



Whitsundays
Property Factsheet
1st Half 2019





MARKET CONDITIONS

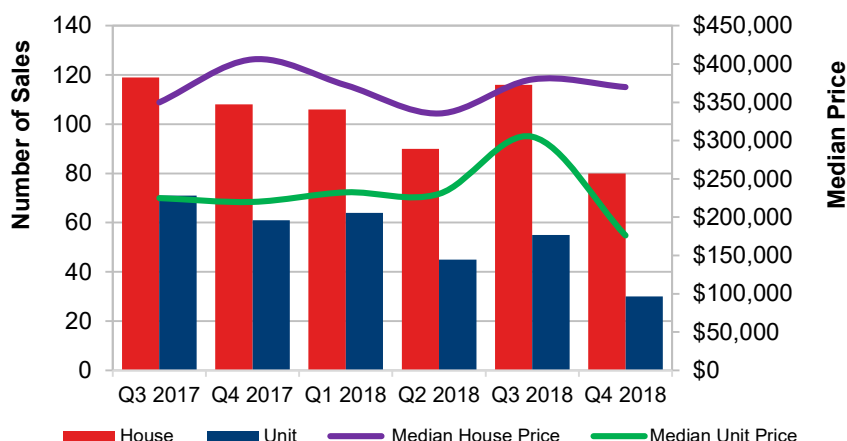
Whitsundays* recorded a median house price of \$445,000 and \$222,500 for units in Q4 2018. This represented an annual (Q4 2017-Q4 2018) price softening of -3.3% for houses and -9.2% for units. Compared to the *Whitsundays* 2nd half 2018 Research Factsheet*, which reported an annual (Q2 2017 – Q2 2018) price change of -0.6% (house) and -28.9% (units), houses in Whitsundays* have become more affordable while units have strengthened in value. Now is also an ideal time for first home buyers to take advantage of Whitsundays** softening market.

Annual (Q4 2017-Q4 2018) median house prices also softened in the Whitsunday Shire Local Government Area (LGA), by -8.9% to \$370,000. Median unit prices also softened, by -19.9% to \$176,250. When compared to the LGA, Whitsundays* is a premium market, both from a higher median entry price and capital growth perspectives.

Average vendor discounting for houses have further widened, from -4.9% in Q4 2017 to -6.5% in Q4 2018. This suggests that house buyers can further negotiate from the first list asking price. In line with a strengthening unit values (as a comparison between 2nd half 2018 and 1st half 2019 median price growth) the average vendor discount for units have slightly tightened, from -5.5% in Q4 2017 to -5.0% in Q4 2018.

Median rental prices in Whitsundays* have softened over the past 12 months to Q4 2018, by -4.0% to \$480 per week for houses and by -9.6% to \$330 per week for units. That said investors continue to benefit in this high-demand market, as Whitsunday* rental yields for both house and units are high (5.1% and 5.9%). These figures are above Whitsunday LGA (5.0%; house, 5.2%; unit) and North Coast Rental yields (5.2%; house, 5.7%; units).

WHITSUNDAY SHIRE GROWTH



OVERVIEW

The Whitsundays is located in proximity to the Great Barrier Reef. Auction clearance rates in Whitsundays were at 76.5% in Q4 2018. This is slightly below Whitsundays Shire average of 80.0% but well above the Queensland state average of 33.0% in Q4 2018. This suggests a high level of successful auction sales in Whitsundays, and a preference for it.

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

FUTURE DEVELOPMENTS**

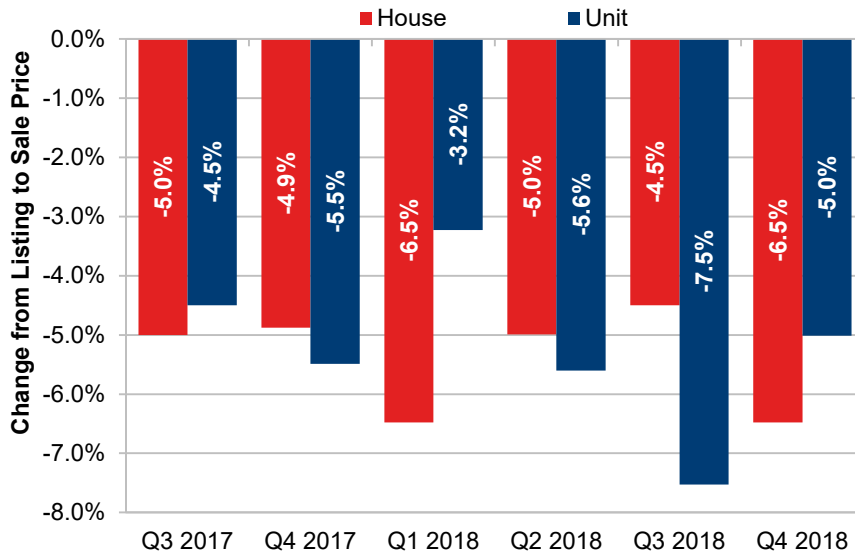
Whitsundays* is set to see approx. \$265.0M worth of new projects commencing in the 1st half of 2019. Mixed-use projects (97.5%, \$258.5M) account for the majority of development value. This is followed by commercial (1.1%, \$2.9M), infrastructure (0.9%, \$2.3M) and residential projects (0.5%, \$1.3M). These projects will stimulate economic growth in the Whitsundays, which will have positive spill-over impact on the real estate market.

The main mixed-use project over the 1st half 2019 period is the Shute Harbour Resort Marine and Residential Development (\$252.0M). This project is set to add a resort, marina, shops, offices and residential subdivision (52 lots) to the Whitsundays market.

A total of 19 units/apartments and 80 residential lots are planned in the 1st half of 2019. This addition of new stock will cater for the 17.9% of population growth over the past 5 years to 2016. Examples of other mixed-use and residential projects include: Shute Harbour Road Mixed Use Development (\$6.5M, 19 units) and Coyne Road Residential Subdivision (\$1.3M, 28 subdivision lots).

*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 2019.

AVERAGE VENDOR DISCOUNT*



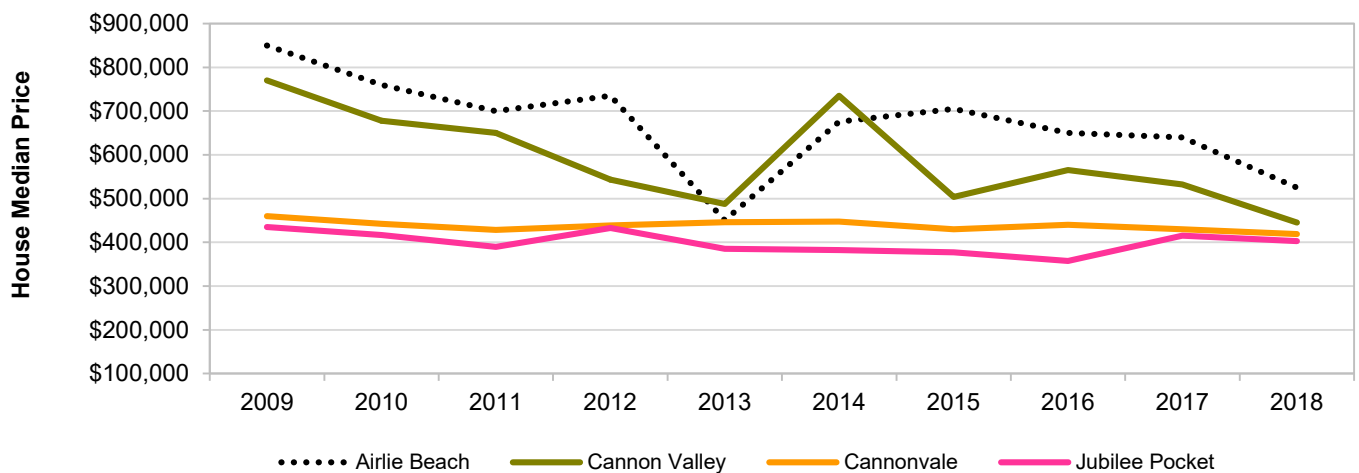
AVERAGE VENDOR DISCOUNT

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.

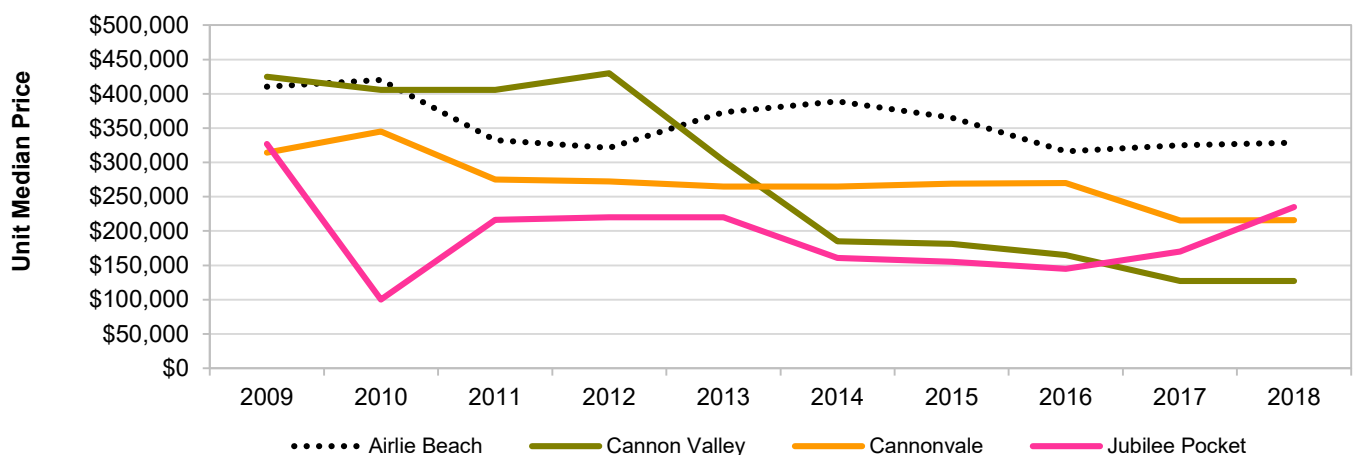
MARKET COMPARISON GRAPH

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

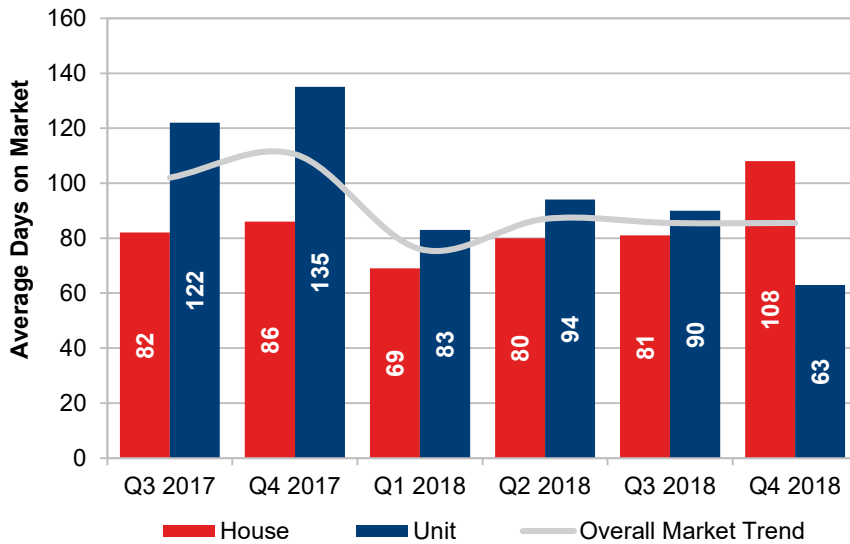


UNIT MARKET COMPARISON



*Whitsundays market data and key indicators encapsulate aggregate property market conditions of the suburbs within the 4802 postcode. Source: APM Pricerfinder. © Copyright PRDnationwide 2019.

AVERAGE NUMBER OF DAYS ON THE MARKET**



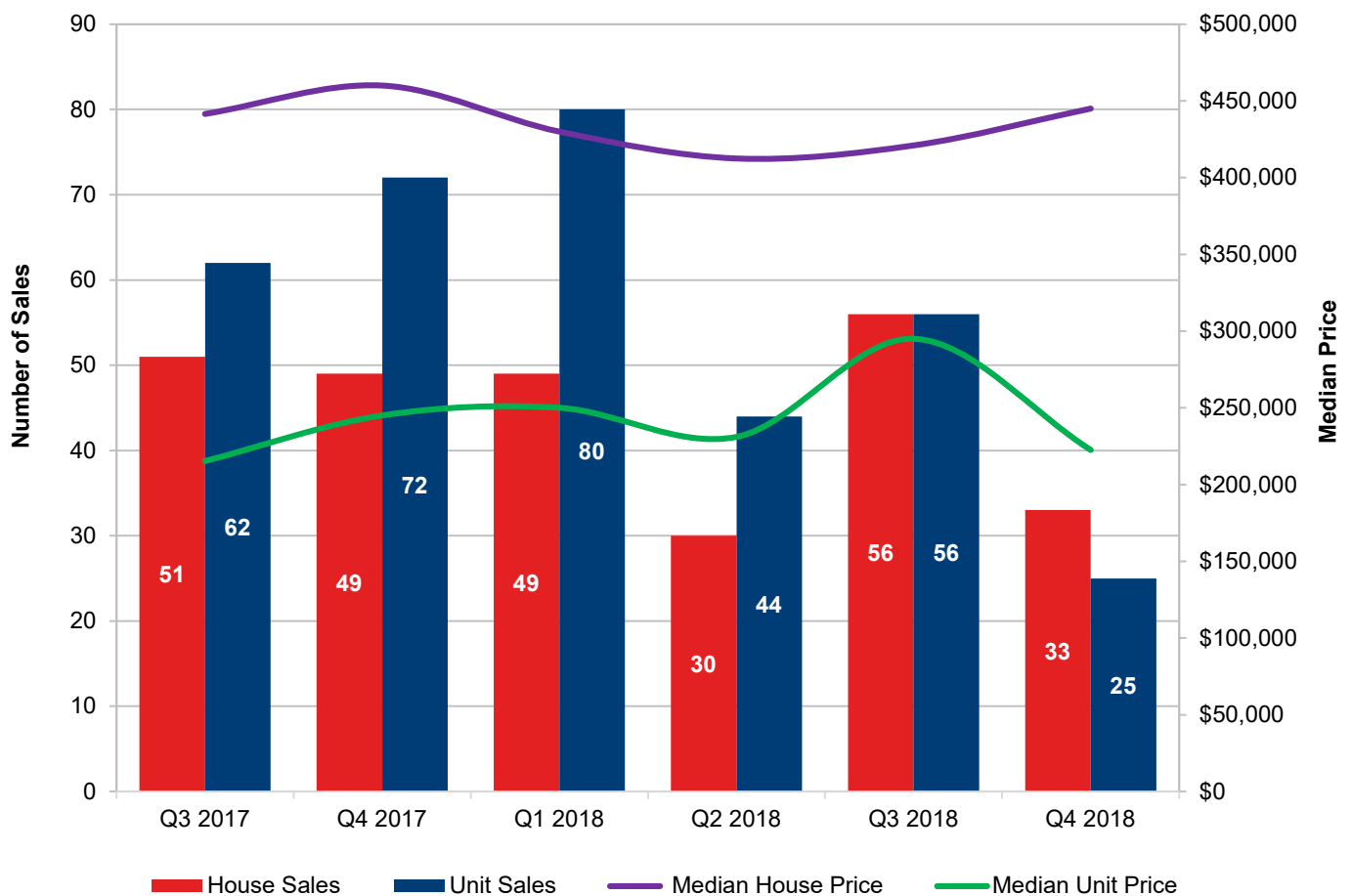
HOUSE KEY FACTS Q4 2018

Median Sale Price: \$445,000
 Annual Growth: -3.3%*
 Average Days on Market: 108
 % Change between First Listed Price and Sold Price: -6.5%

UNIT KEY FACTS Q4 2018

Median Sale Price: \$222,500
 Annual Growth: -9.2%*
 Average Days on Market: 63
 % Change between First Listed Price and Sold Price: -5.0%

SALES AND MEDIAN PRICE**



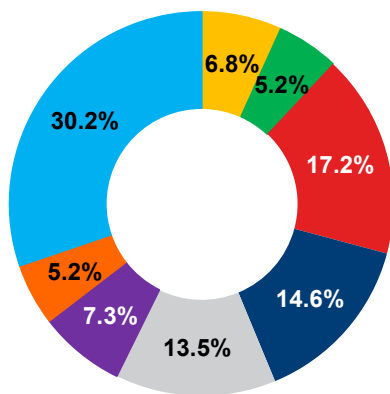
*Annual growth represents price growth for property transactions between Q4 2017 to Q4 2018 (inclusive).

**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 2019.

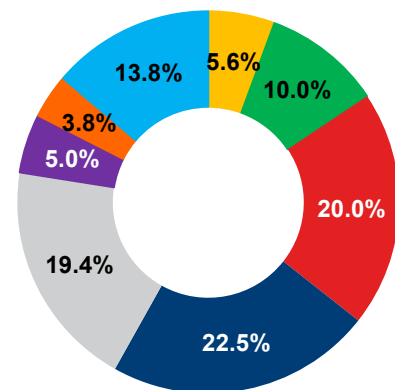
SALES PRICE POINT COMPARATIVE ANALYSIS

HOUSE PRICE POINT 2017

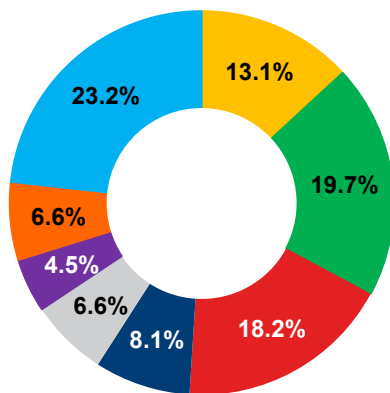


- Less than \$299,999
- \$300,000 to \$349,999
- \$350,000 to \$399,999
- \$400,000 to \$449,999
- \$450,000 to \$499,999
- \$500,000 to \$549,999
- \$550,000 to \$599,999
- \$600,000 and above

HOUSE PRICE POINT 2018

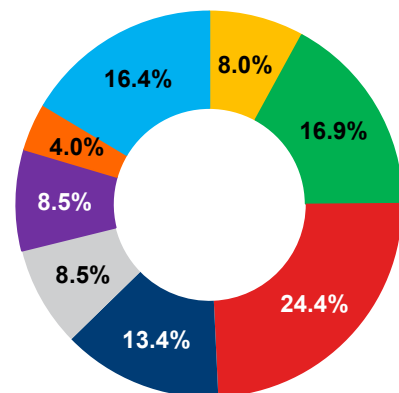


UNIT PRICE POINT 2017



- Less than \$149,999
- \$150,000 to \$199,999
- \$200,000 to \$249,999
- \$250,000 to \$299,999
- \$300,000 to \$349,999
- \$350,000 to \$399,999
- \$400,000 to \$449,999
- \$450,000 and above

UNIT PRICE POINT 2018



KEY IMPLICATIONS - HOUSE

The proportion of houses sold in 2018 was primarily in the price segment of \$400 - \$449K (22.5%), which saw a significant increase from 2017 (14.6%). There has been a large swing towards lower pricing in the Whitsundays*, evident from the significant decrease in sales activity within the \$600K and above price bracket, from 30.2% in 2017 to 13.8% in 2018.

That said the mid-range and lower end price brackets have increased in sales activity, which encourages buyers with a variety of budget to consider entering the Whitsundays* market. The swing in dominant price bracket confirms that affordability is increasing and now is the perfect time for first home buyers to act.

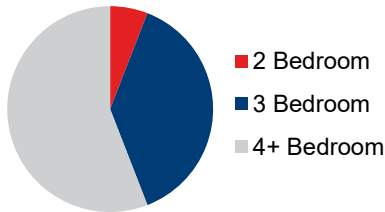
KEY IMPLICATIONS - UNIT

The proportion of units sold in 2018 was predominantly within the \$200-\$250K price segment, which has increased from 18.2% in 2017 to 24.4% in 2018. Unit sales in the \$250-\$299K price bracket has increased from 8.1% to 13.4% in 2018.

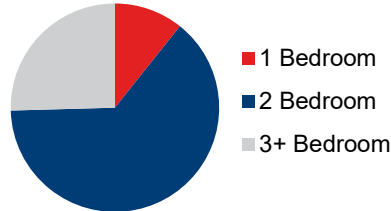
The highest priced bracket of \$450K and above decreased from 23.2% to 16.4%. This signifies a lower demand for premium priced units, reflective of the -9.2% softening in median price over the past 12 months to Q4 2018. Similar to the housing market there is a stronger mid-range and lower priced market in 2018, proving more affordable options are available. First time investors should take this opportunity to enter the market.

INVESTMENT ANALYSIS

HOUSE



UNIT



HOUSE KEY FACTS Q4 2018

Median Rent Price: \$480 per week
 Rental Yield: 5.1%
 Average Days on Market: 33
 Bedroom Breakdown:
 2 Bed: 6%, 3 Bed: 38%, 4+ Bed: 56%

UNIT KEY FACTS Q4 2018

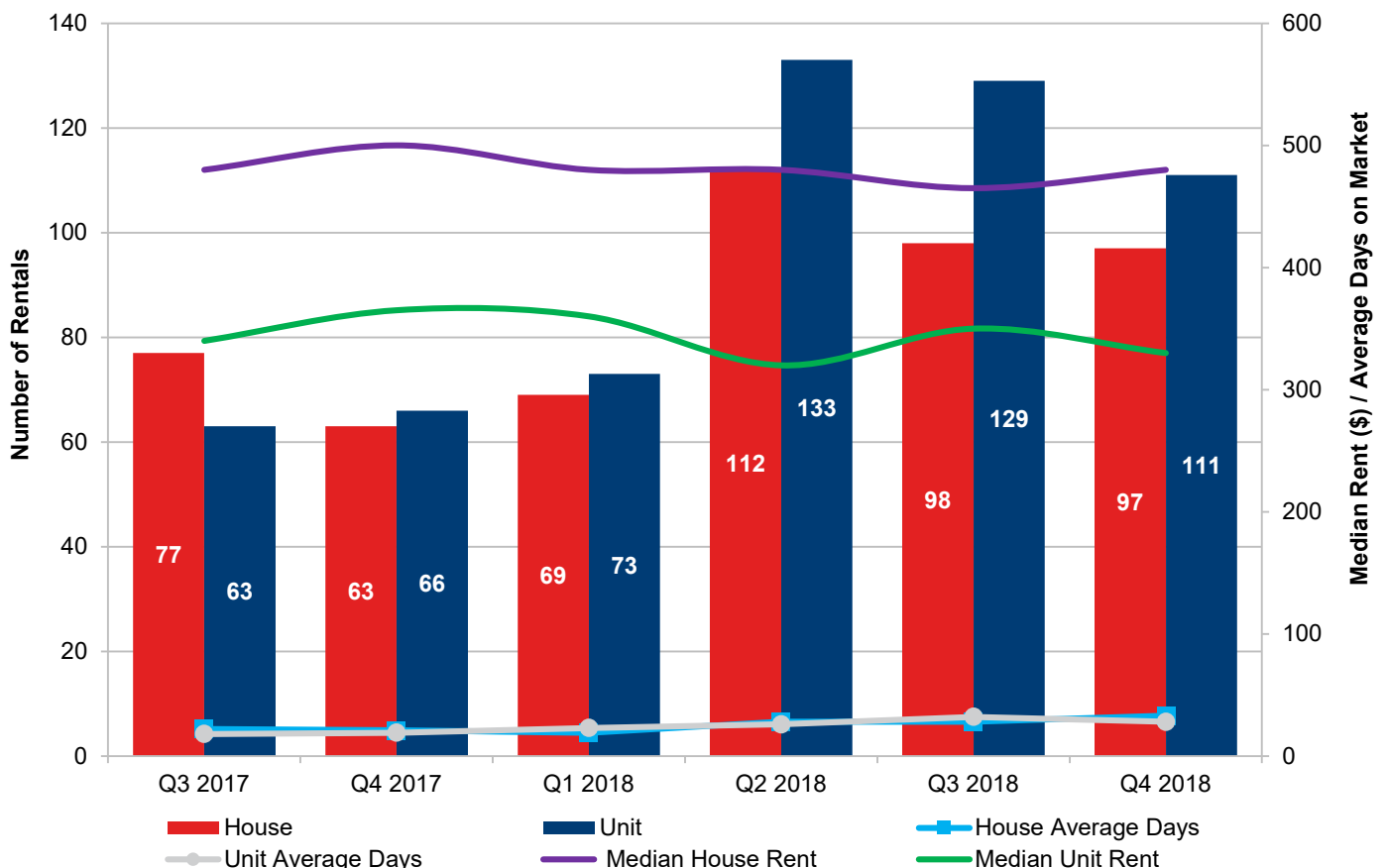
Median Rent Price: \$330 per week
 Rental Yield: 5.9%
 Average Days on Market: 28
 Bedroom Breakdown:
 1 Bed: 11%, 2 Bed: 64%, 3+ Bed: 25%

KEY COMMENTS

The number of rented properties has increased significantly over the past 12 months to Q4 2018. The number of houses rented increased by 54.0% and units increased by 68.2%. Median rental prices have softened during this period, that said this is not surprising considering the significant increase in the number of rental supply. Average day on the market for rental properties has remained low during this time, at 33 days for house and 28 days for units, suggesting there is quick rental returns. With a softening in median sales price for both houses and units, now is the time for first time investors to enter the market.

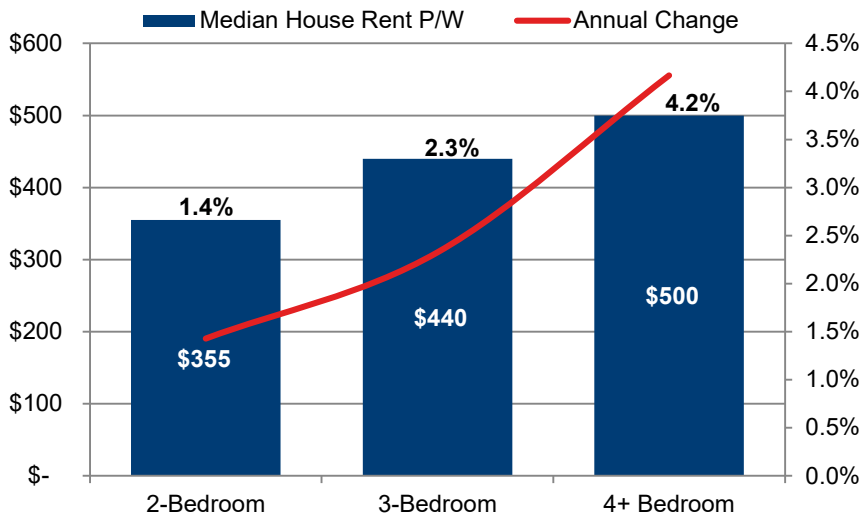


MEDIAN RENT AND AVERAGE DAYS ON MARKET*



*Disclaimer: Whitsunday market data and key indicators encapsulates aggregate property market conditions of the suburbs within the 4802 postcode. Source: APM Pricefinder, realestate.com.au, SQM Research. © Copyright PRDnationwide 2019.

RENTAL PERFORMANCE 2018*



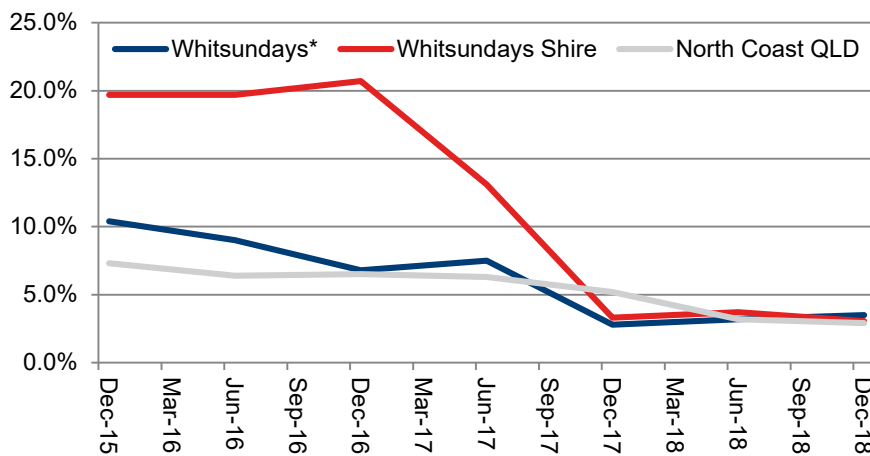
KEY COMMENTS

Rental yields in the Whitsundays* as at December 2018 was 5.1% (houses) and 5.9% (units), well above rental yields in the Whitsundays Shire LGA and North Coast Queensland.

4+ bedrooms houses provide the highest annual rental growth at 4.2%, currently attracting \$500 per week.

It is important to be mindful that there is fluctuating occupancy levels, due to the new supply of housing to the area and other economic / weather factors. That said there has been an overall decreasing trend in vacancy rates in the Whitsundays* (3.5% in December 2018), reflecting a healthier demand.

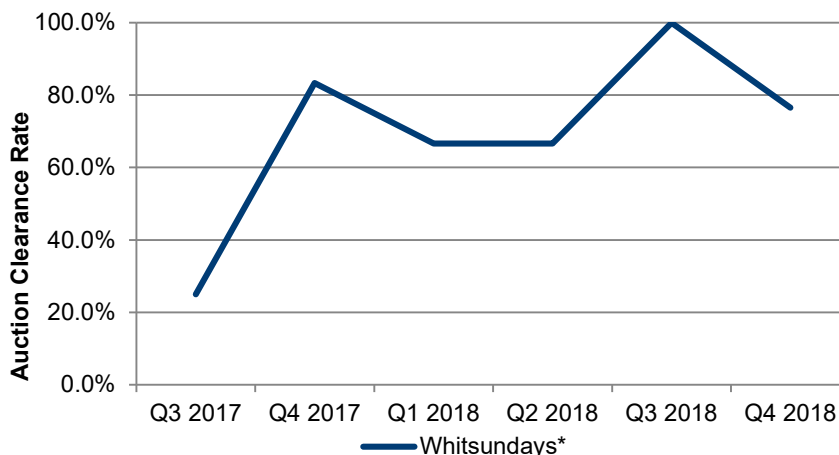
VACANCY RATES 2018



RENTAL YIELD 2018

| Suburb/ Postcode/ LGA | House Rental Yield | Unit Rental Yield |
|-----------------------|--------------------|-------------------|
| Whitsundays* | 5.1% | 5.9% |
| Whitsundays Shire | 5.0% | 5.2% |
| North Coast QLD | 5.2% | 5.7% |

AUCTION CLEARANCE RATES 2018

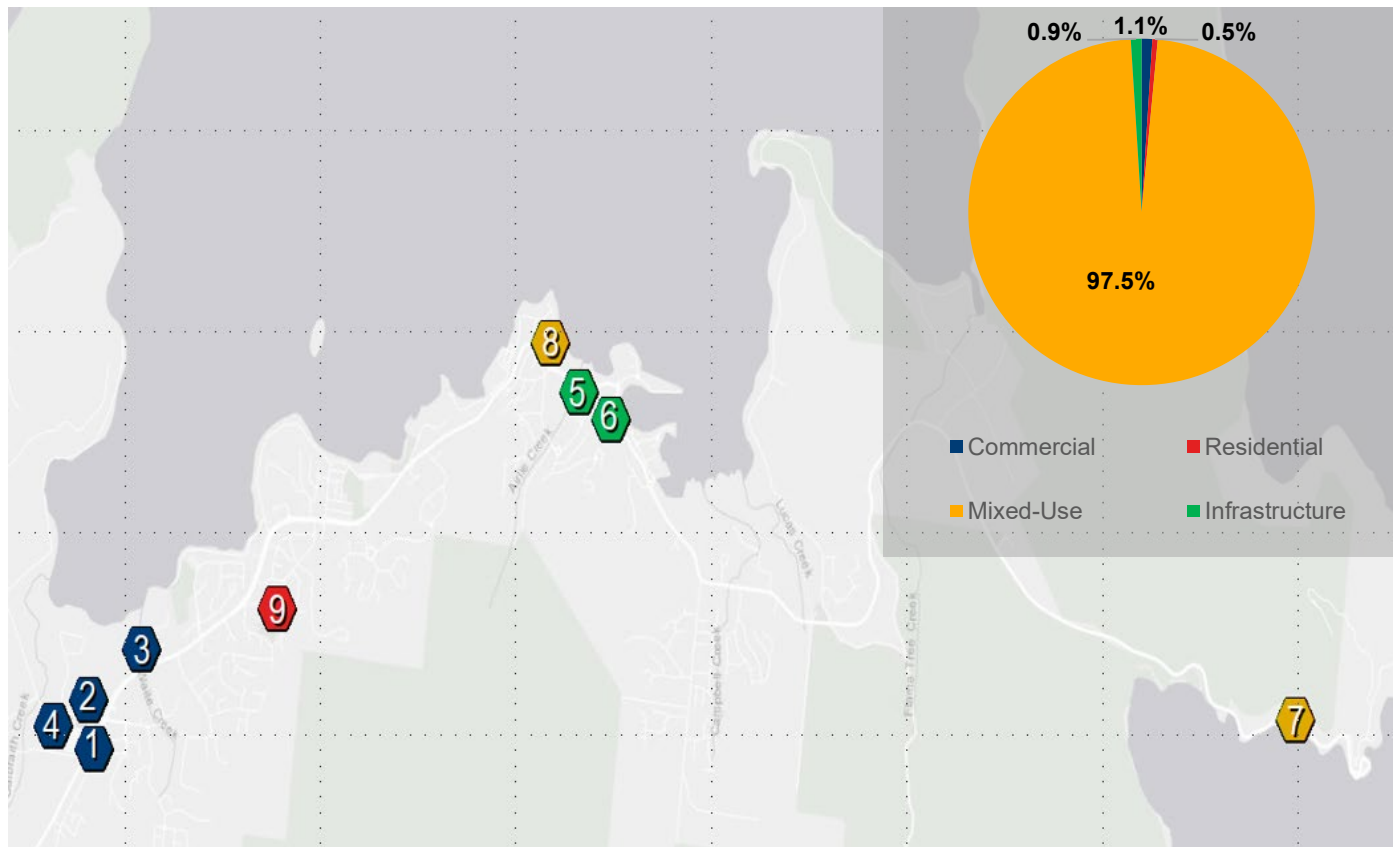


Q4 2018 COMPARISON

| Suburb/ Postcode/ LGA | Auction Clearance Rate |
|--------------------------------|------------------------|
| Whitsundays* | 76.5% |
| Whitsundays Shire [^] | 80.0% |
| QLD State [^] | 33.0% |
| Brisbane Metro [^] | 37.0% |

*Rental performance graph represents aggregate house median rent prices of the suburbs within the 4802 postcode. Annual change is a comparison between 2017 and 2018 median rent figures.
 **Auction Clearance rates for Whitsundays are for all residential auctions held in the suburbs within the 4802 postcode.
[^]Capital city and State data obtained by accumulating Domain's weekly auction clearance results.
 Source: APM Pricefinder, Domain, SQM Research. © Copyright PRDnationwide 2019, Realestateinvestar.

PROJECT DEVELOPMENT MAP 1ST HALF 2019*



| Location | Project** | Type | Estimated Value*** | Commence Date**** |
|----------|---|----------------|--------------------|-------------------|
| 1 | Paluma Road Medical Centre Stages 1 & 2 | Commercial | \$1,000,000 | 20/03/2019 |
| 2 | Shute Harbour Road Workshop | Commercial | \$700,000 | 07/06/2019 |
| 3 | William Murray Drive Industrial & Commercial Development | Commercial | \$600,000 | 15/06/2019 |
| 4 | Australia Post Cannonvale | Commercial | \$600,000 | 25/02/2019 |
| 5 | Ndrra Sealed Road Package T | Infrastructure | \$2,000,000 | 31/05/2019 |
| 6 | Shute Harbour Redevelopment Project | Infrastructure | \$300,000 | 22/04/2019 |
| 7 | Shute Harbour Resort Marina & Residential Development- (Resort/Marina/Shops/Offices/Residential Subdivision - 52 Lots) | Mixed-use | \$252,000,000 | 18/02/2019 |
| 8 | Shute Harbour Road Mixed Used Development- (19 Units Restaurant/Shops) | Mixed-use | \$6,500,000 | 18/02/2019 |
| 9 | Coyne Road Residential Subdivision= 28 Lots | Residential | \$1,300,000 | 29/03/2019 |

*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 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 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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