

# Bringing city cool to suburbs

Famous foodies, gardeners and sports stars are heading west, writes **Benn Dorrington**

**P**ROPERTY developers are going the extra mile in Melbourne's growth corridors, turning to prominent names to give them an edge on the competition.

New home developers and builders are enlisting famous foodies and gardening gurus to help them stand out in Melbourne's competitive greenfields market.

In the outer western suburb of Rockbank, well-known Melbourne restaurateur Jason M. Jones and coffee entrepreneur Ramez Abdulnour recently opened the Go West cafe in the Woodlea estate.

Mr Jones is behind the South Yarra hot spots Entrecote and The Stables of Como, as well as the Porgie + Mr Jones cafe in Hawthorn.

Mr Jones said they saw the Woodlea site as a perfect opportunity to branch out into the west and create something unique for the area.

"Melbourne's west is undergoing an immense transformation as more young professionals and families seek to move away from the city and settle down in a more suburban location," he said.

Woodlea project director Matthew Dean said they were enthusiastic

about bring in a renowned inner-city restaurateur who could inject some of Melbourne's famed cafe culture into the area.

Down the road at the Bridgefield estate, developers 3L Alliance and Goldfields enlisted Australia's most awarded horticulturalist and Chelsea Flower Show winner, Wes Fleming, for some designer front gardens.

Mr Fleming and his team have prepared numerous front garden designs for buyers to choose from, as well as creating 16ha of vibrant gardens and green spaces.

Goldfields marketing director Rohan Ames said Mr Fleming's

reputation was important to homebuyers, having seen his work on the national and international stage.

And in Tarneit, Victorian cricketers Fawad Ahmed and Molly Strano played a few innings with future homeowners at The Grove estate.

The game was part of a push from developer Stockland and Cricket Victoria, which are teaming up to build new cricket facilities and boost the sport in Melbourne's newest suburbs.

Victorian Bushrangers wicketkeeper Aaron Ayre and VicSpirit wicketkeeper Emma Inglis have also taken to the field at the Cloverton estate in Kalkallo recently.



Garden guru Wes Fleming and the green spaces (top) he designed, and the Go West cafe (left).

