



## **PRESS RELEASE**

### **JAMES AND SARAH MORT – DESIGN PARTNERS IN A LIFE MISSION**

James and Sarah Mort are a rare team: life partners and business partners in a world they're both passionate about – design and property development.

Together they run MiCorp Property, a boutique consultancy delivering exciting new residential and retail developments to Mission Beach, a far North Queensland community in the midst of a tourism investment boom.

With breathtaking views over Dunk and Bedarra islands, the beachside town is an unspoilt jewel lapped by the waters of the Coral Sea.

The couple married two years ago after stellar careers in separate cities – James as a builder/developer of custom-designed, high-end homes in Melbourne; Sarah (formerly Sarah McCarthy) as a Sydney-based town planner and project manager.

In 2004, Sarah was enjoying a well-earned holiday in Mission Beach when she ran into James, a family acquaintance.

James was visiting his sister Helen Wiltshire, a well-known artist who moved to Mission Beach with her family from Melbourne more than 35 years ago.

Convinced of the opportunities the pristine coastal town offered, James was considering moving north to build a new life in the balmy tropics.

The couple's meeting brought together two like minds and heralded a new era in their lives.

The pair formed MiCorp Property, a consultancy aimed at delivering a new level of design and building expertise to an area on the cusp of change.

“Mission Beach missed out on the rampant development which overtook Cairns and Port Douglas in the 1980s and 1990s,” James Mort says.

“It was a blessing in disguise, really ... the saviour of a truly magical part of the world,” he says.

“But it means that the next level of growth has to be managed well – we need developments that work in harmony with the surrounding environs of coast, beach and world heritage-listed rainforest.”

Mr Mort says future residents will benefit from low-rise buildings and the limits that have been introduced to stop over-development.

“We don’t want this to become another Port Douglas or Noosa,” James Mort says. The couple has embarked on several projects designed to appeal to the prestige market.

Sarah Mort says: “Up until recently, buyers were very limited in their choices – they could buy an old house and do it up, or they could buy a block of land and build.

“We wanted to offer something very different,” she says.

The result was Mission@Mission – a striking development featuring 12 designer apartments with expansive outdoor terraces and private plunge pools. Set in an elevated position in the heart of Mission Beach village, the properties enjoy sweeping coastal and island views.

The first stage of six apartments has already been sold off the plan, with prices for the second stage starting from \$1.35 million.

There are four, three-bedroom apartments on offer featuring 194sq m of indoor/outdoor living, two bathrooms, two-space car/boat parking, lift access and smart wiring.

The two luxury 316sq m penthouses are set over two expansive levels and feature four bedrooms and four bathrooms.

Residents will also have exclusive use of a stunning 25m lap pool set within lush tropical gardens.

MiCorp is also selling blocks of land from \$300,000 at Rise@Mission, a boutique gated community with communal swimming pool and landscaped gardens.

Sarah Mort says Mission Beach has been the focus of unprecedented levels of investor interest in recent times, a factor which augurs well for the property market.

A \$100 million championship golf course, 20-shop boutique retail centre and multi-million dollar revamps to two of the area’s top resorts are just some of the projects already under way, with more planned.

“For so long, Mission Beach has been regarded as that delightful backwater 1½ hours down the road from Cairns,” she says.

“Not any more ... the Mission Beach of the future will have all the best things of the past gift wrapped in a sophisticated, glamorous new package.”

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