



REFLECTIONS

NORTH MELBOURNE

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Introduction

Reflections North Melbourne is a development that offers *excellent opportunity* for those looking to invest in the Melbourne property market. It is a unique combination of quality apartments, great facilities and peerless location, making it a dependable and highly desirable proposition.

The city of Melbourne

Melbourne is the most liveable city in the world. A perfectly balanced mix of urban and natural environments that offers residents a lifestyle without peer. It is a truly multicultural city, bursting with precincts and neighbourhoods that pay homage to the heritage of their residents, but in a manner that has become uniquely Australian.

Everything you need is at your fingertips. Shopping, dining, recreation, arts, education, sport and parkland, all connected by a convenient, efficient transport system. It is for these reasons, and many more, that Melbourne represents a sound investment opportunity. It offers a lifestyle that is the envy of the entire world, an attribute that will always be in high demand.

General statistics

4.35 Million

Population

26 Yrs

Median Age

\$560 p/w

Median personal income

Melbourne housing

87%

High-rise apartments (4 or more stories)

11%

Low-rise apartments

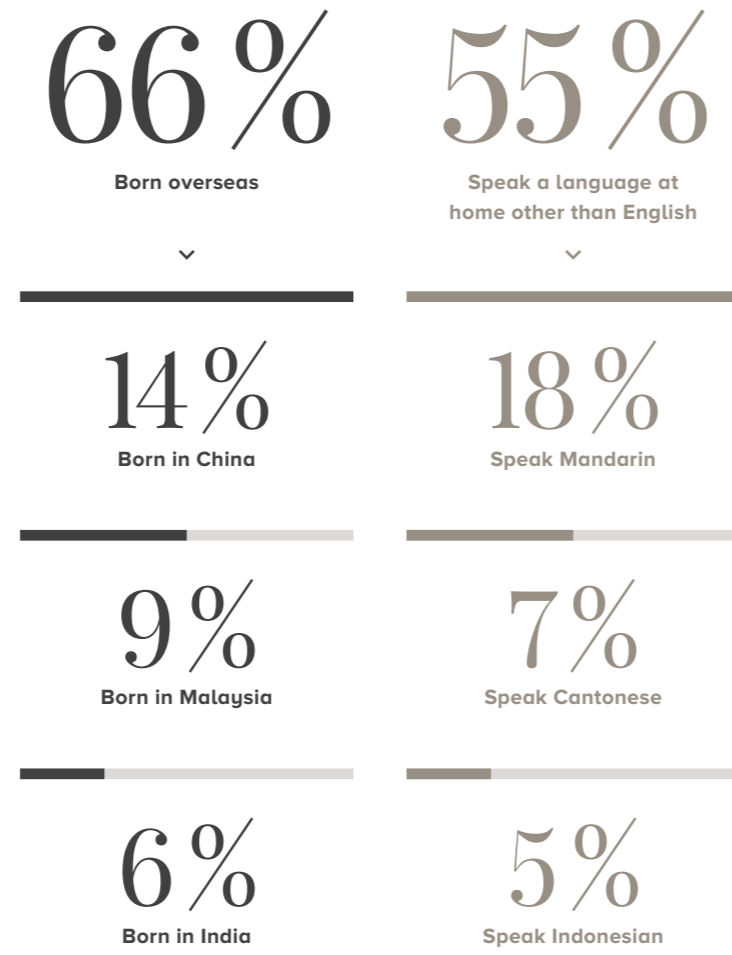
1%

Semi-detached house or townhouse

The world's most livable city

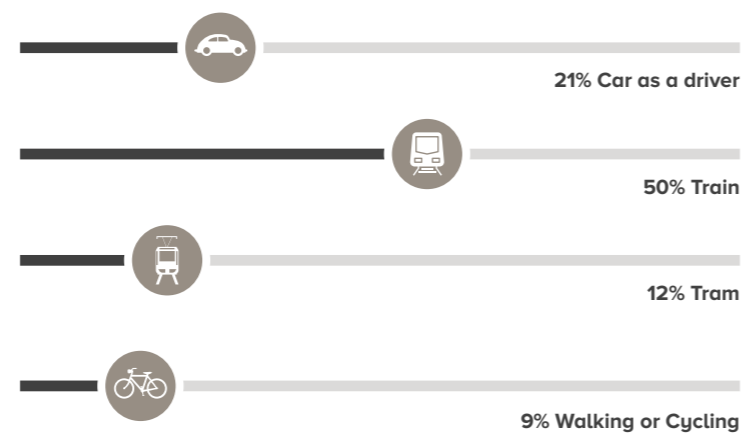
Cultural indicators (top 3)

Melbourne is a multicultural city with a rich history of integrating other cultures into its make up.



Method of travel

Melbourne's infrastructure allows for multiple methods of travel. The below demonstrates the preferred method of travel for people coming into the city



Parks & Cultural centres

Melbourne is known as 'The Garden State' due to its abundance of beautiful parks and gardens. The city is also highly regarded as a cultural mecca, boasting many galleries, theatres, museums and exhibition spaces.



Parks	
1.	Royal Park (181 ha)
2.	Carlton Gardens (26 ha)
3.	Flagstaff Gardens (7.2 ha)
4.	Treasury Gardens (5.8 ha)
5.	Fitzroy Gardens (26 ha)
6.	Yarra Park (35.469 ha)
7.	Royal Botanic Gardens (35.4 ha)
8.	Fawkner Park (41 ha)
9.	Albert Park (320 ha)
Art Galleries	
10.	National Gallery of Victoria
11.	Melbourne Fine Art Gallery
12.	The Ian Potter Centre: NGV Australia
13.	Flinders Lane Gallery
Museums & Exhibition Centres	
14.	Melbourne Museum
15.	Immigration Museum
16.	Royal Exhibition Building
17.	Melbourne Convention & Exhibition Centre

Livability ranking

Melbourne tops the list as the world's most livable city for its 5th consecutive year.

Ranking	City	Country	Overall Rating	Stability	Healthcare	Education	Infrastructure	Culture & Environment
1.	Melbourne	Australia	97.5	95	100	100	100	95.1
2.	Vienna	Austria	97.4	95	100	100	100	94.4
3.	Vancouver	Canada	97.3	95	100	100	92.9	100
4.	Toronto	Canada	97.2	100	100	100	89.3	97.2
5.	Adelaide	Australia	96.6	95	100	100	96.4	94.2
6.	Calgary	Canada	96.6	100	100	100	96.4	89.1
7.	Sydney	Australia	96.1	90	100	100	100	94.4
8.	Helsinki	Finland	96.0	100	100	91.7	96.4	90
9.	Perth	Australia	95.9	95	100	100	100	88.7
10.	Auckland	New Zealand	95.7	95	95.8	100	92.9	97

Median unit prices
in surrounding suburbs

RICHMOND
\$545,000

MELBOURNE
\$447,000

SOUTHBANK
\$563,000

SOUTH MELBOURNE
\$620,000

DOCKLANDS
\$590,000

PARKVILLE
\$586,000

WEST MELBOURNE
\$600,000

NORTH MELBOURNE
\$485,000

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REFLECTIONS
NORTH MELBOURNE

North Melbourne

As a residential destination, North Melbourne attracts a broad range of demographics. Young, professional singles and couples are drawn to the area for its proximity to the city, wealth of cool amenity and eclectic vibe. Young families are also attracted to the area due to the fact that they can get a slightly larger property, yet still remain so connected to the CBD.

The proximity to the University of Melbourne and RMIT draws students to the area, whilst the extensive medical precinct in nearby Parkville brings professionals working in the health industry. There is even a market for downsizers who look to move into the area after selling their nearby family home, in search of a low maintenance lifestyle.

General statistics

11,754

Population

29 Yrs

Median Age

\$613 p/w

Median personal income

25 %

Employed as professionals

41 %

Born overseas

18 %

Undertaking higher education

North Melbourne property market

On the fringe of the Melbourne CBD lies the suburb of North Melbourne, a highly desirable residential location boasting a high level of quality amenity and connected living. Although remnants of the area's industrial past are still evident in the heritage architecture that dots the landscape, North Melbourne has evolved into a diverse, cosmopolitan neighbourhood.

It has benefitted from a social shift that has seen young, brand conscious professionals migrate from the historically "hot" suburbs of Fitzroy and Collingwood into the suburb. This shift has brought with it a new wave of amenity that has enhanced the community and truly positioned it as a highly sought after inner suburb.

North Melbourne housing

North Melbourne maintains a steady rental market catering to young professionals, students and hospital workers who are drawn to the area.

6,290
Dwellings

52%
Rent

60%
Are apartments

Annual growth (Units)

Units in North Melbourne are experiencing a steady upwards growth projecting advantageous investment returns in as little as 3 to 5 years.

7.3%
Per year

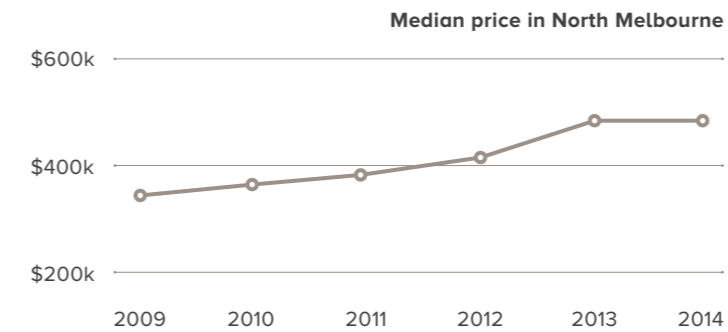
18.7%
3 years

34.29%
5 years

Rental demand for apartments in North Melbourne is incredibly high. Combine that with more affordable property prices than neighbouring suburbs, and it is clear that *North Melbourne is a suburb set to boom.*

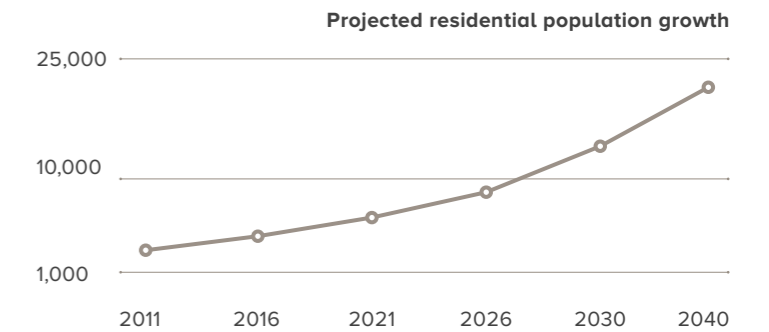
Buy

North Melbourne is one of the most affordable inner city locations, providing similar amenity and proximity to the CBD in comparison to more expensive surrounding suburbs.



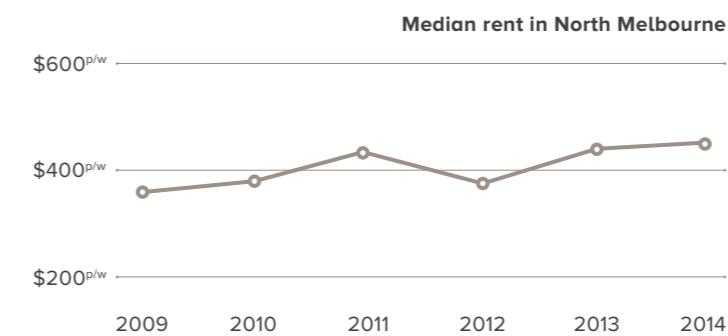
Population Growth

Melbourne is one of Australia's fastest growing cities and that steady rate of population growth is reflected in North Melbourne as well. In fact, the rate of growth in North Melbourne is only forecast to increase, effectively doubling the residential population in the next 10 years.



Rent

Research shows that median rent and rental yield is on a steady upwards incline in the highly sort after suburb of North Melbourne. It's popularity is rising at a similar pace for tenants and buyers alike.

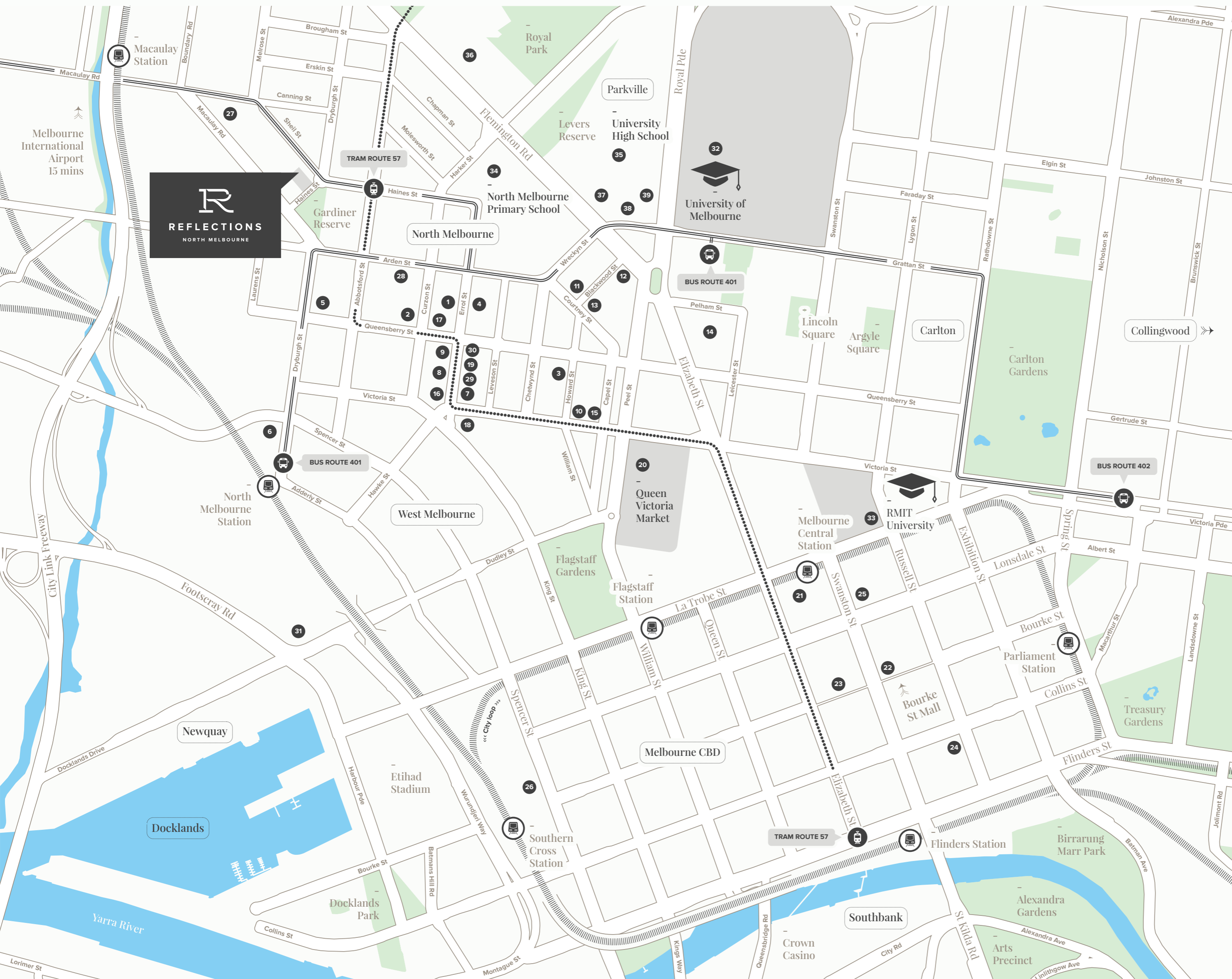


Property Market

With the population of North Melbourne set to rise exponentially in the near future, we can safely assume that property prices and rents will also increase as a result of heightened demand. This means that investing in North Melbourne today is a prudent move, to take full advantage of this growth.

North Melbourne Units	
Median Price	\$485,000
Median Rent	\$400 p/w
Rental Yield	4.3%

North Melbourne Houses	
Median Price	\$839,000
Median Rent	\$530 p/w
Rental Yield	3.2%



North Melbourne

West Melbourne

Melbourne CBD

Southbank

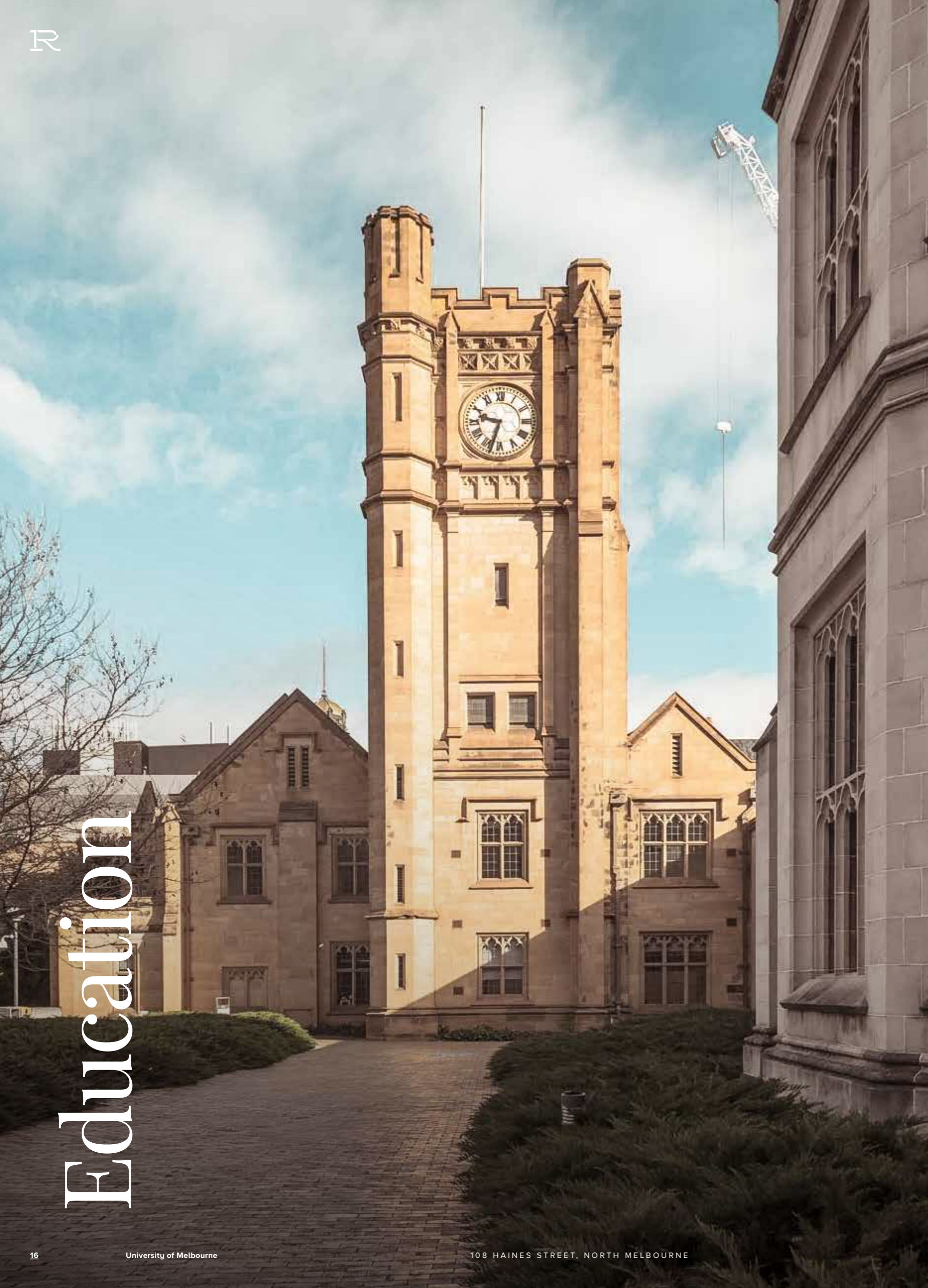
Collingwood

Carlton

City Loop

Melbourne International Airport
15 mins

- Cafés**
1. Auction Rooms
 2. Twenty & Six Espresso
 3. Code Black Coffee
 4. 5 Lire
 5. Beatrix Café
 6. Roller Door Café
- Restaurants**
7. Sosta Cucina
 8. Town Hall Hotel
 9. Agraba
 10. Babu Burger
 11. Metropolitan Hotel
 12. Little Richard's
 13. Akita
 14. Middlefish
- Bars**
15. Prudence
 16. Joe Taylor
 17. Banter Wine Bar
 18. 3 Crowns Hotel
- Shopping**
19. Errol St. / Shopping Precinct
 20. Queen Victoria Market
 21. Melbourne Central
 22. Bourke Street Mall
 23. Emporium
 24. Collins St. / Fashion Boutiques
 25. QV
 26. DFO Spencer Street
 27. Future Woolworths Supermarket
- Arts & Entertainment**
28. Newmarket Studios
 29. The Comics Lounge
 30. Arts House
 31. Festival Hall
- Education**
32. University of Melbourne
 33. RMIT
 34. North Melbourne Primary School
 35. University High School
- Health**
36. Royal Children's Hospital
 37. Royal Melbourne Hospital
 38. Royal Women's Hospital
 39. Melbourne Private Hospital
- Key**
- Water
 - Parkland
 - Tram
 - Bus
 - Train line



At Reflections, you are surrounded by a wealth of educational institutions that cater for children of all ages, as well as those seeking to further their knowledge base. There are five schools within easy walking distance of the building, with two of Melbourne's leading universities, the University of Melbourne and RMIT, under three kilometres away.

Reflections also places its residents in the heart of the prestigious University High School zone, guaranteeing admission to the highly regarded school. University High School has long been associated with academic success boasting results that are consistently above average, attracting students from families with high socio-economic profiles, both locally and from overseas.

The comprehensive transport system that services the area connects students to schools in the greater metropolitan area with ease, bringing more renowned schools within range of the residents of Reflections.

University of Melbourne

Ranked 33rd university in the world by QS World University Rankings

Ranked 5th in Education, 8th in Law, 13th in Computer Science and 18th in Medicine by QS World University Rankings

42,500
Students

1853
Founded in

RMIT

Ranked 32nd university under 50 years old by QS World University Rankings

Among the world's top 100 universities for Art & Design, Architecture, Engineering, Computer Science and Business according to QS World University Rankings

45,000
Students

68
Buildings across a 6 city block area

Schools

North Melbourne is surrounded by some of Melbourne's top performing junior and senior schools, many within walking distance from your home.

700 m
North Melbourne Primary School

850 m
University High School

560 m
St. Michael's Primary School

600 m
St. Michael's Primary School

680 m
St. Aloysius College

University High School

Co-Educational School

in 2014, 61% of the Year 12 students scored an Australian Tertiary Admission Rank above 80

Above average NAPLAN results

1,400
Students

While the location and property trends for North Melbourne mount a compelling argument for investing in the area, they are only part of what makes Reflections an ideal investment proposition. The building itself is an architectural triumph.

The stellar project team of Revel Development Group, Point Polaris, Plus Architecture and Jack Merlo Landscape Design have collaborated to deliver a development that is beautiful, bold and desirable, with a timeless nature that will see it stand proud as a residential landmark in North Melbourne for years to come.

Reflections boasts an impressive collection of 1, 2 and 3 bedroom residences with a diverse variety of floor plan configurations to suit all manner of investor.

- › Stunning external architecture
- › Beautiful reflective facade
- › Light and dark colour palettes
- › Timber floors
- › Stone bench tops and splash backs
- › Miele appliances
- › Integrated dishwashers and pantries
- › High quality joinery and finishes
- › Ample storage
- › Elegant, minimal entrance lobby
- › Beautifully landscaped roof top garden
- › Stunning views to the CBD
- › Kohler tapware quality fixtures and fittings



Artist Impression / Resident garden

Investing in Reflections

Development team



Alessia, Brunswick



Albert, Brunswick East

Revel Development Group

www.reveldg.com.au

Revel Development Group is a company built around the combined knowledge, experience and passion for property of its talented directors. Boasting in excess of 20 years industry experience each, they are able to bring unique insight to every project they undertake.

Revel work with the best architects, designers and builders to create quality outcomes without compromise, from concept right through to completion. They are meticulous in choosing only the finest locations to develop, ensuring security, future growth and value for their purchasers.

To date, Revel have produced well over 1,500 apartments across Melbourne, continuing to grow and build upon their already impressive reputation of creating quality development with a customer focus.



The Eminence, Carlton



Doncaster Road, Doncaster

Point Polaris

www.pointpolaris.com.au

Point Polaris is a client focused organisation that delivers solid financial returns to our clients through Investment Management, Development Advisory and Project Management services.

We are resolutely determined to unlock financial value for clients, deliver projects with expertise and for satisfied clients to be our greatest advocates.

One way in which we provide value to our clients, is by identifying and delivering across Value Add and Opportunistic investments. By identifying on and off market investment for our clients, and remaining involved in the delivery of outcomes, we are across the myriad of aspects, which require diligent management for financial success.



Gravity Tower, South Melbourne

Plus Architecture

www.plusarchitecture.com.au

Plus Architecture is an award-winning, integrated architecture and interior design practice founded in 1997. Through its thoughtful, well-considered approach, the team's capabilities extend to multi-residential, master-planned, commercial, aged care and mixed use developments. It is this intersection between design innovation and commercial success that defines the firm, and its architects are constantly striving for design excellence that also adds significant value for the client.

Plus prides itself on the ability to create projects which not only contribute positively to the urban landscapes in which they sit, but that also deliver great commercial outcomes for clients. With offices in Melbourne, Sydney, Brisbane and New Zealand, Plus is led by its seven Directors and a team of Associates who drive design ingenuity with efficiency and focus, while playing a key role in the constant evolution of our major cities.



Sutherland Road, Armadale



Sutherland Road, Armadale

Jack Merlo Design

www.jackmerlodesigns.com.au

JMD is a boutique firm employing a small team of eight qualified and experienced staff. We have vast experience working on high-end residential and commercial developments with some of Australia's leading architects and developers, for example SJB architects, Jackson Clements Burrows Architects, Rob Mills Architects, Salta Properties, Fridcorp and BPM Construction and Development Group.

JMD have earned a reputation in the industry as a leading landscape design firm and I believe that this can be largely attributed to the fact that I am personally involved in every project we undertake, from concept to completion. Whilst I am supported by a small team of qualified landscape architects, designers and draftspersons, the design process is tightly controlled by me personally. My personal involvement ensures clients that every JMD project ends up with its own individual look or signature. Our design approach is customised to each project ensuring that our designs are recognisable but never repeated.

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DEVELOPED BY

REVEL
DEVELOPMENT GROUP



Point Polaris

Parkside living
at its finest