

ORRIA

S P R I N G H I L L

UDIA QUEENSLAND AWARD FOR EXCELLENCE - MARKETING



VIEW DIGITAL
VERSION

HAPPINESS *blooms* WITHIN

ORIASPRINGHILL.COM.AU
447 GREGORY TCE, SPRING HILL

ORIA SPRING HILL

A Story Of Reset,
Recalibration
& Results.

Originally launched in 2021 and 80% sold, Oria was halted by COVID-era construction instability. No builder could be secured, and in March 2023 Keylin made the difficult decision to cancel all sales contracts.

Rather than retreat, Keylin redesigned the scheme around the liveability of inner-city buyers - removing the hotel component, refining floor plates and amenity, and relaunched in June 2025, six months after construction commenced.

What began as a setback became Oria's defining advantage - a more compelling, relevant and commercially resilient offering, met with sustained demand.

KEEPING THE NAME WAS A CHOICE
AND A COMMITMENT.

Retaining "Oria" meant every search would surface the project's past. We accepted that openly, confident the recalibrated product would rewrite the story. It did.

3,837
LEADS GENERATED
(Target 3,695)

85%
SOLD
(Six months ahead of completion)

34.5%
APPOINTMENT-TO-SALE
(Industry benchmark 10-25%)

25
DAYS
(Average enquiry to contract)

80%
OF BUYERS HAVE A DIRECT
CONNECTION TO SPRING HILL



Real-Time Retargeting. Creative Refinement. Media Reallocation.

A CAMPAIGN OPTIMISED WEEKLY,
INFORMED BY REAL BUYER
INTELLIGENCE.

- **Weekly performance reviews** across Google Analytics, Salesforce and social data drove live decisions — not quarterly reports, but a standing weekly loop of retargeting, creative refinement and media reallocation.
- **Sales floor intelligence directly fed the strategy.** When local family engagement softened, spend pivoted to downsizer segments within the week — generating immediate lead spikes.
- **Buyer data shaped placements.** 25% of buyers cited proximity to Brisbane Grammar School, directly informing PR angles and billboard locations.
- **The result of disciplined optimisation:** a cost per lead of \$139 against a prestige industry benchmark of \$300–\$400, and a 34.5% appointment-to-sale rate against a benchmark of 10–25%.



“Living at Oria will make life so much easier—not just for getting to school, but for enjoying the city and being able to walk our husky and toy poodle at Victoria Park whenever we like.”

KAUSHALYA WELIKALA, ORIA SPRING HILL RESIDENT

DESIGN / CONSTRUCTION / PLANNING / ADVICE

The Courier Mail Developing QUEENSLAND

FEBRUARY 14-15, 2026

DEVELOPING QUEENSLAND

SCHOOL TIES BOOST ORIA SALES

Parents have snapped up luxury apartments at Oria Spring Hill primarily for one reason, writes Stephen Nadin

Recent buyer data reveals Oria in Spring Hill is attracting attention from buyers connected to local schools, with 25 per cent citing the development's proximity to Brisbane Grammar School as central to their decision.

As a Brisbane Grammar School alum, Kaushalya Welikala (right) and her husband have bought Oria Spring Hill. Photos: Sarah Keyes/The Photo Patch and supplied

“The main reason we purchased an apartment at Oria was because it’s near the Brisbane Grammar School where my oldest daughter attends grade 8 and my youngest will attend grade 6 when the junior school opens next year,” she said.

“Right now, we live further out, and the daily commute to school is exhausting.

Living at Oria will make life so much easier—not just for getting to school, but for enjoying the city and being able to walk our husky and toy poodle at Victoria Park whenever we like.”

Construction has commenced on the first of 505 homes in a \$360m Rockhampton over-50s community, which will feature resort-style resident facilities including a pickleball court, pools, a golf simulator and cinema.

The first sold was turned on Living Gems Rockhampton with Rockhampton Mayor Tony Williams and Living Gems chief executive Anthony Pulichchammaru making the milestone.

The land lease community is the largest of its kind ever built in the

bedrooms plus a multipurpose room is now selling, priced from \$665,000.

Mr Pulichchammaru said construction was also under way on the first of \$20m of amenities.

“There’s never been a community like this in Rockhampton before,” he said.

“It is purpose-built for over-50s, providing new choices for locals who have worked hard their whole lives and want a little bit of luxury leading up to, and into, retirement.

“It’s a place where they can right-

side from the traditional large family house, often on a block of land, to a home that is brand new, secure, and low maintenance. They can stay active with a game of pickleball or socialise over a barbecue by the pool.

As the largest over-50s lifestyle community in the region, the extensive facilities are really second to none, with something to suit every passion—whether lawn bowls, ten-pin bowling, music, arts and crafts, or a cinema-style experience.”

Sheppa Group’s Perspective Homes at Chevron Island.

WORK STARTS ON 505 HOMES

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INNOVATION

Firsts That Built Confidence, And Converted.

In an Australian first for creative partner, The Boundary, Oria's extensive social and wellness spaces were showcased through an immersive 3D virtual tour. This, together with two virtual apartment tours allowed buyers to walk through and experience a building that didn't yet exist.



STEP INSIDE THE VIRTUAL TOUR.

- **Spring Hill's first large-format apartments** — 55 of 143 residences (38%) are 3-bed+, representing 59% of GRV and averaging \$3.2M — well above the suburb's median house price of \$1.865M.
- **Queensland's first multi-storey communal pickleball court.**
- **Launched from strength** — market entry strategically delayed until construction was six months underway. "Construction already underway" became the campaign's trust anchor, and two display apartments opened inside the building more than six months before completion.

MARKET ACCEPTANCE & SUCCESS

Outperforming Benchmarks At Every Stage Of The Process.

85% SOLD — SIX MONTHS PRIOR TO COMPLETION.

Of the remaining 15%, approximately 80% are two-bedroom and 20% three-bedroom residences. Spring Hill's first large-format apartments are all but sold out, the market's clearest endorsement of the product innovation.

METRIC	ORIA	BENCHMARK
Cost per lead	\$139	\$300–\$400 (prestige)
Cost per contract	\$16,369	\$20,000–\$50,000
Lead-to-contract	2.83%	1–5%
Appointment-to-sale	34.5%	10–25%
eDM open rate	46.4% avg	
Enquiry to contract	25 days avg	

THE MARKET EMBRACED THE ART DECO VISION.

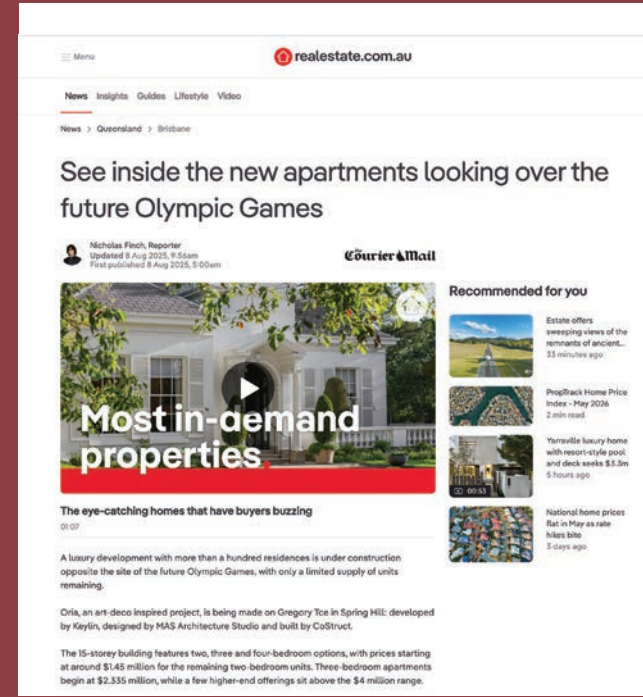
Buyer response consistently singled out the Art Deco direction — the curved façade, the symmetry, the colour palette, the curated interiors. The design language wasn't just admired; it converted.

41,019
UNIQUE WEBSITE USERS
(March 2025 – May 2026)

266,769
USERS REACHED VIA
ORGANIC SOCIAL ACTIVITY

7.8 million
AUDIENCE REACHED
THROUGH EARNED MEDIA
COVERAGE





CONNECTION TO BRAND

“Happiness Blooms Within” Keylin’s Promise, Brought To Life.

1. A NAME WITH ROOTS — AND A GOLDEN THREAD.

Oria is drawn from neighbouring Victoria Park — literally half the name — anchoring the project to its place. And in Latin, oria speaks to “golden”: the inspiration for the brass-gold detailing that runs through the kitchens, door furniture and floor trims — a subtle material echo of the brand in every residence.

2. THE SPIRIT OF ART DECO, NOT JUST THE STYLE.

Art Deco began as a celebration of modern technology, industrial progress and a break from tradition. Oria honours that spirit as much as the aesthetic — deploying modern technology, innovation and smart design to break from convention. A movement Spring Hill had never seen, until Oria.

3. POSITIONED FOR BRISBANE’S NEXT CHAPTER.

Heritage-inspired storytelling and a landmark position overlooking the future Victoria Park Olympic precinct frame Oria as grounded in Spring Hill’s character — and aligned with the city’s future.





ARTIST IMPRESSION



ARTIST IMPRESSION

DEVELOPMENT DETAILS



Developer / Entrant / Consultant Name: Keylin Group.

Development / Project Name: Oria Spring Hill.

Development / Project Address: 447 Gregory Terrace, Spring Hill QLD 4000.

Local Government Area of Development / Project: Brisbane City Council.

Construction Commencement (date/month/year): 6 January 2025.

Completion Date (date/month/year): Early 2027.

Site Area (hectares): 3,372sqm.

Total number of dwellings: 143.

Total GFA of non-residential use (sqm): 2,000sqm.

Price Range (land and/or dwellings): \$1,375,000 - \$4,310,000.

Range of lot sizes (sqm) and/or dwelling sizes (bedrooms and sqm): two, three, and four-bedroom apartments ranging in size from 90sqm - 246sqm.

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