

ELM

STYLISH & CONTEMPORARY APARTMENTS
— A PLACE FOR EVERYTHING —



Discover the hip inner-urban charm of Brunswick West. The Grove is proud to introduce 'Elm' — Chic, contemporary apartment living in a vibrant community hub that offers a rich array of amenity, great proximity to the city, and a wealth of designer features.

THE
GROVE
By BlueEarth



Elm facade — Artist impression



BRUNSWICK WEST OVERVIEW

Apartments are the outstanding growth sector of the Melbourne property market, providing substantial returns on rental yields and capital gains. With significant population increases forecast and a trend towards densification of the inner suburbs, areas like Brunswick West have become prime investment targets.

Brunswick West has started undergoing rapid gentrification off the back of suburbs between Brunswick West and the CBD such as Carlton, Carlton North and Parkville being very tightly held and enjoying strong price growth in recent years. Masses of white collar residents are moving into Brunswick West which presents an affordable option only 4km's from Melbourne's CBD.

Brunswick West is the place to buy in Melbourne right now

GENTRIFICATION

Early signs of gentrification are evident in Brunswick West (a suburb of City of Moreland) with excellent bars, restaurants and cafes opening up in the area. This will pave the way for further gentrification in the short-term, by attracting young professionals based on the new and cool lifestyle offerings.

Brunswick West now has a very similar feel to Collingwood of three to four years ago, with a bars, cafés and restaurants popping up in volume. Collingwood has since enjoyed strong capital growth, with a capital growth rate of 16.52% in the past 12 months.

POPULATION GROWTH

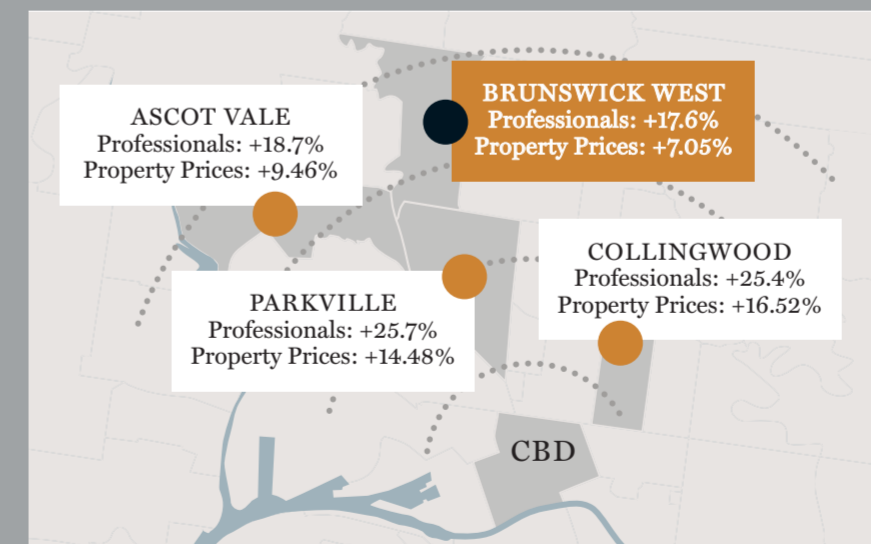
↑25%

The population in the City of Moreland is expected to grow by more than 25% or approx 47,000 people by the year 2026 (from 2011). This strong population growth will underpin capital growth over this period.

RIPPLE EFFECT

Brunswick West is gentrifying quickly, although in the early stages of this process. As gentrification increases so does capital growth, as demonstrated in other similar suburbs closer to the CBD. As each suburb gentrifies and property prices increase, buyers look to neighbouring suburbs creating a ripple effect. Brunswick West's property prices are yet to reflect the sharp increase in the number of professionals residing in the suburb. This would suggest strong capital growth is imminent.

Increase in Property Prices (past 12 months) ☞ Professionals



VACANCY RATE

1.8%

Brunswick West has an extremely low vacancy rate of only 1.8% which is lower than that of most other inner-city suburbs, and significantly lower than the vacancy rate for Melbourne CBD which is currently 4%.

EDUCATION

The Grove is only 12mins from University of Melbourne — One of the world's top ranked Universities.

Established in 1853, the University of Melbourne is the country's second oldest and ranked as its best. Nearby, the Royal Melbourne Institute of Technology (RMIT) dates back to 1887 and offers students a unique, unwallled campus experience in the heart of the CBD with a renowned blend of heritage buildings and striking contemporary architecture.

EMPLOYMENT

Professionals make excellent tenants

The population profile of Brunswick West perfectly lends itself to renting apartments. Over 50% of the population work in management or professional roles.

Occupation of employment

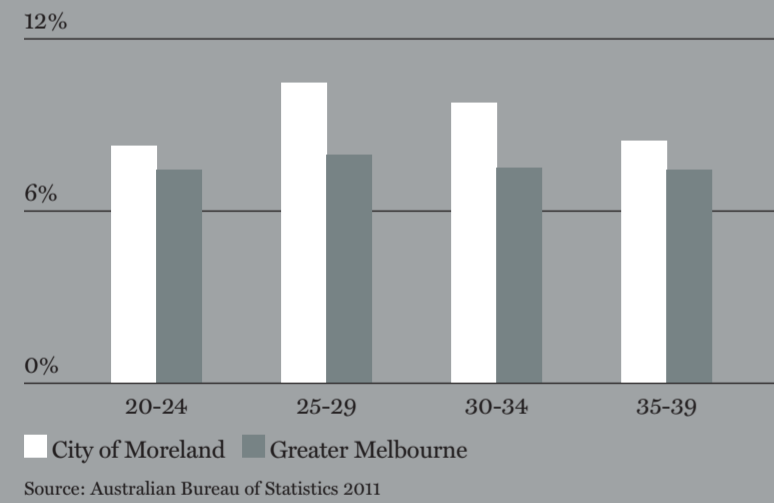


AGE

High concentration of potential renters

Approximately 40% of the population are aged between 20-39 — the most important age-group in renting apartments.

Age - 5 year age groups

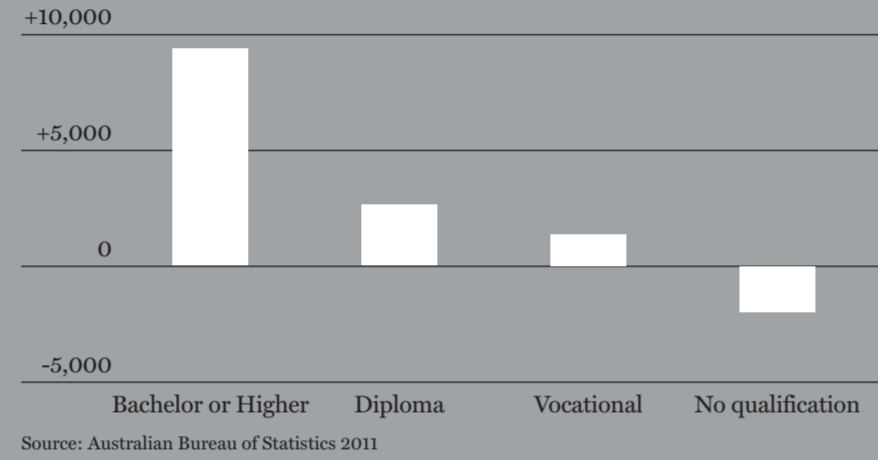


EDUCATION

Increased education attainment relates to higher income renters

The change in the number of people with a bachelor or higher degree in the City of Moreland has increased by almost 10,000 people between 2006 and 2011.

Change in highest qualification achieved

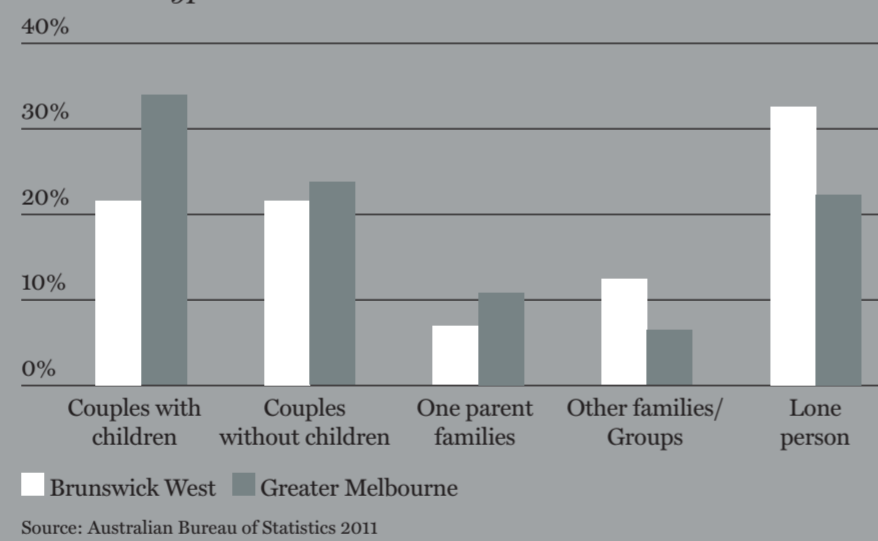


HOUSEHOLD TYPE

High concentration of single/lone person households

A significant proportion of the population are single, which is also the ideal demographic for renting apartments.

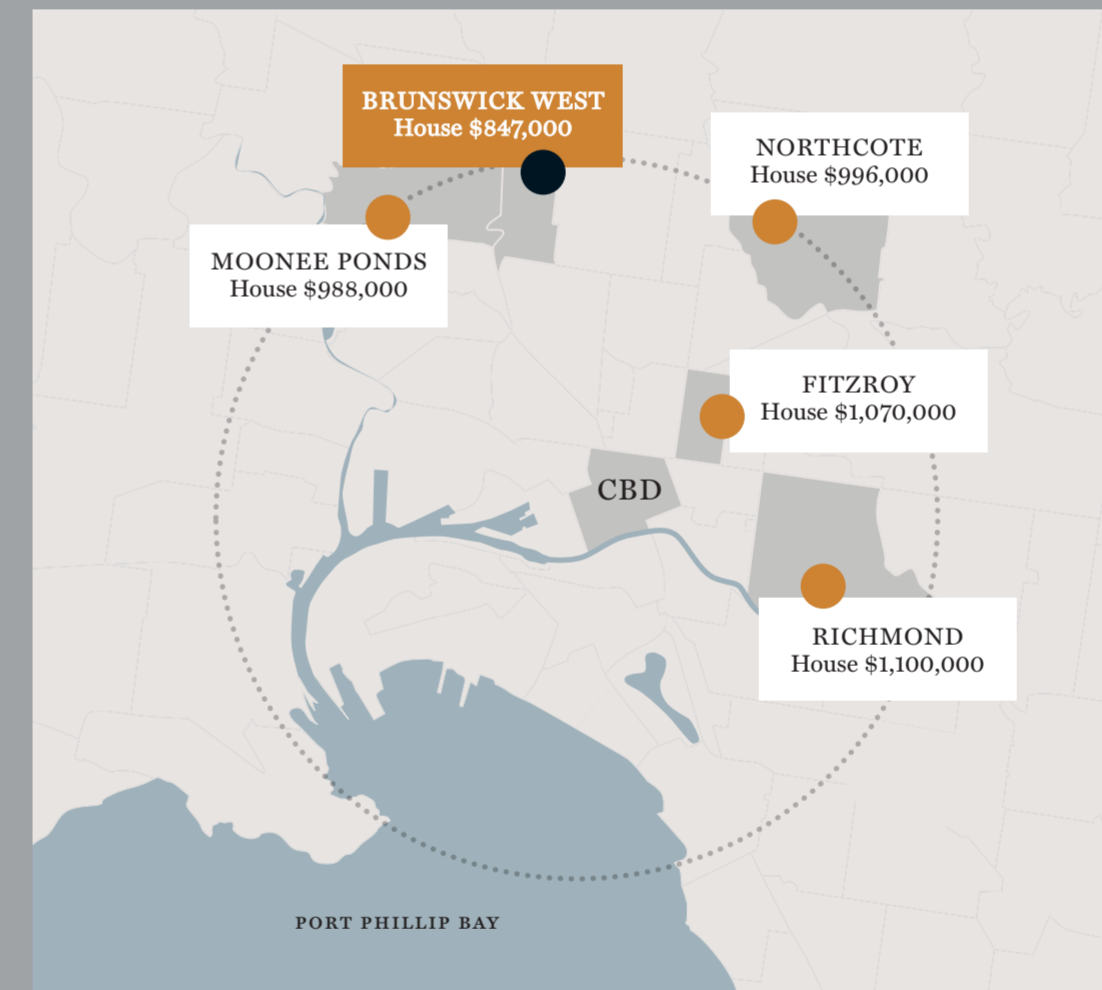
Household type



DELIVERING VALUE

Brunswick West represents excellent value in comparison to other similar Melbourne suburbs.

This is already underpinning strong price growth of 7.45% per annum (approx.) which is expected to continue moving forward. Below is the median price comparison of suburbs within similar distance from Melbourne's CBD.

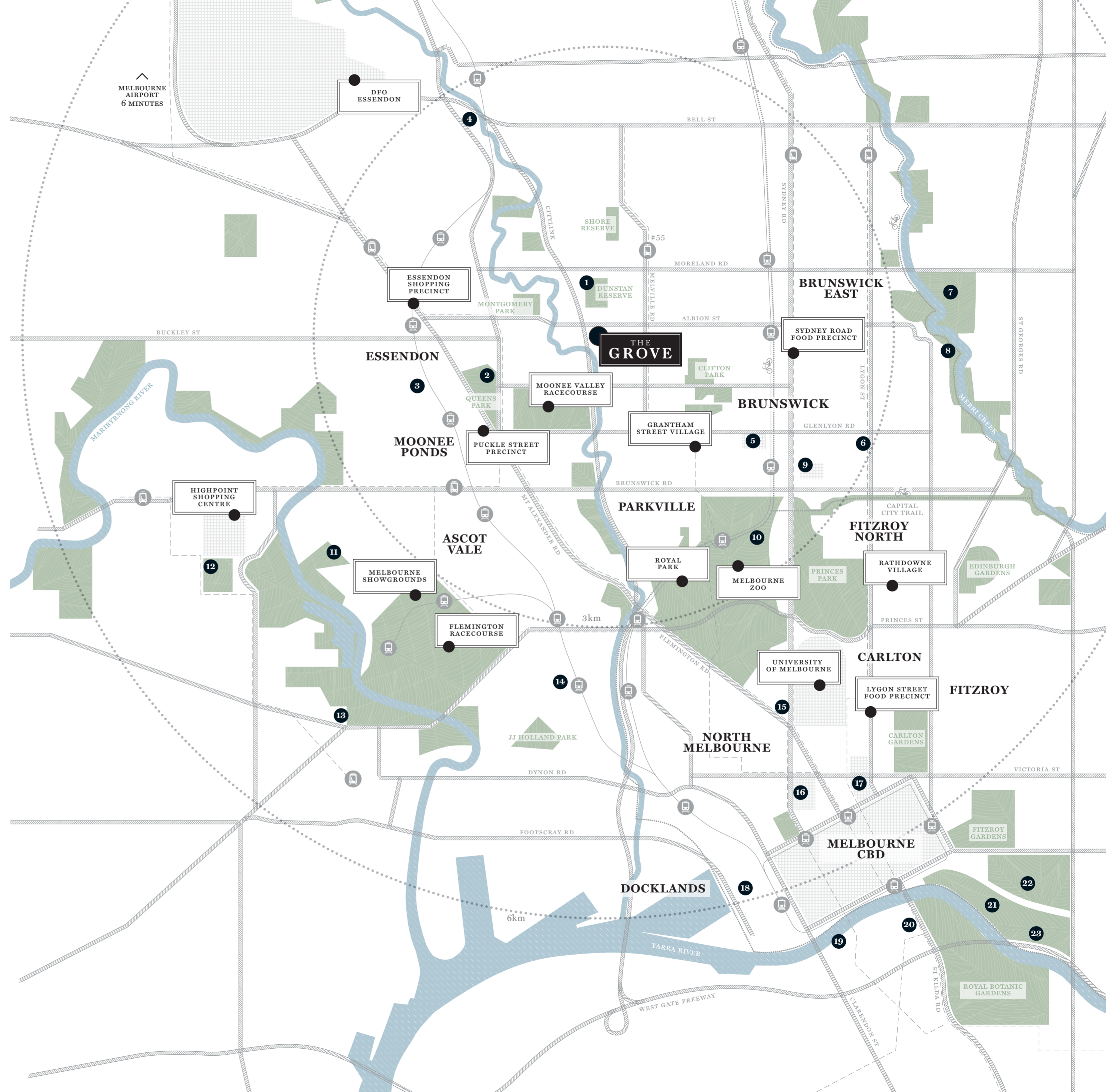


Long-renowned for its rich multicultural character, Brunswick West is fast becoming the inner city hot spot for young professionals, artists and university students, drawn to a vibrant lifestyle that embraces a hip cafe scene, dense shopping experience, and spectacular array of food offerings.

- | | |
|---|----------------------------------|
| 1 West Brunswick Community Garden & Food Forest | 12 Maribyrnong Aquatic Centre |
| 2 Queens Park Swimming Pool | 13 Victoria University Footscray |
| 3 Penleigh & Essendon Grammar School | 14 Kensington Village |
| 4 Strathmore Secondary College | 15 The Royal Melbourne Hospital |
| 5 RMIT University Brunswick | 16 Queen Victoria Market |
| 6 Lygon Street Food Precinct | 17 RMIT University |
| 7 Northcote Golf Club | 18 Etihad Stadium |
| 8 CERES Environment Park | 19 Crown Melbourne |
| 9 Barkly Square Shopping Centre | 20 National Gallery of Victoria |
| 10 Royal Park Golf Club | 21 Rod Laver Arena |
| 11 Riverside Golf Course | 22 MCG |
| | 23 AAMI Park |



THE LOCATION





UNIVERSITY OF
MELBOURNE 12mins

MELBOURNE
ZOO 8mins

MELBOURNE
CBD 10mins

RMIT
UNIVERSITY
12mins

GRANTHAM
STREET
VILLAGE 4mins

ROYAL PARK
7mins

DOCKLANDS
12mins

Just 6km from the CBD, The Grove puts you right in the heart of one of Melbourne's most dynamic urban precincts, with brilliant access to the city's immense variety of attractions,

superb public transport convenience, and a wealth of local attractions in every direction. Experience the quintessential Melbourne lifestyle with terrific

proximity to the city's signature entertainment, arts and sporting precincts, as well as gorgeous parklands, great coffee, and a local area brimming with some of the city's best restaurants and cafes.



ABOVE LEFT
MELBOURNE CBD
Dive into the world's most liveable city and explore an amazing smorgasbord of shops, galleries, theatres, restaurants and so much more.

10 MINS.

BELOW LEFT
MELBOURNE ZOO & ROYAL PARK
Take a leisurely stroll or a short tram ride straight through to the lush expanses of Royal Park and the magnificent Melbourne Zoo, open every day of the year.

8 MINS.

ABOVE RIGHT
UNIVERSITY OF MELBOURNE
Explore the spacious grounds and heritage architecture of one of the world's best tertiary institutions — Australia's top-ranked university.

12 MINS.

BELOW RIGHT
QUEENS PARK & POOL
Visit idyllic grounds, featuring spectacular sunken garden, rose garden, ornamental lake, and magnificent outdoor pool, popular with lap swimmers, families and children.

4 MINS.





**TOP LEFT
DOORSTEP**

Right around the corner, sample a delicious and creative cafe menu at Lolo & Wren, or try a fantastic Rude Boy burger. Pop into the IGA Supermarket for some essentials on your way home.

1 MIN.

**ABOVE LEFT
PARKS & GARDENS**

Make the most of the great outdoors. Walk the dog in nearby Dunstan Reserve or go for a run along the leafy banks of Moonee Ponds Creek.

3 MINS.

**TOP RIGHT
SYDNEY ROAD**

Whether you are looking for restaurants, cafes, bars, florists, bridal shops, fashion retailers or op shops, you will find anything and everything in one of the southern hemisphere's longest shopping strips.

4 MINS.

**ABOVE RIGHT
HELLENIC REPUBLIC**

Celebrity chef George Calombaris' exciting, contemporary take on the Greek taverna revisits plenty of classic favourites in a smart, stylish restaurant experience.

6 MINS.



THE GROVE OVERVIEW

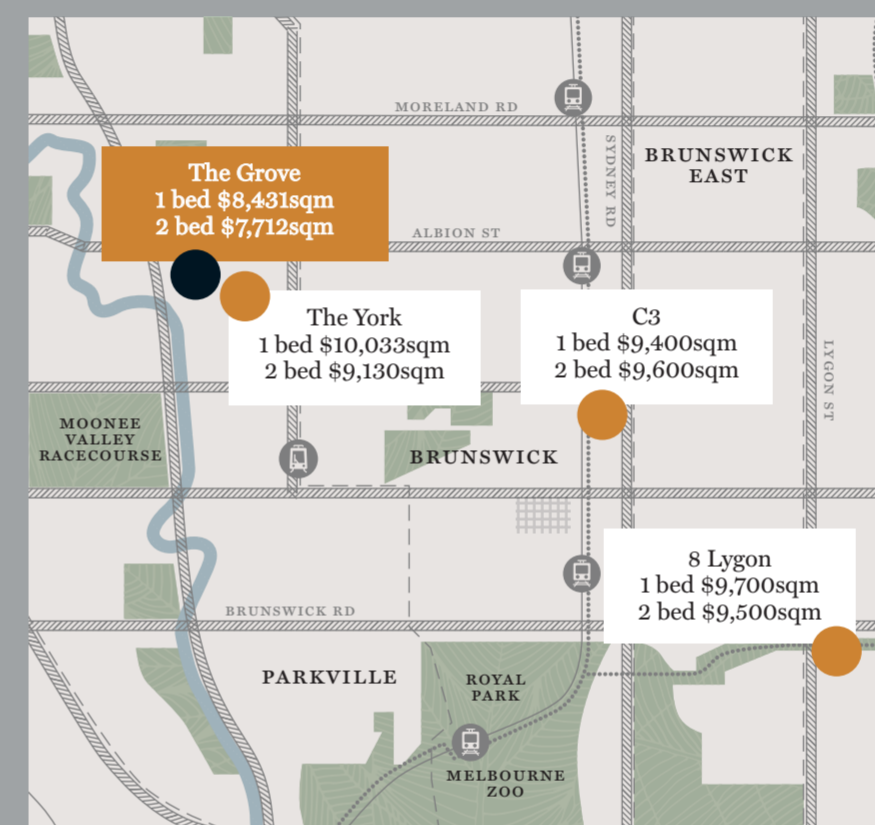
The Grove surpasses surrounding projects in value, amenity & style and is expected to outperform from both a rental & re-sale perspective.

OUTSTANDING VALUE

16.2%

Cheaper than a comparable and competing project

A clear stand-out from comparable products in the market, The Grove offers sensational value. For example, very similar apartments in nearby project The York are 16.2% more expensive.



GENTRIFICATION EFFECT — CASE STUDY

Apartments within The Grove are disproportionately cheap compared with similar product within comparable suburbs in similar locations to Brunswick West which are further gentrified. For example:

Table comparing The Grove and 107 Cambridge Collingwood with columns for Typical 1 Bedroom + Study, Internal size, and Price.

This demonstrates The Grove to be 17% cheaper than a very similar apartment in a comparable project. This affordability and value would suggest that buying now will be buying ahead of the curve, where stronger than average price growth could be expected in the short to medium term.

PRICE GROWTH

7.45%

Brunswick West represents excellent value in comparison to other suburbs of equal proximity to the Melbourne CBD, already underpinned by strong price growth of 7.45% per annum (approx.) which is expected to continue.

SECURE INVESTMENT RETURN

11.7%

Rental yield for apartments in Brunswick West averages 4.25% p.a. Combined with strong average capital growth of 7.45%, this results in a strong return on investment averaging 11.7% per annum.

RENTAL YIELDS

With the most extensive amenity of any project in Brunswick West and surrounds, The Grove is extremely well-positioned to attract and retain good quality tenants at higher yields.



THE RESIDENCES

Designed by award-winning MAP Architecture, 'Elm' showcases a philosophy of exceptional design that integrates stylish good looks, spacial harmony and a wealth of practical solutions for everyday living.

Step inside The Grove precinct and discover a lifestyle hub that invokes a true community spirit with a range of superb amenities in a vibrant village atmosphere.

Gorgeous interiors by the highly regarded Adele Bates Design Studio have been designed with 'A place for everything' creating apartments superior in both style and functionality. Elm's spectacular 1 & 2 bedroom residences reflect an holistic design vision with a passion for individuality and carefully considered detail — inviting you to immerse yourself in the warmth and ambience of natural materials, like engineered timber floors and stone benchtops and mirrored splashbacks.



If you've ever lived with inadequate storage, *'A place for everything'* could be the four sweetest words you will hear. Ample, properly integrated

storage design is far more than just cupboard space. It's about freeing up living space for... well, living. It's about structuring your life in a way that doesn't

just clean up the clutter, but energises your activities. Prepare meals in a kitchen where utensils and ingredients are easily available and intuitively

accessed. Enjoy those once-a-year occasions because you know just where the Christmas lights are, or the birthday candles, or the camping gear.



Bathrooms demand a place for everything more than most parts of your home. Elm extends its integrated storage

philosophy into this most critical of spaces, combining clever design with a palette of beautiful finishes and exquisite

details. Superbly engineered joinery delivers both a luxurious appearance and robust, long-lasting functionality.











Wintergarden – Artist impression



THE LIFESTYLE

Welcome to contemporary apartment living that extends your daily life into a multitude of interior and exterior spaces that add a whole new dimension to your mornings, weekends, days working from home, time for relaxing, time spent with friends, family, or just hanging out by yourself.

The Grove invites Elm residents to experience a lifestyle that dovetails your activities into a seamless whole, where you can move with complete convenience from a daily health regime to full business mode, from your favourite coffee spot to lunch with friends.

Make the most of spectacularly landscaped grounds that offer quiet leafy corners to relax in, or a heap of fun leisure activities in a resort-like atmosphere you can enjoy every day.

At your fingertips



CAFE
Slip downstairs for a great coffee or delicious snack and love the local feeling of your own onsite cafe.



OUTDOOR KITCHEN & DINING
Break out the special marinade, the ice bucket, the long-handled tongs, and prepare to whip up a feast. The weekend is calling.



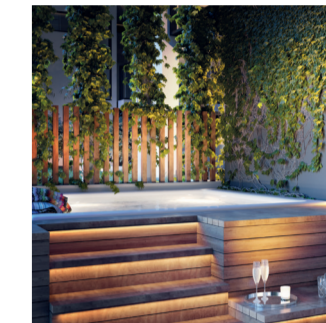
PRIVATE LOUNGE & DINING ROOM
Ideal for celebrating a special occasion, or just kicking up your heels with a fancy cocktail party, entertain in sumptuous style.



BUSINESS CENTRE
Your work from home can be streamlined, professional, and very efficient with access to this exclusive business centre.



HEALTH CLUB
De-stress, kick start that fitness regime, or just get your day moving with the sensational convenience of fully equipped facilities right on your doorstep.



SPA
Whether you are relaxing or recovering, nourish mind, body and spirit in a beautifully landscaped setting.



BOCCE COURT
Perfect for a lazy Saturday, discover the addictive appeal of the game Italians have been playing since Roman times.



TABLE TENNIS
Some call it a bit of fun with friends, others take it very seriously indeed. Whatever you call it, it's time to start working on your spin backhand.



Cafe — Artist impression



Outdoor kitchen & dining — Artist impression









DEVELOPER — BLUE EARTH GROUP

Blue Earth Group property development company has specialised in exceptional apartment projects for more than 20 years. On a remarkable journey from the construction of a single dwelling in 1990 to the compilation of today's \$1 billion project portfolio, excellence has remained a constant — along with an enduring allegiance to quality and design. The firm is committed to thinking imaginatively, treating challenges as opportunities and embracing creativity in every sphere of activity. This abiding passion has received widespread recognition and made a lasting contribution to the built environment.



THE MAKERS



Clockwise from top: United Richmond; The International Southbank, Gravity Tower

South Melbourne; Botanica Balwyn rooftop garden; and Rima Brunswick East



Clockwise from top: MAP Architecture — Islington Silos Collingwood; Parc Vue Bundoora Park;

Adele Bates Design — Casa Del Mar Mordialloc; Wills Place Melbourne; and The Cotham Kew

**ARCHITECT —
MAP ARCHITECTURE**

MAP Architecture's designs intertwine imagination and thoughtfulness with functionality and efficiency, always maintaining a point of difference. Each project is distinctive and extends the boundaries of architecture within a commercial reality, never compromising on innovation and longevity. The practice's brand of bold, cutting-edge design relies as much on intuition and insight as it does on cultivating long-term partnerships with clients. Since its inception in 1999, MAP has become a team of 20 experienced, educated and creatively minded staff with a myriad of ideas that meld together to produce a well-balanced whole.



**INTERIOR DESIGN —
ADELE BATES DESIGN**

With extensive industry experience and knowledge the company principle, Adele Bates, is recognised for her passion and innovation by her clients and industry peers. Adele collaborates with artists, architects, marketing departments and graphic designers and believes that the contribution of each discipline is paramount to the success of a project. The company's portfolio is extensive, specialising in residential, multi-residential, hospitality, retail, and commercial projects. Each project represents the synthesis of aesthetic sensibility and practical objectives. With a holistic approach, all aspects of a project are considered from space planning to the most intimate of bespoke details.



**PROJECT SALES —
360 PROPERTY GROUP**

Australia's leading full-service, residential development sales and marketing agency, 360 Property Group capitalises on over 30 years experience and is responsible for over 15,000 residential apartment sales to date. 360 Property Group's outstanding reputation has been built on providing expert management on projects from start to finish, delivering to its clients a comprehensive service unmatched in the industry. With a thorough, sophisticated understanding of the sector and its markets, 360 Property Group understands the true meaning of getting a residential product right.



ELM



DISPLAY SUITE
1-5 OLIVE YORK WAY BRUNSWICK WEST
MELBOURNE 3055 AUSTRALIA

TheGroveResidences.com.au



By BLUE EARTH GROUP

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