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The Block Secures Mount Eliza Property for 2026 Season

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The popular Australian reality TV series *The Block* has quietly acquired a large coastal property in Mount Eliza, signalling a high-end setting for its 2026 season.

Industry sources have confirmed that the 1.35-hectare site at 109 Old Mornington Road recently changed hands for close to \$11 million. The property was previously owned by former racing driver Rusty French, who bought it for \$2.8 million in 2007 and had been seeking a buyer since 2016. The sale came after a lengthy negotiation process, according to property records.

The land was originally approved for subdivision into ten lots, with plans featuring homes designed with pools, rammed earth walls, and other premium finishes that take advantage of the location's scenic water views. Six of these blocks have already been sold, with *The Block* understood to have acquired them. The remaining four lots are currently listed for sale at \$12.5 million, with an expressions of interest campaign set to close on September 4.

Residents recently reported sightings of production staff associated with the show, including members of Nine's long-term builder team known as Nine in Six. Such activity is consistent with previous years when *The Block* prepared for filming in new locations.

It is believed the production company has arranged short-term leases on the unsold lots to serve as construction and support spaces during the build phase. Real estate agents from Kay & Burton have highlighted the property's proximity to the beach, Mount Eliza Village, local schools, walking trails, and public transport.

The sale also involved Stavros Ambatzidis, a director at O'Brien Real Estate, who has been linked to previous *The Block* auctions, including the 2024 Phillip Island season.

This transaction is among several notable developments in the Mornington Peninsula region. According to Michael Sier, a buyer's advocate based in the peninsula, there is a growing market for properties bought in the \$1.5 million to \$2 million range and redeveloped into luxury homes valued at \$4 million to \$5 million. However, he declined to speculate on *The Block*'s specific pricing or development plans.

With this acquisition, *The Block* appears poised to deliver a luxurious coastal experience for viewers next year, continuing its tradition of transforming sought-after Australian locations.