



Creswick
Property Factsheet
1st Half 2019





MARKET CONDITIONS

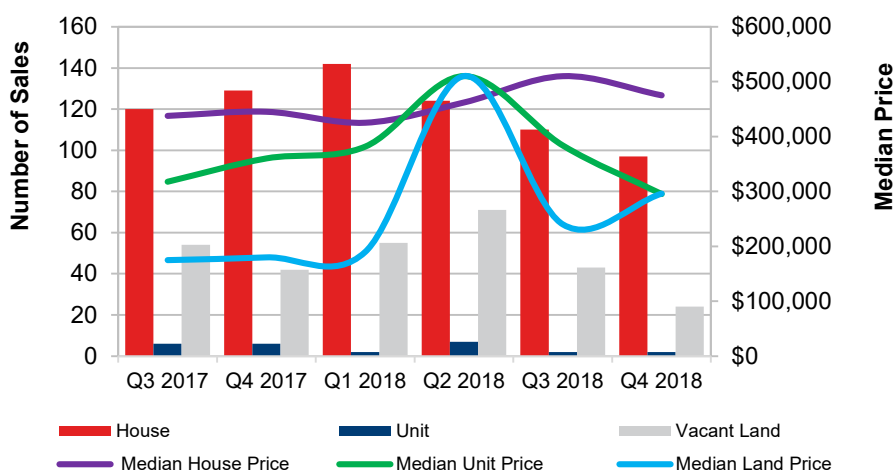
In Q4 2018, Creswick* recorded a median house price of \$390,000 and a median vacant land price of \$70,000. This represents annual (Q4 2017 – Q4 2018) price growth of 18.2% and -44.0% respectively. It should be noted that just 3 land sales occurred in Q4 2018, which has caused a significant shift in median price. This is thus not viewed as an accurate portrayal of the current value of land in Creswick*. Compared to the *Creswick 2nd Half 2018 Property Factsheet*, which showed annual (Q2 2017 – Q2 2018) growth of 4.6% (house) and -7.1% (land), houses in Creswick* have strengthened in value, whilst land has become more affordable.

The wider Hepburn Shire Local Government Area (LGA) reported a 6.7% increase in median house price over the 12 months to Q4 2018, to \$475,000. At the same time, land grew by 64.2% to reach a median price of \$296,000. Again such a large shift in vacant land pricing is partly due to a limited number of sales transactions.

The average house vendor discount in Creswick* widened slightly from -3.2% in Q4 2017 to -3.3% in Q4 2018. This suggests that buyers are consistently able to secure a discount below the seller's initial asking price. Buyers are thus encouraged to act now while it is still possible to achieve stable discounting in the current Creswick* housing market.

Houses in Creswick achieved a median rental price of \$300 per week in Q4 2018. This represents a median price change of -1.6% annually (from Q4 2017 – Q4 2018). Average yields of 4.0% (house) and 5.8% (units) in Creswick* provide a solid reason for investors to consider the area, especially when compared with Melbourne Metro's yields of 2.9% (house) and 3.9% (units). A vacancy rate of 0.6% sit below Melbourne Metro's 2.2%, emphasising the strength of the Creswick* rental market.

HEPBURN SHIRE GROWTH



OVERVIEW

Positioned around 18km to the north of Ballarat, Creswick* is a regional town located within the Shire of Hepburn LGA. The preferred method of sale for the area is private treaty. This is evident in the low volume of auction sales, with just 2 occurring across the entire LGA, and none of these being in Creswick*.

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

FUTURE DEVELOPMENTS**

The 1st half of 2019* is set to see projects worth a combined \$10.8M commence around Creswick*. Most projects are commercial at \$7.3M (67.8%), whilst \$2.3M (21.0%) is infrastructure and a further \$1.2M (11.2%) is residential.

A blend of mostly commercial, plus some infrastructure and residential projects is a sound balance for providing Creswick* with increased employment opportunities, whilst catering for population growth and improving the lifestyles of residents.

One project of note is the Hepburn House Aged Care Facility (\$6.5M). The project is set to add 46 beds in a new 2 level building, plus the expansion of existing facilities. Such a project will help support families and an aging population, while also providing local employment.

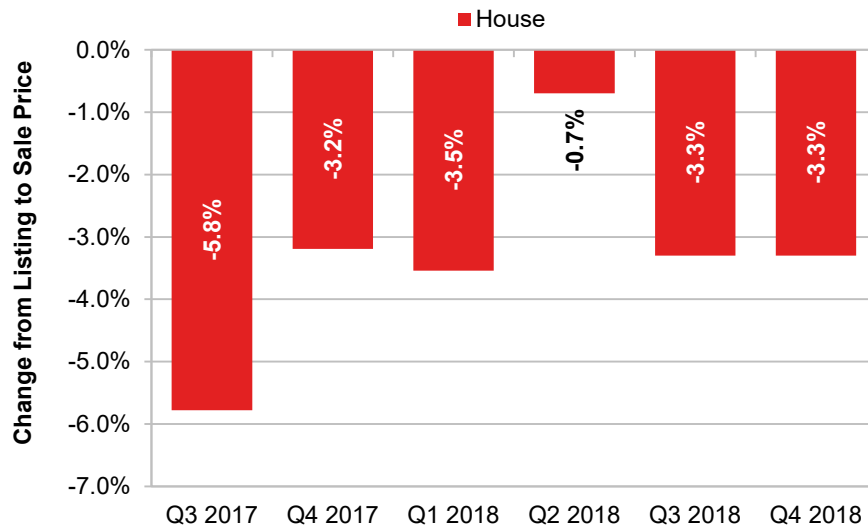
The King Street Residential Development (\$1.2M) is the only residential project, set to add 6 dwellings to the Creswick* area with a mix of 2 and 3 storey dwellings to be constructed. Continued introduction of residential projects is vital to support a growing population.

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

**Estimated values are based on construction value provided by the relevant data authority and does not reflect commercial and/or re-sale value. Quoted construction and completion dates are estimate only, as per relevant data authority.

Source: APM Pricerfinder, realestate.com.au. © Copyright PRDnationwide 2019.

AVERAGE VENDOR DISCOUNT



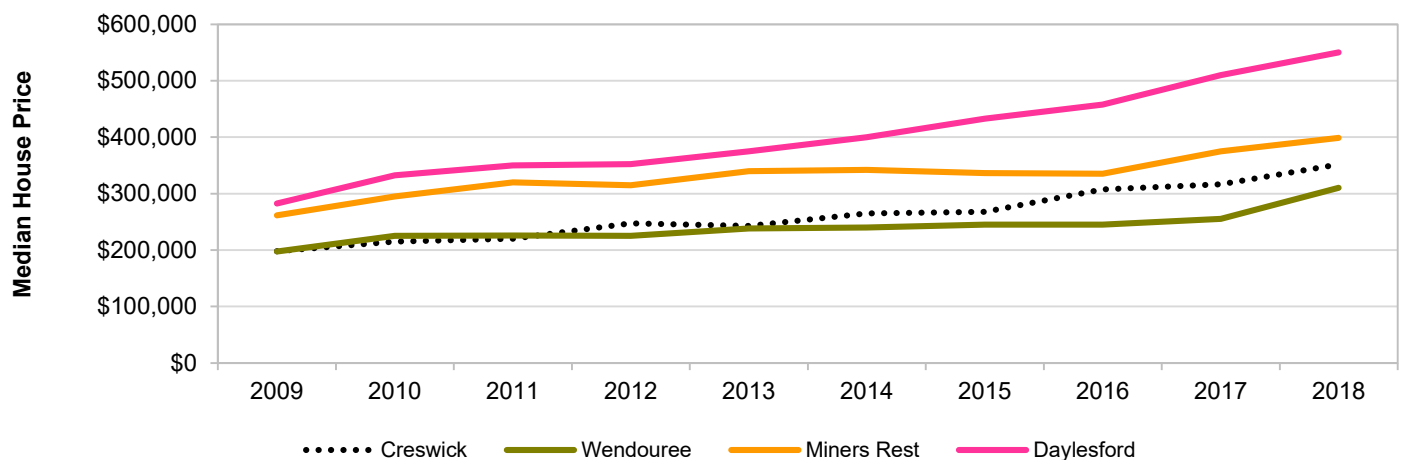
AVERAGE VENDOR DISCOUNT

The average vendor discount reflects the average percentage difference between the first list price and the 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.

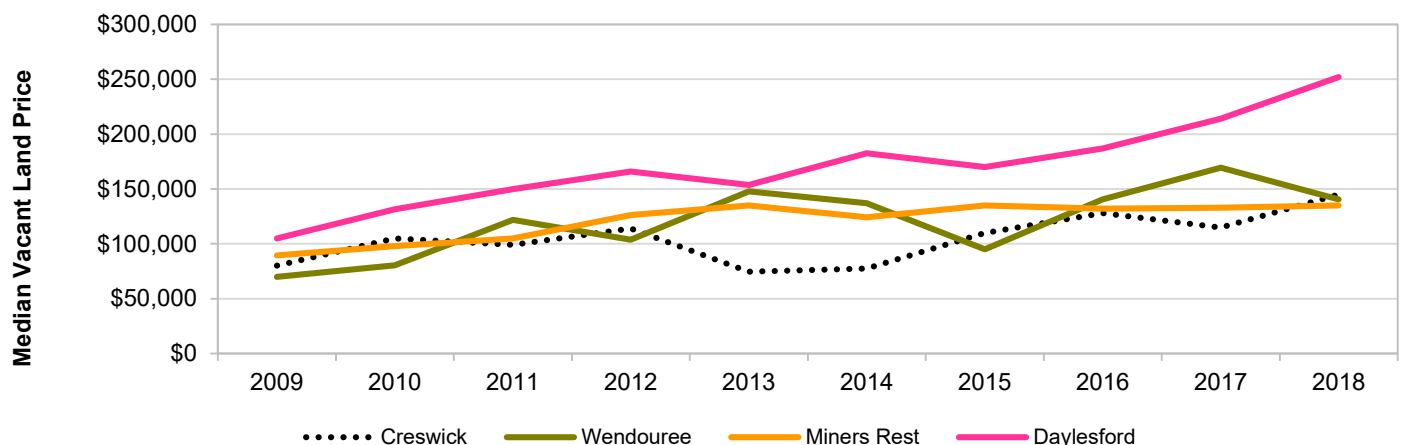
MARKET COMPARISON GRAPH

The market comparison graph provides a comparative trend for the median price of houses and units over the past 10 years. Suburbs profiled are chosen based on their proximity to the main suburb analysed in this Factsheet, which is Creswick. The main suburb is shown as a dotted black line in the graphs below.

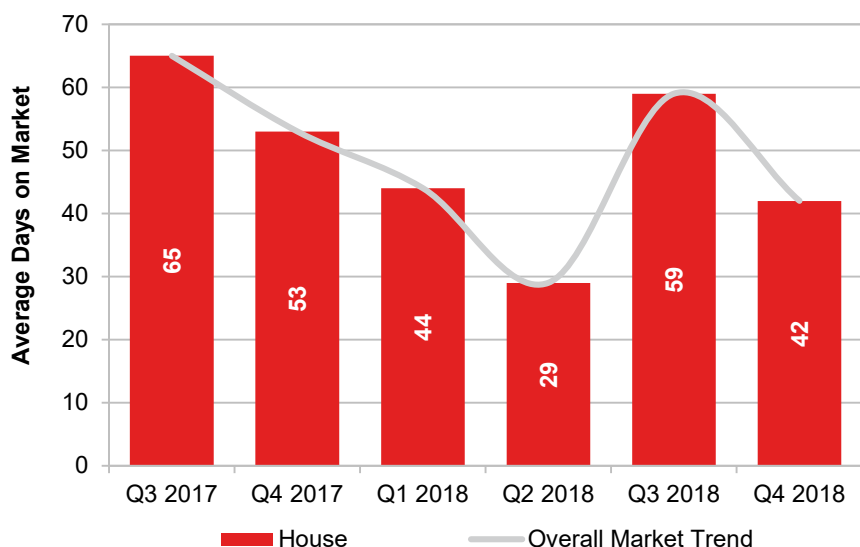
HOUSE MARKET COMPARISON



VACANT LAND MARKET COMPARISON



AVERAGE NUMBER OF DAYS ON THE MARKET**



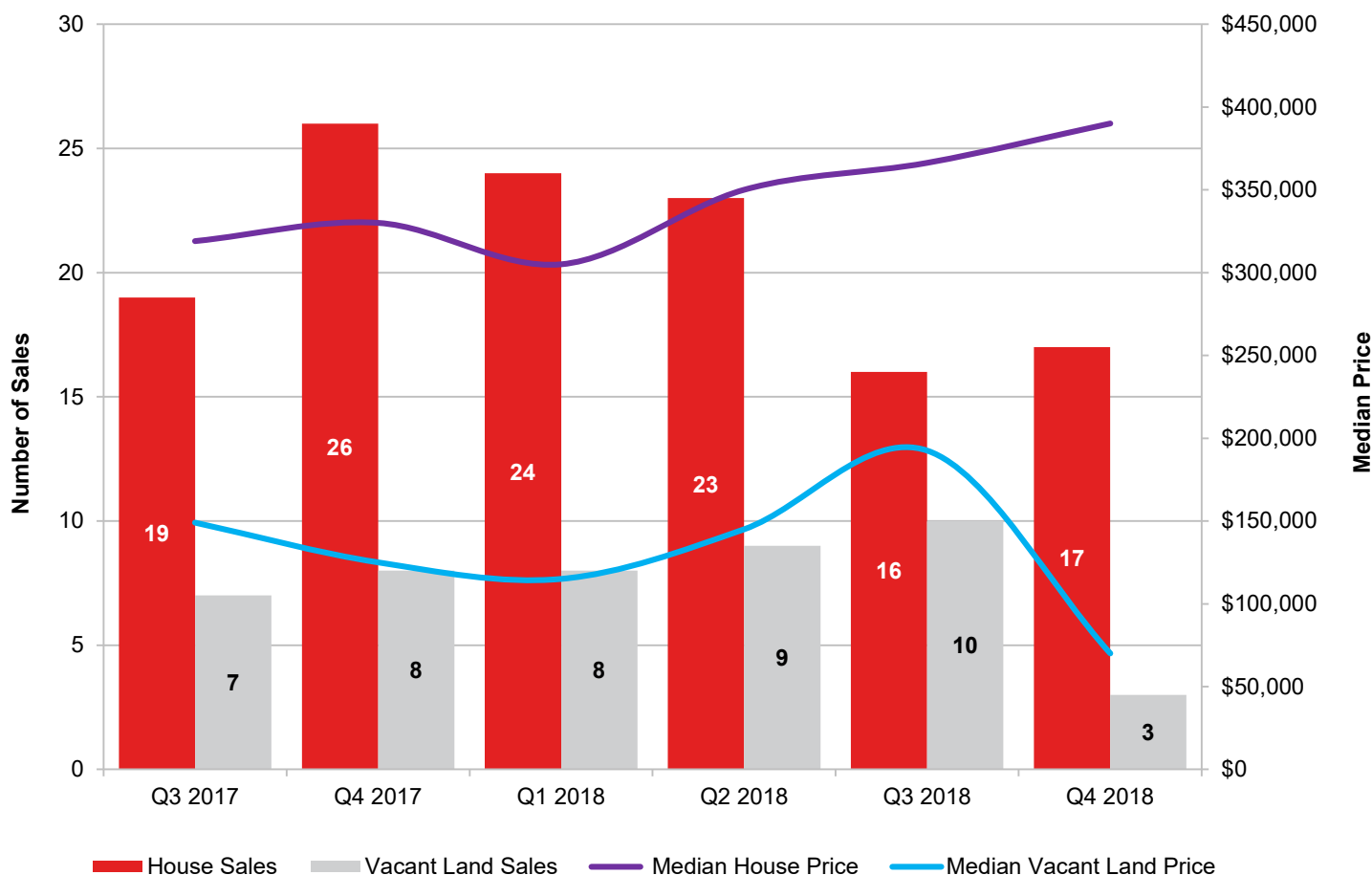
KEY HOUSE FACTS Q4 2018

Median Sale Price: \$390,000
Annual Growth: 18.2%*
Average Days on Market: 42
% Change Between First Listed Price and Sold Price: -3.3%

KEY LAND FACTS Q4 2018

Median Sale Price: \$70,000
Annual Growth: -44.0%*

SALES AND MEDIAN PRICES**

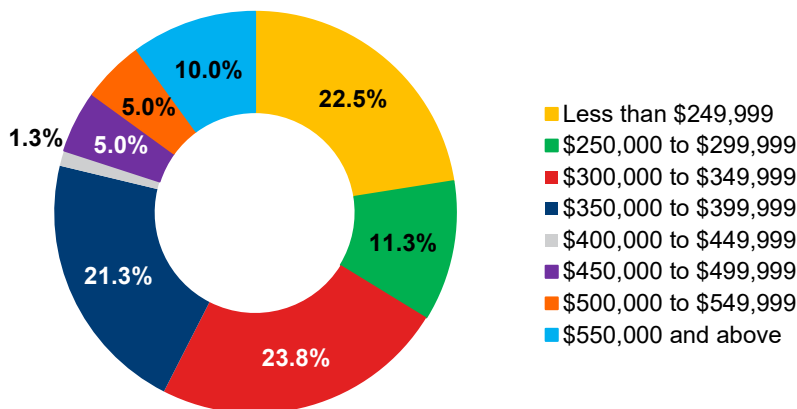


*Annual growth represents price growth for property transactions between Q4 2017 to Q4 2018 (inclusive).

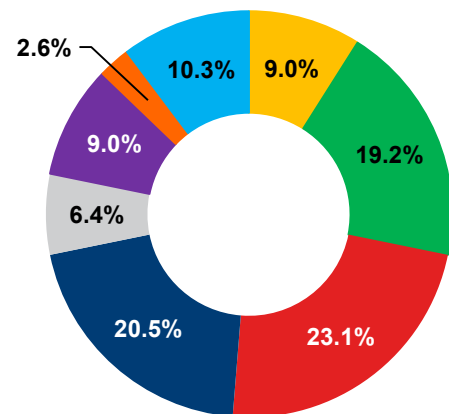
**Creswick market data and key indicators encapsulates aggregate property market conditions in the suburb Creswick.
Source: APM Pricefinder, realestate.com.au, SQM Research. © Copyright PRDnationwide 2019.

SALES PRICE POINT COMPAITIVE ANALYSIS

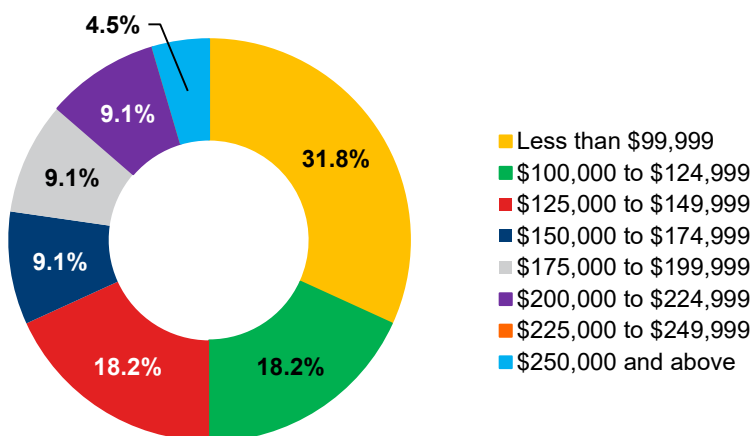
HOUSE PRICE POINT 2017



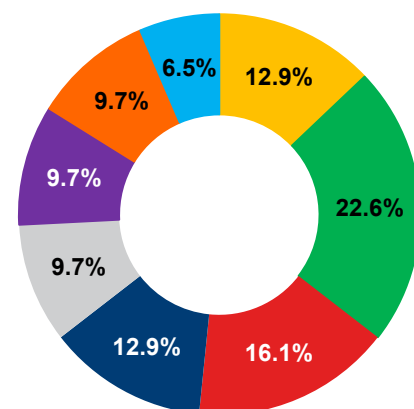
HOUSE PRICE POINT 2018



LAND PRICE POINT 2017



LAND PRICE POINT 2018



KEY IMPLICATIONS - HOUSES

Across 2018, the dominant price point for house sales in Creswick* was \$300K-350K, with 23.1% of total sales. This was also the dominant price range in 2017, at 23.8% of total sales. The largest swing between 2017 to 2018 was in the less than \$250K price bracket, which declined from 22.5% in 2017 to just 9.0% of sales in 2018, a drop of 13.5%. This indicates a strong reduction in the availability of affordable housing stock in Creswick*.

There has been an upward shift in the price segments, with the \$250K-300K bracket absorbing much of the sub-\$250K bracket. Thus suggests that while more affordable options are still available, they are quickly increasing in price, meaning buyers must act quickly to secure property.

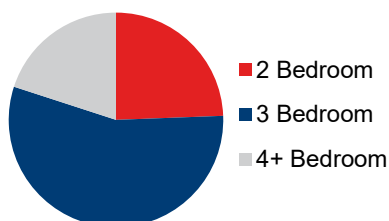
KEY IMPLICATIONS – VACANT LAND

Creswick's* dominant price bracket for vacant land sales across 2018 was \$100K-125K, with 22.6% of total sales. In 2017, most sales fell into the less than \$100K price point, with 31.8% of sales. This bracket saw the largest shift from 2017 to 2018, from 31.8% to 12.9%. This represents a significant decline in the availability of the most affordable land options in Creswick*.

Similar to the housing market, there has been a direct upward shift in the sales proportions of land, with growth in higher price brackets as a result of fewer sales in the less than \$100K range. Prospective vacant land buyers are thus encouraged to act quickly also, as the market is seeing vacant land increase in value across Creswick*.

INVESTMENT ANALYSIS

HOUSE



KEY HOUSE FACTS Q4 2018

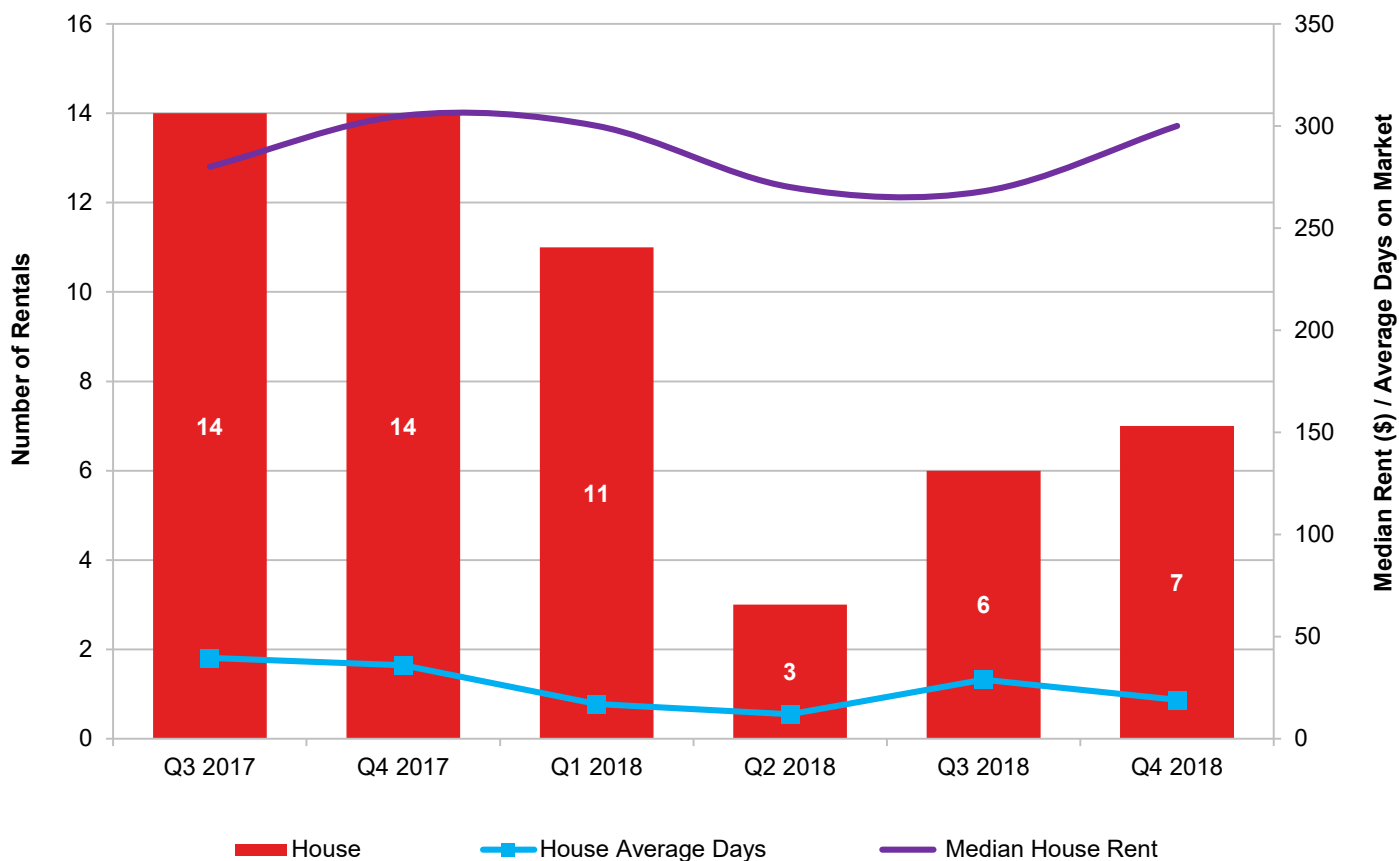
Median Rent Price: \$300 per week
Rental Yield: 4.0%
Average Days on Market: 19
Bedroom Breakdown:
 2 Bed: 24%, 3 Bed: 56%, 4+ Bed: 20%

KEY COMMENTS

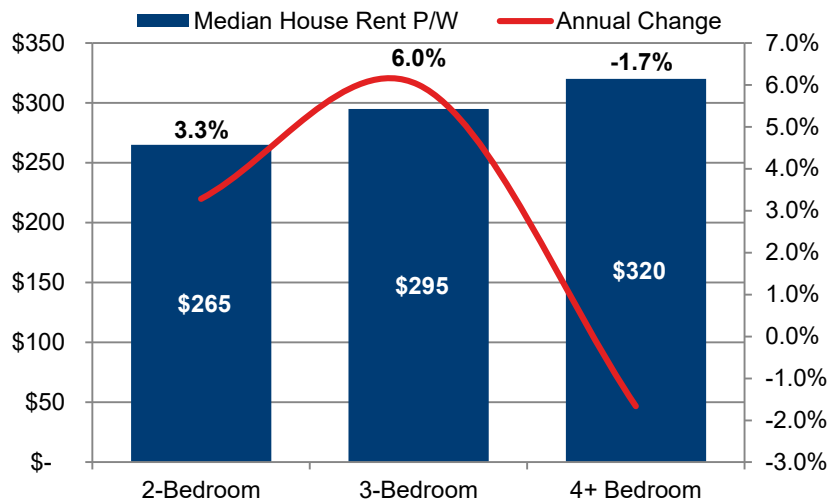
Interest in Creswick* was recorded at an average of 819 online visits per property. This represents a 18.9% increase on the *Creswick 2nd Half 2018 Research Factsheet*, which also reported 31.7% growth in visits from the previous 1st half 2018. This suggests sustained increasing market demand in the area. This said, the rental market has seen a decline in total activity, with just 7 house rentals reported for Q4 2018. However the Creswick's* rental performance remains positive, with an average house yield of 4.0% remaining above Melbourne Metro's 2.9% average.



MEDIAN RENT AND AVERAGE DAYS ON THE MARKET*



RENTAL PERFORMANCE 2018*



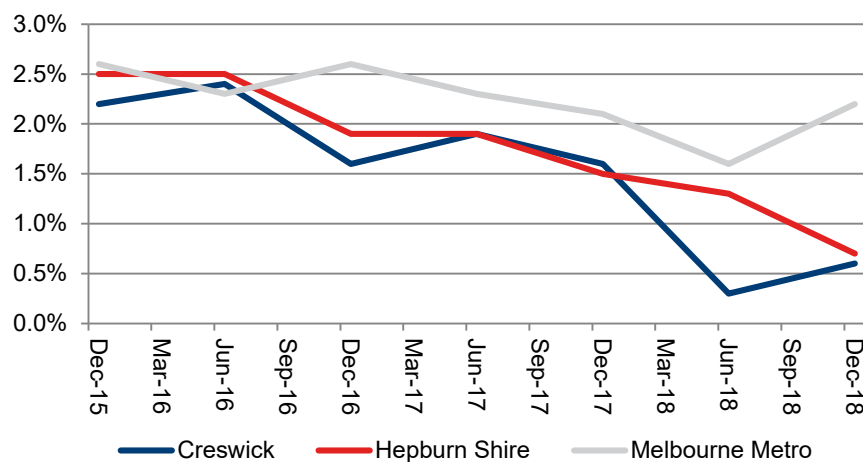
KEY COMMENTS

Rental returns in Creswick* of 4.0% for houses and 5.8% for units are healthy, particularly when compared to other regions, including Melbourne Metro's 2.9% (house) and 3.9% (units) returns.

3-bedroom houses provided the highest annual rental growth at 6.0%.

Vacancy rates in Creswick* remained at a very low 0.6%, sitting below both the Hepburn Shire LGA (0.7%), as well as Melbourne Metro (2.2%). Together, these factors suggest that Creswick* is a market which investors seeking regional property should consider for income stability because of its low vacancies and solid returns.

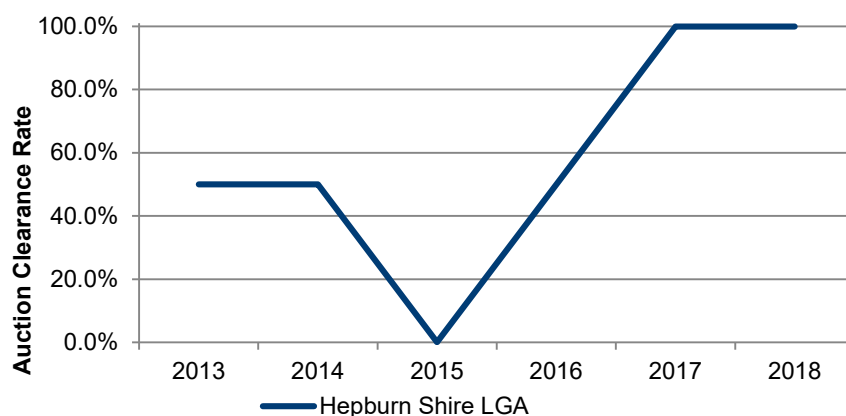
VACANCY RATES 2018



RENTAL YIELD 2018

Suburb/ Postcode/ LGA	House Rental Yield	Unit Rental Yield
Creswick	4.0%	5.8%
Wendouree	4.7%	5.4%
Miners Rest	3.3%	3.0%
Daylesford	3.0%	4.0%
Western Victoria	4.2%	5.0%
Melbourne Metro	2.9%	3.9%

AUCTION CLEARANCE RATES 2018



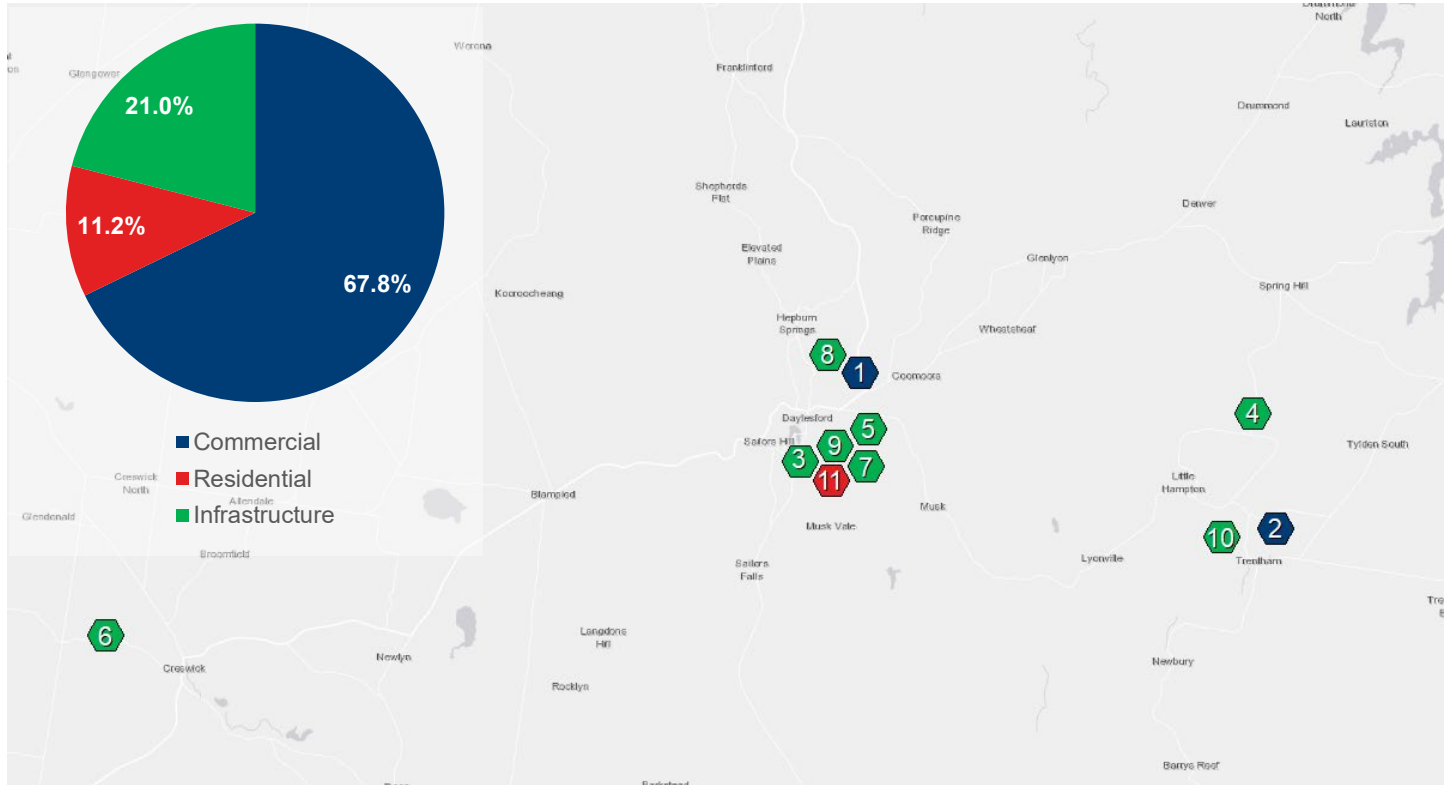
Q4 18 COMPARISON

Suburb/ Postcode/ LGA	Auction Clearance Rate
Creswick**	N/A (no auctions in Q4 2018)
Hepburn Shire LGA	100.0%
Melbourne Metro^	46.3%

*Rental performance graph represents aggregate house median rent prices in the suburb Creswick. Annual change is a comparison between 2017 and 2018 median rent figures.

**Auction Clearance rates for Creswick are for all residential auctions held in the suburb Creswick. ^Capital city data obtained by accumulating Domain's weekly auction clearance results. Source: APM Pricefinder, Domain, SQM Research. © Copyright PRDnationwide 2019.

PROJECT DEVELOPMENT MAP 1st HALF 2019*



Location	Project**	Type	Estimated Value***	Commence Date****
1	Hepburn House Aged Care Facility	Commercial	\$6,500,000	18/06/2019
2	Trentham Aged Care	Commercial	\$800,000	02/02/2019
3	Bleakley Street Footpath	Infrastructure	\$400,000	04/04/2019
4	Trentham-Springhill Road & Springhill Road Intersection	Infrastructure	\$400,000	17/04/2019
5	Wills Square & Camp Roadworks	Infrastructure	\$350,000	24/04/2019
6	Ascot Creswick Road Development	Infrastructure	\$300,000	15/06/2019
7	East Street Bridge	Infrastructure	\$300,000	25/05/2019
8	Doctors Gully To Hepburn Springs Development	Infrastructure	\$250,000	15/05/2019
9	Standbridge Street Development	Infrastructure	\$161,000	15/01/2019
10	Mulcahys Road Development	Infrastructure	\$100,000	15/06/2019
11	King Street Development (6 Dwellings)	Residential	\$1,200,000	30/04/2019

*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. © Copyright PRDnationwide 2019.

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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