Media Release

AVID Property Group

04 November 2026

Townhouse living gains ground in Melbourne's west as buyers seek pathways to home ownership

With an estimated population growth of 800% since 2021[1], buyers in one Melbourne outer west suburb continue to look beyond the traditional standalone house to townhouses as a lower-maintenance and more accessible option.

At Carolina, AVID Property Group's masterplanned community in Deanside, townhouses diversify the local housing mix by giving buyers a practical middle ground between apartment living and a traditional standalone home.

AVID General Manager Victoria Penny Forrest said when townhouses were introduced to Carolina's masterplan, buyers were given greater choice in how they lived and how much they spent.

"Homebuyers are increasingly looking for ways to make their budget work harder without having to compromise on the lifestyle they want," said Ms Forrest.

"Townhouses give buyers the opportunity to have their own home, bedrooms, living spaces and outdoor areas, while reducing the land and maintenance commitment that can come with a traditional standalone house.

"The changing demand has informed us on townhouse designs, introducing a range of homes created to appeal to different stages of life – from first-home buyers and young couples through to growing families and downsizers."

Carolina's latest townhouse release is expected to appeal strongly to first-home buyers, who accounted for 55% of purchases at Carolina this financial year.

By considering density requirements, AVID has taken a considered approach to townhouse living at Carolina by responding to buyer demand while ensuring new homes remain connected to the community's green spaces, streetscapes and lifestyle amenities.

"People aren't necessarily choosing between a big house or an apartment anymore - there is a much broader middle ground, and townhouses are an important part of that," said Ms Forrest.

"That's why choice is so important. A young couple has very different priorities from a growing family or a downsizer– AVID aims to create a community where those different lifestyles can find a home that works for them."

"Affordability isn't just about the headline price; it's about giving people a range of options – from different types of homes, purchase options, and giving people the opportunity to find a home that suits their lifestyle."

By offering a range of townhouse designs alongside traditional homes, this caters to more buyers and helps more people find a home that fits their lifestyle, their priorities and their budget.

While boasting architecturally designed street appeal, Carolina's townhouses are at an affordable price point for buyers, starting at $529,000*.

For more information on Carolina's townhouses, visit carolina.avid.com.au.

*As of October 2026

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References

1. Deanside | Area Search

About AVID Property Group

AVID Property Group (AVID) is an award-winning Australian developer, responsible for a diversified selection of residential masterplanned communities, land lease communities, completed houses and apartments, with over 65 projects located in key growth areas across Australia and New Zealand.

AVID has a proven track record with the delivery of $4.9 billion worth of projects. AVID's current portfolio includes 13,200 residential land blocks with a gross revenue pipeline of $7 billion.

With a strong record of delivering connected and vibrant communities, AVID and its subsidiaries have created great homes and places for more than 75,000 Australians to live out their dream lifestyle.

Led by highly experienced senior management, AVID brings people together to deliver exceptional communities, valuable shareholder returns and thriving environments for its customers. For more information, visit www.avid.com.au.

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