



Whitsunday
Property Factsheet
2nd Half 2018





MARKET CONDITIONS

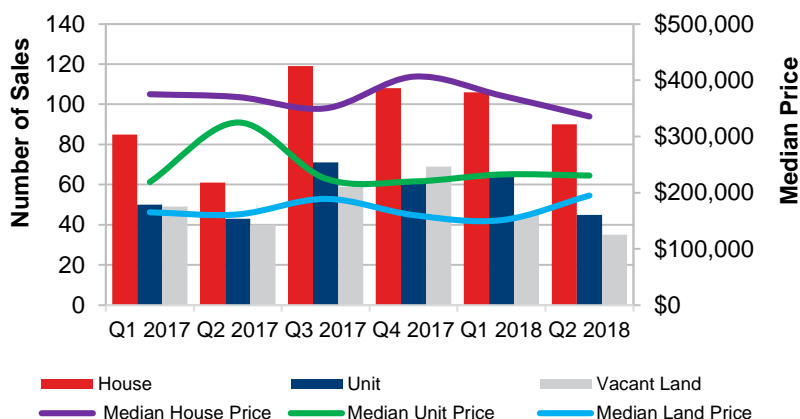
The Whitsundays* property market recorded a median house price of \$412,500 and \$231,000 for units in Q2 2018, representing an annual (Q2 2017-Q2 2018) price change of -0.6% and -28.9% respectively. Compared to the 1st half of 2018, which reported a house and unit median price annual change of 8.3% and -24.1% respectively (Q4 2016-Q4 2017); properties in the Whitsundays* have become more affordable.

Over the same period of time (Q2 2017-Q2 2018), median house prices in The Whitsunday Shire Local Government Area (LGA) softened by -9.3% to \$335,500 and unit prices softened by -29.1% to \$230,500. Compared to its LGA, the Whitsundays* property market is premium - both from an entry price point and price stability perspective, especially for the house market.

Between Q2 2017-Q2 2018, average vendor discounting tightened to -5.0% and -5.6% for houses and units, suggesting sellers are achieving closer to their first asking price. Thus despite a softening in median price growth sellers can still benefit from a high demand market. Average days to sell for units has dramatically improved from 172 to 94 days. This indicates that investors were already taking advantage of the softening of the market; now is the time to sell.

Whitsundays* house rental market continued upward in Q2 2018. Weekly house median rent increased by 6.7% over the past 12 months, to \$480. Average days on the market for both houses and units rental properties were below 30 days, which indicates a healthy rental demand. Investors and owner-occupiers that have been eyeing the Whitsundays* unit market need to enter the market now and take advantage of positive investment opportunities.

WHITSUNDAY SHIRE GROWTH



OVERVIEW

The Whitsundays is located in proximity to the Great Barrier Reef. According to ABS Census 2016 over the past 5 years the population grew by 17.9% whilst the number of private dwellings grew by 11.3%. This suggests demand for housing is exceeding supply which is conducive for future capital growth in the area.

CHANGE FROM LAST	YEAR	HALF YEAR
House Sales	↑	↓
House Median Price	↓	↓
House Rental Price	↑	↓
Unit Sales	↑	↓
Unit Median Price	↓	↓
Unit Rental Price	↓	↓

FUTURE DEVELOPMENTS**

Future developments in the Whitsundays* commencing and those expected to complete in the 2nd half of 2018 are estimated at approximately \$121.8M. The majority being residential projects (58.2%) followed by commercial (25.4%) and infrastructure (16.4%). Future residential developments will cater to the high level of demand in the area. Infrastructure projects improve liveability for residents; while commercial projects provide opportunities for local job growth and an increase in economic activity.

Residential projects will add a total of 233 lots and 25 units/apartments to the Whitsundays market. A significant project, the Funnel Bay Stage 2 (\$25.0M) will add 3 residential lots to the area.

A significant commercial project due to commence in the 2nd half of 2018 is the Accor Ozone Whitsundays Eco-Resort (\$30.0M). This involves the construction of Eco Resort to include 149 hotel rooms.

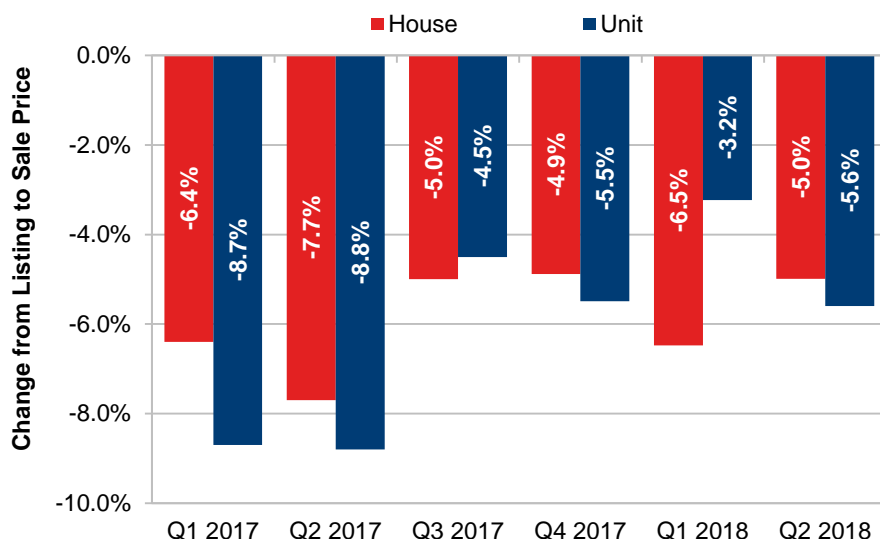
Cannonvale Botanic Gardens (\$10.0M) is a project that will include landscaped fully functional seasonal creek, saltwater wetlands, freshwater wetlands, grass lands and recreational area.

*Whitsundays market data and key indicators encapsulate aggregate property market conditions of the suburbs within the 4802 postcode.

**Estimated values are based on construction value provided by the relevant data authority and does not reflect commercial and/or re-sale value.

Source: APM Pricerfinder, realestate.com.au. © Copyright PRDNationwide 2018.

AVERAGE VENDOR DISCOUNT*



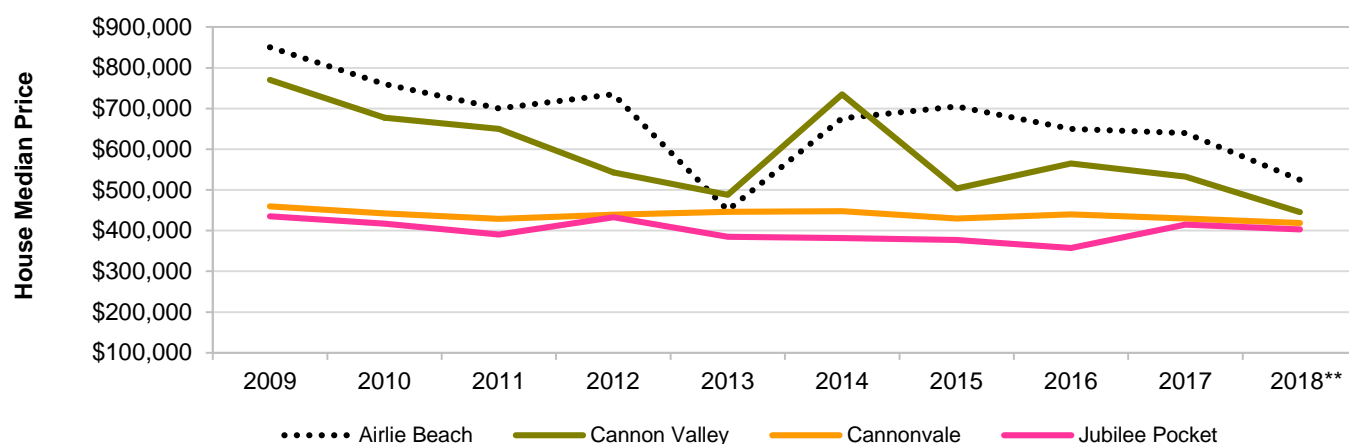
AVERAGE VENDOR DISCOUNT

Average vendor discount reflects the average percentage difference between first list price and final sold price. A lower percentage difference (closer to 0) suggests buyers are willing to purchase close to the first asking price of a property.

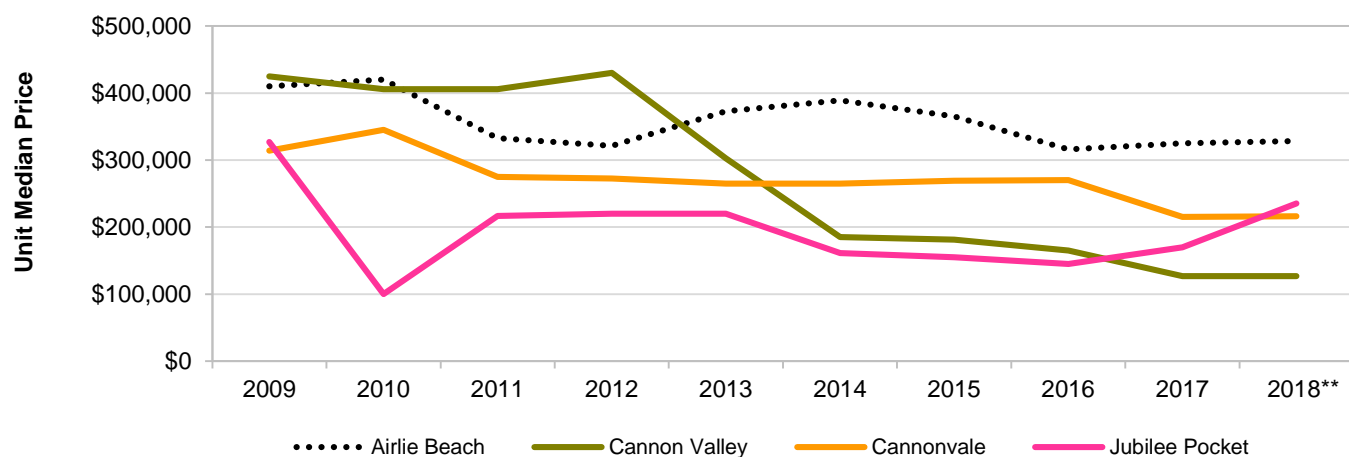
MARKET COMPARISON GRAPH

The market comparison graph provides comparative trend for median price of house and units over the past 10 years. Suburbs profiled are chosen based on proximity to the main suburb analysed in the factsheet, which is Airlie Beach. The main suburb is highlighted through a dotted black line graph.

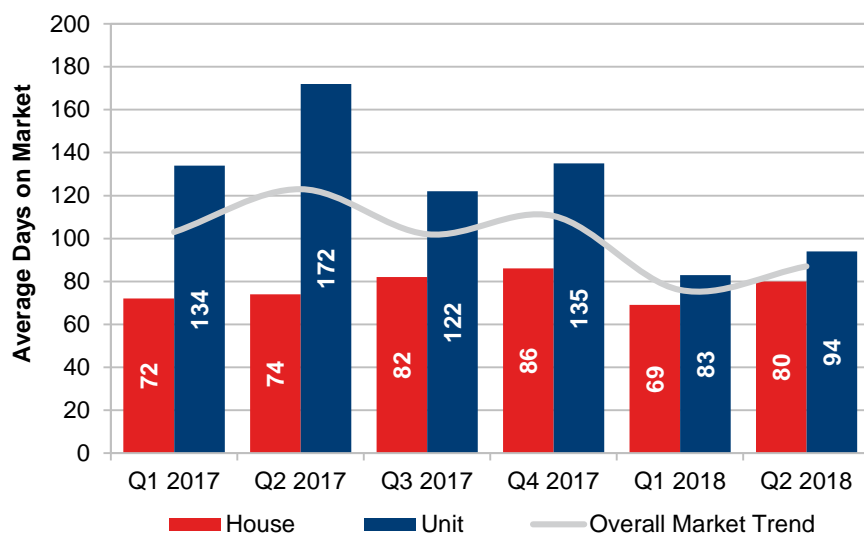
HOUSE MARKET COMPARISON



UNIT MARKET COMPARISON



AVERAGE DAYS ON MARKET**



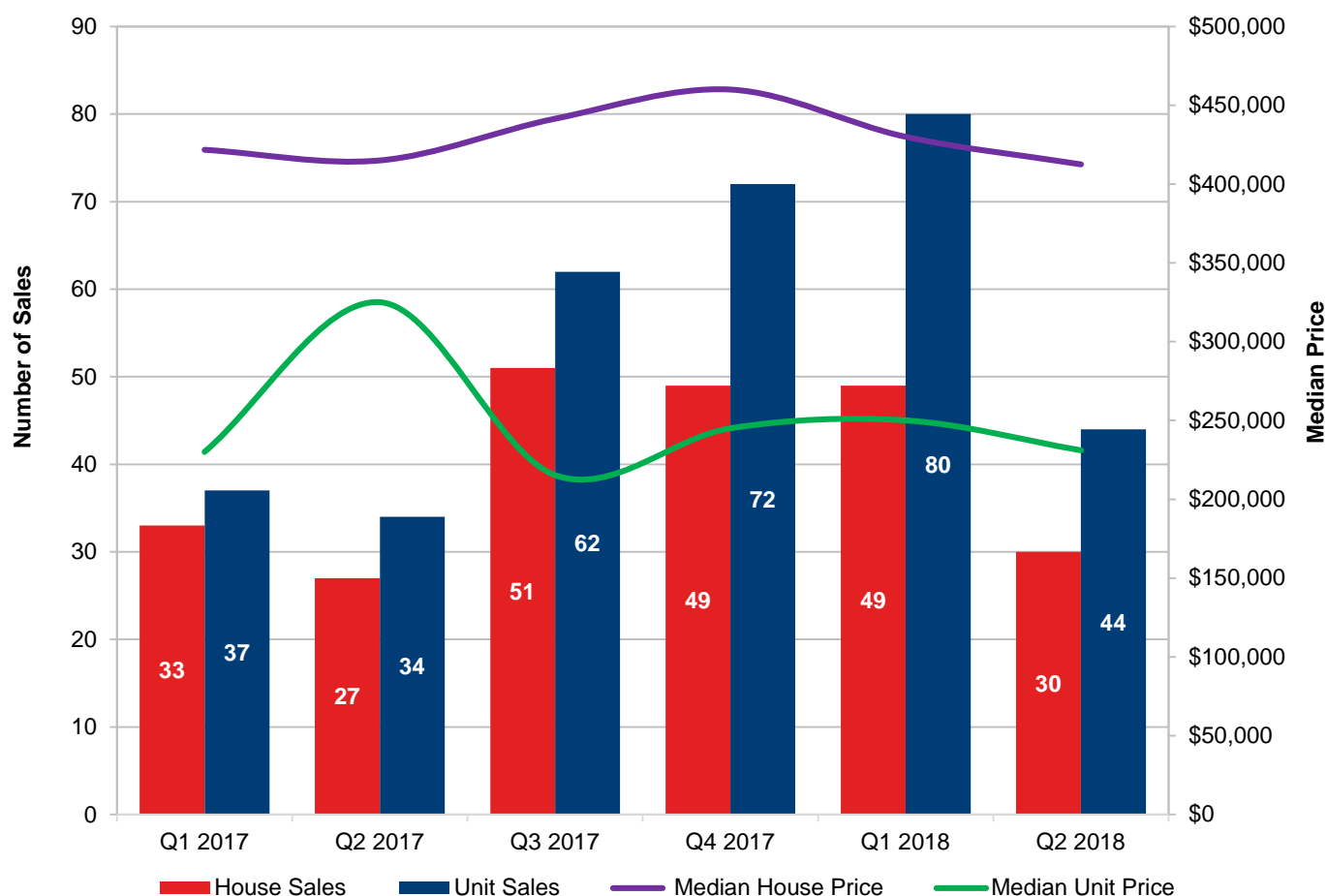
HOUSE KEY FACTS Q2 2018

Median Sale Price: \$412,500
Annual Growth: -0.6%*
Average Days on Market: 80
% Change between First Listed Price and Sold Price: -5.0%

UNIT KEY FACTS Q2 2018

Median Sale Price: \$231,000
Annual Growth: -28.9%*
Average Days on Market: 94
% Change between First Listed Price and Sold Price: -5.6%

SALES AND MEDIAN PRICE**



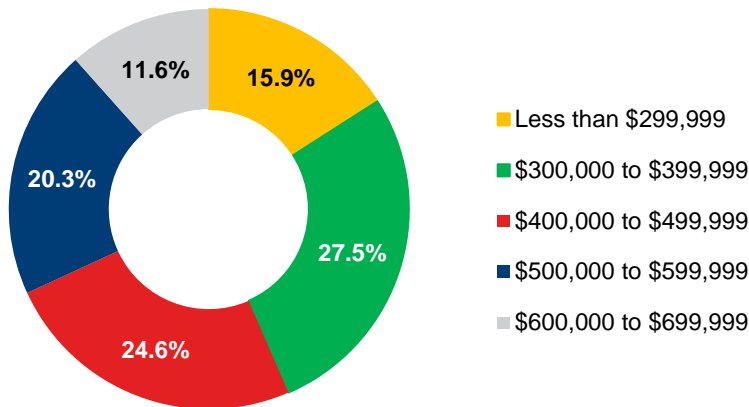
*Annual growth represents price growth for property transactions between Q2 2017 to Q2 2018 (inclusive).

**Whitsundays market data and key indicators encapsulate aggregate property market conditions of the suburbs within the 4802 postcode.

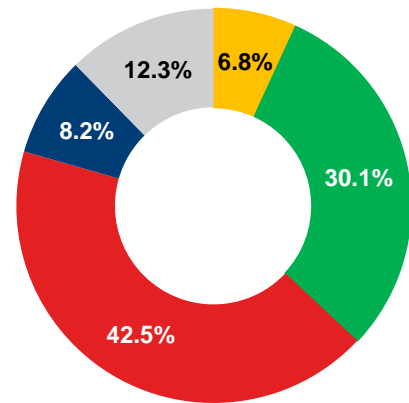
Source: APM Pricefinder, realestate.com.au, SQM Research. © Copyright PRDnationwide 2018.

SALES PRICE POINT COMPARATIVE ANALYSIS

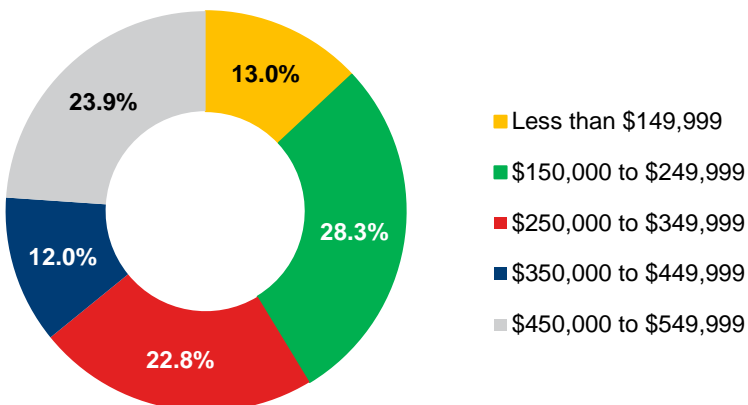
HOUSE PRICE POINT 1st HALF 2017



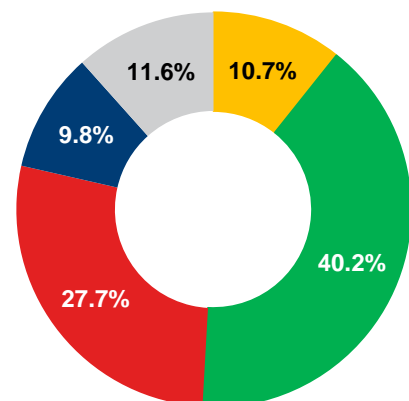
HOUSE PRICE POINT 1st HALF 2018



UNIT PRICE POINT 1st HALF 2017**



UNIT PRICE POINT 1st HALF 2018**



KEY IMPLICATIONS - HOUSE

The proportion of houses sold in the 1st half of 2018 was primarily in the \$400-\$500K price segment (42.5%), a shift upward from the \$300-\$400K bracket in the 1st half 2017. This suggests that despite a slight softening in annual median price growth (of -0.6% to Q2 2018), the mid-price segment of the market has strengthened.

There has been a significant contraction in the premium priced market, the number of houses sold between \$500-\$600K decreased from 20.3% to 8.2%. The lowest price bracket of \$300K and below has decreased by 9.1% to 6.8% in the 1st half of 2018. Savvy investors with their fingers on the pulse need to act fast to secure affordable options available as this opportunity won't last long.

KEY IMPLICATIONS - UNIT

The proportion of units sold in the 1st half of 2018 was predominantly within the \$150-\$250K price segment, which has increased from 28.3% in the 1st half of 2017 to 40.2% in the 1st half of 2018. Unit sales in the \$250-\$350K price bracket has increased from 22.8% to 27.7% in the 1st half of 2018.

The highest priced bracket of \$450K+ decreased to 11.6%, signifying a lower demand for premium priced units. It seems most of these sales has transferred to a lower priced bracket, reflective of the softening in annual median price growth (of -28.9% to Q2 2018) in the Whitsundays* market. Sellers looking to put their property in the market will need to revise their pricing strategy.

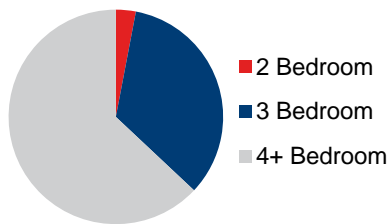
*Disclaimer: Whitsunday market data and key indicators encapsulates aggregate property market conditions of the suburbs within the 4802 postcode.

**For comparative purposes, house and unit sales for 2017 and 2018 are only representative of the 1st half of each year.

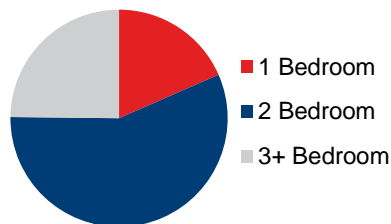
Source: APM Pricerfinder. © Copyright PRDnationwide 2018.

INVESTMENT ANALYSIS

HOUSE



UNIT



HOUSE KEY FACTS Q2 2018

Median Rent Price: \$480 per week
Rental Yield: 5.5%
Average Days on Market: 28
Bedroom Breakdown:
 2 Bed: 3%, 3 Bed: 34%, 4+ Bed: 63%

UNIT KEY FACTS Q2 2018

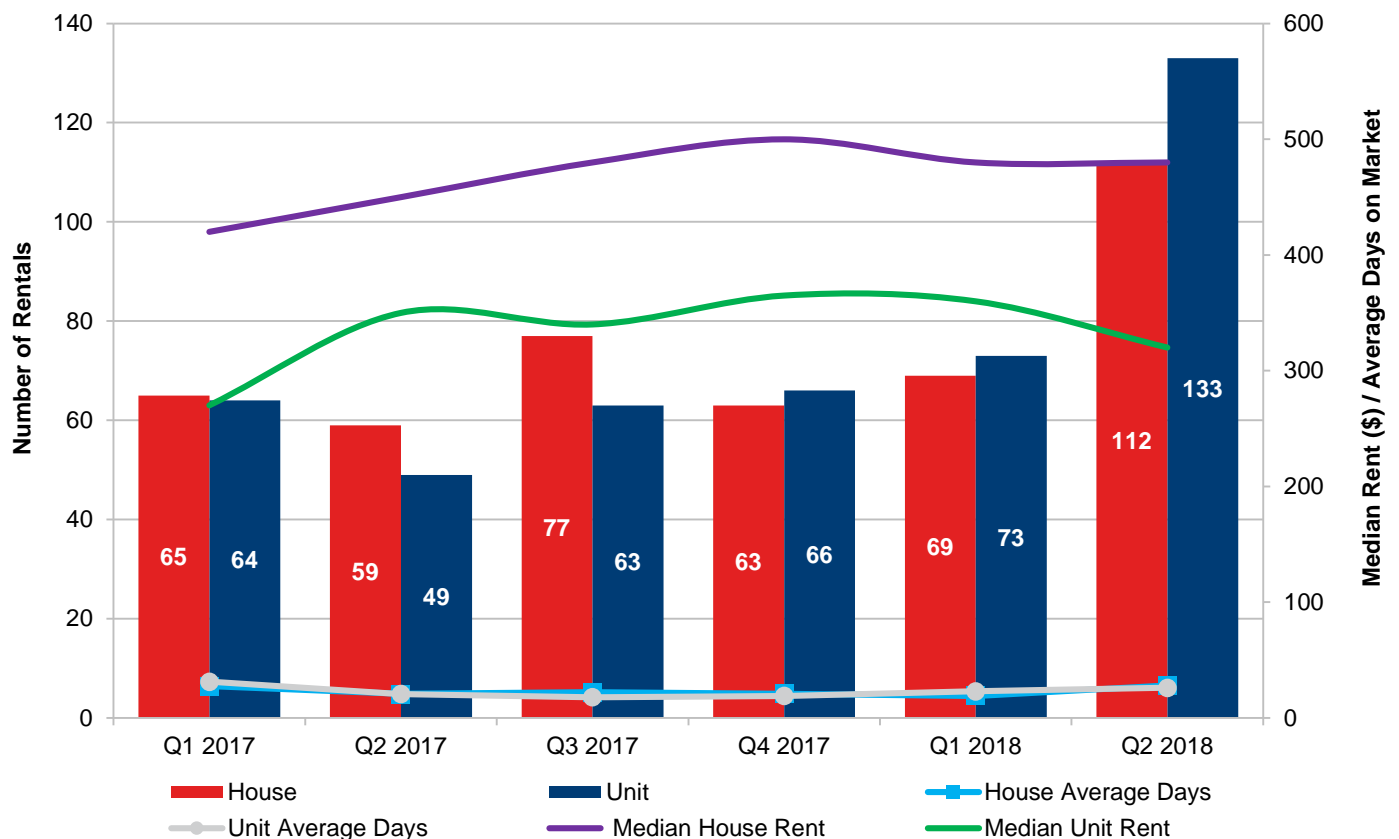
Median Rent Price: \$320 per week
Rental Yield: 5.8%
Average Days on Market: 26
Bedroom Breakdown:
 1 Bed: 26%, 2 Bed: 80%, 3+ Bed: 35%

KEY COMMENTS

The number of rented properties has increased significantly over the past 12 months to Q2 2018. The number of houses rented increased by 89.8% yet weekly median rental price grew by 6.7% to \$480. This suggests a real increase in rental demand for houses and investment value for investors. There is an even bigger increase in rental stock demand for units, by 171.4%. Rental yield has remained strong, at 5.5% for houses and 5.8% for units, which are above the average for the Northern Coast of Queensland. This suggests investors need to urgently consider the Whitsundays* as an investment opportunity.

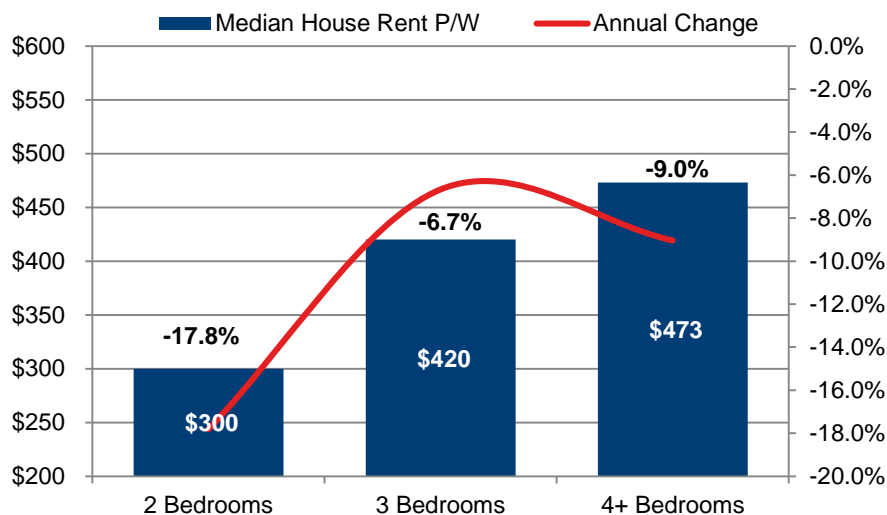


MEDIAN RENT AND AVERAGE DAYS ON MARKET*



*Disclaimer: Whitsunday market data and key indicators encapsulates aggregate property market conditions of the suburbs within the 4802 postcode.
 Source: APM Pricer, realestate.com.au, SQM Research. © Copyright PRDnationwide 2018.

RENTAL PERFORMANCE 2018*



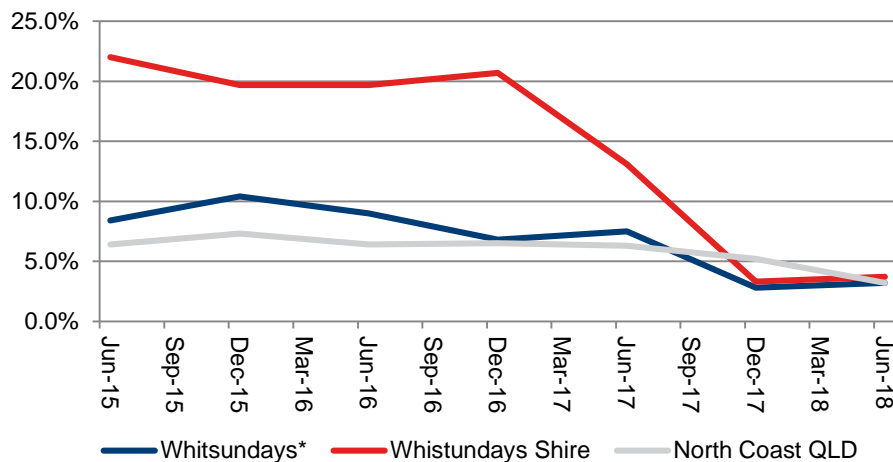
KEY COMMENTS

Over the past 12 months to June 2018 vacancy rate in Whitsundays*, North Coast Queensland, and Whitsunday Shire LGA has improved dramatically. Whitsundays* won the race with the lowest vacancy rate at 2.9% (improved from 7.5% in June 2017). Vacancy rate in Whitsunday Shire was at 3.7% and North Coast QLD was at 3.2%.

3 bedrooms houses provide the highest annual rental growth at -6.7%, currently at \$420.

Rental Yield in the Whitsundays* as at June 2018 was 5.5% (houses) and 5.8% (units), again the highest rental yield compared to Whitsundays Shire and North Coast QLD.

VACANCY RATES 2018



RENTAL YIELD 2018

Suburb/ Postcode/ LGA	House Rental Yield	Unit Rental Yield
Whitsundays*	5.5%	5.8%
Whitsundays Shire	4.8%	5.5%
North Coast QLD	4.8%	5.3%

KEY HOUSING DEMOGRAPHICS

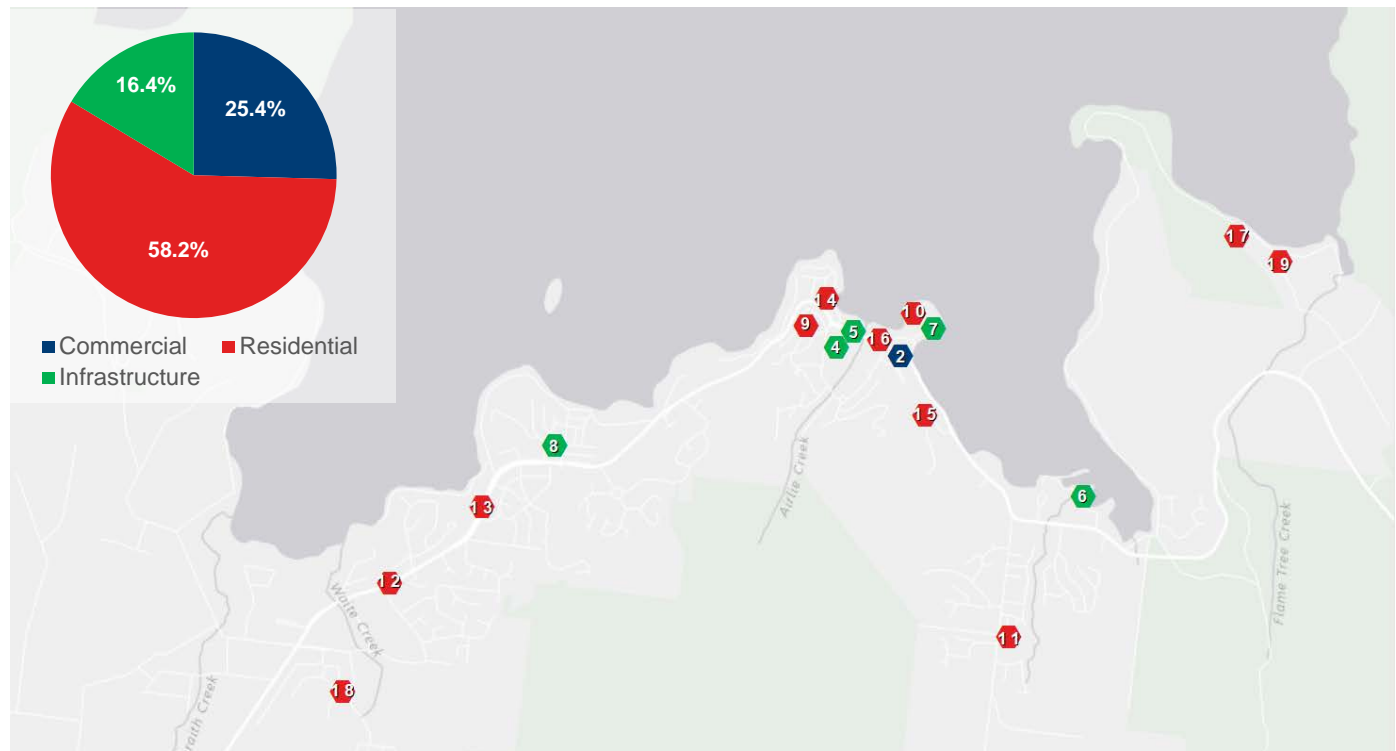
	Whitsunday (Postcode 4802)	Whitsundays LGA	Queensland
Median weekly rent	\$280	\$250	\$270
Family households	66.9%	68.2%	71.8%
Single or lone person households	25.6%	27.1%	23.5%
Worked full-time	60.1%	61.5%	57.7%
Worked part-time	27.8%	26.2%	29.9%
Occupied private dwellings	82.3%	83.5%	89.4%
Unoccupied private dwellings	17.7%	16.5%	10.6%

*Rental performance graph represents aggregate house median rent prices of the suburbs within the 4802 postcode. Annual change is a comparison between 1st half 2017 and 1st half 2018 median rent figures.

Source: APM Pricerfinder, SQM Research, ABS Census 2016. © Copyright PRDnationwide 2018.

PROJECT DEVELOPMENT MAP 2nd HALF 2018*

There are currently 5 PRDnationwide residential projects planned in the Whitsundays, which is a timely answer to the increasing demand in the area.



Location	Project**	Type	Estimated Value***	Commence Date****
Not Mapped	Accor Ozone Whitsundays Eco-Resort	Commercial	\$30,000,000	03/11/2018
2	Pavilion Arcade Redevelopment Stages 1-2	Commercial	\$1,000,000	22/11/2017
3	Cannonvale Botanic Gardens Further Stages	Infrastructure	\$10,000,000	05/11/2018
4	Airlie Beach Foreshore	Infrastructure	\$6,337,000	20/10/2018
5	Airlie Beach Fire Station	Infrastructure	\$1,000,000	23/11/2018
6	Boatyard Road Industrial Subdivision	Infrastructure	\$1,000,000	15/11/2017
7	Whitsunday Beacons Reinstatement 2017	Infrastructure	\$810,000	12/03/2018
8	Cannonvale Botanic Gardens Landscaping Stage 2	Infrastructure	\$800,000	09/08/2017
9	Funnel Bay Stage 2 (3 lots)	Residential	\$25,000,000	17/08/2017
10	One Airlie (12 lots)	Residential	\$15,000,000	01/07/2017
11	Airlie Retreat Estate Subdivision Stage 3 (81 lots)	Residential	\$8,100,000	05/11/2018
12	Ocean Ridge Stage 1B & 1C (47 lots)	Residential	\$5,000,000	04/12/2017
13	Whitsunday Lakes Stage 9 (29 lots)	Residential	\$5,000,000	01/04/2018
14	The Aqua Collection Funnel Bay (9 lots)	Residential	\$3,000,000	01/08/2018
15	Waterstone Airlie Beach (10 units)	Residential	\$3,000,000	16/07/2018
16	The Cove Apartments (15 apartments)	Residential	\$3,000,000	12/02/2018
17	Langford Road Residential Subdivision (22 lots)	Residential	\$1,500,000	02/02/2018
18	Parkers Road Residential Subdivision (10 lots)	Residential	\$1,500,000	01/04/2018
19	Langford Road Estate Residential Subdivision (20 lots)	Residential	\$800,000	02/02/2018

*Disclaimer: Project development map showcases a sample of upcoming projects only, due to accuracy of addresses provided by the data provider for geocoding purposes.

**Projects refers to the top developments of the suburbs within the 4802 postcode

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

****Commencement date quoted for each project is an approximate only, as provided by the relevant data authority, PRDnationwide does not hold any liability to the exact date.

Source: Cordell Database, ESRI ArcGIS, Whitsundays Shire Council. © Copyright PRDnationwide 2018.

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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Over 40 Years of Leading
Property Industry Research



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