



# WILLOW

WILLIAMSONSON  
ESTATE

CONTEMPORARY DONCASTER  
APARTMENTS





DONCASTER'S MOST  
DESIRABLE LIFESTYLE



ABOVE  
AND BEYOND



WESTFIELD

RUFFEY CREEK

RUFFEY LAKE RESERVE

WILLIAMSONS ROAD

AQUARENA

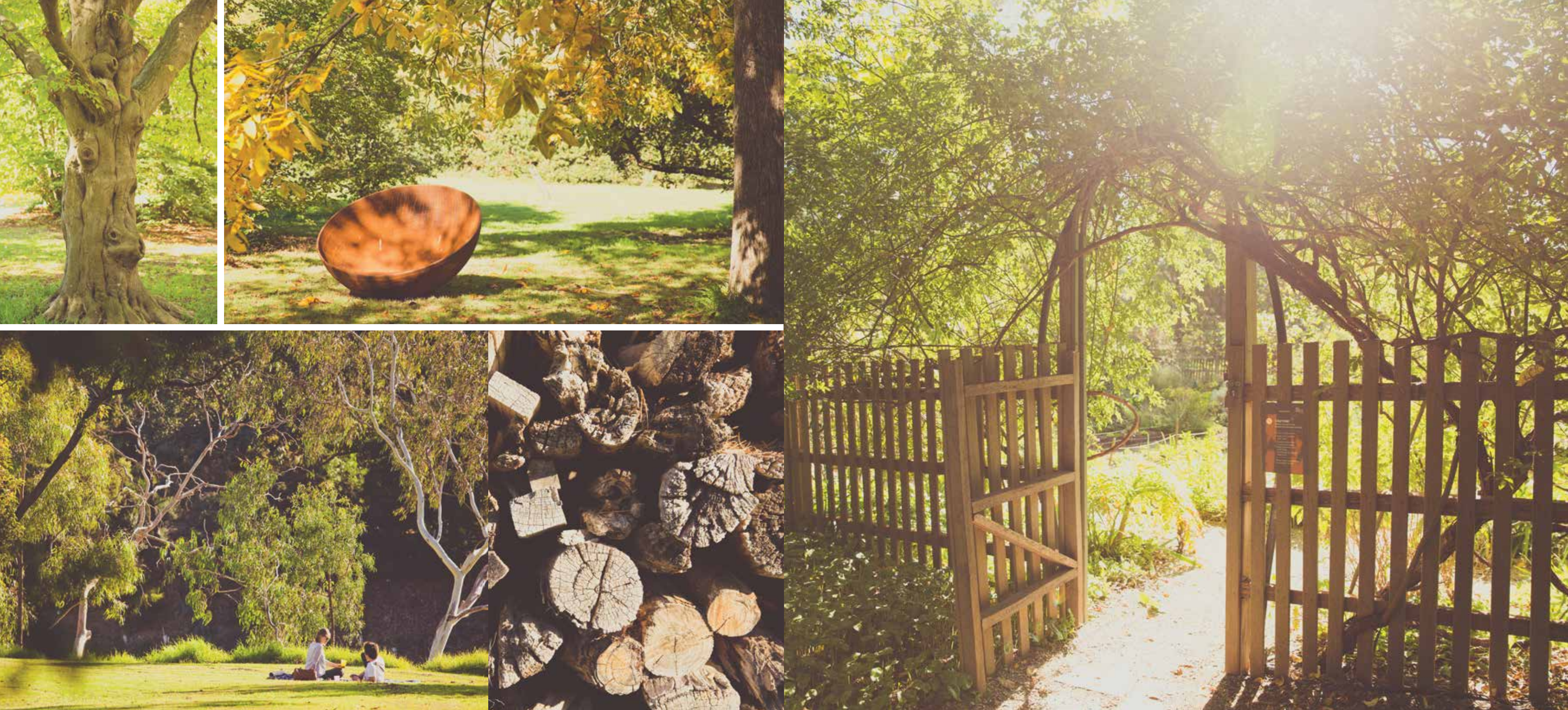
EAST LINK

MELBOURNE CBD

WILLOW

WILLIAMSONS  
ESTATE





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## A GREEN HERITAGE

The history of this site, as an orchard and nursery, is echoed in the careful attention given to landscaping. As a result, it's a place where nature and city living happily co-exist. Apartments at Willow will enjoy attractive, leafy outlooks, thanks to an abundance of new and mature trees within and around the estate. The tree-lined internal streets are pedestrian-friendly, with generous set-backs and quality landscaping.

Entry-ways to Willow are framed by plantings – across lush lawns from Williamsons Road or via Williamsons Estate's own paved West Lane. The main entrance forecourt, conveniently well away from busy roads, offers visitor parking for cars and bicycles. A pocket-park provides a peaceful spot to relax and soak up the sunshine.



# EMBRACE THE VISION

The contemporary apartments at Willow represent an opportunity to be part of an exceptional residential community in the heart of Doncaster. Williamsons Estate is a master-planned estate of quality homes. Bringing new life and contemporary design to an established area, it has an ambience all its own. Along with these outstanding apartments, Williamsons Estate includes luxury townhouses, lush landscaping and a high level of amenity.

The location could hardly be better. Doncaster is one of Melbourne’s most desirable suburbs, providing every possible lifestyle amenity. At Westfield Doncaster you can shop for everything from designer fashion to daily necessities. Recreation facilities abound, with a state-of-the art aquatic centre directly opposite and the 68-hectare Ruffey Lake Park just down the road. A 15-minute freeway drive has you in Melbourne’s CBD, while the Doncaster and Box Hill employment hubs are just minutes away.



Artist's impression



Strong forms and fine finishes give interiors a sleek, uncluttered look and a timeless elegance.







## A CANVAS FOR CREATIVITY

In keeping with the bespoke approach to Willow, you have options that make your apartment even more your own. Choose from light or dark colour schemes for your joinery, tiles, kitchen benches and quality floor coverings in muted colour palettes giving each apartment a sense of calm and harmony.

Whatever your choices, the design approach to Willow's interiors has an understated elegance. It's a perfect setting, inviting you to add those personal touches and treasures that create a true home.



## PERSONAL SPACE

Your bedroom is a place to relax and enjoy the luxury you deserve. At Willow, it's a space full of light and air by day and peacefully quiet at night. Double glazing to all windows keeps the bustle of the world at bay and helps with energy efficient climate control. All bedrooms have windows that open to provide healthy ventilation. Most two-bedroom plans at Willow locate bedrooms away from each other to protect your privacy.





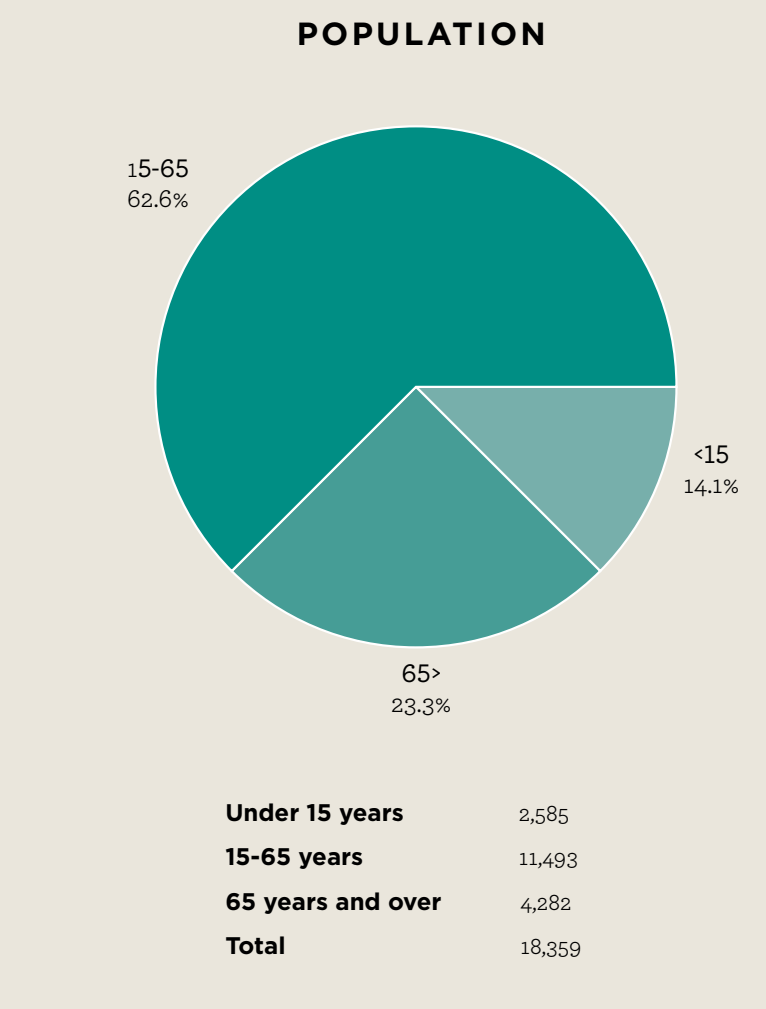
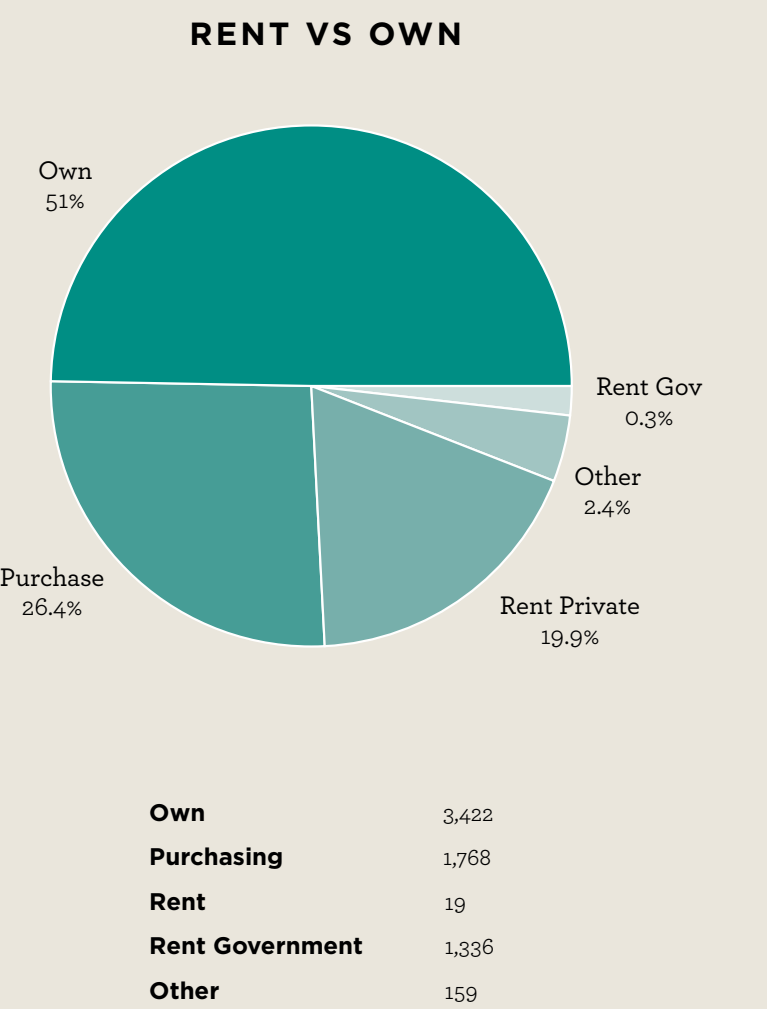
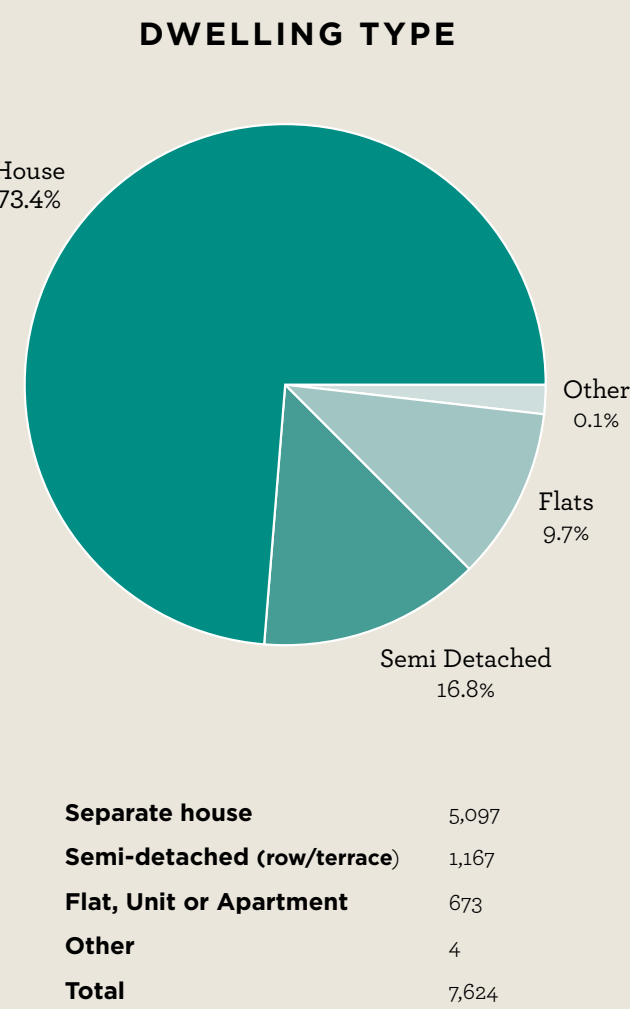
## GROUND FLOOR PLAN

All ground-level residences feature extremely generous, landscaped courtyards. Duplex residences have their own street entrances and include a large garden area, while some feature a second courtyard.



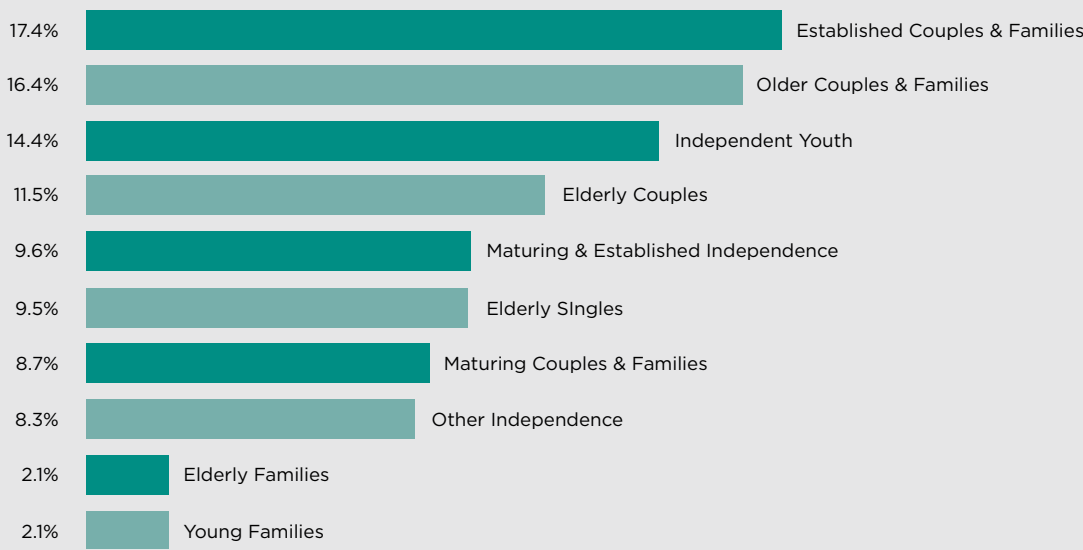
DONCASTER

DEMOGRAPHICS



+ Source Australian Bureau of Statistics, Census 2011

THE LIFESTYLES AND PEOPLE OF DONCASTER



CLASSIFICATION DETAILS

- Young Families - Families, Extended Families and Single Parents under 35
- Independent Youth - Couples, Singles and Homesharers under 35
- Maturing Couples & Families - Families, Couples, Extended Families and Single Parents aged 35-44
- Maturing Independence - Singles and Homesharers aged 35-54
- Established Couples and Families - Families, Couples, Extended Families and Single Parents aged 45-54
- Older Couples & Families - Families, Couples, Extended Families and Single Parents aged 55-64
- Older Independence - Singles and Homesharers aged 55-64
- Elderly Families - Families, Extended Families and Single Parents 65 and over
- Empty Nesters - Couples 65 and over
- Elderly Singles - Singles and Homesharers 65 and over

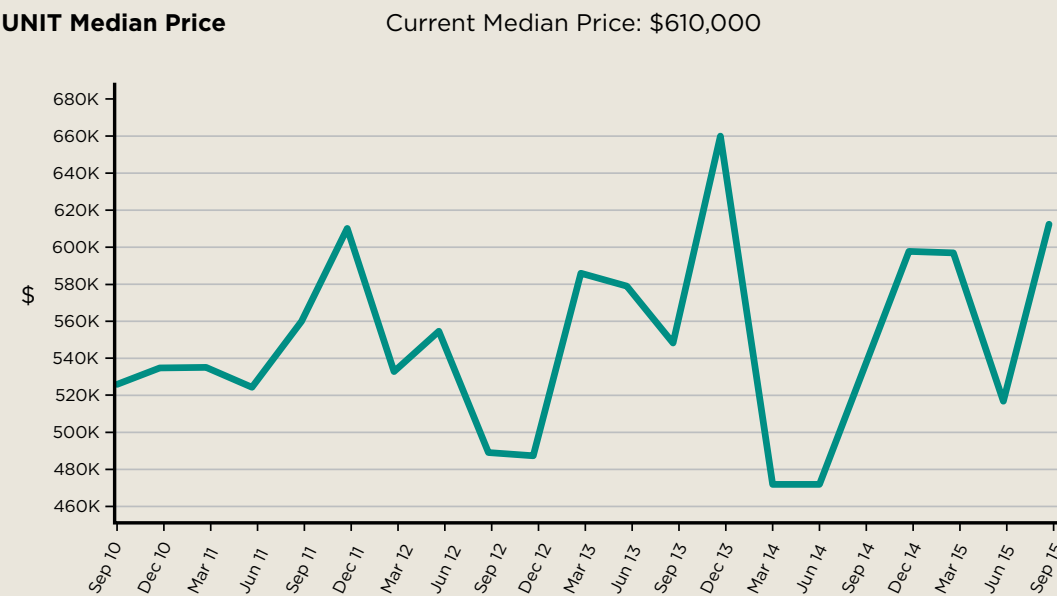
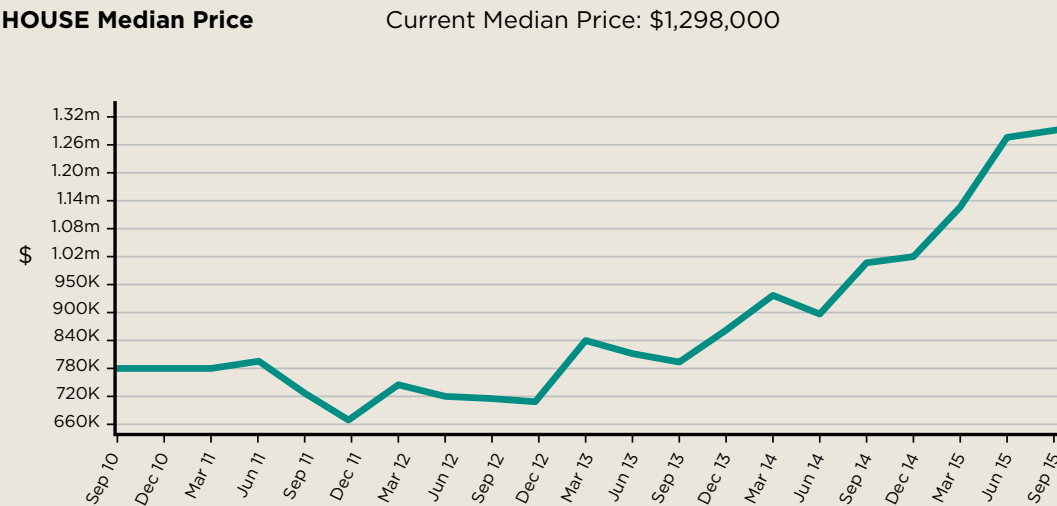


DONCASTER

GROWTH TREND

MEDIAN PRICE

This provides a measure of the midpoint of house sales, meaning that 50% of sale prices are greater than the median and 50% are below the median. In general, the median price is preferable to using average sales price, which can be skewed upwards in any time period by a number of expensive property sales.

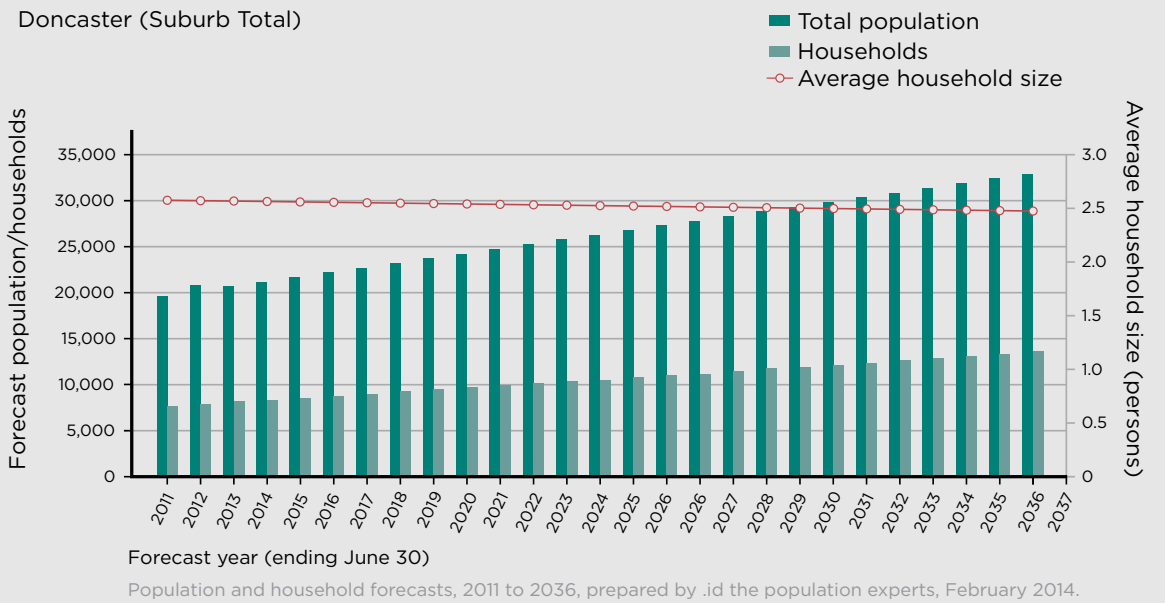


POPULATION FORECAST

DONCASTER (SUBURB TOTAL)		FORECAST YEAR				
Summary	2016	2021	2026	2031	2036	
POPULATION	22,158	24,568	27,368	30,161	32,879	
CHANGE IN POPULATION (5YRS)	2,432	2,410	2,800	2,793	2,718	
AVERAGE ANNUAL CHANGE	2.35	2.09	2.18	1.96	1.74	
HOUSEHOLDS	8,625	9,686	10,836	12,005	13,154	
AVERAGE HOUSEHOLD SIZE	2.56	2.53	2.52	2.51	2.49	
POPULATION IN NON PRIVATE DWELLINGS	68	68	68	68	68	
DWELLINGS	9,116	10,255	11,498	12,763	14,013	
DWELLING OCCUPANCY RATE	94.61	94.45	94.24	94.06	93.87	

Source: <http://forecast.id.com.au/manningham/>

FORECAST POPULATION & AVERAGE HOUSEHOLD SIZE



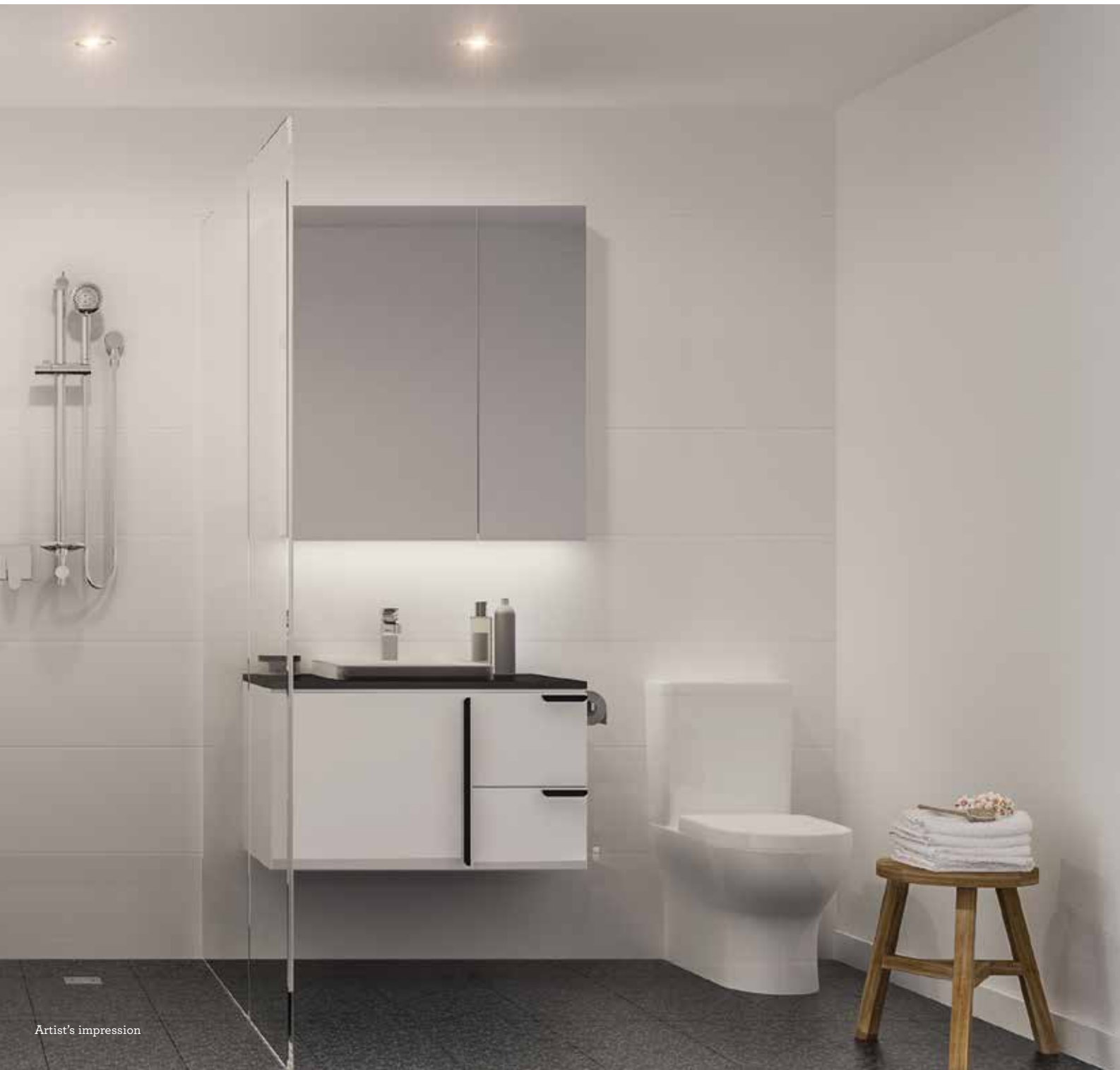
**Key finding:**  
The 2015 population forecast for Doncaster (Suburb Total) is 21,752, and is forecast to grow to 32,880 by 2036.

The main source of population growth in the City of Manningham tends to be from overseas, while young couples and families tend to leave the City for more affordable areas to purchase housing or to inner city locations to rent. It is assumed that a number of the migration patterns will continue into the future, most notably flows into the City from overseas.



# WHY QUALITY COUNTS

Even in the most private of spaces, attention to detail prevails. Water-saving taps and showerheads and low-energy light fittings save our natural resources and reduce utility bills. The choice of quality fittings throughout not only enhances the sense of luxury but keeps maintenance to a minimum, for a relaxed, care-free lifestyle.



Artist's impression

# THE TEAM



CEL Australia's  
Williamsons Estate



CEL Australia's vision is to be synonymous with creating quality homes with outstanding build quality and investment value, thereby creating sustainable value to its shareholders and customers. Being a dynamic organisation, CEL Australia has built its success on the foundations of solid ethical practices and quality standards supported by their vast expertise in the areas of construction, property development and property investment. With a strong synthesis of youth and experience in their ranks, the company has continually raised the benchmarks in construction and quality akin to their corporate vision.



CEL Australia's  
Tower Melbourne



CEL Australia's  
33M



Colliers International Melbourne Project Marketing team are market leaders, specialising in the development and implementation of sales and marketing campaigns for large scale residential development projects. Over the last 24 months, Colliers International have sold over \$5 billion of Melbourne property. The Colliers team prides itself on having an exceptional understanding of market drivers and has assisted CEL Australia working with the greater project team to create Williamsons Estate.



RotheLowman is a multi-disciplined architectural and interiors practice with a strong design philosophy underpinned by contemporary architectural traditions. RotheLowman creates projects for Australia's premier private and public organisations, designing structures that enhance their surrounds, add value to their urban or natural landscapes and importantly, stand the test of time. The quality and creativity of RotheLowman's design solutions has become their signature feature.

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