



MEDIA RELEASE

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KEYINVEST GROWING IN RETIREMENT LIVING

South Australian financial services firm KeyInvest today (February 19) officially opened the new \$1.2 million “heart” of its \$25 million estate at Woodside.

The Community Centre is the centerpiece of the Woodside Lodge estate and reflects changing trends in retirement living as well as KeyInvest’s continued expansion in the sector.

“Retirement living is a focus industry for our firm and where we see growth potential in South Australia and interstate,” KeyInvest Managing Director Ian Campbell said.

“There is no doubt the industry has faced some challenging times over the past year given the global economic conditions.

“However KeyInvest has emerged in a strong financial position and we are looking to position our company now for the long-term.”

That is likely to include adding to a growing retirement living portfolio in South Australia and interstate.

KeyInvest has villages at Woodside, McLaren Vale, St Morris, Beaumont and St Georges incorporating more than 280 homes. Another 88 are planned for a site in Horsham Victoria where infrastructure construction has just begun.

“The demand is strong for high quality retirement accommodation and we are investigating two more possible sites in South Australia to add to our portfolio,” Mr Campbell said.

“It is through the strong performance of our core financial services operations that we are able to fund the purchase and operation of these estates.”

KeyInvest has a history of providing financial services dating back to 1878, has approximately \$200 million in funds under management and a large mortgage and finance broking division.

Designed by Walter Brooke Architects and built by award winning builders South Coast Constructions, the Woodside Lodge Community Centre boasts a list of features including:

- Gym and billiards room
- Outdoor entertaining area with BBQ and seating
- Large open plan dining room and lounge with flat screen TVs and Wii
- Large commercial kitchen
- Library
- Visiting rooms for professional services such as hairdressers and health specialists

The centre was officially opened by the Leader of the Opposition Ms Isobel Redmond MP, Member of Heysen at a function on site attracting more than 160 guests and hosted by KeyInvest Chairman Dr Roger Sexton and Managing Director Ian Campbell.

Located just 35 minutes from Adelaide and 15 minutes from Mount Barker, Woodside Lodge is being hailed as a rural haven set amongst a welcoming community.

“The Woodside Lodge Community Centre will be open by arrangement to the greater community with local groups such as the CWA also utilising the facilities,” Mr Campbell said.

“This will ensure that residents remain connected with the Community and the Centre will be the perfect place to relax with neighbours, family and friends.”

Preliminary planning work at the estate has also commenced for on-site caravan parking and workshop area, along with a large vegetable garden with individual plots.

There are 25 villas already built at Woodside Lodge with a further 58 expected to be completed over the next three to four years.

“The demand for the villas is strong,” Mr Campbell said.

“Confidence remains solid among aspiring residents who have put last year’s economic challenges behind them.”

Three villas sold in January with another four contracts now in place. Two and three bedroom villas priced from around \$300,000 are currently available for purchase.

For more information contact Ian Campbell, Managing Director at KeyInvest, on 08-8213 1100 or Ben Hooper at Corporate Conversation on 08-8224 3535.