

November 6, 2011



CENTRAL EQUITY WINS PRESTIGIOUS HIA “VICTORIAN APARTMENT PROJECT OF THE YEAR 2011”

Central Equity is proud to announce that its most recently completed Southbank apartment tower, SouthbankONE has won the prestigious Housing Industry Association’s “**Victorian Apartment Project of the Year Award 2011**”. The award was received at the HIA Victoria annual awards night at Crown Towers before a crowd of hundreds of industry leaders and professionals.

The awards recognise excellence in the housing industry and celebrate the best in construction, design and innovation across Victoria.

Central Equity pioneered the Southbank precinct of Melbourne and is proud of its contribution to the area’s remarkable transformation into a vibrant residential area. Central Equity has proudly developed over 60% of the homes in Southbank.

Architecturally designed, SouthbankONE features a contemporary glass and steel exterior, with clean, sharp lines designed to enhance the landmark site at the corner of City Rd and Power St Southbank. The 37 storey building comprises 317 apartments and approximately 5,000 square metres of retail and office space, including the Central Equity Group corporate headquarters.

To help service the rapidly growing Southbank population ground floor amenities include a retail grocery and fresh food store, furniture showroom and Italian restaurant which complement the many service industries already established in the area.

From HIA Victoria's November 4 Press Release:

“Consideration was given to all apartments to ensure their orientation maximises light and views through floor to ceiling windows.

Double glazing ensures the apartments enjoy a high level of acoustic and thermal performance. In addition, all apartments enjoy access to private balconies or terraces.

Architecturally, the building was conceived as a crystalline glass tower with its faceted form expressed in differing coloured glass; which together with the seductively lit entry foyer was described by the judges as the 'wow' factor.”

Building facilities include state of the art security, a high speed broadband network, an indoor 20 meter heated pool, gym, BBQ, social area and concierge services.

The win follows Central Equity’s major success last year at the Urban Development Institute of Australia – Victoria (UDIA) 2010 awards when the company won two prestigious awards for its flagship residential development, Woodland Waters in Mernda. These awards included the Excellence Award for Residential Development (more than 250 Lots) and the Victoria Judges Landscape Award.

SouthbankONE is situated at 180 City Rd on the corner of Power St.

Visit CentralEquity.com.au or call Central Equity on +613 9278 8888 for more information.

