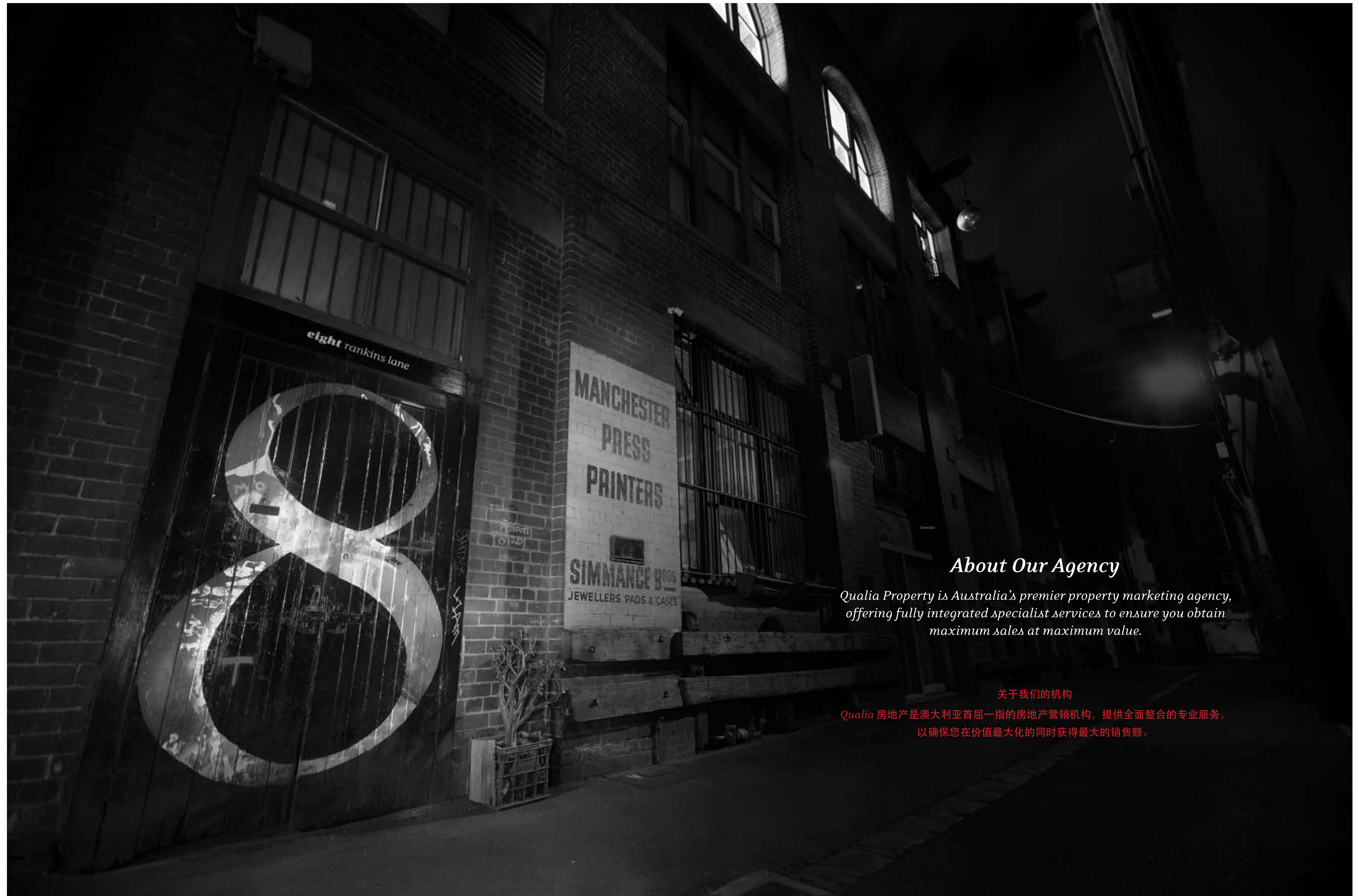


Qualia[®]
CREATIVE

We bring imagination to life[™]



About Our Agency

Qualia Property is Australia's premier property marketing agency, offering fully integrated specialist services to ensure you obtain maximum sales at maximum value.

关于我们的机构

Qualia 房地产是澳大利亚首屈一指的房地产营销机构，提供全面整合的专业服务，以确保您在价值最大化的同时获得最大的销售额。

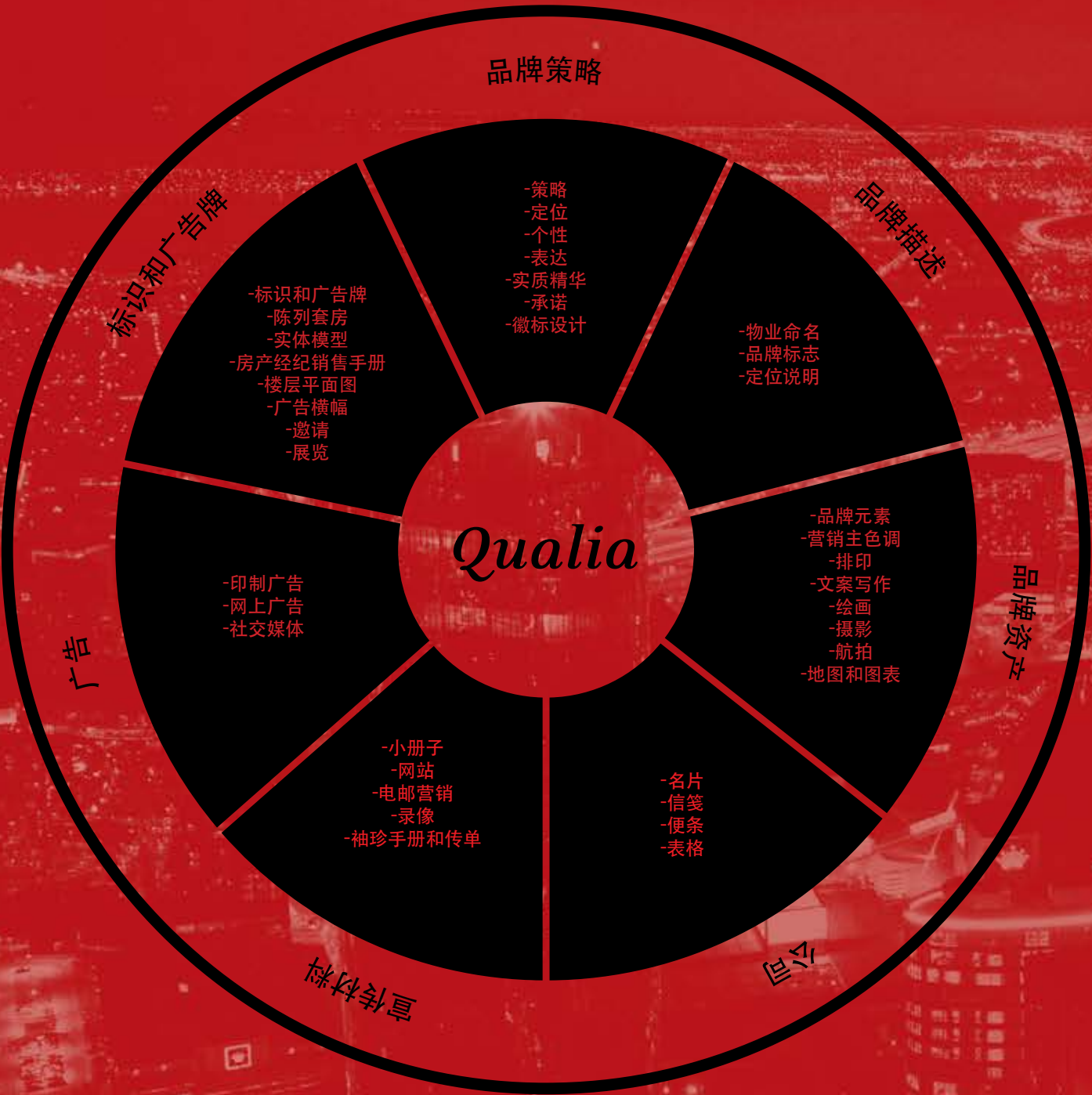
Property Development Marketing



Why Qualia?

- Qualia is Australia's premier property marketing agency, delivering distinct, memorable and effective marketing and branding strategies in budget and on time.
- We apply value adding techniques to ensure that your project obtains maximum sales at maximum value.
- We offer fully integrated specialist services to ensure that all touch-points are aligned to the marketing strategy.
- Our directors have 15+ years of experience and are involved first-hand in project leadership, client liaison, creative development, and project delivery.
- We recognise the demands of project stakeholders and work tirelessly to develop collaborative relationships across the broader project team to ensure seamless, timely delivery.
- We have a strong understanding of the marketing processes and communication complexities of the Australian property market.
- We have over 15+ years experience in creating marketing collateral for Chinese, Japanese and S.E. Asian markets.
- We conduct research into property location and history. We consider demographic priorities and trends to develop a unique selling proposition.
- Our work ethic, responsiveness and understanding see us well placed to lead and advise on the right marketing for your unique property offering
- An astute understanding of the development issues that allow us to mitigate risk, drive projects faster and quality control the deliverables.
- Our studio has extensive awareness in consumer purchasing patterns and psychology—across property, digital, fashion and FMCG.
- Our extensive 15+ year experience promise successful marketing campaigns for projects of all size and budget. We offer dedicated project planning, tested strategies and agile timelines.
- We have established and highly efficient subcontracting relationships with a dedicated suite of architects, builders, renderers, copy writers, photographers, and production houses to successfully execute a broad range of marketing solutions.

房产开发市场营销



为何选择 *Qualia*?

- Qualia 是澳洲顶级房地产营销代理公司，能够以合理价格按时提供与众不同的，显著和有效的市场营销服务和品牌策略，
- 我们使用增值性技术，确保您的项目以最高价值得以销售。
- 我提供完全一体化的专家服务，确保与客户的各种互动都符合市场营销策略
- 本公司的董事有15年以上的经验，亲力亲为，领导项目、联络客户、创意发展和完成项目。
- 我们认识到项目利益相关者的要求，不懈地努力，在整个项目团队中发展合作关系，以确保项目能够顺利及时地完成。
- 我们对澳洲房产市场的营销过程和传播沟通的复杂性有深刻了解。
- 在为中国、日本和东南亚市场制作市场营销宣传材料方面，我们拥有15年以上的经验。
- 我们会展开房土地点和历史的研究。考虑到人口优先事项和趋势，我们会制定出与众不同的销售建议书。
- 我们的职业道德标准、迅速反应和丰富知识使我们处于十分有利的地位，可以为您独特房产的营销事务出谋划策。
- 我们目光敏锐，了解开发方面的问题，所以能够减少风险，加快项目的进展并可以保证交付产品的质量。
- 我们的工作室对于顾客采购模式与对房产的心理、数字化、时尚和快速消费品等方面均有广泛的知识。
- 15年以上的丰富经验可以保证各种规模和预算的营销活动的成功。我们可以提供专门的项目策划、成熟的策略和灵活的时间安排
- 我们已与一批敬业的建筑师、营造师、绘画师，文案策划师、摄影师和制作公司建立起高效的分包关系，能够执行各种市场营销解决方案。





David Gill - *Managing Director*

David Gill is a multi-faceted creative with over fifteen years of experience developing brands and collateral for some of Australia's most respected brands. David's strength are in conceptual and strategic thinking, brand identity and management, UX design, publication, and image making. An expert in his field, David presents talks and lectures in branding, typography, and professional practice.

Dave Smith - *Creative Director*

Dave has extensive experience realising campaign communications for retail, education, arts and fast consumer sectors. His communication and marketing awareness was honed through a Masters examining how art sensibilities function in communication design. Effective marketing demands premium production and Dave is constantly evaluating production trends. At Qualia Creative he oversees creative management of the studio output, and quality control.

Testimonials

“ *The final product was instrumental in the success of our sales* ”

“ We are extremely satisfied with the marketing service Qualia provided on our town house development project.

Qualia has helped us develop an exceptionally effective market positioning strategy, through their phenomenal concept designs and execution, they were able to help us capture the true essence of our original concept and cultivate it to something that is truly beautiful. The final product was both original and beautifully expressed, which was instrumental in the success of our sales.

David and his friendly colleagues have shown high level of professionalism and integrity in all aspects of their work, and have gone above and beyond to meet the customers’ desires, often sacrificing their own time outside of work.

We look forward to the opportunity to collaborate with Qualia again in the future.”

EFFIE ZHAO

Operations Director - Han. T Pty Ltd
effiezhang@stanleyfield.com.au | 0421 046 788

“ *Qualia Creative is indeed one of the best marketing companies in Victoria* ”

“ We have been working with Qualia Creative for over three years and have always been a satisfied customer. In the past three years, Qualia Creative has been fully responsible for the marketing and branding of our property development projects including townhouses, apartments and mixed development, and they have done a fantastic job to assist us with the successful launch of those projects.

Their patience and dedication to work have impressed us and guaranteed that all marketing materials accurately reflect our concepts and effectively engage our target clients.

Their professional and friendly services, the ability to accurately identify the requirements of the client and being able to deliver the product with exceptional quality within limited timeframe and budget have proven that Qualia Creative is indeed one of the best marketing companies in Victoria. ”

ORIN ZHU

Office Manager / IT Manager - Goldfield Management Group Pty Ltd
orinz@goldfieldgroup.com.au | 0439 360 999

“ *A great marketing and branding agency that not only meet expectations, but can also exceed them* ”

“ One phone call and I met them the following day. Once they took on the job—no matter whether it is a last minute change of mind on the design provided or a short notice request for expo marketing collateral—they always delivered in an efficient yet very satisfying way.

What makes us most satisfied with them is the fact that they listen to us—which is missing from so many marketing and branding companies nowadays—and are able to provide the best solution to accommodate our requirements. All of their staff are very professional, patient and hard working.

With their professionalism, creativeness, patience and kindness, I’d highly recommend Qualia Creative to any company that are considering a great marketing and branding agency that can not only meet their expectations, but also exceed them.”

DANDAN ZHAO

Marketing & Sales Director - Golden Age
dandan@goldenagegroup.com.au | 0421 046 788

“ *Qualia Creative have proven time and time again to be really cutting edge* ”

“ We’ve worked with graphic design and marketing groups through out the property marketing industry. Qualia Creative have proven time and time again to be really cutting edge in this space.

Their style of genuine artistic input into creative production was a real draw to us and our clients. We have since engaged with them again on projects such as 41 Peel, Central Gardens, The 8 Ellingworth, The Parade, 39W and Queens Avenue. Qualia created full project marketing collateral in time for very successful campaigns. The output has been of the highest quality. For all commissions Qualia have proven to be nimble enough to appeal to the target audience and proposed the best strategies for successful cut-through into a heavily competitive youth-arts based postcode and the Asian investor market alike.”

BART O’CALLAGHAN

Director - Urban Pty. Ltd
bart@urbandevelop.com.au | 0400 632 331

“ *Working with the team from Qualia Creative has always been pleasant and great!* ”

“ We couldn’t be happier with the design of our brochure, which contains a hint of oriental style through the touch of gold and artistic watercolour illustration. We believe our product stands out from others in this competitive industry through Qualia’s readiness to materialise our requirements. The hard working team behind the scene never failed us when we requested changes—big or small. All details were discussed professionally.

David and his team understand our brand as we do. This spirit of collaboration is visually represented in the creativity of their design. We would definitely like to continue working with Qualia for our upcoming projects.”

CYNTHIA CHAU

Project Manager | Asia One Pty Ltd
cynthiachau@a0-property.com | +613 9909 0199

PARK AVE

MELBOURNE

Inspired by New York’s Chelsea, Meatpacking and TriBeCa districts, Park Ave is a landmark development in South Melbourne comprising of 220 luxury residences over 19 levels. The flowing facade is designed by Elenberg Fraser, with interior design by CHT.



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Their style of genuine artistic input into creative production was a real draw to us and our clients. We have since engaged with them again on projects such as 41 Peel, Central Gardens, The 8 Ellingworth, Queens Avenue, The Parade and Park Ave. Qualia created full project marketing collateral in time for very successful campaigns. The output has been of the highest quality. For all commissions Qualia have proven to be nimble enough to appeal to the target audience and proposed the best strategies for successful cut-through into a heavily competitive youth, arts-based postcode and the Asian investor market alike.”

Bart O’Callaghan - Urban Pty. Ltd.



Building Type: Town residences: 20 dwellings.

Address: Mereweather Avenue, Frankston

Agent: Various

Architects: CHT

Developer: Otrone

SOLSTICE

Located on a beach front strip, Solstice is a high-quality residential development that enjoys bayside living on the Mornington Peninsula. A full suit of marketing collateral was produced to create a compelling narrative that appeals to the owner-occupier market.

17-21 MEREWATHER AVE

SOLSTICE

FRANKSTON



Building Type: Mid-rise apartment over 11 level, 52 apartments.

Address: 175 Chapel Road, Keysborough

Agent: Castran Gilbert

Architects: Hayball

Developer: A&A Development

THE PARADE

Designed by Hayball Architects, The Parade is a mid-rise apartment located in the heart of Box Hill. The campaign was designed to appeal to the local owner-occupier market and to reflect the industrial tones of the building's material finishes.





MIMCO

This renowned Australian accessories label is responsible for some of Australia’s most desired bags, scarves, jewellery and accessories.

Established by Amanda Briskin in 1996, Mimco is one Australia’s most loved, leading accessories brands. Today, Mimco has a growing number of stand alone boutiques as well as selling to David Jones department stores across Australia and stores throughout United Kingdom.



Building Type: Townhouse development.

Address: Bridge Road, Richmond

Agent: Various

Architects: Peddle Thorp

Developer: Poly Global

Mayfair Garden

RICHMOND HILL

Mayfair Garden in Richmond Hill merges the areas cultural history with modern elegance. Set back on Bridge Road through a secluded garden an elevated living experience awaits.







Elevate your senses

Mayfair Garden in Richmond Hill merges the area's cultural history with modern elegance. Set back on Bridge Road, through a secluded garden an elevated living experience awaits.

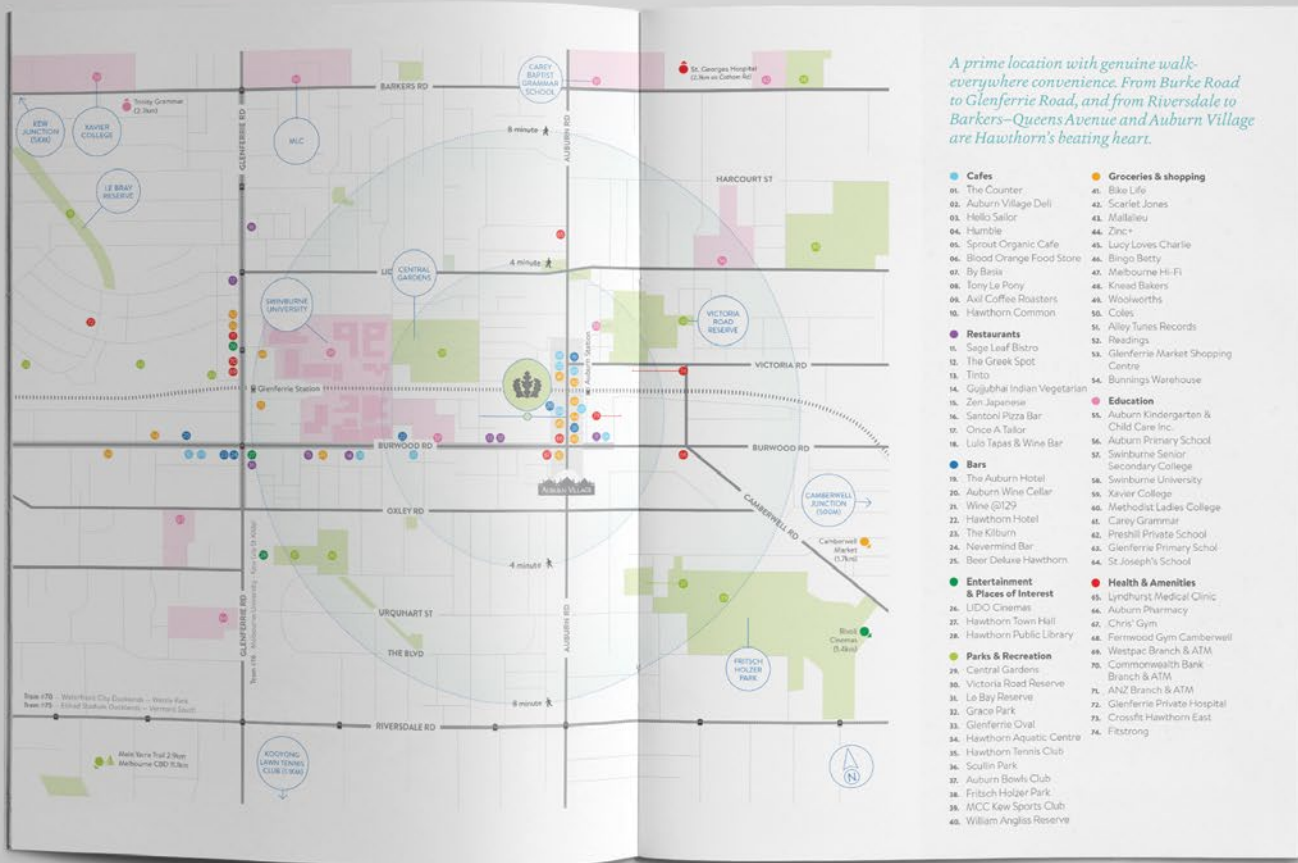




QUEENS AVENUE

Located in the affluent suburb of Hawthorn, Queens Avenue combines the best of modern luxury living, with inner city vibrancy.





Art Direction: Glass Creative | Post Production: Rizer | Design: Qualia Creative | Finished Art: Kimberley Moore | Key Photography: Jennifer Hawkins photographed by Gary Heery at Sun Studios in Sydney | Artwork Photography: Andrew Ross | Artwork Photography: Gabriel Cliffe | Rocker Martell | Design: Rizer | Photography: Simon Hayward

A set design that exploded with colour and celebrated the seasonal shift in mood, palette and style. The focal point was Jennifer Hawkins—the face of Myer—framing the catwalk entrance on a 23 x 9 x 30 metre stage of colour and light.

Design Myer's Spring/Summer 09/10 launch in Sydney.

Set design

Myer

MYER

Myer is Australia's largest department store group, and a market leader in Australian retailing.





Building Type: Townhouse development. 72 dwellings.

Address: 175 Chapel Road, Keysborough

Agent: Various

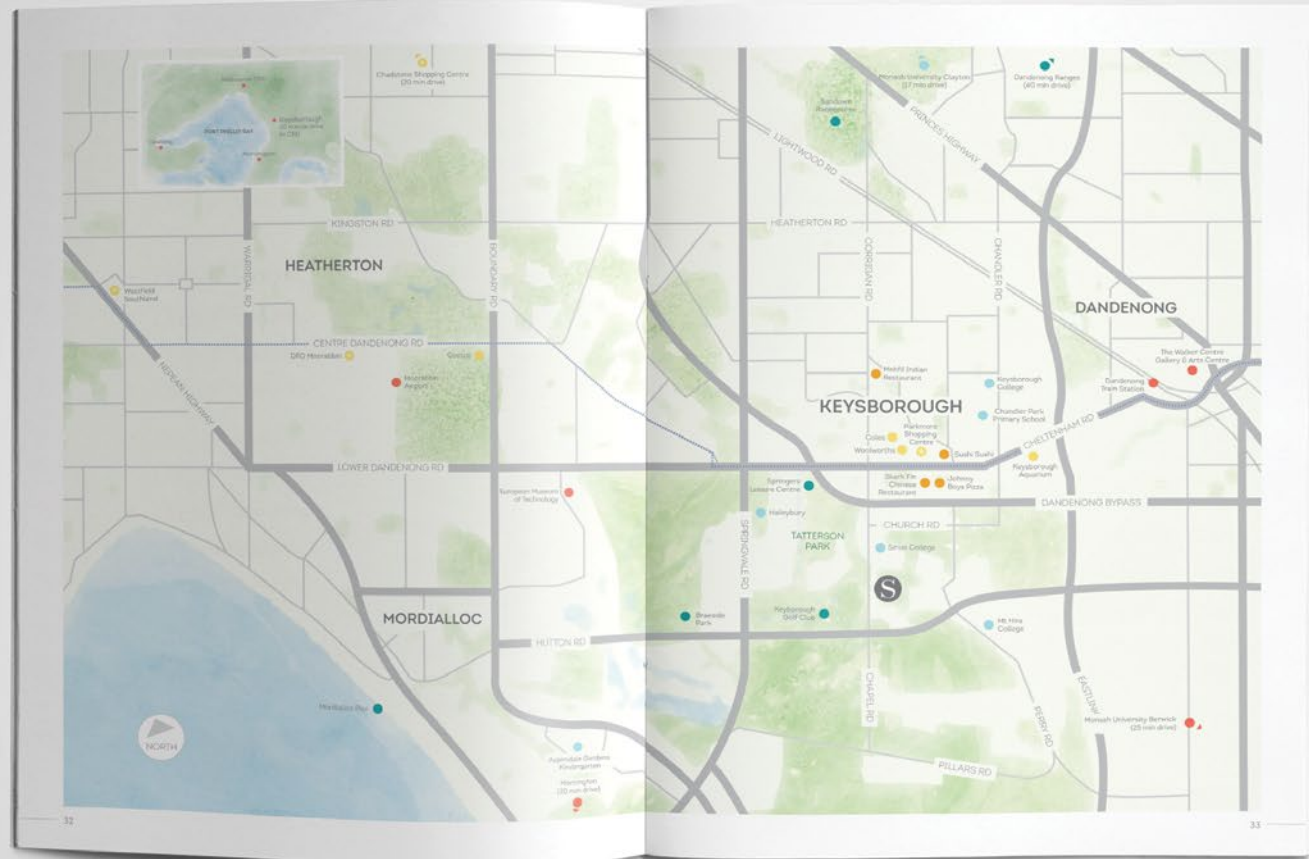
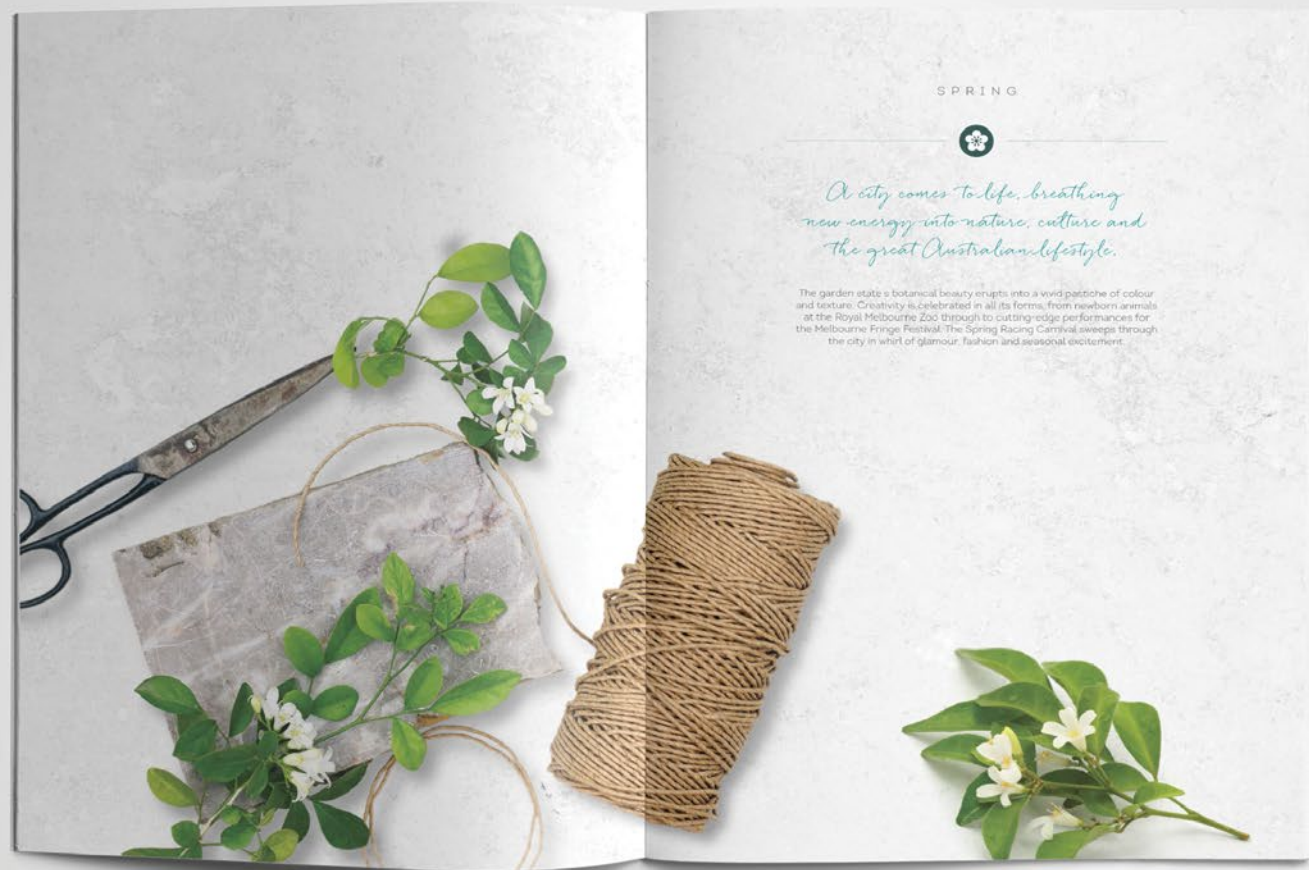
Architects: CHT

Developer: HTrang

seasons

Seasons is an exciting townhome development in Melbourne's booming South-East suburbs. Comprising of 72 dwellings, the estate is divided into four quarters that reflect the seasons in landscaping and material finishes.







NORTH STAR

80 TYLER STREET, RESERVOIR

The secret jewel in Melbourne's crown. North Star is a townhouse development in Melbourne's North.

Building Type: Residential, 63 dwellings

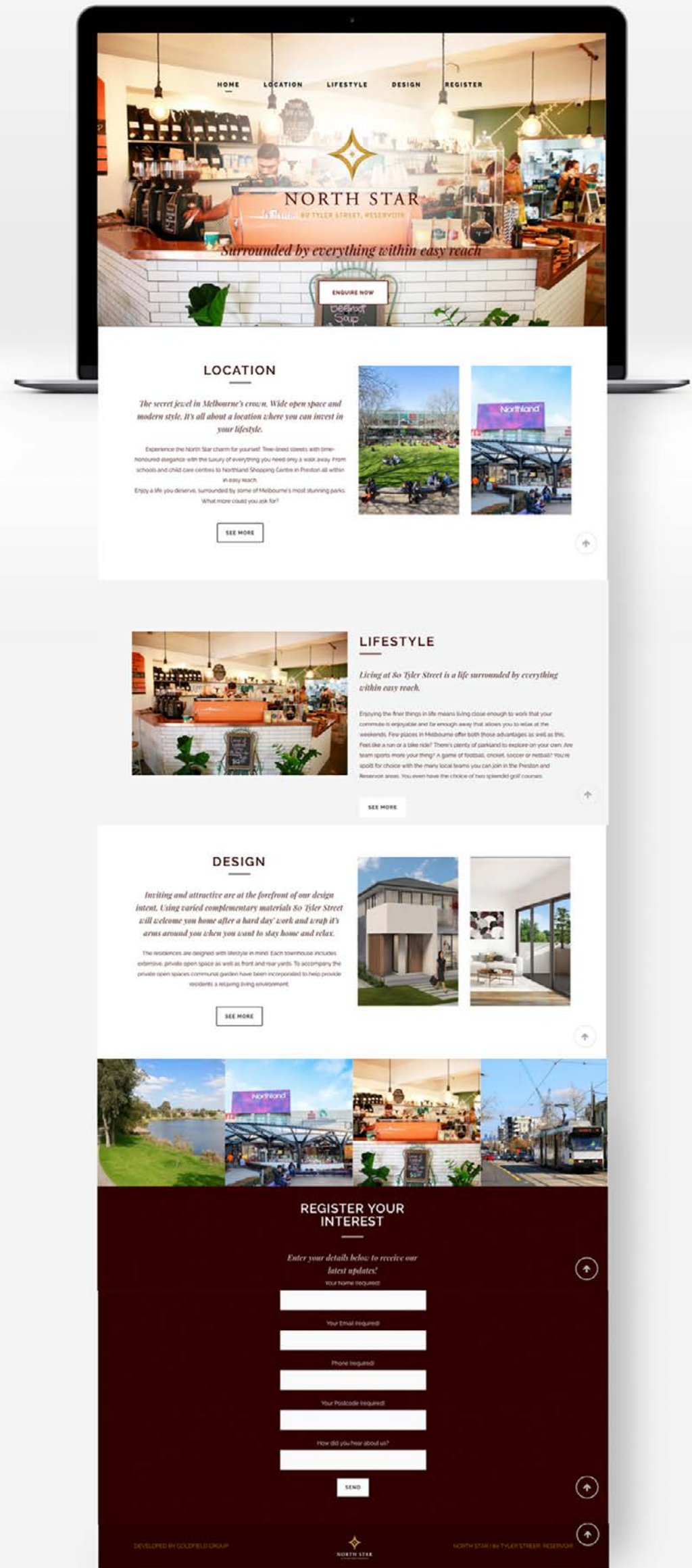
Address: 80 Tyler St, Reservoir

Agent: Goldfield Group

Architect: Taylors Development Co.

Developer: Goldfield Group

NORTH STAR
80 TYLER STREET, RESERVOIR





A leader in Australian property development and investments, VIMG has created a portfolio of stunning property developments across Sydney, Melbourne and Brisbane. Strategically located luxury residential developments offer intelligent investors an opportunity to enter the thriving Australian property market with landmark developments in three of the world's most liveable cities.





IK.

stroll from the
ghettoised aesthetic
development takes
viment will be equipped
vym.

8.

Hauk 位于悉尼中南海岸的
1. 其短步行即可到达
100 多座生活设施。
1 座顶级的家用电器。

33 GOVERNMENT STREET, SYDNEY | WELL-BEING | RESIDENTIAL | PRICE RANGE: \$181,000 - \$1,219,000
33 GOVERNMENT STREET, SYDNEY | WELL-BEING | RESIDENTIAL | PRICE RANGE: \$181,000 - \$1,219,000
33 GOVERNMENT STREET, SYDNEY | WELL-BEING | RESIDENTIAL | PRICE RANGE: \$181,000 - \$1,219,000

PIER 99

THE PINNACLE OF WATERFRONT LIFESTYLE AT PYRMONT WITH STUNNING
MILLION-DOLLAR VIEWS OVER BLACKWATTLE BAY.

Pier 99 has it all. Close to Sydney's University College, public transport network and shopping mall.
Surrounded by iconic locations like Anzac Bridge and Fish Market, Pier 99 offers a beautiful blend
of maritime heritage and architectural innovation. Stop inside the private courtyard on your way to
enjoying the luxury of light filled spaces that are at the heart of this harbour oasis.

体验顶尖的海滨生活方式,享受悉尼海港价值连城的美景。

Pier 99 让您尽情感受悉尼中南海岸的海滨生活,尽享悉尼繁华的购物体验。您将
欣赏到悉尼 (Blackwattle Bay) 的壮丽风光,同时还能欣赏到一天。

Pier 99 为您提供位于悉尼 (Pyrmont) 的绝佳位置,靠近著名的悉尼海港市场,使用便捷的公共交通
设施,让您畅享悉尼海滨生活。这个海滨项目将为您提供顶级的海滨生活,
让您尽享悉尼的迷人风光和绝佳美景。尽情享受您的海滨生活。



23

CONCRETE PROJECTS

23-24 PYRMONT BRIDGE RD, PYRMONT | SYDNEY | RESIDENTIAL | PRICE RANGE: \$450,000 - \$1,200,000
23-24 PYRMONT BRIDGE RD, PYRMONT | SYDNEY | RESIDENTIAL | PRICE RANGE: \$450,000 - \$1,200,000
23-24 PYRMONT BRIDGE RD, PYRMONT | SYDNEY | RESIDENTIAL | PRICE RANGE: \$450,000 - \$1,200,000



Building Type: Residential, 5 luxury dwellings

Address: Cnr Fairlight St & Ashely Rd, Fairlight, NSW

Agent: ARC Homes

Architect: Prescott Architects

Developer: ARC Homes

THE FAIRLIGHT

Taking pride of place with stunning views over North Harbour, The Fairlight is a private oasis of style and sophistication in Sydney.





Building Type: Apartments, 242 dwellings

Address: 1233 Nepean Highway, Highett

Agent: Various

Architects: Ruthelewman

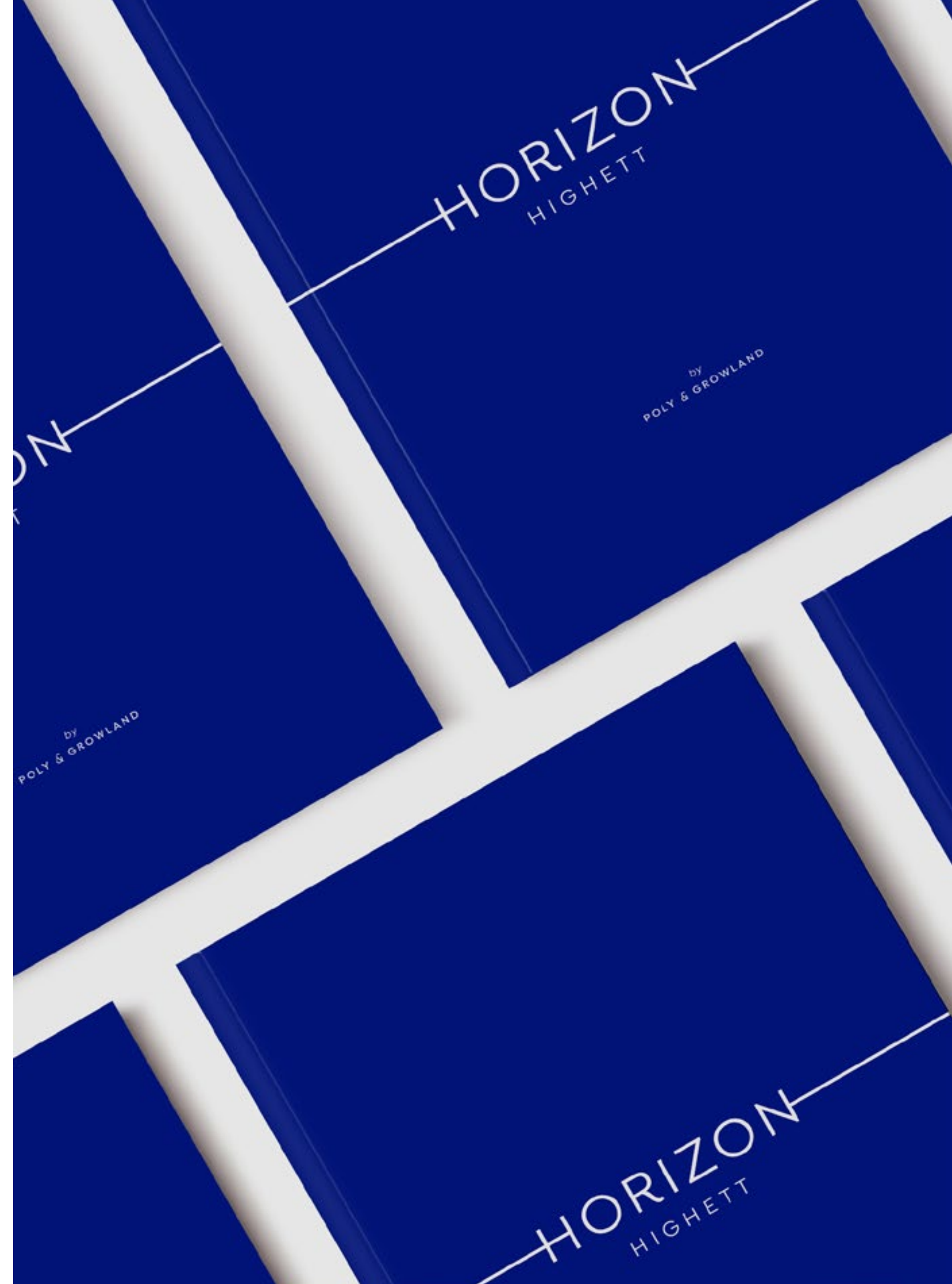
Developer: Growland Group,
Poly Developments Australia

HORIZON

HIGHETT

New heights of world-class living where city convenience meets bayside living in Highett. Horizon Highett sits at the intersection of many things in life worth celebrating; stunning morning sunrises, sunsets over the bay and the beauty of shimmering lights from the city skyline.







HORIZON
HIGHETT

New heights of world-class living

NOW SELLING
1 bedroom \$400,000
2 bedroom \$500,000
3 bedroom \$870,000

DISPLAY NOW OPEN
64 Matthieson Street, Highett
Open 7 days - 10am to 4pm or by appointment
Onsite parking available

horizonhighett.com.au
1300 67 55 88

1230-1237 NEPEAN HWY & 60-64 MATTHIESON ST, HIGHETT

HORIZON
HIGHETT

New heights of world-class living



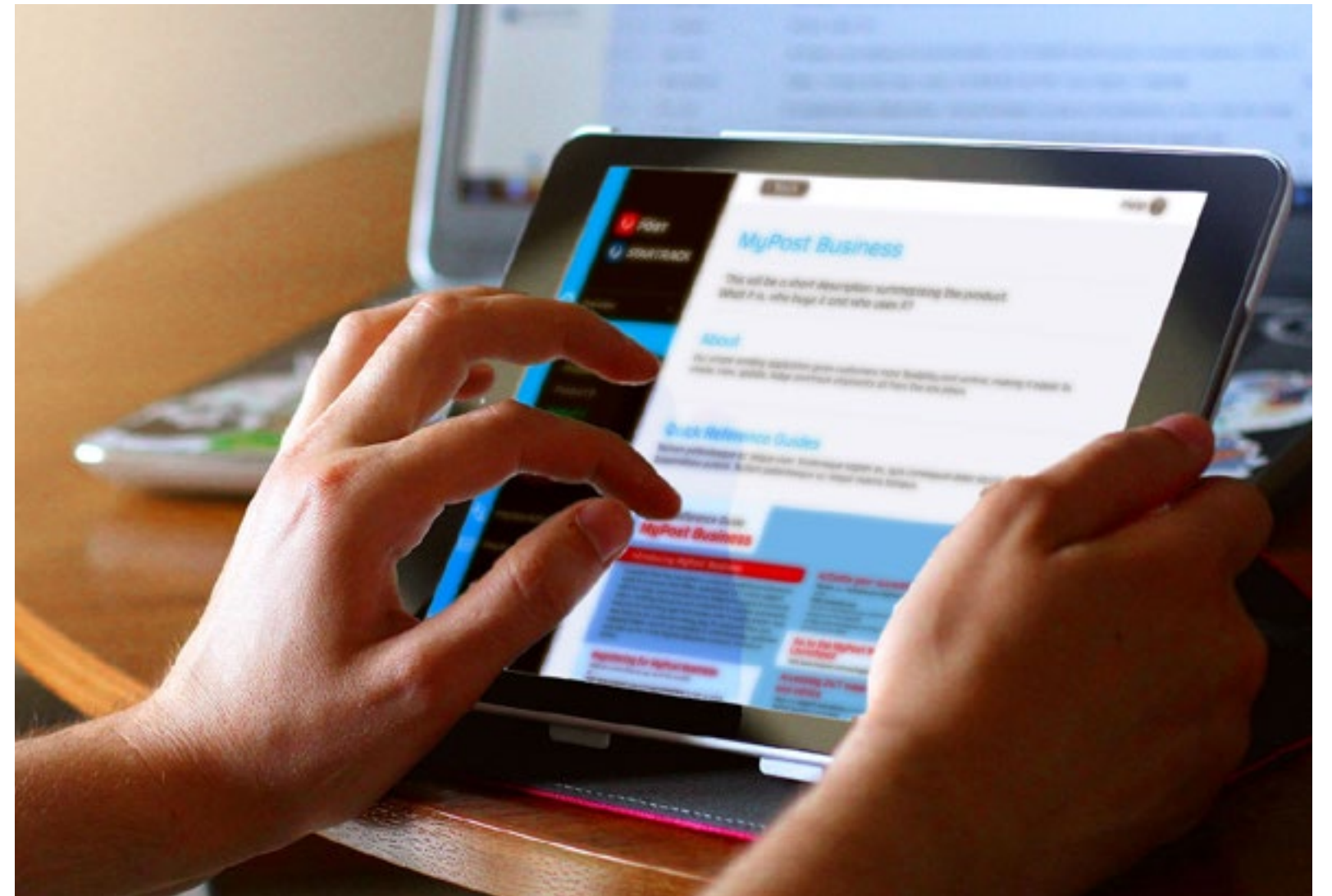
DISPLAY OPENING THIS WEEKEND
64 Matthieson St, Highett
Open 7 days, 10am-4pm or by appointment

1 bed \$400,000 | 2 bed \$500,000
3 bed \$870,000

horizonhighett.com.au | 1300 67 55 88



An initiative with Australia Post to better improve the user interface of their website and application.

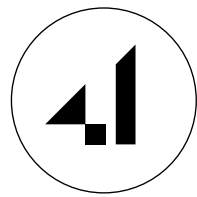




The Heritage Council of Victoria has trusted Qualia to design a new landmark for the council with the idea of old and new. We explored the connection of the old and new typographically, as they continue to restore and preserve Victoria.







41PEEL

We marketed this as “a balance of authentic style, substance and convenience.” Nestled strategically east of the gentrified Brunswick Street in one of Melbourne prime real-estate zones that still maintain its heritage of warehouse and factory Collingwood of yester-year. The area is now teeming with creative enterprises in fashion, music and the arts as well as esteemed and progressive eateries and bars.

The intimate development (fifteen apartments) backed onto a secluded park. The limited number of dwellings ensured a feeling of unrestricted freedom differentiating the development from the area’s high-density competitors.



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Bart O’Callaghan - Urban Pty. Ltd.





LEGEND

- CAFE'S & FOOD
- PARKS & RECREATION
- TRANSPORT
- GROCERS & MARKETS
- EDUCATION
- ARTS & CULTURE
- Live Music
- Beer Garden
- Places of Interest (just off map)

ARTS & CULTURE

01. Shadow Electric
02. Alcatraz Gallery
03. Augusta Clova Gallery
04. Australian Galleries
05. Brunswick Street Gallery
06. Catherine Asquith Gallery
07. The Cavers Table
08. C&P
09. Charles Smith Gallery
10. Collingwood Library
11. Collingwood Town Hall
12. Dianne Toner Gallery
13. Easy St Artist Studios and Gallery
14. Egg Gallery
15. Fitzroy Gallery
16. Flying Gooles
17. Janssen Gallery

ARTS & CULTURE

18. Kick Gallery
19. Nell's Art Store
20. Old the Kurb Gallery & Studios
21. P G Printmaker Gallery
22. Urban Media
23. Workspace Gallery

CAFES & FOOD

24. Allmanari
25. Arcadia
26. Aroatica
27. Bar Paradise
28. Bakids
29. Bell's Diner
30. Birdman Eating
31. Bluebird Espresso

CAFES & FOOD

32. Cafe Rosewood
33. Cantina della Casa
34. Cocoro
35. De Cien
36. Grub Food Van
37. Huonburger
38. Johnston Street Foodstore
39. Judy's Rollers
40. La Guller
41. Lennon, Middle & Orange
42. Maria's
43. Mina No Je
44. Monsieur Truffe Chocolate
45. Proud Mary
46. South of Johnston
47. Tombury Cafe
48. Two Birds Cafe

CAFES & FOOD

49. Vibe on Smith
50. Where a Girl Goes
51. Lado Gertrude
52. Rockwell and Sons
53. Patisserie
54. Pesto a Mano
55. Soada
56. Trippy Taco
57. Outlets & Co
58. Anita-Ma's
59. Alfada
60. Southpaw
61. Hodson's Famous
62. Casa Ciccio
63. Charcoal Lane
64. Industry Beans
65. Gorski & Jones

PARKS & RECREATION

72. Atherton Gardens
73. Carlton Gardens
74. Fitzroy Gardens
75. Fitzroy Swimming Pool
76. Peel Street Park
77. Studley Park
78. Victoria Park
79. Yarra Bend Park

TRANSPORT

90. Collingwood Bus Terminal
91. Collingwood Railway Station
92. Eastern Freeway to CBD (500m)
93. Train Route 109
141. Train Route 88
143. Train Route 112

GROCERS & MARKETS

84. Coles
85. Melbourne CBD (500m)
87. Northcote Plaza
89. Rose Street Artists Market
90. Woolworths
91. Organic Wholefoods
143. Friends Of The Earth Co-op
144. Abbotsford farmers' market

EDUCATION

98. Collingwood Alternative School
99. Collingwood College
100. The Everleigh
101. The Fitzroy Beer Garden
102. St Joseph's Primary
103. Amos Education
104. Victorian School of Languages

BARS

96. The 86 Bar
99. Acoustic Cafe
100. Alta Bar
101. Baden Powell Hotel
102. The Birmingham
103. Black Cat
104. Black Pearl
105. British Crown Hotel
106. Easy Tiger
107. Rutledge Bar
108. Cape Live
109. CopeCohans International
110. The Everleigh
111. The Fitzroy Beer Garden
112. Gertrude Hotel
113. Gertrude Street Espresso
114. Gertrude Street Crawl

BARS

115. Grumpy's Green
116. Grace Darling Hotel
117. Kanaka
118. Kent Street
119. La Sangria Bar
120. Labour in Vain
121. Laundry
122. Libation
123. Link's Creative Dining Hall
124. The Lounge
125. Mr. Mew's Emporium
126. Naked in the Sky
127. Napier Hotel
128. The Night Cat
129. The Old Bar
130. Panama Dining Room
131. Perseverance

BARS

132. Union Club Hotel
133. The Standard
134. Kodak Club
135. The Commoner
136. The Rum Diary
137. Josie Bones
138. Peel Street Bar
139. The Workers Club
140. The Rainbow Hotel



MALTHOUSE THEATRE

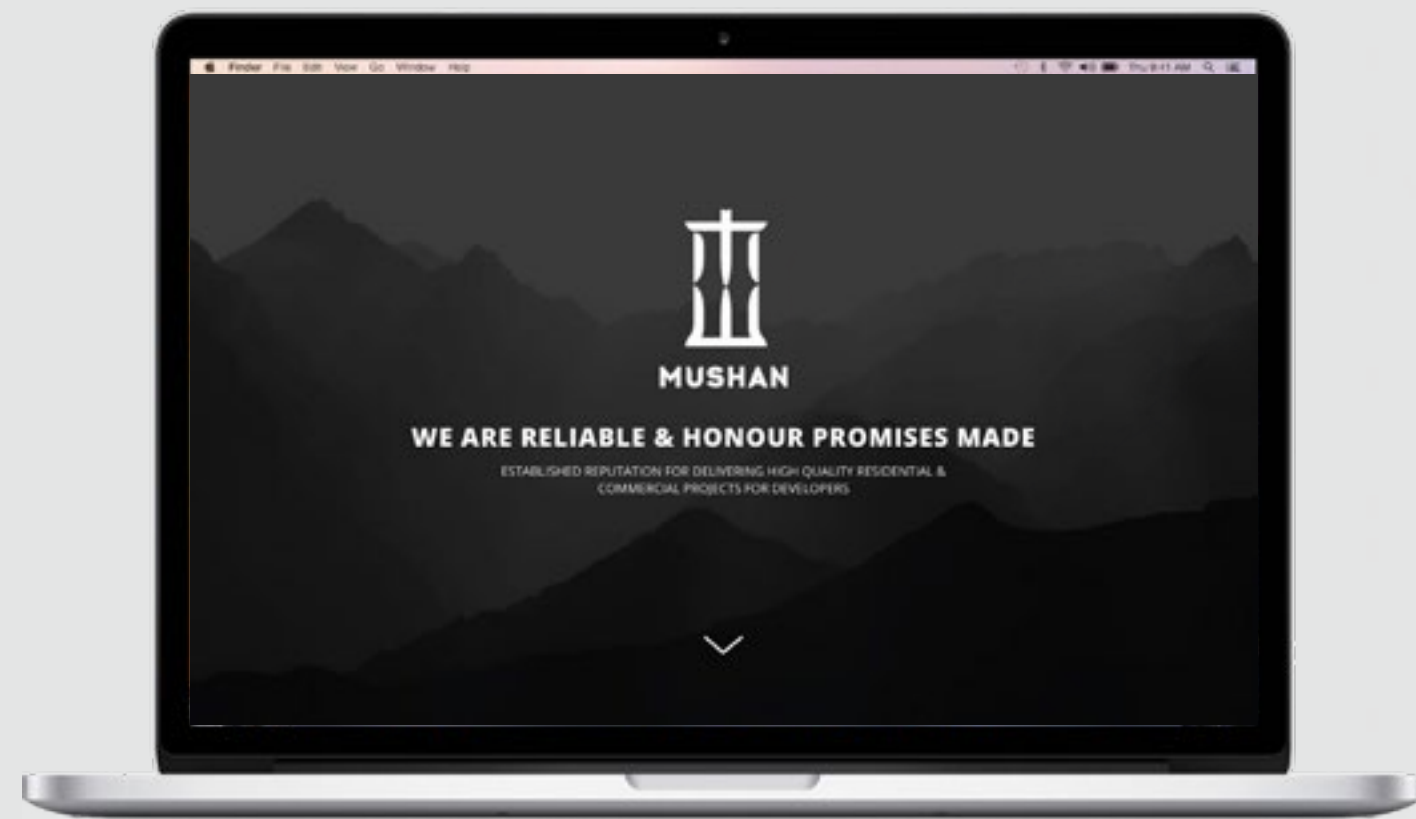
Qualia won the contract to redesign the renowned Malthouse Theatre’s brand style and marketing collateral. Based in the historical grounds of CUB’s Malthouse, the theatre is recognised as producing avant garde productions that push the boundaries of live performance. The solution involved creating a coherent brand style and tone of voice that has allowed the theatre company to effectively promote to audiences.





Mushan is an architecture firm, construction company and project management consultancy that operates throughout Australia, China and the Middle East.

Mushan translates into wood and mountain. Elements that are both natural and full of strength. The identity we created is a strong, balanced and contemporary approach but still maintains the companies original message and origin. The symmetry and structure was an important factor for a property and construction group.





The first Sportsgirl stores were opened in 1948 in Melbourne, as a younger, more fun alternative to the more conservative sister label Sportscraft. Since that time, the Sportsgirl brand has grown from a few boutique stores to a major Australian fashion brand.





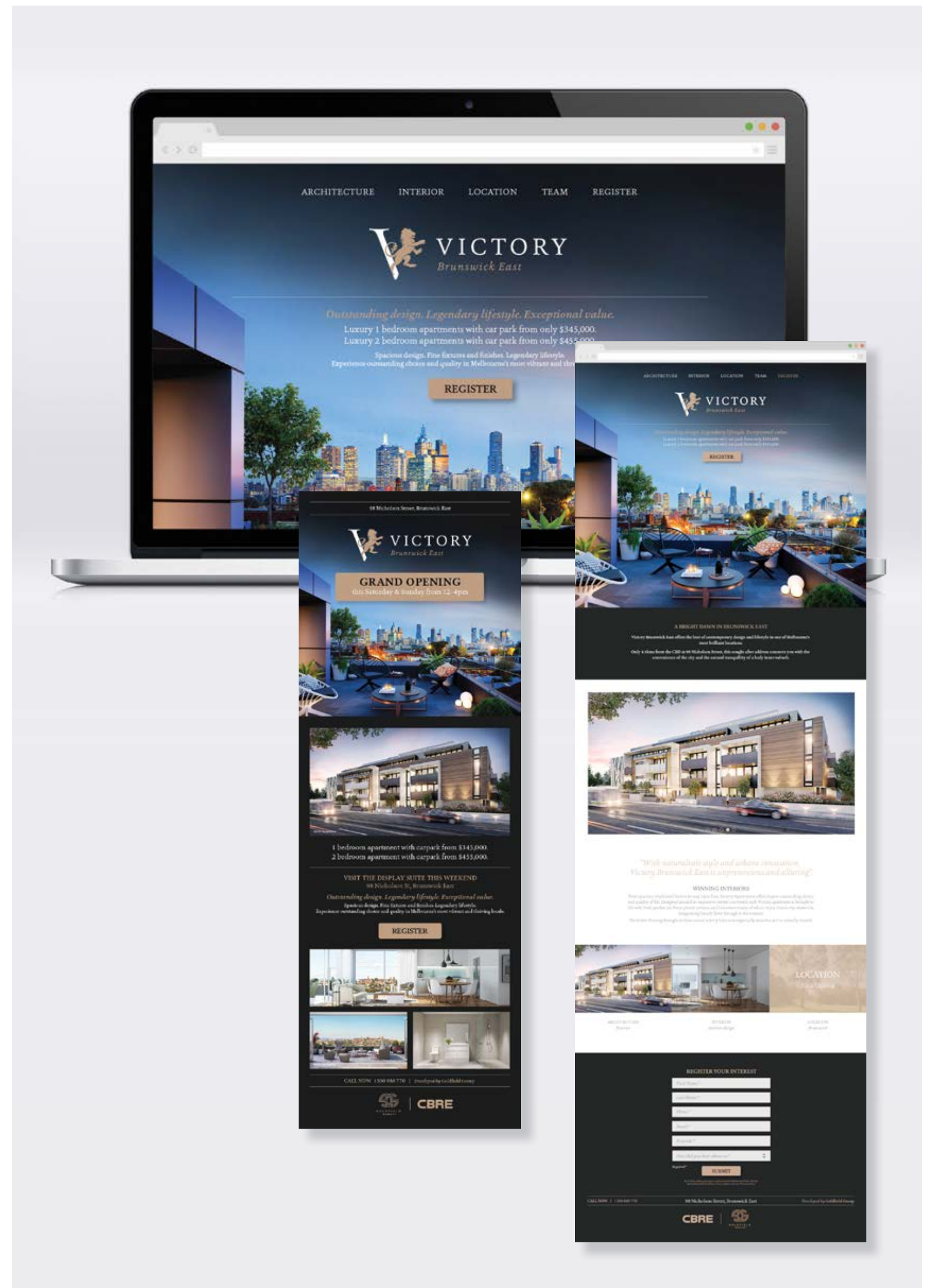
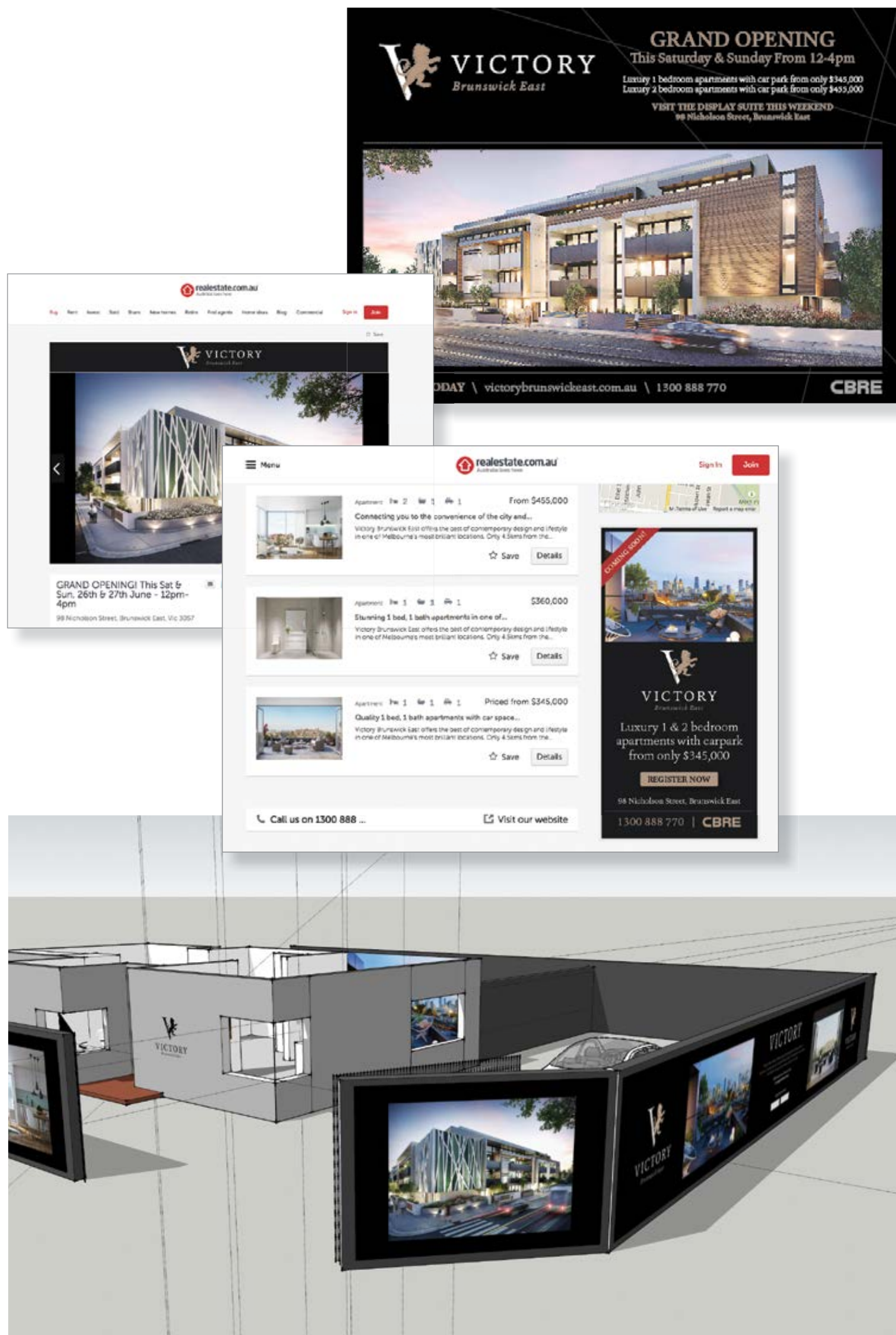
VICTORY

Brunswick East

Warm timber and vibrant green accents echo the nearby Merri Creek parkland, and prefigure Victory’s centrepiece an internal garden courtyard.

The name victory was a creative take on the the developments locational cornering of Nicholson and Victoria Streets, East Brunswick. The brand mark a pictorial V, and again picking up on the natural environment - incorporates a standing lion ready to strike; in the animal kingdom a symbol of pride, strength, and beauty, all attributes appealing to Chinese developers, home-owners and overseas investors.





Building Type: Townhouse developments (80 dwellings)
Apartment tower (147 dwellings)

Address: 175 Chapel Road, Keysborough

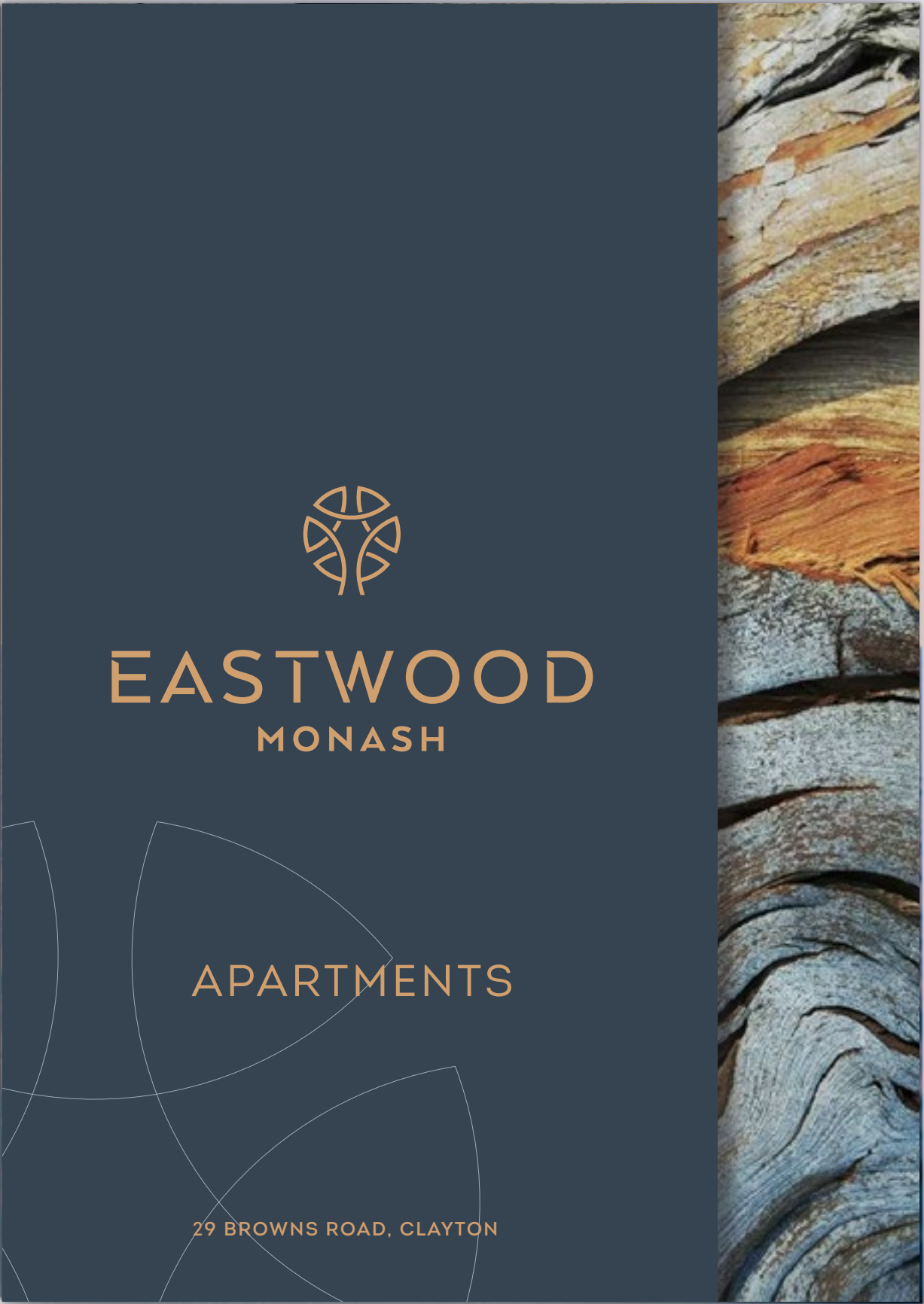
Agent: Various

Architects: CHT

Developer: NX Development

EASTWOOD MONASH

Eastwood is a townhouse and apartments development in Clayton, Monash.
Developed on an old school grounds, Eastwood in positioned close to Monash
University in the South-East growth corridor.





STATE LIBRARY
VICTORIA

What's your story?

The State Library of Victoria's redevelopment project, Vision 2020 is looking forward to have their interior space redesigned. Qualia is currently working with the redevelopment team on bringing a breath of fresh air into the well known and highly visited state library.

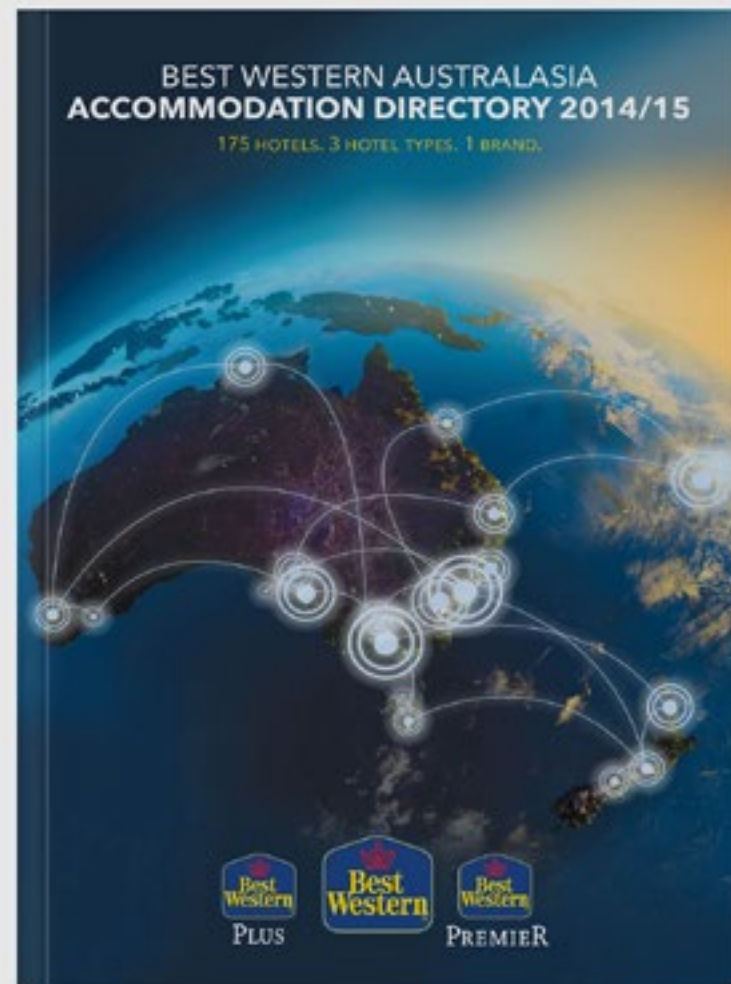
BW

Best Western®

Hotels & Resorts

Best Western is a hotel and resorts brand that operates over 4,100 hotels and motels all over the world. Qualia has designed for them their website, advertisements, and an accommodation directory to enhance users’ booking experience overall.





ACT

NSW

AUSTRALIAN CAPITAL TERRITORY

CANBERRA (JANOLIE)

BEST WESTERN Tui Town Canberra

21 Douglas Street, Canberra, ACT, 2600
02 6291 9999 info@tuitowncanberra.com.au
bestwestern.com.au/tuitown

CANBERRA (JONESTOWN)

BEST WESTERN Mount Murray

21 Green Street, Kingston, ACT, 2603
02 6291 9999 info@mountmurraybestwestern.com.au
bestwestern.com.au/mountmurray

CANBERRA (NARRAGUNDRA)

BEST WESTERN PLUS Garden City Hotel

82 Jamboombana Avenue, Narranderra, ACT, 2699
02 6342 5500 reservations@bestwestern.com.au
bestwestern.com.au/garden-city

CANBERRA (SYMONSTONE)

BEST WESTERN Seabreeze Motor Resort

301 Macquarie Street, Lismore, NSW, 2480
02 6424 0000 reservations@bestwestern.com.au
bestwestern.com.au/seabreeze

NEW SOUTH WALES

ALBERT

BEST WESTERN Manilla Motor Inn

101 New Street, Manilla, NSW, 2466
02 6552 0000 reservations@bestwestern.com.au
bestwestern.com.au/manilla

BEST WESTERN PLUS Mount Tia Inn

Cnr Mount Street & Wondonga Place, Manilla, NSW, 2466
02 6552 0000 bookings@bestwestern.com.au
bestwestern.com.au/mounttia

ARMIDALE

BEST WESTERN Capetown Gardens

24 Marsh Street, Armidale, NSW, 2351
02 6721 4444 info@capetowngardensbestwestern.com.au
bestwestern.com.au/armidale

BALUNA

BEST WESTERN Balina Island Motor Inn

Cnr Bowen Place & River St, West Balina, NSW, 2478
02 6291 9999 info@balinainlandmotorinn.com.au
bestwestern.com.au/balina

BATHURST BAY

BEST WESTERN Sunnyside Motor Inn

20 Day Francis Way, Bathurst, NSW, 2124
02 6291 9999 info@sunnysidebestwestern.com.au
bestwestern.com.au/bathurst

BATHURST

BEST WESTERN Coombeside Inn Motor

11 Coombeside Street, Bathurst, NSW, 2124
02 6291 9999 info@coombesideinn.com.au
bestwestern.com.au/bathurst

BROKEN HILL

BEST WESTERN Broken Hill Chapel Motor Inn

124 Leslie Street, Broken Hill, NSW, 2880
02 6342 5500 info@brokenhillmotorinn.com.au
bestwestern.com.au/brokenhill

COFFS HARBOUR

BEST WESTERN Pacific Motor Inn

14-16 Elizabeth Street, Coffs Harbour, NSW, 2450
02 6424 0000 reservations@bestwestern.com.au
bestwestern.com.au/coffsharbour

BEST WESTERN Delta Motor Inn

27 Graham Street, Coffs Harbour, NSW, 2450
02 6424 0000 reservations@bestwestern.com.au
bestwestern.com.au/delta

COONABYRA (BUTTERBOLLEN)

BEST WESTERN Lakeside Motor Inn

100 Ruane Street, Coonabryra, NSW, 2470
02 6552 0000 info@lakesidelodgebestwestern.com.au
bestwestern.com.au/coonabryra

DUBBO

BEST WESTERN Blue Diamond Motor Inn

11 Kingsway Street, Dubbo, NSW, 2895
02 4851 6666 info@bluediamondbestwestern.com.au
bestwestern.com.au/bluediamond

FORSTER

BEST WESTERN Lakeside Motor Inn

20 The Lakes Way, Forster, NSW, 2428
02 6552 0000 info@lakesidemotorinnbestwestern.com.au
bestwestern.com.au/forster

GOSFORD

BEST WESTERN Seaford Motor Inn

11 Central Coast Highway, Gosford, NSW, 2250
02 4321 0000 info@seafordbestwestern.com.au
bestwestern.com.au/gosford

GULBURN

BEST WESTERN Continuum Golfhouse

11 Lagoon Street, Goulburn, NSW, 2580
02 6291 9999 info@continuumbestwestern.com.au
bestwestern.com.au/goulburn

INVERELL

BEST WESTERN Top of the Town Motor

11 Macleay Street, Inverell, NSW, 2360
02 6342 5500 info@topofthetownbestwestern.com.au
bestwestern.com.au/inverell

KATOOMBA

BEST WESTERN Alpine Motor Inn

101 Great Western Highway, Katoomba, NSW, 2470
02 6721 4444 info@alpinemotorinnbestwestern.com.au
bestwestern.com.au/katoomba

LEIGH

BEST WESTERN Lakeside Lodge Motor

100 Ruane Highway, South Coonabryra, NSW, 2470
02 6552 0000 info@lakesidelodgebestwestern.com.au
bestwestern.com.au/legh

MARLBOROUGH

BEST WESTERN Endeavour Motor

Cnr Newcastle & High Street, East Maitland, NSW, 2323
02 4922 1444 info@endeavourbestwestern.com.au
bestwestern.com.au/maitland

MERIMULA

BEST WESTERN Farnley Motor Inn

100 Arthur Street, Merimula, NSW, 2348
02 6424 0000 info@farnleybestwestern.com.au
bestwestern.com.au/farnley

MITTAGONG

BEST WESTERN Sun Spring Motor

20 Macintyre Drive, Mittagong, NSW, 2570
02 6424 0000 info@sunspringbestwestern.com.au
bestwestern.com.au/mittagong

MYHOLDING

BEST WESTERN The Grand Country Lodge

100 Main Street, Myholding, NSW, 2575
02 6424 0000 info@grandcountrylodgebestwestern.com.au
bestwestern.com.au/grandcountry

NSW

13

weploy™

Weploy is a minimal online platform, designed to directly and easily connect businesses looking to hire with a community of pre-screened staff.





Song Group is a building management company that specialises in settling and establishing off-the-plan developments and management letting rights. The Song Group rebrand honours and delivers a priority service promise and raise a new standard in building management.

Business Type: Brand Identity

Location: Brisbane, Queensland

Type: Brand Identity

Website:
www.songproperties.com.au

Client: Song Group



NEXEN

Nexen provides the opportunity to integrate print, direct mail and digital media; email, personalised websites, social media and SMS communications. Qualia assisted in transforming IDM into Nexen. A brand refinement to reestablish imagination, creativity and connections.



Business Type: Brand Identity

Location: Truganina, Victoria

Type: Brand Identity

Website:
www.idmaust.com.au

Client: Nexen



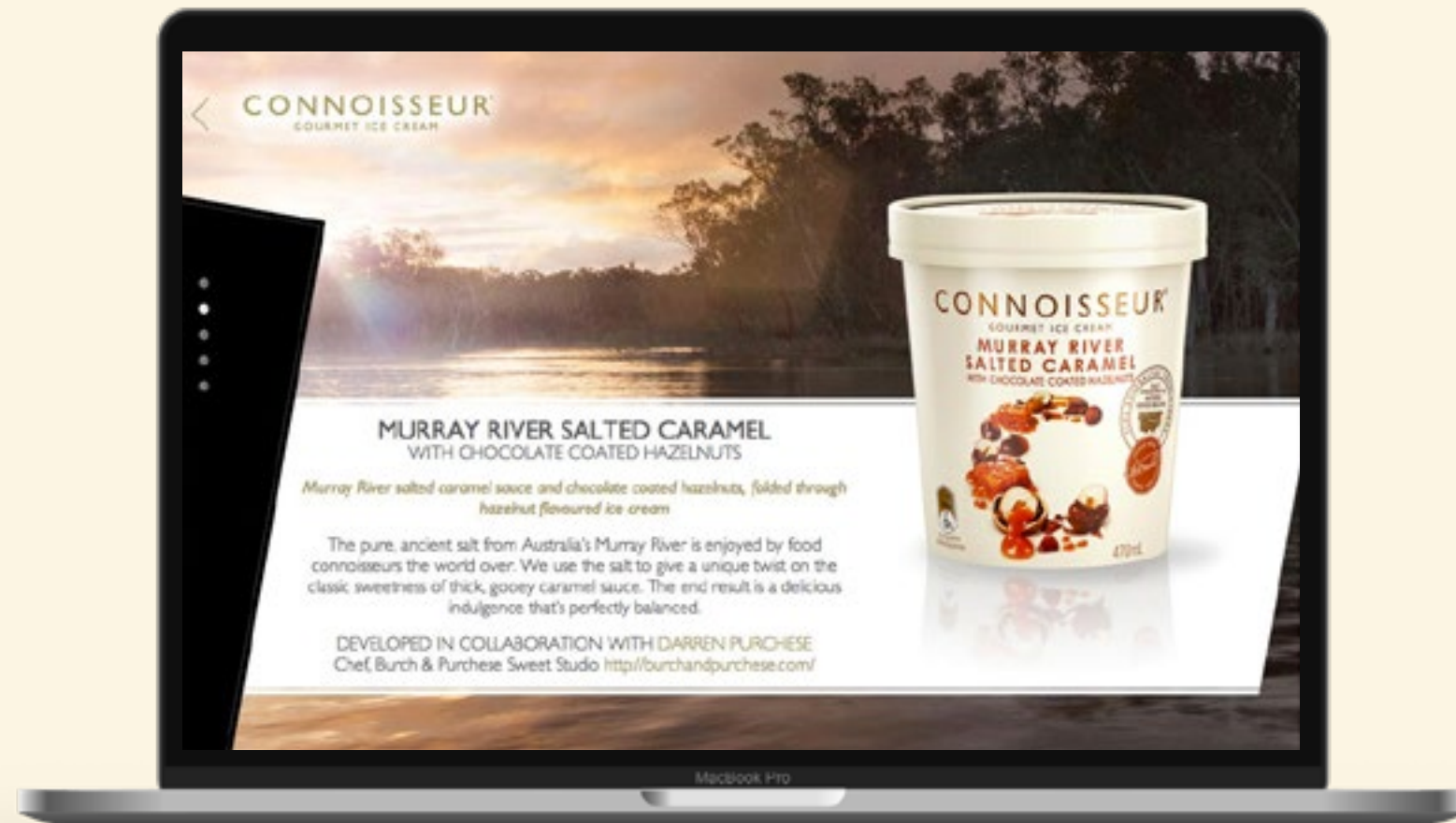
CONNOISSEUR®

GOURMET ICE CREAM

CSSWINNER
Site Of The Day

Connoisseur is Australia’s leading premium ice cream brand, Qualia has had the opportunity to design their website to launch the Australian Range. The site has been awarded Site of The Day on CSS.







Arise is a new serviced apartment chain, looked over by the Song Group, they will be launching early 2019 with exciting hotels and apartments across Australia.



Building Type: Mid-rise mixed-use | 82 apartments over 9 levels

Address: 8 Wellington Road, Box Hill

Agent: Lindellas

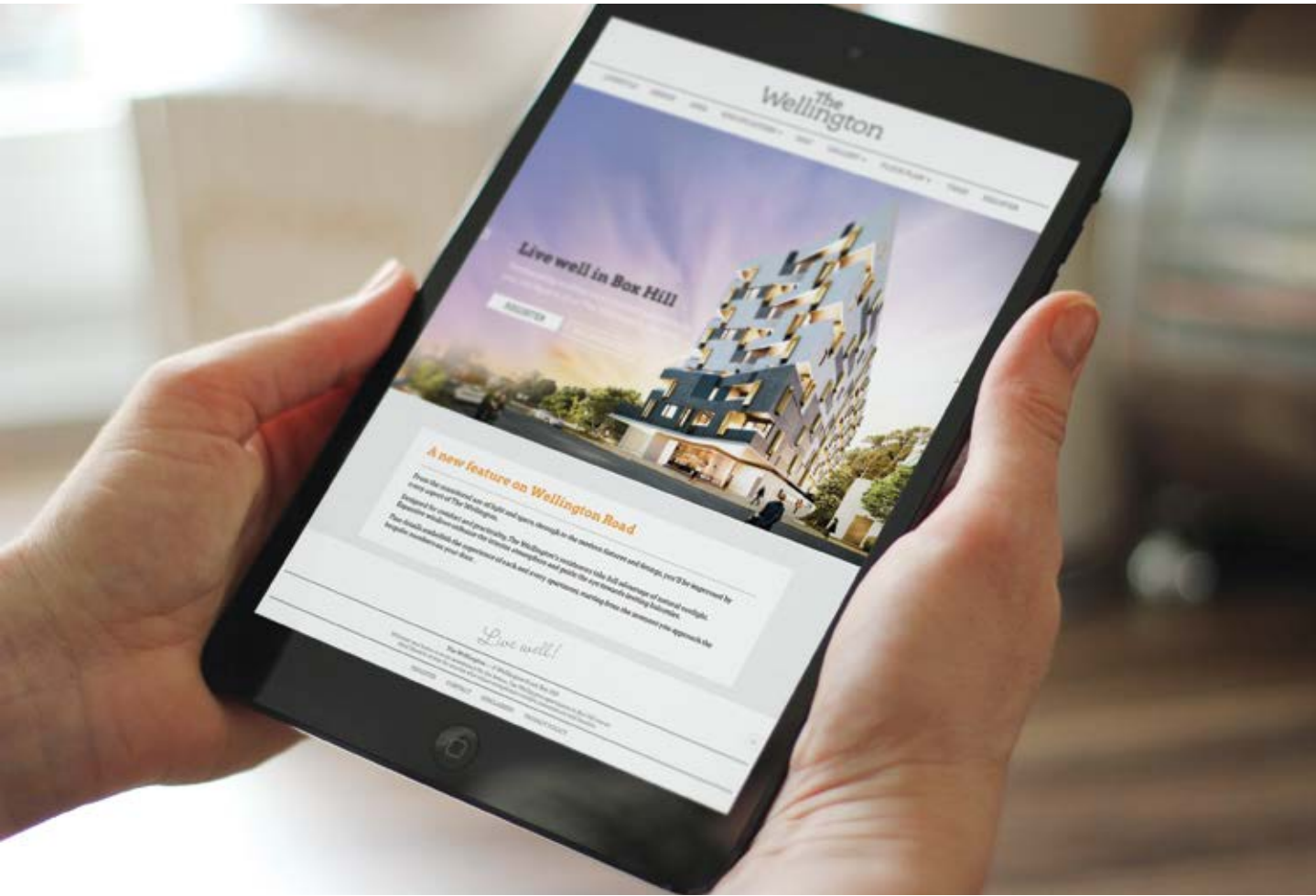
Architects: Hayball Architects

Developer: Unknown

The Wellington

The tagline for this project “Live well in Box Hill” was not only a direct word play on the Well(ington) name but an extension on the developers desire and architects vision; private balconies provide uninterrupted views, while a host of design and lifestyle features inside and out enhance an already enticing investment.





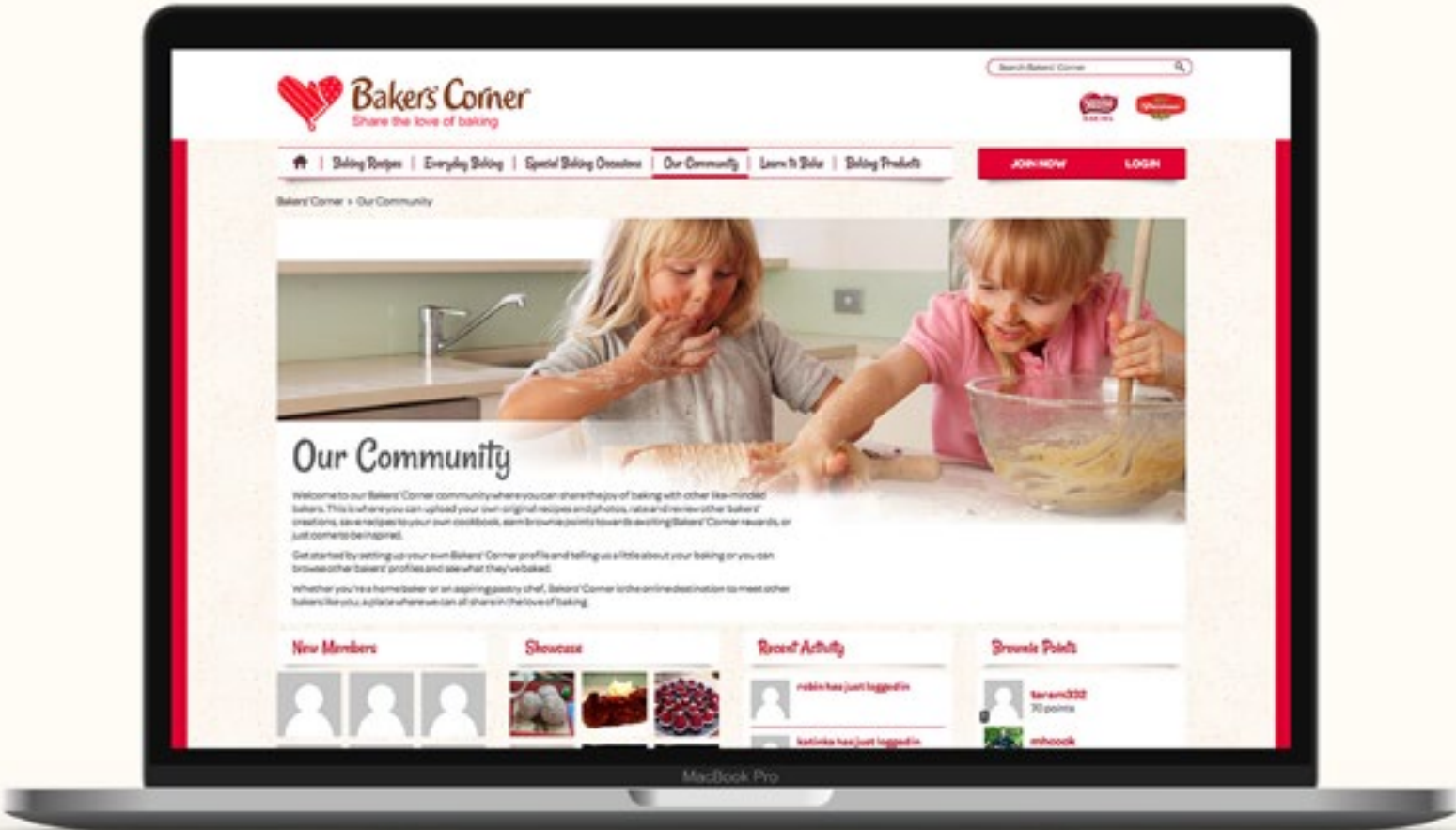
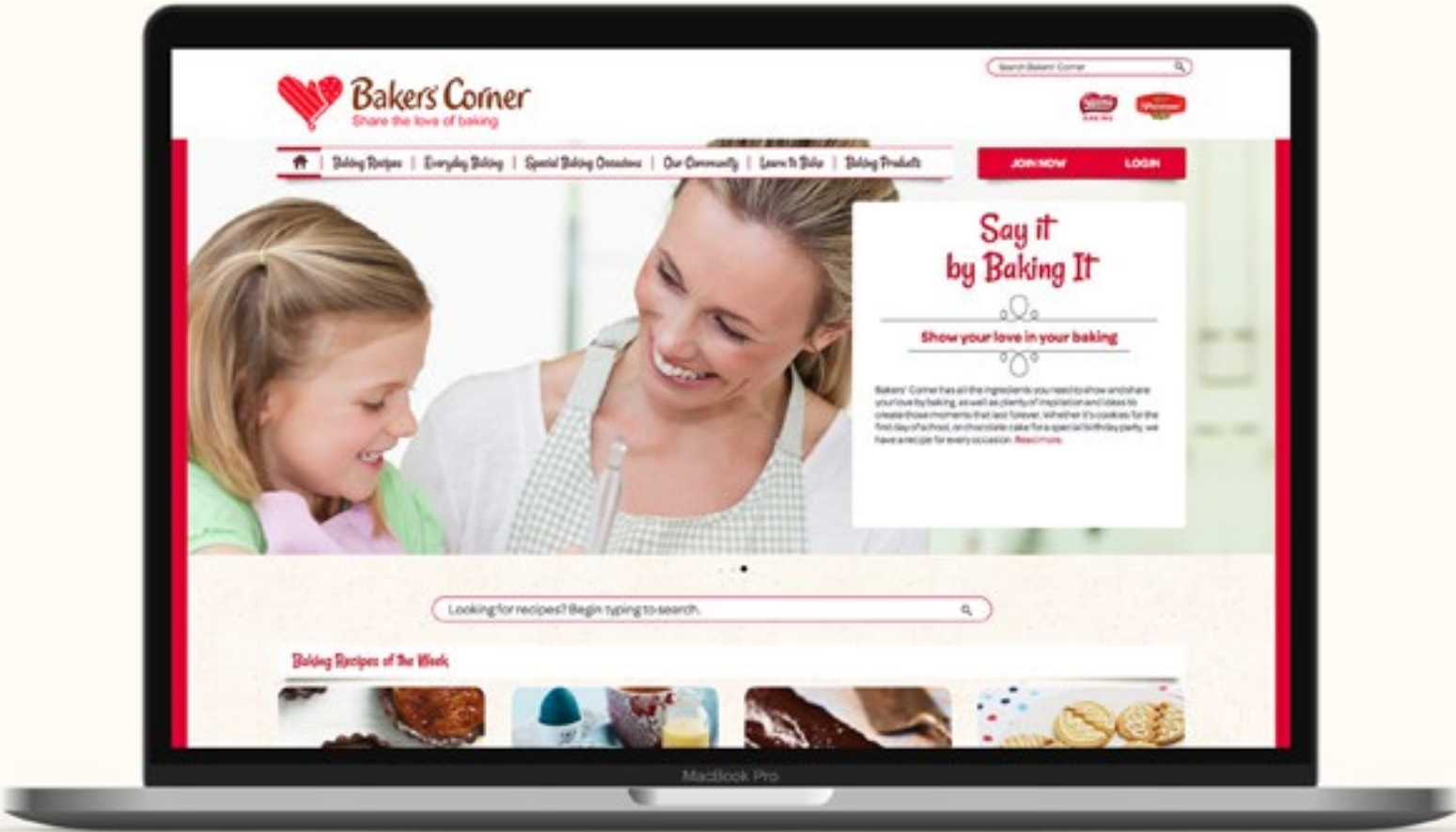
The
Wellington
8 WELLINGTON ROAD, BOX HILL

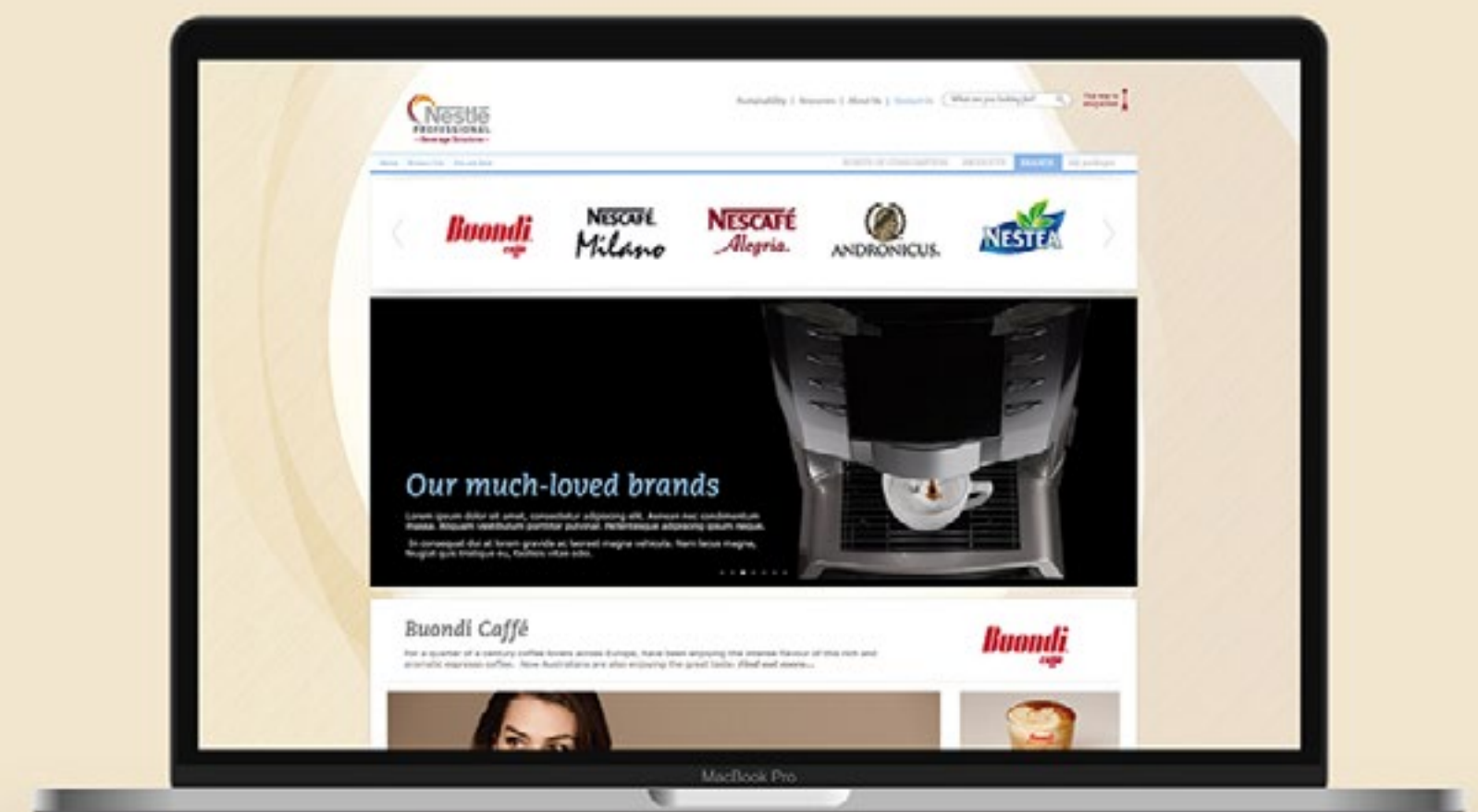
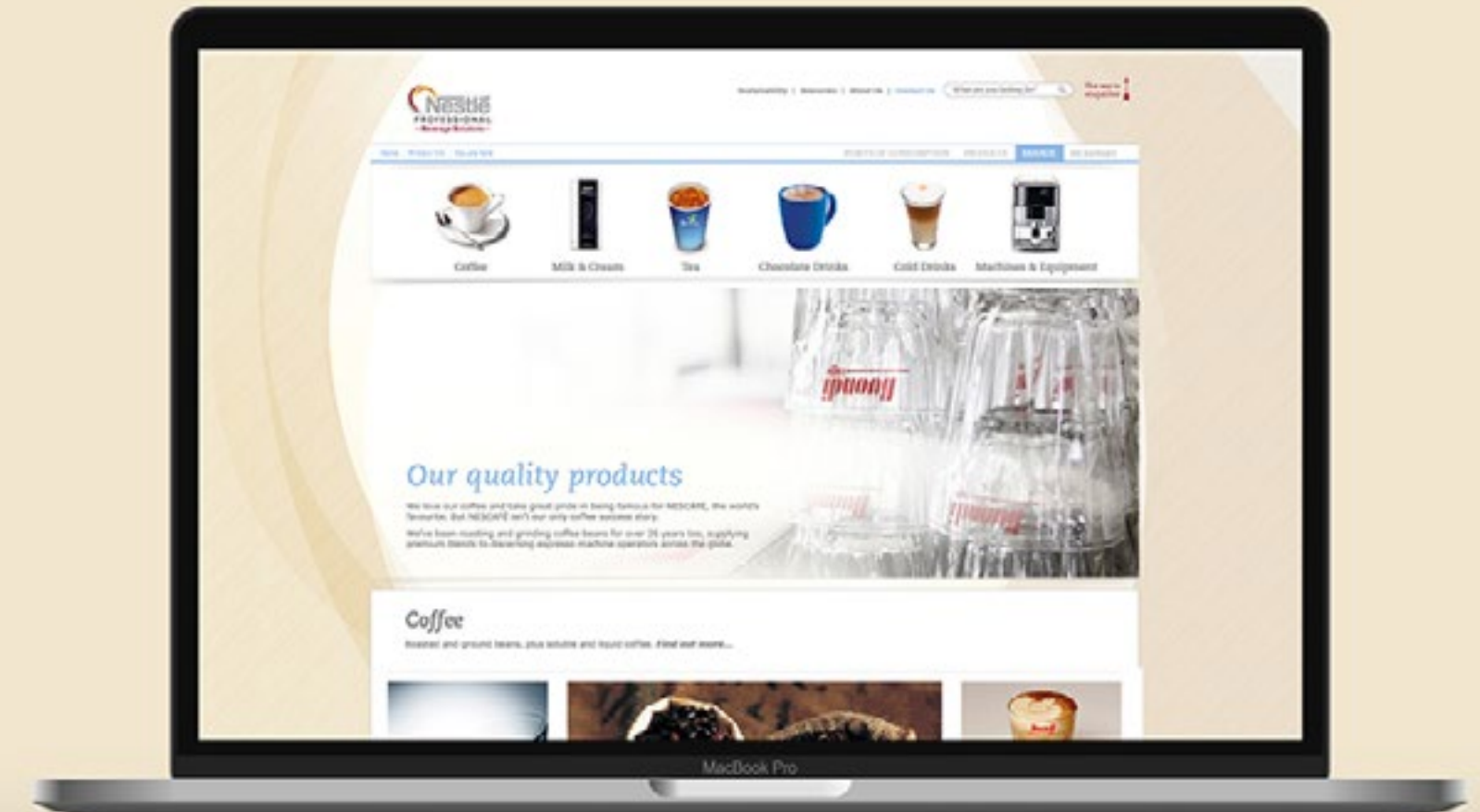




Nestlé is a world leading Nutrition, Health and Wellness company. With the initiative of supporting their consumers' love for confectionery, and better understanding of their products, Bakers' Corner introduces baking ideas and healthy recipes to home bakers, made with quality products from Nestlé, of course.

Similarly, Qualia has also designed the Professional Beverages website. The website supports businesses with corporate updates and Nestlé product updates and offerings.





L'ORÉAL MELBOURNE FASHION FESTIVAL

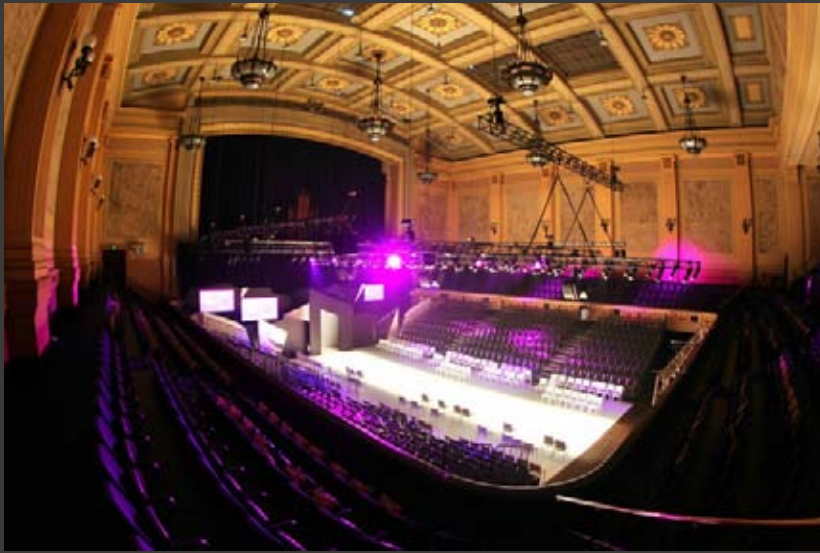
L'Oréal Melbourne Fashion Festival is one of the most attended forums on the Australian fashion calendar. From designer parades, pop-up shows, business seminars to cultural events and an array of glamorous after parties, the Festival attracts global interest and growing media attention each year.

A richly layered composition of exploded frames and imagery that revealed changing scenes at different sight lines. The design, like the shifting media landscape, aimed to engage more intimately with individual audience members.

A set that communicates the shift in fashion from traditional, print marketing and magazines towards an ever-evolving online media landscape that blurs the definition of reader vs publisher, picture vs frame, and screen vs window.

Set and related collateral design for the Business Breakfast Seminar and Beauty Workshops.

L'Oréal Melbourne Fashion Festival





casa del mar™

MORDIALLOC

Everyone dreams of a place by the ocean. The marketing of Casa ran with that dream; from the colour palette derived directly from sunset photography and ocean views to the brochure chapter breaks with inverted telescope imaging (a nod to early nautical navigation.) Sun drenched sky views, and the all day light-play of ocean views featured prominently throughout the marketing collateral.

Building Type: 65 townhouses (9767sqm GFA)

Address: 2 Park Street & 76-76A Albert Street, Mordialloc

Agent: Unknown

Architects: Chamberlain Architects

Developer: Koloda



casa del mar™

MORDIALLOC

your home by the sea

PARK ST & ALBERT ST, MORDIALLOC

Concept cover

Let us bring your imagination to life.

Contact David Gill at Qualia Creative
to discuss your next development
61 3 9029 9090 or davidgill@qualiacreative.com.au

www.qualiacreative.com.au

QUALIA CREATIVE PTY LTD

8 Rankins Lane, Melbourne VIC 3000 Australia
61 3 9029 9090 | qualiacreative.com.au