



**Whitsunday**

Property Factsheet

1st Half 2017





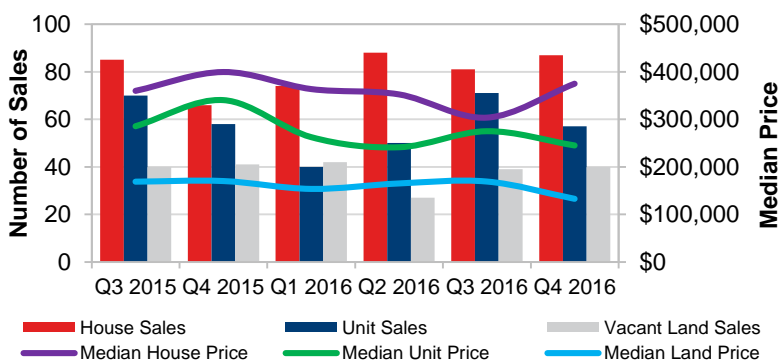
## MARKET CONDITIONS

The Whitsundays\* house market has outperformed the greater Whitsunday region with a median house price of \$516,650 and an annual growth of 23%. This indicates Whitsundays\*\* houses as a sought after property option for buyers and investors. The unit market has performed similar, however with a median price of \$245,000 this represents tremendous value particularly taking into account the rental yield of 5.9%. Stock levels have tightened significantly over the past six months with most sections now at approx. six-month supply - consequently we would expect average days on market and average vendor discounting to decline this quarter and to see a small strengthening in pricing.

Over the past three quarters to Q4 2016 average vendor discounting has tightened for units to -2.5%; while it has widened to -8.5% for houses. This indicates a more competitive unit market, with buyers purchasing close to the first asking price. There is more room for negotiation in house prices, signaling an ideal time for first home buyers.

In Q4 2016 sales average days on market for houses and units were at 118 day and 85 days, indicating that units were sold faster. Average days on market for rental properties remained stable over the same period, sitting at 32 days (houses) and 31 days (units) in Q4 2016. With current median rent of \$410 for houses and \$280 for units, and rental yields of 4.1% and 5.9% respectively; the Whitsundays\* rental market provides a conducive environment for positive investment returns.

## WHITSUNDAY REGION GROWTH



## OVERVIEW

Located in close proximity to the Great Barrier Reef, Whitsunday is a popular holiday destination. It is famous for its stunning beaches, one of a kind sailing experience, natural attractions and iconic resorts. Its predominant demographic is couples with no children and families with children under 15 years old.

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

## FUTURE DEVELOPMENTS

In addition to the substantial upgrade and redevelopment works planned on the Whitsunday Islands (Daydream Resort renovation, South Mole and Lindeman redevelopment) the first half of 2017 will see developers recognising the shortage of residential land and providing more stock to the market. Cannonvale will see the development of 202 Parkers Road which has sold off the plan, lot 87 Hidden Court (30% sold off the plan) and stage 6b Whitsunday Lakes. Airlie beach will benefit from One Airlie commencing (12 lot waterfront estate) and the Whitsundays' newest suburb, Funnel Bay will see the completion of stage 1a (The Beaches, 14 waterfront lots) and the commencement of 1b - Beach Hut Lane and stage 2 - 7 large englobo development sites, planning approval is already under way for two of these proposed site, a 9 lot Seaview residential land development and 32 apartments, 4 house sites and a small commercial precinct which will service the suburb.

\*Whitsundays market data and key indicators encapsulates aggregate property market conditions in the following suburbs: Airlie Beach, Cannonvale, Jubilee Pocket and Cannon Valley. Source: APM PriceFinder, Cordell Database, realestate.com.au, Real Estate Institute of Queensland, Whitsunday Regional Council.

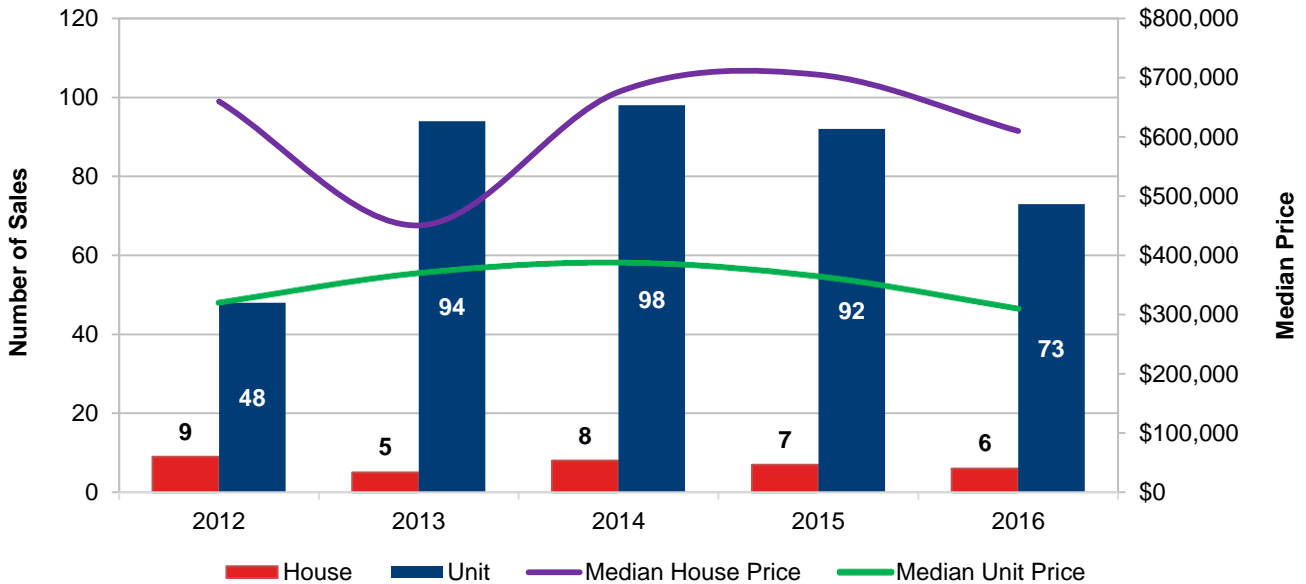
## MARKET COMPARISON ANNUALLY

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
2007	10	\$942,500	127	\$590,000	100	\$468,500	255	\$345,000	51	\$450,000	29	\$299,000	13	\$670,000	23	\$259,000
2008	13	\$800,000	62	\$560,000	70	\$487,000	91	\$341,000	31	\$456,000	15	\$320,000	7	\$835,000	9	\$275,000
2009	6	\$850,000	64	\$410,250	87	\$459,575	120	\$314,250	37	\$435,000	30	\$327,000	9	\$770,000	12	\$242,000
2010	5	\$760,000	34	\$399,000	62	\$442,500	121	\$345,000	25	\$417,000	17	\$100,000	6	\$677,500	25	\$165,000
2011	7	\$700,000	46	\$332,500	67	\$428,500	65	\$275,000	29	\$390,000	10	\$216,500	9	\$650,000	6	\$235,000
2012	9	\$735,000	48	\$321,250	70	\$438,975	82	\$272,500	38	\$432,500	11	\$220,000	18	\$472,250	42	\$152,000
2013	5	\$450,500	94	\$370,500	80	\$445,000	69	\$265,000	23	\$385,000	9	\$220,000	12	\$481,250	30	\$154,000
2014	8	\$676,000	98	\$388,000	85	\$449,000	63	\$265,000	22	\$382,000	34	\$161,000	14	\$715,000	26	\$232,500
2015	7	\$705,000	92	\$365,000	71	\$429,700	71	\$269,000	21	\$377,000	23	\$155,000	22	\$470,000	20	\$204,450
2016	6	\$610,000	73	\$311,250	61	\$447,500	88	\$247,950	27	\$357,250	29	\$153,000	12	\$523,250	17	\$195,000

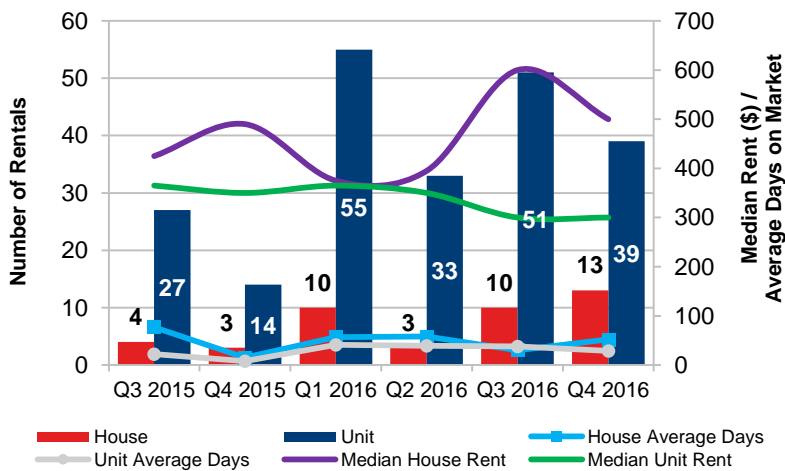
Period	Woodwark				Strathdickie				Sugarloaf				Riordanvale			
	House		Vacant Land		House		Vacant Land		House		Vacant Land		House	Vacant Land		
	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price
2007	7	\$875,000	12	\$231,000	16	\$520,000	15	\$260,000	4	\$550,000	3	\$372,500	5	\$580,000	5	\$282,500
2008	3	\$497,500	9	\$220,000	16	\$468,500	11	\$325,000	4	\$667,750	3	\$300,000	4	\$635,000	2	\$269,000
2009	4	\$514,500	10	\$226,000	6	\$575,000	1	\$230,000	2	\$554,000	1	\$382,500	4	\$450,000	3	\$286,000
2010	9	\$500,000	1	\$132,500	7	\$518,250	4	\$339,500	0	-	0	-	4	\$667,500	2	\$331,250
2011	10	\$460,000	6	\$200,000	5	\$625,000	6	\$257,500	2	\$625,000	0	-	5	\$475,000	2	\$262,500
2012	10	\$473,000	4	\$212,500	11	\$495,000	4	\$230,000	3	\$410,000	4	\$241,500	7	\$470,000	5	\$250,000
2013	7	\$464,000	9	\$161,000	13	\$500,000	5	\$270,000	2	\$542,500	1	\$187,500	6	\$430,000	8	\$251,750
2014	12	\$508,000	5	\$190,000	8	\$472,500	5	\$190,000	5	\$495,000	1	\$360,000	5	\$600,000	3	\$275,000
2015	7	\$475,500	11	\$180,000	14	\$450,000	5	\$210,000	2	\$263,500	1	\$238,500	4	\$588,000	2	\$175,000
2016	8	\$415,000	9	\$192,000	15	\$360,000	6	\$230,000	1	\$420,000	2	\$217,500	2	\$582,500	0	-



## SALES AND MEDIAN PRICE\*



## RENTAL AND MEDIAN RENT\*



### KEY MARKET INDICATORS

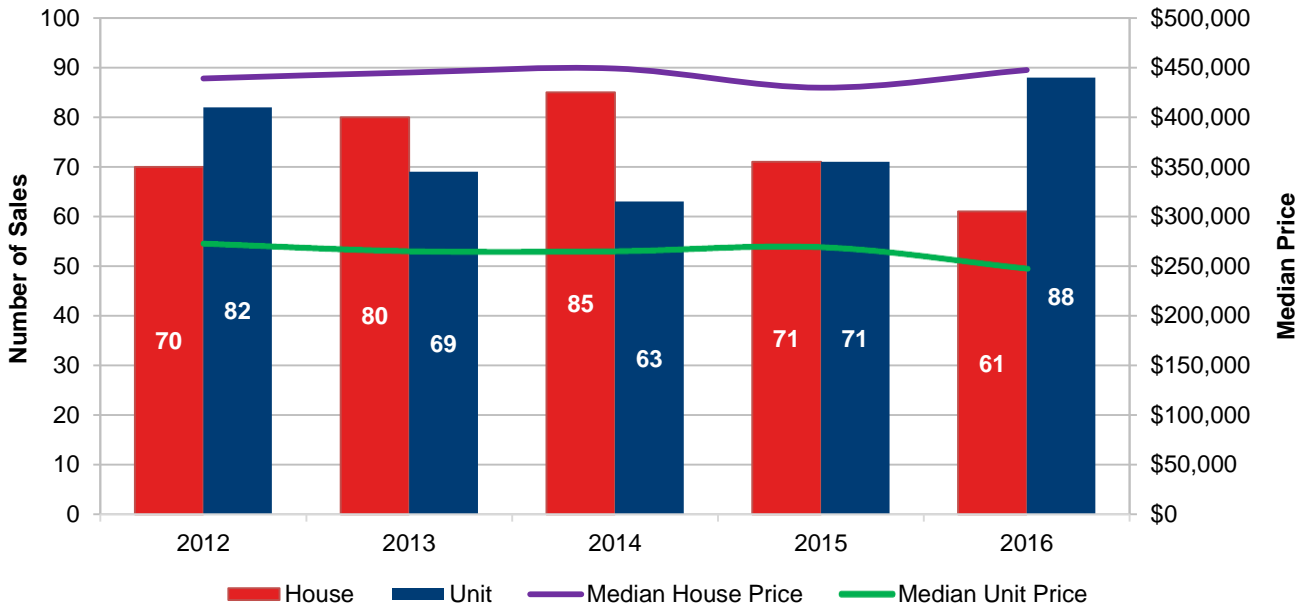
Change from Last	Year	Half Year
House Sales	↓	↔
House Median Price	↓	↑
House Median Rent	↓	↑
Unit Sales	↓	↑
Unit Median Price	↓	↓
Unit Median Rent	↓	↓

Key Suburb Facts 2016	House	Units
Median Sale Price	\$610,000	\$311,250
Median Price Change (Annual)	-13.5%	-14.7%
Average Days on Market (Sales)	41	92
% Change between First Listed and Sold Price	-2.0%	-3.3%
Median Rent (p/w)	\$500	\$330
Rental Yield	+4.3%	+5.5%

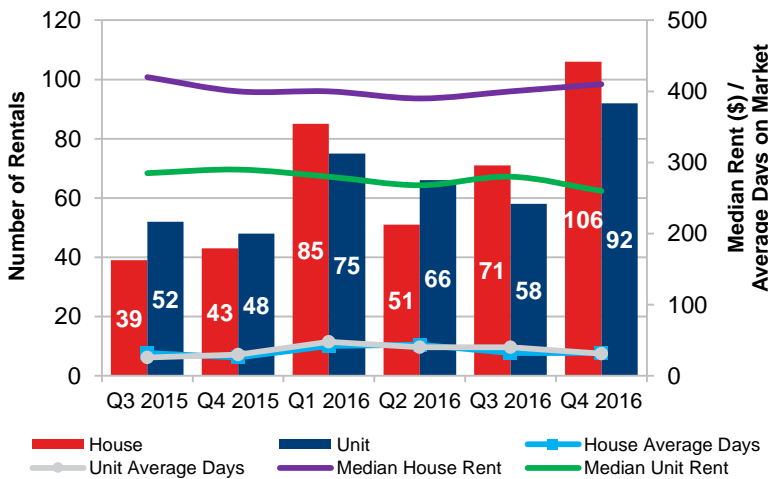


\*The median price, median rent and average days on market for time periods with less than 20 transactions is indicative only.  
Source: APM PriceFinder.

## SALES AND MEDIAN PRICE



## RENTAL AND MEDIAN RENT



### KEY MARKET INDICATORS

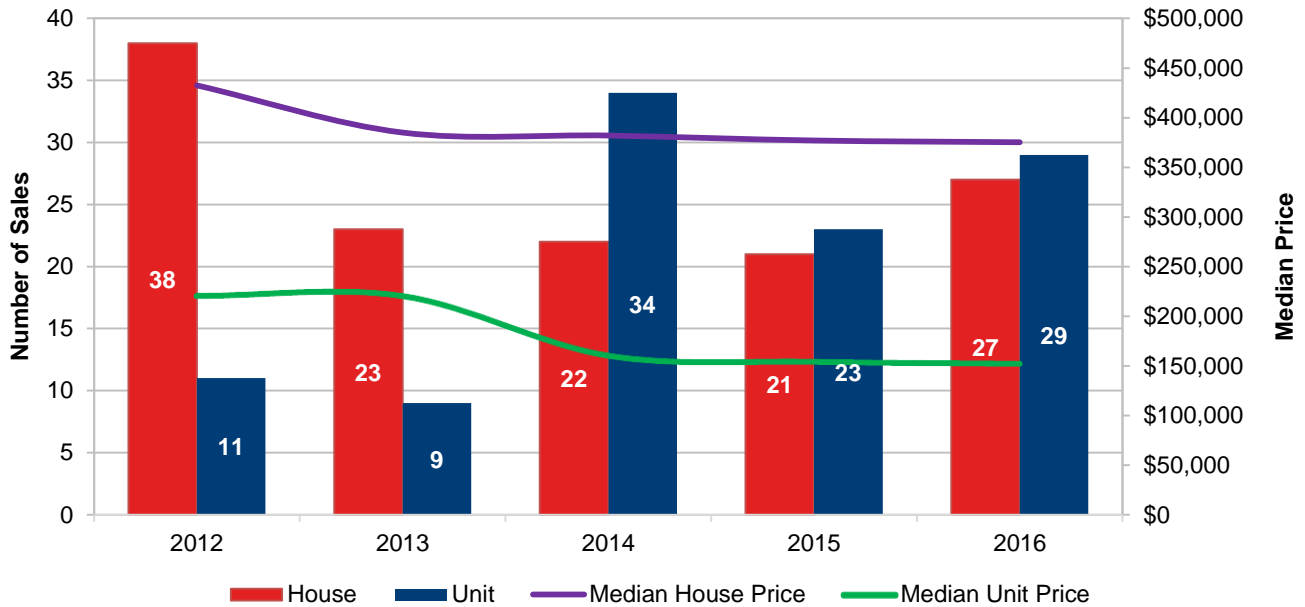
	Change from Last Year	Year	Half Year
House Sales	↓	↓	↓
House Median Price	↑	↑	↑
House Median Rent	↓	↔	↔
Unit Sales	↑	↑	↑
Unit Median Price	↓	↓	↓
Unit Median Rent	↓	↓	↓

Key Suburb Facts 2016	House	Units
Median Sale Price	\$447,500	\$247,950
Median Price Change (Annual)	+4.1%	-7.8%
Average Days on Market (Sales)	113	98
% Change between First Listed and Sold Price	-6.2%	-7.2%
Median Rent (p/w)	\$400	\$270
Rental Yield	+4.6%	+5.7%

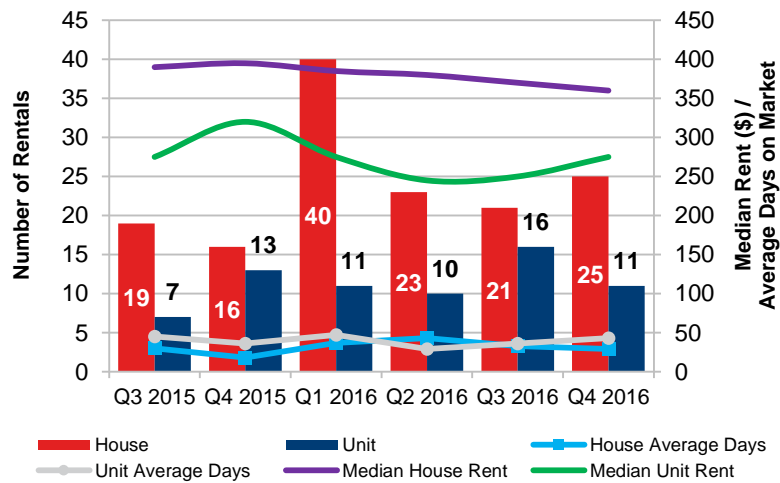


Source: APM PriceFinder.

## SALES AND MEDIAN PRICE\*



## RENTAL AND MEDIAN RENT\*



KEY MARKET INDICATORS		
Change from Last	Year	Half Year
House Sales	↑	↑
House Median Price	↔	↓
House Median Rent	↔	↓
Unit Sales	↑	↓
Unit Median Price	↔	↑
Unit Median Rent	↓	↔

Key Suburb Facts 2016	House	Units
Median Sale Price	\$375,250	\$153,000
Median Price Change (Annual)	-0.5%	-1.3%
Average Days on Market (Sales)	146	62
% Change between First Listed and Sold Price	-8.2%	-3.9%
Median Rent (p/w)	\$380	\$260
Rental Yield	+5.3%	+8.8%



\*The median price, median rent and average days on market for time periods with less than 20 transactions is indicative only.  
Source: APM PriceFinder.

## 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

**Christie Leet, Principal  
PRDnationwide Whitsunday**

1/230 Shute Harbour Road  
Cannonvale QLD 4802  
Australia

T +61 7 4946 2000  
F +61 7 4946 6676  
M +61 407 775 488  
E [christieleet@prd.com.au](mailto:christieleet@prd.com.au)  
[www.prd.com.au/whitsunday](http://www.prd.com.au/whitsunday)

# *Sell Smarter!*

40 Years of Leading  
Property Industry Research

**Contact us:**

PRDnationwide Corporate Head Office

**P** +61 7 3229 3344

**E** [info@prd.com.au](mailto:info@prd.com.au)

**Address:**

GPO Box 2750

Brisbane QLD 4001

[www.prdnationwide.com.au](http://www.prdnationwide.com.au)



YOUR HOME OF  
**PROPERTY  
KNOWLEDGE**

