

**SE** Lists  
**HD** 25 Bob Ell  
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**LP**

Rich 200 2014

Bob Ell founded **property** development **company** Leda **Group** in 1976. It focused on Sydney's industrial **property** market before branching out into **commercial** and retail **property** developments. Success in Sydney led to larger projects in Queensland and Canberra. The **company** owns and manages several Queensland shopping centres, including Ipswich Riverlink, Morayfield and Victoria Point Shopping Centre. It also has a 50 per cent share in Tuggeranong Hyperdome in the ACT. Ell's wealth increased this year after the **sale** of some key properties. **Chinese** investor Bridgehill paid \$80 million for an office tower in Milsons Point and Singapore-based Far East Organisation bought the Clocktower Square in The Rocks, for \$72 million (Leda owned 50 per cent). Ell spent \$30 million on a house in Bellevue Hill, which was a new record for a non-waterfront **property** in this suburb .

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