

MEDIA RELEASE

Friday 18 October 2024

LIVE THE AUSSIE DREAM WITH A \$13M GOLD COAST DREAM LIFE

Waking up on Christmas Day with a \$13 million Dream Home Art Union prize under the Christmas tree is proof that even the biggest dreams really could come true.

A new study by global public opinion and data company YouGov*, commissioned by Dream Home Art Union, found that while over four in five (82%) Australians think owning property in Australia is important, only one in seven (14%) think home ownership is still realistic and within reach for all Australians.

But we're a nation of dreamers with nearly two-thirds (65%) of Australians still aspiring for the financial security, stability and space afforded by owning a property.

Interestingly, the study found that the modern "Aussie Dream" has evolved to become so much more than simply owning a desirable house.

More than half (53%) of Australians view the Aussie Dream as achieving a work-life balance in a beautiful location.

Ticking all these boxes is Dream Home Art Union's **\$13M Gold Coast Beach Dream Life**, where one big dreamer walks away with an entire complex of four beachfront apartments, a car, holiday voucher and gold.

Beloved television presenter, vet and host of Channel 7's *Dream Home*, *Dancing With The Stars* and *Once In A Lifetime*, **Dr Chris Brown**, is Ambassador for Australia's largest prize home lottery.

"Owning your own home is truly the Aussie Dream. And it's always more than just a roof over our head," Dr Brown said.

"It's the centrepiece of where memories are made and where our kids (or pets!) grow up. So, when you walk into that space, it should feel like home and a place you want to share with friends and family.

"I'm delighted to be an ambassador for Dream Home Art Union's \$13M Gold Coast Beach Dream Life and help make the Aussie dream a reality, not only for one lucky prize home winner, but for the thousands of veterans and families who directly benefit from the money raised through ticket sales."

Draw 421 is Australia's biggest prize home lottery and includes four waterfront Gold Coast apartments with views across Tallebudgera Creek, a luxurious new BYD Seal Performance electric vehicle, a \$50K Flight Centre voucher and \$100K in gold.

The penthouse even comes with a Christmas tree and gifts valued at \$5000 for a dream start to the festive season.

Dream Home Art Union General Manager Lotteries **Deborah Pescott** said the \$13M Gold Coast Beach Dream Life lottery offered all Australians a chance to turn their dreams into reality.

“Our YouGov research shows more than half of all Australians (53%) think that retiring at an age when they can truly enjoy it best describes the 'Aussie Dream' in today's context,” Ms Pescott said.

“Winning four luxury Gold Coast apartments and having the freedom to move in, rent or sell means you could retire early and live out all your dreams.

“The great part of this dream is that each ticket sold in a Dream Home Art Union helps RSL Queensland support veterans and their families.”

The waterfront complex features a security system and undercover parking, and all four apartments are elegantly designed, furnished with over **\$419,000** worth of premium furniture and appliances, and styled by Villa Styling's acclaimed **Louise Roche**.

Louise said her vision for the apartments was to reflect the beauty of the surroundings while allowing the fortunate winners to indulge in luxury living.

“Every space is thoughtfully designed to evoke a sense of wonder and escapism.”

"Thoughtful design goes beyond aesthetics; it's about functionality and comfort.

The little touches, like exquisite lighting and curated furniture, elevate everyday living into something extraordinary.”

Tickets are only **\$10** and are on sale now until 8pm (AEST) Wednesday 18 December 2024 and Drawn: 10am (AEST) Monday 23 December 2024 meaning the winner can wake up on Christmas morning in their luxurious new life.

Dream Home Art Union, formerly RSL Art Union, has proudly supported RSL Queensland since 1956 and it's fitting the \$13M Gold Coast Dream Life lottery is the first under its new name.

For more information and to purchase tickets, visit dreamhomeartunion.com.au

**All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1053 adults. Fieldwork was undertaken between 26th – 30th September 2024. The survey was carried out online. The figures have been weighted and are representative of all Australian adults (aged 18+).*

Dream Home Art Union Draw 421 | \$13,027,497 | Tickets \$10 | Close: 8pm (AEST) Wed 18 Dec 2024 | Drawn: 10am (AEST) Mon 23 Dec 2024 | T&Cs apply

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About Dream Home Art Union

RSL Art Union brings new beginnings to our winners, and our veterans and families. Now, our name is returning to its beginnings. More than a prize home, it's a Dream Home Art Union, proudly RSL Queensland since 1956.

Media Contacts

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