

PRESS RELEASE

Oscars Hotels named successful bidder for the accommodation hotel at The Waterfront, Shell Cove

Hotel plans include pools, bars, restaurants and communal spaces

- ◆ Construction of the hotel is expected to start **mid-2021**
- ◆ Hotel plans include **117 rooms, 32 serviced apartments and 42 residential apartments** over 11 levels

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Shellharbour City Council and Frasers Property Australia has named creative and dynamic hospitality group Oscars Hotels to own and operate the new hotel complex at The Waterfront, Shell Cove, which is expected to open to customers in 2022.

The \$100 million hotel is a key piece of the region's tourism infrastructure and the appointment represents an important milestone in the progress of The Waterfront, Shell Cove.

Oscars Hotels has more than 30 years' experience in the hospitality industry and operates 30 successful venues across NSW. Renowned Australian architecture firm DBI Design has been appointed to deliver the design vision for the hotel.

The new hotel at The Waterfront, Shell Cove will be located right on the harbour edge, and include 117 rooms, 32 serviced apartments and 42 residential apartments across 11 storeys. The combination of accommodation, conference and ballroom facilities, a Day Spa, three pools, bars and dining options – with an impressive deck area overlooking Shellharbour Marina – will be a major drawcard for tourists.

"This complex is really going to set Shellharbour apart, and underwrites Council's vision for Shell Cove and Shellharbour as a tourism destination on the NSW South Coast, whilst providing local employment opportunities," Shellharbour Mayor **Marianne Saliba** says.

"Shellharbour continues to gain traction as a holiday destination for couples and families. The Waterfront Hotel will help drive the visitor economy, which is currently worth more than \$91 million annually," she said.

"The hotel will play a key role in further elevating Shellharbour's profile and attractiveness as a leisure and business destination. It will create opportunities to help the city attract more visitors and boost business tourism through conferences and events due to its facilities, which ultimately, means new jobs.

"There is so much to look forward to in Shellharbour, and the hotel will appeal and cater to a range of travellers seeking a stay in Shellharbour. Of course, it will be a major boon for the area and an asset the whole community will be able to enjoy. There are exciting times ahead that will position Shellharbour as the must-see destination on the South Coast," she said."

Simone Dyer, Development Director – Shell Cove, Frasers Property Australia says the hotel will complement Shellharbour Marina and The Waterfront restaurant and promenade precinct to draw visitation to the region, and is extremely pleased that Oscars Hotels are local to the Illawarra and will draw on that knowledge to provide the highest quality amenity for all members of the community to enjoy .

"The hotel is an extremely important part the overall masterplan for Shell Cove and Oscars Hotels are precisely the type of visionary and committed operators with local expertise and presence that will help deliver the vision for this important component of the new community," Ms Dyer says.

Bill Gravanis, Managing Director at Oscars Hotels, says the new hotel represents a huge opportunity in a growing area.

“There really is no other community with the mix of marine infrastructure, dining options and other amenities that Shell Cove has south of Sydney, so we see the new hotel as filling a growing need in the greater Illawarra and Shellharbour region,” Mr Gravanis says.

“We are thrilled to be coming to Shell Cove. Our passion is to provide a good food and beverage offer in spaces people can relax with family and friends, and this project promises all that against a stunning natural backdrop.

“With the hotel overlooking the marina, we’ve reflected boating in the design to create something truly representative of the area.”

The hotel will include two pools, including one for hotel guests on level five of the complex that will offer incredible views of the marina, and another pool for residents at the very top of the complex on level 11. It will also include a gym, sauna, ballroom/conference facility for up to 300 guests as well as three restaurants offering different cuisines. A recreation deck on level 2 will provide an open, communal space for guests and residents to meet.

Raith Anderson, Managing Director at DBI Design, says the design vision for the hotel precinct is to provide the Shell Cove community a cultural and commercial heart – a wonderfully open, natural place to discover, shop, eat, relax, live and play.

It means providing spaces that work for the community as well as the private residents.

“The landscape design is integrated with the building design and arrangements of external public and communal space,” Mr Anderson says.

“The landscape elements proposed play an important role in defining the key space on the site and enhance the occupants’ privacy across public-private and communal-private thresholds.”

DBI’s design for the hotel is awaiting development approval. It is expected that construction of the hotel will start in mid-2021 with an anticipated completion date of 2022. The tender for construction of the hotel is expected to be open in early 2020.

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

The Waterfront 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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