




# HARVEST

APARTMENTS

SOUTH MELBOURNE VILLAGE





SAVOUR EVERY  
MOMENT OF LIFE IN  
SOUTH MELBOURNE  
VILLAGE



# LOCALLY GROWN

HARVEST IS SITUATED AT THE HEART OF AMENITIES GALORE. SOUTH MELBOURNE MARKET IS ON YOUR DOORSTEP AND THE CITY IS 1KM AWAY BY TRAM OR TRAIN. MELBOURNE'S WORLD CLASS ARTS PRECINCT AND BEAUTIFUL PORT PHILLIP BAY ARE EQUALLY CLOSE, PLUS SPORTING VENUES, GARDENS AND PARKLAND IN EVERY DIRECTION.



## HARVEST APARTMENTS

- 01** ETIHAD STADIUM
- 02** MELBOURNE EXHIBITION CENTRE
- 03** CROWN ENTERTAINMENT COMPLEX
- 04** FEDERATION SQUARE
- 05** THE ARTS CENTRE
- 06** NATIONAL GALLERY OF VICTORIA
- 07** AUSTRALIAN CENTRE FOR CONTEMPORARY ART
- 08** MELBOURNE CRICKET GROUND
- 09** ROD LAVER ARENA
- 10** HISENSE ARENA
- 11** AAMI PARK
- 12** MELBOURNE GRAMMAR
- 13** MAC ROBINSON GIRLS HIGH SCHOOL
- 14** BOB JANE STADIUM
- 15** MELBOURNE SPORTS & AQUATIC CENTRE
- 16** ALBERT PARK DRIVING RANGE
- 17** ALFRED HOSPITAL
- 18** WESLEY COLLEGE

# HIDDEN DELIGHTS

SETTLE INTO ONE OF THE SECRET SPOTS THAT ONLY YOUR FRIENDS AND NEIGHBOURS KNOW. THERE'S ALWAYS SOME VIBRANT NEW BAR, BOUTIQUE OR GALLERY CALIBRATED TO LOCAL TASTES, PLUS FAVOURITES LONG PART OF THE FABRIC OF VILLAGE LIFE. FROM SPACIOUS CAFES TUCKED AWAY ON BACK STREET CORNERS, TO OTHERS WITH GOURMET AWARDS TO THEIR NAME THAT ARE LIVELY DAY AND NIGHT.



## HARVEST APARTMENTS

- 01** DIMATTINA COFFEE
- 02** DEADMAN ESPRESSO
- 03** ST GEORGE BANK
- 04** THE CLARENDON HOTEL
- 05** ST ALI
- 06** RELISH CAFE
- 07** GOLDEN GATE HOTEL
- 08** GAS EATERY & SUPPLIES
- 09** COVENTRY BOOKSTORE
- 10** COLES SUPERMARKET
- 11** NAB
- 12** KIKKI K
- 13** COFFEE CLUB
- 14** DYMCKS
- 15** IN FULL BLOOM
- 16** MAX BRENNER
- 17** CLARENDON ST MEATS
- 18** WASABI JAPANESE
- 19** TOP END BARBER
- 20** THE MUSIC PLACE
- 21** HONEY BAR
- 22** WATER RAT
- 23** RAILWAY HOTEL
- 24** IZZI & POPO
- 25** GEORGE HOTEL
- 26** NEST HOMEWARES
- 27** MOTEL NIGHTCLUB











**VILLAGE TREATS** A WEALTH OF EVERYTHING WONDERFUL SURROUNDS YOU. STEP OUT TO SHOP FOR FRESH FOOD IN SOUTH MELBOURNE'S FAMOUS MARKET. BROWSE BOOKSHOPS AND BOUTIQUE HOMEWARE STORES ON BUSTLING CLARENDON AND COVENTRY STREETS. EMBRACE NATURE WITH A BRISK WALK AROUND ALBERT PARK LAKE, OR ONE OF THE MANY OTHER PARKS AND GARDENS THAT FRINGE YOUR NEIGHBOURHOOD.

CLOCKWISE FROM TOP LEFT: COVENTRY BOOKSTORE, ROYAL BOTANTIC GARDENS, DETAIL COVENTRY BOOKSTORE, PORT MELBOURNE BEACH, IZZI & POPO AND GAS EATERY & SUPPLIES. OPPOSITE: SOUTH MELBOURNE MARKET

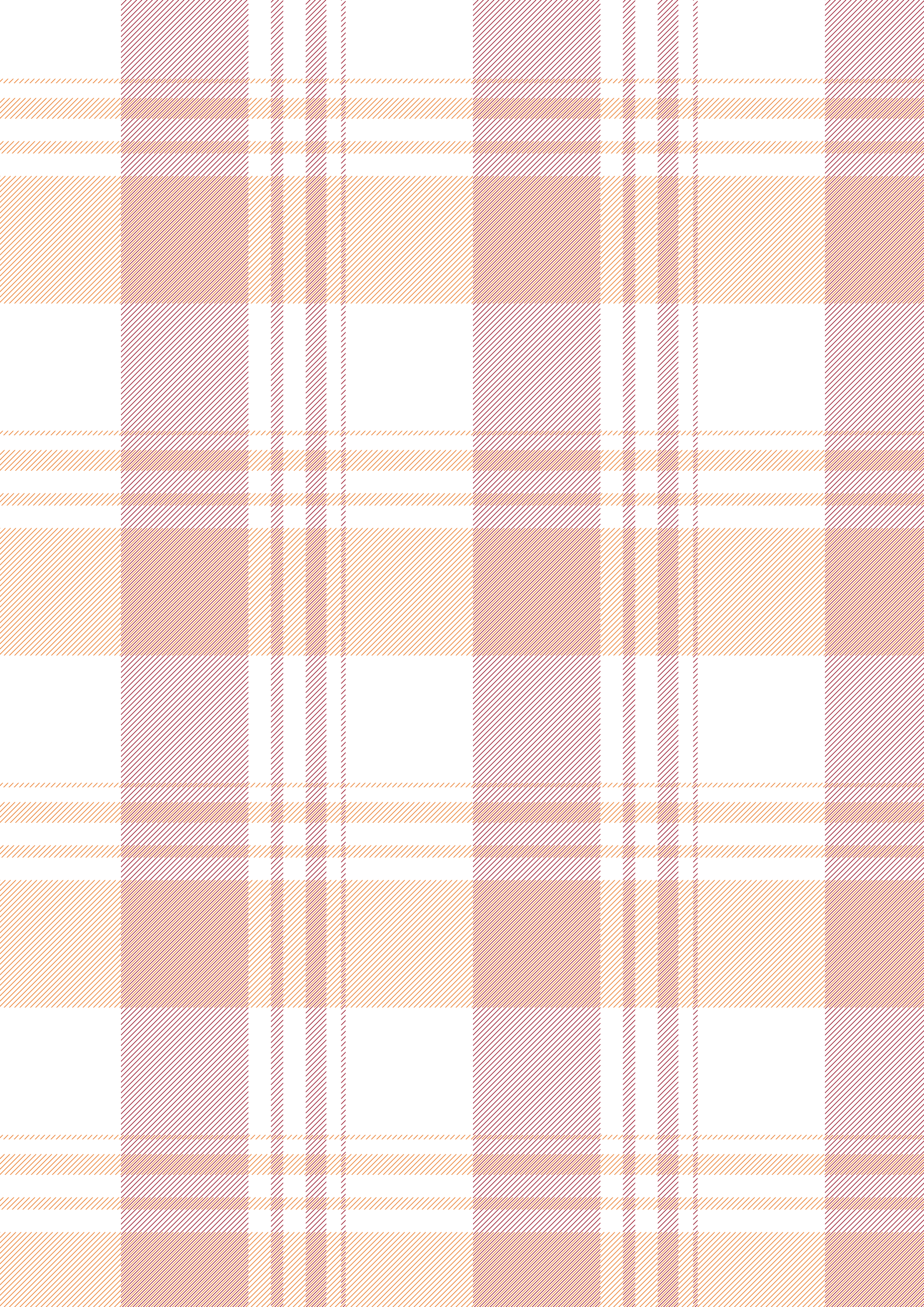



**A WORLD OF PLENTY** FIND A WINDOW TABLE FOR LUNCH AT YOUR FAVOURITE CAFÉ. SIP GREAT COFFEE WHILE YOU WATCH THE WORLD GO BY. CHANCES ARE, MANY OF THE SAME STYLISH CROWD WILL BE ABOUT AT NIGHT TOO; ENJOYING GOOD FOOD AND WINE AT ONE OF SOUTH MELBOURNE VILLAGE'S WELCOMING PUBS OR PERUSING FINE ART AT LOCAL EXHIBITION OPENINGS.

CLOCKWISE FROM TOP LEFT: ALBERT PARK LAKE, HONEY BAR, NATIONAL GALLERY OF VICTORIA, DETAIL ST. ALI, AUSTRALIAN CENTRE FOR CONTEMPORARY ART, SOUTH MELBOURNE MARKET. OPPOSITE: ST. ALI.









ARCHITECTURALLY-  
DESIGNED APARTMENTS  
THAT ARE AN EXPRESSION  
OF WHERE YOU LIVE AND  
THE WAY YOU LIVE







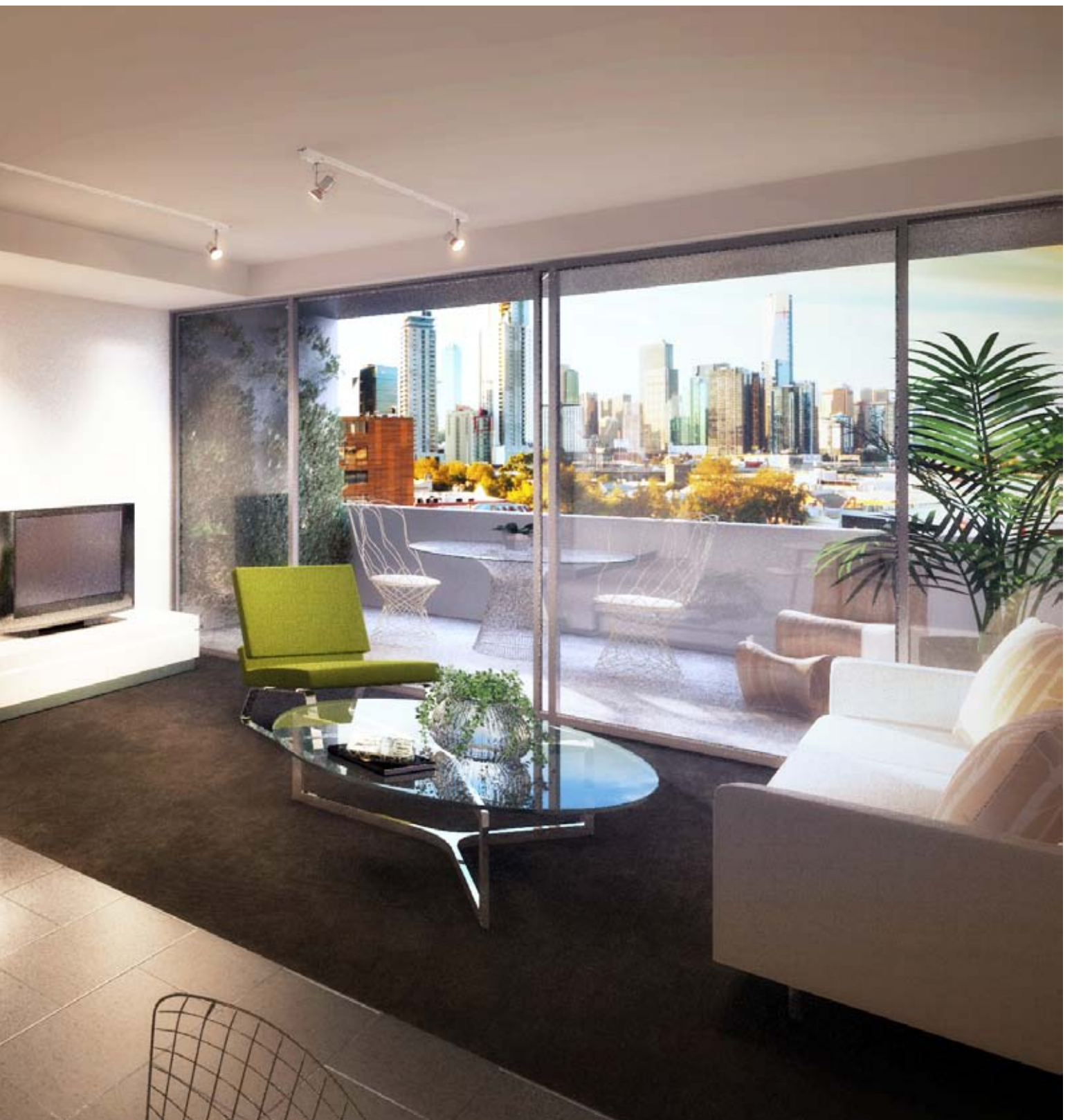
**SPOILT FOR CHOICE** HAND PICK THE HARVEST APARTMENT THAT SUITS YOUR LIFESTYLE; FROM APPEALING STUDIOS AND NYC STYLE LOFTS, TO EYE-CATCHING ONE AND TWO BEDROOM APARTMENTS. CREATED BY AWARD-WINNING ROTHE LOWMAN ARCHITECTS, HARVEST'S OVERALL DESIGN IS SCENE STEALING. IT BALANCES BOLD STYLING WITH A SENSITIVITY TOWARDS THE SURROUNDING STREETScape THAT IS THOROUGHLY IN KEEPING WITH THE AMBIENCE OF SOUTH MELBOURNE VILLAGE.





**EXPRESSIVE INTERIORS** EACH APARTMENT INCORPORATES SIGNATURES YOU'D EXPECT FROM ONE OF AUSTRALIA'S MOST RESPECTED ARCHITECTS, SUCH AS OPEN-PLAN INTERIORS SUPERBLY CONFIGURED FOR LOW MAINTENANCE LIVING AND AN EMPHASIS ON CLEAN LINES AND NATURAL LIGHT. DESIGN ELEMENTS ARE ENHANCED BY AN ARRAY OF QUALITY FIXTURES AND FITTINGS, INCLUDING STONE BENCH TOPS, EUROPEAN STAINLESS-STEEL APPLIANCES AND LUXURIES YOU CAN'T SEE, INCLUDING INTERCOM SECURITY.





**PRIME INVESTMENT HARVEST REPRESENTS A RARE OPPORTUNITY IN A MARKET RIPE FOR INVESTMENT - YOUR CHANCE TO SECURE TENANCIES AND GENERATE LUCRATIVE RETURNS. HARVEST COMBINES AN EXCITING AND VERSATILE MIX OF APARTMENTS.**

Each apartment leverages South Melbourne’s consistent low vacancy rates, on-going rental demand and excellent capital growth, as illustrated by recent research from property industry analysts, Charter Keck Cramer (CKC) and ID Consulting (see Chart 1).

According to ID, South Melbourne’s population is expected to increase annually by an average of more than 1.8% per annum to June 2021, considerably more than the forecast increase in broader metropolitan Melbourne.

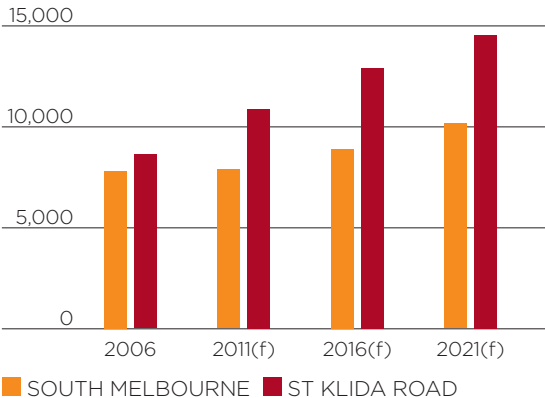
CKC data shows that 35,000 new dwellings required annually to support Melbourne’s forecast population growth. Of these, up to a third will need to be accessible to the CBD and those within established inner urban locations on the CBD fringe, like South Melbourne, will be exclusively apartment-style dwellings.

2006 ABS statistics indicate that more than half (56%) of existing South Melbourne homes are rented. This occupancy structure supports the immediate and forecast demand for apartment living in the suburb (see Chart 2).

The property investment benefits of South Melbourne are strengthened further by the suburb’s high-earning demographic mix. Up to 40% of residents are employed in professional occupations compared to just over 20% across metropolitan Melbourne. The median household incomes in South Melbourne are therefore also significantly higher (see Chart 3).

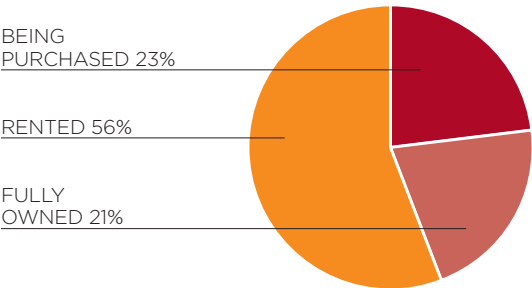
According to CKC, the erosion of housing affordability and the preference for younger occupants to maintain existing lifestyle networks is also generating a higher proportion of medium long term renters, and therefore a stronger captive rental market.

**CHART 1** CURRENT & FORECAST POPULATION - SOUTH MELBOURNE & ST KILDA ROAD



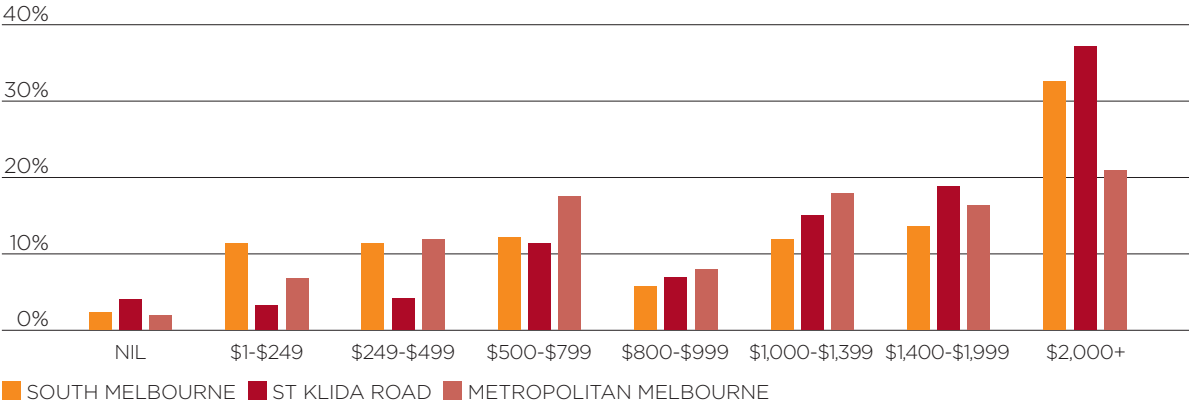
Source: ID Consulting (City of Melbourne), Charter Keck Cramer

**CHART 2** NATURE OF OCCUPANCY - SOUTH MELBOURNE



Source: ABS, Charter Keck Cramer

**CHART 3** WEEKLY HOUSEHOLD INCOME BY INCOME BRACKET - SOUTH MELBOURNE & ST KILDA ROAD (2006)



Source: ABS, Charter Keck Cramer





**FOR FURTHER INFORMATION VISIT THE DISPLAY  
150 CLARENDON STREET SOUTH MELBOURNE VICTORIA  
OPEN WEDNESDAY-SUNDAY 12-3PM  
CALL LUCY MACK 0404 066 685 OR JOHN MEAGHER 0438 035 626  
HARVESTAPARTMENTS.COM.AU**

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