNITY PUB**  
• Family-friendly pub  
• Local organic food  
• Regionally sourced beer  
and organic wine  
• Local musicians and  
entertainers

#### LEGEND

- Cottage lots (432m<sup>2</sup> - 634m<sup>2</sup> in Stg 1)
- Family lots (827m<sup>2</sup> - 1,252m<sup>2</sup> in Stg 1)
- Garden lots (approx. 1,500m<sup>2</sup> - 2,600m<sup>2</sup>)
- Groupie lots (360m<sup>2</sup> in Stg 1)
- Aged & dependent care lots (approx. 300m<sup>2</sup>)
- Tourism lots (180m<sup>2</sup> - 2,177m<sup>2</sup>)
- Short Stay lots (approx. 450m<sup>2</sup>)
- Commercial lots (918m<sup>2</sup> - 3,344m<sup>2</sup>)
- Mixed Use lots (approx. 240m<sup>2</sup>)
- Community Centre
- Creative Hub
- Food Hub
- Pub & Cafe
- Backpackers
- Public Open Space
- Agricultural lots (approx. 1ha)

**TOTAL LAND AREA (Lot 1500) -  
119.1ha**

**Open Space Summary**  
Public open space 5.3ha  
Community gardens 9.8ha  
EcoVillage common 39.2ha (includes  
dams, conservation and wastewater  
vegetation areas)

**Lot Summary**  
Agricultural lots 24.8ha  
Private lots 27.1ha

**WITCHCLIFFE**  
ECOVILLAGE

## ECOVILLAGE CONCEPT PLAN

Lot 1500 Bussell Highway, Witchcliffe

Revision date: November 2021

Scale: 1:2,500 @ A1  
1:5,000 @ A3

0 50 100 150 200 250 300m



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# TARGET MARKET

## Who are we designing for?

- People who want to live in a wellness community.

A Health and Wellness Lifestyle Survey conducted by American Lives found that: 25% of respondents were very interested in living in a wellness community either full-time or part time & 51% expressed strong interest in wellness offerings.

- Key workers (nurses & doctors at the new hospital, teachers at the nearby schools etc.)
- Low Socio-economic singles and couples who will be catered for in our affordable housing co-living offering.
- Families particularly those sending their children to Carroll College, St Peters and Broulee Primary.
- Retirees and downsizers

## Where are the gaps in the market?

- Low vacancy rates
- Holiday housing reduces supply for local residents

## How many people will be attracted from elsewhere and how many local buyers?

- Witchcliffe Ecovillage in Western Australia had 50% of buyers purchasing from out of the area as they aligned with the design and development principles and wanted to live in a wellness community.





# SIGNIFICANT DEMAND FOR HOUSING IN BROULEE



REGIONAL NEW SOUTH WALES HOUSES, BY LGA 31 December 2021	SALES VOLUME Annual No.	SALES VOLUME YoY %	AVERAGE DAYS ON MARKET No.	MEDIAN VALUE \$	CAPITAL GROWTH YoY %	GROSS RENTAL YIELD %	MEDIAN WEEKLY RENT \$	RENTAL GROWTH YoY %
Albury	1,322	26%	62	\$477,500	8.4%	4.96%	\$380	11.8%
Armidale Regional	672	73%	157	\$405,000	11.0%	5.52%	\$380	4.1%
Ballina	496	-32%	51	\$858,500	23.5%	4.23%	\$625	16.8%
Bathurst Regional	1,044	29%	74	\$617,000	26.0%	4.54%	\$420	12.0%
Bega Valley	645	28%	118	\$701,000	19.9%	4.16%	\$505	16.1%
Byron	384	15%	45	\$1,940,500	57.6%	3.80%	\$945	40.0%
Cessnock	1,403	54%	67	\$466,500	2.3%	4.83%	\$420	7.7%
Clarence Valley	880	4%	70	\$583,000	26.5%	5.05%	\$495	11.2%
Coffs Harbour	1,239	12%	67	\$807,500	27.6%	4.27%	\$595	22.7%
Dubbo Regional	849	18%	48	\$451,000	17.1%	5.25%	\$400	14.3%
Eurobodalla	1,102	18%	82	\$744,500	27.8%	4.17%	\$535	7.0%

Knight  
Frank





# DEVELOPER BACKGROUND

Edward Fernon, the director of Brightlands Living, is inspired to change the way we live through the creation of wellness communities. “It’s about making the right thing easy” and to helping people live well. To date Edward has undertaken twenty-two development projects with another five in progress.

Additional highlights:

- CEO of Brightlands Property Fund
- Owner of Brightlands Retreat
- CEO and founder of Belong Technology
- 2x Olympian in the Modern Pentathlon (London, Tokyo)
- Winner of the World’s Longest horse Race (Mongol Derby, 2017)
- Summited Aconcagua, Highest Mountain in the Southern Hemisphere.
- Completed a 5 week 1,000km horse ride from Braidwood to Melbourne as an ambassador for the Blackdog Institute and to raise funds to combat rural depression.
- Bachelor of Commerce (Finance & Economics)- Sydney University
- Master of Commerce- Sydney University



# CURRENT PROJECTS



Edward Fernon is the preferential equity investor in the project with Grange Development the developer, who has lodged a DA for a 47-storey residential tower, which will, if approved, be the highest hybrid timber tower in the world and WA's first carbon negative residential building.



117 apartment wellness community in Woolloongabba, QLD comprising co-living, NDIS and residential apartments with a day spa, pool, gym, yoga and meditation studio & community dining room.





## BRIGHTLANDS RETREAT



Brightlands Retreat is an innovative hospitality brand creating soul nurturing experiences.

Brightlands Retreat combines accommodation, innovative events and classes, wellness services and food to guide the guest on a powerful wellness journey. Unlike hotels which are focused on selling rooms, Brightlands Retreat focuses on selling comprehensive wellness packages.





Belong Technology is Australia's leading community-building App, which creates an improved resident experience. The platform started by fostering communities in co-living and Build2Rent and now is used by over twenty residential communities in Australia as well as communities in the UK and Portugal. This platform allows residents to undertake the following:



SOCIAL  
ACTIVITIES



COMMUNITY  
PROFILE



PAYMENT  
INTEGRATION



REQUEST AND  
REPORT



SURVEYS



DOOR LOCK  
FUNCTIONALITY



DOCUMENT  
SHARING



NOTICES AND CHAT



SIGNING  
AGREEMENTS



EVENTS



REAL TIME  
FEEDBACK



SERVICES





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THANK YOU

For more information please see  
[www.brightlandsliving.com.au](http://www.brightlandsliving.com.au)