

PRESS RELEASE

New land opportunities coming soon to The Waterfront, Shell Cove Harbour Precinct offers the full outdoor lifestyle dimension

- ◆ **New land lot opportunities** in the community's north closest yet to beachfront
- ◆ **Easy connections to all Shell Cove has to offer:** beaches, harbour, marina, parks and Town Centre
- ◆ Lots to be **sold by ballot due to strong demand**

SYDNEY, 14 OCTOBER 2020

Buyers will have a new opportunity to secure a prime land lot and sign up for the spectacular harbourfront lifestyle on offer at The Waterfront, Shell Cove when 24 lots are released in the Harbour Precinct next month.

Almost three decades in the making, The Waterfront, Shell Cove, by Shellharbour City Council and Frasers Property Australia, is drawing to an exciting milestone. With the Town Centre open, the Shellharbour Marina and boat harbour completed next year, and new apartments underway, opportunities are running out for people to secure their future in the multi-award-winning community.

This new land release is the closest yet to the beachfront and, with walking tracks through to the beach, is expected to be met with strong interest, especially given its accessible location.

Nestled between Shellharbour South Beach and Shellharbour Village, around 120 metres from the marina's edge and just 250 metres from the ocean, residents 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.

Lot sizes range from 319.4 sqm to 518.1 sqm and feature extensive frontages of 11, 13 and 15 metres, offering real flexibility. Prices range from \$635,000 to \$860,000.

"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 **Simone Dyer**, Development Director, Frasers Property Australia.

"This new release on the northern side of the community balances everything an outdoors-type will love. The marina is close by, there's 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. We know from experience that demand will be strong for these lots, so people should register their interest straight away," Ms Dyer says.

Interested buyers are encouraged to register their interest in the Harbour Precinct by contacting Frasers Property Australia on 13 38 38 or visiting www.thewaterfrontshellcove.com.au. Information sessions will be held in the first week of November with the ballot to be held on 12 November.

As a keen surfer, the attraction of the beach location is not lost on engineer **Ben Morgan**, who relocated from Freshwater in Sydney to Shell Cove.

“I have always planned to move back to the South Coast. I like living near the water and being closer to my parents, who are still living in Sussex Inlet. With the second child on the way two years ago, we just thought it’s time to ‘come home’,” says Ben.

“We were generally looking around this area and the opportunity came up here at Shell Cove. We entered the ballot and got into one of the houses by Frasers Property Australia.”

There was an added attraction for Ben. While he works for a major global engineering firm based in Sydney, one of his major projects is the Shell Cove boat harbour.

“I used to get up at 6am in the morning to beat the traffic in Sydney if I was driving down here to site for an inspection. Now I can just rock up any time and keep track on how construction is progressing.

“Before COVID-19 I was only working from head office in Sydney one or two days a week, so I don’t really need to live in the city,” Ben says.

Ben and his family are now living in a house with a nice backyard minutes away from the beach.

“I used to surf twice a month back when I was living in Sydney. Since moving here I have been surfing two to three times a week, sometimes even before work in the morning. I can’t complain.”

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 and industrial 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 owner-operator-developer of real estate products and services across the property value chain. Listed on the Main Board of the Singapore Exchange Securities Trading Limited ("SGX-ST") and headquartered in Singapore, the Group has total assets of approximately S\$38.7 billion as at 31 March 2020.

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 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 Land Property Development Public Company Limited is the sponsor of 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.

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