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CAPABILITY
STATEMENT



TERRA FERMA



Terra Ferma is an Award-winning Australian Developer/Builder delivering high-end luxury boutique residences, premium senior living, and commercial developments.

Established in 2006, Terra Ferma sets and upholds the highest industry standards including ISO accreditation. With over 18 years' experience, 50+ development projects delivered and more than 1 billion dollars investments to-date including current projects pipeline, it has an extensive track record that is redefining living in Australia.

Adopting a holistic approach, every design element is carefully curated to honour a legacy and a unique story delivering the most functional and well-designed luxury projects while ensuring maximum capital growth and long-term cash flow investments.

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Terra Ferma is an Australian company with an extensive track record that sets them apart from the crowd, ensuring exceptional results for everyone – the business, the team, the partners, the investors and the wider community.

50+

development projects

18+

years' experience

our
Track

Record
success

\$1b+

investments to-date including
current projects pipeline



STORY

THE TERRA FERMA

OUR VALUES

TRANSPARENCY
COLLABORATION
EXCELLENCE

At Terra Ferma, we are forging a new way; elevating every project to the next level from our design to the experience we provide for our partners, returns for our stakeholders and collaboration with our community.

Our story is one of continuous evolution, guided by a deep commitment to growth. Through collaborations with acclaimed architects and engineers, we have consistently pushed the boundaries of design while ensuring that our developments reflect the unique character of each location.

Founded on integrity, transparency, reliability, experience and ingenuity, our process-driven developments are timeless, connected and grounded. We share our journey with our team, our clients, our investors and our partners in a truly integrated, full-service solution.

DEFINING TIMELINE

Consulting and Project Management

Terra Ferma commenced operations as a consultant, offering expertise across diverse sectors including residential, education, medical, commercial, rail and infrastructure for large-scale projects, featuring the upgrade of the Harbour Bridge overhead wiring and HIA Display Centre/ Head Office.

2009

Developer/Builder

Terra Ferma expanded its portfolio to encompass high-end medium to high-density residential and commercial developments across NSW.

2018

01.



EST. 2006

02.

terra ferma

03.



TERRA FERMA

04.



TERRA FERMA

2006

Developer/Builder

Terra Ferma diversified to a developer and builder model, focusing on small to medium-sized high-end residential and commercial projects.

2014

Developer/Builder

Specialising in high-end boutique waterfront residences, premium senior living, Terra Ferma provides clients with a holistic and superior experience and have completed more than 50 development projects, all delivered to the highest standards.

Our Vision

“*CONTINUOUS growth
behind SIGNATURE
developments with
the HIGHEST returns
on EVERY project for
all stakeholders.*”

Our People

“

We share our journey with our team, our clients, and our partners

INCLUSIVE

Terra Ferma has a diverse in-house team of high-performing leading experts, along with long-term collaborative relationships with key stakeholders and partners.

TERRA FERMA

FOUNDERS

A powerhouse of creative energy, innovative designs and exceptional developments, Diaa and Heba are incredibly passionate about their business. Together, Diaa and Heba are two unique forces coming together to manage each project from inception to completion and deliver exceptional results for all parties.



Diaa Shaker

FOUNDER MANAGING DIRECTOR

A strategic planner with the ability to see the bigger picture, Diaa delivers remarkable developments by bringing together all relevant parties involved in the overall delivery of the project. Unbound with his ideas, Diaa is an exceptional director with a clear vision and entrepreneurial approach. Utilising his 20 years' experience in construction, he is able to ensure all projects are delivered to perfection. Diaa creates opportunities, identifies potential in all possible options, ensures continual growth for the business and has a reputation for maximising the financial returns for all.



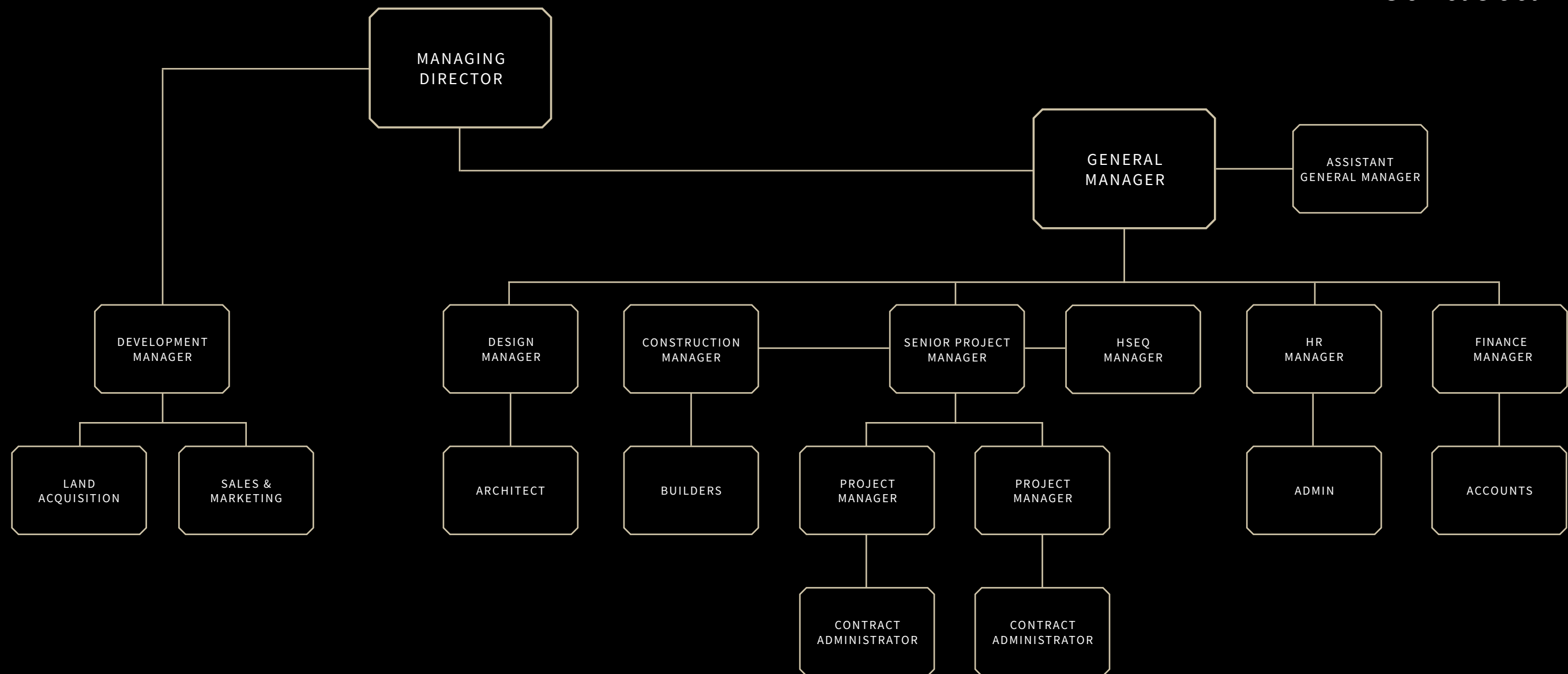
Heba Shaker

GENERAL MANAGER

A trailblazer in the design space, Heba is the General Manager of Operations, managing the entire scope of the project. Delivering exceedingly high standards in work and an exquisite eye for detail, Heba maximises the potential of each development with her refined taste and design experience. A creator and leader, Heba sets an original and unique vision for each project that tells a story and presents a complete picture. Heba has a diverse and demonstrated history in the design industry.

ORGANISATION CHART

structure



DEVELOPING

with Terra Ferma



We are privileged to do the work that we do and are proud of the positive reputation we have earned for exceptional developments, transparent and inclusive relationships with clients, communities, partners and all stakeholders.

Safety, quality and delivering to commitments on time and to budget are our top priorities. Our tailored process ensures an amalgamation of exceptional design, successful development and a maximum return on investment.

COMPLIANCE

Terra Ferma understands their responsibility and is committed to delivering projects that enhance their surroundings, exceed expectations and add to their environment.

ISO accreditation

Terra Ferma continues to set and uphold the highest industry standards and is ISO accredited with a Tier 2 infrastructure in document control, project management, work health & safety and accounting system that caters for all industries.

INDUSTRY CERTIFIED

- Health and Safety ISO45001 Certified
- Quality ISO9001 Certified
- Environmental ISO 14001 Certified



OUR PROCESS

FEASIBILITY	1	Considering land value, development costs, proposed concept design, and all relative land and authorities' constraints, Terra Ferma is able to address the feasibility of a project in the initial stages. Terra Ferma also looks at the required funding costs, contingency and the project gross realisation to determine the forecasted net profits and returns.
LAND ACQUISITION	2	Our experienced team ensures a structured acquisition process takes place, inclusive but not limited to one but a combination of structures being joint ventures, straight acquisition, options and development agreements. Once an acquisition method is established, it is then synchronised with the relative and most appropriated legal and financial structure.
DESIGN	3	Terra Ferma takes a holistic and professional approach to the design phase, from conception to completion, to ensure maximum returns. This stage includes conceptualisations, development application, documentation, construction certificates, drawings, interior design documentation, detailing and coordinating all consultants accordingly.
FUNDING AND LEASES	4	Our expertise ensures that the funding process is managed through the coordination and management of valuers, quantity surveyors, finances and stakeholders associated with the project in order to obtain funding. For commercial projects, a secured agreement for leases with reputable operators is organised and obtained.
SALES AND MARKETING	5	Terra Ferma curates a strategic marketing plan for each project development, including CGI drawings, a clear understanding of the target market and how this property would meet their needs. A media plan is then developed, executed, and measured to maximise the value of each property. Sales are managed either inhouse or with a reputable partner real estate agent ensuring the value of the property is maximised.
CONSTRUCTION	6	Terra Ferma then manages the entire construction life cycle with our in-house team of construction managers, project managers, contract administrators and quality control officers. Backed by well-established quality management systems, and a strong background in construction, every project is delivered to budget, quality and time.
POST-CONSTRUCTION	7	Terra Ferma organises all services including accounts setup, subdivision documentation/submissions, strata handover documents and insurances, to achieve a smooth post-construction transition and ongoing client and investor satisfaction.
CUSTOMER CARE	8	From resolving any potential concerns to offering guidance on maintenance, Terra Ferma's responsive team is readily available to provide the assistance required. The aim is to foster trust, transparency, and enduring relationships, ensuring that the experience with Terra Ferma remains exceptional long after the last nail is driven.

FEATURED

PROJECTS

BOUTIQUE

with Terra Ferma



CASA CAPRI CRONULLA

LUXURY BOUTIQUE BEACHFRONT RESIDENCE

Rich in texture and aura, this is an exclusive beach-front boutique residence with gorgeous Mediterranean finishes – washed out terracotta, pastels and comfortably neutral interiors – and natural materials, all locally sourced.

The property offers three boutique residences, each enjoying its own floor with single-level access, separate lifts and stairs with complete privacy. All feature a spacious walk-in wardrobe, an ensuite to every bedroom, fireplace, bar and remarkable views over the ocean from all bedrooms, living areas and oversized frontage.

Address
2 Girrilang Rd, Cronulla NSW 2230

Architects
PBD architects

Interiors
PBD interiors

Theme
Capri, Positano Mediterranean

Development value
\$27M

ZEPHYR CRONULLA

LUXURY BOUTIQUE BEACHFRONT RESIDENCES

Characterised by an exquisite connection to the water, through sweeping curves of the facade reminiscent of the rolling waves touching the footsteps of the site, this luxury boutique beachfront residence offers five boutique apartments.

A uniquely shaped building that blends with the beach, this development exists as an extension of the landscape. Each apartment features coral and coastal finishes, enjoys expansive sea views from dusk till dawn, curved balconies, a spacious walk-in wardrobe, an ensuite to every bedroom, fireplace, kitchen with butler's pantry, a bar, a second living space perfect for soaking in the afternoon sun, and complete privacy from all surrounding neighbours.

Address

34 The Esplanade, Cronulla NSW 2230

Architects

EMK architects

Interiors

EMK architects

Theme

Coastal, land meets sea

Development value

\$45M





THE VIEW POTTS POINT

LUXURY BOUTIQUE WAERFRONT RESIDENCES SYDNEY HARBOUR

Nestled in a hidden lane within Potts Point, this unique and premium site is located in Australia's most exclusive location. Its highly distinctive offering is expected to set record-breaking sales for each apartment. Boasting a 22-meter Sydney Harbour frontage, this premier site offers unparalleled 200-degree views of the stunning Sydney Harbour. From the city skyline to Cremorne Point, the iconic Harbour Bridge and Opera House can be enjoyed in all their glory. This site will have five ultra-luxurious residences spread across five floors. Each grand residence will offer direct lift access and breathtaking, unobstructed views while being conveniently located close to everything that Potts Point has to offer.

Address
11A-13A Wylde Oak Lane, Potts Point NSW 2011

Architects
TZG Tonkin

Development value
\$108M



GUNNAMATTA BAY CRONULLA

LUXURY BOUTIQUE WAERFRONT RESIDENCES

5000 square meters of unique waterfront land facing Cronulla Marina, this luxury boutique residences seamlessly integrates man-made structures with the surrounding natural beauty.

Positioned opposite the Cronulla Marina, each residence boasts breathtaking bay views and exclusive water-front access.

Featuring seven boutique residences, each offering distinctive amenities such as a private tear-drop shaped jacuzzi-style dip pool, cinema room, cellar, lift, fireplace, walk-in wardrobe, and ensuite bathrooms for every bedroom, this property epitomizes opulence.

The organically shaped building, positioned mere steps from the water, harmoniously blends with the landscape, mirroring and enhancing the natural surroundings while preserving the existing trees on the site.

Address

12-12A Gunnamatta Rd, Cronulla NSW 2230

Architects

EMK architects

Development value

\$72M



SENIOR LIVING & HOTEL

with Terra Ferma



DUNE RESIDENCES

LUXURY HOTEL & SENIOR LIVING RESIDENCES

Set along the serene shores of Mollymook Beach and Mollymook Golf Club , the property offers a unique blend of senior living and hotel apartments, comprising 14 x three bedrooms boutique senior living apartments, 50 key boutique hotel including top notch hotel amenities and retail, all seamlessly integrated into the coastal landscape. Drawing inspiration from the ocean's foreshore and sand dunes, the design features lower levels reminiscent of protective dunes and upper levels offering panoramic views. Cascading planting draped over the podium arches blends the building with its environment, while a sustainable material palette promotes eco-conscious living. Through strategic planning that maximizes natural light and embraces the stunning vistas, this innovative property offers residents an immersive sanctuary where they can fully connect with the timeless allure of Mollymook Beach.

Address

72 -76 Ocean St & 3 Golf Ave, Mollymook NSW 2539

Architects

EMK Architects

Development value

\$102M





EKTA SENIOR LIVING

PREMIUM SENIOR HOUSING

A blend of luxe living and space-conscious designs, this dual-building, senior housing development is a bespoke project with a purpose. A group of seniors seeking to enjoy the best years of their lives together approached Terra Ferma to design and construct a residential and investment development.

The residential tower offers upper market senior living featuring 200 square meters apartments. Amenities included in the development are a cinema room, a therapeutic pool, spa, gym and steam room, rooftop access and a commercial kitchen in a common space.

On the other side of the development, the investment tower shares the comfortable, well-designed spaces and sits separately on the land providing privacy for friends.

Address

284-286 Taren Point Rd, Caringbah NSW 2229

Theme

Enjoying the best that life has to offer with the people you enjoy the most

Development value

\$45M



COMMERCIAL

with Terra Ferma



SERVICE CENTER GUNNEDAH

HIGHWAY SERVICE STATION AND TRUCK STOP

7000 square meters state of the art 24-hour service centre designed for B-double trucks and road trains and provides a Shell petrol station and convenience store, truck stop, 24-hour cafe and Burger Edge store with drive-through.

The facility has employed roughly 30 full and part-time staff members.

Address

1 Kamilaroi Hwy, Gunnedah NSW 2380

Development value

\$10M





SERVICE CENTRE TOMINGLEY

HIGHWAY SERVICE STATION AND TRUCK STOP INCLUDING TRUCKER AMENTIES

8000 square meter state of the art 24-hour service centre with wellness-inspired interiors and amenities. All designed to improve our truckies' health, the facility features a rest area complete with showers, gym, TV, microwave and also has a dietitian on board to curate a calorie-counted menu and better food choices.

Address
10-12 Merilba Tomingley, NSW 2869

Development value
\$11M





SERVICE CENTRE THE ROCK

**HIGHWAY SERVICE STATION, TRUCK STOP,
MOTEL, RESTAUNT AND RETAIL SHOPS**

24000 square meters accross the road of the rock train station. A comfortable place to stay, eat, drink, rest and play, this highway service centre is located near a popular entertainment hub and famous tourist attraction, The Rock.

Featuring a service station, convenience store, several dining outlets including a restaurant and a 12-room motel, visitors to this service centre also enjoy access to a safe outdoor seating area with a duck pond, childrens play area, retail stores and public parking.

Address

4760 Olympic Hwy, The Rock NSW 2655

Development value

\$12M





BUSINESS CENTER ST PETERS

INDUSTRIAL WAREHOUSE AND OFFICES

A three-storey building providing customisable open-plan working spaces for 100 staff members, a spacious boardroom, large and inviting reception and private offices for management and accounts teams. Special areas designated for team building and relaxation, plus a rooftop entertainment area.

1500 square meter industrial warehouse includes bathrooms with shower facilities, multiple kitchens, warehousing and storage,

Address

11 Burrows Rd, St Peters NSW 2044

Development value

\$15M total





GROUNDING DEVELOPMENTS. ELEVATED CONCEPTS.

*Remaining WELL BALANCED
and sensible, we build on this to
ELEVATE every project to the
next level – BREAKING DESIGN
BARRIERS, creating new norms
and delivering a REMARKABLE
EXPERIENCE for our partners.*



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