

MEDIA RELEASE

New Shell Cove retail destination one step closer at The Waterfront

Woolworths supermarket secured to serve growing community

Sydney – 12 July 2017 – Shellharbour City Council and Frasers Property Australia have secured Woolworths as the anchor tenant for the neighbourhood shopping centre that will be the first stage of the town centre to service the idyllic Shell Cove community.

The shopping precinct will provide a vibrant, welcoming atmosphere to The Waterfront, Shell Cove.

Stage one of Shell Cove town centre, comprising a 4,450 square metre retail precinct with a distinct local flavour, will be integrated with the new boat harbour. Construction is expected to start in the second half of 2017 with the first stage to be officially opened by the end of 2018.

The 3,800 square metre full-line Woolworths supermarket will be complemented by nine specialty retailers, with several strong local landmarks such as a lively piazza, public art showcased in the main street and landscaped public spaces creating a vibrant sense of place.

The second stage of the town centre, currently in the design phase, is a mixed-use dining precinct that will include three storeys of apartments above restaurants and cafes. The apartments will enjoy an outlook to the harbourfront and easy access to the amenity of an active boat harbour and marina.

The restaurants will include alfresco dining linking to the harbour foreshore and timber boardwalk.

Stage two is expected to be completed by the end of 2019, at which point the boat harbour and marina are expected to be in operation.

Shellharbour Mayor Marianne Saliba said the supermarket and retail space would be a lively hub for the new community, providing jobs and boosting the local economy.

“Securing Woolworths as the anchor tenant for Shell Cove is excellent news for residents and our local economy,” Mr Saliba says.

“Having a retailer with as much drawing power as Woolworths will help attract other businesses to the area and goes to show just how far along we are in the process of creating this new community,” she says.

Glenn Colquhoun, Development Director – Shell Cove, Frasers Property Australia said securing Woolworths to The Waterfront and the start of stage one construction of the town centre represents a key milestone for the Shell Cove community.



“As work on the harbour progresses, and the first stage of the town centre begins, the quality and significance of The Waterfront as a regional destination is becoming more evident,” Mr Colquhoun says.

“The design and planning focus emphasised the creation of a strong local sense of place at The Waterfront, Shell Cove. With its broad variety of amenity and services, The Waterfront will provide residents with true retail convenience on their doorstep, while on a larger scale it will provide a vibrant dining and entertainment precinct, and safe marine harbour, for the surrounding region.”

Woolworths Senior Development Manager, Colin Graham said he was looking forward to bringing one of Australia’s most modern supermarkets to the area.

“Local residents in Shellharbour will soon have access to a modern full-range Woolworths supermarket with all the usual features our customers have come to expect including an extensive fresh fruit and vegetable section, a full production bakery on-site, a great deli offer, a wide choice of healthy options and a huge range of grocery items at great prices,” Mr Graham says.

“The Shellharbour area is growing fast, and we look forward to working alongside Frasers Property and Shellharbour City Council and the community to deliver this long-awaited retail development.”

In addition to Woolworths, which will incorporate a BWS store, Frasers Property and Shellharbour City Council are targeting a mix of retailers for the specialty tenancies such as cafes, a hairdresser, fresh food retailers and other key local services.

Mr Colquhoun said the retail offering and friendly, relaxed sense of place at The Waterfront, Shell Cove would bring families, residents and visitors together.

“With convenient neighbourhood shopping at their doorstep, people can grab a coffee, meet friends, pick up a few essentials or do the full weekly shop in one go,” Mr Colquhoun says.

“Anchored by Woolworths, the new town centre becomes a family shopping destination for the entire Shell Cove community as well as a focal point for the wider South Coast region.”

Initial discussions have commenced for the leasing of the specialty retail tenancies with a variety of local businesses already expressing interest. For leasing enquiries at The Waterfront, Shell Cove contact Tim Moore, General Manager Retail Leasing, Frasers Property Australia on 0418 964 796.

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About Frasers Property Australia

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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\$25 billion as at 31 March 2017. FCL has three strategic business units – Singapore, Australia and Hospitality, which focus on residential, commercial, retail and industrial properties in Singapore and Australia, and the hospitality business spanning more than 80 cities across Asia, Australia, Europe, and the MENA region. FCL also has an International Business unit that focuses on China, Southeast Asia, and the United Kingdom.

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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.