

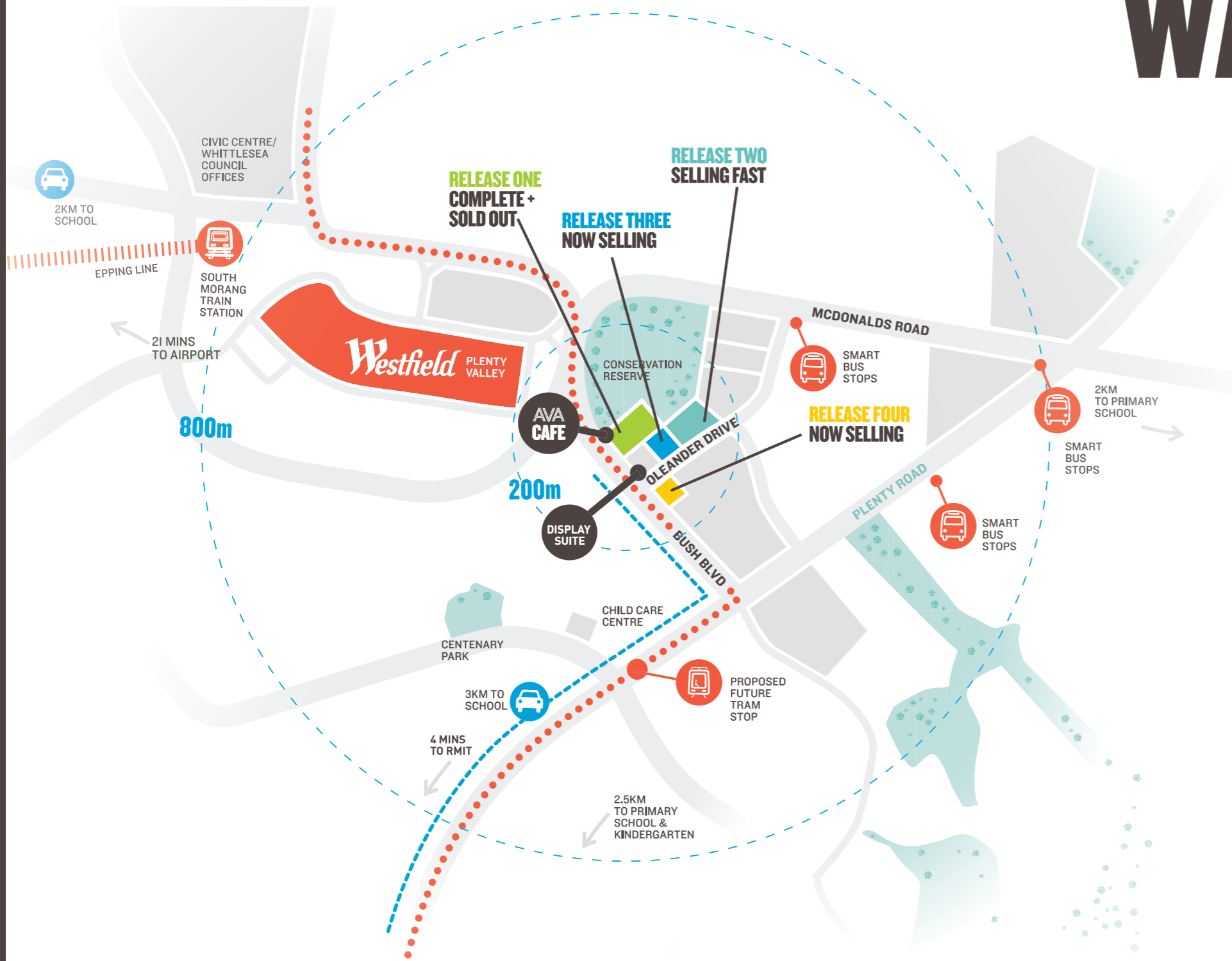


# DESIGNED FOR LIFE



**@MASON POINT**

# WHERE DO YOU WANT TO GO today?



**45 MINUTE TRAIN TO MELBOURNE CBD**

With so much within easy walking distance, you might not want to venture farther, but at Mason Point you also have more ways to get away.

The CBD is easy to reach via trains with the South Morang train station so close by and the Ring Road, and the airport is just 21 minutes away.

Stay close to home?

Explore the neighbourhood?

Travel the world?

Difficult decisions. All of them good.



**WESTFIELD**  
**200m**



**RMIT**  
**4 MINS**



**CAFÉS**



**TRAINS**  
**800m**




**NATURAL**  
**SURROUNDINGS**



**RESTAURANTS**



**JOBS**



**DESIGNED FOR**  
*Life*



Everything you want or need. It's all yours for the choosing at Mason Point.

Want more luxury in your life? Style? Entertainment? Technology? You can find it all with Westfield so close by and an exciting future extension to include new shops, restaurants and a state-of-the-art cinema.

The same goes for all those everyday necessities. The odds are your bank will be nearby too, as well as your favourite supermarket and other great spots to buy food, wine and all the things that make life enjoyable.

What to do and enjoy next?

Life spoils you for choice at Mason Point.



**HOME**  
**GOODS**



**FASHION**



CBD 33 MIN

LA TROBE UNIVERSITY

MELBOURNE AIRPORT 21 MIN

UNIVERSITY HILL

RMIT

RMIT 4 MIN

MILL PARK BASKETBALL STADIUM

MIDDLE GORGE PARK

MILL PARK SECONDARY COLLEGE

*Life* @ MASON POINT

BUNNINGS

MEDICAL CENTRE

WESTFIELD 200M

SPORTING FIELDS

TRAIN STATION 800M

AXIS RETAIL CENTRE





# A PLACE DESIGNED *for diversity*



## MASON POINT *design philosophy*

Mason Point reflects JCB's and Watson Young's commitment to innovative architecture and environmentally sustainable design principles.

In every apartment and townhome, light, space and attention to detail are masterfully complemented by a colour palette of natural gum, bark and native grasses. Terraces, balconies and generous glass areas help bring the outside in while affording views to the reserve.

Appointments and appliances have been carefully chosen to reflect contemporary tastes and deliver outstanding performance and efficiency. Landscaping features Australian natives and, though preserving a natural ambience, will be meticulously maintained.



**INNOVATIVE  
ARCHITECTURE**



ALL IMAGES INCLUDED WITHIN THIS BROCHURE ARE ARTIST'S IMPRESSIONS



# SPACIOUS LIVING

## apartments

Take your pick of 1, 2 or 3 bedroom apartments, all with generous living areas, stylish contemporary design and the extra benefit of large terraces and terrace balconies.

Enjoy a kitchen that's fully equipped with quality European appliances including a dishwasher, oven and cooktop. Stone bench tops and ceramic splashbacks are designed both for lasting good looks and easy care.

Bedrooms are spacious and airy with large walk-in robes. An en suite with a generous walk-in shower completes the main bedroom, while each apartment and townhome also offers the convenience of

a large family bathroom. All bathrooms feature plenty of convenient storage and European style contemporary fittings.

Features include

- Generous built-in robes
- Stone kitchen bench tops
- European appliances
- Ceramic splashbacks
- Hardwood flooring (optional upgrade)
- Tiled kitchen floors
- En suite and family bathrooms
- Large terraces and balconies from 10 to 30sqm



# BRAND NEW

## townhomes

The living area and balcony located on the first floor, plus the privately landscaped front garden on the ground floor make entertaining fun and inviting.

Townhomes feature large open living spaces making the outer environment a welcome companion to each day. In the kitchen you'll find a full range of quality European appliances including a dishwasher, electric oven and gas cooktop. Stone bench tops and ceramic tile splashbacks add both style and practicality.

Bedrooms are spacious and inviting, and all provide walk-in robes. Bathrooms feature large, glass-walled walk-in showers, plenty of convenient storage and European style contemporary fittings.

Features include

- Generous built-in robes
- Stone kitchen bench tops
- European appliances
- Tiled kitchen floors
- En suite and family bathrooms





# LOCATION

Mill Park is located in the City of Whittlesea.

Mill Park is bounded by South Morang and Epping to the north, Plenty Valley to the east, Bundoora and Thomastown to the south and Lalor to the west.

Major features of the area include Westfield Plenty Valley Town Centre, Mill Park Stables Shopping Centre, Mill Park Leisure Centre, Mill Park Basketball Stadium, numerous parks and reserves and a number of schools.

The City of Whittlesea is located on Melbourne's urban fringe approximately 20 kilometres north of Melbourne Central Business District (CBD). It covers an area of approximately 487 square kilometres and contains a unique mixture of 'city lifestyle' and 'country comfort'. Whilst the southern parts of the municipality are well-established urban areas, the city also takes in the hills and natural attraction of the Plenty Valley and Ranges.

The City of Whittlesea adjoins; the Shire of Nillumbik to the east, the City of Hume to the west, the Cities of Banyule and Darebin to the south and the Shires of Murrundindi and Mitchell to the north.

Whittlesea has a population of over 179,000 which is an increase of 5.5% over the previous year. This growth rate is the fifth largest population increase of all municipalities around Australia. Growth will see Whittlesea's population increase by around 141,000 persons by 2031. In turn, around 50,000 new households will be created over the same time frame.

Plenty Road and High Street form the major north - south transport linkage to and from the City, providing access to and from the Melbourne Central Business District (CBD). Arterial road networks such as Mahoneys Road, Settlement Road, McDonalds Road, Findon Road, Cooper Street and Donnybrook Road dissect the City in an east - west direction, offering access to neighbouring areas. These routes afford sound linkages for residents to adjoining municipalities (and the remainder of the metropolitan area). The Western Ring Road, which traverses the southern section of the City provides an important passenger vehicle and freight link to the Hume Highway, Melbourne Airport and the Port of Melbourne.

In terms of public transport, Whittlesea is serviced by trains as far as South Morang station, trams currently run from Bundoora to the Melbourne CBD, and buses operate throughout Whittlesea.

The city encompasses services and facilities such as the Epping Hospital and the Epping Plaza Shopping Centre. It is considered that Epping Plaza and the South Morang Activity Centre will provide the municipality with a future employment focus. In addition, the relocation of the Melbourne Fruit and Vegetable Market to Epping will deliver more than 20,000 new jobs over time.

# MARKET CONDITIONS

This section canvases a number of key factors in relation to the performance of a residential investment opportunity including vacancy rates, median price (and trends) and rentals.

## Metropolitan Melbourne Residential Vacancy Rates

Over the last decade, Melbourne, like all capital city markets has experienced a tightening of the residential vacancy rate.

The rental market is considered to be in balance (represent 'normal' market conditions) when the vacancy rate is around 3 per cent. As at May 2014, Melbourne's vacancy rate was sitting just under 3%.

Vacancy rates lower than this benchmark indicate a relative shortage of dwellings, and subsequent strong demand for rental accommodation.<sup>1</sup>

Detailed in the table below, outer Melbourne is experiencing vacancy levels well below normal market conditions - an ideal market for a potential investor. The outer Melbourne vacancy rate as of May 2014 is 2.0 per cent compared with 2.4 per cent at the same time the previous year<sup>2</sup>.

## Outer Melbourne - Trend Residential Vacancy Rate

	May - 14	May - 13
<b>Outer</b>	<b>2.0</b>	<b>2.4</b>
Melbourne	2.8	3.2
Industry Norm	3.0	3.0

Source: REIV, Compiled by Oliver Hume Research

## House and Apartment - Average Annual Median Price Change

A number of public and private sector agencies aggregate residential property data. For the purposes of our analysis we have relied on the Department of Sustainability and Environment's (DSE) 'A Guide to Property Values' which is published annually by Land Victoria and the Real Estate Institute of Victoria (REIV).

DSE data is based on contract date not settlement date, however published results often not available until the later stages of the second quarter of the following year. The aim of this guide is to present factual data relating to property sales occurring during the calendar year.<sup>3</sup>

It is important to also note the median sale price is the value of the middle item when all sale prices are arranged in ascending order of magnitude. Median prices are used rather than average prices because median prices are unaffected by a few unusually high or low prices, making them a more accurate indicator of true market activity.

## Median House and Unit Prices Five Year Comparison<sup>4</sup>

Units	2008	2013	% Change	% P/A
<b>Mill Park</b>	<b>\$282,000</b>	<b>\$340,000</b>	<b>21%</b>	<b>4.2%</b>
City of Whittlesea	\$275,000	\$320,000	16%	3.2%
Metropolitan Melbourne	\$355,000	\$440,000	24%	4.8%
House	2008	2013	% Change	% P/A
<b>Mill Park</b>	<b>\$327,000</b>	<b>\$410,000</b>	<b>25%</b>	<b>5.0%</b>
City of Whittlesea	\$327,000	\$395,000	21%	4.2%
Metropolitan Melbourne	\$390,000	\$520,000	33%	6.6%

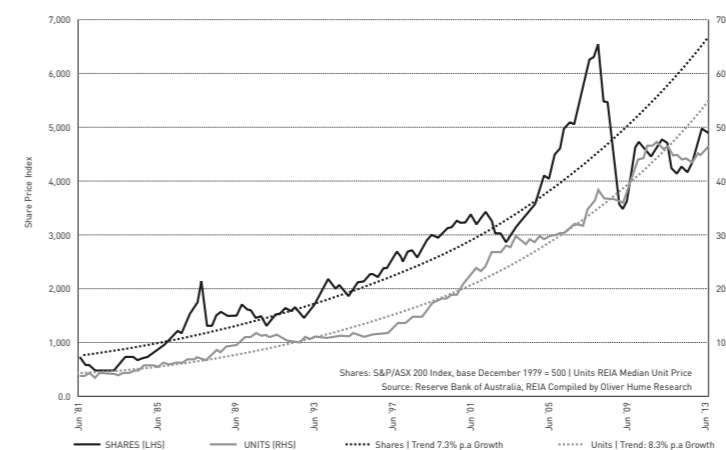
In terms of segmentation, houses are based on a combination of house, new house and terrace product and units are based on a combination of flats/units, townhouse and retirement product.

## Findings

Over the 5 year period to 2013, the median price of a unit/apartment in Mill Park has increased by around 21 per cent. The City of Whittlesea recorded growth of around 16 per cent.

Mill Park's median house price rose by 25 per cent over the same timeframe whilst the City of Whittlesea recorded growth of around 21 per cent

## Melbourne Unit Price Versus Share Price



<sup>1</sup> Real Estate Institute of Victoria, Chief Executive Officer, Enzo Raimondo suggests that this imbalance has resulted in higher housing costs for renters. Since 2005, rent increases have grown from 3 per cent to around 10 per cent.

<sup>2</sup> Outer Melbourne represents suburbs located greater than 20 kilometres from Melbourne CBD, Whittlesea, and more specifically Mill Park are defined in this catchment.

<sup>3</sup> The information contained in this guide has been obtained from Notices of Acquisition (NOA), which are required to be completed by each purchaser within one month of the acquisition of any real estate in Victoria.

<sup>4</sup> Land Victoria data is based on settlement data, and as such there is a time series lag.



# Life @ MASON POINT



**ROCHE**  
PROPERTY  
GROUP

## MEET THE TEAM

### ROCHE PROPERTY GROUP

The Roche family have been involved in land subdivision and property development projects for over 30 years, successfully completing a range of projects throughout Australia. With a focus on innovative design, Roche Property Group is passionate about delivering high quality, environmentally friendly developments.

[www.rocheholdings.com.au](http://www.rocheholdings.com.au)

**GPC**

### GIBSON PROPERTY CORPORATION

GPC is a leading property development company with a substantial portfolio of successfully completed projects over the past 40 years. It is known for working with specialist teams to deliver high quality, award winning residential, commercial and mixed-use developments.

[www.gibsonpropertycorp.com](http://www.gibsonpropertycorp.com)

jacksonclementsburrows

### JACKSON CLEMENTS BURROWS, ARCHITECTS

JCB's projects have been widely recognised through extensive coverage in leading Australian and International design journals and publications. Their work has also been acknowledged through the receipt of numerous Australian Institute of Architects and industry awards for an extensive portfolio of residential, commercial, institutional, interior and urban design projects.

[www.jcba.com.au](http://www.jcba.com.au)

watson  
young

### WATSON YOUNG ARCHITECTS

Watson Young Architects are involved in a broad range of projects including the master planning and design of several large scale commercial and retail developments, the creation and development of exciting interior environments, and more recently a diverse range of residential projects.

[www.watsonyoung.com.au](http://www.watsonyoung.com.au)

**OLIVER HUME**

### OLIVER HUME

Oliver Hume Real Estate Group is a multi-disciplinary property organisation with 60 years of experience in residential real estate and is committed to presenting only the highest quality land subdivisions, townhouse and apartment opportunities to customers.

[www.oliverhume.com.au](http://www.oliverhume.com.au)



# *Life* @ MASON POINT

## DEVELOPED BY



## PROJECT MARKETING



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