



## SALES SPLASH CONTINUES AT NEWPORT QUAYS

Overwhelming demand in 2006 has pushed sales for Edgewater, stage one of Newport Quays, to 80 percent.

Just six months since the launch of the \$1.5 billion Port Adelaide waterfront redevelopment, interest and sales have continued at pace.

A diverse range of one, two and three-bedroom apartments are still available, some with marina berths - however villa opportunities are limited.

History shows that people who invest early in waterfront developments will benefit the most, particularly as more and more residents move in to the area and spread the word about the

envious lifestyle Port Adelaide will offer.

The Air Warfare Destroyer contract will generate new jobs in the coming months, creating big demand for housing close to Osborne, located only five minutes from Edgewater.

Newport Quays spokesperson Todd Brown said the range of residences on offer at Edgewater is attracting a broad cross-section of buyers.

"The interest in the whole spectrum of housing options has been amazing," Mr Brown said.

"We've had a huge response from Port Adelaide and surrounding residents who not only love the character and ambience of the Port at the moment, but see the vision of Newport Quays.

People want that waterfront lifestyle with the freedom to enjoy restaurants, cafes, leisure activities and tourism attractions right on their doorstep."

Excitement and activity is already building around the Port with the first Edgewater residents expected to move in by mid-2007.

Edgewater is made up of 141 apartments and 61 villas situated on the western bank of the Port's Inner Harbour.

Newport Quays is being jointly developed by Urban Construct, Adelaide's leading developer and Multiplex Living, the residential division of the diversified Multiplex Group.

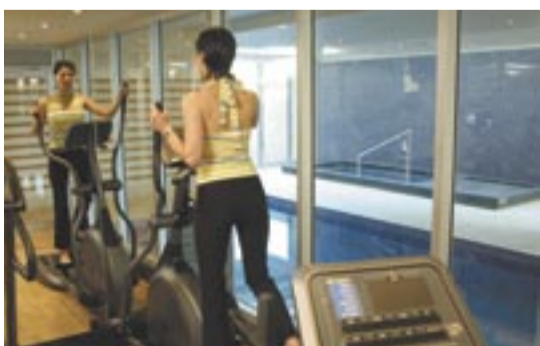
## TRANSFORMATION NOW UNDERWAY

With site works now officially underway at Edgewater, the pace of change of Port Adelaide's waterfront is hotting up and the transformation of Port Adelaide into a blue chip investment seems assured. As the picture (above right) shows, Edgewater's outline is taking shape and the site is ready for building works to commence. Over the next 16 or so months, there will be significant activity on the site. Onlookers will be able to see not only Edgewater's built form rise from the ground, but also the commencement of the 6km inter-precinct boardwalk that everyone will be able to enjoy.

Coinciding with the commencement of site works was the release of The Shores, Edgewater's final release. The Shores, which has already received huge interest has 46 one, two and three-bedroom apartments, a select number of marina berths, and is also home to the exclusive Edgewater Club, which includes a lap pool, spa, sauna and state-of-the-art gym for exclusive use by Edgewater residents.



Above - Construction now underway at the Newport Quays Edgewater site.  
Below - Artist's impression of how Edgewater will look when construction is complete.



# “I DIDN'T WANT TO MISS OUT”



Premier Home Loans SA Managing Director Theo Katsivas is excited about Newport Quays.

## Theo Katsivas simply didn't want to miss out on the exciting opportunities at Port Adelaide.

“There was a lot of demand during the buying process and a real sense of anticipation and excitement about the Port. People just want to be a part of it,” said Mr Katsivas.

Purchasing a three-bedroom waterfront villa, Mr Katsivas has bought for investment in the short term, but is open to the prospect of becoming a Newport Quays resident once the project is complete.

“Similar to other waterfront developments around Australia, when you start from scratch and plan well, you offer a great environment and community for people to become involved in,” said Mr Katsivas.

“I envisage Port Adelaide and Newport Quays to be a vibrant, exciting place in the years to come. The Adelaide lifestyle has been a well kept secret, but more and more people are realising what we have here and it's attracting our interstate neighbours.”

The outlook for Newport Quays will cater for a mixed age bracket. With the proposed retail, restaurant and leisure facilities, there will be plenty for everyone.

“There is no doubt we will continue to invest in Port Adelaide.”

# \$6 BILLION BOOST



The recently announced \$6 billion Air Warfare Destroyer contract will have a huge impact on Newport Quays and surrounding areas.

The contract will:

- Add at least \$250 million a year to South Australia's economic growth when fully operational
- Shape the State's naval ship building industry for the next 50 to 100 years
- Boost the State's economy by \$1.2 billion over the next 10 years (a direct \$574 million impact plus another \$609 million in spin-off benefits)
- Create an employment boost of up to 3,000 direct and indirect jobs when fully operational
- Be a major drawcard for skilled labour for local, interstate and overseas people
- Generate huge local business opportunities
- Be a catalyst for new housing, retail, investment and leisure activities



The Shores at Edgewater

# HARBOUR LIFESTYLE IN HIGH DEMAND

Excellent opportunities to get in on the ground floor at Edgewater still exist in what will no doubt be the benchmark for an enviable harbour lifestyle. Edgewater apartments start from \$269,900\*. Newport Quays offers the ultimate in apartment-style living on the water's edge with spacious one, two or three-bedroom designs complete with state-of-the-art features and appliances. Another feature of the Edgewater lifestyle is membership to the exclusive Edgewater Club boasting gymnasium, sauna, spa and the latest swimming facilities as well as other ongoing benefits only Edgewater residents will be eligible for. Experience with other developments has shown that buying early has provided significant growth opportunities and interested people are advised to act promptly in taking advantage of the apartments and penthouses still available.

*\*Accurate at time of printing.*



The Sails (above), and Park Villas at Edgewater





## MARINA BERTHS HOT PROPERTY

With less than 50 marina berths available, many purchasers of Edgewater villas and apartments have already taken advantage of the excellent growth potential marina berths offer.

Edgewater residents who have purchased a marina berth are set to reap the rewards of an enviable waterfront living lifestyle.

Residents can literally walk from their apartment or villa to their marina berths only metres away, so leaving your waterfront home has never been so easy. Residents will be able to motor up to surrounding cafés, restaurants and specialty shops.

It is proposed water taxis will be able to pick up and drop off passengers which in turn will offer Edgewater residents a lifestyle on the water like no other.

All berths at Edgewater marina have access to power and water.

## “I CAN’T WAIT TO MOVE IN”



Petra Tompkins can see the vision of a revitalised harbourfront.

The beauty with investing in real estate is it doesn't matter what your profession or qualification. So for Petra Tompkins, who at almost 50 has a resume as diverse as a bag of mixed lollies, there are few barriers to investing in Newport Quays.

A single mum for more than 20 years, Petra has used her experience to identify Port Adelaide as a fantastic investment opportunity.

“Seeing the vision for Port Adelaide – I wanted to buy into an area I believe will offer an enviable cosmopolitan lifestyle,” said Ms Tompkins.

“I’ve bought two apartments; one in The Shores and one in The Sails, with the idea to live in one and make the most of the views of the Port and beach from my balconies. Planning for retirement, part of the appeal of a Newport Quays apartment was not only the location, but low maintenance, security and the quality of fittings.”

Port Adelaide is somewhat of a family affair for Petra as her son has also purchased an apartment in The Sails, and her brother-in-law is redeveloping a building on St Vincent Street, incorporating a hotel and retail opportunities.

“Port Adelaide is a very exciting place, which can only get better.”

## MEDIA PREDICTS BOOM TIMES AHEAD FOR THE PORT



Hardly a week goes by when Port Adelaide is not mentioned in the media.

The initial opening of the state-of-the-art Newport Quays Sales and Information Centre last year was read about across the country and a close eye has been kept on the development ever since (left).

Exciting opportunities and future plans have flowed ever since the launch but it's important to note that continued interest in buying real estate in Port Adelaide isn't a new thing.

A study released in 2004 by the real estate monitoring organisation Australian Property Monitors (APM) found that Port Adelaide had recorded the biggest house price rise in Australia over the past decade.

Newport Quays spokesperson Todd Brown said Port Adelaide is an area with a lot of history and great charm, similar to Fremantle in Perth.

“The new development and infrastructure will really push Port Adelaide and surrounding suburbs along and will possibly do for the Port what the Heysen Tunnels have done for the Adelaide Hills region,” Mr Brown said.

The APM study showed Port Adelaide was metropolitan Adelaide's top-ranked suburb over 10 years with a 480.4 percent rise.

“These figures for Port Adelaide are not a flash in the pan,” said APM research director Louis Christopher in the Sunday Mail in 2005.

“Over the past decade a combination of development with strong demand has seen the area undergo a transformation from a working class suburb to something trendier.”

# FAST FACTS

- The project is the biggest of its kind in Australia and will see a complete transformation of the once working port into a world class mixed use waterfront precinct for people to live, work and play.
- Port Adelaide is one of the last ports in Australia to be redeveloped.
- Newport Quays is a \$1.5 billion project.
- As the waterfront's rejuvenation progresses, so to will the rejuvenation of the greater Port Adelaide area, reclaiming the rightful status as a world class destination for tourism, shopping and leisure.
- The first 400 Edgewater residents are expected to move in by mid-2007.
- The project aims to stimulate economic growth for the region by creating jobs, tourism, business and residential opportunities.
- Private and public marina berths and mooring facilities incorporated.
- More than \$9 million will be committed to public infrastructure such as promenade upgrades, public art and a pedestrian bridge.
- Approximately 50 hectares of currently under-utilised government owned land will be rejuvenated.
- 4,000 jobs to be created during construction with an additional 2,000 permanent jobs following its completion.
- 4,000 new residents are expected to occupy over 2,000 new dwellings
- Commercial development opportunities for waterfront dining and retail outlets.
- 6km boardwalk.
- The \$6 billion Air Warfare Destroyer contract will create a huge flow on effect in terms of creating demand for property.

## WATERSIDE DINING

**AROMA**  
CAFÉ



*Anthony Vartouli  
owner AROMA Café  
Port Adelaide*

The Quayside Café by Aroma is proving popular at the Newport Quays Sales and Information Centre with people from across the city taking advantage of the spectacular location.

Owner Anthony Vartouli says the café is becoming a destination for visitors to Port Adelaide, not just the Centre.

"There are few places where you can sit literally over the water having a coffee and watch dolphins and boats cruise past just metres away," says Mr Vartouli.

"The outside deck is a magic spot – there's so much happening around the place, people tend to linger here for ages.

"We're open midday-5pm Saturday and Sunday and serve great coffee and snacks. I couldn't think of a better place to be based all day!"



## INITIATIVES KICK OFF PORT REJUVENATION

The Port Centre Coordination Group (PCCG) is a joint initiative of the Land Management Corporation, the City of Port Adelaide Enfield and the Newport Quays Consortium.

These stakeholders will contribute \$9 million over ten years into developing co-ordinating and implementing strategies to rejuvenate Port Adelaide and create a vibrant commercial, cultural and visitor destination.

Already a number of projects have been given the nod including an emerging events program which included Voyage of Discovery – a weekend of celebrations culminating in The Lipson Street Party to commemorate 20 years since the launch of the One and All Sailing Ship. Flotilla for Kids was the biggest flotilla of themed and decorated vessels the Port River has seen for a long time and a free family carnival was held in Lighthouse Square. "Shopart" has also commenced. This is an art project designed to bring life to vacant retail frontages along St Vincent Street and Commercial Road with art displays by emerging local and metropolitan artists.

### Using a Place management approach the PCCG objectives include:

- Facilitate and coordinate private and public capital investment for the rejuvenation of the Port Centre
- Attract new business and strengthen and develop existing businesses
- Market and promote the Port Centre
- Community development and capacity building
- Infrastructure improvements
- Sustainability

### PLEASE REGISTER MY INTEREST IN NEWPORT QUAYS

TITLE \_\_\_\_\_ NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

STATE \_\_\_\_\_ POSTCODE \_\_\_\_\_

PHONE (W) \_\_\_\_\_ (H) \_\_\_\_\_ (M) \_\_\_\_\_

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PHONE 1300 100 700 FAX 1300 363 076

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#### PRICE RANGE

UP TO \$300,000

\$300,000 – \$500,000

\$500,000 – \$750,000

\$750,000 +

#### PURCHASING REQUIREMENTS

OWNER/OCCUPIER

INVESTMENT

1 BEDROOM

2 BEDROOM

3 BEDROOM

4 BEDROOM

MARINA BERTH

#### AGE:

-25

25 – 34

35 – 44

45 – 64

65+

#### PURCHASING:

IMMEDIATELY

3 – 6 MONTHS

6 – 12 MONTHS

12 MONTHS +

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