





THE  
**INTERNATIONAL**  
MELBOURNE



By BLUE EARTH GROUP





A bright new star on Melbourne’s skyline — a cosmopolitan location



Architecture that delivers lifestyle quality — signature sophistication



Exclusive residents’ club — perfect for relaxing or entertaining



Light, innovative, contemporary spaces — meticulously designed



An international destination — overflowing with lifestyle amenity



Invest in the world’s most liveable city — a prime opportunity

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# 1

## OVERVIEW

Discover the ultimate urban lifestyle with spectacular luxury apartments, a glamorous landmark building, and an unbeatable location that is the jewel in the crown of Melbourne's waterfront district.





THE  
INTERNATIONAL





Dive into the vibrant urban experience of one of the world's great cities — from your luxury, hotel-style apartment, immerse yourself in the neverending pulse of bustling daily activity and swirling night life. Take in amazing views across city streets, people on the move, excitement, action, and an endless list of things to see and do. The International Melbourne invites you to taste New York living in the heart of a booming, 24/7 cosmopolitan city, brimming with charismatic neighbourhoods, iconic streets, and layers and layers of cultural life that offer a feast of dining, theatre, arts, sporting, and outdoor attractions.



Slender and striking, The International leaps straight out of Manhattan and up into the Melbourne skyline with a memorable presence that offers vertical living at its finest with breathtaking panoramic views of the world's most liveable city.

A richly layered architectural design presents a remarkable facade of staggered rectilinear modules made up of winter gardens and balconies in different combinations, creating a geometry that celebrates human scale elements within a unified, overall composition.

Imposing facades along adjoining boundaries contrast strip textures, vertical windows and horizontal lines to highlight a visual connection to the building's signature module pattern and reflect the linear dynamics of the surrounding city.

Take advantage of the boutique hotel-style facilities of 'The International Club' on the spectacular podium, featuring superb landscaping, outdoor spa, fully equipped cinema, opulent private dining room, lounge with fireplace, Teppanyaki grill and barbecue area.





# 2

## THE BUILDING

Come home to iconic  
apartment living that delivers  
true Melbourne architectural style  
and exquisite design detail.







A new experience of inner city glamour beckons with extraordinary architecture, superb luxury, and spellbinding views as you watch the sun set over Port Phillip Bay and the green expanses of Albert Park.



Take your place in the centre of Australia's cultural capital with views of the Melbourne CBD that are simply stunning. Step from the stimulus and exhilaration of the streets into the tranquil welcome of your own hotel-style lobby, where marble floor tiles and columns, smoked mirror finishes to the walls, residents' lounges and a magnificent bronze concierge desk evoke an atmosphere of luxury and timeless sophistication.













# 3

## THE CLUB

Whether you are entertaining friends, working from home, or stopping by at the end of the day, find the perfect space to relax in the residents-only 'International Club'.





Entertain in superb style — enjoy an incredible range of leisure activities any time of day with stunning indoor & outdoor areas, gloriously landscaped high above the city streets on the exclusive Level 9 Podium. The club’s beautifully appointed, elegant Private Dining Room provides the ideal location for a celebratory feast, a formal function, or a weekend get together – and provides plenty of options for after dinner drinks in front of the fireplace of a comfortable adjoining lounge or under the stars at the outdoor spa.

Large terraces invite you outdoors to dine alfresco or relax with a drink or a book or a morning cup of coffee – and a number of sliding screens allow you to create a personal, reserved space for you and your guests.

Settle in to the plush comfort of the Club Cinema and catch up on the latest blockbuster, or invite your friends for a Saturday afternoon barbecue & Teppanyaki Grill.

THE  
INTERNATIONAL  
CLUB

























# 4

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## THE RESIDENCES

Contemporary light-filled spaces welcome you with a gentle ambience and relaxed, stylish luxury.







Step inside a home awash with the warmth and tranquility of abundant natural light. Let your days unfold before astonishing vistas that open the city's landscape to your living space, as it evolves from soft mornings and golden sun-kissed afternoons to sparkling night light panoramas. Discover the attention to detail that comes with the finest of

contemporary design. A handsome black & white palette combines with elegant timber highlights and superb finishes to create interiors that demonstrate exquisite quality throughout. Gourmet kitchens feature European appliances. Bathrooms are replete with chic design elements that deliver a perfect blend of functionality and understated good looks.













# 5

## THE NEIGHBOURHOOD

Spectacularly positioned  
on the edge of Melbourne's CDB  
and surrounded by the best of a  
vibrant international city.





Just a few minutes' walk from a range of superb attractions on the banks of the Yarra, enjoy the world-class restaurants, shopping, and gaming of the Crown Casino and Entertainment Complex, or stroll over to the bars, cafes and designer stores of Southgate.

From its famous laneways and hidden bars, to its legendary live music venues, incredible theatres and restaurants, galleries and museums, the Melbourne CBD is a treasure trove that simply gets more extraordinary the better you get to know it.

For a genuinely local village atmosphere, there's nowhere better than South Melbourne. Home to the 150 year old South Melbourne Market, its historic architecture and cobbled laneways provide the perfect setting for an eclectic potpourri of foods, fashion, and designer homewares.

With the Yarra as your guide, make your way to any number of Melbourne's best parks and gardens. Perfect for a morning run, a picnic lunch or a quiet snooze beneath the paper, the Queen Victoria and Alexandra Gardens, Birrarung Marr and iconic Royal Botanic Gardens are all close by.







Entertainment options are a short walk in every direction – from cinemas, bowling, and theatre at Crown, to the nearby Malthouse Theatre and acclaimed Recital Centre, the Melbourne Exhibition Centre, and the outstanding venues of the Arts Centre precinct.

Melbourne offers one of the most exotic dining scenes in the world and for the dedicated restaurant goer, a dizzying array of cuisine choices awaits. From the Red Emperor to the Ponyfish Island Cafe, Rockpool Bar And Grill to Sake Restaurant, it's a case of seek and ye shall most definitely find.

Dive into a wealth of shopping favourites. Choose from an incredible array of luxury brands such as Louis Vuitton, Prada & Burberry, all just a short stroll from your front door in the Crown complex. Take advantage of Southgate's great range of retail and quality services. Or spend an afternoon exploring the CBD's elegant arcades, specialist one-off boutiques, and major stores like Emporium Melbourne and QV.





Luxury shopping —600m



Albert Park Golf Course —1.6km



Crown Casino —350m



Arts Precinct —1.2km



Southgate Precinct —900m





CBD —700m



Yarra River —450m



Southgate restaurants & cafes —1km



Royal Botanic Gardens —1.3km



Melbourne's outstanding educational reputation is built on long established traditions and an exemplary collection of spectacular grounds in and around the city centre — The International puts you in perfect proximity to two of Australia's finest universities.

Established in 1853, the University of Melbourne is the country's second oldest, ranked as its best, and one of the world's leading tertiary institutions.

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.

Many of the city's most renowned schools are close by, including the highly esteemed Wesley College, MacRobertson Girls High School, and Melbourne Grammar – and a comprehensive network of educational services offers students unequalled support. Extensive science and technology facilities combine with the State Library of Victoria's major research resources to provide the very best education Melbourne has to offer.



University of Melbourne – 12mins  
One of the world's top ranked Universities



Melbourne Grammar – 8mins



RMIT University – 10mins



An aerial photograph of Melbourne, Australia, showing a mix of urban development and green space. On the left, a dense cluster of modern and older buildings is visible. To the right, a large, lush green park (Fitzroy Gardens) dominates the landscape, featuring numerous trees, some with yellow autumn foliage, and winding paths. A road with traffic runs along the bottom of the image. The overall scene is captured from a high angle, providing a comprehensive view of the city's layout and its integration with nature.

# 6

INVESTMENT & TEAM  
Melbourne offers a blue-chip  
investment environment and  
The International is brought to  
you by a team that deliver.



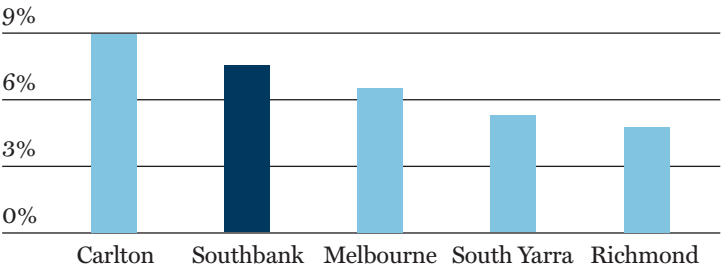


# Top reasons to invest in Southbank

## #1 — RENTAL YIELDS

### 1 Bedroom apartments

Top 5 Melbourne suburbs gross rental yield



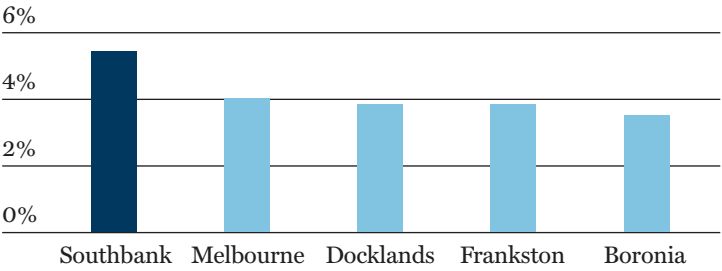
Source: REIV. As at December 2014

7.6%

Gross rental yield for a Southbank 1 bedroom apartment

### 2 Bedroom apartments

Top 5 Melbourne suburbs gross rental yield



Source: REIV. As at December 2014

5.3%

Gross rental yield for a Southbank 2 bedroom apartment

6.45%

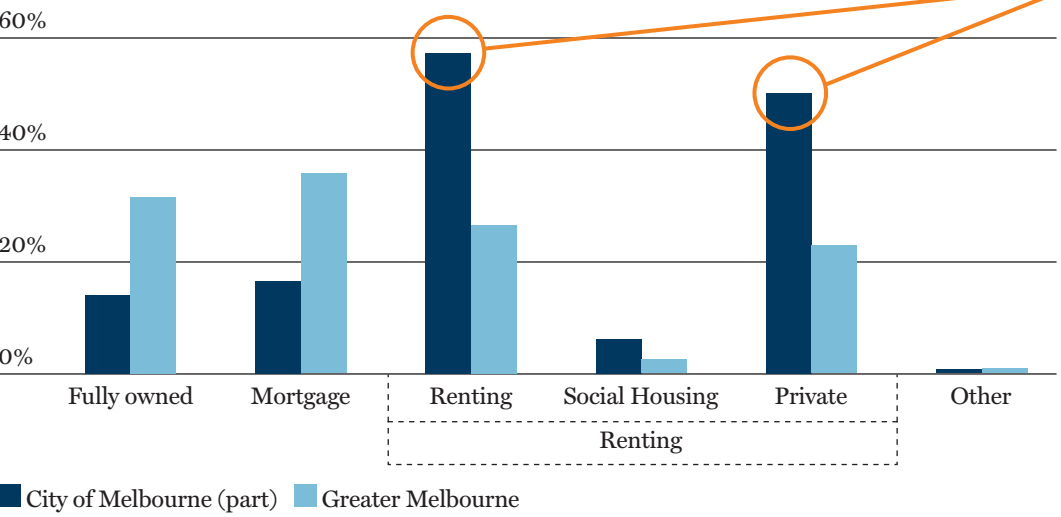
Southbank has the highest rental yields in Victoria with an average of 6.45% (one bedroom 7.6% and two bedroom 5.3%).

Source: REIV. As at December 2014

## #2 — HOUSING TENURE

Almost 60% of the population of the City of Melbourne (Southbank) are renting which suggests extremely strong demand for rental properties within the area.

### Housing tenure

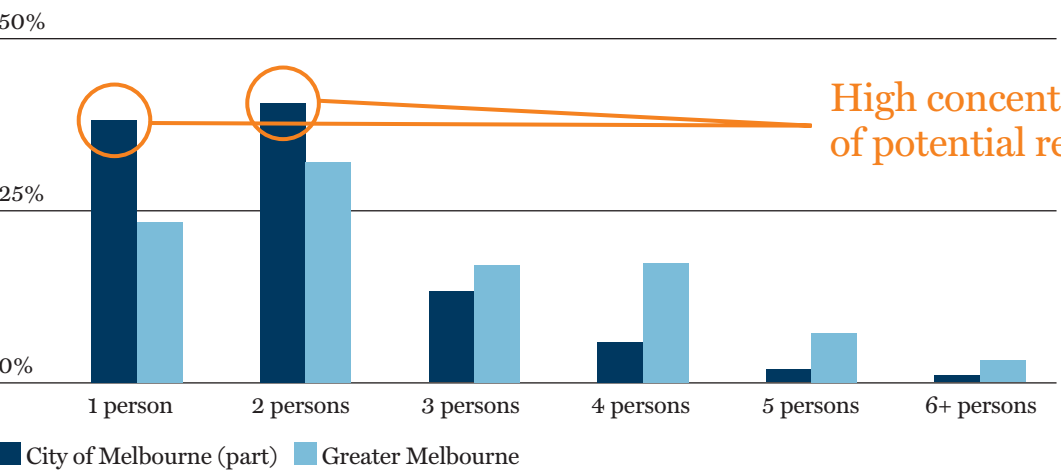


Source: Australian Bureau of Statistics 2011

## #3 — HOUSEHOLD SIZE

In 2011, 38% of households in the City of Melbourne (part) contained only one person, compared with 23% in Greater Melbourne, with the most dominant household size being 2 persons per household. This is the ideal target market for apartment accommodation.

### Household size



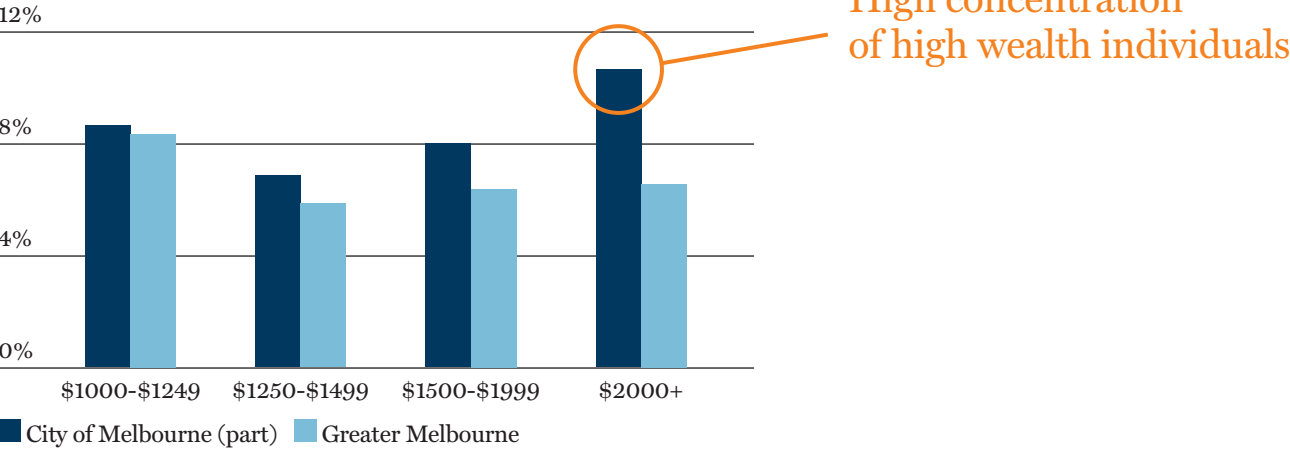
Source: Australian Bureau of Statistics 2011



#4 — INDIVIDUAL INCOME

The population of Southbank has a median individual income significantly higher than that of greater Melbourne suggesting greater rental affordability.

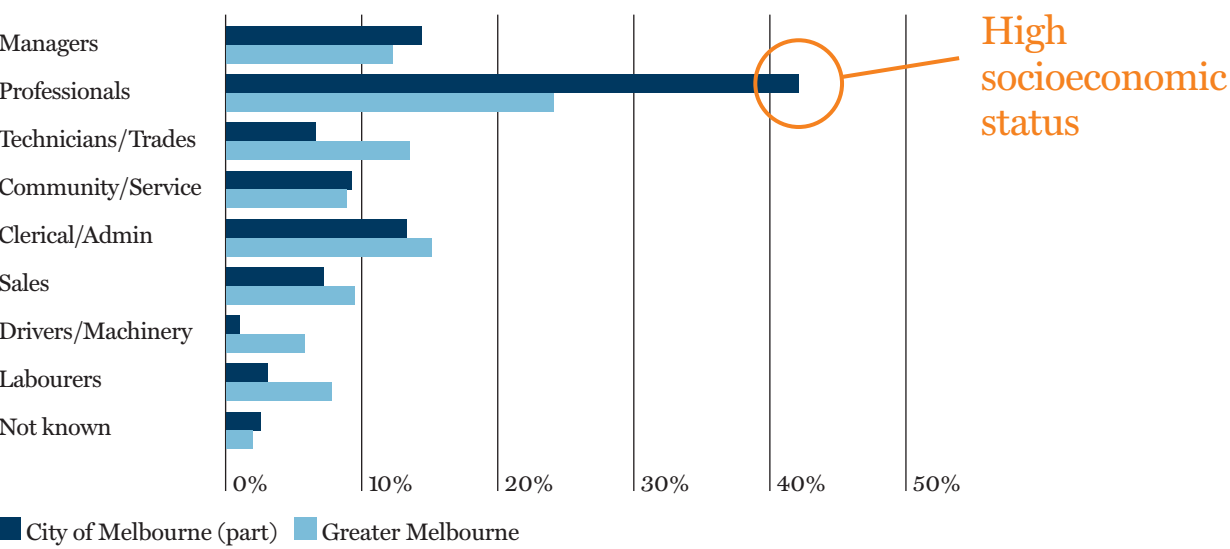
Individual Weekly gross income



#5 — EMPLOYMENT BY OCCUPATION

White collar population – Almost 60% of the working population work in managerial or professional positions, plus an additional 20% work in clerical and sales based roles, making Southbank a very ‘white collar’ suburb. This would suggest that investment properties within the suburb will attract quality tenants.

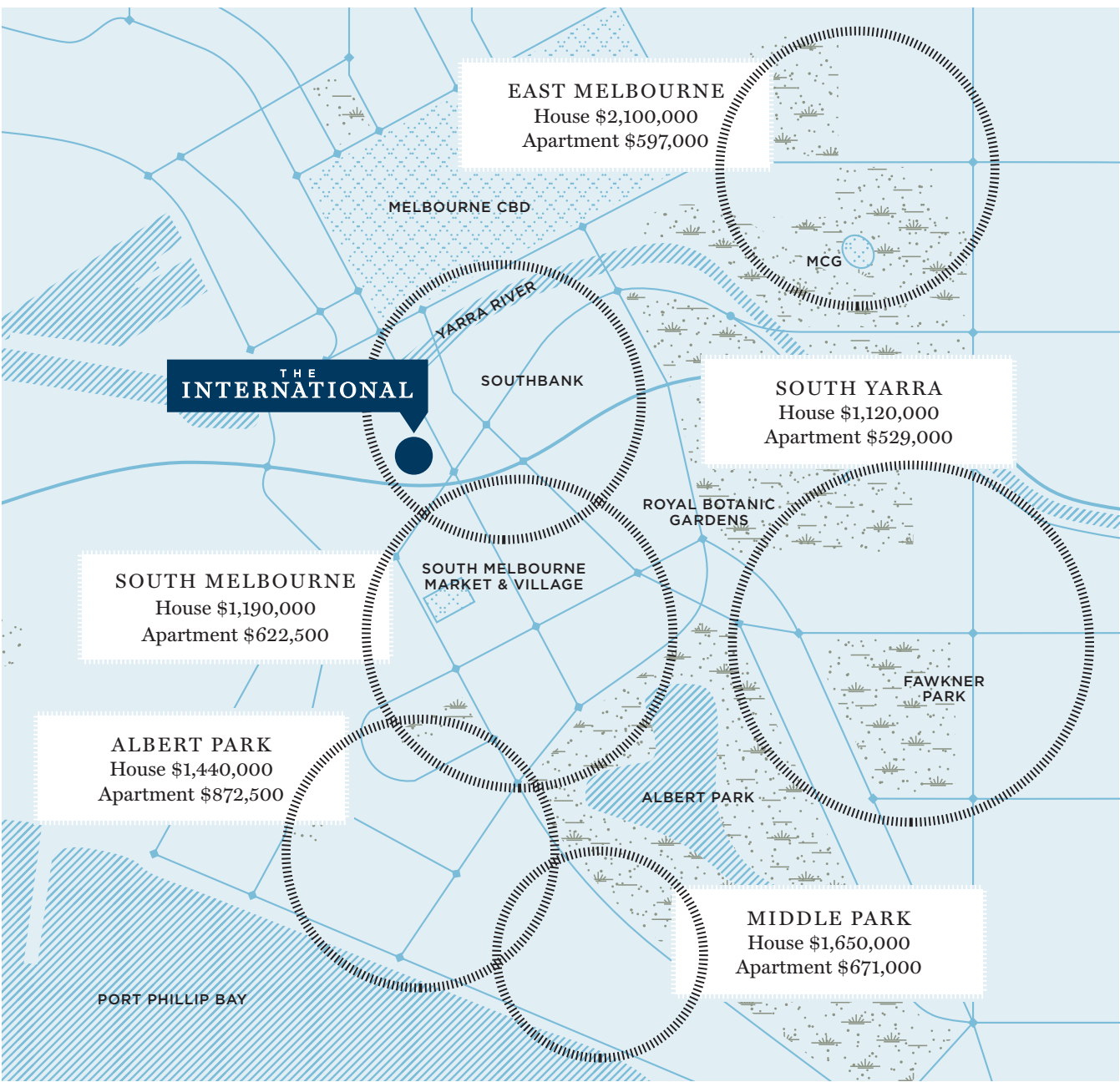
Occupation of employment



#6 — AFFORDABILITY

Southbank sits within the most expensive area of Melbourne with surrounding suburbs having some of the highest median prices in Victoria.

Median Prices







Clockwise from top: Islington Silos Collingwood;  
Botanica Balwyn rooftop garden; Gravity Tower South Melbourne;  
Joulia Brunswick East; Northwood Fitzroy North whiskey lounge

TEAM — DEVELOPER  
BLUE EARTH GROUP

Blue Earth Group property development company has been specialising 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, most importantly, made a lasting contribution to the built environment.





TEAM — ARCHITECT

CARABOTT HOLT  
TURCINOV

Design-focused and multi-disciplinary, CHT Architects offers services in both architecture and interior design. A range of multi-residential projects, including luxury apartment developments, have placed the practice at the forefront of the industry. Based in Melbourne, with projects both local and interstate, the firm's work consists of high-quality, distinctive buildings and spaces that respond to the aspirations of modern Australian life. CHT creates environments that enrich people's lives and inspire a true sense of belonging.

CARABOTT  
HOLT  
TURCINOV

TEAM — 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.



Clockwise from top left: Metrowest Sunshine; Darling Street South Yarra; The Maze Apartments Richmond; Leveson Street North Melbourne





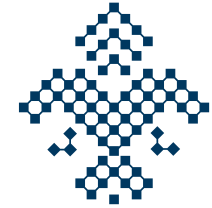




*By* BLUE EARTH GROUP

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All images, views, diagrams, research and analysis are indicative or artists' impressions only. Dimensions, areas, fittings, specifications, landscape and paved areas are indicative and subject to change without notice. Furniture and whitegoods are not included in the price. Purchasers should check the plans and specifications included in the terms of the contract of sale carefully prior to signing the contract.



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