

B&B and Pat Rafter launch BOUNCE

SYDNEY, Aug 9 AAP - Babcock & Brown Ltd (B&B) and Australian tennis legend Pat Rafter today launched a jointly developed residential property brand called BOUNCE.

The company says the project aims to develop residential land that promotes healthy living through a range of recreational facilities and neighbourhood planning initiatives.

"The priority when designing and delivering a BOUNCE community will be to create a framework which promotes community interaction and health and vitality," said B&B spokesman Shane O'Kane.

Mr O'Kane said the BOUNCE brand would be used initially at B&B Residential Land Partners (BLP) projects at Kalynda Chase in Townsville, Queensland, and Pacific Dunes in Port Stephens, New South Wales.

The BOUNCE concept is already being used at the Waterfront at Homebush Bay in Sydney, a development of Payce Consolidated Ltd, in which B&B has been involved for several years.

BLP chief executive Michael Balkin said that not all B&B and BLP developments would use the BOUNCE brand, as developments needed to be of a certain scale and nature to be appropriate.

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