

WILLS PLACE POSITIONED FOR CAPITAL GROWTH

WHILE MOST NEW PROJECTS PIN GROWTH PROSPECTS ON JUST ONE OR TWO FAVOURABLE ATTRIBUTES, WILLS PLACE IS IDEALLY POSITIONED TO TAKE ADVANTAGE OF AN EXTRAORDINARY ARRAY OF SIGNIFICANT CAPITAL GROWTH GENERATORS.

THESE DRIVERS INCLUDE:

- LOCATION IN AN EMERGING BLUE CHIP RESIDENTIAL PRECINCT AROUND THE CORNER FROM FLAGSTAFF GARDENS
- PROXIMITY TO MELBOURNE'S LEADING UNIVERSITIES, TEACHING HOSPITALS AND LEGAL DISTRICT
- PROXIMITY TO MELBOURNE CITY COUNCIL'S LARGEST YET INFRASTRUCTURE INVESTMENT, THE \$250 MILLION REDEVELOPMENT OF NEARBY QUEEN VICTORIA MARKET
- CONVENIENCE OF LEADING RETAIL AND ENTERTAINMENT AMENITIES
- EASY ACCESS TO MELBOURNE'S COMPREHENSIVE TRANSPORT NETWORK
- THE INCREASING NUMBERS OF LONG TERM RENTERS SEEKING QUALITY, LIFESTYLE APARTMENTS
- ADVANTAGEOUS DESIGN AND AMENITIES OF THE WILLS PLACE PROJECT
- MELBOURNE'S LEADERSHIP IN INTERNATIONAL EDUCATION
- GROWTH - CBD POPULATION, APARTMENT PRICES, RENT AND EMPLOYMENT
- MELBOURNE'S RECOGNITION AS THE WORLD'S MOST LIVEABLE CITY

"We have the world series in growth fundamentals at Wills Place. Each attribute taken on its own merits will create capital gains benefits but we have the whole set here," says Grant Archibald, general manager of developer Shangyi Property.

"WILLS PLACE OFFERS THE GREATEST POSSIBLE COMBINATION OF POSITIVE GROWTH FACTORS"

"Wills Place offers the greatest possible combination of positive growth factors. We have larger well-designed apartments in a quiet street, close to a large popular city park with all the convenience of the CBD and an incredible transport network on the doorstep."

"Around the world districts close to any one of leading universities, major teaching hospitals or legal precincts always show solid growth – Wills Place has all three."

Grant Archibald says the Flagstaff Gardens precinct is on the verge of becoming a premium residential zone joining privileged precincts like East Melbourne, St Kilda Road and Spring Street.

Wills Place, at 21 Wills Street, is around the corner – or three minutes' walk from Flagstaff Gardens and Flagstaff train station. It is part of a precinct that, sitting on the city's highest ground, has always been highly valued. A quiet, elegant residential street, Wills Street connects A'Beckett and La Trobe Streets. Plane trees lining the little street give it Parisian appeal for much of the year.

The 7.2-hectare Flagstaff Gardens offer a verdant sanctuary with shady avenues of mature elms and Moreton Bay fig trees and extensive lawns – there's also tennis courts and bowling greens.

"OUR PURCHASERS HAVE THE CHANCE TO GET IN BEFORE THIS AREA'S VALUE IS FULLY REALISED."

WILLS PLACE CAPITAL GROWTH, CONTINUED

Directly to the north of Flagstaff Gardens is the Queen Victoria Market, where Melbourne City Council plans to make its largest ever investment in city infrastructure. The council intends to invest up to \$250 million to redevelop the market and its surrounds, creating new public gathering and dining areas. Works are scheduled to start by 2016 and once completed the market will open seven days with evening trading.

“THE REDEVELOPMENT OF QUEEN VICTORIA MARKET WILL DELIVER HUGE AMENITY AND COMPLETELY TRANSFORM ITS PART OF MELBOURNE. IT IS GOING TO BE AN INCREDIBLE ASSET AND DRAWCARD. IF YOU ARE FORTUNATE ENOUGH TO HOLD PROPERTY IN THIS PRECINCT YOU WILL SEE GROWTH,” GRANT ARCHIBALD SAYS.

From Wills Place it's simple to get around Melbourne by foot, bike, the free CBD zone trams or the city's extensive train network.

Melbourne's top retail centres are within easy walking distance or a few tram stops from Wills Place, including the \$1.2 billion Emporium Melbourne which opened in 2014 as Australia's largest centre for designer fashion retail; Melbourne Central, QV, Bourke Street's department stores and Collins and Elizabeth Street retailers.

The city's key galleries, theatre and sporting and entertainment stadiums – the MCG, Melbourne Park, AAMI Park and Etihad – are all within the CBD or on its fringe. Attractions include grand slam tennis at the Australian Open, international soccer and cricket and Australian Rules football as well as concerts, international art exhibitions, comedy festival and live theatre. On the southern banks of the Yarra is the Crown Casino and entertainment complex with gaming, restaurants and events.

IN 2015 MELBOURNE WAS NAMED THE WORLD'S MOST LIVEABLE CITY FOR THE FIFTH YEAR IN A ROW, BY THE ECONOMIST INTELLIGENCE UNIT'S LIVEABILITY SURVEY OF 140 CITIES. THE SURVEY RATED CITIES OUT OF 100 IN THE AREAS OF HEALTHCARE, EDUCATION, STABILITY, CULTURE AND ENVIRONMENT AND INFRASTRUCTURE. MELBOURNE RECEIVED AN OVERALL SCORE OF 97.5 OUT OF 100, SCORING A PERFECT RATING FOR HEALTHCARE, EDUCATION AND INFRASTRUCTURE.

Melbourne's high quality educational facilities have increased the CBD's student population. The city is Australia's number one destination for international students and has one of the world's highest concentrations of international students. It is number two on the QS Best Student Cities Index after Paris. The University of Melbourne is Australia's top ranked university with a world ranking of 33. Other highly regarded institutions are RMIT with 31,000 domestic students and 27,000 international students and Victoria University.

ONE OF THE GREATEST CAPITAL GAINS GROWTH DRIVERS IS POPULATION GROWTH – GREATER MELBOURNE'S POPULATION IS PROJECTED TO REACH

6,000,000 BY 2031

7,700,000 BY 2051

WITH THE CBD'S POPULATION PREDICTED TO MORE THAN DOUBLE IN THE NEXT 20 YEARS. EMPLOYMENT WITHIN THE CITY OF MELBOURNE IS FORECAST TO

GROW BY 59% BY 2031

IN RESPONSE TO ONGOING GROWTH THE MEDIAN PRICE OF CBD APARTMENTS HAS RISEN BY 4.5% PER ANNUM FOR THE LAST 10 YEARS AND MEDIAN RENTS HAVE REGISTERED GROWTH OF 4-5% PER ANNUM FOR THE LAST 10 YEARS.

4.5% RISE IN PRICE

4-5% GROWTH IN RENT

Statistics show a growing number of people are choosing to rent long term rather than buy and they're looking for apartments

“OUR APARTMENTS ARE LARGER AND FLEXIBLE WITH SMART STORAGE AND PREMIUM QUALITY FINISHES.”

with lifestyle amenities. They're deciding to rent in an area they like and want flexible floorplans, larger rooms, clever storage solutions and higher quality finishes. Their preference is for conveniently located developments with lifestyle amenities which provide good work-life balance.

“Our apartments are larger and flexible with smart storage and premium quality finishes. Wills Place has a pool with large lounge deck, gym and private residents' only lounge, dining room and kitchen; and a large ground level restaurant,” Grant Archibald says.

“WILLS PLACE TICKS ALL THE BOXES FOR CAPITAL GROWTH.”

