

Norman Estates Wins Urban Developer Award for Excellence in New Communities



Norman Estates Community

Sekisui House Australia (SHA) masterplanned community project, Norman Estates has been awarded Development of the Year – New Communities at the 2025 Urban Developer Awards for Industry Excellence.

The project has been highly acclaimed across the industry, including recognition as a finalist in the 2025 UDIA NSW Awards for Excellence in the Masterplanned Communities category, hosted by UDIA (Urban Development Institute of Australia), the development industry's most broadly representative industry association in Australia.

■ About Sekisui House Australia

SHA is working to strengthen its SHAWOOD operations in Sydney's coastal and northwestern areas, while expanding mixed-use development projects in Sydney and Brisbane that incorporate sustainable technologies and design philosophy cultivated in Japan.

■ About Norman Estates

Located in Sydney's southwest, Norman Estates is part of the broader Gledswood Hills masterplan, the premium residential community developed since 2020. Norman Estates is a collaboration between Sekisui House and golf legend Greg Norman, featuring 190 architecturally designed SHAWOOD homes.

The community is the first of its kind in Australia to reflect Norman's signature design philosophy — integrating wellness, nature, and innovation — while blending sustainability and luxury lifestyles. SHAWOOD homes, resort-style

amenities, and proximity to both natural landscapes and urban conveniences attract discerning buyers.



Top) Norman Estates streetscape Left) Interior Right) Exterior

The entire site spans 17ha and includes a 6ha green corridor, a residents-only clubhouse, pool and gym, all designed to enrich lives of the residents. SHAWOOD homes built by SHA have continued to evolve over the past 5 years, maintaining their beauty and quality, as they blend into the neighborhood.



Left) Norman Estates community sites Right) Pool for residents

■ About 2025 Urban Developer Awards for Industry Excellence and Our Recognition

Urban Developer Awards for Industry Excellence recognize the best of urban development across Australasia. Celebrating innovation, leadership and impact, the program showcases outstanding projects, people and initiatives shaping our cities.

2025 marks the seventh year, which has recognized more than 200 finalists—the most in the award’s history—across 27 categories.

In receiving this award, Norman Estates earned recognition for its contributions to shaping sustainable communities, creating places that enrich lives and innovative approach to urban planning and architecture, reflecting the successful application of community planning expertise cultivated in Japan within the Australian urban landscape.

Judges noted the preservation of indigenous scar trees and heritage landscape elements—highlighting its strong environmental and cultural response and setting a new standard for lifestyle-focused suburban development.



Indigenous trees on elevated area at the heart of the community

The Urban Developer Article :

<https://www.theurbandeveloper.com/articles/the-urban-developer-awards-for-industry-excellence-winners-revealed-2025>

Sekisui House Australia Article :

<https://www.sekisuihouse.com.au/shawood/news-from-shawood/norman-estates-wins-urban-developer-award-for-excellence-in-new-communities/>

Global Site - Norman Estates :

https://www.sekisuihouse-global.com/pjt/australia/norman_estates/