

## PRESS RELEASE

# New apartments at The Waterfront, Shell Cove selling out fast

## Strong demand for Ancora, the new harbourside apartments

- ◆ Ballot held on Thursday 17 June
- ◆ **48 of 64 apartments sold** on the day
- ◆ Harbourside apartments boasting either **harbour or wetland views**
- ◆ **Easy walk to the harbour's edge, Town Centre, dining precinct and tavern**

### SYDNEY, 21 JUNE 2021

The new apartment release at The Waterfront, Shell Cove, known as Ancora, has made an immediate and significant impact on the market and demonstrated the swelling interest from outside the region.

At yesterday's ballot, the first time Ancora apartments have been offered, 48 apartments sold, highlighting the strength of demand for the harbourside homes.

More than 85 people pre-registered for the ballot and 48 out of 64 apartments were snapped up by a mix of first home buyers, investors, young families and empty nesters looking to downsize, predominantly from the local area.

With a harbourside position to the north of the Shell Cove Town Centre, The Waterfront Dining Precinct and The Waterfront Tavern, Ancora will feature 64 one, two and three-bedroom apartments across three boutique scaled buildings in a convenient location in the masterplanned community by Shellharbour City Council, with Frasers Property Australia.

Many apartments will boast stunning harbour views while other apartments enjoy a tranquil natural corridor outlook. Ancora will also feature beautifully landscaped walkways and seating areas, plus a residents-only infinity pool with picturesque views over the surrounding natural landscape and out to the marina.

"Following the sell-out of the Nautilus apartments we were expecting strong demand for these new Ancora apartments due to the harbourside location, and we were not disappointed. Most purchasers were still locals but the growing number of purchasers from Sydney, Canberra and is beyond demonstrates the broad appeal of the unique lifestyle proposition on offer," says **Simone Dyer**, Development Director Shell Cove, Frasers Property Australia.

"Purchasers of these apartments were attracted to the stunning harbour views, easy access to the world-class Shellharbour Marina and all amenities the coastal community has to offer.

"We're happy that the value and lifestyle proposition on offer at Shell Cove continues to resonate with a broad mix of buyers. The strength of enquiry from interested buyers has been overwhelming. We've received 1,200 expressions of interests since the campaign was launched less than two months ago.

"With the Shellharbour Marina, The Waterfront Dining Precinct and The Waterfront Tavern all coming together and opening this year, more and more people are realising that the new coastal lifestyle is no longer a dream but a reality," she says.

The uniqueness of Ancora is expressed through its stunning architectural language. Designed by WMK Architecture, Ancora has been conceptualised as an extension of the landscape, mirroring the natural

shapes within the environment from the rugged coastline and ocean beaches to the calm enclosure of the harbour and reinstated wetlands.

The form and materiality of the apartment buildings have a monolithic, calm expression, speaking to the surrounding nature and the horizontally striated rock formations along the coastline. The interior and exterior design are indelibly linked in a harmonious coastal design.

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 Shell Cove Town Centre at Shops 1 and 2, 100 Cove Boulevard, Shell Cove. It is open seven days from 10.30am to 5pm. Call Frasers Property on 13 38 38 or visit [www.thewaterfrontshellcove.com.au](http://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](http://www.shellharbour.nsw.gov.au).

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

Since 1924, Frasers Property Australia has created stronger, smarter, happier neighbourhoods. We are one of Australia's leading diversified property groups and an Australian division of Frasers Property Limited.

We develop residential land, housing, and apartments and have delivered over 140,000 homes during our legacy; and develop build-to-rent, commercial, retail and mixed-use properties. Our activities also encompass the ownership and management of investment property, incorporating property and asset management services.

We work sustainably to ensure the places we create leave a positive environmental legacy and enhance the way people live life together. Frasers Property in Australia has certified over 3.4 million square metres of Green Star space across our communities, and our commitment to reduce carbon has been approved by the global Science-Based Targets initiative. We are also certified by the Australian Government's Climate Active initiative. Frasers Property Australia owns Real Utilities, a licensed Australian energy retailer that owns and manages energy infrastructure within some of our communities with the mission to be greener, cheaper and simpler.

We value diversity and firmly believe that together, we're better. We employ over 500 people nationally and are recognised as an Employer of Choice for Gender Equality by the Australian Government's Workplace Gender Equality Agency.

To find out more about Frasers Property Australia, visit [frasersproperty.com.au](http://frasersproperty.com.au) or follow us on [LinkedIn](#).

#### **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 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\$39.2 billion as at 31 March 2021.



Fraser's 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.

Fraser's Property is also the sponsor of two real estate investment trusts ("REITs") and one stapled trust listed on the SGXST. Fraser's Centrepoint Trust and Fraser's Logistics & Commercial Trust are focused on retail, and industrial & commercial properties, respectively. Fraser's Hospitality Trust (comprising Fraser's Hospitality Real Estate Investment Trust and Fraser's 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. Fraser's Property (Thailand) Public Company Limited is the sponsor of Fraser's 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 committed to inspiring experiences and creating places for good for its stakeholders. By acting progressively, producing and consuming responsibly, and focusing on people, Fraser's Property aspires to raise sustainability ideals across its value chain, and build a more resilient business. It has committed to be a net-zero carbon corporation by 2050. Building on its heritage as well as leveraging its knowledge and capabilities, the Group aims to create lasting shared value for its people, the businesses and communities it serves. Fraser's Property believes in the diversity of its people and are invested in promoting a progressive, collaborative and respectful culture.

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

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