



# 300-400 Broderick Road

LARA, VICTORIA

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INFORMATION MEMORANDUM



*Under instructions from Stephen Longley and Melissa Humann as Liquidators of The Australian Sawmilling Company Pty Ltd (In Liquidation)*



# EXECUTIVE SUMMARY

300–400 Broderick Road represents a rare opportunity to secure a substantial industrial landholding within the Geelong Ring Road Employment Precinct (GREP). The site comprises approximately 14.5 hectares in two titles. Zoned Industrial 2 (IN2Z), the property is ideally suited for large-scale logistics development, subdivision, or strategic land banking.

ADDRESS	300–400 Broderick Road, Lara, VIC
LOT/ PLAN	Volume 10365, Folios 535 and 536
ZONING	Industrial 2 Zone (IN2Z). Design and Development Overlay 18 – Geelong Ring Road Employment Precinct (DDO18)
GROSS SITE AREA	144,900m <sup>2</sup> *
METHOD OF SALE	Liquidators' Sale via Expressions of Interest (EOI) closing Thursday 19th March, 2026 at 3pm (AEDT)



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\*All figures are approximate  
\*\* All outlines are indicative only

# KEY HIGHLIGHTS



## LANDHOLDING

Prime 14.5 ha\* landholding within GREP, one of Victoria's most strategic industrial precincts.



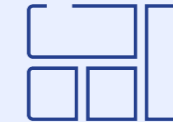
## STRONG MARKET FUNDAMENTALS

Chronic land shortage, tight vacancy rates, and robust rental growth.



## PROJECTS

Government-backed infrastructure projects driving demand and long-term value.



## MULTIPLE EXIT STRATEGIES

Built-form logistics estate, subdivision, or strategic land bank (STCA).



## CONNECTIVITY

Connectivity to Princes Freeway (M1), Geelong Port, and Avalon Airport ensures freight efficiency.





300-400 Broderick Road, Lara

BRODERICK ROAD

## LOCATION OVERVIEW

Lara is a rapidly growing township strategically positioned between Melbourne and Geelong, offering exceptional connectivity and access to key transport infrastructure. Located approximately **65km southwest of Melbourne CBD** and **13km northeast of Geelong CBD**, Lara sits within Victoria's premier logistics and industrial corridor.

The immediate area benefits from;

### Direct access to Princes Freeway (M1)

Providing seamless road links to Melbourne, Geelong, and regional Victoria.

### Proximity to Avalon Airport & Geelong Port

Approximately 13km from Avalon Airport, enhancing freight and distribution capabilities.

### Established Rail Infrastructure

Planned future upgrades, supporting efficient transport and supply chain operations.

Lara's strategic location has positioned it as a high-demand industrial hub, driven by strong population growth, e-commerce expansion, and significant infrastructure investment. The region continues to attract major logistics operators and developers seeking large-scale sites with excellent connectivity to Melbourne and Geelong markets.

# THE PROPERTY

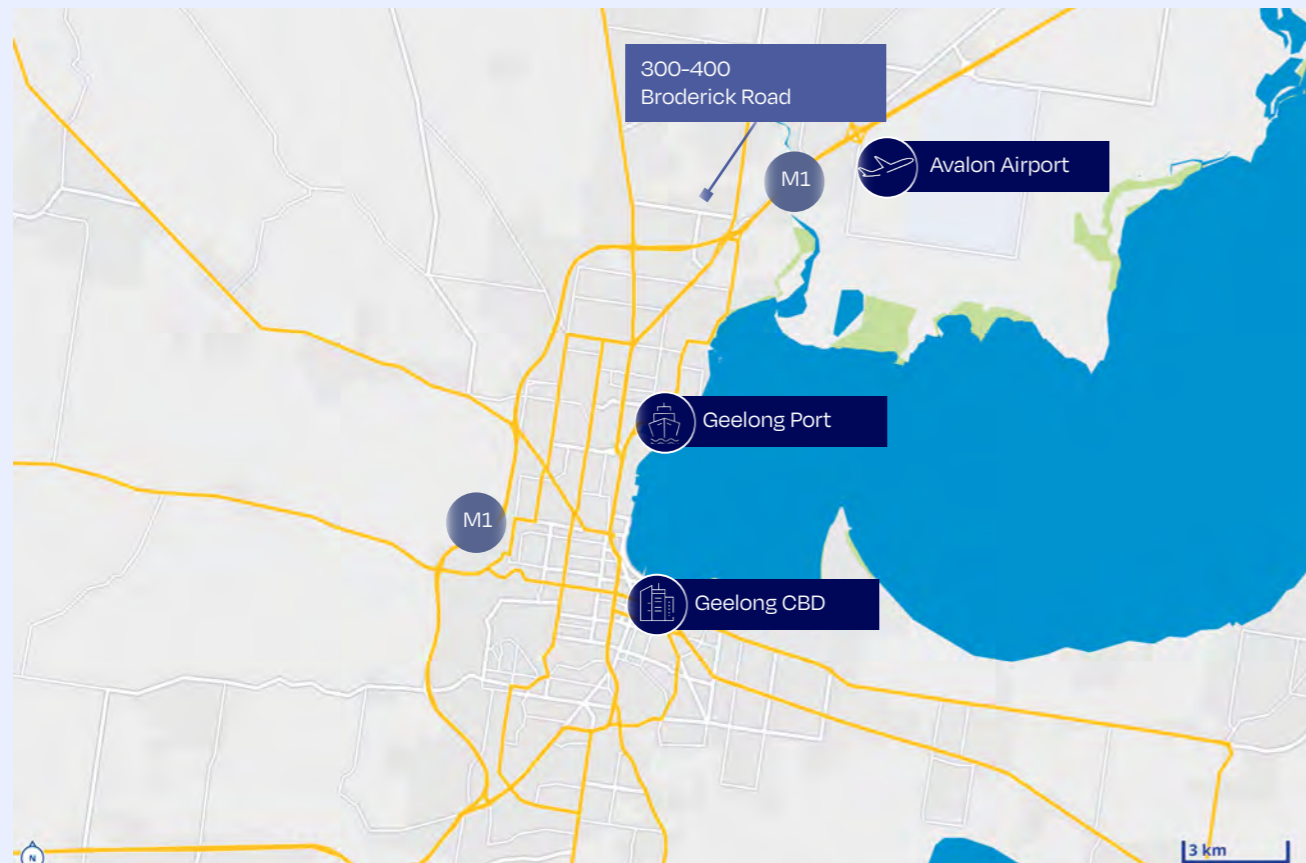
This exceptional landholding comprises approximately **14.5 hectares (144,900 m<sup>2</sup>)** of prime industrial-zoned land within one of Victoria's most strategically located logistics corridors.

Positioned on Broderick Road, the site offers outstanding connectivity to major transport infrastructure, including the Princes Freeway, Avalon Airport, and Geelong Port, making it ideal for large-scale industrial development.

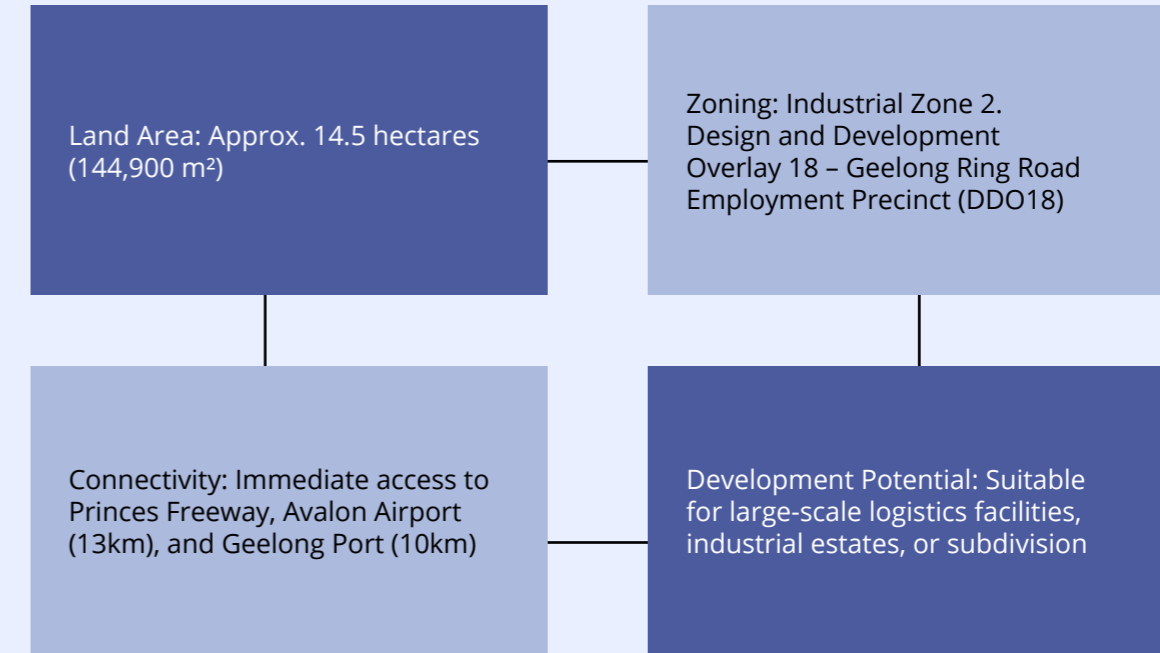
The property is zoned Industrial Zone 2 (IN2) and included within Design and Development Overlay 18 – Geelong Ring Road Employment Precinct (DDO18) under the City of Greater Geelong Planning Scheme, supporting a wide range of industrial uses such as warehousing, manufacturing, and distribution. A recent VCAT decision has been handed down which may be instructive - [Heales Road Pty Ltd v Greater Geelong CC \[2026\] VCAT 9 \(8 January 2026\)](#).

Following a comprehensive remediation program completed in 2022, the site is substantially remediated, largely cleared, and broadly ready for development.

Environmental Reports, including a Remediation Cost Estimate Report have been prepared in respect to the property, which are available upon request and the execution of a confidentiality agreement.



# KEY FEATURES



This property represents a rare opportunity to secure a substantial industrial site in a high-growth region, benefiting from strong demand drivers, excellent transport links, and proximity to Melbourne and Geelong markets.

# SALE PROCESS

300-400 Broderick Road, Lara is offered for Liquidators' Sale via Expressions of Interest closing Thursday 19 March at 3:00 pm (AEDT).

## Offers

All offers are to be submitted to the exclusive selling agents and must include the following:

- Price, deposit amount and settlement period
- Due diligence time required (if any)
- Board and other approval processes
- Funding requirements
- Any other conditions and approvals
- Process and timing
- Foreign Investment Review Board requirements
- Capacity to complete

## Term of Sale

The Vendor reserves the right not to accept any offers without limitation. The Vendor is not obliged to accept any offer with the highest consideration. The Vendor may, in its absolute discretion, negotiate with any persons who submit an offer or with any other person with respect to the property and, at any time prior to the exchange of binding contacts, may withdraw the property from sale. The Vendor is not responsible for any costs or expenses incurred by a prospective purchaser in preparing and lodging and offer or undertaking any due diligence.

## Inspections

Inspections will be conducted by appointment only and can be arranged by contacting one of the exclusive selling agents.

## Exclusive Agents



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