



KEY INFORMATION

PROJECT

Bloom Apartments

LOCATION

Glenside, South Australia

PRODUCT

119 apartments

ACCREDITATION

7.5 Star NatHERS Energy Rating.

Liveable Housing Australia 'Gold Level'
certified design

INDUSTRY RECOGNITION

19 years of award-winning development
success in South Australia and nationally

Bloom is part of Cedar Woods' product diversification strategy, offering a fresh alternative to traditional downsizing models in Australia. It reflects a shift toward providing modern, independent lifestyle options for individuals navigating later stages of life.

As part of this strategy, Cedar Woods aims to broaden its appeal to various demographics. This includes those transitioning from larger family homes to low maintenance apartments offering social activities, financial freedom and privacy amongst like-minded neighbours in a secure and safe community.

Bloom emphasises 100% ownership, ensuring residents retain all capital growth—a feature that sets it apart from conventional lifestyle villages and other downsizing options. Each home is future proofed; designed with all your needs in mind, including wider than average hallways & doors giving a sense of space, ample storage to make sure you have a place for everything, and large kitchens so it remains the heart of the home.

OPTIONS FOR DOWNSIZERS IN AUSTRALIA

Downsizing offers a range of lifestyle and financial benefits, and several options are available to meet the needs of those seeking more manageable homes. Below is an overview of key downsizing models, each offering distinct features and benefits.

Traditional Retirement Villages

Retirement villages typically offer structured living environments, often including services such as home assistance and nursing care. These communities appeal to individuals looking for a secure setting with

access to healthcare and organised activities. However, the Deferred Management Fee (DMF) model commonly used in these villages can reduce residents' capital returns, as operators retain a percentage of capital gains when properties are sold.

Key Features

- Structured care and assistance options.
- Organised activities and scheduled programs.
- Ongoing maintenance and exit fees through DMF agreements.

While this model provides peace of mind for those requiring ongoing support, the financial complexity may limit the ability to fully benefit from property value appreciation.

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A SHIFT TOWARD
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Artists impression



Lifestyle Communities

Lifestyle villages cater to active individuals who prefer suburban or rural settings. These communities focus on fostering social interaction through shared facilities such as swimming pools, golf courses, and hobby workshops. However, they may have limited access to urban amenities due to their location outside major city centres.

Key Features

- Focus on recreational amenities and community interaction.
- Often located in suburban or regional areas.
- May offer limited access to healthcare services.

Lifestyle communities appeal to individuals seeking a more leisurely lifestyle with minimal structured care, though the rural location away from family and friends may not suit those who prefer city living.

City Apartments for Downsizers

Standard apartments in urban areas are another option for downsizers who prefer proximity to city amenities without being part of downsizing community. These apartments typically offer access to recreational facilities but may not include concierge services or structured social activities found in other downsizing models.

Key Features

- Located in urban areas with access to shops, dining, and entertainment.
- Typically, more affordable than lifestyle villages.
- Less focus on community building and specialised services.

While standard apartments provide urban convenience, they may lack the tailored services and amenities found in downsizing-specific developments, and don't have the space required for 'ageing in place.'

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Bloom Apartments – Urban Living with Ownership Flexibility

Bloom offers a unique option for downsizers seeking financial independence and lifestyle flexibility. Bloom emphasises 100% property ownership, ensuring residents retain all capital growth and avoid complex fee structures like DMFs.

Key Features

- 100% ownership with no exit fees, ensuring full retention of capital growth and quarterly strata fees.
- Urban locations close to restaurants, shops, medical facilities and cultural precincts. User-pays concierge services for customised assistance,

including event planning, wellbeing, social gatherings and pet care services.

- Eco-friendly features like solar power to communal areas, provisions for EV charging stations, and high NatHERS energy rating.

Bloom's urban-centric approach appeals to those seeking convenience, independence, and a vibrant community without the complexities associated with traditional care models.

BLOOM AT GLENSIDE – A PRACTICAL EXAMPLE

The Bloom Glenside development in South Australia serves as a successful example of Cedar Woods' innovative

approach. These two eight-story complexes feature 119 one, two, and three-bedroom apartments located just two kilometres from Adelaide's CBD. Amenities include a swimming pool, library, wine storage, pavilion and an elevated community garden. Personalised concierge services support the residents by coordinating tasks such as event planning, cleaning, and pet care on a user-pays basis.

Mark Pivovarovoff, Cedar Woods' State Manager South Australia, describes the Glenside project as a significant change for the downsizer market: "This project brings a new way of thinking to downsizing, with 100% ownership and a vibrant, urban lifestyle."

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Artists impression



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Construction on Stage 1 at Glenside began in May 2023 with all apartments sold. Construction on Stage 2 is currently underway. The development integrates into a larger community of about 1000 dwellings, fostering a diverse environment that includes young families, first-home buyers, and downsizers. Bloom Glenside embodies the brand's commitment to creating independent, socially connected, and eco-conscious living environments.

Bloom offers a modern and accessible alternative to traditional downsizing products on the market

around Australia, prioritising financial independence, urban convenience, and sustainability.

The success of Bloom Glenside demonstrates how this model caters to the evolving expectations of downsizers, blending luxury amenities, sustainability, and vibrant community living.

As part of Cedar Woods' product diversification strategy, Bloom is poised to continue delivering attractive downsizing options into the marketplace, providing residents with the option to live in a safe secure community with like-minded people.

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