



7 February 2012

Media Release

STOCKLAND DECORATING EXPERT HELPS MAKE RETIREMENT LOOK AS GOOD AS IT FEELS

Stockland has called in its respected interior stylist, Julia Andrews from Present-a-House, to help provide retirees with some simple decorating ideas for their new homes.

Her list of helpful hints is part of the '**Your Next Move**'* campaign, which aims to make the process of moving into a retirement villager easier. As part of the campaign, those who purchase in a Stockland village are eligible for \$10,000 cash back to help with their moving costs. The offer, runs until Friday 9 March.

Mrs Andrews said a combination of clever storage; selecting light tones in furnishings and adding your own personal touches, were essential ingredients for styling a new home.

"Moving and then settling into a new home can be overwhelming. Being prepared with essential decorating tips can make all the difference," Mrs Andrews said.

"Investing in clever storage solutions to avoid clutter is important for retirees. A simple way to keep a space tidy is to choose a coffee table with drawers or shelves underneath so that magazines can be easily stored."

Choosing furniture from a lighter colour palette - in materials such as birch or pine, or sofas in cream coloured fabrics – will enhance the feeling of spaciousness.

"I always encourage my downsizing customers to consider lighter coloured pieces and perhaps donate large and bulky display cabinets and opt for low buffet style or shelf units," Mrs Andrew said.

"We're all proud of our treasured possessions and like to have them on display. By opting for streamlined display units, knick-knacks can still be on show and cluttering can be avoided."

Having helped people style their homes for the past 12 years, Mrs Andrews said it's also important that retirees remember to add their own personal touch into their new environment.

"Apart from adding family photos, pieces of art or special mementos, a simple way of doing this is to use rugs and throw pillows to incorporate their favourite colours into a room."

Retirement Living General Manager Operations, Kate Mathewson said Stockland is committed to making every step of moving into one of their retirement villages as smooth as possible.

"We've previously offered tips on downsizing, and now we've called on our trusted interior decorator to provide styling tips to our customers," she said.



Stockland has formed a strong partnership Julia Andrews, describing her work as the perfect fusion of style and functionality.

“Julia’s styling is both eye-catching and functional. It’s her attention to detail – like selecting chairs with arm rests to make getting up and down easier – that make all the difference,” Ms Mathewson said.

Mrs Andrews work includes decorating private homes to creating display properties in new developments and refurbishment projects.

Stockland owns and manages 59 retirement villages in Australia. Stockland has almost 7,500 retirees living in villages throughout Victoria, South Australia, Western Australia, Queensland and in New South Wales. There are 17 Stockland Retirement villages in New South Wales, and further villages under development.

***About Your Next Move:**

Stockland is helping to ease the stress of relocating by offering a \$10,000 moving package. In addition, to making the moving process easier, Stockland is offering a free consultation with its recommended moving specialist – Lorraine Cox from Downsizing with Ease - to retirees when they reserve their new home.

The offer is available across Stockland villages nationally between Monday 16 January and Friday 9 March.

The moving package is ideal for covering removalist fees, connecting utilities, re-directing mail, downsizing furniture or simply buying something for the new home. Stockland will also ensure purchasers have a timetable to make a carefree transition into retirement.

For more information please visit: www.myretirementmove.com.au or call 1800 72 71 70.

For media enquiries contact:

Holly Reynolds
Managing Director
Left Field Public Relations

T +61 (0)2 9331 6671
M +61 (0)409 462 112

Brett Zarb
Media Relations Manager
Stockland

T +61 (0)2 9035 2552
M +61 (0) 417 256 563