



Quest South Yarra

Quest South Yarra is a serviced apartment development in South Yarra, on the streets between Toorak Road and the Yarra where the suburb's apartment hotels serve the hospitals, the schools and the CBD fringe. The project was valued at \$30 million and completed in 2015. The governing constraint is the operator. A serviced apartment building has to be handed over to an operator with a full furniture, fixtures and equipment package, a property management system, and a room mix that matches the operator's brand standard — and the handover date is set by the first bookings, not the building contract. Baracon's role was sales and marketing, builder and project superintendent. The appointment covered the campaign for the apartments, the construction contract and the certification of the same works, with the operator's requirements built into the brief from the start. It sits with Baracon's South Yarra hospitality work at the Lyall Hotel, and it is the only serviced apartment project in the portfolio.

PROJECT LOCATION

South Yarra, VIC

PROJECT YEAR

2015

STATUS

Completed

BARACON'S ROLE

Sales & Marketing, Builder,
Project Superintendent

PROJECT VALUE

\$30M