

PRESS RELEASE

New land lots at The Waterfront, Shell Cove selling fast

Strong demand for land in the Harbour Precinct from Sydneysiders

- ◆ Ballot held on Thursday, 12 November
- ◆ **18 of 24 lots sold** on the day
- ◆ **Strong demand from Sydneysiders**
- ◆ **Owner-occupiers dominate purchases**

SYDNEY, 16 NOVEMBER 2020

The latest release of 24 land lots at The Waterfront, Shell Cove are selling fast, with 18 lots in the Harbour Precinct sold on the day of the ballot draw last Thursday, 12 November. The new masterplanned community by Shellharbour City Council, with Frasers Property Australia, is attracting more and more buyers from Sydney.

“Buyers are drawn to the spectacular harbourfront lifestyle at Shell Cove. There’s a trend of more Sydneysiders showing interest in the community, with seven of the 18 lots sold to Sydney buyers,” says **Simone Dyer**, Development Director, Frasers Property Australia.

“This latest land release is the closest yet to the beachfront on the northern side of the community and the lots benefit from walking tracks through to the beach. The proximity to the beach, relaxed lifestyle, and price point are luring Sydneysiders seeking a sea change, especially as more people embrace working from home.

“COVID-19 has taught us that working from home is not only possible but efficient and many businesses plan to adopt it on a permanent or semi-permanent basis. It presents the perfect opportunity for people to move away from the hustle and bustle of the city and be closer to the beach for a lifestyle change.

“Interested buyers should act quick as we are expecting the remaining lots to be snapped up quickly,” says Ms Dyer.

The 18 lots ranged in price from \$635,000 to \$940,000, with lots sizes ranging between 320 sqm and 518sqm. The six remaining lots are priced from \$680,000 - \$835,000 and range in size from 320sqm to 467sqm.

Almost three decades in the making, The Waterfront, Shell Cove is evolving every day. With the Town Centre open, the Shellharbour Marina and boat harbour to be completed next year, and new apartments underway, buyers are recognising the unique opportunity and lifestyle The Waterfront represents located only 90km from Southern Sydney.

Nestled between Shellharbour South Beach and Shellharbour Village, around 120 metres from the marina’s edge and just 250 metres from the ocean, residents of the latest land release will enjoy direct boardwalk access to all the amenities, shops and dining choices in The Waterfront Town Centre.

The release is also within an easy walk to Shell Cove’s recreational parklands and sporting ovals, adding a new lifestyle dimension for people to create their dream home.

“People who choose the Harbour Precinct to build their dream waterside home will enjoy easy access to all the qualities and amenities that make The Waterfront, Shell Cove stand out as both a lifestyle destination and a healthy outdoors community,” says Ms Dyer.

“This new release on the northern side of the community balances everything an outdoors-type will love. The marina is close by, there are parks and ovals immediately adjacent, there’s a direct link to the Town Centre, and, of course, the beach is always an option.

“We are at an exciting stage in the long-term journey that will establish The Waterfront, Shell Cove as the state’s most picturesque, vibrant and liveable coastal community. The Harbour Precinct is a truly rare opportunity for people to make their coastal home vision a reality,” Ms Dyer says.

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.

A focal point will be the 270-berth boat harbour and Shellharbour Marina next to the lively town centre featuring a retail precinct anchored by a Woolworths supermarket, with specialty shops and restaurants on the marina’s edge. There will also be a waterfront tavern, hotel, children’s beach, water play areas, library and community centre.

The Waterfront, Shell Cove Sales Centre is in The Waterfront Town Centre at Shops 1 and 2, 100 Cove Boulevard, Shell Cove. It is open seven days from 10.30am to 5pm. Call 13 38 38 or visit www.thewaterfrontshellcove.com.au for more information.

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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, Shellharbour Airport, 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.

About Frasers Property Australia

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

Being part of a multi-national company opens up a world of opportunities for our customers. Frasers Property Australia appreciates its customers and rewards their loyalty through Prosperity, a national customer care and 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 our operations. The company 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 memorable experiences for our customers, the core values of our global group are *collaborative, respectful, progressive* and *real*.

For more information about Frasers Property Australia, visit frasersproperty.com.au.

About Frasers Property Limited

Frasers Property Limited (“Frasers Property” and together with its subsidiaries, the “Frasers Property Group” or the “Group”), is a multi-national developer-owner-operator of real estate products and services across the property value



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Frasers Property's multi-national businesses operate across five asset classes, namely, residential, retail, commercial & business parks, industrial & logistics as well as hospitality. The Group has businesses in Southeast Asia, Australia, Europe and China, and its well-established hospitality business owns and/or operates serviced apartments and hotels in over 70 cities and 20 countries across Asia, Australia, Europe, the Middle East and Africa.

Frasers Property is also the sponsor of two real estate investment trusts ("REITs") and one stapled trust listed on the SGX-ST. Frasers Centrepoint Trust and Frasers Logistics & Commercial Trust are focused on retail, and industrial & commercial properties, respectively. Frasers Hospitality Trust (comprising Frasers Hospitality Real Estate Investment Trust and Frasers Hospitality Business Trust) is a stapled trust focused on hospitality properties. In addition, the Group has two REITs listed on the Stock Exchange of Thailand. Frasers Property (Thailand) Public Company Limited is the sponsor of Frasers Property Thailand Industrial Freehold & Leasehold REIT, which is focused on industrial & logistics properties in Thailand, and Golden Ventures Leasehold Real Estate Investment Trust, which is focused on commercial properties.

The Group is unified by its commitment to deliver enriching and memorable experiences to customers and stakeholders, leveraging its people, knowledge and capabilities from across markets to deliver value in its multiple asset classes.

For more information on Frasers Property, please visit [frasersproperty.com](https://www.frasersproperty.com) or follow us on [LinkedIn](#).

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