



Sienna Apartments

Launch of Travancore on the Park Stage 2

Building on the outstanding success of Stage 1, where discerning buyers and investors were immediately sold on the unique style of inner city living in such a magnificent parkland setting, Bensons have commenced the marketing of the Sienna Apartments. Renowned architects Fender Katsailidis will continue the themes established in the first stage of Travancore on the Park – with a real commitment to quality, aesthetic appeal and function.

Located a mere hop, skip and a jump from Melbourne's CBD, these beautifully designed two bedroom apartments will include a study area, gorgeous kitchen and bathroom, laundry area, split-system air conditioning, a security car park, broadband and pay-tv cabling and an audiovisual intercom system. Starting at a very affordable \$369,000 you have to see it to believe it.

As an additional service and environmental benefit, Sienna also proposes that residents will have access to a 24/7 'flexi car' smart car hire service and each apartment will be provided with a free bicycle.

For the launch, Bensons have opened a new sales office at Travancore, which features a model of the Travancore site detailing the new 243 apartments and townhouses surrounding the central piazza, plus over 2,000m² of commercial and retail space. The new sales office includes an example of a fully fitted kitchen and bathroom from the Sienna design, so you can consider the possibilities of these uniquely designed apartments.

We invite you to inspect our display office onsite at 58 Mt. Alexander Road, Travancore (Flemington) or visit www.siennapartments.com.au

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Quote of the day

“The difference between the impossible and the possible lies in a person's determination.”

Tommy Lasorda

A word from the MD



Rick Curtis
*MD Bensons
Property Group*

This is an exciting period for Bensons as we move to commence two new capital raisings.

Firstly, Bensons Property Group will be undertaking its fifth capital raising by way of redeemable interest-bearing notes to raise up to \$15 million.

The funds raised will enable Bensons to take advantage of the current market conditions (as it has successfully done in the past) to further expand the pipeline of development projects underway and to invest in its existing and proposed new property funds.

Secondly, as a result of the outstanding success of Stage 1 of the Bensons Retail Strip Property Fund, Bensons is proposing a new wholesale capital raising for the Fund of approximately \$50 million.

The primary purpose of the raising is to fund new property acquisitions in the retail strip market, which is currently continuing to provide significant total return opportunities to all investors.

The Fund provides a unique opportunity to invest in a professionally managed portfolio of retail strip properties with a strong performance track record.

For details of how to invest in Bensons' investment products, please email investor@bensongroup.com.au or contact Trevor Marriott, General Manager, Investment Services on (03) 8602 0800.



Elvera Apartments

330 Lygon Street, East Brunswick

In April, we were delighted to purchase Elvera, the development site for a stunning new ten storey sculptured building featuring a distinct two-part design that maximises natural light, ventilation and space throughout. This advanced architecturally designed boutique building will consist of 100 apartments of 1 and 2 bedrooms with spacious living areas, and large windows opening to generous balconies with panoramic views.

Located in cosmopolitan Lygon Street, Elvera will give residents an environment that is rich in street life and cultural diversity. You can be as active and as social as you choose in your new abode.

Cafes, restaurants and nightlife are all within walking distance and just a short tram ride away are even more facilities in Carlton, Fitzroy and the

CBD. There is plenty on offer, with parklands, bicycle tracks, sporting venues, golf course, swimming centres and gymnasiums just minutes away. Each apartment will be fitted with quality finishes with a well designed kitchen that features granite bench tops and European appliances. All apartments will have a high level of security with audio and visual intercom systems, air conditioning, security car space, and are cabled for pay-tv and high speed data.

Bensons is very familiar with Lygon Street, having successfully completed four other developments near the Elvera site in recent years. Marketing of the apartments is expected to commence in late 2008. You are invited to register your early interest in this wonderful development by visiting www.elvera.com.au



Another happy customer **Matthew Miller** *Owner of Travancore on the Park Stage 1*

"I have been so fortunate to purchase an investment property through the experts at Bensons. Their team has such a great understanding of the needs of property investors and the high quality apartments at Travancore are truly exceptional.

I recently bought a stunning two bedroom apartment at Travancore and the day after I settled on the property, my first tenants signed a 12-month lease. This was my first foray in the investment property area and the

purchase has exceeded my expectations. I am now enjoying great rental returns. I will be settling on my second Bensons investment at Highview Apartments in Preston later this year and I just could not be happier!"

Behind Bensons: Fender Katsalidis

When Bensons purchased the huge Travancore site on Mount Alexander Road, it was abundantly clear that an exceptional architectural statement was needed for this major development.

Fender Katsalidis Architects, designers of high profile Melbourne buildings including the Eureka Tower and the Republic Tower, stood out as creators of compelling environments, and were invited to discuss the vision that Bensons had for the company's most prestigious development to date.

The outcome was a relationship between the developer and the architects that has deepened over the past three years, with mutual respect and understanding of the contribution both must make to such a landmark development.

Karl Fender and Nonda Katsalidis are the founding directors of the FKA practice, which is renowned for producing buildings which are cutting edge in design with sound functional planning. Their approach has generated a high profile and many design awards.

Karl Fender observes that the creation of compelling environments is driven by "the collaboration and mutual enrichment of potentials between owners and their architects".

"The respect and understanding of each other's responsibilities towards great urban outcomes within sensible commercial parameters is implicit, and it has been this that has made the relationship between Bensons and Fender Katsalidis Architects so rewarding," Mr Fender says.

"Travancore will be regarded as a key part of the sculptural gateway into Melbourne. Whilst its responsibility in this regard is critical, so too is its role in knitting sensitively into the surrounding urban grain and providing amenity and opportunity for both the existing and new residents.

"A further fundamental part of the design strategy has been the marriage of the buildings as sculpture and the plaza as an art experience, and again it has been the coincidence of ideas between Bensons and Fender



Katsalidis which has driven these excellent outcomes," Mr Fender says.

The pragmatic drivers of projects, such as construction cost containment, achievement of sales targets, and the meeting of schedules and deadlines often outweigh higher philosophical design ideas.

Travancore, however, demonstrates that through stimulating collaboration between the owner, architects, consultants and builders, timely and cost-effective delivery of great urban outcomes is there for the taking.



Oxfam trailwalker

Congratulations to our very dear friend David Monahan and his team who completed the Oxfam Trailwalker in just over 36 hours in mid-April. The challenge was to get a team of four across 100km of Australian bush in less than 48 hours, raising funds to help overcome poverty and injustice in 26 countries around the world, including indigenous Australia. David's team, '3M's and a Chook' raised \$3,240.



Bensons supports Oz Child

For more than five years, our Group Chairman Elias Jreissati has been a Patron and Ambassador in Chief for Oz Child. This not-for-profit organisation has been helping Australian children for more than 150 years.

Approximately 170 staff and almost 500 volunteers run multidisciplinary and culturally aware programs across a range of services including foster care, child and family support services, disability services, education support, youth pathways and outreach services.

In late April, Elias and his wife Colleen generously hosted a cocktail party at their home to thank the small team of Ambassadors who work so tirelessly for Oz Child. Members of Oz Child

Unite, senior executives from Bensons Property Group and other guests also enjoyed the evening at which a new book, Shine, was launched.

Shine is a beautiful publication which raises awareness of the needs of children and the ways in which Oz Child can help. To top off the evening, one of Oz Child's Ambassadors, Eliza Weaving presented a generous cheque to Oz Child for more than \$50,000 on behalf of FinCare. This is a charity committee comprised of a group of investment managers and financial planning organisations that raise money for a different nominated charity each year.



Post budget breakfast

Bensons were again proud to be a major sponsor of the traditional Higgins 200 Club breakfast following the Federal Budget at Crown Palladium in Melbourne on 16 May 2008. Shadow Treasurer, the Hon Malcolm Turnbull MP, hosted over 700 guests and provided his insights and commentary on the Budget.

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