

# Nicole Chow

Nicole's unique impact in  
the world of property  
development

top asian women in  
international property



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I want others, especially women from ethnic backgrounds and migrant communities, to know they can achieve their dreams despite the odds.

Nicole Chow, Founder UAG



# NICOLE CHOW FOUNDER – UAG

## UAG's Latest Triumph FLAGSTAFF HILL

In the competitive realm of Melbourne's property development, where innovation and distinction are key, Nicole Chow stands out as a trailblazer who has consistently left her mark for nearly three decades. The founder of United Asia Group (UAG), Nicole's exceptional vision and commitment to excellence have not only transformed Melbourne's skyline but also garnered a dedicated following of admirers. In this article, we delve into the remarkable journey of Nicole Chow, a developer who has redefined the meaning of quality and luxury in residential apartment projects.

### A Visionary Entrepreneur's Genesis

Nicole Chow's journey into property development began in her native Georgetown, Penang, and continued to flourish in the vibrant business hub of Singapore. Armed with a unique blend of business acumen and an unwavering passion for design, Nicole embarked on a new chapter when she arrived in Melbourne in 1994. It was in the early '90s, a time when Melbourne's property market was slowly recovering from a slump, that Nicole Chow found her true calling.

### Flagstaff Hill: A Testament to Excellence

UAG's latest triumph, Flagstaff Hill Residences, is a 26-storey tower home to 169 apartments with breathtaking views of Melbourne. Designed in collaboration with Tony Battersby of BCS, this project navigated through the complexities of Melbourne City Council, VCAT, and the challenges posed by the COVID era. Thanks to Nicole's discerning eye and Tony Battersby's architectural prowess, Flagstaff Hill stands as a contemporary masterpiece. Each apartment not only offers spectacular views but also embodies Nicole's and Tony's design philosophy, with generous layouts that surpass the Better Apartment Design Standards (BADS), and thoughtfully crafted living and social spaces throughout the project with a meticulous crafting of each aspect of the project.



The hardworking team at UAG

## The Rise of UAG

From modest beginnings along the picturesque coast of Port Philip Bay to the bustling suburbs of Toorak, Hawthorn, North Melbourne, and beyond, Nicole Chow's UAG has grown into an empire. With a keen eye for desirable locations and a dedication to quality, UAG's portfolio boasts an array of stunning residences and apartment projects that have set new standards in the industry.



UAG Founder, Nicole Chow with husband Tony Battersby (Director BCS, Chairman UAG) at the grand launch of Flagstaff Hill



The layering of the Emblem facade allowed a significant height building to stitch into the neighbourhood of terrace homes and adjacent retail and commercial buildings. A palette of stone, champagne metallic screens and bronze window systems add a prestigious presence to the Glenferrie Road precinct.



# Emblem, Hawthorn



# “NORTH”, NORTH MELBOURNE



North is a twenty-storey tower on Flemington Road within the busy university and health precinct. North comprises 453 apartments and retail shops at ground level, with commercial and medical suites on the podium.



## 881 HIGH STREET, ARMADALE



UAG's new headquarters and apartments on High Street, Armadale, create 70 crafted apartments on this 2000m2 north-facing property adjacent to the shopping precinct. The carved bluestone podium with deep reveals and winter gardens provide a refined architectural presence on High Street. The north side of the property is low-rise with townhouse-style dwellings, a terraced courtyard, and louvre winter gardens. The rooftop swimming pool and garden oasis create a unique Armadale sanctuary for the residents.



## "THE PRECINCT", KENSINGTON



"The Precinct, Kensington comprises 424 inspired, highly liveable residential apartments within an 8 storey building. Four retail tenancies service residents.





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### Innovation in Design

Flagstaff Hill's design goes beyond the ordinary. The building's podium, crafted in bluestone with lush native planting, creates a captivating streetscape. Extensive indoor planting, water-wall features, and rooftop gardens combine to provide a unique and welcoming experience for residents. The top three floors feature a bold cantilever design, providing occupants with a sensation of floating above Melbourne City.





# A Tower That Redefines Sustainability

Flagstaff Hill is designed with sustainability in mind, featuring an extensive solar array over the entire roof parasol, screening the building plant, creating a crafted “fifth facade” and reducing the urban heat island effect with the extensive roof gardens. The solar arrays also offset energy consumption within the project.



Podium Terrace Garden

## Resident's Dining Room



## Resident's Lounge



Remarkable connectivity to Melbourne city: soaring above Flagstaff Gardens





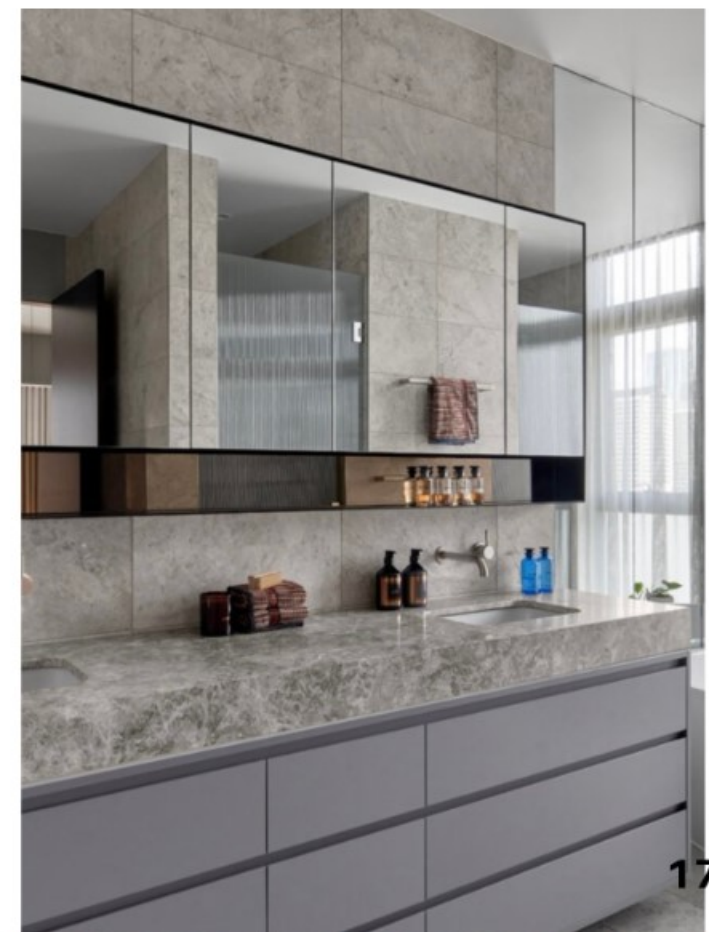
# The Penthouse



# the penthouse



# flagstaff hill residences





## Nicole Chow Founder UAG

A Legacy  
of Excellence

Nicole Chow's journey from Singapore to Melbourne has been marked by a dedication to innovation, a commitment to quality, and a passion for creating homes that go beyond bricks and mortar. UAG's projects have not only redefined luxury living but have also cultivated a devoted following eagerly anticipating each new development. Nicole's interest in fashion and design permeate her developments, and the sophisticated architectural palettes reflect a passion for quality and eye for detail. These project attributes can only be delivered with bold determination, and a skilled approach to balancing the construction cost, the design and the feasibility of every aspect of each project. After successfully completing over 50 projects in Melbourne, this is now ingrained in Nicole as intuition, with each project being cared for as a new family member. The gestation of these projects is usually three to four years, so the choice of site and optimum design is crucial in order to maintain the energy, commitment and guts required to build apartments in Melbourne.

As an outlier in the world of property development, Nicole Chow continues to shape Melbourne's skyline, leaving an indelible mark on the city's built environment.

### Conclusion

Nicole Chow's story is a testament to the power of vision and dedication in the world of property development. Her remarkable journey from Singapore to Melbourne, coupled with her passion for design and innovation, has allowed her to create a legacy that continues to soar. With Flagstaff Hill as the latest jewel in her crown,

Nicole Chow's influence on Melbourne's skyline is destined to endure for generations to come.



## Flagstaff Hill Residences Level 21 Sky Terrace



# Nicole & Chow Philanthropy



In the dynamic interplay between international commerce and philanthropy, few individuals can match the unique journey and unwavering dedication of Nicole Chow. Her story is not just a tale of success but a narrative of resilience, hope, and profound impact.



Nicole's journey began as an immigrant, arriving in Australia as a young Asian woman with a dream. Despite facing discrimination, sexism, and racism, her determination to overcome these hurdles and make a difference grew. As Nicole herself aptly noted, "My journey to success has been marked by overcoming challenges that often seemed insurmountable. I want others, especially women from ethnic backgrounds and migrant communities, to know they can achieve their dreams despite the odds."

As Nicole's influence grew, she saw the opportunity to become a mentor and role model for others like her. She reached out to individuals across diverse fields, sharing her wisdom and providing a guiding light in their journeys. Her ability to build bridges within Australia and internationally has been pivotal in achieving meaningful change.

The world of arts and culture became a significant canvas for Nicole's philanthropic efforts between 2015 and 2020. Her role as a NGV Foundation Board Member in 2015 marked the beginning of her cultural journey. Over the years, she tirelessly worked to raise funds for the NGV Gallery, including her generous support for the Dior Exhibition. Nicole once eloquently stated, "Art has the power to unite and inspire. It transcends boundaries and speaks to the soul."

But Nicole's philanthropy extended far beyond the arts. Her involvement in The Leukemia Project between 2015 and 2018 showcased her deep commitment to improving the lives of those battling blood cancer. Her negotiation skills and personal philanthropy played a crucial role in establishing The House of Hope—a place she described as "more than just bricks and mortar; it symbolises hope and togetherness. My goal was to create a place where families facing the harsh realities of blood cancer could find comfort and support."

Similarly, her support for Vision Australia revealed her vision for a more inclusive future, where the visually impaired could thrive in a holistic centre designed with their needs in mind. Nicole passionately stated, "Vision Australia's work resonates deeply with me. I believe in a world where everyone, regardless of their visual abilities, should have the opportunity to thrive. That's why I'm passionate about supporting their efforts."

Yet, Nicole's philanthropic reach isn't bounded by borders. She ventured into the heart of the Serengeti, Tanzania, to support wildlife conservation. There, she sponsored research on wildlife and provided shelter for girls who were victims of female genital mutilation (FGM) and abuse. Her commitment to preserving the Serengeti's biodiversity and her efforts to mitigate the adverse human impacts on the great wildebeest migration has significantly impacted global conservation. She said, "Nature is our most precious inheritance, and it's our responsibility to protect it."



NICOLE'S PHILANTHROPIC REACH ISN'T BOUNDED BY BORDERS. SHE VENTURED INTO THE HEART OF THE SERENGETI, TANZANIA, TO SUPPORT WILDLIFE CONSERVATION. THERE, SHE SPONSORED RESEARCH ON WILDLIFE AND PROVIDED SHELTER FOR GIRLS WHO WERE VICTIMS OF FEMALE GENITAL MUTILATION (FGM) AND ABUSE.



Nicole's entrepreneurial spirit also deserves recognition. As the Director of UAG (United Asia Group), a highly successful property development business based in Melbourne, she leveraged her business acumen to fund her philanthropic initiatives. Her journey from immigrant to influential businesswoman illustrates the remarkable potential of individuals dedicated to making a difference.

In each endeavour she undertakes, Nicole's boundless determination and generosity of spirit shine through. Her journey from adversity to becoming a catalyst for change in the arts, healthcare, and wildlife conservation exemplifies the transformative power of one individual. Nicole Chow is more than a philanthropist; she is a visionary leader bridging cultures and causes, leaving an indelible mark on the Australian community and the world.

Her life story is a testament to the enduring impact of those who dare to dream and work tirelessly to turn those dreams into reality.



From 2015 to 2020, Nicole played a vital role in supporting arts and culture. She began her cultural journey as an NGV Foundation Board Member and actively raised funds for NGV Gallery, notably contributing to the Dior Exhibition. Her philanthropic efforts left a lasting impact on the artistic world.

