



PRESS RELEASE

IDYLLIC TROPICAL RETREAT A LIFE MISSION

Mission@Mission is an innovative new luxury apartment development at Mission Beach, an idyllic tropical setting just 1 ½ hours' drive south of Cairns, in far North Queensland.

Set on a rise in the heart of Mission Beach village, it offers panoramic Coral Sea views taking in Dunk and Bedarra islands.

The first stage of the development – comprising two penthouses and four apartments – has been pre-sold off the plan with construction starting in July.

The second and final stage has recently been released with a further two penthouses and four apartments on offer.

The development is the vision of James and Sarah Mort, directors of MiCorp Property, a design and building consultancy delivering exciting new residential and retail developments to Mission Beach.

“We handpicked the site for its cooling ocean breezes and wonderful views,” says James Mort. “Just footsteps from village bars and restaurants, it’s the perfect location.”

Sarah Mort says Mission@Mission incorporates revolutionary construction and design elements.

“Each apartment will feature two self-contained living spaces in one,” she says.

“Such dual-key configuration offers the prospect of excellent investment returns.”

The properties will feature open, light-filled spaces styled with the organic coolness of polished concrete floors, timber shutters and glass louvers. The homes will also include private plunge pools, expansive terraces, state-of-the-art appliances, wireless broadband, smart wiring and two car/boat parking spaces.

In addition, there is one 25m pool available for the exclusive use of residents.

The Morts bring a wealth of experience to their property developments.

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.

James Mort says: “Mission Beach has seen high levels of growth in recent years with huge amounts of investment being pumped into the area.”

A new \$100 million championship golf course, Woolworths supermarket, 20-shop retail centre (another MiCorp development) 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.

“Demand for quality beachside property is at a premium in Mission Beach,” James Mort says.

“And while the area has already experienced phenomenal growth in property prices – a 23 per cent average increase per year from 2001-2006, according to PRD Nationwide Research – industry insiders say there is still room for healthy gains,” he says.

James Mort says “green” is the new, highly-sought after luxury in the prestige market. “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.”

Mission@Mission features four three-bedroom, two-bathroom apartments with 194sq m of indoor/outdoor living space. Prices start at \$1.35 million.

The \$2.2 million, two-level penthouses feature four bedrooms and four bathrooms set over an expansive 316sq m floor plan.

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