

TIME & PLACE

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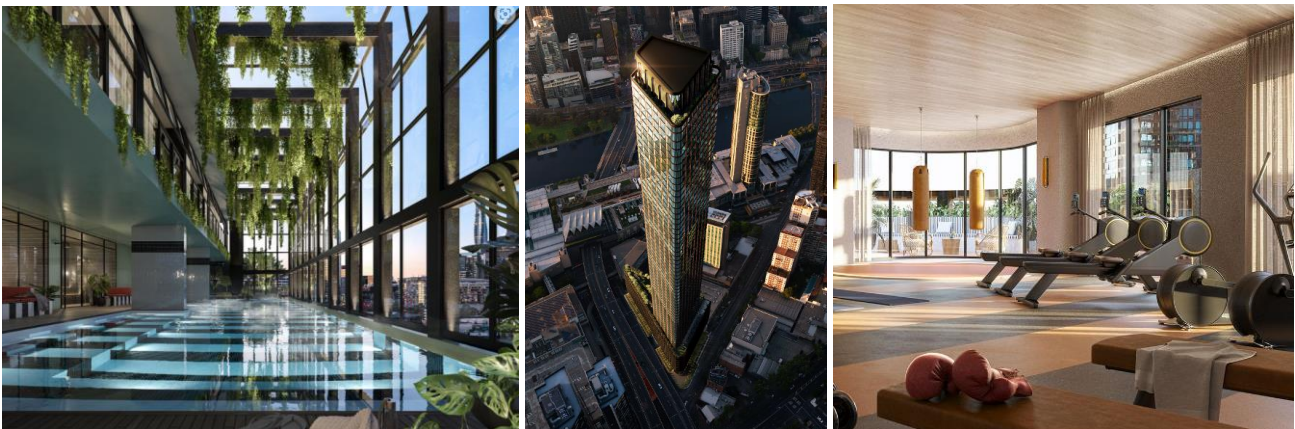
MEDIA RELEASE

TIME & PLACE, MAXCAP AND TFE HOTELS ANNOUNCE \$150M BOUTIQUE HOTEL AT MELBOURNE'S THE QUEENSBRIDGE BUILDING

SOUTHBANK: Melbourne's inner city, already set to benefit from the \$1.7 billion Melbourne Arts Precinct Transformation Project in 2028, will receive another boost to tourism with the announcement that diversified property developer Time & Place along with joint venture partners, MaxCap Group, and Australia's TFE Hotels, will open a \$150m boutique hotel in Southbank in September 2025.

The deal has seen the joint venture partnership and construction and property specialist Hickory, create a unique hotel brand the 'Hannah St. Hotel'. The hotel not only aligns with its neighbourhood concept for The Queensbridge Building but delivers an experience that is authentic to Melbourne.

The 188-room boutique hotel, which will be operated by TFE Hotels and will sit under the Collection by TFE Hotels brand, joining the likes of The Calile in Brisbane; a 102-room boutique Collection property currently under construction in Sydney's Surry Hills; and the \$340-million dual hotel project slated for Melbourne's Docklands in 2026.



L-R: The Queensbridge pool on Level 9 is exclusively available for hotel guests and residents. The Hannah St. Hotel focuses on wellbeing with guests able to access a gym, lap pool, sauna and wellness room.

Hannah St. Hotel - which sits at the nexus joining Melbourne CBD, the Yarra River, South Melbourne, and the Arts Precinct - will feature a neighbourhood bar, restaurant, and rooftop bar/events space across 10 levels. All of this is set to complement The Queensbridge Building which will deliver 367 residential apartments and will feature a series of resident exclusive lush gardens, private rooftop terraces, lap pool, wellness studio, gym, sauna, steam rooms, co-working spaces, providore in the foyer and private dining room to Southbank when it's completed.



Construction is already underway on the project with completion on track for Q3 2025.

According to Time & Place Director, Tim Price, The Queensbridge Building - references a bygone era of brass, steel, and stone, emulating the postcode's industrial era. And, in a strong show of strength for Victoria's creative set, the development's striking facade was designed in collaboration with Elenberg Fraser, with interiors by the renowned Flack Studios.

"As developers, we want to facilitate the development of legacy projects that invite art, design and culture to influence one another," Tim said. We envisage the hotel will become ingrained in the cultural fabric of the suburb and form a part of the transformation, coming to life as a 'neighbourhood hotel' for locals and visitors alike."



An artist's impression of the hotel lobby. Directly aligning with the surrounding Arts Precinct, Hannah St. Hotel is set to exemplify an experience and culture that is quintessentially Melbourne.

"As we set out to bring this landmark hotel to The Queensbridge Building, we are looking to bring international influences to Southbank through design and experiences. We anticipate that our hotel will be regarded as the place to stay for anyone in the arts visiting the city."



“Operating under the Collection by TFE Hotels’ brand was a natural choice for the project, not only are our brand values aligned but TFE Hotels is the perfect operator to bring to a suburb rich in arts and culture as it transitions to a premier lifestyle destination.”

When it comes to their Collection brand, TFE Hotels Chief Executive Officer, Antony Ritch, says TFE is 100% focused on partnerships with legacy makers, like Time & Place, who make a wholehearted commitment to the neighbourhood.

"Collection by TFE Hotels really are one-of-a-kind experiences and they take inspiration from local culture and from their surroundings," he said. "These have a unique model of close owner collaboration, and we are incredibly fortunate to have partnered with Time & Place and MaxCap on a building that will not only become a place maker for Melbourne's newest lifestyle destination but provide such incredible amenities for the community."

“What I love about this project is that Hannah St. Hotel will deliver an experience in a neighbourhood that is transforming, thanks to an investment in Australia’s largest cultural infrastructure project, into a truly world-class art precinct,” Ritch said. “Southbank is connected to the best of Melbourne. It has a lot of energy and a real focus on arts, sports, and the outdoors (with 18,000 square metre of additional public gardens set to be delivered) which beautifully complements those iconic Melbourne experiences - shopping, laneways, food, and culture – that we all love so much.”

“And, importantly for us, Hannah St. Hotel is being delivered by Melbourne developers with a long-term commitment to the area.”

Tim Price agrees. “This is a neighbourhood hotel. A building with roots in the community and a place where you’re welcomed in to enjoy the hospitality whether you’re staying short term or you’re a permanent resident. We aren’t developing and leaving, we’ll be in this building long after its doors have opened,” he said.

An onsite ‘Experience Director’ will engage with building residents to create one-off experiences whilst a lap pool for training, large scale gym and a work club complete with sound-proof pod casting rooms which are all easily accessed by hotel guests. Time & Place and Hickory realised the potential of the Kings Way Overpass urban parklands early on and partnered with Australian Indigenous Artist, Reko Rennie prior to commencing construction on site to activate their own ‘Underpark’ with a temporary basketball court.

For more information on The Queensbridge Building visit queensbridgebuilding.com.au. To find more on TFE Hotels, visit tfehotels.com or collectionbytfehotels.com.

-ENDS-

What’s in a name: Hannah St. Hotel cannot be shortened.

Developer: Time & Place

Joint Venture Partners: MaxCap Group and Hickory Group

Architect: Elenberg Fraser

Interior Designer: Flack Studios

Operator: TFE Hotels

Brand: Collection by TFE Hotels



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ABOUT TIME & PLACE

Time & Place is a next generation, design-focused developer which has been in operation for 8 years. Established in Melbourne in early 2015 and expanding into Sydney later that year, Time & Place is known for holistic, considered projects that respond to the needs of the surrounding environment and its inhabitants. Involved in 23 projects totalling \$4.1bn and with a rapidly growing pipeline, Time & Place's work spans residential, commercial, and industrial projects. Having recently acquired sites in Melbourne's Glen Iris, Southbank and Sydney's Alexandria, the team has been working diligently to expand into new typologies. Time & Place has also established several successful partnerships, entering into a joint venture with retail giant Woolworths on a site in Glen Iris, collaborating with Hickory on The Queensbridge Building and a mixed-use precinct in Alexandria, and creating the MaxCap Industrial Opportunity Fund (MIOF) in conjunction with MaxCap Group.

HANNAH ST. HOTEL

Hanna is a little street with an unexpectedly long history. Named after Patrick Hanna – an engineer, shipbuilder, and early immigrant from Glasgow who operated a punt across the Yarra – who arrived in Melbourne in 1853. Hanna would have witnessed the extreme transformation of Melbourne that occurred with the discovery of gold. In the 1860s, Melbourne became one of the wealthiest and most populated cities in the British Empire. Hanna's punt connected inhabitants from the emerging township of Emerald Hill (South Melbourne) to the bustling docks, warehouses, and marketplaces on the north side of the river. Eventually, this course of travellers entering the city would become the grand avenue known today as Kings Way. What is left of Patrick Hanna is this remnant – a little street that at a forgotten point in time adopted an extra 'H'.

ABOUT TFE HOTELS

TFE Hotels (TOGA Far East Hotels) is Australia's International Hotel Group - headquartered in Sydney and operating in Australia, New Zealand, Germany, Denmark, Hungary, Austria, Singapore, and Switzerland. TFE has a portfolio of seven hotel brands - A by Adina, Adina Hotels, Vibe Hotels, Quincy Hotels, Travelodge Hotels, Rendezvous Hotels and Collection by TFE Hotels which includes The Calile Hotel, The Hotel Britomart, Hotel Kurrajong and The Savoy Hotel on Little Collins, with more in the development pipeline.

<https://www.tfehoteles.com/>

TFE Hotels acknowledges the traditional owners of the lands we conduct business upon and pays our respects to Elders past, present and emerging. We respect the Country itself, including its trees, animals, spirits, waters, skies, stars, and special sites.



ABOUT MAXCAP GROUP

MaxCap Group is one of Australia's leading Commercial Real Estate investment managers and is an established investment manager for domestic and global institutions with current Funds Under Management and Advice of circa \$7.0bn, having invested more than \$16bn across more than 650 transactions since inception in 2007.

MaxCap's Direct Investment team has established an enviable record of success in originating and managing high-yielding investments, particularly in the mid-market joint venture development space. The team is currently managing a diversified portfolio with a total end value of over \$5bn, underpinned by partnerships with Australia's leading private real estate developers.

ABOUT COLLECTION BY TFE

The Collection represents beautiful hotels hallmarked by authenticity and provenance, each designed with individual character and charm. With a collection of properties that encompass striking design and attention to the individual such as The Calile Hotel Brisbane, Auckland's The Hotel Britomart, Melbourne's The Savoy Hotel on Little Collins and Hotel Kurrajong Canberra. <https://collectionbytfehotels.com/>