

VIP Launch Event

Builder Pack

HARPERS FIELD
1ST NOVEMBER 2026



A M B E R L E I G H

GOLDEN GROVE





An invitation to be part of *Amberleigh's launch.*

We are pleased to introduce Amberleigh, a significant new residential community set to take shape across approximately 104 hectares in Golden Grove.

Designed to become a connected and enduring neighbourhood, Amberleigh will introduce over 1,100 new homes across a diverse mix of allotments.

The vision brings together considered urban design, landscaped open spaces, walking connections and convenient access to the established schools, shopping, recreation and services of Golden Grove.

Amberleigh presents an exciting opportunity to deliver more housing choice in one of Adelaide's most established and sought-after north-eastern communities. It will be a place shaped for everyday living, where new homes sit within a carefully planned environment and residents can feel connected from the very beginning.

The Amberleigh VIP Launch Event will provide registered buyers with their first opportunity to discover the project, explore future home options and speak directly with the builders who may help bring their new home to life.

Amberleigh is proudly delivered by YAS Property & Development and Land Communities SA.

Introducing the *Amberleigh brand.*

INTRODUCING THE AMBERLEIGH BRAND

A brand six months in the making.

Over the past six months, we have created a distinctive and complete identity for Amberleigh.

From the name, logo and visual identity through to the website, brand film, project collateral, social channels and digital campaign, every element has been developed to establish Amberleigh as a warm, contemporary and highly recognisable new address in Golden Grove.

THE MEANING BEHIND THE NAME

Amberleigh is a name grounded in warmth and place.

“Amber” evokes golden light, natural warmth and optimism, while “leigh” originates from an Old English word for a meadow or woodland clearing.

Together, they create a name that feels established, welcoming and full of possibility: an identity that connects naturally with the landscape and lifestyle of Golden Grove.



A LANDSCAPE-LED IDENTITY

At the centre of the identity is the distinctive Amberleigh “A”. More than an initial, it becomes a landscape in its own right.

The layered shapes within the logo reflect the contours, horizons and changing colours of the surrounding environment, while also representing the many elements that will come together to create the Amberleigh community.

Warm amber and ochre tones express optimism and golden light. Greens connect the brand to parklands and the natural environment, while blue reflects open skies and expansive outlooks. Deep brown and soft cream ground the palette, giving the brand warmth, character and a sense of permanence.



BRINGING AMBERLEIGH TO LIFE

The Amberleigh Brand Film was created with renowned SA Director Richard Coburn to capture the landscape, people and lifestyle surrounding the project.

The film provides future buyers with their first emotional introduction to Amberleigh and the feeling of life within this new community.

Watch the [AMBERLEIGH BRAND FILM](#).



THE CAMPAIGN IS UNDERWAY

The Amberleigh website is now live, enquiries are steadily flowing and the launch of social and digital marketing is receiving a very strong response.

This growing awareness means participating builders will be meeting an audience that is actively considering the opportunity to build within Amberleigh.

Visit [AMBERLEIGH.COM.AU](https://www.amberleigh.com.au) to learn more.

COMING NEXT

The Amberleigh Masterplan, Stage 1 and Display Village Plan are currently being finalised.

These will be distributed to participating builders well before the VIP Launch Event, providing time to review the plans, identify suitable home designs and prepare relevant information for prospective buyers.

VIP Event Information

WHERE	WHEN	FORMAT	ATTENDEES	OPPORTUNITY
Harpers Field, Golden Grove	Sunday 1st November	3 x two-hour sessions	450 expected buyers	Limited builders on display
The launch will be held at Harpers Field in the heart of Golden Grove. Final access, parking and venue details will be provided to confirmed builders.	Builder bump-in will commence from 9:00 am, allowing time for displays to be completed before the first buyers arrive at 11:00 am.	VIP buyers will attend one of 3 ticketed sessions: 11am-1pm, 1pm-3pm or 3pm-5pm.	Up to 150 registered Amberleigh VIPs will be attending each session, creating a highly relevant and engaged audience of prospective purchasers.	A carefully selected group of builders will meet prospective buyers and showcase suitable home designs, building options and potential house and land solutions.



Participating builders must have representatives and displays in place for all 3 buyer sessions. Final bump-in and setup requirements will be issued before the event.

Be part of Amberleigh *from the beginning*

The Amberleigh VIP Launch is an opportunity to introduce your building company to prospective purchasers at the very beginning of their buying journey.

Registered VIPs attending the event will be actively considering Amberleigh and the possibilities available to them. By participating, your team can help buyers understand what they may be able to build, explore suitable home designs and begin making informed decisions about their future home.



Participating builders will have the opportunity to:

- Meet prospective Amberleigh buyers face-to-face
- Showcase home designs suited to future Amberleigh allotments
- Discuss building options, inclusions and upgrade opportunities
- Explore potential house and land solutions with interested buyers
- Display brochures, floorplans and relevant company information
- Build brand awareness with a highly relevant and engaged audience
- Establish early relationships with buyers as they move towards purchasing
- Develop a strong working relationship with the Amberleigh sales and marketing team

This is more than an opportunity to display your brand. It is a chance to provide useful guidance, start genuine buyer conversations and establish your business as part of the Amberleigh story from launch.

Participation is limited and will be subject to available space and final approval by the Amberleigh team.

Confirm your interest in participating:

<https://amberleigh.com.au/builder-roi>

Builder ROI's close Friday 18th September.



A launch designed to *make an impression.*

The Amberleigh VIP Launch Event is being carefully planned as a polished, welcoming and memorable first experience of the project.

Across 3 ticketed sessions, approximately 450 prospective buyers will be invited to discover the Amberleigh vision, explore future land and housing opportunities and meet a carefully selected group of participating builders.



A PROFESSIONAL WELCOME

Guests will arrive through a professionally managed registration area supported by Amberleigh-branded signage, directional displays and project information

Ticketed sessions will help manage attendance throughout the day, giving buyers the time and space to explore the event and have meaningful conversations with builders.

THE AMBERLEIGH PRESENTATION

Each session will include an audiovisual presentation introducing the Amberleigh vision, location, lifestyle, community plans and release process.

Participating builders will also be introduced, helping buyers understand who is available to speak with and encouraging engagement following the presentation.

A DEDICATED BUILDER EXPERIENCE

Builders will be positioned within a coordinated display area where buyers can explore suitable home designs, floorplans, inclusions and potential house and land opportunities.

The majority of each two-hour session will be dedicated to builder engagement, allowing prospective purchasers to ask questions, discuss their needs and begin forming relationships with the builders who may deliver their future homes.

A WELCOMING ATMOSPHERE

Food, refreshments, live music and relaxed seating areas will create an enjoyable environment that encourages guests to stay, explore and connect

Outdoor seating will also be incorporated where weather permits, making full use of the Harpers Field setting.

PROFESSIONALLY DELIVERED

The event will be supported by:

- A coordinated registration and event team
- Amberleigh-branded signage and displays
- Professional audiovisual equipment
- Printed project information and mounted plans
- Free food and non-alcoholic beverages
- Live music and relaxed seating areas
- Professional photography and videography

Photography and video captured throughout the day will provide valuable content for Amberleigh's ongoing marketing campaign, extending the reach and visibility of the launch beyond those attending. **These assets will be shared with participating builders.**



Participation requirements

To create a professional and welcoming experience for Amberleigh VIPs, participating builders will be responsible for providing professional representatives and display materials for the duration of the event.



YOUR BUILDER REPRESENTATIVES

Please provide:

- Representatives for the full event, including all 3 buyer sessions. We will need names and contact details closer to the event.
- Team members who can confidently discuss your home designs, building process, inclusions and suitable housing options.

YOUR EVENT DISPLAY

Each builder should provide or organise:

- A branded tablecloth and other presentation materials. We will supply a 1.8m trestle table.
- Current brochures, floorplans and relevant home information.
- Signage or a media wall no wider than 2.2 metres
- Any required devices, display stands, chargers or extension leads.
- Details of any power, AV or other setup requirements.
- Public liability insurance documentation.

Final allocations and setup requirements will be finalised with each builder once participation has been confirmed.

INVITING BUYERS

The VIP Launch will be managed as an official Amberleigh event, with attendance ticketed across 3 sessions.

Builders should not invite or distribute event details directly to their own databases. Once public registrations open, builders may direct interested buyers to the official Amberleigh RSVP page (link to be provided). This will ensure attendance numbers can be managed and all guests are registered through the correct channel.

DOWNLOAD THE AMBERLEIGH ASSETS

Approved Amberleigh logos and brand assets are available for participating builders to download below:

AMBERLEIGH BRAND ASSETS

Please use only the approved artwork supplied and do not alter the Amberleigh logo, colours, proportions or typography. All public-facing material referencing Amberleigh must be submitted to the project team for approval before publication or distribution.



Important Dates





CONTACT

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