



PROPERTY FACTSHEET

WHITSUNDAY COAST
3RD QUARTER 2015





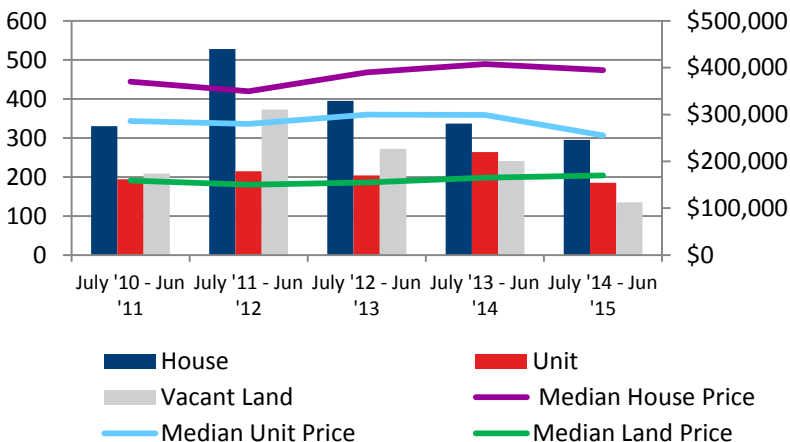
MARKET CONDITIONS

Property markets in Airlie Beach, Cannonvale, Jubilee Pocket, and Cannon Valley have demonstrated subdued growth between July 2014 - June 2015; due to conservative participation of local buyers and the slight lull in commencement of residential projects providing new fresh supply.

Houses recorded an average price growth of 1.7%*, sitting at \$544,000. For units average growth is -9.3%*, sitting at \$269,000*. In Cannon Valley vacant land market is flourishing, recording 14.7% growth at a median price of \$218,000. Investors will do well in Whitsundays, with an average rental yield of 4.6%* for houses and 6.2%* for units. A stable rental trend indicate an average rental price of \$421* for houses and \$260* for units

In the four main suburbs, average days on market for sales declined by 44%* over the past 4 quarters, sitting at an average of 44 days. Average vendor discounting has decreased, with an average for the four suburbs of -4.9%* for houses and -6.5%* for units. A declining trend in days on market and vendor discount suggest the market is slowly turning into a seller's market, possibly due to lack of current supply.

WHITSUNDAY REGION GROWTH



OVERVIEW

The Whitsundays, right in the heart of the Great Barrier Reef, is made up of 74 Islands. It is a popular tourist destination for travelers to Queensland and the Great Barrier Reef with the area being one of the most popular yachting destinations in the Southern Hemisphere.

KEY MARKET INDICATORS

Change from Last	Year	Half Year
House Sales	↓	↓
House Median	↑	↑
House Rents	↑	↓
Unit Sales	↓	↓
Unit Median	↓	↓
Unit Rent	↓	↑

FUTURE DEVELOPMENTS

Project development in Whitsunday Regional for second half 2015 is valued at approx. \$528M. The focus is on mixed use development and infrastructure improvement which serve to support its establishment as an economic hub.

China Town Development located at 45-71 Waterson Way is proposed to include tourism based mixed use development that combines a hotel, short term accommodation, retail and restaurants. It is valued at \$300million and is set to commence in late 2015.



Source: Cordell Database, APM Pricerfinder, Real Estate Institute of Australia, Whitsunday Regional Council

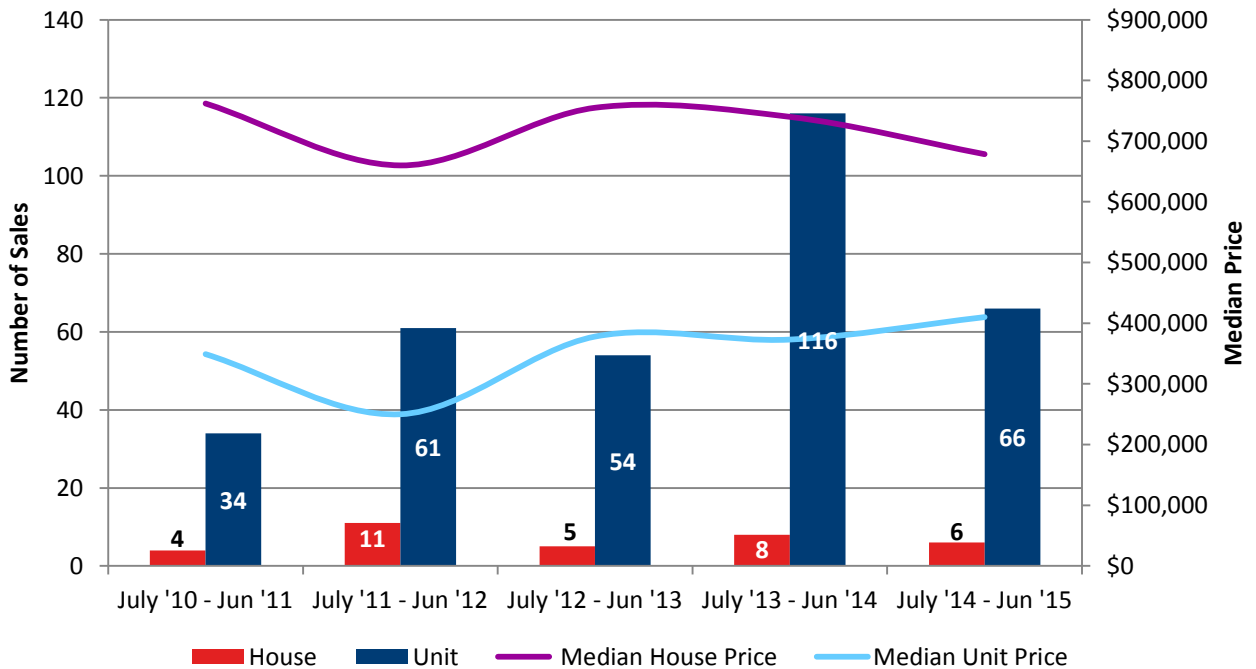
* Denotes the average figures of four suburbs: Airlie Beach, Cannonvale, Jubilee Pocket and Cannon Valley

MARKET COMPARISON 10 YEARS TO JUN 2015

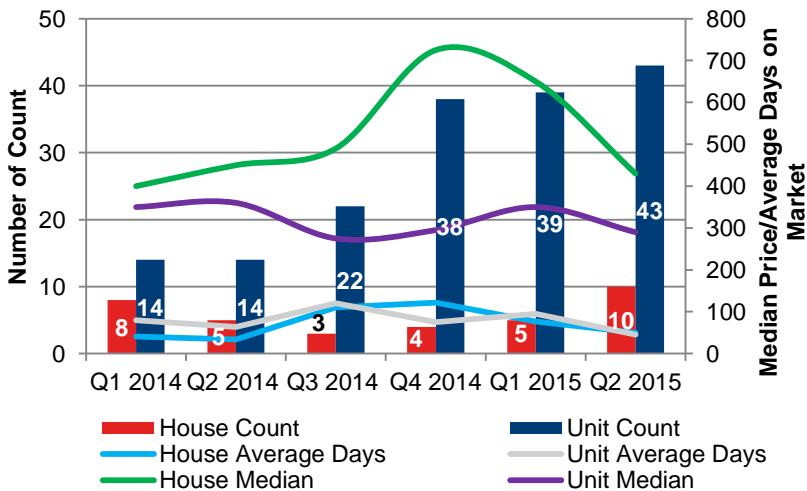
Period	Airlie Beach				Cannonvale				Jubilee Pocket				Cannon Valley			
	House		Unit		House		Unit		House		Unit		House		Vacant Land	
	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price
July '05 – Jun '06	10	\$760,000	71	\$455,000	112	\$424,000	216	\$293,000	49	\$370,000	29	\$324,000	6	\$532,000	12	\$244,000
July'06 – Jun '07	12	\$1.1m	130	\$561,000	116	\$463,000	264	\$335,000	44	\$422,000	34	\$287,000	11	\$642,000	18	\$251,000
July '07 – Jun '08	15	\$830,000	113	\$595,000	81	\$480,000	173	\$350,000	41	\$450,000	19	\$375,000	10	\$700,000	8	\$277,000
July'08 – Jun '09	5	\$800,000	56	\$521,000	70	\$480,000	102	\$304,000	41	\$445,000	20	\$327,000	7	\$790,000	10	\$230,000
July'09 – Jun '10	7	\$850,000	50	\$410,000	75	\$450,000	126	\$342,000	24	\$424,000	26	\$247,000	9	\$635,000	19	\$170,000
July'10 – Jun '11	4	\$762,000	34	\$349,000	67	\$440,000	87	\$305,000	31	\$410,000	17	\$182,000	5	\$515,000	20	\$160,000
July'11 – Jun '12	11	\$660,000	61	\$250,000	67	\$435,000	69	\$270,000	35	\$420,000	7	\$285,000	19	\$540,000	16	\$141,000
July '12 – Jun '13	5	\$755,000	54	\$378,000	86	\$419,000	78	\$265,000	31	\$438,000	12	\$208,000	14	\$466,000	49	\$154,000
July'13 – Jun '14	8	\$740,000	116	\$373,000	79	\$450,000	73	\$265,000	25	\$402,000	15	\$220,000	13	\$556,000	31	\$190,000
July'14 – Jun '15	6	\$678,500	66	\$410,000	80	\$434,250	43	\$240,000	15	\$395,000	27	\$157,000	12	\$667,500	12	\$218,000

Woodwork																	Strathdiekie								Sugarloaf								Riordanvale							
House				Vacant Land				House				Vacant Land				House				Vacant Land				House				Vacant Land												
Period	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price												
July '05 – Jun '06	5	\$420,000	11	\$180,000	16	\$446,000	14	\$153,000	3	\$400,000	2	\$308,000	4	\$514,000	2	\$258,000																								
July '06 – Jun '07	10	\$630,000	17	\$249,000	17	\$440,000	19	\$274,000	9	\$520,000	0	N/A	5	\$580,000	3	\$280,000																								
July '07 – Jun '08	5	\$730,000	15	\$250,000	12	\$524,000	8	\$282,000	2	\$632,000	4	\$336,000	3	\$540,000	4	\$276,000																								
July '08 – Jun '09	6	\$496,000	10	\$205,000	13	\$460,000	6	\$318,000	5	\$550,000	3	\$300,000	1	\$775,000	1	\$530,000																								
July '09 – Jun '10	6	\$548,000	7	\$242,000	8	\$575,000	5	\$315,000	4	\$436,000	0	N/A	2	\$742,000	2	\$283,000																								
July '10 – Jun '11	7	\$500,000	6	\$215,000	6	\$539,000	3	\$250,000	1	\$545,000	0	N/A	3	\$520,000	3	\$300,000																								
July '11 – Jun '12	8	\$458,000	6	\$212,000	8	\$480,000	3	\$265,000	4	\$475,000	1	\$180,000	5	\$545,000	5	\$245,000																								
July '12 – Jun '13	9	\$510,000	13	\$160,000	7	\$430,000	3	\$235,000	0	-	2	\$262,000	8	\$460,000	4	\$248,000																								
July '13 – Jun '14	9	\$460,000	8	\$180,000	12	\$475,000	5	\$270,000	5	\$455,000	1	\$188,000	5	\$440,000	7	\$258,000																								
July '14 – Jun '15	7	\$432,000	3	\$189,000	9	\$520,000	7	\$210,000	5	\$382,000	9	\$299,250	3	\$620,000	8	\$200,000																								

SALES MARKET



RENTAL MARKET



KEY MARKET INDICATORS

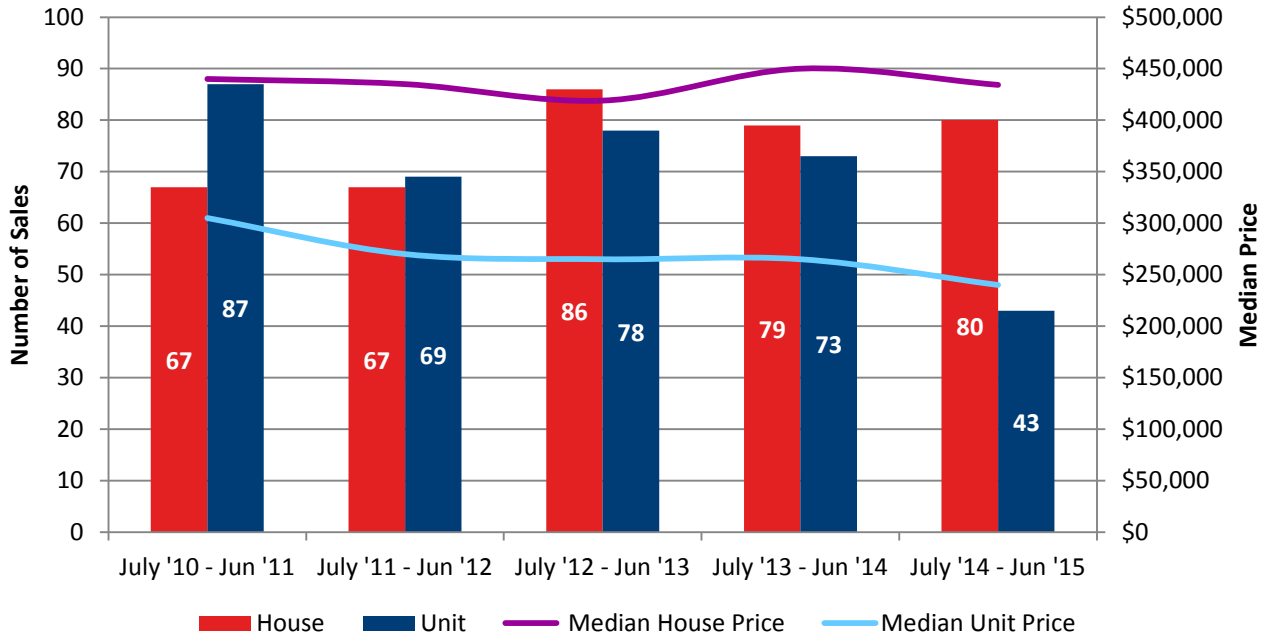
Change from Last	Year	Half Year
House sales	↓	↔
House median	↓	↑
House rents	↑	↓
Unit sales	↓	↓
Unit median	↑	↑
Unit rents	↓	↑



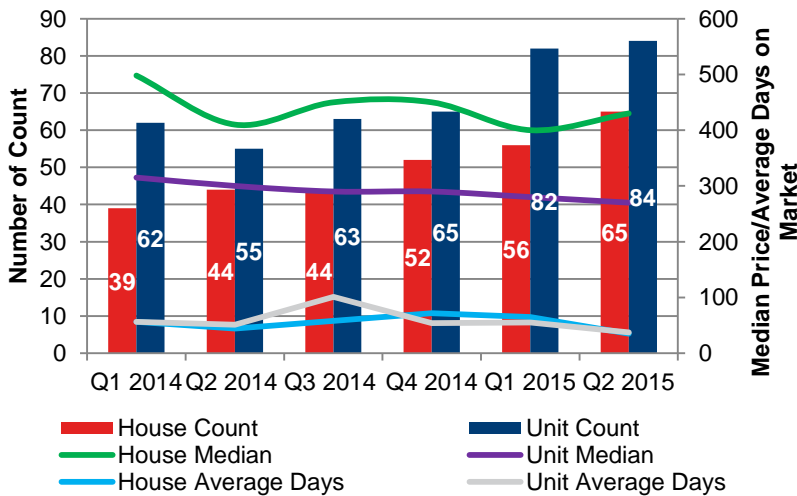
*Note: Median and Average day on the market line graph correspond to the Price and Day on Market Y axis. Average day on market is an approximate only
Source: Whitsunday Regional Council, RealEstate.com.au, APM Pricerfinder, Real Estate Institute of Queensland

Key Suburb Facts	Q2 2015	House	Units
Median Sale Price		\$678,500	\$410,000
Annual Median Price Growth		-8.3%	+9.9%
Average Days on Market (Sales)		N/A	25
% Change between First Listed and Sold Price		N/A	-2.7%
Rental Yield		4.4%	4.2%
Median Rent		\$430	\$270

SALES MARKET



RENTAL MARKET



KEY MARKET INDICATORS

Change from Last	Year	Half Year
House sales	↑	↓
House median	↓	↑
House rents	↑	↑
Unit sales	↓	↓
Unit median	↓	↑
Unit rents	↓	↓



*Note: Median and Average day on the market line graph correspond to the Price and Day on Market Y axis. Average day on market is an approximate only
Source: Whitsunday Regional Council, RealEstate.com.au, APM Pricerfinder, Real Estate Institute of Queensland

Key Suburb Facts Q2 2015	House	Units
Median Sale Price	\$434,250	\$240,000
Annual Median Price Growth	-3.5%	-9.4%
Average Days on Market (Sales)	44	61
% Change between First Listed and Sold Price	-7.0%	-10.3%
Rental Yield	5.1%	6.1%
Median Rent	\$430	\$270

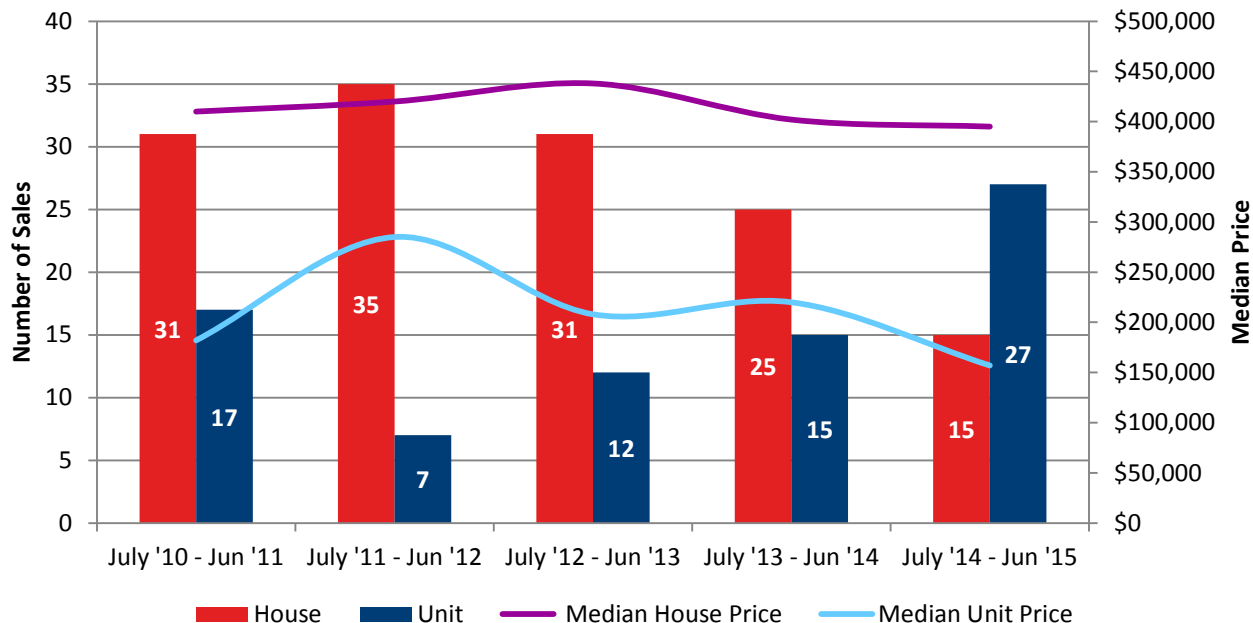


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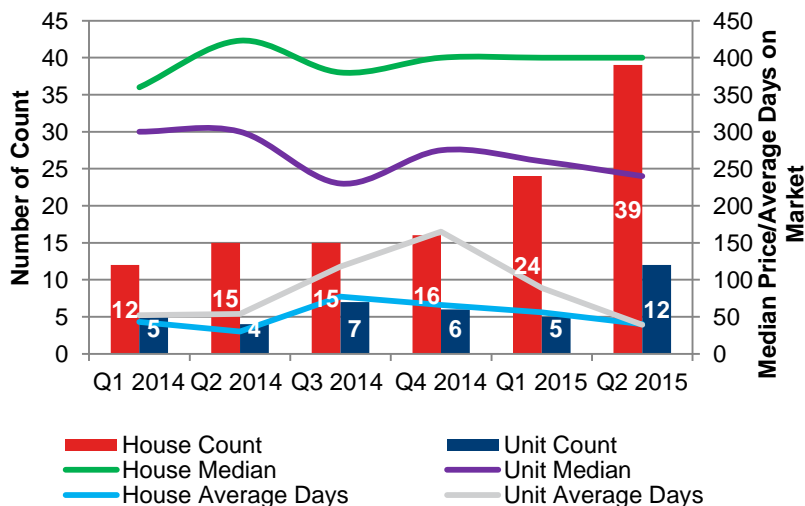
JUBILEE POCKET

PRD nationwide
RESEARCH

SALES MARKET



RENTAL MARKET



KEY MARKET INDICATORS

Change from Last	Year	Half Year
House sales	↓	↑
House median	↓	↑
House rents	↑	↑
Unit sales	↑	↓
Unit median	↓	↑
Unit rents	↓	↔



*Note: Median and Average day on the market line graph correspond to the Price and Day on Market Y axis. Average day on market is an approximate only
Source: Whitsunday Regional Council, RealEstate.com.au, APM Pricerfinder, Real Estate Institute of Queensland

Key Suburb Facts Q2 2015		House	Units
Median Sale Price		\$395,000	\$157,000
Annual Median Price Growth		-1.7%	-28.6%
Average Days on Market (Sales)		55	N/A
% Change between First Listed and Sold Price		-6.8%	N/A
Rental Yield		5.2%	8.3%
Median Rent		\$400	\$240

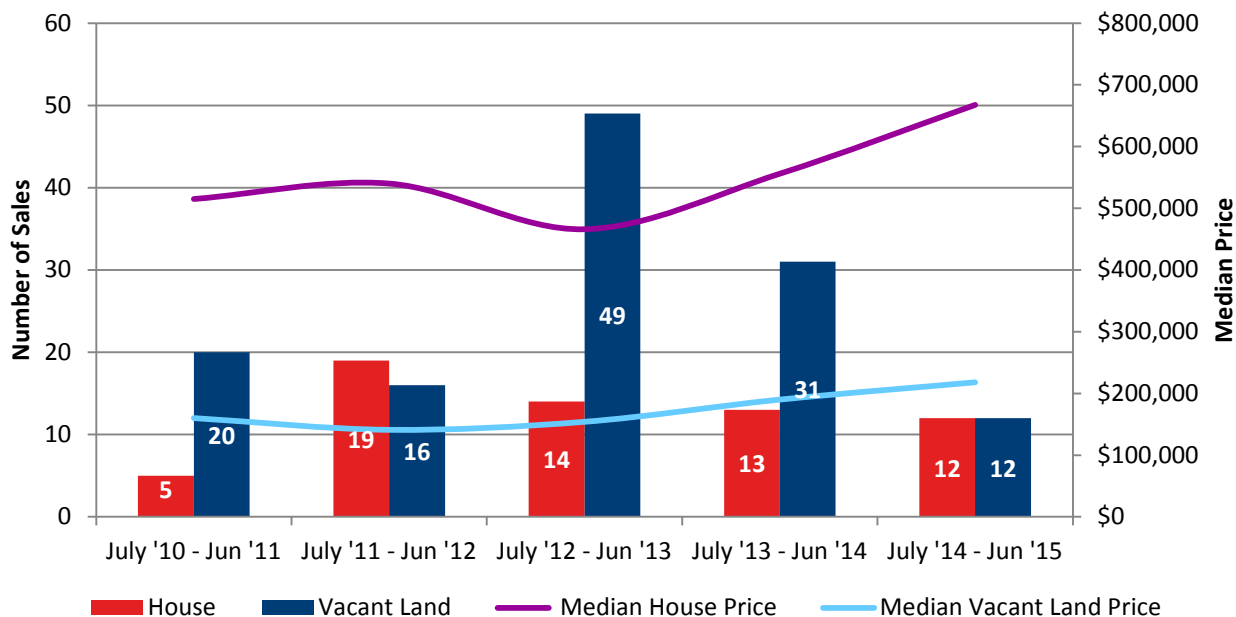


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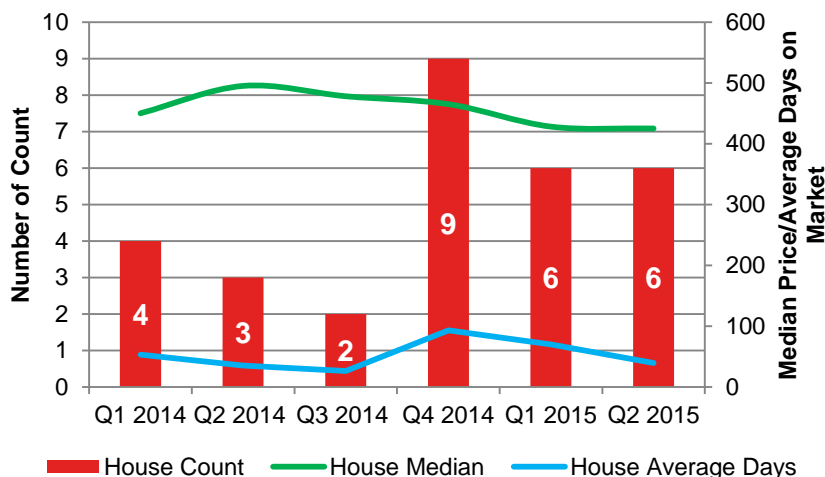
CANNON VALLEY

PRD nationwide
RESEARCH

SALES MARKET



RENTAL MARKET*



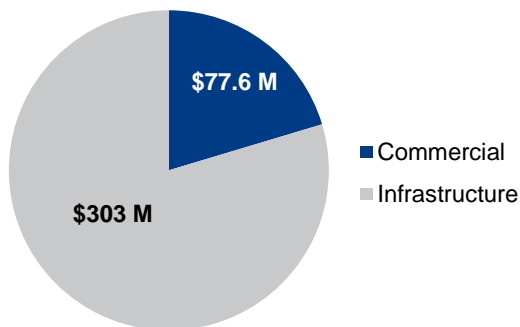
KEY MARKET INDICATORS

Change from Last	Year	Half Year
House sales	↓	↓
House median	↓	↓
House rents	↑	↓
Land sales	↓	↓
Land median	↑	↔
Unit rents	N/A	N/A



*Note: Median and Average day on the market line graph correspond to the Price and Day on Market Y axis. Average day on market is an approximate only
Source: Whitsunday Regional Council, RealEstate.com.au, APM Pricefinder, Real Estate Institute of Queensland

Key Suburb Facts Q2 2015	House	Land
Median Sale Price	\$667,500	\$218,000
Annual Median Price Growth	20.1%	14.7%
Average Days on Market (Sales)	37	N/A
% Change between First Listed and Sold Price	-1.0%	N/A
Rental Yield	3.5%	N/A
Median Rent	\$425	N/A



“With nearly \$500 Million worth of Commercial and Infrastructure development commencing around Airlie Beach and Proserpine, economic activity and local jobs will bloom around the Whitsunday Region; ensuring future investment value”

Disclaimer:

Estimated value is the value of land and/or construction costs provided by relevant data authority, it does not reflect the project's sale/commercial value

Source: Cordell Database, PRDNationwide, ESRI, HERE, DeLorme, OpenStreetMap, Queensland Department of Natural Resources and Mines, Whitsunday Regional Council

ABOUT PRDnationwide RESEARCH

PRDnationwide's research division provides reliable, unbiased, and authoritative property research and consultancy to clients in metro and regional locations across Australia

Our extensive research capability and specialised approach ensures our clients can make the most informed and financially sound decisions about residential and commercial properties.

OUR KNOWLEDGE

Access to accurate and objective research is the foundation of all good property decisions

As the first and only truly knowledge based property services company, PRDnationwide shares experience and knowledge to deliver innovative and effective solutions to our clients.

We have a unique approach that integrates people, experience, systems and technology to create meaningful business connections. We focus on understanding new issues impacting the property industry; such as the environment and sustainability, the economy, demographic and psychographic shifts, commercial and residential design; and forecast future implications around such issues based on historical data and fact.

OUR PEOPLE

Our research team is made up of highly qualified researchers who focus solely on property analysis

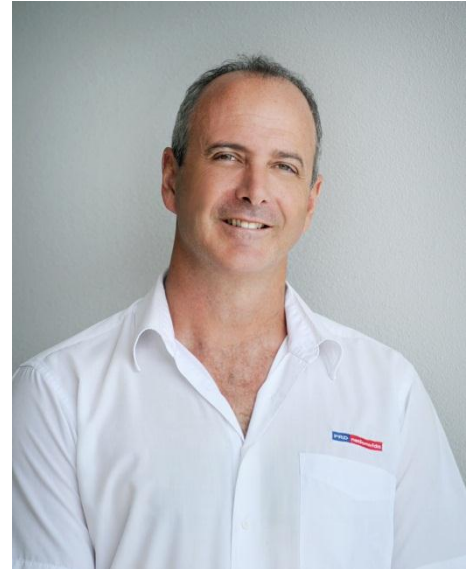
Skilled in deriving macro and micro quantitative information from multiple credible sources, we partner with clients to provide strategic advice and direction regarding property and market performance. We have the added advantage of sourcing valuable and factual qualitative market research in order to ensure our solutions are the most well considered and financially viable.

Our experts are highly sought after consultants for both corporate and government bodies and their advice has helped steer the direction of a number of property developments and secured successful outcomes for our clients.

OUR SERVICES

Our research services span over every suburb, LGA, and state within Australia; captured in a variety of standard and customized products

We have the ability and systems to monitor market movements, demographic changes and property trends. We use our knowledge of market sizes, price structure and buyer profiles to identify opportunities for clients and provide market knowledge that is unbiased, thorough and reliable.



OUR SERVICES INCLUDE:

- Advisory and consultancy
- Market Analysis including profiling and trends
- Primary qualitative and quantitative research
- Demographic and target market Analysis
- Geographic information mapping
- Project Analysis including product and pricing recommendations
- Rental and investment return analysis

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