

mirvac



new life for newstead waterfront



A WORLD CLASS DEVELOPMENT TO RIVAL SOME OF THE WORLD'S GREATEST CITIES

The Newstead waterfront is undergoing a major rejuvenation and locals will have more chance than ever to enjoy it, with developer Mirvac about to open the first stage of parkland at its Waterfront Newstead development early in the New Year. The \$1 billion-plus residential project will eventually comprise about 5.5 hectares of parks and lakes, along with luxury apartments boasting prime river, park and city views.

The new public parkland, called "Waterfront Park", will form a major centrepiece for the development and will open to the public to coincide with the completion of the first stage of Waterfront

Newstead, Pier at Waterfront, in early 2011.

At its heart will be an 8,000 square metre lake along with public facilities including barbeques, children's play equipment and shaded seating. The extensive community space is in-line with the vision of the Brisbane Urban Renewal Task Force strategy, to deliver significant public amenity as part of the re-development of inner city sites.

Waterfront Newstead will be developed over the next decade and become virtually a new suburb within Brisbane's inner city.

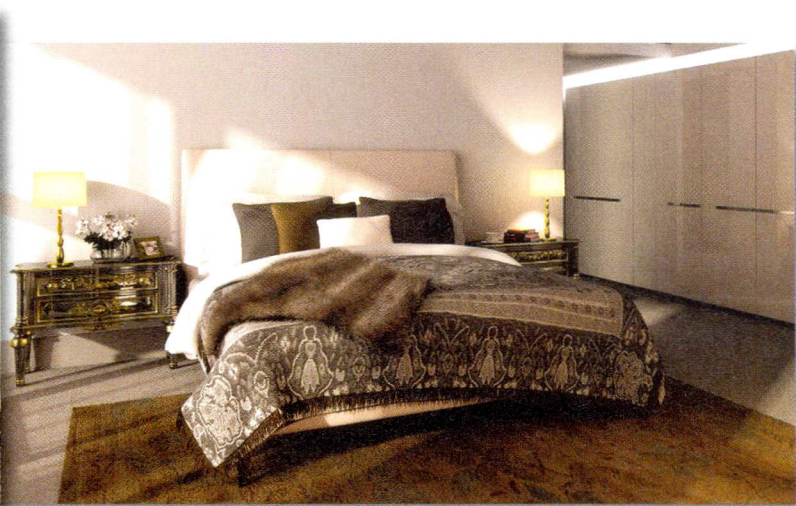
Mirvac is a leading integrated real estate group with activities across the investment

and development spectrum. Established in 1972, Mirvac has more than 38 years of experience in the real estate industry and has an unmatched reputation for delivering quality products across all of its businesses.

Mirvac Queensland CEO, Matthew Wallace said it was important to ensure major new developments like Waterfront Newstead catered for the wider community.

"This parkland and lake will be a public asset that the whole community can enjoy, not just those who call Waterfront Newstead home," he said.

"Importantly, it will also form a



community heart for the project, where residents, locals and visitors can come to enjoy this spectacular part of Brisbane."

Mr Wallace said he was delighted to see the new amenities come to fruition and was looking forward to officially opening them to the public in early 2011.

"Combined, the lake and parkland offer a public amenity to rival the public open space in some of the world's most desirable cities," he said.

"The overall development site for Waterfront Newstead is 10.6 hectares, so to develop more than half of that as parkland is a significant injection of amenity for the broader community – and something we hope can be enjoyed for many generations to come."

The lake will also feature a large piece of public art commissioned by Mirvac, called Amphibian Heart, which is a five metre tall and eight metre long mantle. Its appearance of overlapping panels and porous skin is designed to be a reference to fish gills.

Amphibian Heart's designer is renowned Brisbane artist Wendy Mills whose works are on display from Brisbane to Japan, and have been commissioned by Brisbane City Council, Griffith University, the Queensland Art Gallery, Suncorp and St Stephen's Cathedral.

"Wendy has done an extraordinary job in designing this art piece, which I am sure will not only be enjoyed by Waterfront Newstead residents and locals in the area, but by the entire Brisbane community," said Mr Wallace.

The first two buildings at Waterfront Newstead, Pier North and Pier South, will feature three and four bedroom premium

apartments and penthouses, oriented to capture river, lake and park views with easy access to walkways and River Walk. Prices range from about \$2 million to \$14 million.

Residents of this \$350 million first stage are expected to move in early next year and will enjoy apartment living rivaling anything available in some of the world's greatest cities. To cement this they will be greeted by a five-star dedicated concierge team that will offer an unparalleled level of luxury service, enabling them to have more time to enjoy the lifestyle and facilities they have chosen at Waterfront Newstead. To enhance this high-end lifestyle experience the onsite service will be managed by Blair Lifestyle Management.

"There will be a total of three dedicated specialists who are thoroughly trained in the operations and service delivery for the residents of Waterfront, Newstead," says director of Blair Lifestyle Management, Adele Blair.

"The residents will have access to a range of complimentary services including floral deliveries, daily newspaper deliveries, dry-cleaning drop-off and collection; as well as 'travel and transport services' that include such things as private transport arrangements; 'sport and leisure services' which can be anything from day spa bookings to sporting facility reservations, concert bookings and restaurant bookings; and 'services and trades' that include activities such as sourcing trades people and internet research.

"Should residents require additional services, they will be available via a "user-pays" system. Delivery and collection services, personal shopping, grocery shopping, co-ordination of complex travel

arrangements and home organisation are just some examples."

With over two decades of international experience, Adele launched the lifestyle management business four years ago and has since received accreditation from the International Concierge and Lifestyle Management Association and Certified Concierge Specialist – only the second concierge organisation in Australia to achieve this standard. She also received accreditation as an Expert Professional Organiser from the Australasian Association of Professional Organisers, the highest accreditation available in Australasia.

"We have been working closely with Mirvac for over two years and have a thorough knowledge of the development and an appreciation for its superior stature. We will add a level of service otherwise reserved for luxury hotel guests and it is outstanding to see Mirvac being prepared to add that value for its residents," said Adele.

"We are everything from a welcoming smile, point of contact, extra set of hands or complete lifestyle manager – no request is too big or small."

On top of the state-of-the-art apartments and penthouses at Waterfront Newstead, residents can enjoy the extensive lifestyle amenities such as the recreation and lap pools, two private gymnasiums, residents' function rooms, Brisbane's RiverWalk, cycling and walk ways and 5.5 hectares of parkland and lake.

Pier has achieved in excess of \$175 million in sales since its launch in 2008 with apartments sought by astute purchasers, the majority of whom are local residents.