



MEDIA RELEASE

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Quintessential secures development rights for landmark Geelong tower

Quintessential, in partnership with Plenary Group, has secured the development rights for a 14-storey commercial office tower as part of the Geelong Convention & Exhibition Centre Precinct.

Upon completion, the office tower will be the largest in Geelong and is the latest in a series of investments by Quintessential in Geelong with \$500 million of existing office projects and a further \$200 million in future developments planned.

The office development forms an integral part of the urban renewal project being delivered as a Public Private Partnership between the Plenary Conventions consortium and the Victorian Government. Quintessential will develop the office component in a joint venture with Plenary Group.

Designed by leading architecture firm, Woods Bagot, the commercial office building will be a standout addition to the Geelong landscape. Located on the edge of the Geelong CBD, the site offers uninterrupted views across Corio Bay.

Subject to formal statutory planning approval, the tower will comprise approximately 18,000 square metres across 14 levels, and form a major component of the Geelong Convention & Exhibition Centre precinct, providing prime grade office space in an exceptional location.

“The building will provide exemplary environmental and workplace attributes that will encourage higher frequency of attendance, supported by retail and hotel amenity. The precinct will enliven the Geelong Waterfront with activation throughout the working week and weekends,” said Quintessential Head of Development, Matt O’Halloran.

With a strong track record of delivery and a focus on occupier relationships, Quintessential is excited by the strength of occupier the office tower will attract given the successful recruitment of WorkSafe, GMHBA, KPMG and others across the business’ existing portfolio of commercial office sites in Geelong.

The continued development of Victoria’s second city is making it an increasingly attractive choice for major corporations and government agencies seeking to grow their presence in the region.

Mr O’Halloran continued, “This is a continuation of our investment focus and our core strategy to develop growth precincts, urban renewal, and enhance community benefits throughout our portfolio.

“We are committed to enhancing the region and have a track record of delivering high environmental buildings, including the recent completion of the Cross Laminated Timber Wurriki Nyal Precinct for the City of Greater Geelong.”

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For media enquiries:

Tommy McDonald
Arize Communications
tommy@arize.com.au
0414 394 966

Quintessential Contacts:

Carmen Smith

Quintessential, Head of Marketing

carmen@quintessential.com.au

0438 104 682

Matt O'Halloran

Quintessential, Head of Development

matt@quintessential.com.au

0418 300 100