

# FOREST HILL CHASE

Media Release

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## **Slam Dunk for Melbourne's East**

### *Forest Hill Chase Shopping Centre Submits Development Application for Three-Court Basketball Stadium*

Forest Hill Chase, located in Melbourne's eastern suburb of Forest Hill, has officially submitted a Development Application (DA) to create a competition-grade, three-court basketball stadium on Level 3 of the shopping centre, in collaboration with Nunawading Basketball and Basketball Victoria. This innovative, on-point addition, will serve as a dynamic hub for physical activity, promoting health and well-being while nurturing the development of local youth talent.

The basketball stadium will offer training areas, competitive courts, and community spaces, providing a place for both recreational and aspiring professional players to develop their skills. More broadly, it will serve as a go-to destination for sports, fitness and community engagement.

With the DA now lodged with the Whitehorse City Council, the centre is a step closer to introducing this one-of-a-kind sports facility within a much-loved community shopping hub, to provide local athletes, families, and basketball enthusiasts a dedicated space to engage in a wide range of activities.

Ingrid Vanin, Centre Manager at Forest Hill Chase, said the aim is to create a facility that not only celebrates the sport of basketball but also brings the local community together for events, training programs, and much more.

"This exciting new venture is an incredible opportunity to further connect Forest Hill Chase with our local community and aligns perfectly with our vision to create dynamic and versatile spaces that go beyond traditional retail offerings.

"We have a clear growth plan and bright future ahead and we're whole-heartedly committed to supporting the health and wellness of our customers and proud to be working to create a space that inspires young athletes and the next generation of basketball talent in the local area and more broadly promote physical fitness for everyone," she said.

The addition of a basketball stadium within the shopping centre sets Forest Hill Chase apart as a truly unique destination in Melbourne's East. This new facility will be the first of its kind in the region, blending sports with retail and entertainment in a way that encourages a healthy lifestyle while fostering a sense of community. The new addition also incorporates plenty of free parking to accommodate the anticipated increased visitor numbers.

Ben Finger, Managing Director and Co-owner of Haben, reinforced the changing nature of the role of the suburban shopping centre.

"Gone are the days when retail was considered purely transactional. For retail to remain relevant today and into the future we know that it's more about experience, engagement, and community connection.

"Forest Hill Chase is a great example of what we're hoping to achieve across our entire portfolio of centres – enhancing foot traffic and repeat visits by incorporating diverse attractions such as sporting clubs, unique entertainment options and private medical services," he said.

Our expansion into these non-traditional tenant types, is redefining the role of our retail centres as multi-purpose community hubs," he added.

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In a further step to support local sports, Forest Hill Chase has also launched the "Shop for Your Club" initiative. From now until 20 April, every purchase made at Forest Hill Chase will earn points for a nominated local sports club. With over \$20,000 in prizes to be won, the campaign aims to bring the community together in support of their favourite clubs, with a special focus on basketball clubs and youth sports development.

Opened in 1964, Forest Hill Chase is one of Melbourne's oldest shopping centres, celebrating its 60th anniversary in 2024. Over the decades, the centre has remained a cornerstone of the Forest Hill community, evolving to meet the needs of its shoppers and the local area. With the addition of the basketball stadium, Forest Hill Chase will continue its tradition of providing spaces for the community to gather, work, shop, play – and now, exercise.

For more information on the project, upcoming events, or the "Shop for Your Club" campaign, please visit [www.foresthillchase.com.au](http://www.foresthillchase.com.au) or connect with us on socials.

Instagram: [@foresthillchase](https://www.instagram.com/foresthillchase)

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