



**Creswick**

Property Factsheet

2nd Half 2018





## MARKET CONDITIONS

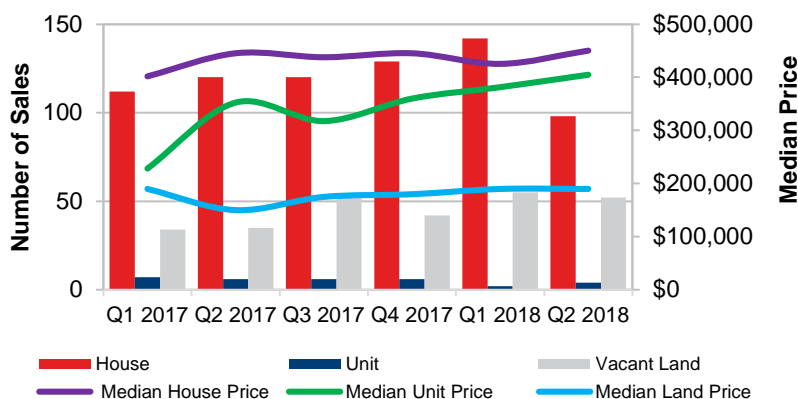
The Creswick\* property market recorded a median house price of \$320,000 and \$130,000 for land in Q2 2018, which represented an annual price change of 4.6% and -7.1% respectively. Over the same period of time (Q2 2017 – Q2 2018) housing stock on the market also increased (by 12.5%), suggesting that Creswick's\* house prices have benefited from real uplift in value. House median prices between Q2 2017-Q2 2018 in Hepburn Shire Local Government Area (LGA) grew by 1.1% to \$450,000 and land prices grew by 26.7% to \$190,000.

Compared to the LGA, houses and land can be secured at a more affordable price in the Creswick\* property market. Further, when compared to the *Creswick 1st Half 2018 Research Factsheet*, which reported a house median price and annual (Q4 2016-Q4 2017) price change of \$330,000 and 11.9% (respectively); houses in Creswick\* has become more affordable. This is great news for first home buyers wanting to enter the market.

Average vendor discounting for houses has tightened to -1.0% over the past 12 months to Q2 2018, suggesting sellers are achieving closer to their first asking price. This is the tightest discounting experienced for at least the last 2 years, as sellers benefited from a high demand market. This suggests now is an ideal time to transact in Creswick\* as buyers benefit from higher affordability yet owners can still capitalize on positive capital growth.

Over the past 12 months to Q2 2018 house median rent in Creswick\* has remained relatively stable, currently at \$300 per week. Rental stock on the market also remained stable, suggesting existing supply was absorbed by the demand. Days on market tightened to 12 days, the tightest in 2 years. Investors need to take action now and secure their investment in this lucrative market.

## HEPBURN SHIRE GROWTH



## OVERVIEW

Located 129km north west of Melbourne's CBD, Creswick\* is a regional town in the Shire of Hepburn. Between 2011 and 2016 population grew by 7.7% whilst the number of dwellings grew by 10.6%. This suggests that the supply is currently exceeding demand. Housing authorities need to plan for the most appropriate strategies to avoid potential oversupply.

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

## FUTURE DEVELOPMENTS\*\*

Creswick\* is set to see approx. \$22.4M of new projects commencing in the 2<sup>nd</sup> half of 2018. Infrastructure accounted for the majority of development value (\$17.4M or 77.7%). The remaining development value is accounted for by a residential project (\$5.0M or 22.3%).

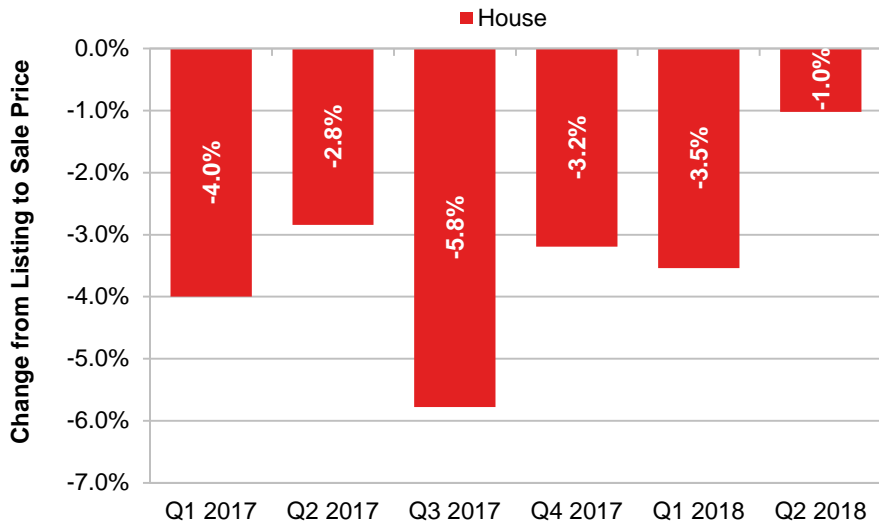
The focus on infrastructure projects in the 2<sup>nd</sup> half of 2018 is a timely strategy for Creswick\*, as it will increase connectivity to business hubs. This will stimulate local job growth, drawing in residents to further absorb current residential stock. It will also enhance liveability for residents.

A key residential project is the Victoria Street Residential Development (\$5.0M), which consists of proposed works that include the rezoning of 6-8 Victoria Street from Industrial 1 Zone to Township Zone for future residential development. The number of lots released is yet to be disclosed, however this will open up more opportunities for first home buyers.

A significant project set to start in the 2<sup>nd</sup> half of 2018 is the Recreation Facilities Masterplan Doug Lindsay Reserve Stages 1 & 2 (\$15.0M)\*, this project includes construction of public amenities and will be beneficial for residents.

\*Creswick market data and key indicators encapsulates aggregate property market conditions in the following: Creswick.  
\*\*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\*



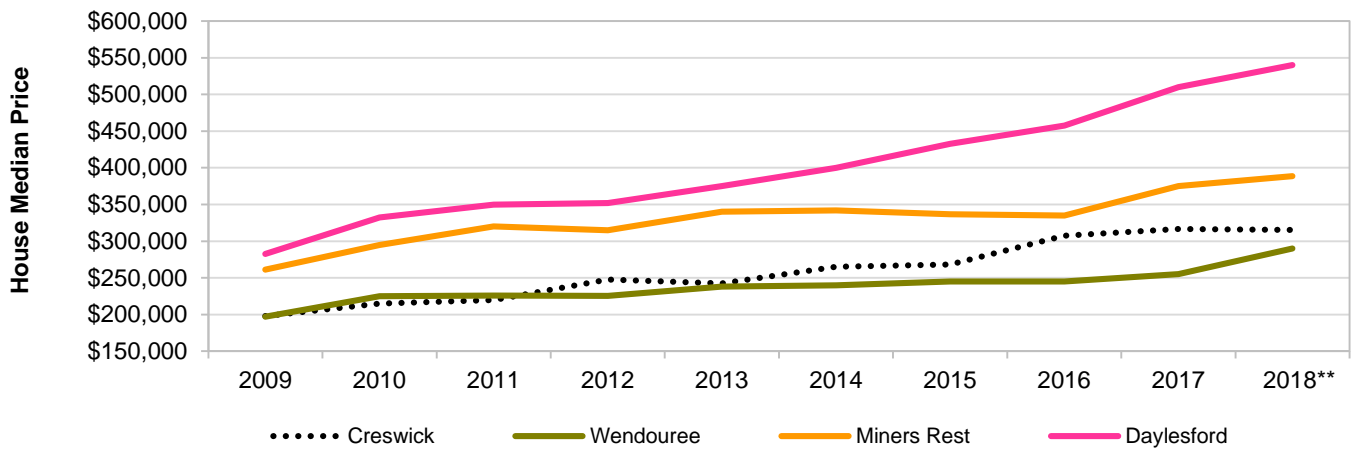
### AVERAGE VENDOR DISCOUNT

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.

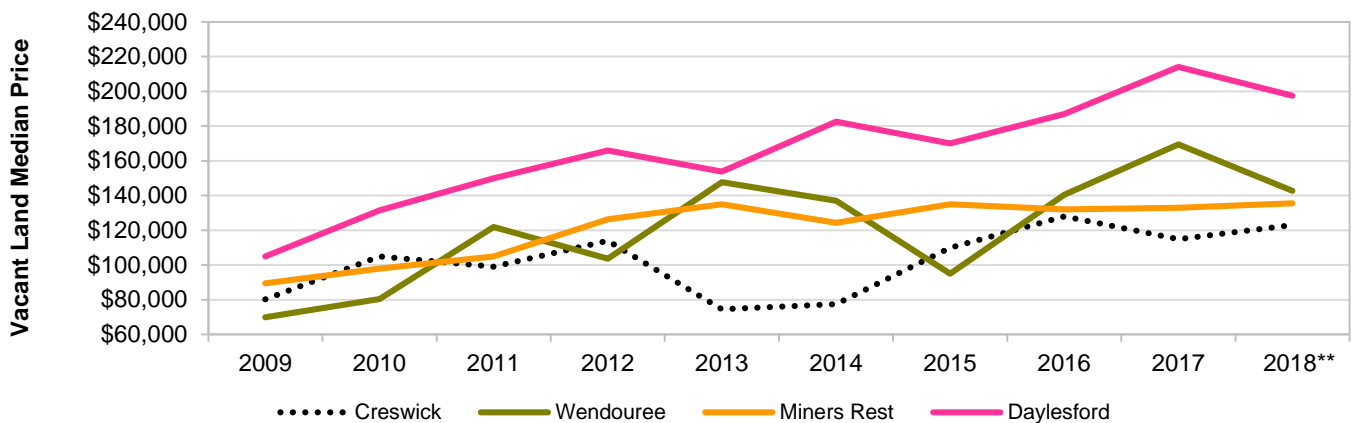
### MARKET COMPARISON GRAPH

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 Creswick. The main suburb is highlighted through a dotted black line graph.

## HOUSE MARKET COMPARISON



## VACANT LAND MARKET COMPARISON

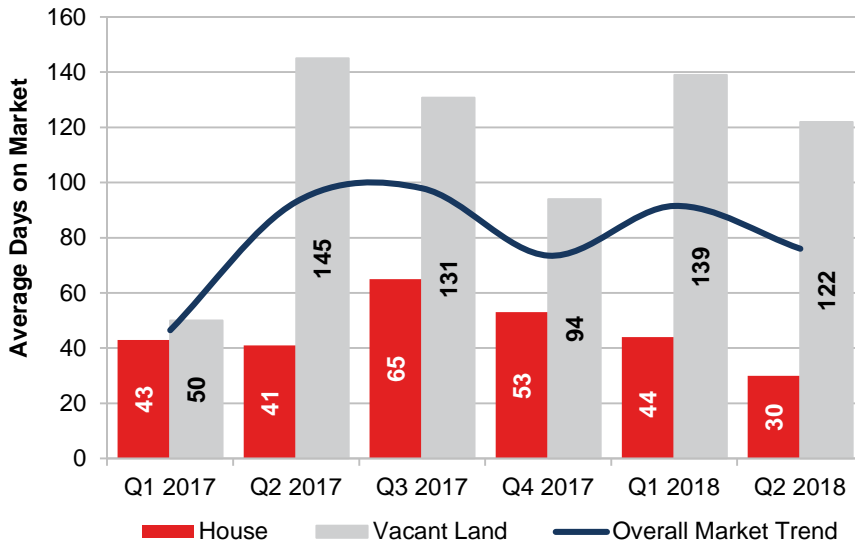


\*Creswick market data and key indicators encapsulates aggregate property market conditions in the following suburb: Creswick.

\*\*2018 information represents data from both Normal sales (i.e. settled sales transactions derived from Government sources) and Agents Advice sales (i.e. sales transactions not derived from Government sources).

Source: APM Pricefinder. © Copyright PRDnationwide 2018.

## AVERAGE DAYS ON MARKET\*\*



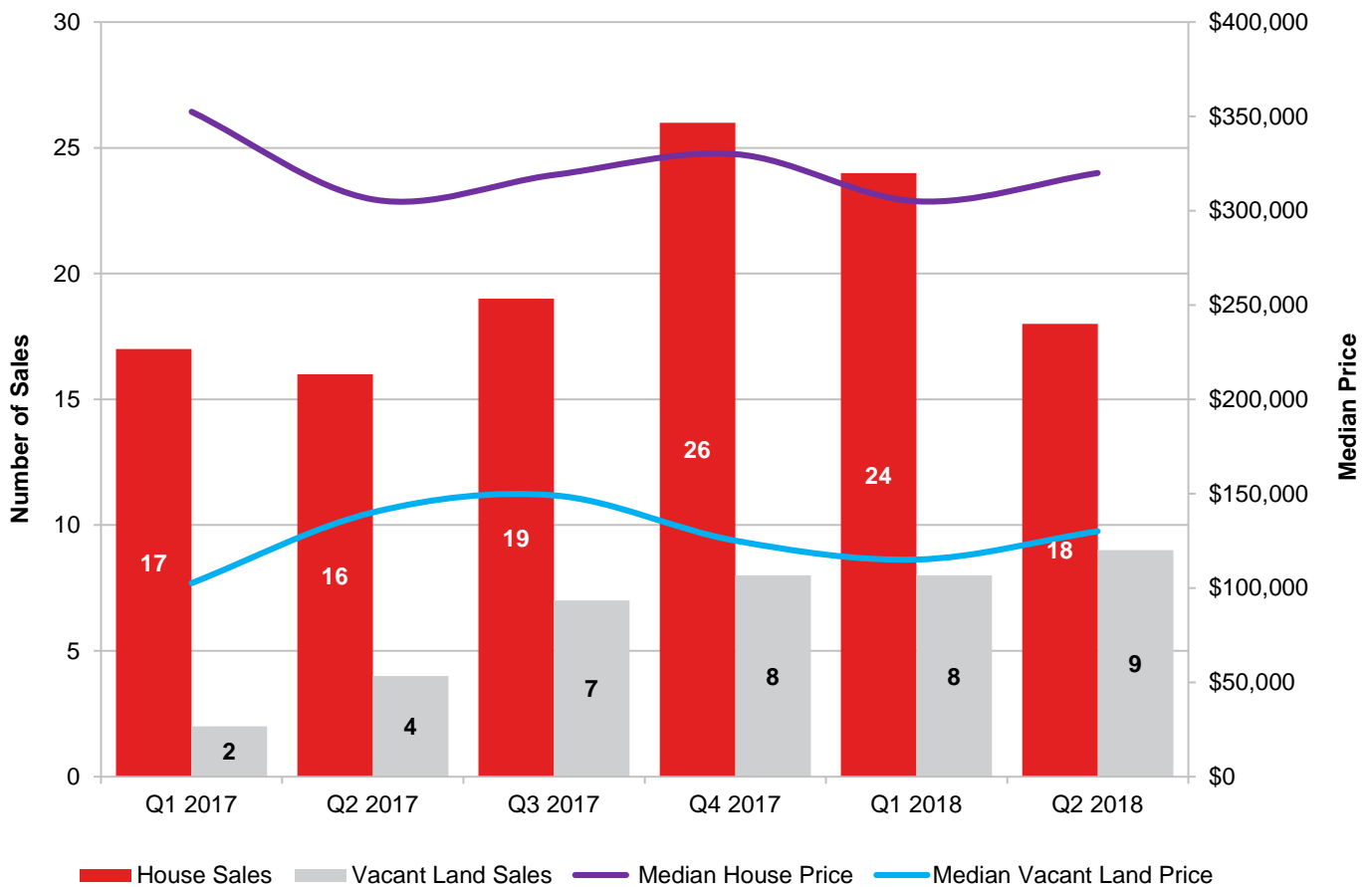
### HOUSE KEY FACTS Q2 2018

Median Sale Price: \$320,000  
 Annual Growth: 4.6%\*  
 Average Days on Market: 30  
 % Change between First Listed Price and Sold Price: -1.0%

### LAND KEY FACTS Q2 2018

Median Sale Price: \$130,000  
 Annual Growth: -7.1%\*  
 Average Days on Market: 122  
 % Change between First Listed Price and Sold Price: -2.4%

## SALES AND MEDIAN PRICE\*\*

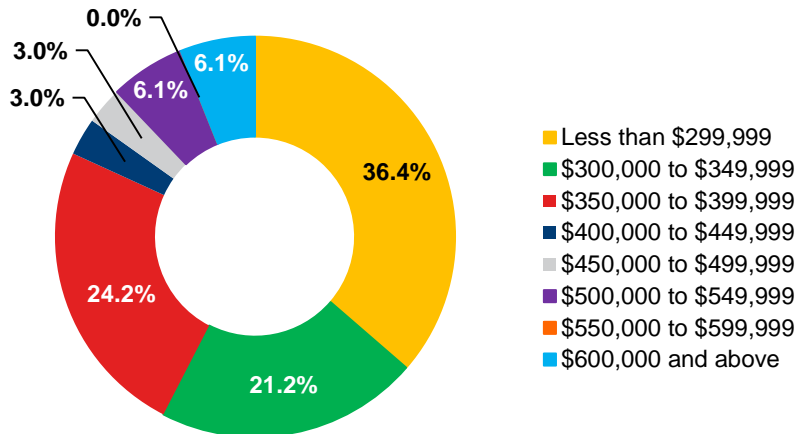


\*Annual growth represents price growth for property transactions between Q2 2017 to Q2 2018 (inclusive).  
 \*\*Creswick market data and key indicators encapsulates aggregate property market conditions in the following suburb: Creswick.  
 Source: APM Pricefinder, realestate.com.au, SQM Research. © Copyright PRDNationwide 2018.

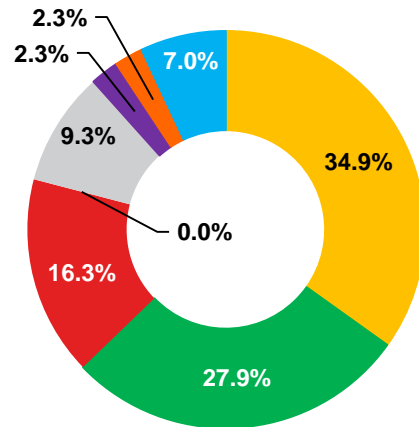


## SALES PRICE POINT COMPARATIVE ANALYSIS

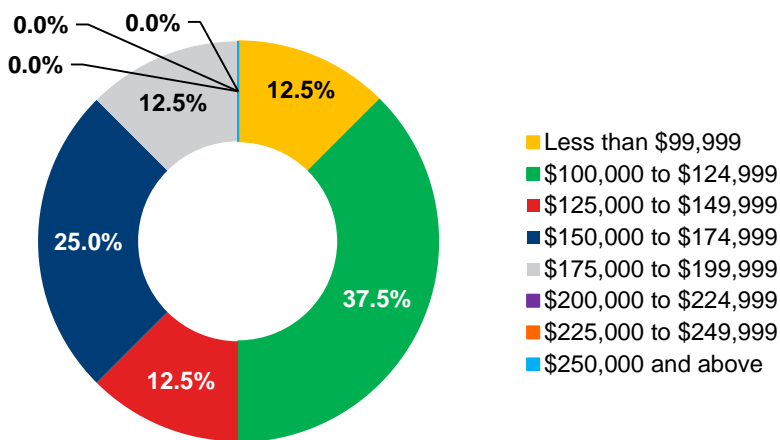
### HOUSE PRICE POINT 1<sup>st</sup> HALF 2017



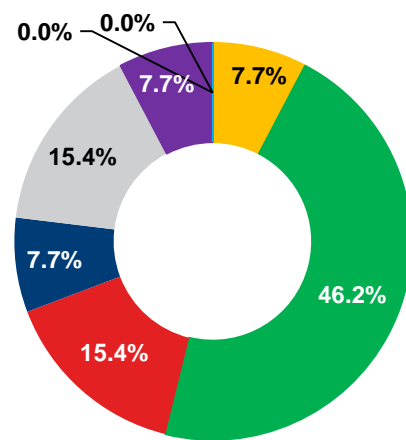
### HOUSE PRICE POINT 1<sup>st</sup> HALF 2018



### LAND PRICE POINT 1<sup>st</sup> HALF 2017\*\*



### LAND PRICE POINT 1<sup>st</sup> HALF 2018\*\*



#### KEY IMPLICATIONS - HOUSE

The majority of houses sold in Creswick\* in the 1<sup>st</sup> half of 2018 continued to be in the most affordable price bracket of less than \$300K (34.9%). This price segment was also the dominant price segment in the 1<sup>st</sup> half of 2017, seeing only a small drop (1.5%) in prices. The second most dominant price segment in the 1<sup>st</sup> half of 2018 was also the second affordable price segment (\$300K-\$350K).

Creswick\* is thus positioned as an affordable and reliable market, where buyers are unlikely to encounter sudden increases in prices. In addition to the affordable options, buyers also have a variety of opportunities depending on their budget. This further confirms that now is the time to invest in this reliable housing market.

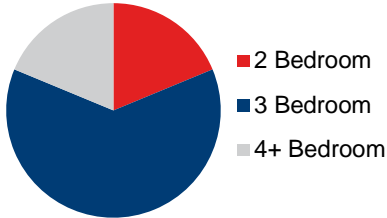
#### KEY IMPLICATIONS - LAND

The majority of land sold in Creswick\* in the 1<sup>st</sup> half of 2018 was mostly within the \$100-\$125K price segment (46.2%). This price bracket has increased from 37.5% in the 1<sup>st</sup> half of 2017 to 46.2% in the 1<sup>st</sup> half of 2018. Over the same period of time the number of sales in the \$150K-\$175K price segment more than halved, to 7.7%. Combined these trends points to an increasing level of affordability in the Creswick\* land market. This is good news for first home buyers wanting to enter the market.

Interestingly a new price segment, \$200-\$225K, emerged in the 1<sup>st</sup> half of 2018. 7.7% of land was sold at this price point, which suggests new opportunities for developers as there is now appetite for premium priced land stock.

## INVESTMENT ANALYSIS

### HOUSE



### HOUSE KEY FACTS Q2 2018

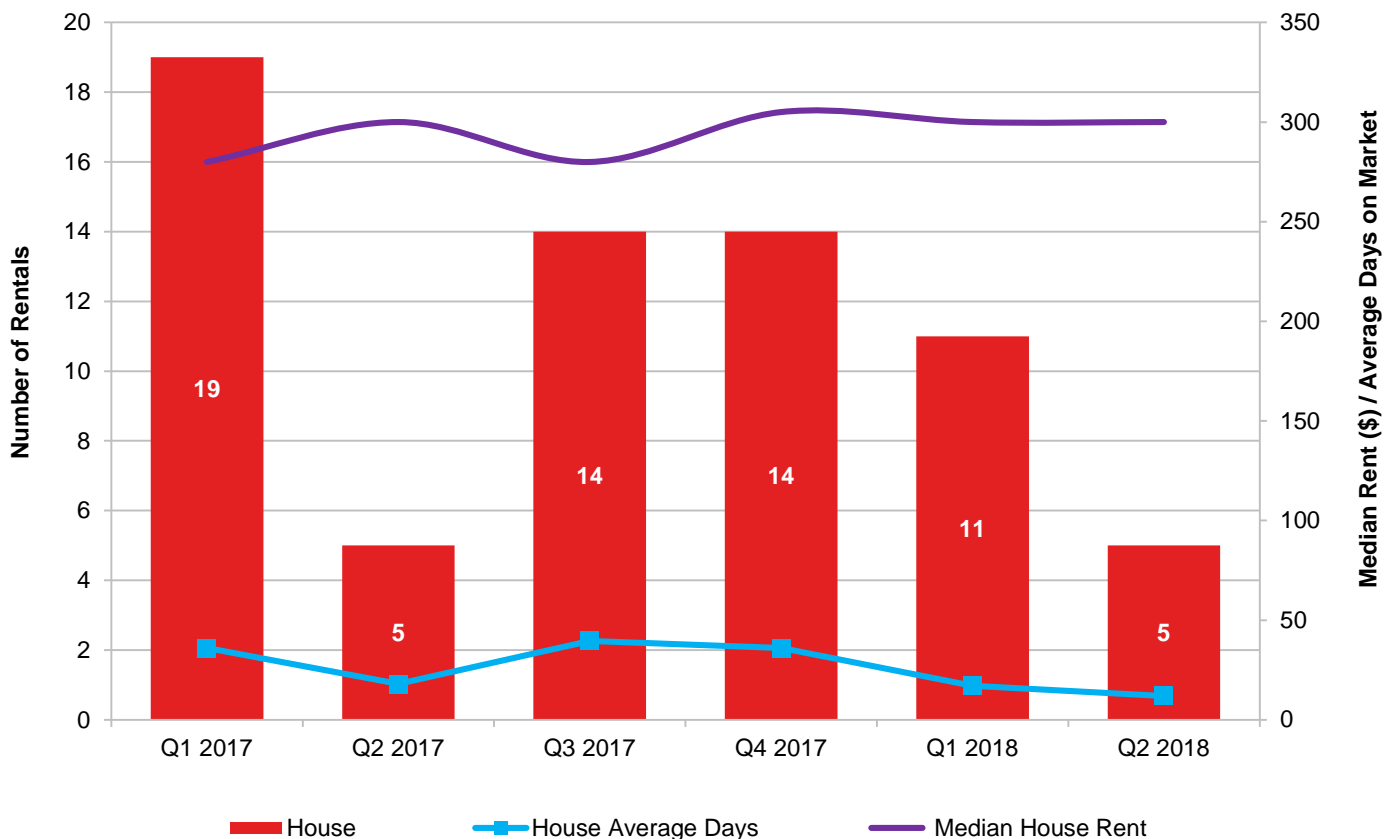
**Median Rent Price:** \$300 per week  
**Rental Yield:** 3.7%  
**Average Days on Market:** 12  
**Bedroom Breakdown:**  
 2 Bed: 19%, 3 Bed: 63%, 4+ Bed: 19%

### KEY COMMENTS

Interest in Creswick\* has been recorded an average of 689 online visits per property in June 2018, which is a 31.7% increase from December 2017. This suggests Creswick\* is becoming a highly demanded market. Creswick\* returned attractive rental yields of 3.7%, which is higher than Melbourne Metro's (2.7%). Average days on market for rent is extremely low, up to a maximum of 12 days. This provides investors with stronger returns at a faster speed, thus confirming Creswick\* as an attractive alternative investment outside of Melbourne Metro.

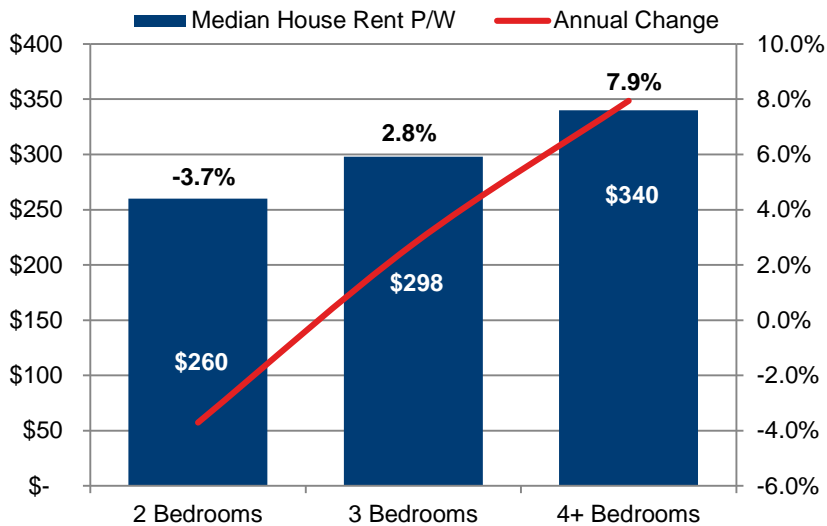


## MEDIAN RENT AND AVERAGE DAYS ON MARKET\*



\*Disclaimer: Creswick market data and key indicators encapsulates aggregate property market conditions in the following suburb: Creswick.  
 Source: APM Pricerfinder, realestate.com.au, SQM Research. © Copyright PRDnationwide 2018.

## RENTAL PERFORMANCE 2018\*



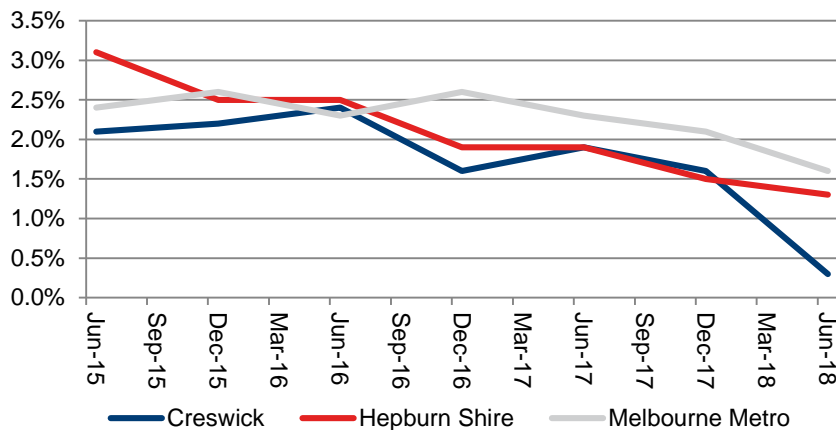
### KEY COMMENTS

Rental yield in Creswick\* (3.7% for house and 4.1% for unit) continues to outperform that of Melbourne Metro (2.7% for house and 3.9% for unit) in Q2 of 2018.

4+ bedroom houses provide the highest annual rental growth of 7.9%, at \$340 per week.

Creswick's vacancy rates, at 0.3% in June 2018, has trended downwards for the past 5 years. Vacancy rates in Hepburn Shire and Melbourne Metro are also trending downwards (1.3% and 1.6%, respectively), however Creswick's rate of decline suggests a healthier rental demand market. This is exciting news for investors.

## VACANCY RATES 2018



## RENTAL YIELD 2018

Suburb/Postcode/LGA	House Rental Yield	Unit Rental Yield
Creswick	3.7%	4.1%
Wendouree	4.4%	5.3%
Miners Rest	4.0%	2.3%
Daylesford	2.8%	4.2%
Western Victoria	4.6%	5.2%
Melbourne Metro	2.7%	3.9%

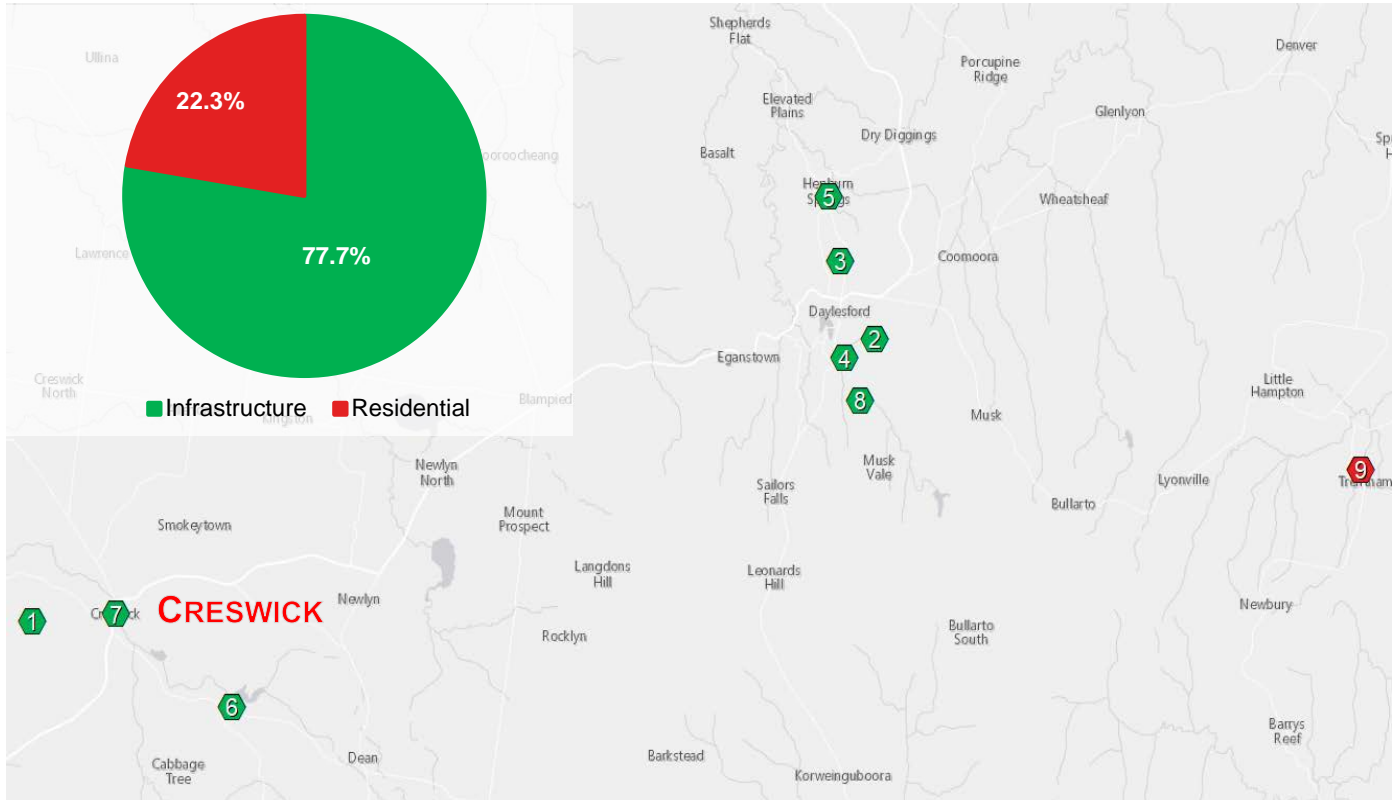
## KEY HOUSING DEMOGRAPHICS

	Creswick	Hepburn LGA	Victoria
Median weekly rent	\$220	\$235	\$325
Family households	775	3,912	1,495,290
Single or lone person households	404	1,952	521,828
Worked full time	646	3,250	1,670,556
Worked part time	417	2,603	920,875
Occupied private dwellings	1,203	6,024	2,112,699
Unoccupied private dwellings	158	2,032	278,629

\*Rental performance graph represents aggregate house median rent prices in the following suburb: Creswick. Annual change is a comparison between 1<sup>st</sup> half 2017 and 1<sup>st</sup> half 2018 median rent figures.

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

## PROJECT DEVELOPMENT MAP 2<sup>nd</sup> HALF 2018\*



Location	Project**	Type	Estimated Value***	Commence Date****
1	Recreation Facilities Masterplan Doug Lindsay Reserve Stages 1 & 2	Infrastructure	\$15,000,000	11/12/2018
2	East Street Railway Bridge Underpass	Infrastructure	\$590,000	20/08/2018
3	Ingrow Lane Kerbing & Drainage	Infrastructure	\$500,000	16/07/2018
4	Standbridge Street To Jubilee Lake Trail Development	Infrastructure	\$300,000	15/11/2018
5	Hepburn Springs Streetscape	Infrastructure	\$300,000	06/07/2018
6	Doug Lindsay Reserve	Infrastructure	\$250,000	15/12/2018
7	Albert Street Footpath Stage 2	Infrastructure	\$250,000	15/07/2018
8	Jubilee Lake Holiday Park	Infrastructure	\$250,000	06/08/2018
9	Victoria Street Residential Development (number of lots not disclosed)	Residential	\$5,000,000	15/11/2018

\*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 within the suburbs of Creswick, Daylesford, Hepburn Springs and Trentham.

\*\*\*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, Hepburn 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

**Nik Bradley**  
Creswick & District Sales Consultant

**PRDnationwide Creswick**  
63 Albert Street  
Creswick VIC 3363  
Australia

**T** +61 3 5345 2326  
**M** +61 448 407 387  
**E** [NikB@prdcreswick.com.au](mailto:NikB@prdcreswick.com.au)

[PRD.com.au/ballarat](http://PRD.com.au/ballarat)

*Sell Smarter!*

Over 40 Years of Leading  
Property Industry Research



YOUR HOME OF  
**PROPERTY  
KNOWLEDGE**