

# VICTORIA'S ONLY PRIVATE MEMORIAL ESTATE AND CEMETERY SOLD.

Melbourne funeral directors, Troy and Liddy Upfield, have purchased the Wooling Hill Memorial Estate including the Robinson Family Pioneer Cemetery established in 1840, New Gisborne, Victoria.

"Under new ownership, Wooling Hill is now unique to Victoria as it is the only provider for families to have a funeral service and interment for a memorial in perpetuity without having to deal with funeral directors and cemeteries independently," said Troy Upfield. "This combination of service will provide a less expensive option to families, meeting community expectations and demand".

He said "The current industry is slow to change, and this resistance has given limited options other than platitudes even though it acts as an impairment to the community and environment. We are now offering a truly unique experience for families, including regular updates on the environmental benefits produced by each tree."

Wooling Hill itself pre-dates the establishment of Gisborne and is considered one of the most historic properties in the Macedon Ranges. It consists of 16 hectares of lawns, mature trees and shrubs, with six lakes and other water features. Plans are already underway to rejuvenate the gardens and waterfalls, a new Chapel, Arts and Culture Centre, and further reflection spaces around the lakes will be built.

The estate's cemetery is no longer available for burial however has over 2,000 cremation memorial spaces currently open with a further 5,000 to be created over the coming years. The newest being available late 2020, 'Cherry Blossom Lane' for 1,000 interments.

"The Memorial Estate is a compelling option when it is time to make the remembrance decision. With burials increasingly infrequent and cremation a mainstream decision, we will be Melbourne's first choice", said Liddy Upfield.

"There will be none of that familiar discomfort on the estate, funerals vehicles such as hearses will not be insight on the main grounds so families can enjoy the gardens and sit under their family tree, reflect, remember, capture new moments, and to celebrate the life story", she said.

Families will have the option of exclusive or shared 'family memorial trees', niche wall memorials, private family sanctuary's for unlimited interments and various other interments like sculptures, boulders and bench seating. Wooling Hill also has a dedicated pet cemetery for cremains.

End.

## Background - Wooling Hill Memorial Estate

The Robertson family established the estate in 1840 – it was one of the earliest settlements in the district. As the Robertson children had families of their own, Wooling Hill came to resemble a small village. The nine-acre orchard and four-acre kitchen garden fed the family well.

The family cemetery still stands at Wooling Hill, marked in the fashion of those times, by Italian cypresses and a hand-made post and rail-fence. The

Wooling Hill Memorial Estate was opened in 2000 by developer Wayne Davies. In 2009 Roger, a Wooling Hill director, purchased the estate with his partner Helen becoming custodians of this historical piece of land after many years.

In early 2020 Melbourne funeral directors, Troy and Liddy Upfield purchased the estate and continue the work by its past owners.

#### Background - Chapter House Funerals

Troy and Liddy Upfield founded Chapter House Funerals, Kew Melbourne in 2016 with the intent to re-examine dated notions of how a funeral home should serve the community. Central to their vision was the idea that each funeral should be as unique as the life being honoured, and so it followed that the memorial service should not be bound by traditional 'rules' and antiquated norms. [chapterhouse.com.au](http://chapterhouse.com.au)

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