

PRESS RELEASE

New stage underway at The Waterfront Town Centre

Sod-turning ceremony kicks off next stage of Shell Cove's retail hub

- ◆ Work on the **next stage of The Waterfront Town Centre** commenced today
- ◆ **Sod-turning ceremony** to mark the key milestone

SYDNEY, 4 JUNE 2019

Construction of the next stage of The Waterfront Town Centre, the natural heart of the blossoming Shell Cove community, officially commenced today.

It will see the completion of the main street shops, with the addition of three to five new tenancies opposite Shell Cove Dental, Bliss Ice-Cream and The Waterfront Sales and Information Centre. The next stage will add a further 396 sqm of retail floor space to the centre as well as 23 extra car spaces to the rear.

Proposed tenants include a pharmacy operator and other health, wellbeing and lifestyle offers, to complement the vision for The Waterfront Town Centre as the centrepiece of the \$1.5 billion Shell Cove community.

Frasers Property has appointed New England Constructions, a well-known operator in the Illawarra region, as the contractor for the next stage with construction scheduled for completion at the end of 2019.

Shellharbour Mayor **Marianne Saliba** says the new shopping centre is a key component of the community, ensuring residents enjoy a convenient mix of services, dining and entertainment from the day they move in.

"Residents can already visit Woolworths for their groceries and many of the other fantastic local retailers at The Waterfront. Now, with the next stage underway, the vision for the retail infrastructure to support the new community is really taking shape," Cr Saliba says.

Peri Macdonald, Executive General Manager – Retail, Frasers Property Australia wants Shell Cove locals to think of the new shopping centre as their own.

"Whether it's to grab the everyday essentials, enjoy a meal, grab a coffee or even just to socialise, The Waterfront Town Centre has been designed as a place for the whole community to view as an extension of their homes, while also serving a broader community of visitors drawn to Shellharbour Marina," Mr Macdonald says.

On completion, The Waterfront Town Centre will house approximately 20 retail shops in total, anchored by Woolworths supermarket and featuring a vibrant waterside dining precinct. It will serve a population of approximately 24,000 people in the main trade area, which is forecast to grow by 1.3% to 26,000 by 2026¹. There are around 95,000 people living within a 15 minute drive of The Waterfront Town Centre.

The Waterfront, Shell Cove is a masterplanned community in a natural coastal setting surrounded by beaches, parks and wetlands but close to schools, transport and major centres. Currently home to approximately 6,000 people, the community is expected to have a population of 9,000 upon completion in 2026.

¹ Population and household forecasts, 2016 to 2041, prepared by .id, September 2018

A focal point will be the 270-berth boat harbour and Shellharbour Marina next to the lively town centre. There will also be a waterfront tavern, hotel, children's beach, water play areas, library and community centre.

For retail leasing opportunities at The Waterfront Town Centre call Frasers Property on 13 38 38, or visit www.frasersproperty.com.au/retail/nsw/shell-cove/boatharbour-precinct

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FOR MEDIA QUERIES, PLEASE CONTACT:

Shellharbour City Council

Kelli Wells, Media Officer
T +61 4221 6111 / +61 448 361 008
E kelli.wells@shellharbour.nsw.gov.au

Frasers Property Australia

Trudy Wise, Wise McBaron Communication
T +61 9279 4770 / +61 418 220 028
E trudy_wise@wisemcbaron.com.au