



BRANSON
GROUP



WELCOME TO ENCORE

A COLLECTION OF TIMELESS PRIVATE RESIDENCES.

Every Great Performance Deserves an Encore.

There comes a point where life becomes less about accumulation and more about appreciation.

More time.
More space.
More quality.
More freedom.

Encore has been created for those entering that chapter.

A collection of beautifully crafted residences where architecture, craftsmanship and lifestyle come together to create something quietly extraordinary.

Designed with intention.
Built without compromise.
Created to endure.

This is not simply another address.

At Branson Group, we're committed to creating homes of lasting quality and enduring value. Encore reflects this philosophy through considered architecture, premium finishes and thoughtfully designed spaces that complement the way people live today. Nestled within one of Essendon's most established and connected neighbourhoods, this exclusive collection of six apartments and six townhouses has been crafted to deliver timeless living for generations to come.

BEN ATANASOVSKI
MANAGING DIRECTOR

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PROJECT TEAM

CHAPTER ONE

ENCORE *by* BRANSON

In collaboration with Melbourne's leading architects and designers, Branson Group presents a refined collection of timeless residences. Crafted with care, defined by exceptional quality and designed to deliver lasting value in a well-connected neighbourhood.





BRANSON GROUP

At Branson Group, we work to understand exactly what you are looking for, and are proud to be part of your property journey.

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.

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 custom



WINNER 2021
HIA Victorian
Townhouse/Villa Up to
\$500,000



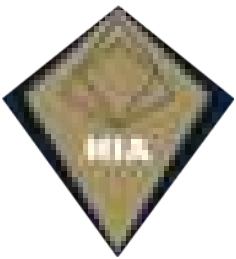
WINNER 2021
HIA Victorian
Townhouse/Villa Devel-
opment Up to \$500,000
per dwelling



WINNER 2023
HIA Victorian
Townhouse/Villa
\$500,000 to \$1 million



FINALIST 2023
HIA Victorian
Townhouse/Villa Devel-
opment Up to \$500,000
per dwelling



FINALIST 2025
HIA Victorian
Townhouse Development
\$500,000 to \$1 million per
dwelling



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.

THOUGHTFUL DESIGN

Raising the bar for residential living in Australia, Branson Group collaborates with leading, likeminded 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.

INTELLIGENT INVESTMENT

Driven by foresight and property intelligence, Branson Group has been securing the very best sites in the market for over 25 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.

OVER 50
PROJECTS

1350+
RESIDENTS

ESTABLISHED IN
2000

LOCATION

CHAPTER TWO

THRIVING LOCALE

With its eclectic mix of cafés, retail and lifestyle offerings, proximity to Essendon, elite schools and seamless access to the CBD and major arterials, Essendon is a suburb on the move. Encore places you at the centre of it all.





ESSENDON AT A GLANCE

LIFESTYLE

Where you
want to live

Essendon is the largest and most affluent suburb in the City of Moonee Valley, offering easy access to public transport, shopping precincts, outdoor green spaces, and popular destinations. Be spoilt for choice with many cafes, bars, restaurants and destinations for shopping and leisure within easy reach.

AFFORDABILITY

Incredible
value

Essendon offers many of the benefits of Melbourne's eastern suburbs, at a fraction of the price. Known for its rich history and vibrant community, the area is characterised by its blend of heritage homes, modern apartments, and tree-lined streets, offering a picturesque setting for residents.

EMPLOYMENT

Opportunities
abound

The nearby Essendon Fields is undergoing a \$100 million masterplan, set to become the biggest office building expansion in Melbourne's north-west with 18,000sqm of new office space and set to be home to over 14,000 jobs.

EDUCATION

Reputable public and private schools

Encore is zoned to the Strathmore Secondary College, a respected public school, while one of Melbourne's iconic private schools is almost at your doorstep. Founded in 1871, Penleigh and Essendon Grammar is a leading private school for over 2300 girls and boys, offering early learning to Year 12 education.

TRANSPORT

Connected in every way

Essendon station is 500m away, and the the 59 Tram has a stop 100m away. Both options get you to the city in under 20 minutes. If you choose to drive, the city is just 20-minutes on the road. Essendon will also greatly benefit from Victoria's major infrastructure projects such as the Suburban Rail Loop, Melbourne Airport Rail Link and the West Gate tunnel.

LAND SCARCITY

Limited supply, strong demand

Established residential neighbourhoods with tighter town planning controls generally limit the development of new projects within the area. This constrained supply, results in buyers competing for existing property in the market, promoting price growth.





A NEIGHBOURHOOD TO SAVOUR

From your morning coffee at a local café to an evening dinner shared with friends, Essendon offers a lifestyle that feels effortlessly refined. Tree-lined streets, welcoming village precincts and beautifully maintained parklands create a neighbourhood where every day is connected, convenient and well lived.

Boutique retailers, artisan bakeries, renowned cafés and vibrant restaurants bring character to the suburb, while nearby shopping precincts and local markets provide everything you need close to home. Whether you're enjoying a stroll through Queens Park, catching up over brunch along Mount Alexander Road, or dining at one of Essendon's favourite local eateries, life here is defined by quality, community and convenience. It's a place where timeless charm meets modern living—creating a lifestyle that's both relaxed and connected.



“The most prestigious suburb in the inner North West of Melbourne”

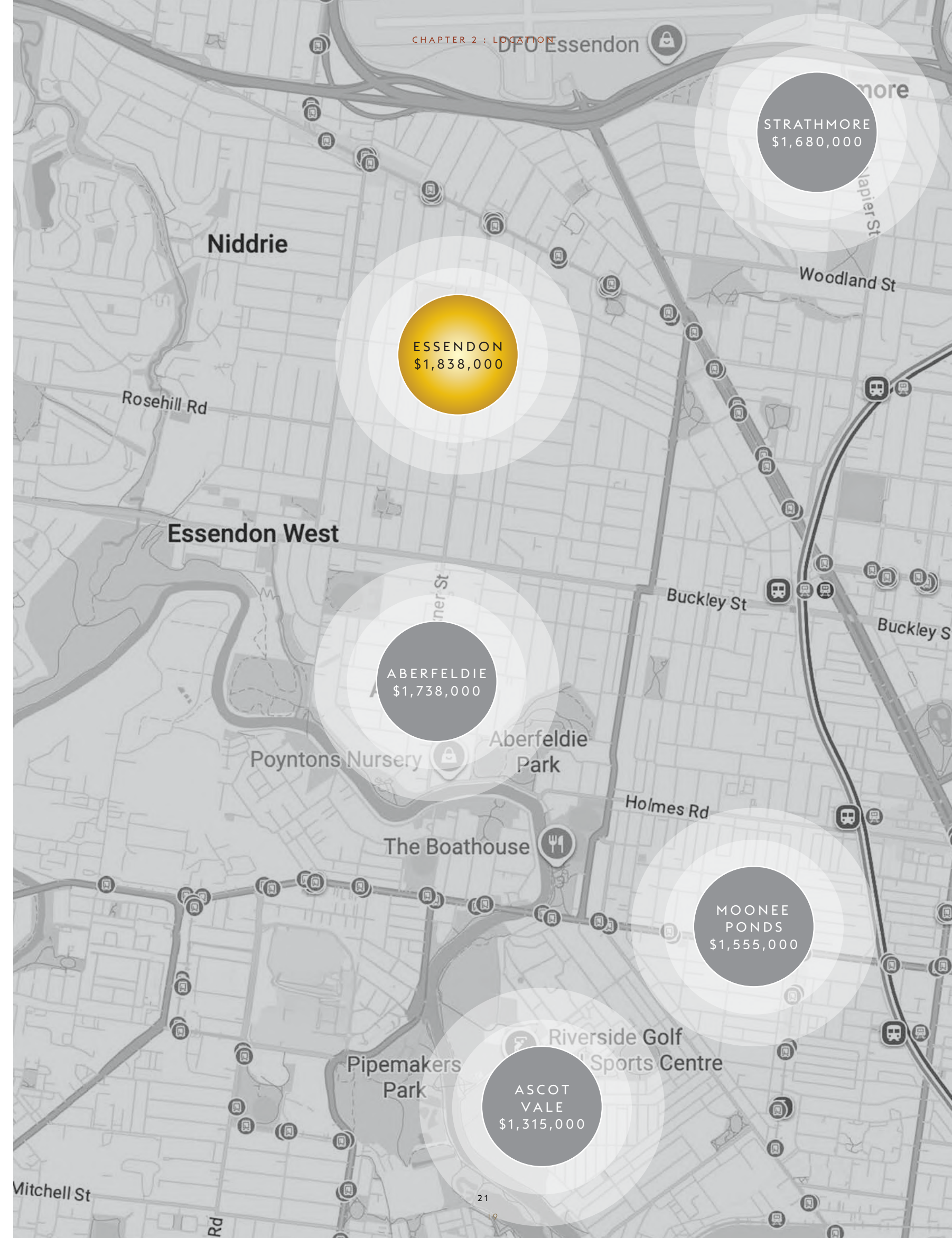
The many beautiful period homes within Essendon fetch the prices of Melbourne's most elite suburbs with strong sales results in the \$5m - \$10m price range, which has a positive impact on improving the value of surrounding properties.

Over the next 5 years, steady annual growth is expected as local housing supply shortages and population growth in this aspirational suburb drive buyer demand in the market.

Current median house price \$1,838,000

Essendon Property Growth up 10.9% annually

Source - realestate.com.au July 2025 - June 2026



VICTORIA POPULATION GROWTH

"Victoria's Population to Soar Past 10 Million by 2051
– Your Investment Horizon Starts Now"

POPULATION 2021

242,027

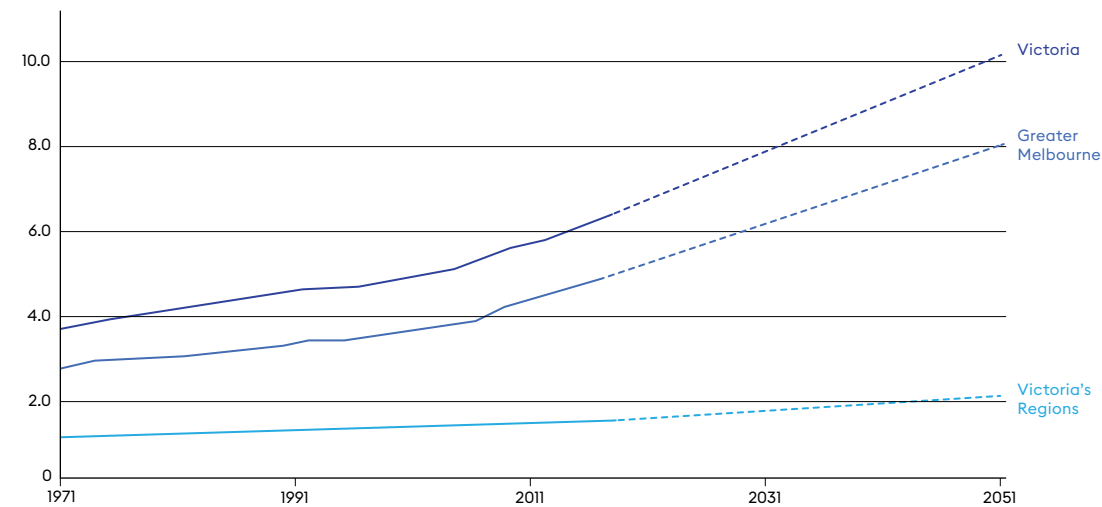
POPULATION 2021–41

60.49%

POPULATION 2041

388,417

ESTIMATED RESIDENT POPULATION, VICTORIA AND MAJOR REGIONS 1971–2051



STRONG RENTAL MARKET

Essendon rental yields have risen sharply by over 47% since 2022 as very low vacancy rates remain at historical lows as rental demand for premium quality new housing exceeds supply.

POSTCODE 3040 HISTORICAL VACANCY RATES. SOURCE SQM RESEARCH



CURRENT VACANCY RATE

1.18%

12 MONTH \$ RENTAL GROWTH

11.1%

RENTERS AS % OF POPULATION

31.89%

"With all the noise over interest rate cuts and price growth in Melbourne... Don't be last to the party!"

BEN ATANASOVSKI
MANAGING DIRECTOR

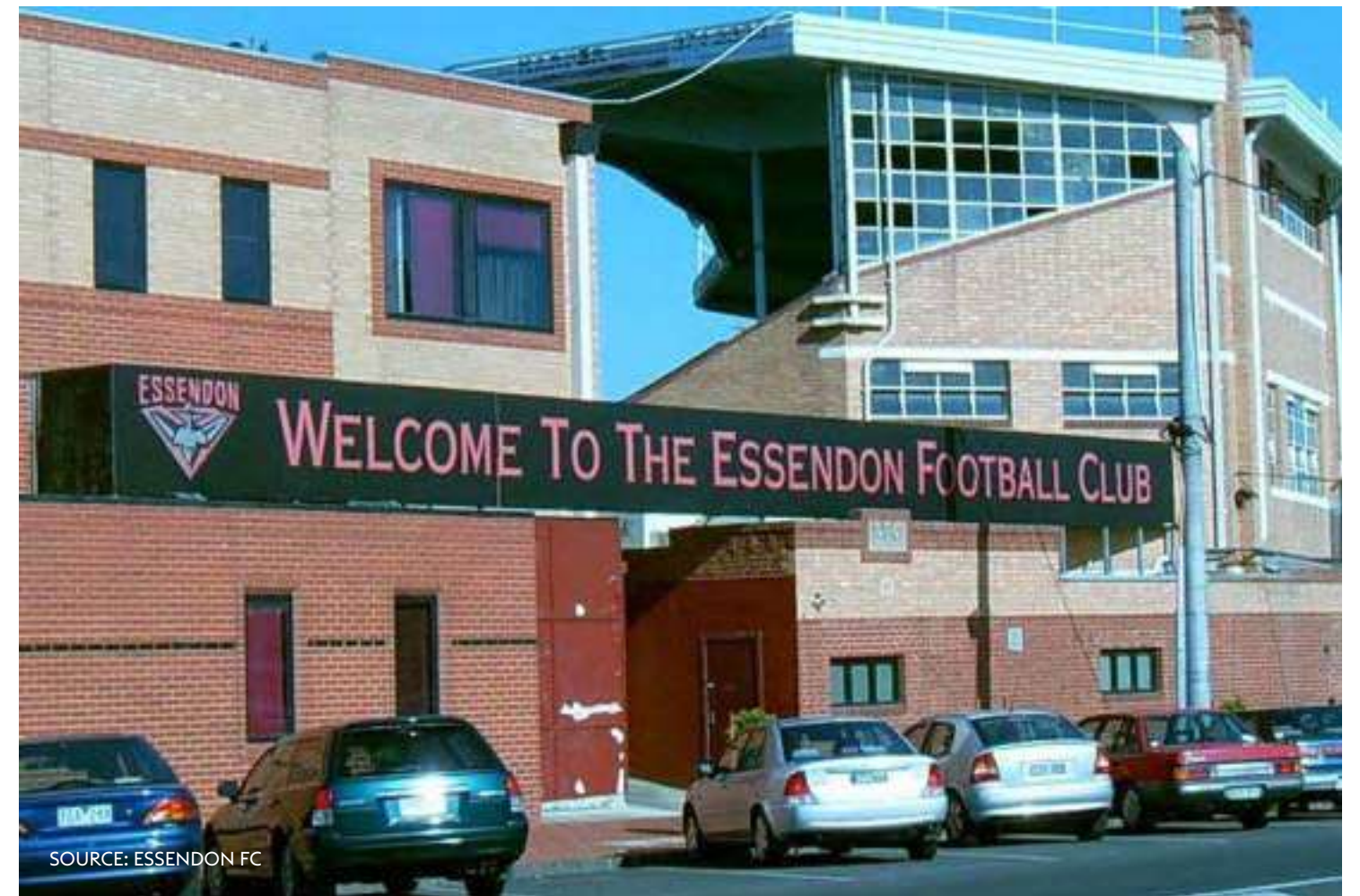
FROM SUNRISE

TO EVENING GLOW



Essendon offers that rare blend of urban buzz and local convenience.

Kick-start your day with a stroll to your favourite café, stock up at delis and fresh food markets before meeting friends at one of the laid-back dining spots the locals love. From high end retail boutiques to wine bars, bakeries and casual dining, everything you need is just moments from home. With effortless access to public transport, key arterial roadways and destinations like Moonee Ponds, Strathmore and Niddrie, Essendon connects you to it all while still offering the calm and comfort of a wellloved local neighbourhood.



SOURCE: ESSENDON FC





MELBOURNE CBD

MELBOURNE
ZOO

PRINCES
PARK

MOONEE VALLEY
RACECOURSE

MOUNT ALEXANDER
ROAD TRAM #59

ESSENDON VILLAGE

ESSENDON
TRAIN STATION

PENLEIGH AND
ESSENDON GRAMMAR

ESSENDON CRICKET
GROUND

ROSE STREET
SHOPPING VILLAGE

ENCORE

ARTIST IMPRESSION

Moments from Everything

Wherever you need to be, Encore is conveniently located, just minutes from all that matters. Your favourite places are an easy walk or short drive from home.

DINING & EATERIES

Casual

1. Buddy Espresso
2. St Rose Cafe
3. Convoy
4. La Vallee Cafe
5. Demazzi Stone Grill
6. Parisian Baker

Formal

7. Esca Grill Steak, Seafood & Oyster Bar
8. 400 Gradi
9. Tutti Trattoria
10. Squires Loft

PARKS & RECREATION

11. Woodlands Park
12. Napier Park
13. Essendon Cricket Ground
14. Lincoln Park

EDUCATION

15. Essendon Keilor College
16. Resurrection Catholic School
17. St Therese's School
18. St Columba's College
19. Lowther Hall Anglican Grammar School
20. Northwest Montessori Preschool
21. Penleigh and Essendon Grammar School (Junior Boys)
22. Penleigh and Essendon Grammar School (Junior Girls)

WELLNESS

23. Windy Hill Fitness Centre
24. F45 Training Essendon
25. Goodlife Health Clubs Essendon
26. Anytime Fitness

20MINS

drive to Melbourne CBD

3MINS

walks to Tram Stop

4MINS

drive to Moonee Valley Race Course

13MINS

drive to Highpoint Shopping Centre

14MINS

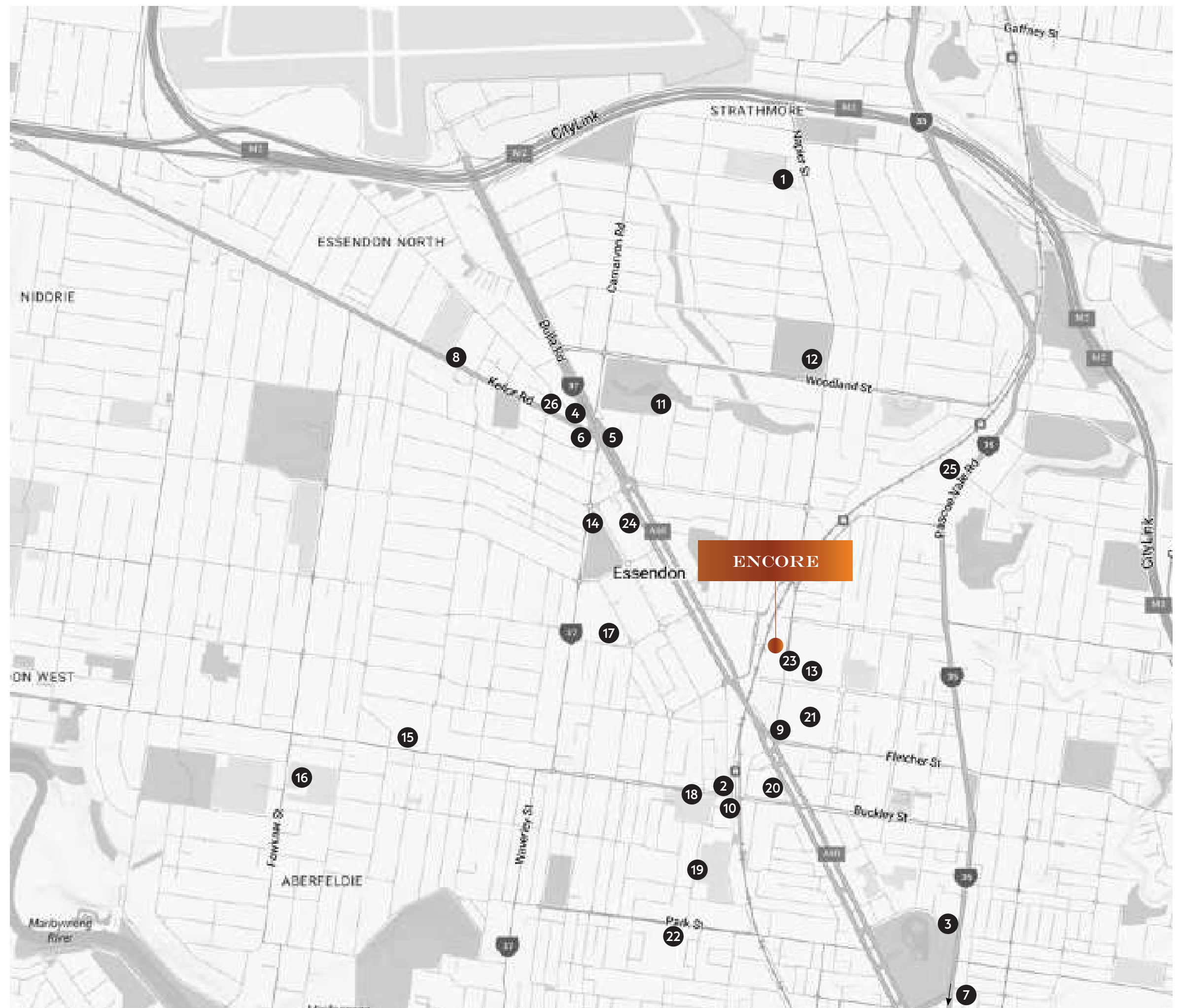
drive to Melbourne Airport

9MINS

drive to Essendon Fields

10MINS

drive to Keilor Rd Village





MELBOURNE MARKET REVIVAL BEGINS

Essendon's housing market is leading Melbourne's inner-northwest property revival with 10.9% annual capital growth for houses, driven by severe supply constraints and high demand. The suburb's future outlook is strongly positive, supported by the North Essendon Activity Centre Plan, major infrastructure developments, and a projected 41% regional

population increase by 2041 which will add to the surging rental demand with high competition fueled by a severe imbalance between an influx of moving residents and dwindling town planning approvals. Driven by tight local vacancy rates, median weekly rental prices for houses have surged by over 11% over the last 12 months.

Source: realestate.com.au



THE PRECINCT

CHAPTER THREE

ARCHITECTURE



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

DESIGNED FOR THE NEXT CHAPTER

Encore represents everything Branson believes modern luxury should be.

Boutique in scale.
Timeless in design.
Exceptional in quality.

Positioned within one of Essendon's most established neighbourhoods, every residence has been carefully considered to deliver generous proportions, natural light and effortless liveability.

From expansive entertaining spaces to carefully selected natural materials, every detail has been designed to create homes that feel calm, elegant and enduring.

There is no excess.

Only thoughtful design.

Because true luxury is never about having more.

It is about having exactly what matters.





ARCHITECTURE THAT WILL AGE BEAUTIFULLY. THE FINEST BUILDINGS NEVER CHASE TRENDS. THEY QUIETLY BECOME LANDMARKS.

A boutique collection of six
apartments and 6 townhouses
living in the heart of Essendon

Encore has been designed with the philosophy of timelessness.

Clean architectural forms.
Warm natural materials.
Balanced proportions.
Beautiful craftsmanship.

Its timeless façade creates a lasting presence within the streetscape,
while carefully considered landscaping softens the architecture and
connects it naturally to its surroundings.

Inside, generous floorplans, refined detailing and premium finishes
create residences designed to be enjoyed for decades rather than
seasons.

Luxury should never need explaining.

It should simply be felt.



WHEN LESS BECOMES SIGNIFICANTLY MORE

Encore is a boutique collection of six apartments and six townhouses, thoughtfully designed to deliver timeless architecture, refined interiors and enduring quality. Positioned within one of Essendons most established and connected neighbourhoods, each residence has been carefully crafted to balance contemporary living with lasting value.

01 CRAFTED WITH PURPOSE. REFINED BY DETAIL

Every element of Encore has been thoughtfully considered, from its timeless facade to its carefully curated interiors. Quality materials, premium finishes and meticulous craftsmanship combine to create homes that are elegant, functional and designed to stand the test of time.

04 FEATURES

A GATED COMMUNITY

Private, secure and exclusively for residents.

PRIVATE PARKING

Space, convenience and flexibility

CCTV SECURITY

Peace of mind, day and night.

PARCEL LOCKERS

Secure delivery management for modern living.

VILLAGE LIFESTYLE

Moments from cafés, dining and everyday essentials.

BRANSON QUALITY

Trusted by discerning buyers for over 25 years.

02 DESIGNED FOR COMFORT. MADE FOR LIFE

Generous open plan living, abundant natural light and intelligent floor-plans create spaces that feel effortless to live in. Every residence has been designed to maximise comfort, private and flexibility, delivering homes that adapt to the way you live today and into the future.



ARTIST IMPRESSION

03 CONNECTED TO NATURE. SURROUNDED BY ESSENDON

Private courtyards, landscaped gardens and thoughtfully integrated outdoor spaces provide a peaceful retreat from everyday life. Moments from Queens Park, local cafes, boutique shopping and transport, Encore offers the perfect balance of tranquility, convenience and connection within one of Melbourne's most sought-after suburbs.



ARTIST IMPRESSION



ARTIST IMPRESSION



DESIGNED WITH INTENTION. BUILT WITHOUT COMPROMISE. CRAFTED TO ENDURE.

Every detail of Encore has been shaped with intention. From its timeless facade to bespoke interiors, this is architectural artistry of enduring value.

Encore is architecture of substance and refinement. Its form is bold yet restrained – a modern classic that will stand proudly in Essendon for generations. The building is scaled for intimacy, not mass appeal, ensuring every residence feels personal and considered.

This is design that goes beyond function to evoke feeling. By making less, we make each residence more considered, more exclusive, more enduring.











THE INTERIORS

CHAPTER FOUR

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.





BEAUTY LIVES IN THE DETAILS

The difference between ordinary and exceptional is found in the details.

Natural stone.
Beautiful timber.
Bespoke joinery.
Thoughtfully layered lighting.

Every finish has been selected not to impress today, but to remain beautiful for generations. Large kitchens become gathering places.

Living spaces are filled with natural light.

Bedrooms become peaceful retreats.

The result is an interior that feels warm, sophisticated and effortlessly liveable



ELEVATED BY THOUGHTFUL DESIGN AND FILLED WITH NATURAL LIGHT, EVERY SPACE HAS BEEN CREATED TO INSPIRE COMFORT, CONNECTION AND A SENSE OF HOME.



A HOME OF ENDURING ELEGANCE

Every residence at Encore has been thoughtfully designed to create a sense of warmth, comfort and connection. Open, light-filled interiors flow effortlessly into private outdoor spaces, while carefully considered layouts and timeless finishes deliver homes that feel refined, welcoming and made for everyday living.



THOUGHTFULLYDESIGNED OUTDOOR SPACES
CREATE A PEACEFUL RETREAT - A PLACE TO
UNMIND, ENTERTAIN AND ENJOY EVERYDAY
MOEMENTS IN COMPLETE COMFORT.





The kitchen at Encore has been thoughtfully designed to balance elegance and functionality, where premium materials, refined finishes and contemporary details come together to create the heart of every home.



ENCORES LIVING SPACES ARE DESIGNED TO BRING PEOPLE TOGETHER, COMBINING GENEROUS PROPORTIONS, NATURAL LIGHT AND TIMELESS FINISHES TO CREATE HOMES THAT FEEL BOTH ELEGANT AND INVITING



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.



DESIGNED TO BRING A SENSE OF CALM TO EVERYDAY LIVING. ENCORES BATHROOMS COMBINE REFINED FINISHES, PREMIUM FIXTURES AND TIMELESS MATERIALS TO CREATE SPACES THAT ARE BOTH ELEGANT AND RESTORATIVE.



A MOMENT OF CALM

Beautifully considered in every detail, the natural textures, premium fixtures and timeless finishes to create a sanctuary of comfort and quiet luxury.



AMENITIES

CHAPTER FIVE

ELEVATED LIVING



Thoughtfully landscaped gardens and private outdoor spaces create a natural extension of the home, enhancing everyday living with a sense of calm, privacy and connection



LUXURY IS NEVER MEASURED BY QUANTITY.

The world's finest places all share something in common.
They are intentionally limited.
Encore follows that same philosophy.
A carefully curated collection of residences rather than a large-scale development.
Fewer neighbours.
Greater privacy and security.
A stronger sense of community.
An address that feels personal from the moment you arrive.
Because the finest homes are not created for everyone.
They are created for those who value quality above all else.



UNCOMPROMISING QUALITY, ENDURING VALUE.

At Branson, we take immense pride in creating residences of the highest calibre. Every Encore property is crafted with meticulous attention to detail, offering buyers complete confidence and peace of mind.

Our assurance in quality and integrity comes from working exclusively with leading consultants and carefully chosen builders. Each project is entrusted to the most appropriate construction partner – selected for expertise, not lowest cost – ensuring outcomes that meet Branson’s exacting standards.

Unlike traditional tender processes, we collaborate with our preferred contractors from the very beginning, fostering alignment, consistency, and excellence throughout every stage of delivery.

Quality is not a checkbox for us – it is the foundation of our philosophy. Branson residences are designed to endure, not only in structure but in architectural timelessness.

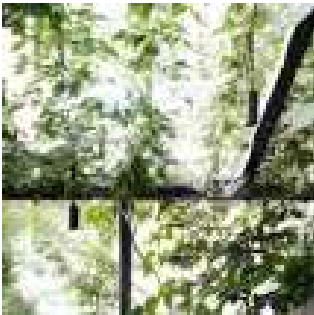
All developments exceed Australian Standards, and we go beyond industry baselines to provide greater assurance to our purchasers. We also extend defect liability periods – a reflection of our confidence in the homes we deliver.

1000+
TREES AND SHRUBS
BEING PLANTED



Steel framed arbours
to communal area

30+
UNIQUE PLANT
SPECIES



Suspended lights
to arbour



Concrete Planters
Cylindrical planters to
townhouse rear courtyards



Built-in raised planters

CURATED GARDENS, TAILORED BEAUTY

Natchez Crepe Myrtle



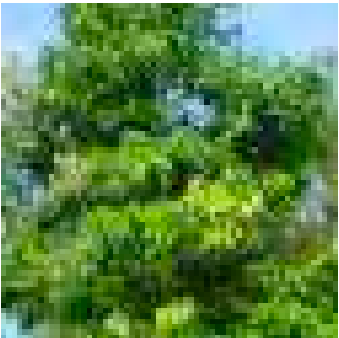
Lagerstroemia indica x
L. faunei 'Natchez

Exmouth Bull Bay Magnolia



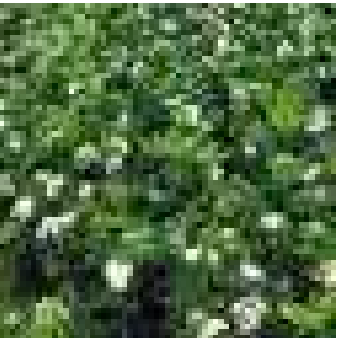
Magnolia grandiflora
'Exmouth'

Whisper Weeping Lilly-pilly



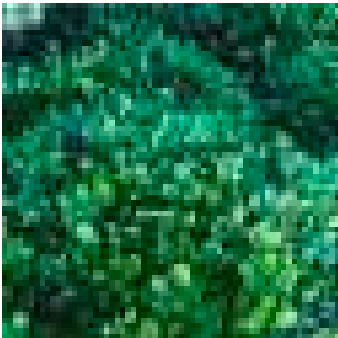
Syzygium floribundum
'Whisper'

Dwarf Orange Jessamine



Murraya paniculata
'Min-a-min'

Oriental Pearl Indian Haw thorn



Raphiolepis indica
'Oriental Pearl'

Just Right Lily-turf



Liriope muscari 'Just Right'

Dwarf Mondo Grass



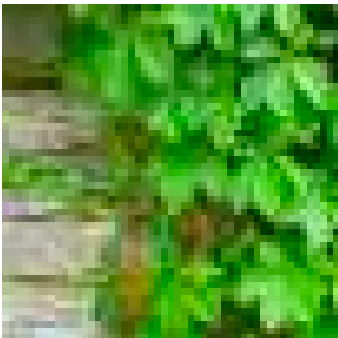
Ophiopogon japonicus
'Kyoto Dwarf'

Climbing Fig



Ficus pumila

Virginia Creeper



Parthenocissus
quinquefolia

Yellow Star Jasmine



Trachelospermum
asiaticum 'Flat Mat'

Creeping Boobialla Yareena



Myoporum parvifolium
'Yareena'

Silver Falls Dichondra



Dichondra argentea 'Silver
Falls'



BRANSON QUALITY & ASSURANCE COMMITMENT

EXCEEDING STANDARDS. INSPIRING CONFIDENCE.

At Branson, every ENCORE residence is more than compliant – it is crafted to a standard that exceeds regulation and redefines certainty. We combine leading expertise, rigorous independent review, and uncompromising construction practices to deliver enduring homes you can trust.

CONTINUOUS QUALITY INSPECTIONS

While industry requirements often leave inspections to the discretion of certifiers and builders, Branson goes significantly further. Our Superintendent, Architect, and Builder conduct rigorous routine monthly inspections across every stage of construction, working alongside independent surveyors, our builder and specialist engineers to ensure no detail is overlooked.

NO COMBUSTIBLE MATERIALS

Our buildings are designed with integrity. Branson ensures no combustible cladding or unsafe materials are installed – an absolute standard, not an option.

ENGINEERING EXCELLENCE & INDEPENDENT REVIEW

Where others meet minimums, we partner with Melbourne's most experienced structural engineers to deliver robust designs, independently reviewed at all stages of the build.

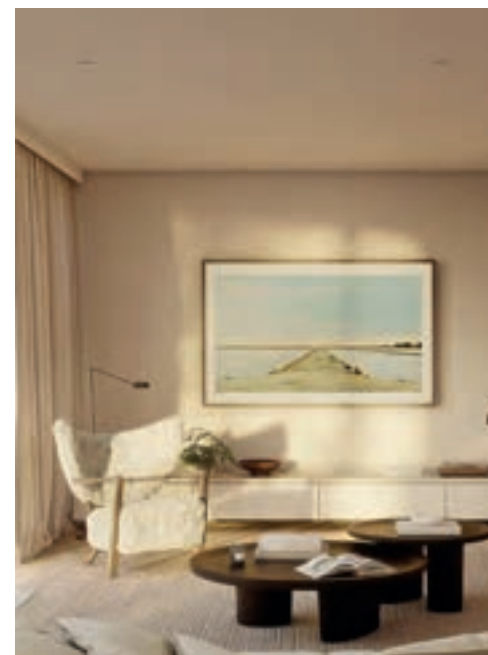
PREMIUM WARRANTIES

All ENCORE residences are fitted with world-class appliances and finishes. Every appliance is covered by warranties that go beyond standard protections, reflecting our confidence in the brands we specify and our commitment to buyer peace of mind.

QA & PRE-SETTLEMENT

Every townhouse and apartment undergoes a triple inspection process – by builder, and Branson prior to purchasers even entering pre settlement– to ensure 100% satisfaction and quality at settlement. Any minor issues are resolved before handover.

We hold funds on the builder to ensure the your defects are rectified.



BUILT TO BE PROUD OF.

FOR MORE THAN TWENTY-FIVE YEARS, BRANSON HAS QUIETLY BUILT A REPUTATION FOR CREATING HOMES OF ENDURING QUALITY THROUGHOUT MELBOURNE.

Every project is approached with the same philosophy:

Build fewer.

Build better.

Build homes that enrich people's lives.

Encore continues that commitment.

A residence designed not simply for today, but for generations to come.

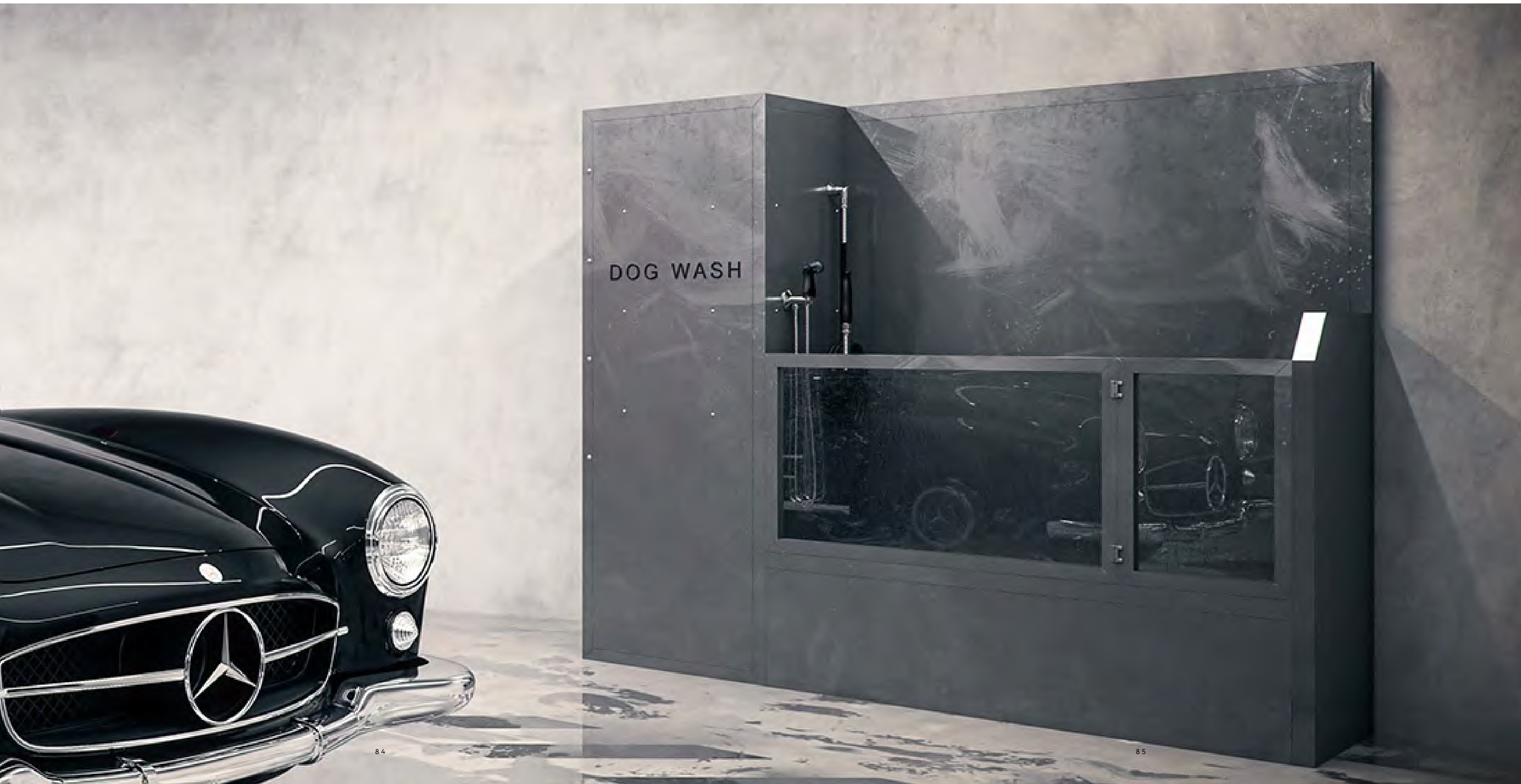
CUSTOM STORAGE FOR YOUR NEEDS

Every family enjoys different pursuits and have unique storage needs. Explore custom storage options with our storage consultant and create bespoke solutions tailored to your requirements. All homes have a spacious lock up garage that can be customised to best utilise the space.



EASY DOG WASH

Be it your four-legged friend, we ensure that you have what you need to keep your favourite companions clean and happy.



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 properties will target a 7-star energy rating with the inclusion of double glazing and quality insulation, as well as energy-efficient appliances, lighting, climate 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.



THE LUXURY OF HAVING ARRIVED

Some homes mark where you live.

Others reflect how you choose to live.

Encore belongs to the latter.

A timeless collection of residences designed for those who understand that life's greatest luxury isn't excess—it's living beautifully every single day.

Welcome to Encore.

Life, Beautifully Refined.

BRANSONGROUP.COM.AU/PROJECTS/ENCORE



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.

