



### MEDIA RELEASE

# New opportunities for a new year

First homes release for 2017 at Shell Cove

**Sydney** – **13 February 2017** – Frasers Property Australia and Shellharbour City Council have announced the first release of 2017 at The Waterfront, Shell Cove with 18 stunning homes hitting the market, including two brand new home designs.

Known as The Promontory Release, the latest selection of new homes is ideally positioned along Promontory Drive and Wharf Parade, just 300 metres from the future town centre and 200 metres from the marina's edge.

The two brand new designs in this selection feature generous floorplates with a fourth bedroom and full bathroom on the ground floor, a re-imagined rear alfresco area flowing into a low maintenance garden, and striking new facades that mirror the textures and colours that characterise the unique coastal environment.

Priced from \$625,000 to \$1,150,000, buyers can now choose from an even wider range of floorplans designed for different lifestyles and budgets, with a mix of two, three and four-bedroom homes available in The Promontory Release.

Glenn Colquhoun, Development Director – Shell Cove, Frasers Property Australia says in addition to the two brand new home designs in The Promontory Release, a number of adaptations have been incorporated to enhance the existing home design range.

"The unique ocean front location and lifestyle of Shell Cove appeals to a wide variety of people at different stages in their lives, so we continually incorporate feedback to ensure our home designs evolve to meet the needs, aspirations and desires of our future residents," Mr Colquhoun says.

"As the boat harbour moves towards completion in 2018 and development moves closer to the water's edge, the sense of place we're creating will become more evident.

"Promontory Drive is a key corridor connecting the community to the water and marina, so this new release is an opportunity to underpin our place making with eye catching facades for the homes lining this corridor.

"Homes in The Promontory Release feature bricks mirroring the dune scape, paint reflecting the native vegetation, and stone and aluminium finishes that draw from the Illawarra escarpment which frames the Shell Cove community.

"These new and evolving home designs at The Waterfront celebrate the Shell Cove lifestyle while remaining true to the community's identity in the way they take advantage of their unique location," Mr Colquhoun says.

As well as the two new designs, The Promontory Release includes a mix of two, three and four bedroom-terraces as well as four-bedroom townhomes, some with self-contained studio flats. The designs feature sophisticated finishes and inclusions such as stainless steel appliances, tiled splashbacks, downlights and floor to ceiling bathroom wall tiles.





But it's the connection to the outdoors that Shell Cove buyers really love.

"The Waterfront, Shell Cove is all about the beauty of the natural environment so it's essential the homes we create reflect buyers' appreciation of the scenery and their love for the great outdoors," Mr Colquhoun says.

"Homes in The Promontory Release blend highly functional indoor and outdoor living spaces in an open plan style with a covered alfresco area, perfect for entertaining all year round.

"Demand for new homes at Shell Cove remains very strong. The diverse range of designs and floorplans appeals to a broad mix of buyers, from empty nesters to young families and investors, and we anticipate intense interest in this new release," he says.

Residents of The Promontory Release will be central to all the amenities Shell Cove has to offer, including the vibrant town centre and picturesque boat harbour with 300 berth marina.

Interested buyers can simply visit the Shell Cove Sales and Information Centre on Cove Boulevarde to book an individual appointment and pre-register for the release.

The Shell Cove Sales and Information Centre is located at the end of Cove Boulevarde, Shell Cove, and is open 7 days from 10am to 5pm. For further information, please contact the Shell Cove Sales and Information Centre on 13 38 38 or visit <a href="www.shellcove.com.au">www.shellcove.com.au</a>.

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#### **About Frasers Property Australia**

Frasers Property Australia Pty Limited (FPA) is one of Australia's leading diversified property groups and is the Australian division of Frasers Centrepoint Limited. The group has over 90 years' heritage in Australia with current activities covering the development of residential land, housing and apartments, commercial, retail and industrial properties, investment property ownership and management, and property management.

Being part of a global group opens up a world of opportunities for FPA's customers. FPA appreciates its customers and rewards their loyalty through Prosperity, a national loyalty program providing residential customers with generous purchase and referral rewards, plus benefits at Frasers Hospitality's serviced hotel residences and boutique lifestyle hotels around the world.

Sustainability is at the heart of FPA's operations. The group creates places where resources are re-used, recycled and restored. It fosters new ideas to support people and the planet, and undertakes tangible initiatives to help people lead happier, healthier lives. Driven by a highly experienced team of people committed to delivering *real places for real people*, the core values of the group are *passionate, authentic, dynamic* and *respectful*.

For more information about FPA, visit www.frasersproperty.com.au

#### **About Frasers Centrepoint Limited**

Frasers Centrepoint Limited (FCL) is a full-fledged international real estate company and one of Singapore's top property companies with total assets of S\$24 billion as at 30 September 2016. FCL has three strategic business





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FCL is listed on the Main Board of the Singapore Exchange Securities Trading Limited (SGX-ST). FCL is also a sponsor and its subsidiaries are the managers of three REITs listed on the SGX-ST, Frasers Centrepoint Trust, Frasers Commercial Trust, and Frasers Logistics & Industrial Trust that are focused on retail properties, office and business space properties, and industrial properties respectively, as well as one stapled trust listed on the SGX-ST, Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) that is focused on hospitality properties.

As a testament to its excellent service standards, best practices, and support of the environment, FCL is the proud recipient of numerous awards and accolades both locally and abroad.

For more information on FCL, please visit www.fraserscentrepoint.com

### **About Shellharbour City Council**

Shellharbour City Council leads by example in balancing the area's natural beauty with the needs of a growing community. Through its framework of a City of Vision, the Council is focused on achieving results for dynamic and sustainable developments for a modern society, directly or in partnership. These results can be seen in Shell Cove, Illawarra Regional Airport, Stockland Shellharbour Shopping Centre, Croom Regional Sporting Complex, Myimbarr Community Park, The Links Shell Cove Golf Course, Shellharbour City Stadium and the Shellharbour Civic Centre.

For more information about Shellharbour City Council, visit: www.shellharbour.nsw.gov.au.