

MEDIA RELEASE

For immediate release

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Local football club benefits from global partnership

The Williams Landing Football Club and Southampton Football Club have today announced a new partnership aimed at developing local players and coaches.

The global partnership will see Williams Landing FC, which is located in Cedar Woods' masterplanned community in Melbourne's west, become a part of the Southampton FC academy, a professional association club which plays in the Premier League, the top tier of English football.

As part of the initiative, Williams Landing FC will use the English club's curriculum to develop players by holding regular soccer clinics and supporting coach development through ongoing training and UEFA licensing.

Williams Landing FC president Craig Major says the club is committed to fostering local talent and is excited about the opportunities that lie ahead.

"We're delighted to have this global partnership confirmed with Southampton FC – this will help us grow the profile of the club and provide opportunities for young players that otherwise wouldn't be possible," says Major.

"Working closely with Southampton FC, we will be able to better support our players in developing their game and offer a culture which has growth at the forefront whilst maintaining a high standard of conduct and professionalism amongst the coaches and the kids that play here.

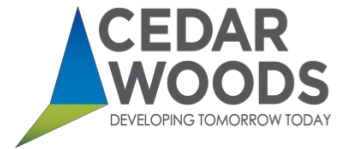
"Our coaches will also benefit through full access to Southampton FC's curriculum and will have the opportunity to visit the club's training grounds in England to experience the professional soccer coaching first-hand."

To support their training, players at Williams Landing FC will also have the opportunity to work with visiting Southampton academy coaches.

As a result of this partnership, the president expects the club's membership to double.

"We have already signed four additional coaches who are excited by what we are doing.

"Our vision is to build a strong soccer club that is at the heart of the community. This partnership demonstrates our strong commitment to the growth of this club and offers a potential pathway to uncover and develop locally grown talent," Major adds.



Southampton FC is highly regarded in youth development around the world. Recognised as one of the leading academies in the UK, the club holds category one status in the Premier League's new Elite Player Performance Plan having regularly produced professional footballers.

Cedar Woods state manager for Victoria, Lloyd Collins, says local sporting clubs like Williams Landing FC have been a vital part of shaping the community in Melbourne's west.

"Local clubs take an incredible amount of time and dedication to run but they are what make communities thrive. We look forward to watching the club progress and wish Williams Landing FC and all of its teams all the very best for the forthcoming season," says Collins.

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For media enquiries, please contact Sophie Watson at Communications Collective on (03) 9988 2300 or email sophie@communicationscollective.com.au.

Cedar Woods Properties Background

Cedar Woods Properties is a leading, national developer of residential communities and commercial developments. Established in Perth in 1987, Cedar Woods has grown to become one of the country's leading developers.

Cedar Woods has established a reputation for creating dynamic communities that meet the evolving needs of its customers. From urban subdivisions, medium to high-density apartments and town homes, to retail and commercial developments – a Cedar Woods property epitomises a long-standing commitment to quality, and vibrant communities where people live, work and thrive.

The Victorian portfolio comprises:

Williams Landing Residential: Williams Landing is a 225-hectare masterplanned community that will feature approximately 2,400 dwellings on completion. Williams Landing will accommodate a diverse housing mix including traditional lots, terraces, semi-detached townhouses and apartments, plus parklands and sporting facilities.

Williams Landing Town Centre: The 50-hectare Williams Landing Town Centre is located central to the four Williams Landing residential neighbourhoods. The Town Centre is a dynamic new commercial and retail hub for Melbourne's western region that incorporates its own transport hub, freeway interchange and regional bus interchange. The town centre currently offers a range of shops, services, restaurants, commercial offices and higher density living, including several apartment projects both completed and in development.

Williams Landing Shopping Centre: The Williams Landing Shopping Centre offers the full range of retailers and services you'd expect including a Woolworths supermarket, medical centre, dental clinic, chemist, childcare, gym, licenced restaurants, cafés and over 25 specialty retailers. The centre is set to expand with further services and retail offerings over the coming years.

St.A, St Albans: St.A is a 250 dwelling development on a 6.8-hectare site that is revitalising St Albans with new housing stock and a masterplanned community 16 kilometres north-west



of Melbourne's CBD. The community will encompass a mixture of detached homes, semi-detached townhomes, terraces and a central park with the convenience of nearby education and transport amenity.

Jackson Green, Clayton South: Jackson Green is a 6.5-hectare site delivering 151 new houses and 400 apartments in Clayton South. The development is a unique residential offering 20 kilometres from Melbourne's CBD, encompassing a central park and a range of town homes and apartments with the convenience of nearby retail, employment and education opportunities.

Carlingford, Lalor: Carlingford is a 56-hectare master planned community located 17 kilometres north of Melbourne. Two thirds of the development is now complete, which includes a mix of land sales and townhouses with a total of 600 dwellings.