

# MADE. WEST. MILLHOUSE



**INTRODUCING -  
THE ROPEWORKS**

**THE FORMER KINNEARS  
ROPEWORKS SITE  
IS ENTWINED WITH  
THE VERY ESSENCE  
OF FOOTSCRAY. ITS  
PAST, ITS PRESENT  
AND ITS FUTURE.  
A PLACE WHERE  
LIVES CONVERGE,  
COMMUNITIES  
ARE CREATED AND  
MEMORIES ARE MADE.**



c. 1925 OBLIQUE AERIAL FROM THE NORTH-WEST



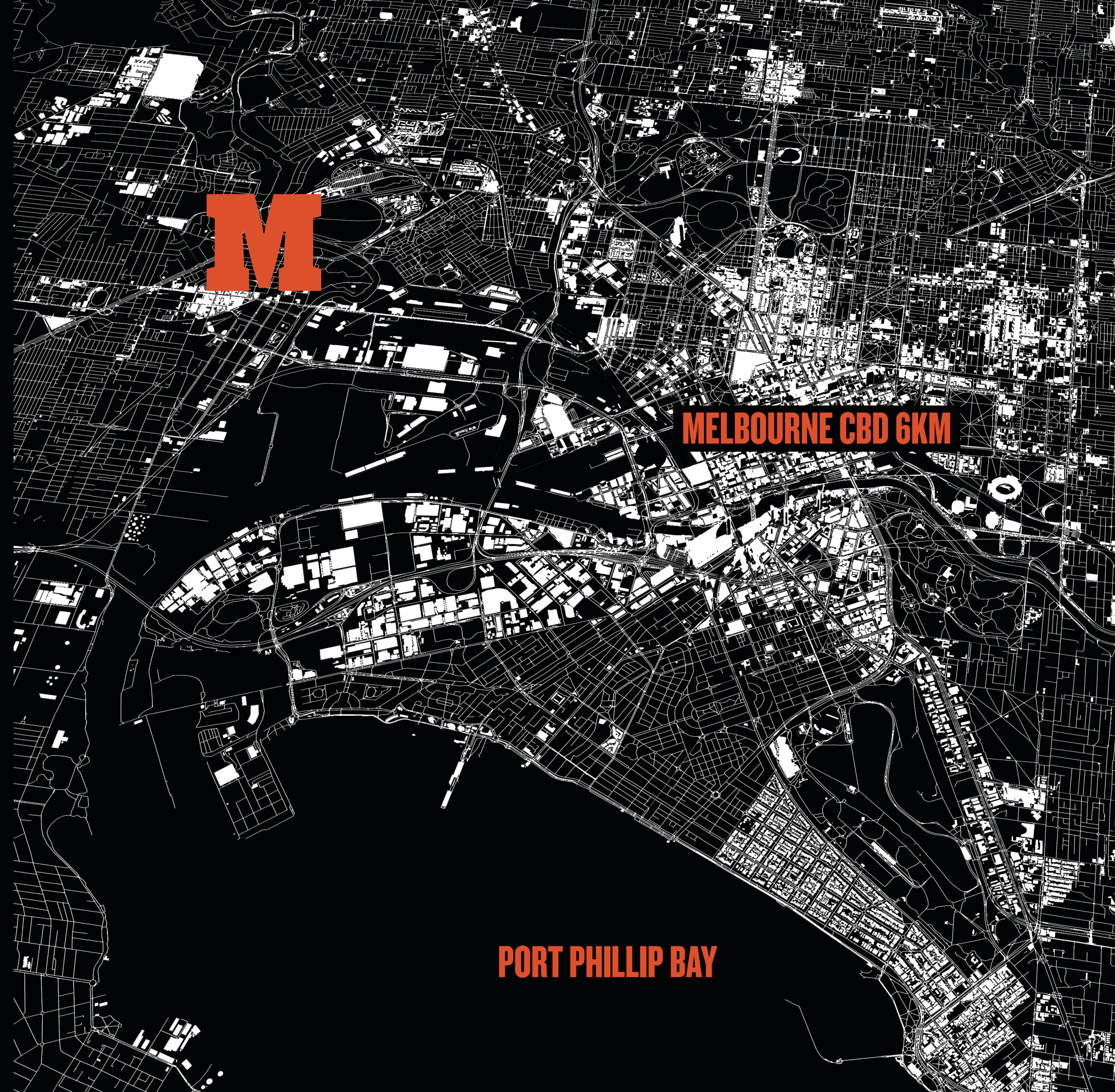
**THE SITE OF FOOTSCRAY'S  
NEWEST APARTMENT PROJECT**

**LOCATION -  
FOOTSCRAY, VIC**

**FOOTSCRAY IS ONE OF  
THE MOST POPULAR  
DESTINATIONS IN  
MELBOURNE'S WEST.  
BOASTING AN  
AUTHENTIC FOOD  
& ENTERTAINMENT  
CULTURE WITHIN  
CLOSE PROXIMITY TO  
THE CBD, INVESTORS  
AND BUYERS ARE  
FLOCKING TO  
FOOTSCRAY.**

As one of nine current metropolitan activity centres, footscray lies 6km west of the Melbourne cbd.

It offers various employment opportunities, public transport and amenity for the regional area, all while remaining 15-minutes to the cbd.



**MELBOURNE CBD 6KM**

**PORT PHILLIP BAY**





APARTMENTS = 95  
LEVELS = 5  
1, 2 AND 3-BED OPTIONS

Artist impression - Millhouse Residence exterior render

### ROPEWORKS- PRECINCT MAP



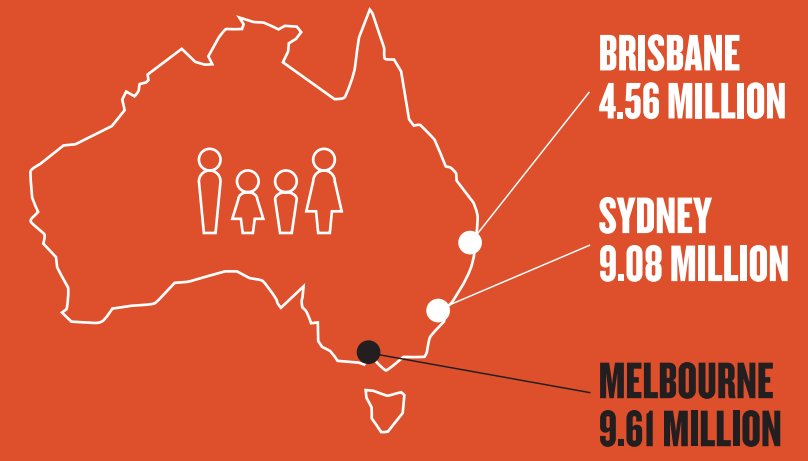
Artist impression - Ropeworks Precinct



## MELBOURNE - MARKET UPDATE

**BY 2037, MELBOURNE IS FORECAST TO OVERTAKE SYDNEY AS THE LARGEST CAPITAL CITY IN AUSTRALIA, MARKING A POPULATION OF OVER 7 MILLION.**

### POPULATION FORECAST AUSTRALIA 2050



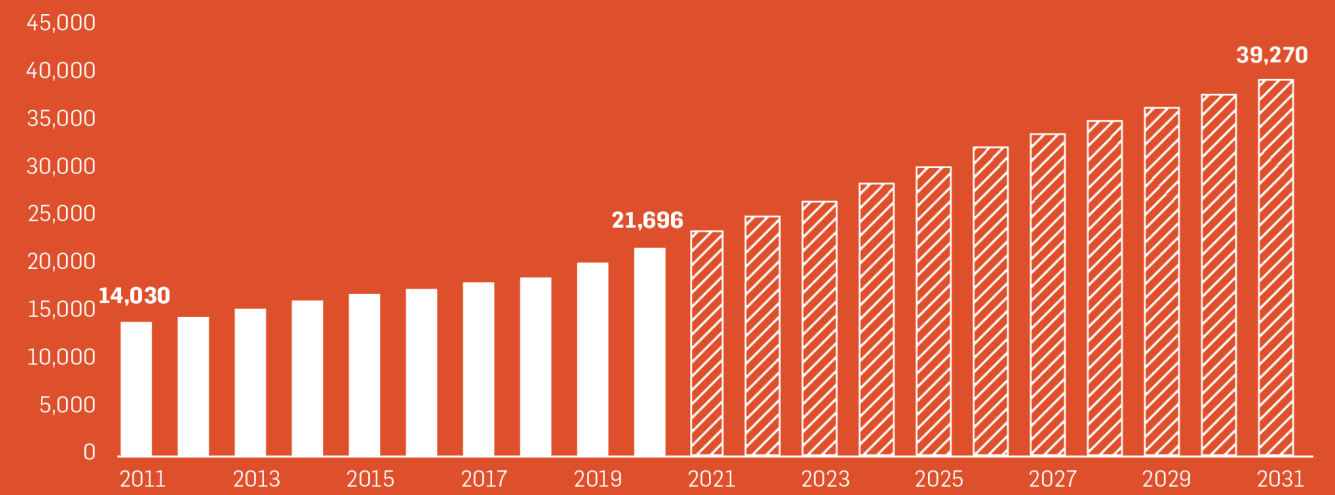
SOURCE: ABS  
NOTE: POPULATION FORECASTS WERE RELEASED PRIOR TO COVID-19.

Melbourne was voted the World's second Most Liveable City by the Economist Intelligence Unit (EIU) in 2019 for the second time in a row. The city had previously held top spot for seven consecutive years between 2010 and 2017.

Greater Melbourne is estimated to have add over 114,000 new residents between 2018 and 2019, reaching a population of 5.1 million. With healthy growth and stability, Victoria's economy has consequently outperformed the Australian average, with the city of Melbourne's GLP growing by 3.8% throughout 2019, compared to the Australian GDP growing by just 2.3%. By 2037, it is anticipated that Melbourne will surpass Sydney as the largest capital city.

## FOOTSCRAY - MARKET UPDATE

### POPULATION FORECAST FOOTSCRAY



SOURCE: ABS, THE STATE OF VICTORIA DEPARTMENT OF ENVIRONMENT, LAND, WATER AND PLANNING 2019, URBIS

### WHO LIVES IN FOOTSCRAY

Category	Footscray	Greater Melbourne
Proportion Renting	55%	29%
White Collar Professionals	74%	73%
Tertiary Students	15%	8%
Family Households	53%	72%
Group Households	14%	5%
Lone Person	33%	23%

SOURCE: ABS, URBIS

Footscray recorded a population of 20,100 residents in 2019. This figure is anticipated to grow rapidly, adding 19,200 additional residents by 2031.

The demographic make-up of Footscray shows over half of residents rent their home and some 48% live in either a flat, unit or apartment compared with 15% across Greater Melbourne.

There is almost twice the share of students undertaking a tertiary education in Footscray than there are across Greater Melbourne. This is mainly supported by the fact that Footscray is served by several Victoria University campuses.

## FOOTSCRAY - EMPLOYMENT HUB

**FOOTSCRAY IS PLANNED TO BE A MAJOR ACTIVITY CENTRE, BECOMING A MAJOR EMPLOYMENT AND SERVICES HUB WITHIN MELBOURNE.**

**EMPLOYMENT OPPORTUNITIES ARE EXPECTED TO INCREASE TO 857,000 JOBS BY 2031.**

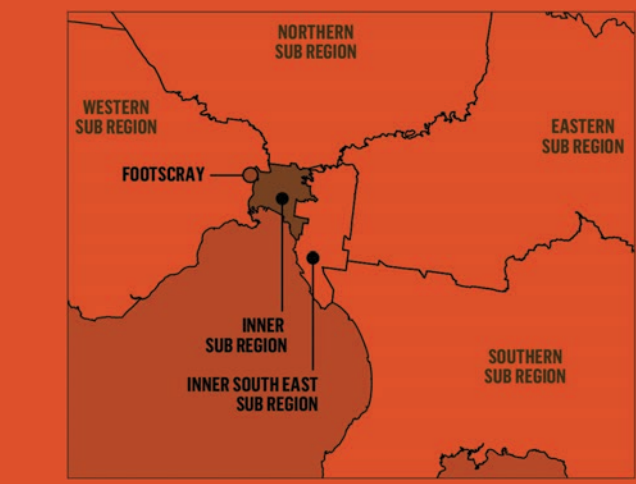
### TOP 5 LOCATIONS WORKING FOOTSCRAY RESIDENTS



SA2	Proportion
1. MELBOURNE	19.5%
2. FOOTSCRAY	12.5%
3. DOCKLANDS	4.4%
4. SOUTHBANK	3.8%
5. PARKVILLE	2.4%

SOURCE: ABS

### SUB-REGIONS PLAN MELBOURNE



## FOOTSCRAY - EDUCATION

### SCHOOLS & INSTITUTIONS FOOTSCRAY

- 5 PRIMARY SCHOOLS
- 2 SECONDARY SCHOOLS
- 1 LANGUAGE SCHOOL
- 3 UNIVERSITY CAMPUSES

SOURCE: DATA.GOV.AU

Footscray is home to Victoria University, and is approximately 5 kilometres from Australia's number one ranked university, The University of Melbourne.

There are eight schools within Footscray, offering education options to residents at primary and secondary level. This includes five primary schools, one language school and two high schools.



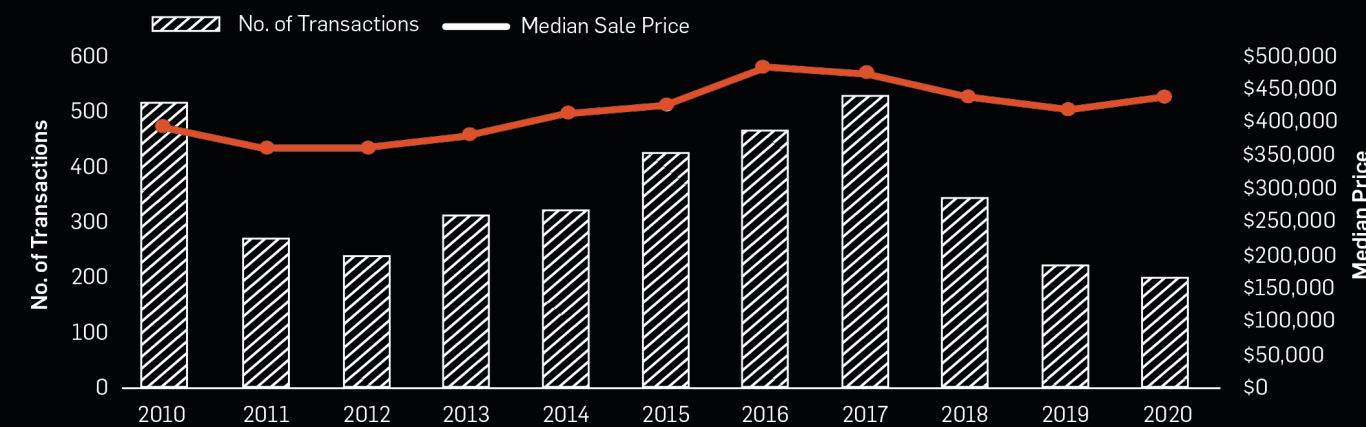


**APARTMENTS IN FOOTSCRAY HAVE EXPERIENCED STEADY PRICE GROWTH OVER THE PAST 10 YEARS, INCREASING AT AN AVERAGE RATE OF 1.5% EACH YEAR.**

Over the past decade, Footscray's median apartment price increased by a healthy rate of 1.5% per annum. This equates to a current median apartment price of \$445,000 as of June 2020. Over the past 12 months, there has been strong growth in the median sale price of 8.9%.

In addition, apartments in Footscray are significantly more affordable than many suburbs of similar distance to the Melbourne CBD. Suburbs that have progressively gentrified such as Brunswick and Prahran are achieving substantially higher median apartment price points than Footscray. Furthermore, Footscray remains highly competitive to these suburbs by also having the strongest price growth over the decade. Overall, Footscray remains relatively affordable with capital growth opportunities linked to the ongoing regeneration process.

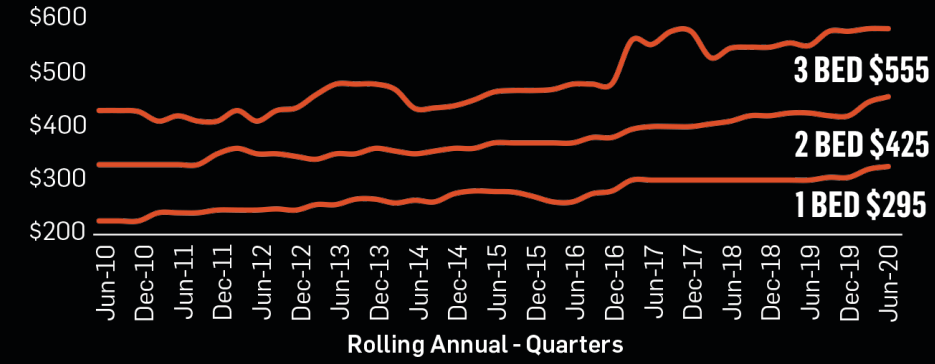
**APARTMENT SALES CYCLE FOOTSCRAY**



SOURCE: PRICEFINDER, URBIS

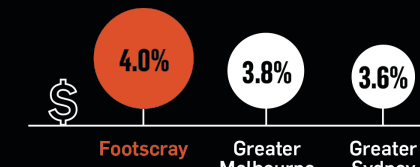
**FOOTSCRAY CONTINUES TO DEMONSTRATE STRONG RENTAL DEMAND FOR APARTMENTS, SIGNING 38% ADDITIONAL RENTAL CONTRACTS IN THE YEAR TO JUNE 2018 THAN 10 YEARS PRIOR.**

**APARTMENT SALES CYCLE FOOTSCRAY**



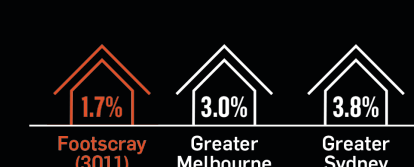
SOURCE: DEPARTMENT OF HUMAN SERVICES, URBIS

**INDICATIVE GROSS RENTAL YIELD 12 MONTHS TO JUNE 2020**



SOURCE: PRICEFINDER, URBIS

**RESIDENTIAL VACANCY RATE JUNE 2020**



SOURCE: SOM RESEARCH

Footscray has experienced steady growth in rents over the decade to June 2020. Across all apartments/units, the median weekly rent grew at an average rate of 3.7% per annum. Rental price growth in Footscray in the last 12 months has significantly outperformed the Melbourne average, with growth of 5.6% in Footscray compared to 1.4% for the Melbourne average.

Compared with the Melbourne and Sydney average, Footscray presents more favourably for investors seeking a rental return on their apartment. As at June 2020, Footscray's indicative gross rental yield was measured at 4.0% while the broader metropolitan area of Melbourne registered a lower 3.8% yield. The Sydney metropolitan area also achieved a lower yield of 3.6% compared with Footscray.

**SEAMLESS CONNECTIVITY**

**Education**

- 01. Victoria University
- 02. Footscray City College
- 03. St John's Primary School
- 04. St Monica's Primary School
- 05. Footscray North Primary
- 06. Footscray Primary School
- 07. Footscray Primary School
- 08. Maribyrnong College
- 09. Gilmore College for Girls

**Transport**

- 10. Route 82 Stop
- 11. Footscray Train Station
- 12. Middle Footscray Train Station
- 13. West Footscray Train Station

**Shopping & Entertainment**

- 14. Hopkins Street Shopping
- 15. Highpoint Shopping Centre
- 16. Footscray Market
- 17. Footscray Plaza

**Food & Drink**

- 18. Plough Hotel
- 19. Rudimentary Café
- 20. Station Hotel
- 21. Little Foot Bar
- 22. West 48

**Parks & Recreation**

- 23. Quarry Park
- 24. Maribyrnong River Trail
- 25. Whitten Oval
- 26. Maribyrnong Aquatic Centre





**AMENITY -  
MILLHOUSE RESIDENCE**

**EXEMPLARY  
RESIDENT AMENITIES  
AT MILLHOUSE  
RESIDENCES, SUCH AS  
THE COMMUNAL DINING  
ROOM AND CHILDRENS  
PLAY AREA, HAVE BEEN  
DESIGNED TO ENHANCE  
RESIDENTS QUALITY OF  
LIVING.**



**COMMUNAL DINING ROOM**

Residents will be able to entertain friends and family in style from the comfort of communal dining facilities.

**CHILDRENS PLAY AREA**

Families are also well catered for with a children's play area, boasting a range of interactive plays to keep little ones entertained.

**RESIDENT LIBRARY**

Unwind after a long day at work in the comfort and serenity of the resident library. The library adds a flexible and personable space for those requiring adaptable study or work spaces, knowledge seekers and the resident bookworm.

**OUTDOOR BBQ**

The outdoor BBQ facilities will become an essential, and cherished, part of community life for Millhouse residents.

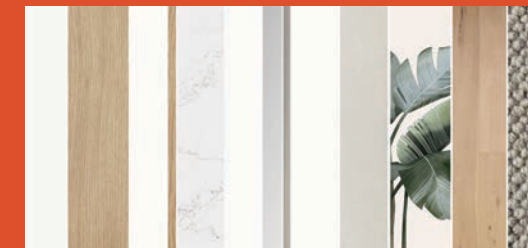
**ROOFTOP GARDEN**

The rooftop garden grandly adds a considered and reflective space for residents to enjoy, relax, stargaze and be inspired by the elevation of its natural surrounds.



**PREMIUM APARTMENTS -  
MILLHOUSE RESIDENCE**

**PREMIUM-SPECS  
COMBINED WITH  
CONTEMPORY DESIGN  
CUES AND NEUTRAL  
COLOUR PALETTES HAVE  
RESULTED IN SIMPLE  
AND STREAMLINED  
SOPHISTICATED LIVING  
SPACES.**



Underfoot, hybrid flooring can be found throughout the living and dining areas with plush carpet to bedrooms. Premium dishwasher, cooktop, oven and rangehood ensure utmost productivity. Low maintenance laminate finish kitchen cabinetry with reconstituted stone benchtop and matte splashback. Wet areas showcase European ceramic basins, with full mirror overhead cabinetry to the complete width of the vanity wall. Balustrade balconies, secure access to lifts, private letterboxes, personal intercoms and electronic proximity card to entry points are just a few of the many details that endorses Millhouse as a place for premium living.