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Miscellaneous	
* Asterisks denote mandatory information	
Name of Announcer *	FRASER AND NEAVE, LIMITED
Company Registration No.	189800001R
Announcement submitted on behalf of	FRASER AND NEAVE, LIMITED
Announcement is submitted with respect to *	FRASER AND NEAVE, LIMITED
Announcement is submitted by *	Anthony Cheong Fook Seng
Designation *	Group Company Secretary
Date & Time of Broadcast	05-Apr-2011 18:18:36
Announcement No.	00151

>> Announcement Details
 The details of the announcement start here ...

Announcement Title *	Frasers Property Australia - Appointment of Joint Selling Agents for 'Queens Riverside' launching
Description	Fraser and Neave, Limited (the "Company) attaches, for information, a press release issued today by Frasers Property Australia Pty Ltd, a wholly-owned subsidiary of Frasers (Australia) Pte Ltd (held 75% by Frasers Centrepont Limited, a subsidiary of the Company).
Attachments	 Queens-Riverside-Release-5.4.11.pdf Total size = 96K (2048K size limit recommended)

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MEDIA RELEASE AUSTRALIA

Frasers Property Australia sales appointment 'Queens Riverside' launching soon

Perth – 5 April 2011 – Frasers Property Australia has appointed joint selling agents to its landmark Queens Riverside development at Adelaide Terrace in East Perth.

The first stage of the \$450 million development will be marketed jointly by Colliers International and Wayne Briggs Project Marketing.

Queens Riverside is located near the Causeway on the site of former Metrobus depot, bordered by Hay Street and Adelaide Terrace, close to the Swan River foreshore. The East Perth Redevelopment Authority has approved apartments and townhouses, commercial space, a new retail precinct and a luxurious apartment hotel for the site.

The first apartments to market are in the QIII (pronounced Q-three) building.

The concept master plan for Queens Riverside was by Jones Coulter Young Architects. The design of QIII is by Perth architect Bruce Robinson - who was also responsible for the design of the Raffles redevelopment.

At 26 storeys, QIII is architecturally bold with a distinctive identity, designed to embrace views of the Swan River, the City and the Darling Ranges.

Next door to QIII will be Fraser Suites Perth, the first Gold Standard serviced residences to be built in the area in more than 14 years, and the second serviced residence in Australia managed by international group, Frasers Hospitality Pte Ltd.

QIII offers 265 apartments of which 58 are 'dual key' apartments, a relatively new concept to the Perth market in which two dwellings share a common foyer, on a single title. This flexibility allows the owner to occupy one dwelling while earning income from the other, or to let out both dwellings, achieving rental income greater than an equivalent single-occupancy apartment.

Prices at QIII will range from \$340,000 for a studio apartment, with dual key apartments from \$595,000.

Colliers International spokesman Nick Di Lello recently inspected three landmark projects in Sydney undertaken by Frasers Property Australia, including the new \$2 billion 'Central Park' development which, like Queens Riverside, combines residential, retail, commercial and leisure components.

He believes Frasers will deliver a new standard of apartment living into the Perth market.

"There is no doubt about Frasers' commitment to quality, which is clearly demonstrated in the stunning sales suite for Queens Riverside on Adelaide Terrace," says Mr Di Lello.

"Anyone considering buying an apartment in Perth, regardless of the location, should visit that sales suite as part of their groundwork of buying a home," he says.



“The quality is simply outstanding. It’s great to have a new world-class apartment developer in Perth. As far as I’m concerned, it will be an education that Perth has long been waiting for in the apartment market.”

Joint selling agent Wayne Briggs agrees with the quality assessment and sees a range of new opportunities in the dual key offering.

“The dual key concept is unique to Queens Riverside,” he says. “It offers a real alternative for apartment buyers to reduce their mortgage payments or for investors to generate another income stream.

“We have seen a shift in the needs of buyers, where live-in grandparents are not uncommon, nor are adult ‘children’ living at home. Both these scenarios are ideal for the dual-key apartments, where privacy and proximity are combined into the one property.”

Mr Di Lello supports the view.

“Dual keys are a fantastic feature. It allows the buyer to invest in the present and the future. Buy a dual key apartment; live in the one-bedroom element and take advantage of your purchase in the present property market while you also look after your future wealth and achieve a rental for the single bedroom apartment next door.”

Janine Thomas of Wayne Briggs Project Marketing believes the strip of restaurants and cafes planned for Queens Riverside, to be known as Eat Street, will breathe new life into the precinct and will essentially become the heart of Queens Riverside.

“It will be a wonderful place to enjoy alfresco dining in Perth’s balmy evenings, or a morning coffee after a visit to the on-site gymnasium,” she says.

It also means residents will also have the option to be able to pop down to grab some take-away. This type of living is perfect for people with busy lifestyles.”

Frasers Property Australia chief executive officer Guy Pahor said “Queens Riverside demonstrates Frasers’ commitment to the Perth market, where we see good opportunities for growth within ‘urban villages’ which combine living, working and leisure.”

“We know from the success of our existing mixed-use projects that buyers are looking for high quality designs and genuine amenity, with strong growth potential,” he says.

“Queens Riverside certainly delivers on this wish list. We look forward to working with Colliers International and Wayne Briggs Project Marketing in this market.”

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About Frasers Property Australia

Frasers Property Australia (Frasers Property Australia Pty Ltd) is the Australasian division of Frasers Property, the international property arm of Frasers Centrepoint Limited. Frasers Property Australia is currently planning or developing a diversified portfolio of residential, commercial and retail properties. Current projects include 'Frasers Landing' residential subdivision in Mandurah, and 'Central Park', the Royal Rehabilitation Hospital site, 'Lumiere Residences' and 'Trio' in Sydney.

Frasers Centrepoint Limited, a leading property company based in Singapore, is an integrated real estate company with a global portfolio of residential, commercial and serviced apartment properties spanning 14 countries across Asia, Australasia, Europe and the Middle East.

Frasers Centrepoint Limited forms the property division of Fraser and Neave, Limited (F&N). Established in 1883, F&N is a leading Asia Pacific Consumer Group with expertise and prominent standing in the food & beverage, property and publishing & printing industries.

Leveraging its strengths in marketing and distribution; research and development; brands and financial management; as well as years of acquisition experience, F&N provides key resources and sets strategic directions for its subsidiary companies across all three industries.

Listed on the Singapore stock exchange, F&N ranks as one of the most established and successful companies in the region with an impressive array of renowned brands that enjoy strong market leadership. It has shareholders' funds of over S\$6 billion and total assets employed of over S\$13 billion. F&N is present in over 20 countries spanning Asia Pacific, Europe and the USA and employs about 17,000 people worldwide.

For more information on F&N, visit www.fraserandneave.com

For more information on Frasers Centrepoint Limited, visit www.fraserscentrepoint.com

For more information about Frasers Property Australia, visit www.frasersproperty.com.au