

Media release
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Small retirement living provider powering ahead of field

Small Queensland retirement living provider and operator, Aura Holdings, is celebrating the success of several projects and is standing out from the major players in the industry.

By offering retirement communities with a genuine commitment to putting the needs of residents first, Aura Holdings is finding favour in an often troubled market.

Aura Holdings was founded in 2016 by Tim Russell and Mark Taylor who together have more than 30 years' experience in the retirement living industry.

The company is developing and managing six communities in Brisbane, Sunshine Coast, Gold Coast and Toowoomba, with another five in planning stages. Aura Holdings anticipates this will result in more than 800 apartments in the pipeline.

Mr Taylor said every development was unique and designed for residents' needs. "It's an exciting time at Aura Holdings with so much happening. Our way of doing things is really appealing to retirees looking for an independent, safe and supportive lifestyle," he said.

"Our business is focused on our residents, we will always put them first. We think of ourselves as the anti-corporate because our approach is influenced foremost on people, just the way it should be.

"We're open and honest with our residents – our doors are always open. I think our policy ensures that we will always stand out from our opposition."

Aura proudly provides quality independent living that feels nothing like traditional retirement communities. Its villages offer a range of designs and styles with state-of-the-art facilities.

In Brisbane's inner north construction is powering ahead on The Atrium Lutwyche, a boutique seven-storey village with stunning city views. It is due for completion in January.

In the city's southwest, Aura Holdings this month announced the launch of stage three of its popular retirement community at Kingsford Terrace Corinda. It will be named "Mitchell" in honour of district pioneer James Mitchell who built the original home on the site.

Mitchell, a two-storey development with only 10 spacious three-bedroom apartments, will share the high-quality community facilities in the Kingsford Terrace village, including the heated indoor pool, gym, billiards room, wine room and café.



Another highly anticipated Brisbane development is Somerset Indooroopilly within the prestigious Indooroopilly Golf Club. Somerset will be a luxurious development providing a high standard of finishings and facilities. Construction is awaiting a Minor Change Application that is before Brisbane City Council to reduce the number of apartments from 216 to 168.

Aura Holdings opened The Avenue at Maroochydore in July and this month began construction on the second and final stage on the corner of Wright St and Anzac Ave. Interest is already high with 20 per cent of this second stage sold.

Construction will start soon after the Gold Coast City Council gave Development Approval to the 10-storey The Pavilion at North Kirra. Apartments in the resort-style village only metres from the beach will have ocean or hinterland views. Forty per cent of apartments have been snapped up.

Aura's team is refining the final design of its other golf course development, The Ninth Middle Ridge in Toowoomba, with minor changes to the existing Development Approval to be lodged with the Toowoomba Regional Council within weeks.

Mr Russell said there were many benefits of downsizing from a large family home with its overwhelming maintenance, to a supportive and independent retirement living community.

"Studies have shown that people who move into retirement living will stay independent for an average five years long than those who remain in a private property," Mr Russell said.

"Our services take care of all ongoing maintenance and our care partners can provide any support that might be needed to keep our residents living the independent life they crave in a connected community.

"Our residents share our aim of keeping them out of nursing homes. I don't know anyone who desires to end up in one of these facilities with the loss of their precious independence. We can help organise the support our residents need to stay in their apartments for as long as possible."

**For more information or an interview opportunity, please
contact Aura Holdings media on info@auraholdings.com.au / phone 07 3847 2647**

About Aura Holdings

Aura Holdings was founded in 2016 by Tim Russell and Mark Taylor who together have more than 30 years' experience working within the retirement living industry. This experience has taught them how important it is for Aura to focus on the needs of residents. They firmly believe happy residents are Aura's No.1 priority and structure the business to put residents' needs ahead of all else. Aura's communities combine sophisticated design with discreet age-appropriate features to create beautifully appointed, independent living apartments with state-of-the-art community facilities and inviting outdoor spaces. Aura Holdings is developing and managing exceptional retirement living communities in Brisbane, Sunshine Coast, Gold Coast and Toowoomba. It currently has six projects in various stages of development in Queensland's southeast.