

The image shows a portion of a hallway with wood-paneled walls and a wooden floor. A person is walking away from the camera, their legs and feet visible. The lighting is warm and focused on the person. The ceiling has a grid pattern. The text 'THE WILLIAM' is overlaid on a black rectangular area on the left side of the image.

THE WILLIAM

199 WILLIAM STREET

A modern interior space featuring a wall with a herringbone wood pattern. A Newton's cradle light fixture with several glowing spheres hangs from the ceiling. A person in a dark jacket and blue jeans is walking across the room, blurred to suggest motion. The floor is also covered in herringbone wood. A white reception counter is visible in the background, and a chair is partially visible in the foreground on the left.

ESSENTIALLY MELBOURNE

DISCOVER
A BLEND OF
HOTEL STYLE

LIVING

FUSED
WITH THE

ECLECTIC
SPIRIT OF

MELBOURNE'S
LANEWAY

CULTURE.

WELCOME



REVEALING ARCHITECTURE

A COMMANDING PRESENCE AND A PRESTIGIOUS LOCATION – THESE TWO ELEMENTS FORMED THE DESIGN INSPIRATION FOR BRUCE HENDERSON ARCHITECTS WHEN APPROACHING THE WILLIAM. STATURE, DISTINCTION AND INNOVATION CHARACTERISE THIS NEW BUILDING. AN IMPRESSIVE CORNER LOCATION IS FURTHER ENHANCED BY THE EXTENSION OF THE WILLIAM STREET TOWER, WITH ARCHITECTURAL TREATMENTS THAT CREATE VISUAL INTEREST FROM MANY VANTAGE POINTS.



Artists impression



SPORTS
PRECINCT

GPO &
SHOPPING
PRECINCT

LEGAL
PRECINCT

TRUE
CBD



ARTS
PRECINCT

SOUTHBANK



THE WILLIAM


1 South eastern view
of Melbourne city




WILLIAM STREET IS AN ICONIC MELBOURNE ADDRESS, POSITIONED AS IT IS IN THE HEART OF THE CITY'S LEGAL PRECINCT, AMIDST MAJOR SOCIAL AND ARCHITECTURAL TOUCHSTONES. THE WILLIAM, REPRESENTS THE FUTURE OF STYLISH METROPOLITAN LIVING IN THIS THRIVING INTERNATIONAL CITY.



THE CITY





-  GARDENS
-  TRAIN STATION
-  TRAIN NETWORK
-  TRAM NETWORK

-  LEISURE
- 01 ETIHAD STADIUM
- 02 ROD LAVER ARENA
- 03 CROWN CASINO
- 04 MELBOURNE AQUARIUM
- 05 NATIONAL GALLERY OF VICTORIA
- 06 STATE THEATRE OF VICTORIA/
HAMER HALL
- 07 REGENT THEATRE
- 08 PRINCESS THEATRE
- 09 QUEEN VICTORIA MARKET
- 10 MELBOURNE MUSEUM
- 11 MELBOURNE TOWN HALL



-  UNIVERSITIES
- 12 MELBOURNE UNIVERSITY
- 13 RMIT
- 14 VICTORIA UNIVERSITY
- 15 AUSTRALIAN CATHOLIC UNIVERSITY
-  HOSPITALS
- 16 ROYAL CHILDREN'S HOSPITAL
- 17 ROYAL MELBOURNE HOSPITAL
- 18 ST VINCENT'S HOSPITAL
-  SHOP
- 19 MELBOURNE GPO
- 20 MELBOURNE CENTRAL
- 21 QV



AT THE DOORSTEP

-  GARDENS
-  TRAIN STATION
-  TRAIN NETWORK
-  TRAM NETWORK

-  **EAT & DRINK**
- 01 GRILL ROOM STEAKHOUSE
- 02 THE MINT BAR & BISTRO
- 03 SMXL CAFES
- 04 ILLIA CAFÉ
- 05 MOVIDA AQUI
- 06 SQUIRES LOFT CITY STEAKHOUSE
- 07 THE MILL
- 08 CA DE VIN
- 09 COOKIE
- 10 BERGERAC
- 11 BENITO'S
- 12 MARRAKECH COCKTAIL BAR
- 13 GILLS DINER
- 14 NEGRONI BAR & GRILL
- 15 SILK ROAD
- 16 MAHA
- 17 MOVIDA

-  **SHOP**
- 18 MELBOURNE GPO
- 19 MYER MELBOURNE
- 20 DAVID JONES
- 21 MELBOURNE CENTRAL
- 22 QV
- 23 CHANEL
- 24 GUCCI
-  **LANDMARKS**
- 25 SUPREME COURT OF VICTORIA
- 26 MELBOURNE OBSERVATION DECK
- 27 MELBOURNE TOWN HALL
- 28 STATE LIBRARY OF VICTORIA



– AN –
UNEXPECTED
JOURNEY
&
ECLECTIC
SPIRIT

McIVER'S
COFFEE & TEA
PH: 9329 8911

EXPLORE
MELBOURNE'S
VIBRANT
CULTURE.
START
HERE.



THE ART OF MELBOURNE LIFE

The home of world renowned retailers, acclaimed cultural festivals and an adventurous spirit, Melbourne is unique both in look and in character. From its bookshops and boardrooms to its laneways and law courts, this is a city rich with possibilities.



1 Law court precinct 2 Melbourne's laneway culture 3 Chinatown
4 Boutique retail shopping 5 Flinders Street Station 6 Flagstaff
Gardens 7 Melbourne University



ICONIC SURROUNDS

Seen by many as Australia's social and artistic capital, Melbourne is home to major galleries, public parks, sporting venues and, of course, the famous Yarra River. Residents of The William step out into this thriving metropolis. From Melbourne University and the Royal Melbourne Institute of Technology to Flagstaff Gardens, the Queen Victoria Market and Etihad Stadium, achieving a beautifully balanced lifestyle – commerce, culture and community – has never been easier.





- 1 Historic architecture
- 2 Retail shopping precinct
- 3 Boutique retail shopping at the rejuvenated Melbourne GPO
- 4 World class dining
- 5 Melbourne's famous laneway culture
- 6 The bustling Queen Victoria Market
- 7 Chinatown signs at night
- 8 Crown Casino entertainment complex

A JOURNEY INTO MELBOURNE'S GASTRONOMY

Melbourne is famed for its food culture; this is a city that takes its coffee seriously. With prestigious international players like Robert De Niro's Nobu and Australian-based culinary stars like Guillaume Brahimi, Shannon Bennett and Neil Perry in town, this is Australia's cuisine capital. From a glass of champagne at Federation Square to smoked duck in Chinatown or the perfect pasta in Carlton, your palate will never tire.





5



6

CLOSE TO EVERY DISCOVERY

Start the day with organic coffee at the Queen Victoria Market, run 'The Tan' at the Royal Botanic Gardens, brush up on your cinema knowledge at the Australian Centre for the Moving Image, or shop with abandon at one of Bourke Street's famous department stores. Sip a cocktail at a laneway bar then visit the latest gallery before ending your day with some fine dining by the Yarra. Put your feet up at The William. Relax.



7



8

SETTING
THE
SCENE



Artists impression

A striking entrance and an ambience both open and elegant greet you at The William. Informed by the precinct's unique history, along with the sophistication of the best boutique hotels, the beautiful lobby features a prominent concierge desk. From here residents and visitors alike are welcomed and directed as required; an immediate connection with The William begins.

A rich material palette delights the senses while a series of dramatically framed walkways create an innovative and arresting architectural space. Lustrous wall finishes, grained timber flooring and a dramatic sculptural light create a true sense of arrival.

The three defined lounge areas in the lobby reinforce the sense of comfortable, desirable luxe hotel living. With carefully selected pieces of quality furniture and sophisticated contemporary lighting, the effect is exquisitely original.

- 1 Living room
- 2 Bathroom
- 3 Kitchen



1

Artists impression

THE WARM PALETTE

Open, inviting and beautiful, with striking city views, the apartment interiors at The William are designed with the contemporary lifestyle in mind. The quality and finish of materials in every residence is impeccable, the choices of colour palettes – warm and cool – acknowledge the unique tastes and spirits of the inhabitants. The warm scheme favours classic, neutral tones, the perfect relaxing antidote to life in a bustling, stimulating city.



2

Artists impression



- 1 Living room
- 2 Bathroom
- 3 Kitchen

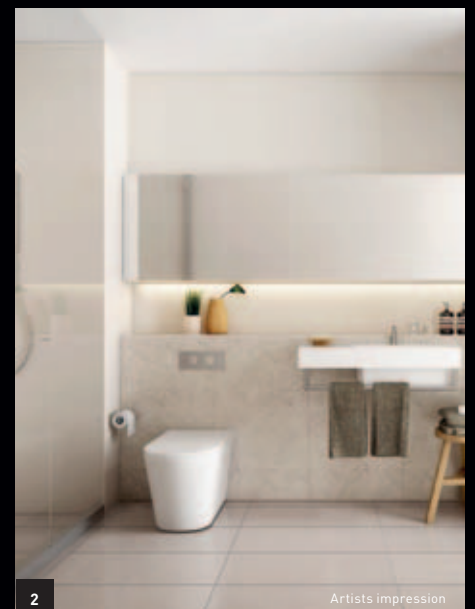


1

Artists impression

THE COOL PALETTE

The apartments follow the philosophy of smart design; each layout works hard to achieve the most efficient and satisfying use of the space. A sharper more contemporary interior, with tones of grey and white, the cool scheme creates a sleek, polished environment; ideal for those with a home office in mind. Timber floor boards give graceful delineation to the living areas while carpeted bedrooms add softness.



2

Artists impression



THE ART OF AMENITY

A LIFESTYLE IN KEEPING WITH MELBOURNE'S MODERNITY, DIVERSITY AND SOPHISTICATION AWAITS YOU AT THE WILLIAM. PANORAMIC VIEWS FROM THE ROOFTOP SWIMMING POOL, PRIVATE LOUNGE AND LIBRARY AREAS, WINTER GARDENS AND A SUPERBLY EQUIPPED GYMNASIUM MAKE THE WILLIAM EXCEPTIONAL IN EVERY SENSE.

01

ROOFTOP POOL

Perfectly appointed, The William provides residents with a range of hotel-style amenities including an elegantly designed, heated rooftop lap pool surrounded by chic furnishings.

02

THE LIBRARY

A distinct counterpoint to the demands of every day life, the library provides a tranquil space for reflection and relaxation.

03

CONTEMPORARY GYMNASIUM

Designed for maximum impact, the dark floor and ceiling finishes in the gym both inspires and celebrates The William's urban athletes.





MELBOURNE VOTED THE WORLD'S MOST LIVABLE CITY¹

THE NATIONAL MEDIAN HOUSE PRICE ROSE IN THE DECEMBER QUARTER FROM \$533,521 TO \$533,650, DRAGGED UP BY A STRONGER THAN EXPECTED RESULT IN THE MELBOURNE MARKET.²

01

MELBOURNE CBD IS GROWING

Melbourne is the fastest growing city in Australia. CBD population growth is driven by a number of key factors:

- The growth in overseas migration, particularly skilled migrants and international students
- Easy access to:
 - The key employment centers
 - Great restaurants, bars, clubs, parks and gardens
 - Major Universities: RMIT, Melbourne University, Monash University and Victoria University
 - Great public transport

The growing preference of people to reside in a more central location during the 2000s, has been highlighted by the population growth in the Melbourne CBD, which has grown over the past 5 years at a rate of 13.9% per annum.

02

POPULATION GROWTH UNDERPINS RESIDENTIAL INVESTMENT

Melbourne's population is currently 4.0m, will be 5.0m by 2025 and is forecast to be at 7.0m by 2035.

The expected benefits of the minerals boom and an expanding household sector will steadily permeate through the economy, supporting a lift in employment and investment – particularly residential investment – and a significant and growing shortage in dwellings.³

03

LOW RATES DRIVING RENTAL DEMAND

Melbourne's vacancy rate is 2.4% and has been less than 3% since 2005. Rents are growing faster than inflation which is good news for investors.

With new apartment supply being well below the long term average and on track to remain at low levels in 2011/2012, vacancy rates will remain tight. As a result, investor confidence will improve in the short term as economic growth strengthens and borrowing restrictions ease, while persistently tight rental vacancies will apply upward pressure on rents.

¹ Economist Intelligence Unit survey September 2011

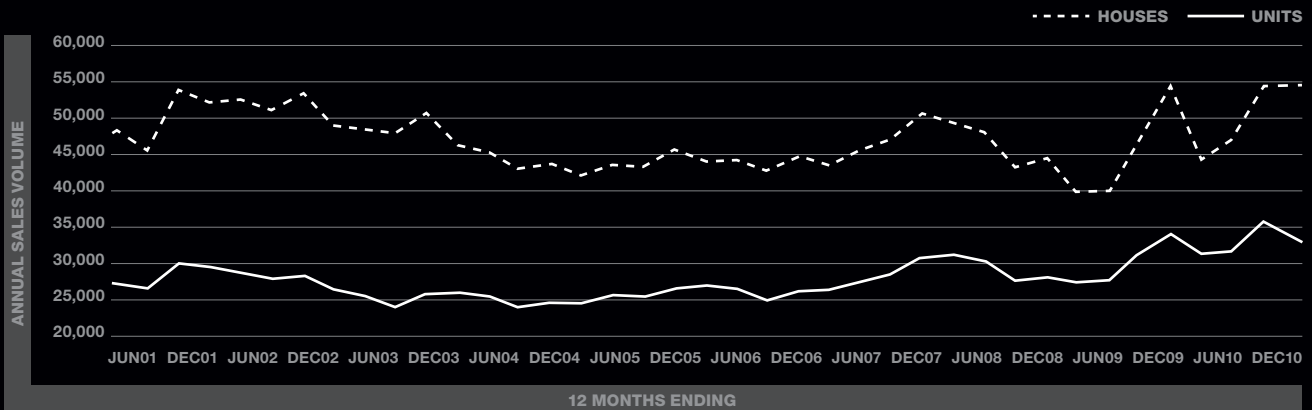
² APM – Australian Property Monitors January 2012

³ BIS Shrapnel February 2012

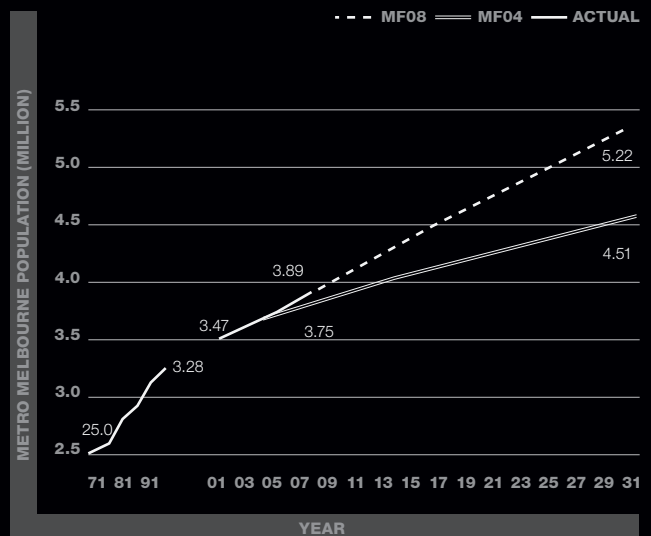
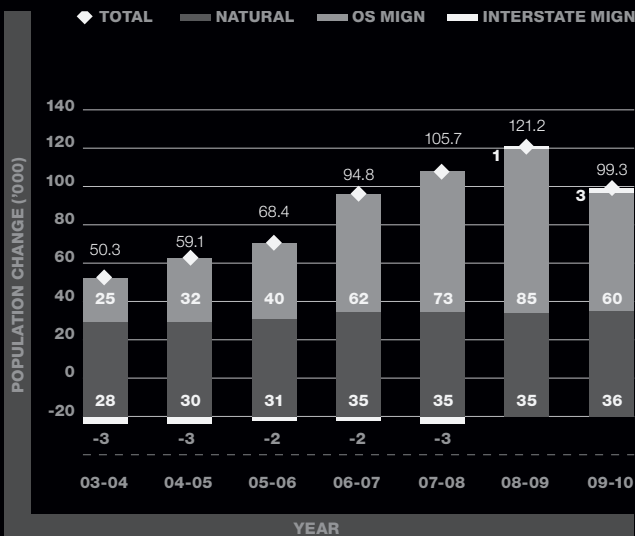
SALES ACTIVITY IN APARTMENT MARKET STRONG

Melbourne's housing market showed positive growth of 7.1% over the 12 months to September 2011 to a total of 48,610 house sales, according to Residex. Melbourne was still the most active house market nationally, and still well ahead of the Sydney sales volume of 34,907.

Unit sales volume for Melbourne in the September 11 quarter showed a 7.7% increase, suggesting that the unit market in Melbourne has continued to attract reasonable levels of buyer enquiry in comparison to the house market.



MELBOURNE POPULATION GROWTH AND PROJECTIONS



INDULGE AT THE BISCUIT HALL





Artists impression



SENSORY INDULGENCE

In a town known for both its fashion and its flavours, it's only natural that The William reflects the best of Melbourne's traits. Home to a handful of cherry-picked specialty stores and services, all housed in the ground level Biscuit Hall, this friendly, active space gives guests and visitors immediate access to culinary and retail delights.

1 Entry to Biscuit Hall via Guests Lane **2** The best in food
3 The best in produce

THE

COLLABORATORS

DEVELOPER **HENGYI AUSTRALIA**

Founded in 2003, Hengyi Australia is part of an international company with an impeccable track record in large-scale property development. Overseeing projects in Australia, Asia, Canada and Europe, Hengyi has delivered an array of high quality apartment developments including the award-winning Wei Fang City Bright Park and Qing Dao City, Lotus Plaza and the impressive one billion dollar Wei Fang City shopping street development in, China.

hengyiaustralia.com.au

ARCHITECT **BRUCE HENDERSON ARCHITECTS**

Established in 1977, with offices in Melbourne and London, Bruce Henderson Architects (BHA) is known as the developer and builder's architect of choice. A staff of 50 architects, town planners and interior designers work across a constantly growing portfolio, creating enduring and sustainable architecture of quality and elegance.

bh-architects.com

LOBBY **CARR DESIGN GROUP**

Carr Design Group is a multi-skilled firm of architects and interior designers, with a reputation established over 40 years of practice. As one of Australia's leading architecture and interior design firms, Carr has a proven ability to push conventional boundaries.

carr.net.au