

Investment Memorandum

43 George Street New Norfolk



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Introduction

Executive Summary

Willow Court Motel, situated at 43 George Street, New Norfolk, presents a rare and compelling opportunity to acquire a substantial hospitality-based real estate asset in one of Southern Tasmania's most established regional townships. Offered strictly as a real estate only sale, this property provides scale, flexibility, and significant potential for repositioning, refurbishment, or continued accommodation use (STCA).

The property comprises 22 guest rooms in a combination of single, double, and backpacker-style accommodation, supported by communal bathrooms and kitchen facilities, multiple communal areas, on-site parking, and expansive hospitality infrastructure including commercial kitchens, a separate shopfront/bar area, and an internal courtyard beer garden. Located just two minutes' walk to High Street, New Norfolk, and approximately 30 minutes from Hobart CBD, the motel benefits from excellent accessibility, strong tourism exposure, and proximity to essential services, cafés, retail, and transport. New Norfolk continues to experience steady interest from investors, lifestyle buyers, and tourism operators, underpinned by its affordability relative to Hobart and its gateway position to the Derwent Valley and Central Highlands.

This offering represents a unique opportunity to secure a versatile and sizeable property with strong underlying land and building value, suitable for a wide range of future uses subject to the appropriate approvals.

Site & Improvements

Willow Court Motel is an established accommodation property with a generous building footprint and multiple functional zones. The improvements have been designed to support shared accommodation living while also incorporating commercial hospitality spaces that add further flexibility to the asset.

Key property attributes include:

22 guest rooms configured across single, double, and backpacker-style layouts

Multiple communal living areas encouraging social interaction and guest comfort

Shared bathrooms and kitchen facilities distributed throughout the complex

Two commercial kitchens, suitable for high-volume food preparation

Separate shopfront/bar area with direct street presence

Internal courtyard beer garden, providing a sheltered outdoor hospitality space

On-site parking, an increasingly valuable feature for central New Norfolk properties

The existing configuration allows for continued accommodation use while also providing a strong foundation for refurbishment, reconfiguration, or repositioning to meet changing market demands.

Accommodation Configuration

The accommodation component of the property has been designed to cater to a broad demographic, including budget-conscious travellers, backpackers, group bookings, and longer-stay occupants.

Room mix includes:

Single rooms – ideal for solo travellers or workforce accommodation

Double rooms – suitable for couples or short-stay visitors

Backpacker-style rooms – enabling shared accommodation formats

Communal bathrooms and kitchens promote efficient use of space and support a high-occupancy model, while communal living areas enhance guest experience and encourage longer stays.

This flexible configuration offers incoming purchasers the opportunity to:

Continue operating within a budget or group accommodation model

Reposition rooms to alternative accommodation styles

- Adapt spaces for worker housing, student-style accommodation, or other approved uses

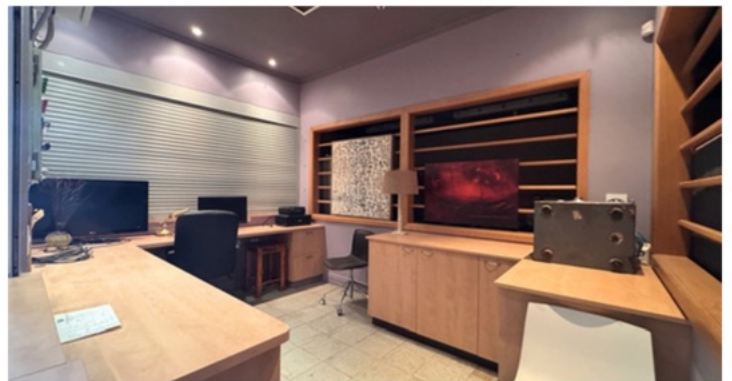
Imagery



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Imagery



Imagery



Details

4. Hospitality & Commercial Facilities

A standout feature of Willow Court Motel is its extensive hospitality infrastructure, which significantly enhances the property's versatility and future potential.

Commercial Kitchens

The property includes two fully equipped commercial kitchens, capable of supporting café, bar, catering, or food service operations. These facilities provide immediate utility for hospitality use or could support events, group catering, or alternative commercial operations (STCA).

Shopfront / Bar Area

The separate shopfront/bar area offers:

- Direct street exposure
- Existing bar-style layout
- Adjacency to commercial kitchen facilities
- Clear separation from accommodation areas

This space presents strong potential for:

- Food and beverage operations
- A licensed venue (subject to approvals)
- Café, bar, or function-style use
- Lease to a third-party hospitality operator

Courtyard Beer Garden

The internal courtyard beer garden provides a private, sheltered outdoor space ideal for social gatherings, events, or hospitality activation. This feature adds lifestyle appeal and creates an additional revenue or activation zone not commonly found in comparable properties.

Location & Connectivity

Willow Court Motel is strategically positioned within New Norfolk's town centre, offering excellent connectivity and amenity.

Location Highlights

Approx. 2 minutes' walk to High Street, New Norfolk

Immediate access to cafés, supermarkets, retail, services, and schools

Close proximity to public transport links

Approx. 30 minutes' drive to Hobart CBD

Gateway to the Derwent Valley, Central Highlands, and key tourism routes

New Norfolk continues to benefit from increasing visitor numbers, lifestyle migration, and spill-over demand from Hobart, making it a highly attractive location for accommodation and hospitality-based assets.

Details

Investment Fundamentals

This offering is strictly for the sale of the real estate only, allowing purchasers to implement their own operational model or future vision.

Key investment drivers include:

- Substantial landholding and built form
- Diverse accommodation mix
- Existing commercial and hospitality infrastructure
- Central location in a growing regional hub
- Multiple future-use pathways (STCA)
- Strong underlying asset value independent of business performance
- The scale and configuration of the property allow for staged improvements or repositioning over time, making it suitable for both passive investors and hands-on owner-operators.

Future Potential & Repositioning (STCA)

Subject to council approval, the property may lend itself to a variety of future uses, including but not limited to:

- Continued motel or budget accommodation
- Backpacker or group accommodation facility
- Boutique or themed accommodation offering
- Worker or seasonal housing
- Hospitality venue leveraging existing kitchens, bar, and beer garden
- Mixed-use hospitality and accommodation model
- The flexibility of the existing improvements provides a strong platform for creative re-use, refurbishment, or redevelopment strategies.

Conclusion

Willow Court Motel represents a rare opportunity to acquire a large-scale, centrally located hospitality real estate asset in one of Southern Tasmania's most established regional townships. With its combination of accommodation rooms, commercial kitchens, bar facilities, outdoor beer garden, and proximity to High Street and Hobart, the property offers genuine upside and adaptability. For investors seeking a versatile asset with strong fundamentals, location-driven demand, and future potential, Willow Court Motel warrants serious consideration.

Summary

Property details

Location: 43 George Street New Norfolk

Property details: For Sale By Offer

Local Authority: Derwent Valley Council

Total area:

Land size 2670 sqm

Building 1117 sqm

Built 1965

PID 9433497

Title 141684/1

Zoning: Zone 31 Particular Purpose

Inspections

All inspections of the property and facilities are strictly by appointment with the Agent and will be conducted onsite at a mutually agreed time.

Additional Information can be provided upon request



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