



The Art of Property

DEVELOPER : DCF Property Group

Having developed in excess of \$100 million in both residential and mixed-use projects to date, DCF Property place a strong focus on creating sophisticated spaces of unrivaled quality.

We work closely with only the finest Architects, Consultants and organisations both locally and globally to ensure that market leading perspectives, experiences and philosophies are at the heart of every DCF Property development.

With a development pipeline exceeding \$1 billion across the lifestyle, mixed-use and residential sectors, DCF Property is Crafting Australia.



407 KING ST Iglu Flagstaff Gardens

The project is jointly developed by Iglu and DCF which is a 17-storey building with a total of 362 locations . Located in West Melbourne, the project is close to Haileybury, one of the famous private school in Melbourne.

Architect
: **Fender Katsalidis**

GRV
: **\$120 million**

Construction Cost
: **\$45 million**

Commencement
: **Q2 2019**

Completion
: **Q2 2022**

UNDER CONSTRUCTION First Light

Located in South Melbourne, near the Royal Botanic Gardens and Albert Park (the F1 racing), and right above the new ANZAC station, the hotel features 97 guest rooms, an all-day dining restaurant, an outdoor bar, event spaces, a gym, and a spa, branded by the international luxury hotel brand Yoo .

Management Team
: **DCF & La Vie**

Forecasted Net Revenue
: **\$3,917,000 p.a.**

: **Open in Q1 2027**

HOTEL MANAGEMENT MAIN PERSONEL

TRACY ATHERTON

Director of Hotel Development & Strategy

After graduating Hotel School in the UK in 1992, Tracy joined Hyatt International where she cut her teeth at London's Hyatt Carlton Tower. Staying with Hyatt Tracy transferred to Australia in 1996, spending 3 years at Park Hyatt Sydney, before moving South to join the pre-opening team at the celebrated Park Hyatt Melbourne.

In 2003 Tracy took her first General Manager role for Aman Resorts running Amankila on the East Coast of Bali, Indonesia. One of the world's premier luxury independent resorts, Tracy directed a world-class accommodation, wellness spa, dining and events program. Under her management, Amankila received a host of accolades, including the prestige of being awarded #2 Hotel in the World by Conde Nast Traveller in 2005. This is also where Tracy met her mentor – Adrian Zecha and fell in love with the independent hotel model.

After nine years with Aman Resorts, Tracy returned to Australia in 2013 to manage the opening of Canberra's Hotel Hotel. Within the opening year the property was named Australia's best boutique hotel by Gourmet Traveler in 2014 and again in 2015.

In 2016, Tracy joined Jackalope Hotels as Group General Manager, overseeing the development and opening of Jackalope's debut property on the Mornington Peninsula. Within 6 months of opening Jackalope won the following awards from Gourmet Traveller:

- Best Hotel in Australia
- Best Regional Hotel
- Best New Hotel

In addition, and unique to Australia, both hotel restaurants received Chef Hats from opening year and consecutively after under her leadership.

After 8 years with Jackalope Hotels Tracy took the position of Executive General Manager of Melbourne Place. She artfully led a dynamic team of industry professionals to develop and launch the precinct in November 2024.



HOTEL MANAGEMENT MAIN PERSONEL



AMANKILA, BALI

A cliffside sanctuary of barefoot luxury, wellness, and refined island hospitality.



JACKALOPE HOTEL,
MORNINGTON PENINSULA

A design-driven destination defined by bold architecture, award-winning dining, and expressive storytelling.



MELBOURNE PLACE HOTEL,
MELBOURNE

A contemporary urban precinct blending hospitality, culture and elevated guest experiences.



HOTEL HOTEL (NOW OVOLO NISHI),
CANBERRA

An art-led boutique hotel renowned for its design innovation and environmental ethos.









ALBERT HOTEL

South Melbourne Market

Eureka 88

ANZAC Station

Royal Botanic Gardens

Melbourne & Olympic Park

Crown Casino

Arts
Precinct

The Mac.
Robertson
Girls' High
School

Albert Park

HOTEL FULL DAY DINING

Restaurants at the Albert Hotel are a serene retreat for community and connection, featuring flawless service and beautiful spaces .

This transitional space, with its delicate blend of natural materials, is perfect for dining or enjoying a locally curated cocktail while connecting with the outdoors .



F&B CURATOR – JOSEF MURRAY

With more than 25 years of international hospitality experience, Josef Murray has built a career defined by excellence, precision, and a passion for world-class guest experiences.

Beginning in New Zealand, he refined his expertise across London, Hong Kong, and Australia, working with some of the most distinguished chefs and hotel groups.

During five years with Michelin-starred chef Jason Atherton, Josef helped open 24 global venues, honing his skills in concept development and operational excellence.

He later contributed to the success of Jackalope Hotels, creating acclaimed dining destinations including Rare Hare and Doot Doot Doot, and delivering beautifully designed, innovative hospitality experiences.



F&B CURATOR – JOSEF MURRAY



DOOT DOOT DOOT
JACKALOPE HOTEL

The resident restaurant at the internationally renowned luxury hotel Jackalope, Doot Doot has carved out its very own reputation as a Good Food hatted restaurant for over five years.



KENSINGTON
STREET SOCIAL,
SYDNEY

A vibrant modern European restaurant showcasing refined cooking within Sydney's creative Kensington Street precinct.



POLLEN STREET
SOCIAL, LONDON

A Michelin-starred dining room blending relaxed social dining with innovative British cuisine.



22 SHIPS
HONG KONG

This neighbourhood tapas bar in Wan Chai opened its doors in 2012 to plenty of fanfare and quickly become an ongoing hit with Hong Kong foodies.



Hotel at Home

Concierge

Room Service

Translation Service

Travel / Experience Curator

Transport Coordination

Transport Bookings



The V.I.P. Experience

In-home Catering, Events & Private Chef

Art Curator

Sommelier & Provedores Sourcing

Florist

Personal Shopper & Stylist

Furniture Curator



Life Made Easier

Pet Walking

Personal Training

House Cleaning

Kids Concierge

Shoe Shine

Car Cleaning & Detailing

Laundry Service

Plant Sitter

HOTEL FULL DAY DINING



HOTEL FULL DAY DINING



HOTEL FULL DAY DINING







FIRST LIGHT

DOMAIN PRECINCT



Compact design hotel

152
Lt Lonsdale St
Melbourne
3000

An aerial photograph of a city skyline, likely Melbourne, taken from a high vantage point. The city is densely packed with skyscrapers and buildings. A river, possibly the Yarra River, flows through the city, reflecting the golden light of the setting or rising sun. The sky is filled with soft, golden clouds, and the overall color palette is dominated by warm, orange, and yellow tones. The text is overlaid on the left side of the image.

CITY OF MELBOURNE

\$8.47 billion
In retail turnover

\$1.13 billion
In restaurant retail

\$14.715 billion
construction works completed

152 LT Lonsdale ST

A'Beckett St

Connecting to Townhall,
ANZAC, Parkville and further
north to the Airport
State Library Station

Melbourne Central
Melbourne Central Station

Swanston St

La Trobe St

RMIT University

ABODE318
318 Russell St

QV

Lt Lonsdale St

17 Bennetts Lane
12,000m² A-grade office &
retail

Sapphire By The Gardens
308 Exhibition St
345 residences, 500 rooms Shangri-La Hotel

IGLU
276 Russell St
28 storey, 374-beds
student
accommodation

Emporium

Lonsdale St

WESLEY PLACE
130, 140 & 150 Lonsdale St

Elizabeth St

Lt Bourke St

Bourke St

**Bourke St
Mall**

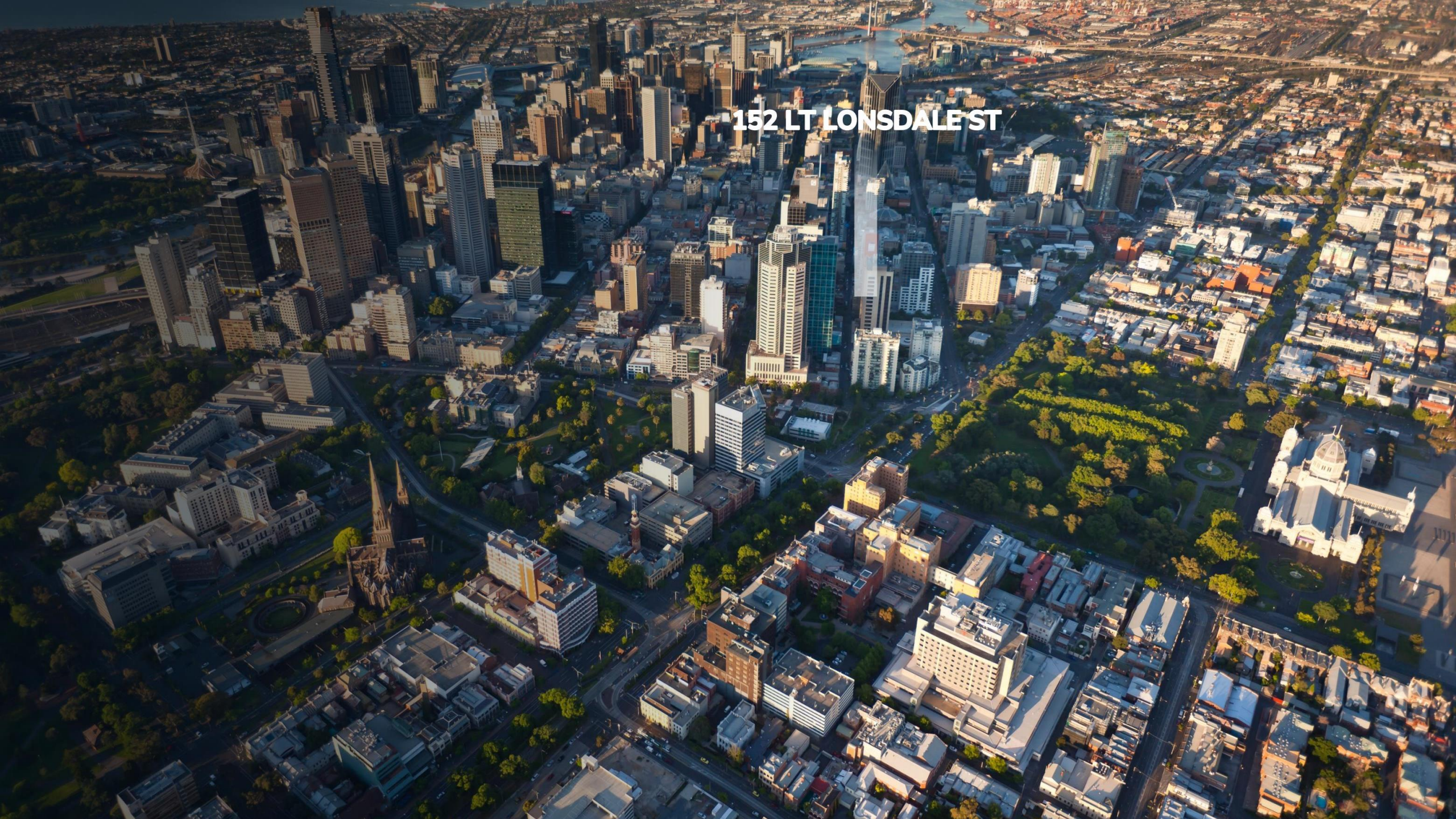
Chinatown

Russell St

Exhibition St

Spring St

Parliament

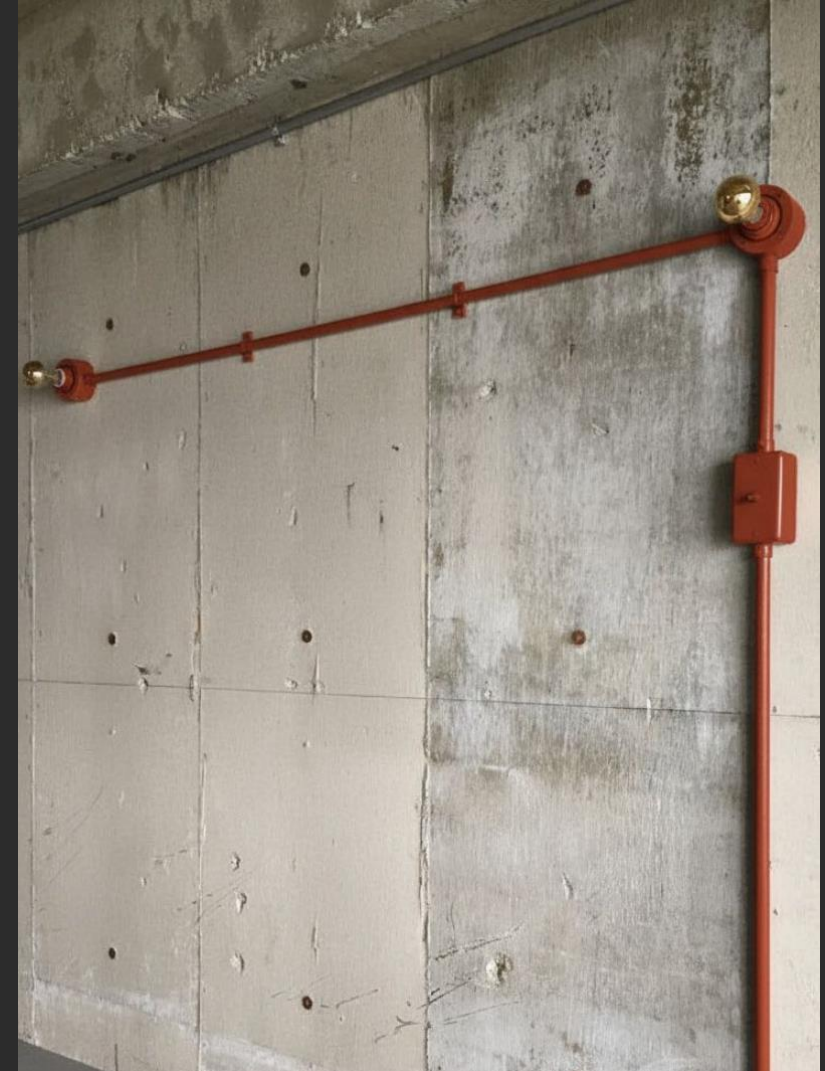
An aerial photograph of a city skyline, likely New York City, showing a dense cluster of skyscrapers and buildings. The image is taken from a high angle, looking down on the city. The text "152 LT LONSDALE ST" is overlaid in white, bold, sans-serif font in the upper center of the image. The city is surrounded by greenery, including a large park area in the lower right. The lighting suggests a late afternoon or early morning scene, with long shadows and warm tones. The text is positioned over a cluster of tall buildings, with a prominent skyscraper visible just below it.

152 LT LONSDALE ST

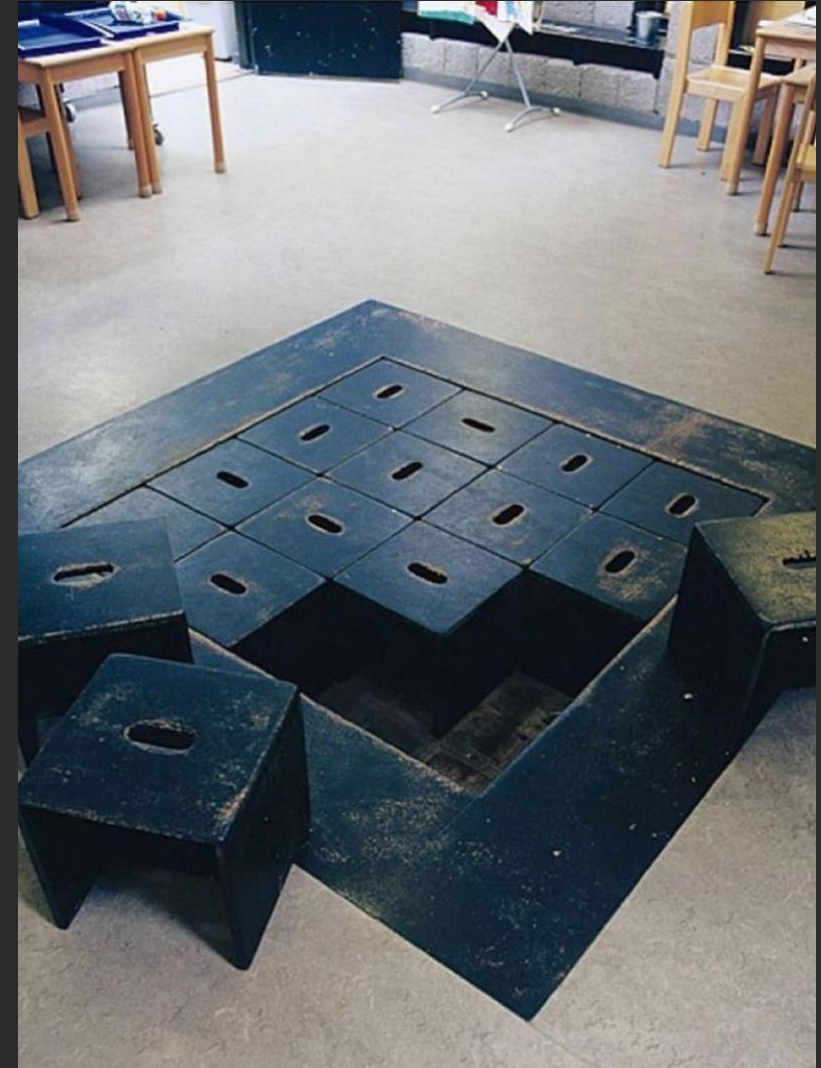
COMMON AREA REFERENCE



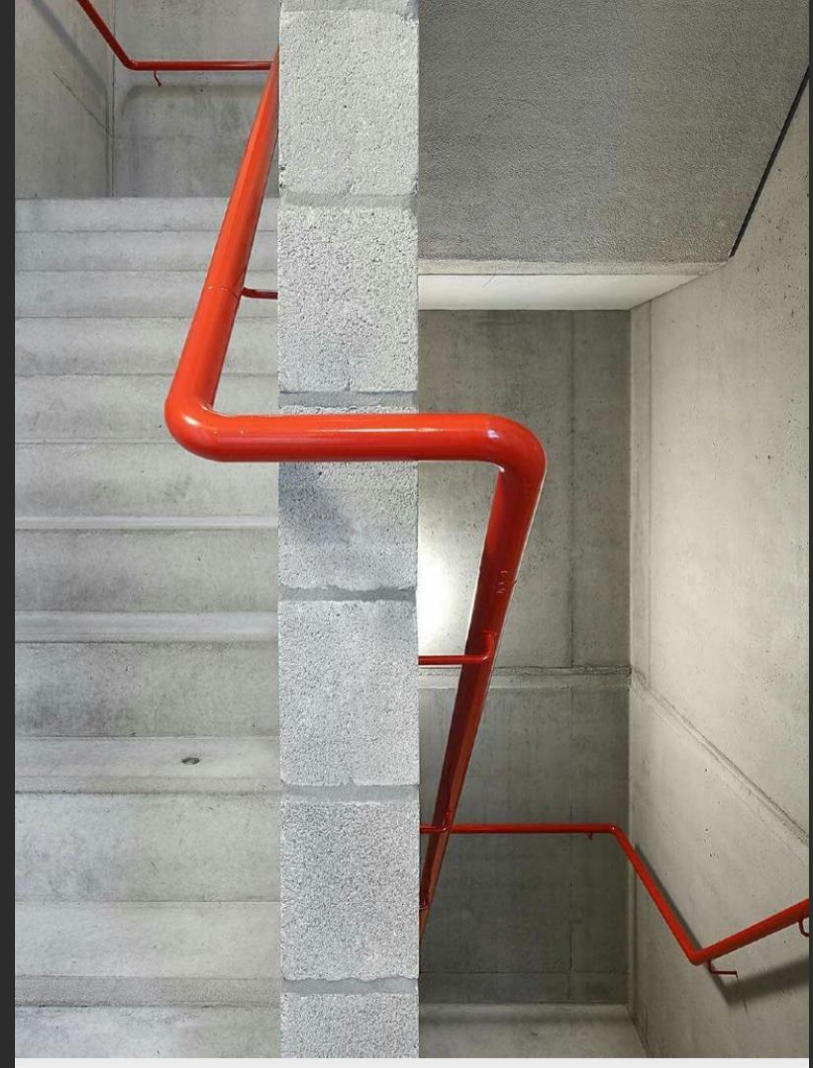
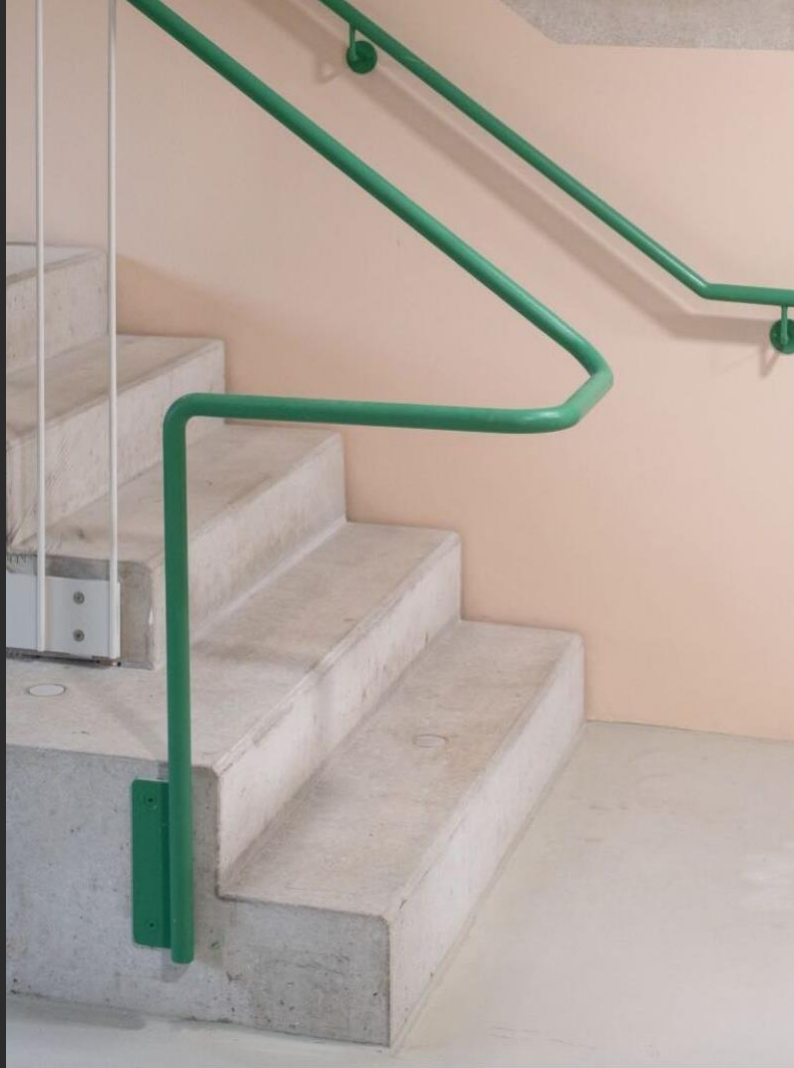
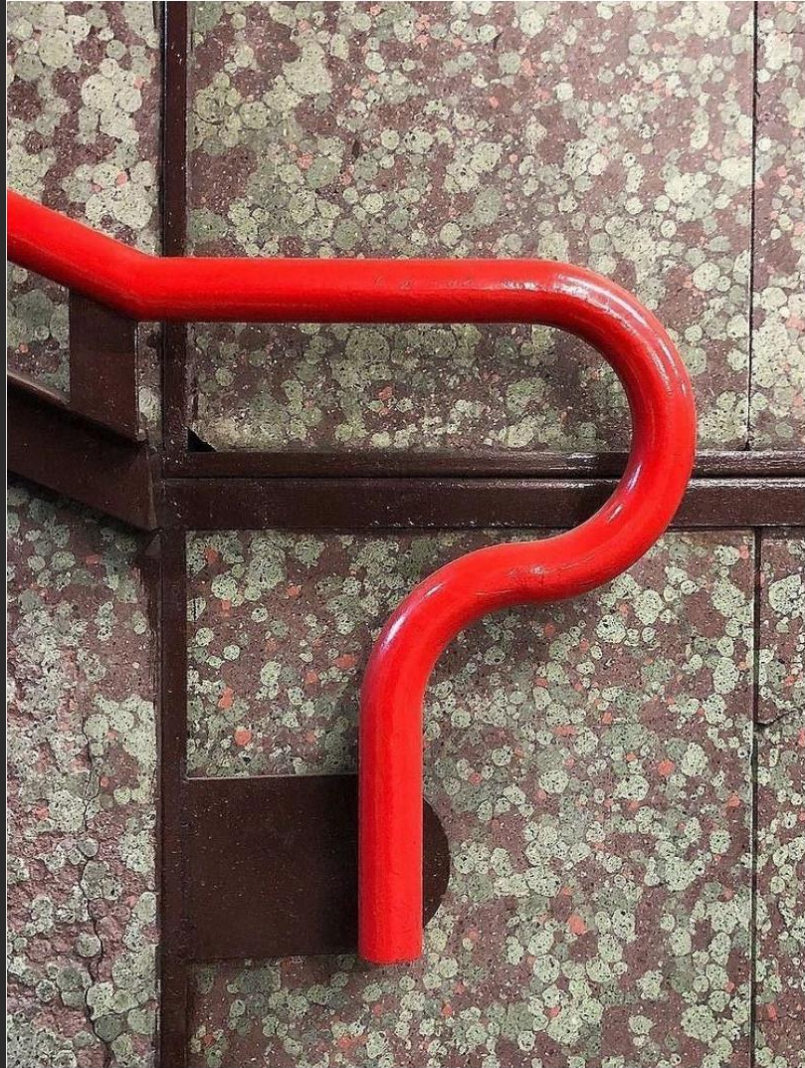
COMMON AREA REFERENCE



COMMON AREA REFERENCE



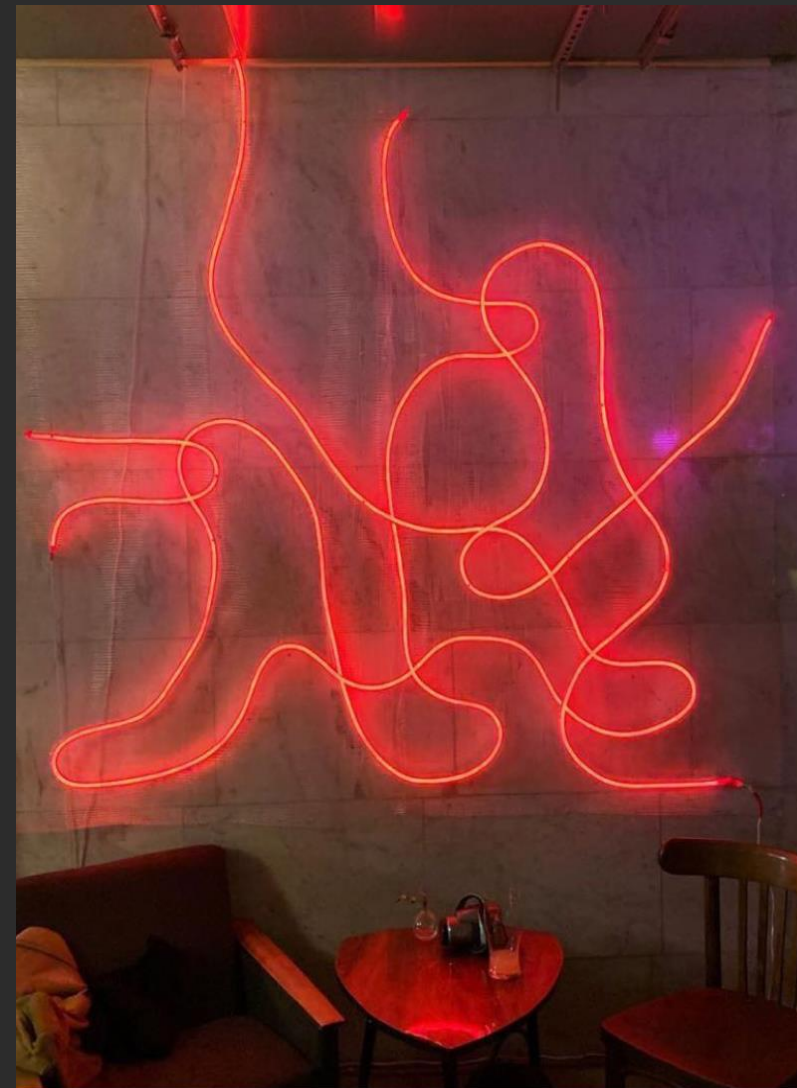
STAIRS



CORRIDOR



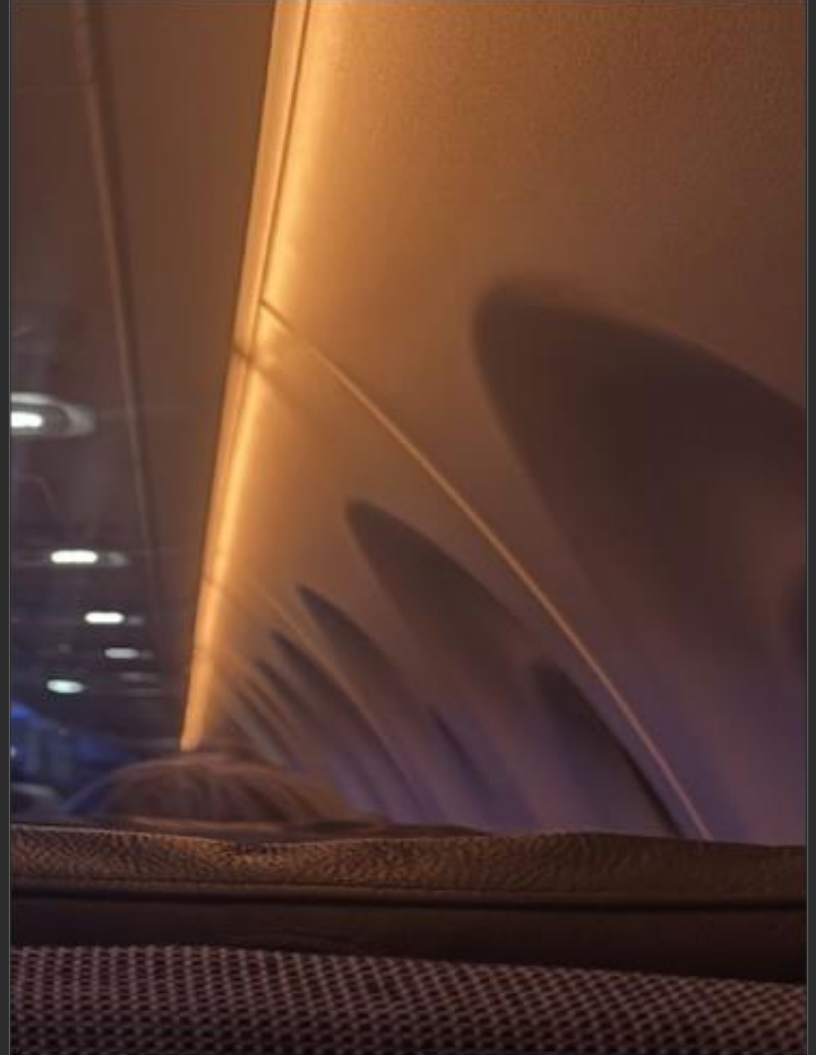
BASIN/SHOWER AREA



BATHROOM



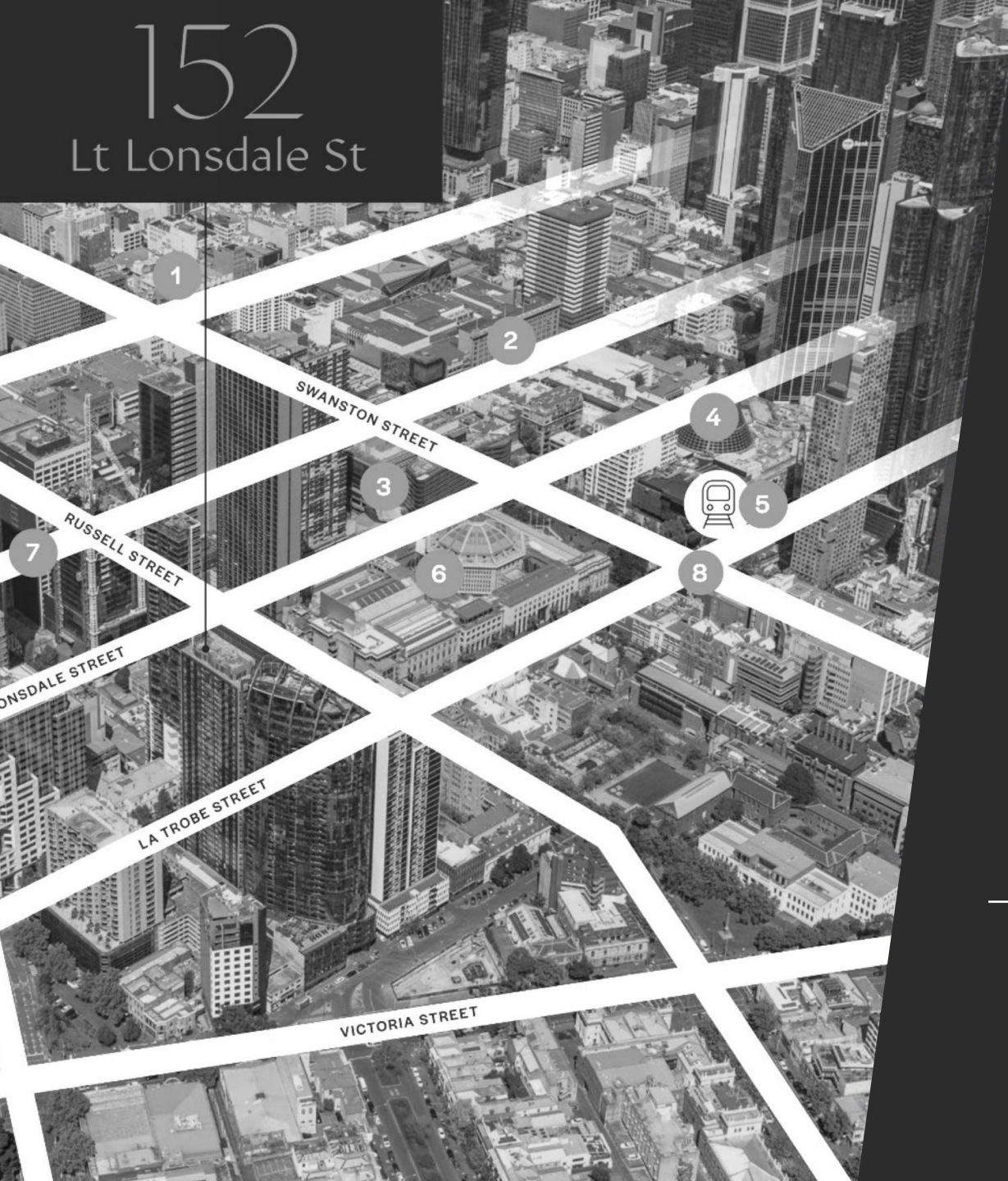
BUNK ROOM



TWINS ROOM



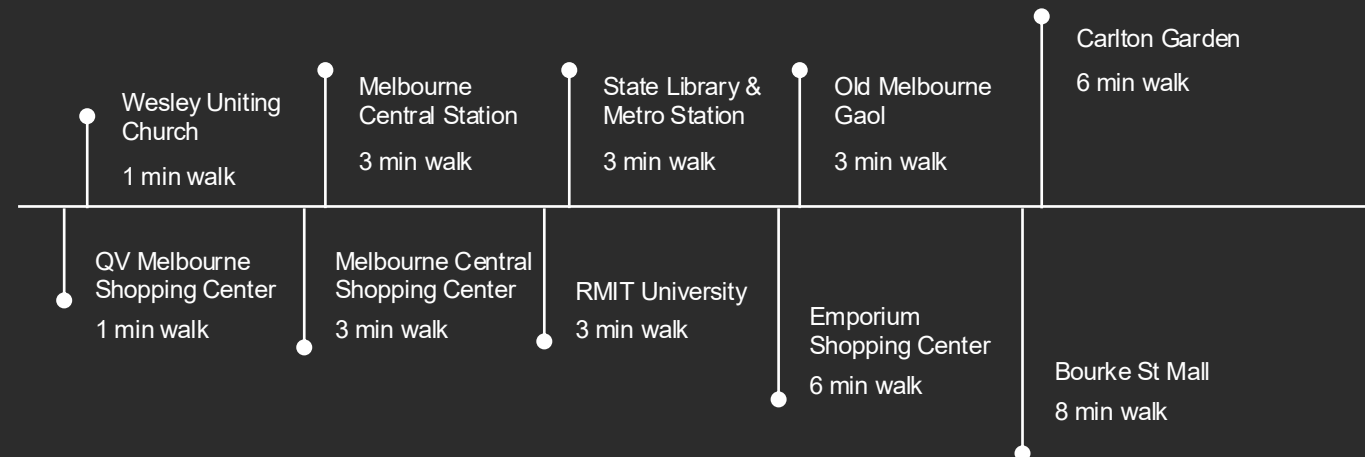
152
Lt Lonsdale St



LOCATION MAP & NEARBY : A NEIGHBOR TO MAJOR CENTERS IN CBD

Located within the north-east catchment of Melbourne CBD, the site is closed to multiple major office buildings and public oasis in Melbourne, not only for workplace people, but also for student and CBD tourists. The location of this thoroughfare is unparalleled, in direct proximity to Melbourne Central, QV Melbourne, Chinatown, RMIT University, Parliament Train Station and Melbourne's best theatres and restaurants.

It also enjoys the benefits of hyper-connection of Melbourne CBD, including tram lines, bus routes, train and the under-development metro line throughout the the Melbourne CBD.



LOCATION MAP & NEARBY : **ANOTHER EAST END IN LONSDALE**

This north-east Melbourne CBD grid is turning into another office precinct of Melbourne, following with big construction nearby like the ongoing Wesley Place development, the Bennetts Lane, the Russell Corner and the Melbourne's first Shangrila Hotel at Sapphire by the Gardens.

With close distance to public authorities, universities, and shopping center, this precinct is welcoming a huge crowd of pedestrians from local and global inspectors.

New and existing office spaces (sqm)

120,000

Pedestrian count per hour

741

New and existing apartments

3,500

New and existing hotel rooms

2,750

New and existing accom. dwellings

1,500



17 BENNETTS LANE

End Value
\$150 m

Project Size
12,000 sqm
A-grade Office & Retail

Gross Rent
\$780 - \$920 per sqm

Construction Commencement
2025



WESLEY PLACE

130,140 & 150 Lonsdale St

End Value

\$1.4 b

Project Size

111,255 sqm

Office Area

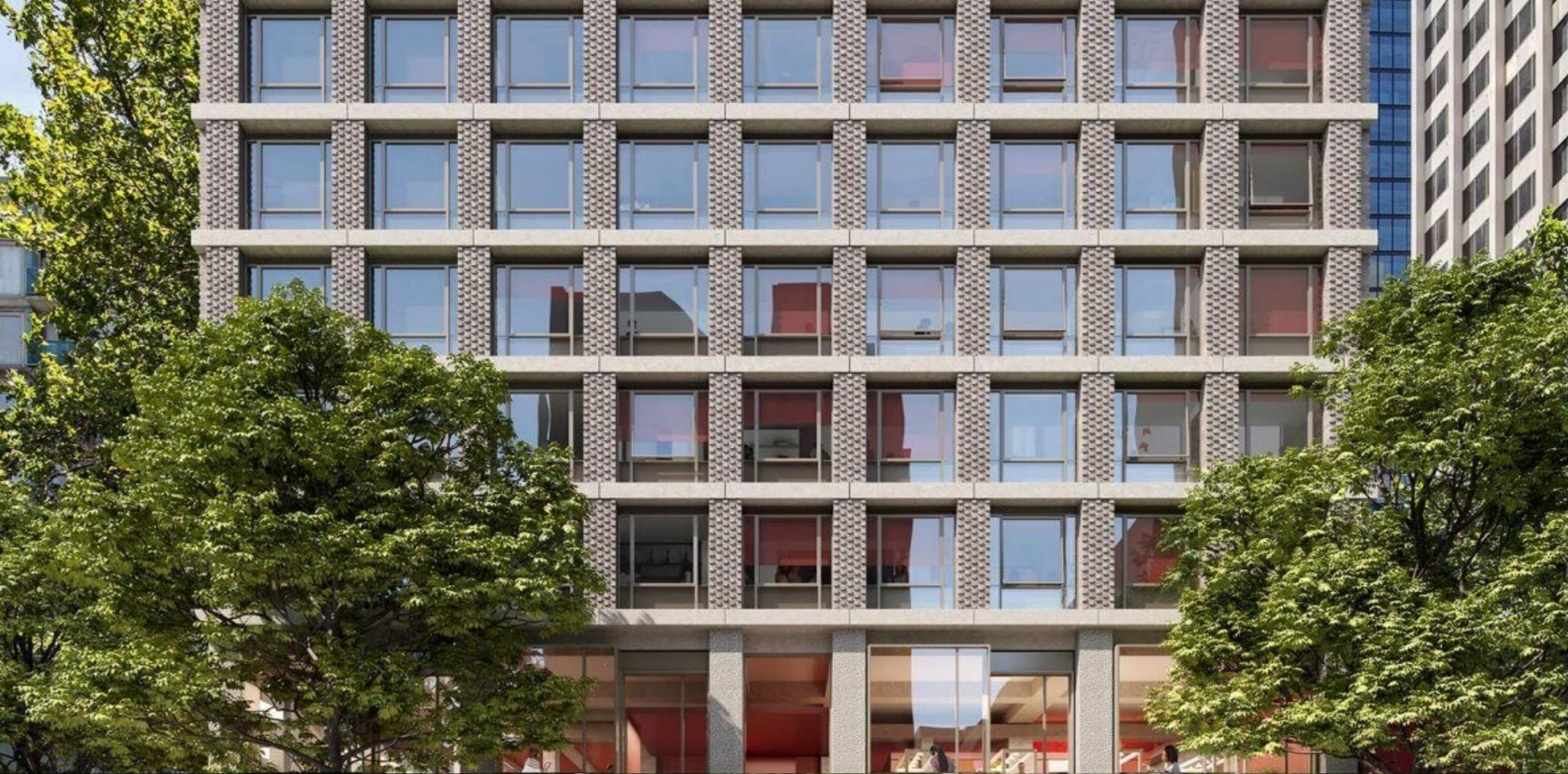
Gross Rent

\$600 - \$900 per sqm

Construction Completion

2022





274-276 RUSSELL STREET

End Value

\$59 m

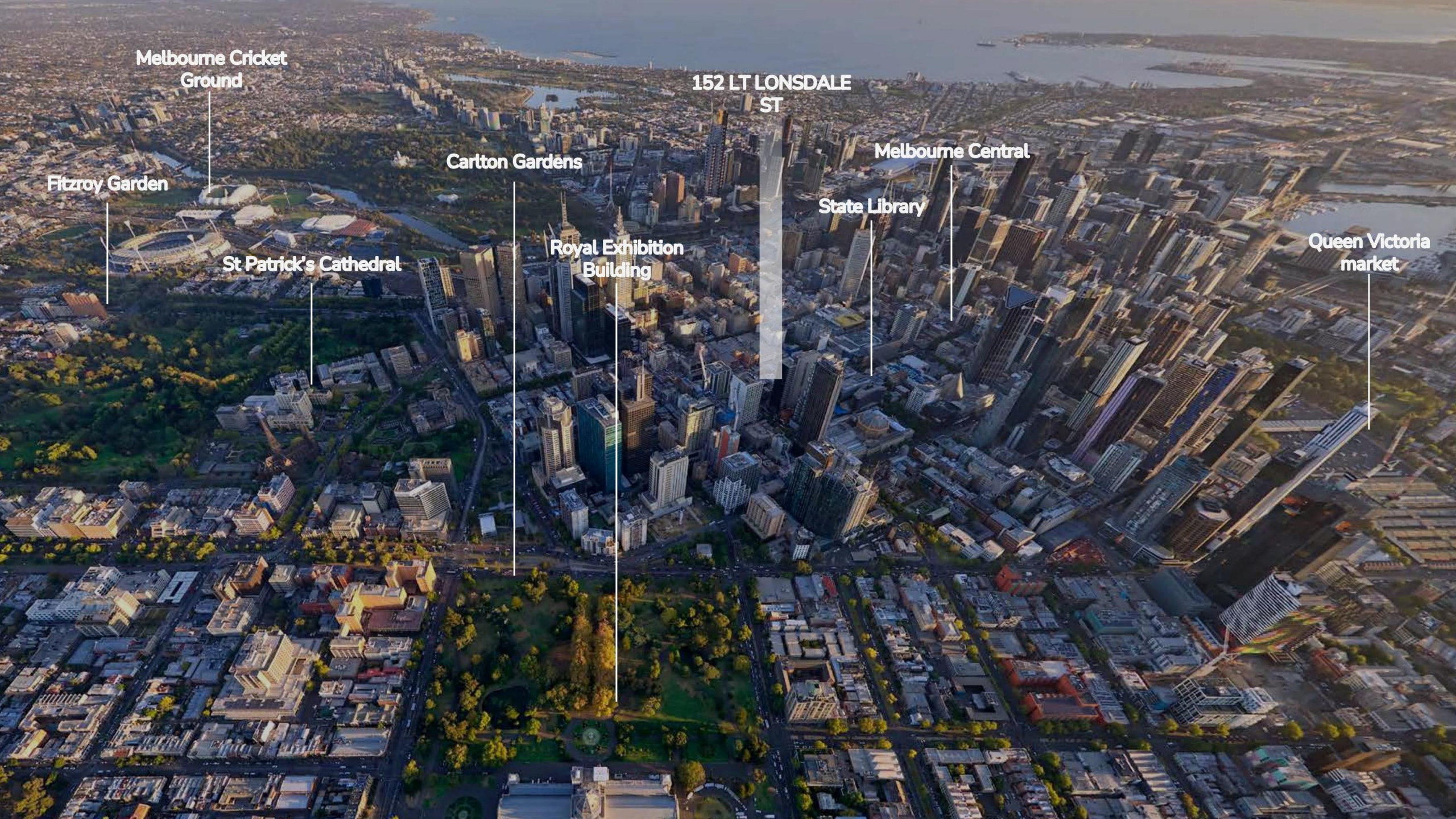
Project Size

28-storeys for 374 rooms
of student accommodation

Construction Completion

2023





Melbourne Cricket
Ground

Fitzroy Garden

St Patrick's Cathedral

Carlton Gardens

Royal Exhibition
Building

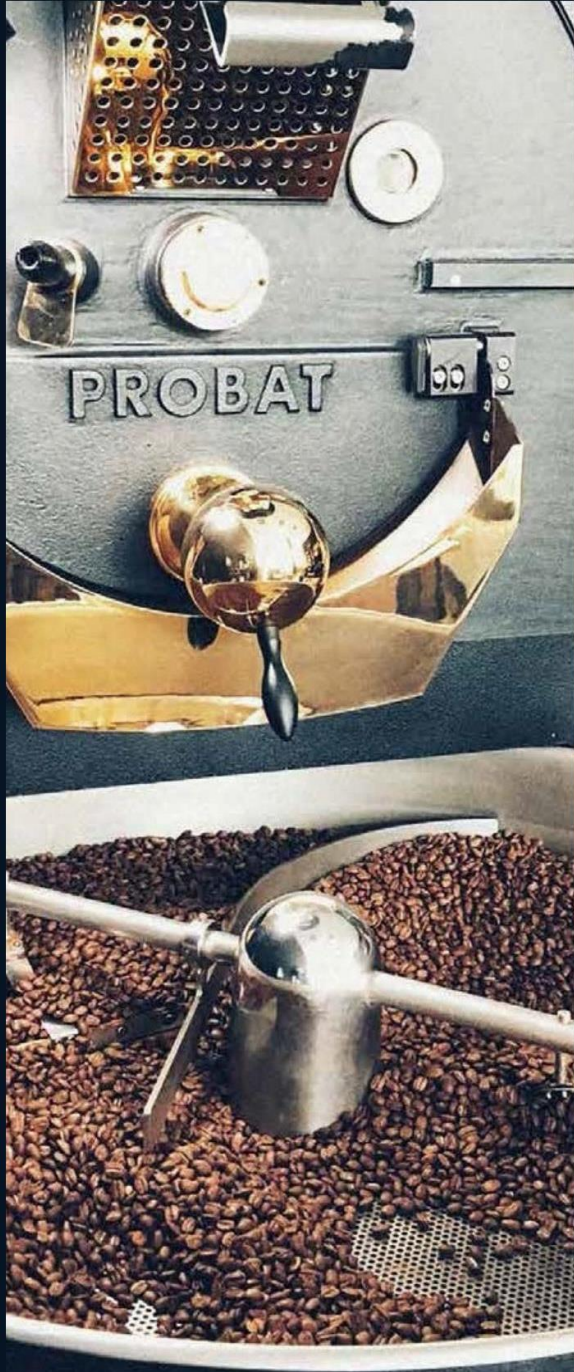
152 LT LONSDALE
ST

State Library

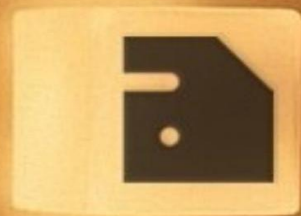
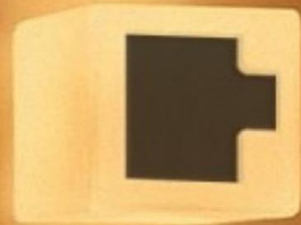
Melbourne Central

Queen Victoria
market

DINE IN MELBOURNE







A MOBILE RESTAURANT, BUILT AS A CONNECTED SYSTEM.

AI Kitchen combines automated production, robotic service and food-chain visibility in one compact platform.



THE PROPOSITION

Consistent production.
Visible innovation.
Human-led hospitality.

AI KITCHEN



AUTONOMOUS FOOD TRUCK
INTERIOR MODULE BREAKDOWN



Beverage refrigeration and storage on one side.
Automated production line and service opening on the opposite side.



MODULE OVERVIEW

MODULE 1
DRINK & STORAGE



MODULE 2
PREP & ASSEMBLY



MODULE 3
MIDDLE COOKING ZONE



MODULE 4
FINISHING & PACKAGING



MODULE 5
PICKUP & SERVICE



FIVE COORDINATED
MODULES

DRINK & STORAGE

PREP & ASSEMBLY

COOKING

FINISHING & PACKAGING

PICKUP & SERVICE

A repeatable kit of parts supports
fabrication, testing and maintenance.

TECHNOLOGY RUNS THE REPETITION.

People shape the experience.

Automation handles time-sensitive production.
Hospitality teams focus on welcome, storytelling
and guest relationships.



FROM INGREDIENT FEED TO ROBOTIC HANDOVER

Each station performs one controlled task before the order reaches finishing and pickup.

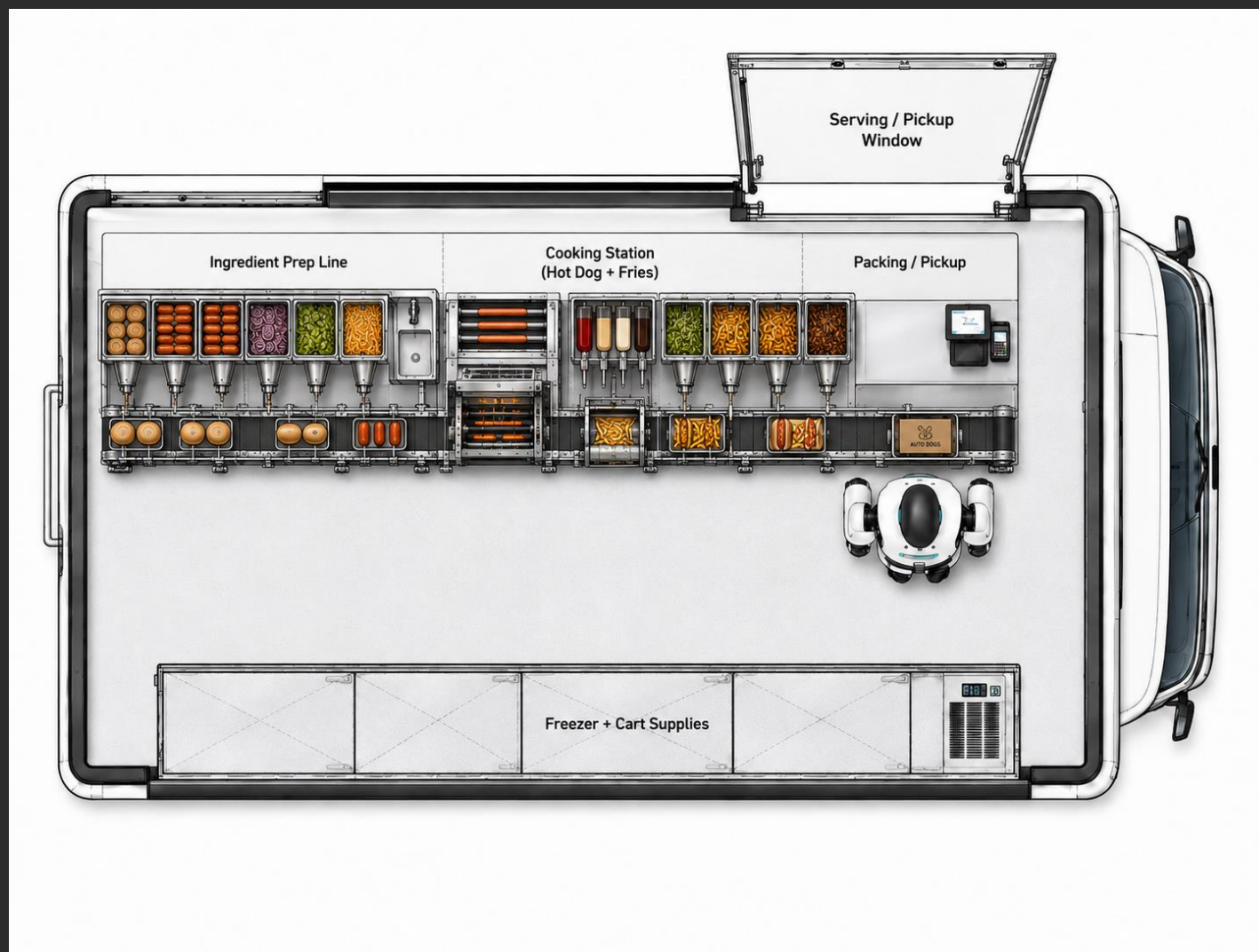
01 FEED

02 PREP

03 COOK

04 FINISH

05 HANDOVER



AUSTRALIA IS READY FOR AI KITCHEN.

Strong hospitality spending, persistent workforce demand and the high cost of food waste create a practical entry point for modular AI kitchens.

~A\$67B

ANNUALISED FOODSERVICE TURNOVER

Based on June 2025 monthly cafés, restaurants and takeaway turnover of A\$5.58B.

62%

HOSPITALITY RECRUITMENT RATE

Accommodation & Food Services recorded Australia's highest industry recruitment rate in the June quarter 2026.

A\$36.6B

ANNUAL FOOD-WASTE COST

Australia wastes about 7.6 million tonnes of food each year—more than 300 kg per person.

42,000+

HOSPITALITY ROBOTS SOLD

Global sales in 2024 show commercial adoption, while food and beverage preparation remains an emerging application.

WHY AUSTRALIA NEEDS IT NOW

01 Labour resilience

Support hard-to-staff operations.

02 Better unit economics

Repeatable, visible production.

03 Lower avoidable waste

Demand-linked portioning and stock.

04 Mobile deployment

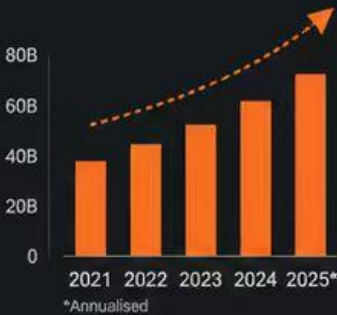
Hotels, events and regional markets.



A\$67B

ANNUALISED
FOODSERVICE TURNOVER

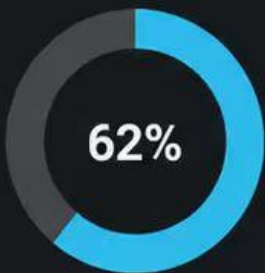
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62%

HOSPITALITY RECRUITMENT RATE

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A\$36.6B

ANNUAL FOOD-WASTE COST

7.6M

TONNES OF FOOD
WASTED EACH YEAR

>300kg

PER PERSON
EVERY YEAR



Australia wastes about 7.6 million tonnes of food each year—more than 300 kg per person.



ROBOTIC CULINARY PRODUCTION

Future systems can extend automation into preparation and finishing — while people continue to lead creativity, menu direction and hospitality.

[AI Kitchen Video](#)

INTELLIGENT MOBILE RESTAURANT



The Art of Property