



Tennis ace is serving up his own community living brand

FORMER World tennis No. 1 Pat Rafter has launched a residential property brand with investment giants Babcock & Brown.

Mr Rafter, *pictured*, a Queenslander who has been co-investing with B&B over the past four years, said the Bounce brand would give him a chance to stamp his personal style on developments.

"This concept has been in the pipelines for about three years," Mr Rafter said.

The Urbex and Lawrence Lancini-developed Kalynda Place in Townsville and the Citta Property Group and Robert Paul-developed Pacific Dunes in Port Stephens, NSW, will be the first to secure the Bounce branding.

Mr Rafter said not all B&B developments were suitable for the brand, which aimed to facilitate community interaction through a range of facilities and services.

B&B spokesman Shane O'Kane said the focus was on affordable housing.

"We understand that people will now



be looking at smaller lots," Mr O'Kane said. "This means there will be a bigger need for more communal facilities."

He said communal sporting grounds and activity centres would become essential as back yards got smaller.

Mr O'Kane said B&B had held a number of focus groups during the planning phase for Bounce to establish what sort of development people were likely to associate with Mr Rafter.

"We said to them, if Pat Rafter was going to design a development what would you expect?" he said.

"We found out that people did not just think about sporting facilities, but also about balanced living and community."

Torny Jensen