



# Over 30 years of imagining and engineering cutting edge developments along the east coast of Australia.

Founded and led by one of the most experienced creators of landmark developments in Australia, Mr John Potter, The Potter Group transforms creative ideas into practical form.

In a career spanning more than 30 years, John Potter has been involved in the development of a broad range of projects encompassing residential subdivisions, medium and high rise residential developments, master planned communities, commercial and retail facilities, industrial projects and mixed-use developments.

In addition to his many development interests throughout Australia undertaken by The Potter Group, John Potter was founder and CEO of the publicly listed development company Citie Centre Limited, which later merged with Villa World Limited. John was CEO of the merged group from July 2000 until November 2003. Villa World has now become part of GEO Property Group Limited, of which John is a Director and major shareholder.



John Potter

## Our Philosophy

All projects developed by The Potter Group are based on a philosophy of innovation and quality. Right from the initial concept stages, the focus is on delivering products that will exceed customers' expectations. We partner with leading industry consultants to ensure we are receiving the best advice based on the latest market trends and utilise the most up-to-date design practices, construction materials and building technologies.



Mariners Cove, Hervey Bay, Queensland

## Our People

Our team has been selected to ensure that we have a broad range of skills to bring to each project. These skills encompass project management, design, building construction, valuation, engineering and law. We maintain hands on involvement with every project from concept development, through to purchase and development of the site, to the completion and sale of the developed products.



Radius Industrial City, Brisbane, Queensland

## Our Projects

From large master planned residential communities, to small retail projects, The Potter Group has a rich history of creating successful, contemporary developments that are functional and innovative. The Group's activities encompass a broad range of project types including:

- Residential subdivisions and housing construction
- Medium density and high rise residential projects
- Industrial developments including industrial subdivisions
- Commercial developments including high-rise commercial towers
- Retail facilities
- Master planned communities
- Mixed use developments

Robina Residential Park, Gold Coast, Queensland







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