



BRANSON



BEN ATANASOVSKI
MANAGING DIRECTOR

THE BRANSON DIFFERENCE

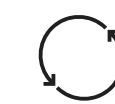
FOR OVER 20 YEARS, BRANSON GROUP
HAS BEEN DEVELOPING QUALITY
PROPERTIES FOR DISCERNING CLIENTS
ACROSS MORE THAN 50 PROJECTS.



ESTABLISHED IN
2000



REPEAT BUSINESS
FROM LOYAL
CUSTOMERS



PROPERTIES EXCEED
EXPECTATIONS WHEN
RE-SOLD



OVER 50
PROJECTS

WHY BRANSON

Branson Group makes a profound, enduring difference in the property market. Each thoughtfully designed project reflects our commitment to uncompromising excellence, an intelligent investment of refined quality. We look forward to being a part of your property journey, elevating your lifestyle and securing your future.

INTELLIGENT INVESTMENT

Driven by foresight and property intelligence, Branson Group has been securing the very best sites in the market for over 20 years. We have developed a stringent selection criteria to analyse and identify suburbs with strong potential for positive growth, looking at Infrastructure, transport, land scarcity and affordability. Our projects continue to outperform the market, with rental yields and resale value significantly higher than average.

REFINED QUALITY

Our meticulous attention to detail and project management ensure uncompromising quality in each property, every time. We think about everything and consider all possibilities, to deliver a level of refinement like never before.

THOUGHTFUL DESIGN

Raising the bar for residential living in Australia, Branson Group collaborates with leading, like-minded architects and designers. Together, we create timeless, sustainable residences, carefully considered and crafted with precision. We think about how people want to live, ready for the future with a range of smart, innovative options.



The Essendon Collection



The Lincoln Collection – Artist Impression



The Reservoir Series

DEVELOPER
BRANSON GROUP

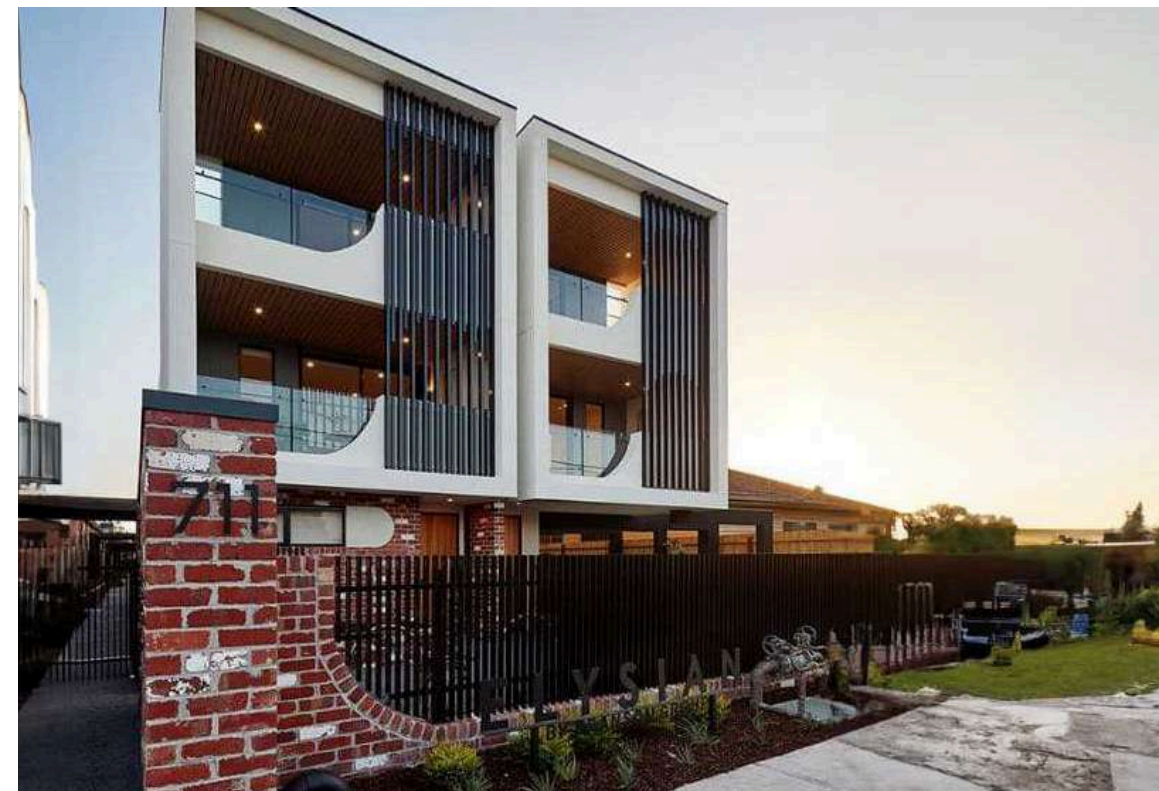
Buying a home is a journey filled with expectation and anticipation. It is the realisation of a dream, be it your first property, an investment, or perhaps a lifestyle choice to downsize. At Branson Group, we work to understand exactly what you are looking for, and are proud to be part of your property journey.

With an obsessive focus on quality, we deliver stunning homes you will love, in neighbourhoods you want to live in. Delivering above and beyond, it is why our projects are well-received by owner occupiers and savvy investors. We are seeing repeat purchase from loyal customers, a result of our exceptional customer service.

1,350+
RESIDENTS

ESTABLISHED IN
2000

50+
PROJECTS



WINNER 2021 HIA VICTORIA AWARDS
ELYSIAN FOOTSCRAY
— TOWNHOUSE/VILLA UP TO \$500K
— TOWNHOUSE/VILLA DEVELOPMENT UP TO \$500K PER DWELLING



WINNER 2023 HIA CSR VICTORIAN AWARDS
THE LINCOLN COLLECTION, ESSENDON
— TOWNHOUSE / VILLA \$500,000 TO \$1.0M PER DWELLING



THE BRANSON DIFFERENCE

DELIVERING ON PROMISES

QUALITY
RENDER VS. REALITY
CITRINE ESSENDON



RENDER



REALITY

QUALITY
RENDER VS. REALITY
SAINTLY PLACE



RENDER



REALITY

QUALITY
RENDER VS. REALITY
THE LINCOLN COLLECTION ESSENDON



RENDER



REALITY

LOCAL MARKET EXPERT



WELCOME TO BOWA



Elevated architecture. Exceptional detail. BOWA is a masterclass in considered design — bringing refined, design-forward living to one of Melbourne's most connected and dynamic neighbourhoods.

RETURN TO CLASSICAL VALUES—IN MORE WAYS THAN ONE.

In a world of uncertainty, some things endure—like the enduring value of thoughtfully designed property and the timeless appeal of European architecture. This exclusive collection of townhomes is a tribute to Roman grandeur and European history, where arched forms, stone textures, and classical symmetry evoke a sense of permanence, refinement, and calm.





WELCOME TO BOWA

BOWA — BEST OF WHAT'S AROUND — IS A LIMITED COLLECTION OF 38 TOWNHOMES, WHERE REFINED ARCHITECTURE, ELEVATED LIVING AND A GENUINE SENSE OF COMMUNITY COME TOGETHER IN THE HEART OF NIDDRIE. A PLACE OF PERMANENCE, CRAFTED FOR THOSE WHO VALUE DESIGN, CONNECTION AND UNDERSTATED DISTINCTION.

At Branson Group, we're committed to creating places of enduring value. BOWA was conceived by the Mediterranean — inspired by its beauty, culture and architecture. Our vision is to bring that same sense of timeless elegance to Niddrie, in a collection designed to be lived in and loved for generations to come.



BEN ATANASOVSKI
MANAGING DIRECTOR

INTENTIONALLY BOWA

01 CRAFTED WITH INTENT, DEFINED BY DETAIL

BOWA's architecture is distinguished by its quiet confidence — refined, enduring, and deeply resolved. From the considered proportions to the elevated materiality and bespoke detailing, each residence reflects a commitment to timeless design. It's craftsmanship can be felt in every finish, built to last and designed to be lived in.

02 PEACE OF MIND BUILT IN

Security is woven into the fabric of BOWA. With keyless entry, smart locks, CCTV surveillance and secure parcel lockers, every detail is designed to protect what matters. Private access ensures only residents move through the grounds — creating a safe, calm environment that feels protected and comfortably your own.

03 A LIVING, BREATHING SETTING

At BOWA, outdoor spaces are designed for connection, calm and natural beauty. From private courtyards and leafy balconies to a central garden promenade, lush planting brings texture, shade and softness. Landscape and architecture work in harmony — shaping spaces that feel open yet intimate, and always grounded in nature.



ARTIST IMPRESSION



ARTIST IMPRESSION



ARTIST IMPRESSION



ARTIST IMPRESSION

THE ARCHITECTURE

CHAPTER FOUR

THE COLLECTIONS



BOWA is composed of three distinct collections — BOWA, Ryder and Hotham — each with its own architectural character, identity and sense of place within the broader vision.



DISTINCT BY DESIGN

THE BOWA COLLECTION

The BOWA Collection features 22 expertly composed townhomes – a mix of two and three storey residences, defined by timeless design, enduring style and the soft embrace of natural light.

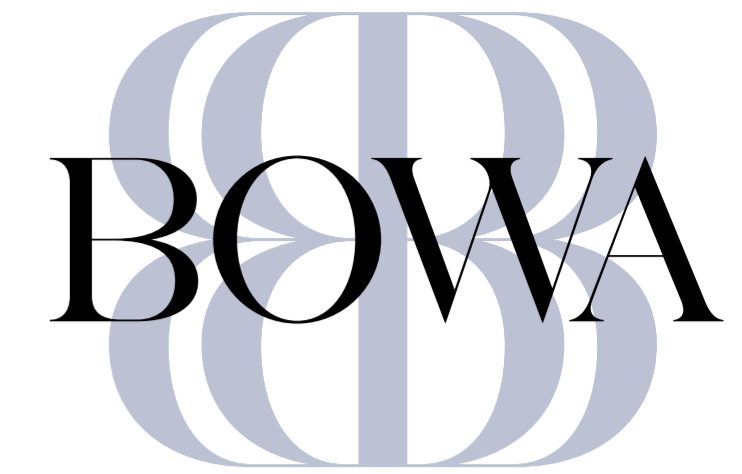
THE RYDER COLLECTION

The Ryder collection consists of 6 residences featuring private balconies and courtyards – where welcoming interiors flow gracefully into calm, private outdoor sanctuaries.

THE HOTHAM COLLECTION

The Hotham Collection offers 10 elegant residences set behind the grand, classically inspired BOWA facade. This collection is timeless in presence, yet contemporary in its architectural expression.





MASTER PLAN



PROUDLY DEVELOPED BY



Disclaimer: These plans are intended as a guide only. The dimensions and areas are approximate only and may not accurately represent the actual dimensions and areas of the properties or the spaces within them and are subject to change without notice. In addition, Locations of utilities may vary during construction and fittings and fixtures on these plans are for illustrative purposes only. The areas are generally measured in accordance with the method of measurement for residential property of Property Council of Australia. Prospective purchasers must rely on their own enquiries and should refer to the contract of sale and its schedules for all matters to be included in the purchase price of the property, including plans, finishes, fixtures, fittings, appliance and other particulars of sale. Loose furniture and planters are not included. Extent of floor finishes may vary. External space and landscaping are indicative only. Refer to level plans for further information.



THE BOWA COLLECTION





THE RYDER COLLECTION



ARTIST IMPRESSION — EXTERNAL BALCONY SCREEN UPGRADE SHOWN IN THE ARTIST IMPRESSION IS AN OPTIONAL FEATURE



THE HOTHAM COLLECTION





THE HOTHAM COLLECTION



THE INTERIORS

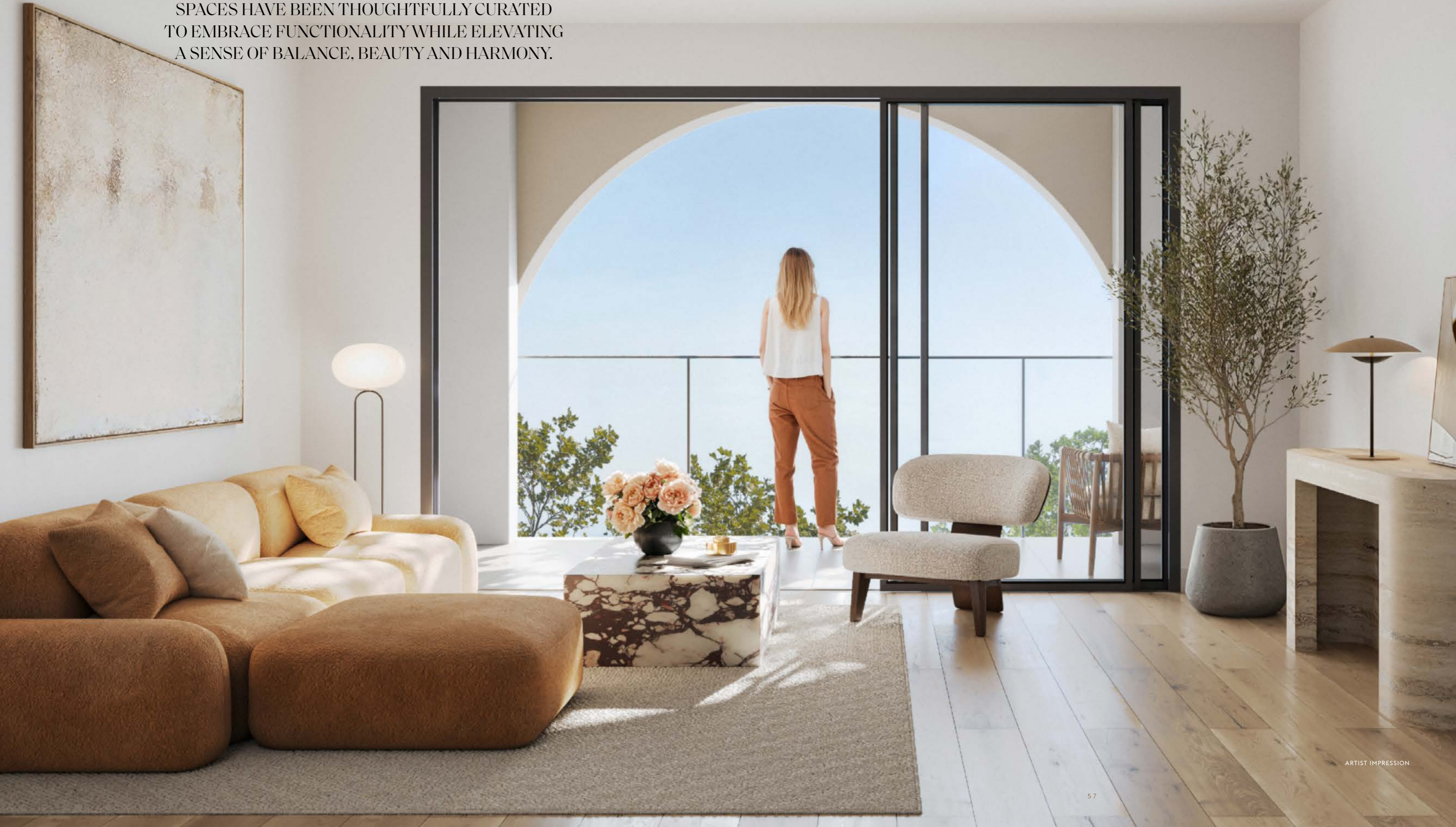
CHAPTER FIVE

INTERIOR HARMONY



Inside each home, a neutral, textured material palette evokes a sense of calm and cohesion. Warm, durable finishes echo the design approach, fostering a gentle dialogue between architecture and atmosphere.

GENTLY ILLUMINATED BY NORTHERN LIGHT, THESE SPACES HAVE BEEN THOUGHTFULLY CURATED TO EMBRACE FUNCTIONALITY WHILE ELEVATING A SENSE OF BALANCE, BEAUTY AND HARMONY.





GREENERY FRAMES A COURTYARD SET FOR CONNECTION. A SPACE TO GATHER, UNWIND AND SHARE UNHURRIED EVENINGS THAT EASE GENTLY INTO THE NIGHT.

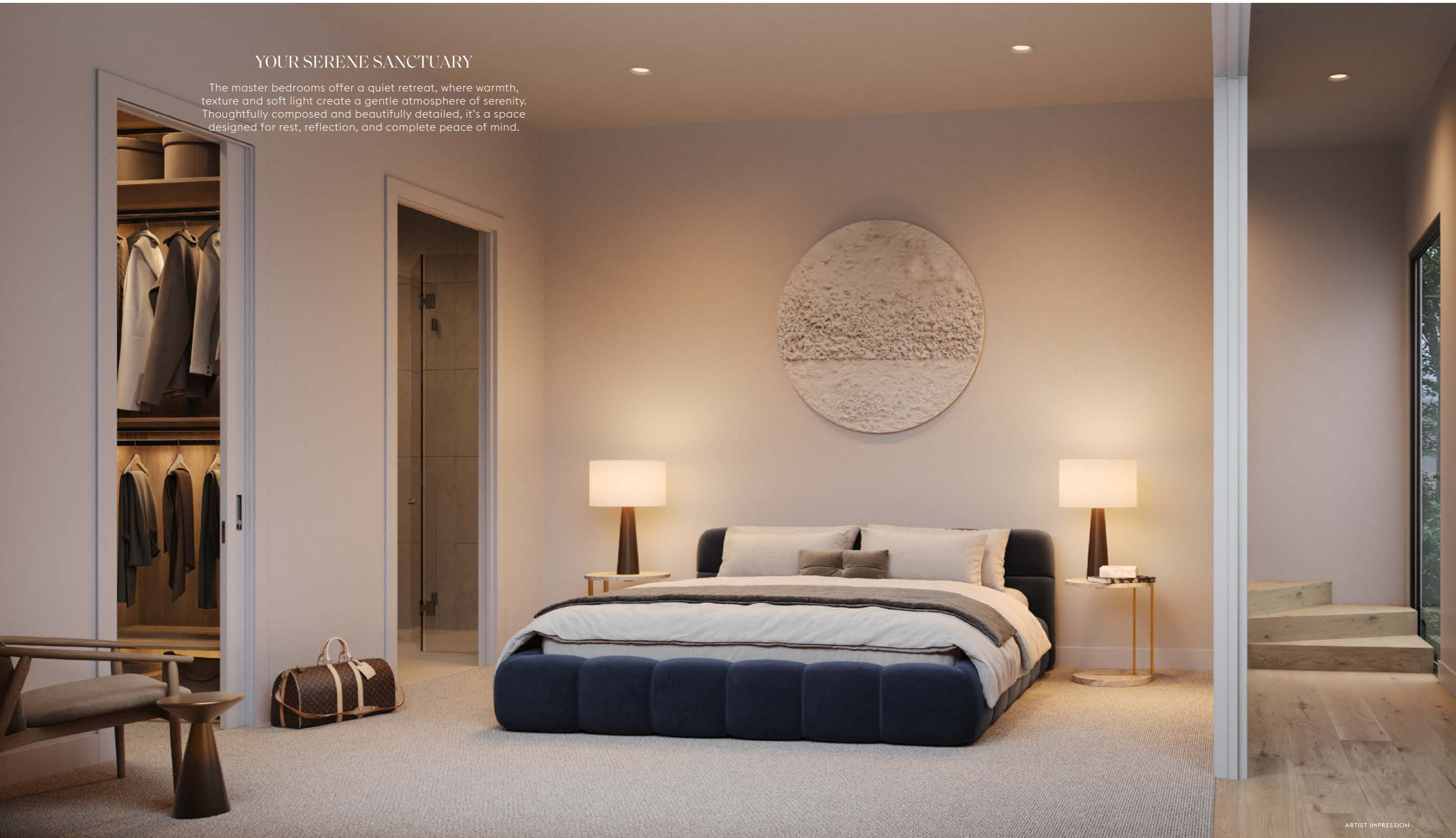


With clean lines, integrated appliances and generous storage, the BOWA kitchens are both beautifully resolved and highly functional. Natural stone benchtops and a neutral palette set the tone for slow evenings, shared tapas, and laughter over drinks — a space equally suited to everyday ritual and memorable moments with the people who matter most.



YOUR SERENE SANCTUARY

The master bedrooms offer a quiet retreat, where warmth, texture and soft light create a gentle atmosphere of serenity. Thoughtfully composed and beautifully detailed, it's a space designed for rest, reflection, and complete peace of mind.



REFINED AND ENDURING,
THE BOWA BATHING
SPACES ARE DEFINED BY
TONAL HARMONY AND
THOUGHTFUL DESIGN —
A QUIET MOMENT OF CALM,
BEAUTIFULLY EXECUTED.



AMENITIES

CHAPTER SIX

ELEVATED LIVING



ARTIST IMPRESSION

A lush, multi-layered canopy and richly textured planting design create cool, green spaces that complement BOWA's architecture, softly defining the boundaries between public and private, and enhancing your connection to nature.



ARCHITECTURE IN HARMONY WITH NATURE

Lush, evergreen plantings of local species nurture biodiversity and bring the landscape to life year-round.

Established trees offer cooling shade along pedestrian pathways, while sculpted planters and built-in seating create inviting spaces, where architecture and nature exist in graceful harmony.





NEXT GENERATION
HOMIES

FUTURE PROOF YOUR INVESTMENT

01 SECURITY AND PEACE OF MIND

Leave your home with confidence, thanks to smart security systems including CCTV cameras and fingerprint entry access to your front door.



02 HOME AUTOMATION FOR ULTIMATE COMFORT

As an optional extra, enjoy home automation for seamless, convenient living. The home automation network will bring together all your favourite home lifestyle systems, at your fingertips. Personalise comfort levels in every room, or handle everything from security cameras and intercoms through to TV rooms, Wi-Fi, music streaming, lighting, motorised blinds, heating, cooling, and more.



03 NEXT LEVEL DELIVERY LOCKERS

People are shopping online more than ever. Parcel management is fast becoming a necessity for modern living. Look forward to oversized, dry cleaning, refrigerated or even freezer lockers for your deliveries, all handled through a parcel management integrated into your home living app. Supported by Australia Post and major courier companies, the clever software solution and luxurious locker design ensure safe deliveries, while creating a harmonious community environment.



04 SUSTAINABILITY

At Branson Group, sustainability is an important consideration in our design approach. Our townhomes will target a 7-star energy rating with the inclusion of double glazing and quality insulation, as well as energy-efficient appliances, lighting, climate and gas systems. Each home will also have water efficient fittings alongside rainwater collection and use. Permeable paving, natural landscaping and cross ventilation are other sustainable features that will create a better, healthier living environment for all.

ENERGY RATING 7-STAR



05 DOUBLE GLAZING THROUGHOUT

Designed for modern living, every residence features double-glazed windows throughout, improving comfort by keeping interiors temperate and quiet.





WHY NIDDRIE

THE RIPPLE EFFECT

The 'Ripple Effect' is the notion of the transformation and ensuing price growth of suburbs led by gentrification tracking out from major cities. Since 2015, the 'Ripple Effect' has seen a consistent, linear pattern towards the north-west, with each subsequent suburb out from Melbourne CBD cracking the million dollar median house price every year. With the median house price for Niddrie currently at \$1,300,000, the suburb is clearly poised for growth in the short to medium term (subject to prevailing market trends).

NIDDRIE
\$1,300,000



MOONEE PONDS
\$1,490,000



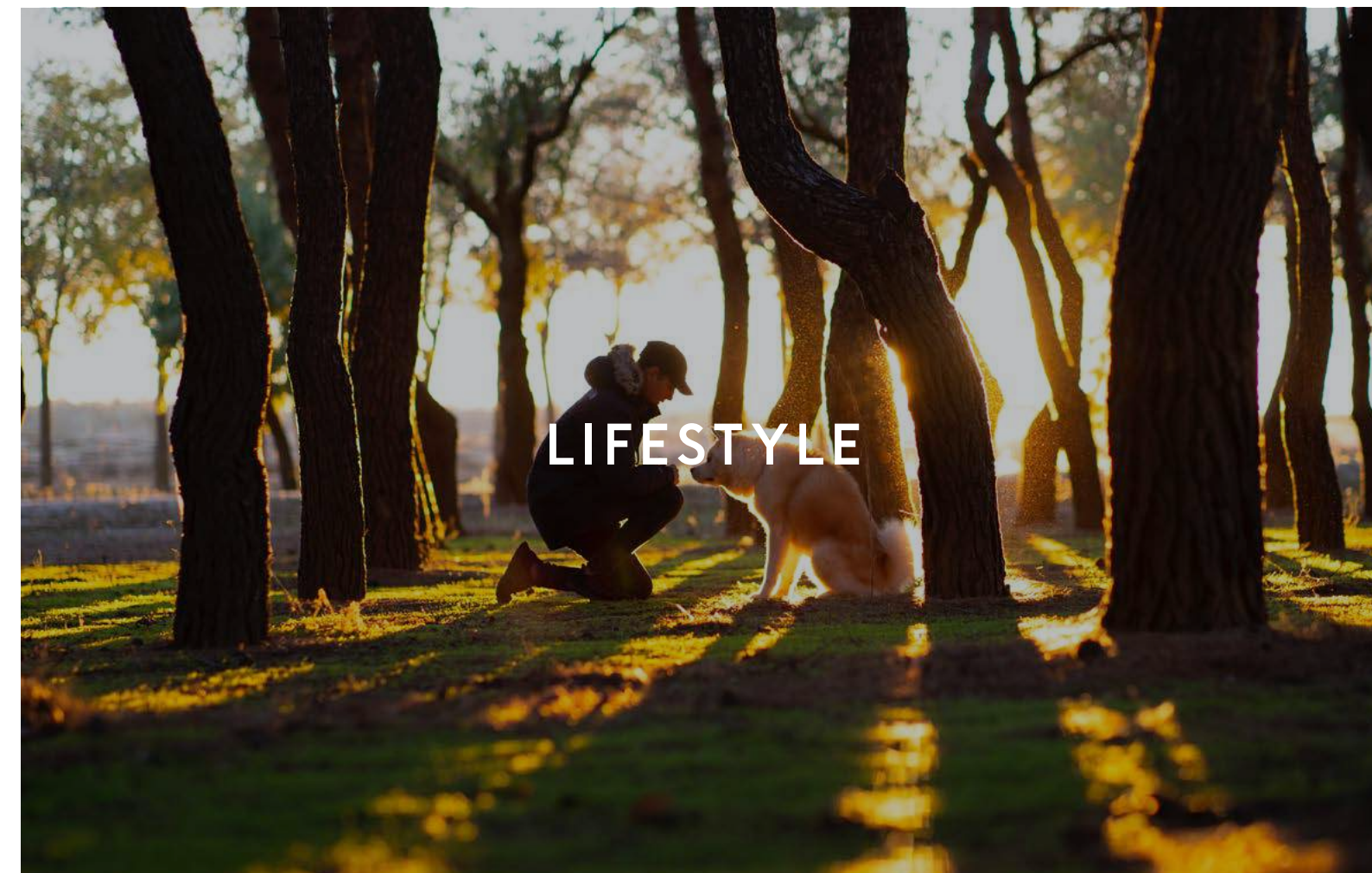
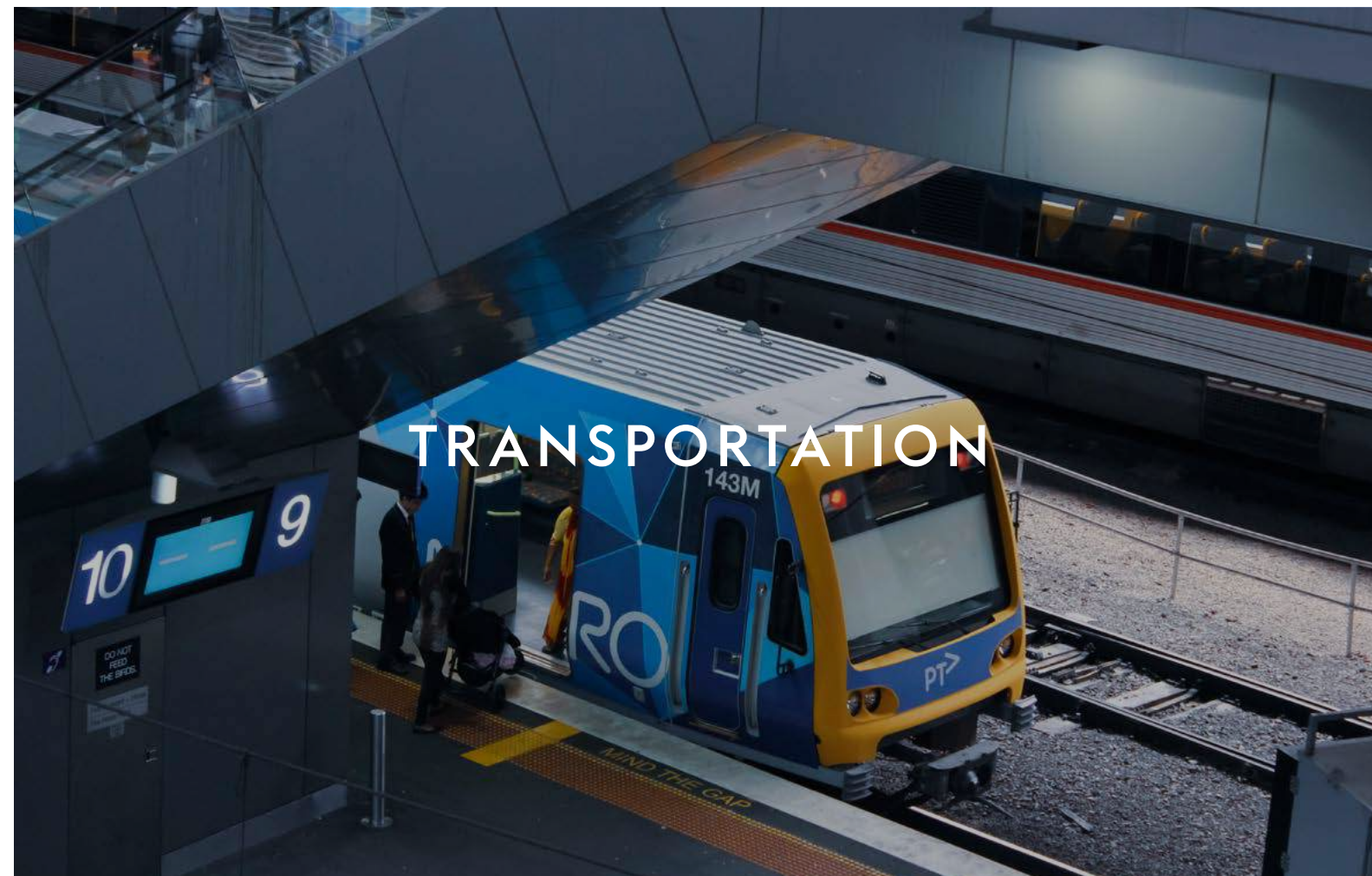
ESSENDON
\$1,655,000



ABERFELDIE
\$1,875,000



BRANSON GROUP SELECTION CRITERIA



BEST SITE IN THE NORTH-WEST OF MELBOURNE

MELBOURNE CBD

MOONEE VALLEY RACING CLUB

MOONEE PONDS
MEDIAN PRICE: \$1,490,000

MARIBYRNONG RIVER
WALKING TRACKS

ABERFELDIE
MEDIAN PRICE: \$1,875,000

STRATHMORE
MEDIAN PRICE: \$1,680,000

ESSENDON WEST
MEDIAN PRICE: \$1,380,000

ESSENDON
MEDIAN PRICE: \$1,655,000

NIDDRIE
MEDIAN PRICE: \$1,300,000
WHICH IS 35% LOWER THAN ITS
NEIGHBOURING BIG BROTHER, ESSENDON.

10.6KM TO MELBOURNE CBD

ESSENDON FIELDS

PENLEIGH AND ESSENDON
GRAMMAR SCHOOL



PERFECTLY POSITIONED, EXCEPTIONALLY CONNECTED.

91/100

Walk Score

10 MINS

drive to Highpoint Shopping Centre

15 MINS

drive to Melbourne CBD

10 MINS

drive to Melbourne Airport

2 MINS

walk to Tram Stop

5 MINS

drive to Essendon Fields

5 MINS

drive to Moonee Valley Race Course

CONVENIENCE

1. DFO Essendon
2. Keilor Rd Village
3. Niddrie Central
4. Woolworths
5. LaManna Supermarket
6. Highpoint
7. Westfield Airport West

DINING

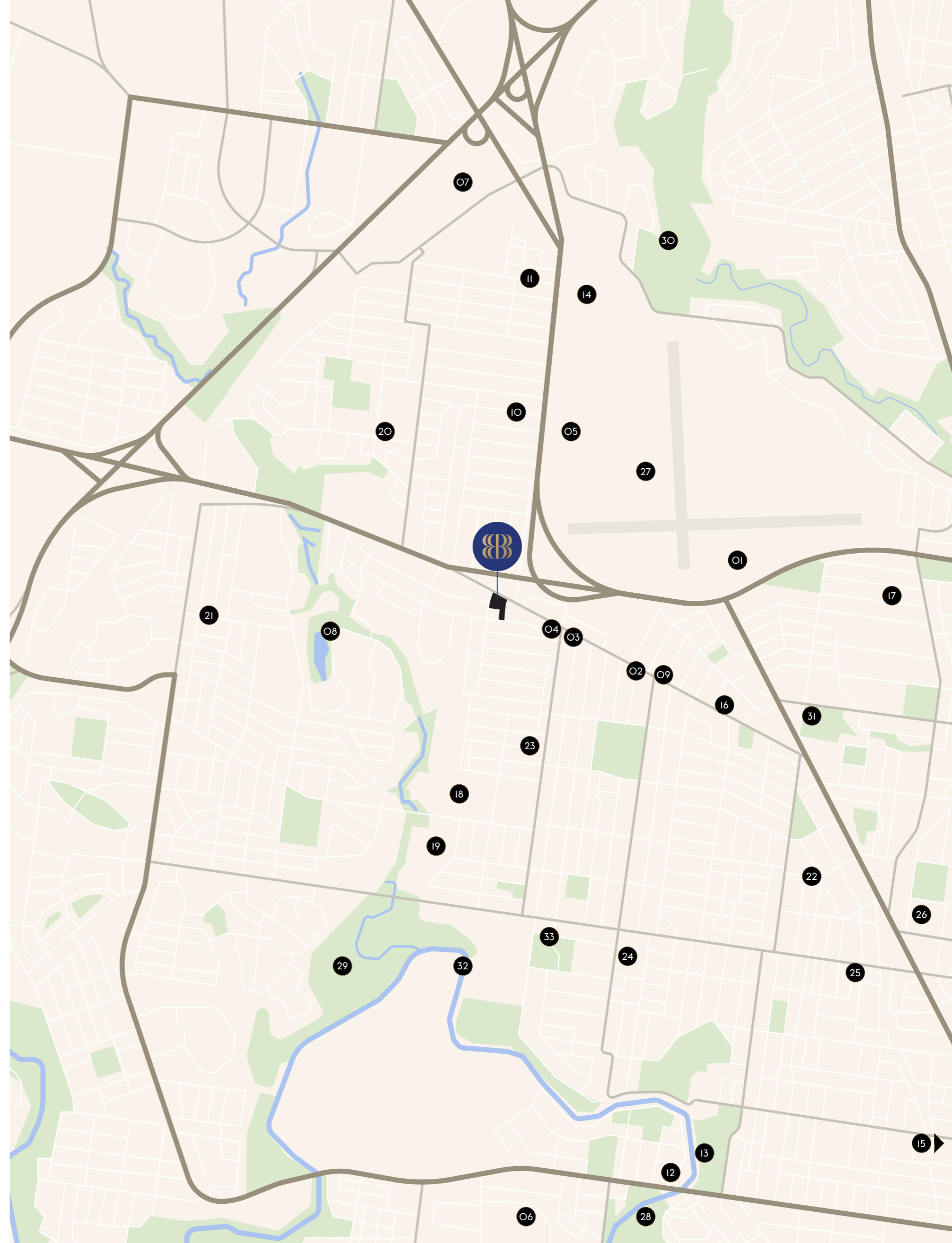
8. Perry's (Peregrine Social Club)
9. Goon Korean BBQ
10. Bola Bake
11. Roasting Warehouse
12. Anglers Tavern
13. The Boathouse
14. Basq
15. Escagrill

EDUCATION

16. Essendon North Primary
17. Strathmore Primary
18. Rosehill Secondary College
19. St Bernard's College
20. St Christopher's Primary
21. Keilor Heights Primary
22. St Therese's School
23. St John Bosco's
24. Ave Maria College
25. St Columba's College
26. PEGs

PARKS & LANDMARKS

27. Essendon Fields Airport
28. Riverside Golf and Sports Centre
29. Avondale Heights Parklands
30. Kingsford Smith Ulm Reserve
31. Woodlands Park
32. Maribyrnong River
33. Aberfeldie Sports Club



ESSENDON FIELDS





OVERVIEW

Essendon Fields is a major 305-hectare employment, aviation, and community hub in Melbourne's North West, home to over 200 businesses and more than 6,000 daily workers. It is evolving into a significant economic center with a vision to create more than 20,000 jobs, focusing on a diverse mix of industries including logistics, emergency services, aviation, and corporate sectors. The precinct offers amenities like retail, transport links, and public spaces to create an integrated place to work, live, and play.

VISION

To become the employment heart of Melbourne's North West, acting as a major Metropolitan Activity Centre for both aviation and commercial activities.

CURRENT STATUS

Already a significant employment hub with over 200 active businesses and more than 6,000 daily employees.

FUTURE GROWTH

Plans are in place to create a total of over 20,000 jobs in addition to the current employment, with projects in the Hart Precinct and other areas contributing to this growth.

ECONOMIC IMPACT

The precinct is a significant economic contributor, with current and future developments planned to generate substantial economic activity.



SMART INVESTMENT

MELBOURNE PROPERTY MARKET FUNDAMENTALS

Supply and demand are The key drivers behind all property markets. And the numbers are Stacked heavily in Favour of Victoria.



SUSTAINED POPULATION GROWTH

Victoria has the fastest growing population of any state. It's population will surpass that of Sydney by 2026.

122,249
PEOPLE PER YEAR

With an average household size of 2.4 Victoria needs

50,937
NEW HOMES PER YEAR



The next cycle has commenced

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KPMG's August 2025 capital city house and unit price forecasts

PROJECTED YEAR-ON-YEAR GROWTH RATES

Location	House		Unit	
	Dec-25	Dec-26	Dec-25	Dec-26
Sydney	5.4%	4.2%	4.4%	6.1%
Melbourne	5.2%	6.6%	3.6%	7.1%
Brisbane	4.1%	3.1%	7.1%	1.5%
Adelaide	6.5%	5.1%	6.0%	3.7%
Perth	4.7%	1.6%	4.4%	1.7%
Hobart	1.8%	1.7%	2.1%	2.7%
Darwin	7.0%	5.1%	8.3%	7.3%
Canberra	1.0%	4.8%	2.6%	5.6%

SOURCE: KPMG



Key to KPMG's more optimistic outlook is the re-emergence of Melbourne as a strong growth market. "Melbourne has rebounded in 2025 following a prolonged downturn from 2022,"

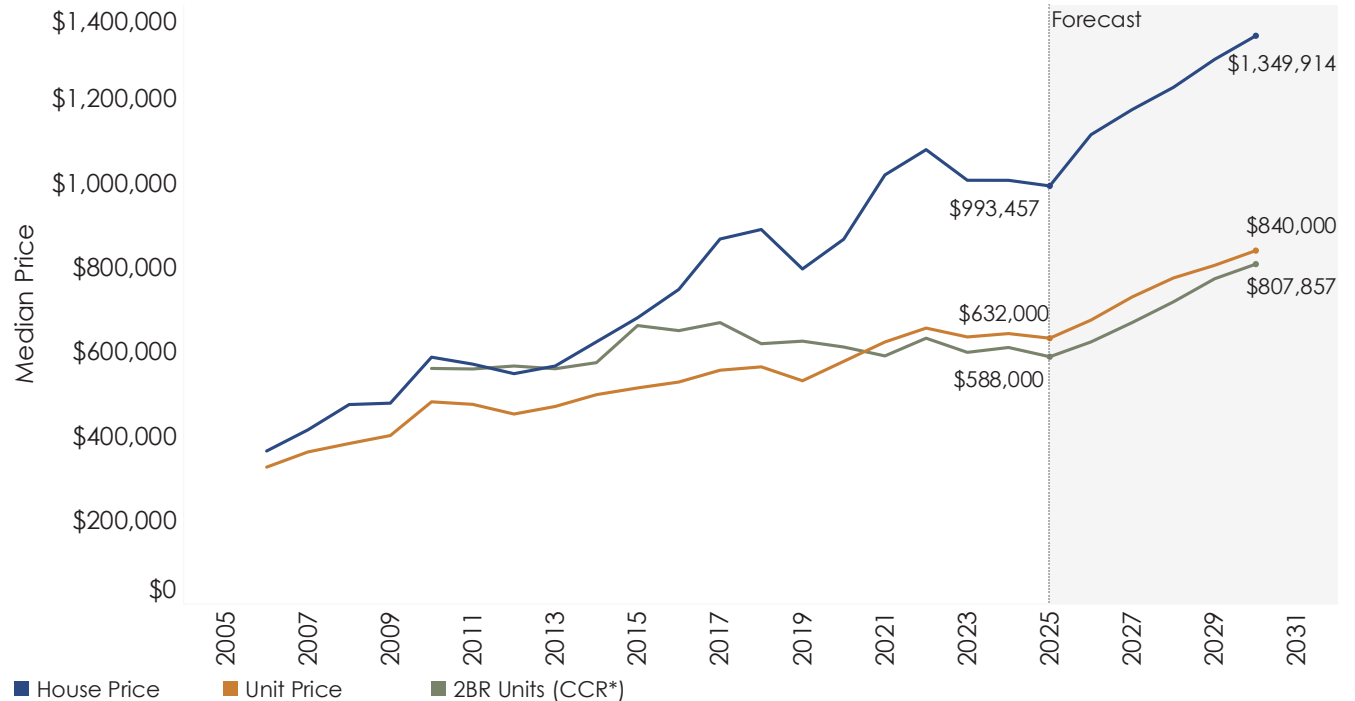
Pricing Forecasts

Pricing growth of circa 5% to 6% p.a. over 2025-2030 as the markets re-rate.

Key Take Outs:

- ◀ Houses and units are forecast to strongly increase over the next few years as the markets re-rate.
- ◀ Our research shows that buyer affordability thresholds are key to this.
- ◀ Government incentives and rate cuts are major swing variables with these forecasts.

Median House and Unit Price - Greater Melbourne & Central City Region (CCR)*



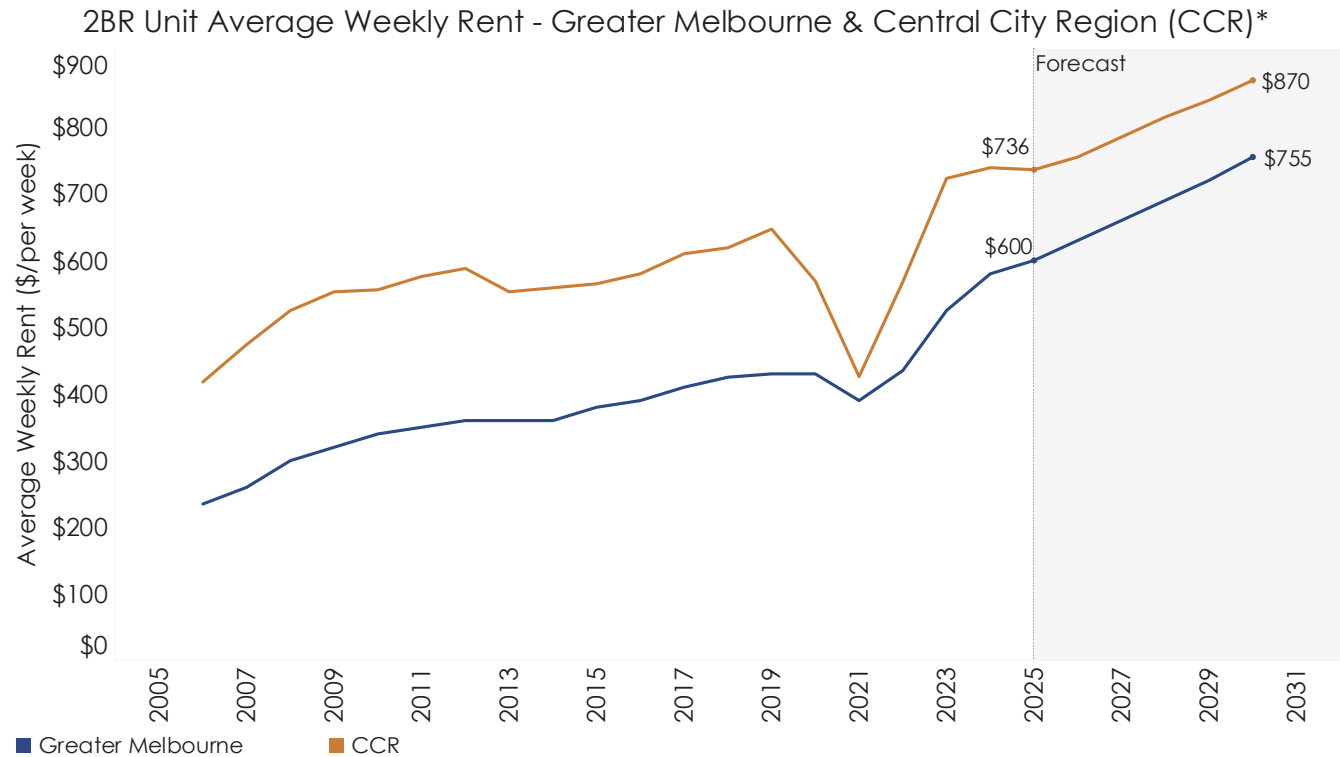
Source: ABS, Deloitte Access Economics, Reserve Bank of Australia, Quantify Strategic Insights, Charter Keck Cramer
 * CCR (Central City Region) catchment defined as postcodes 3000 (Melbourne CBD), 3004 (St Kilda Road), 3006 (Southbank) and 3008 (Docklands)

Rental Forecasts

Rental growth of circa 4% to 4.5% p.a. over 2025-2030

Key Take Outs:

- ◀ The rental market is shrinking and is undersupplied.
- ◀ Wages growth is correlated to rental growth.
- ◀ Much of the significant rental growth due to the pandemic has already occurred.



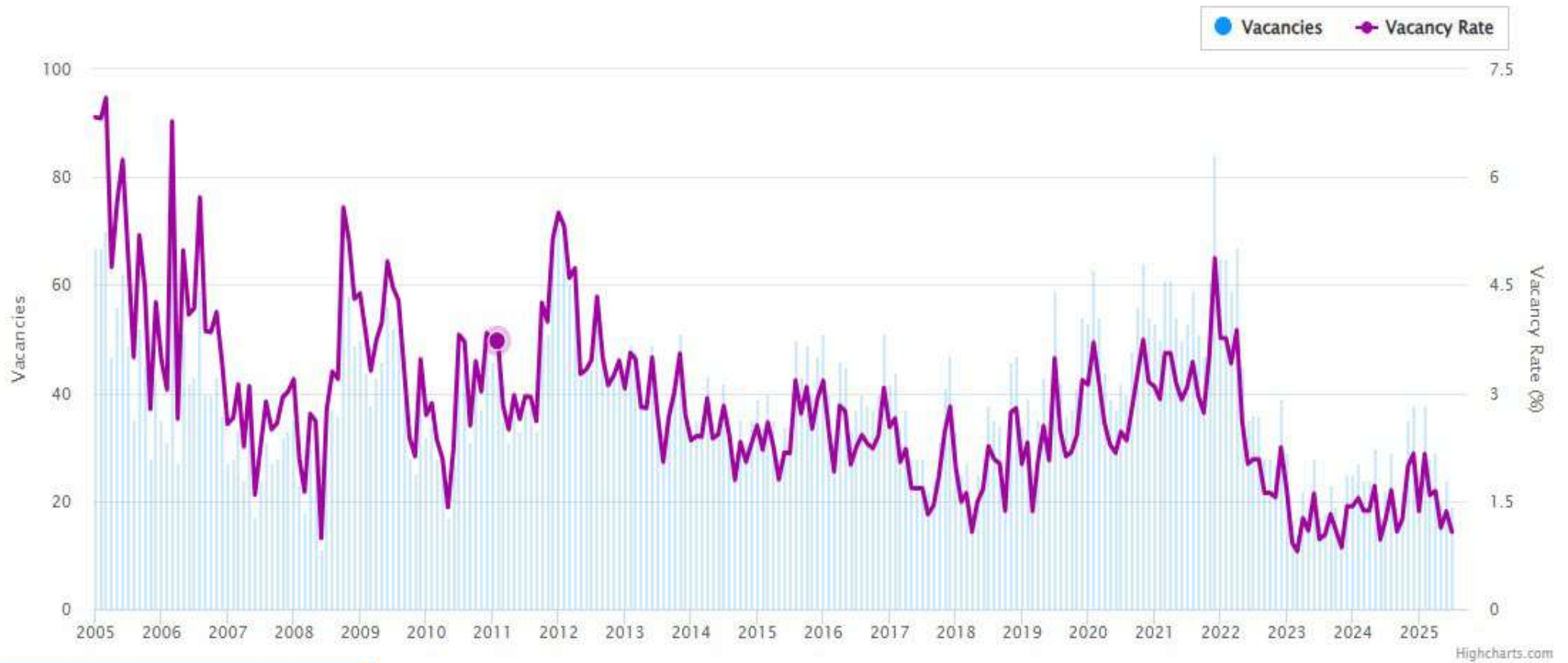
Source: Department of Families, Fairness and Housing, SQM Research, Deloitte Access Economics, Quantify Strategic Insights, Charter Keck Cramer
 * CCR (Central City Region) catchment defined as postcodes 3000 (Melbourne CBD), 3004 (St Kilda Road), 3006 (Southbank) and 3008 (Docklands)

RESIDENTIAL VACANCY RATES

POSTCODE 3042

Residential Vacancy Rates

Source: SQM Research



Limited Supply

Niddrie currently has a lack of significant supply for townhouse rental stock. Very limited supply of 3-bedroom luxury townhouse rentals sought by high income young professionals.

High Income Rental Target Market

- Niddrie is becoming a popular lifestyle suburb with high income young professionals seeking luxury, architecturally designed rental accommodation providing elevated living.
- BOWA offers a limited collection of 38 luxury townhouses where refined architecture, elevated living and a genuine sense of community come together in the heart of Niddrie.
- Designed to attract high income professionals who value design, elevated architecture, exceptional detail, connection and understated distinction.
- With its eclectic mix of cafes, retail and lifestyle offerings, proximity to Essendon, elite schools and seamless access to the CBD and major arterials, Niddrie is a suburb on the move.

BOWA is at the centre of it all, and the only slated project underway bringing much needed luxury rental housing to the area to meet growing demand.

[Home](#) » [Land transfer \(stamp\) duty](#) » [Temporary off-the-plan duty concession](#)

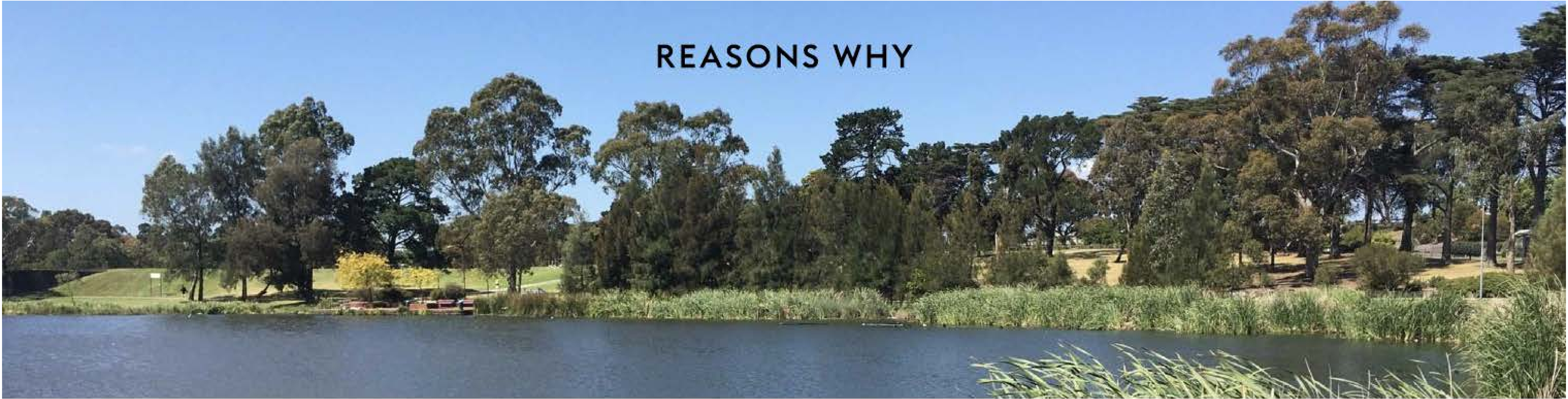
Temporary off-the-plan duty concession

Extension of the temporary off-the-plan duty concession

Following Royal Assent of the *State Taxation Acts Amendment Act 2025* on 24 June 2025, the Victorian Government has extended the temporary off-the-plan duty concession for a further 12 months to **20 October 2026**, reducing duty for eligible apartment and townhouse purchases. [Learn more.](#)

On 21 October 2024, the [Victorian Government announced](#) a new temporary off-the-plan land transfer (stamp) duty concession. The [Duties Amendment \(More Homes\) Act 2024](#), which provides for this concession, received Royal Assent on 19 November 2024.

REASONS WHY



RAPID
GENTRIFICATION



OUTSTANDING
AFFORDABILITY



STRONG SCOPE
FOR CAPITAL GROWTH



EXCEPTIONAL
LIFESTYLE

GET IN BEFORE THE BOOM OF NIDDRIE



BRANSONGROUP.COM.AU/PROJECTS/BOWA



DISCLAIMER All images, views and diagrams are indicative or artist impressions only. Dimension areas, fittings specifications, landscape and paved areas are indicative and subject to change without notice. Furniture and white goods are not included in the price. Estimated floor area is measured to the outside face of all external enclosing walls and the centreline of all shared walls. Purchasers should check the plans and specifications included in the terms of the contract of sale carefully prior to signing the contract. Design by Studio White Noise.

ARTIST IMPRESSION



**BRANSON
GROUP**