



**Mildura**  
Property Factsheet  
1st Half 2019





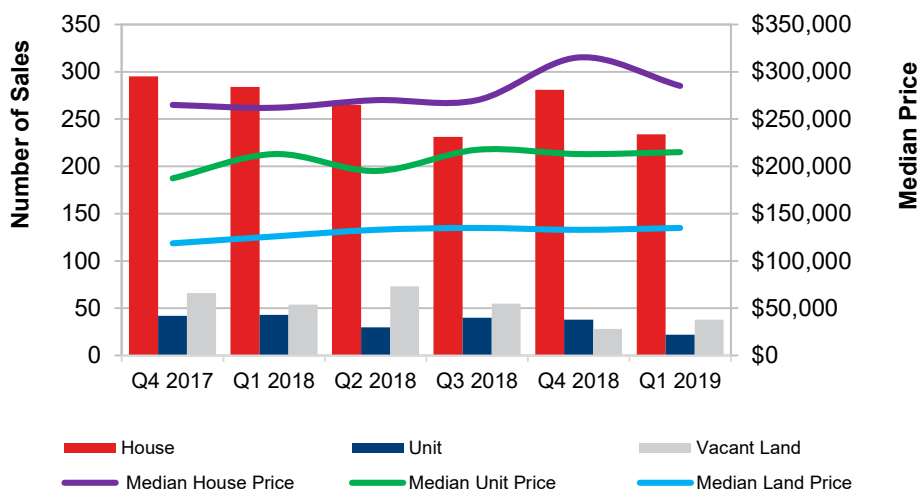
## MARKET CONDITIONS

Mildura\* recorded a median house price of \$306,250 and \$233,250 for units in Q1 2019. This shows significant annual (Q1 2018 – Q1 2019) price resilience of 14.5% for houses and 3.7% for units. When compared to the *2<sup>nd</sup> Half 2018 Mildura Research Factsheet*, which reported annual (Q3 2017 – Q3 2018) median price changes of 9.4% (house) and 10.5% (unit), properties in Mildura\* have strengthened, with vendors are achieving great results in property transactions.

In comparison, the Rural City of Mildura Local Government Area (LGA) recorded a higher median house price of \$285,000 in Q1 2019, representing annual growth of 8.8% between Q1 2018 – Q1 2019. Units are also headed towards a healthy market with a median price of \$215,000, representing annual price growth of 0.9% during the same time frame. This further suggests Mildura\* is beginning to favour a premium market for both houses and units when compared to the LGA.

The median rental price for both houses and units strengthened over the past 12 months to Q1 2019. Houses recorded an annual increase of 4.8% to \$330 per week and units strengthened by 13.0% to \$260 per week. Investors currently benefit from low average days to let, for both houses (22 days) and units (21 days). Astute investors need to take this opportunity to enter the market, particularly as vacancy rates were recorded at a 0.8% low in December 2018. This was largely on par with the Mildura LGA, but well below that of Melbourne Metro's vacancy rate of 2.2%. Investors are also benefiting from extraordinary rental yields for houses (5.5%) and units (5.0%) in Mildura\*, proving investors with further confidence in the market.

## RURAL CITY OF MILDURA GROWTH



## OVERVIEW

Mildura is a growing regional city in north-west Victoria. Auction clearance rates in Mildura\* were 58.8% as of Q1 2019. This was above Mildura LGA's (54.2%) and Melbourne Metro's (53.1%). Over the 12 months to Q1 2019, auction clearance rate figures in Mildura\* have strengthened suggesting there is a healthy level of market demand in Mildura\*.

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

## FUTURE DEVELOPMENTS\*\*

Mildura\* is set to invest approximately \$78.8M in new projects across the 1<sup>st</sup> half of 2019. Commercial projects account for the majority of this (\$45.0M or 57.1%). This is followed by infrastructure (\$26.3M or 33.4%) and residential projects (\$7.5M or 9.5%). The combination of these types of projects will increase further demand and create employment opportunities.

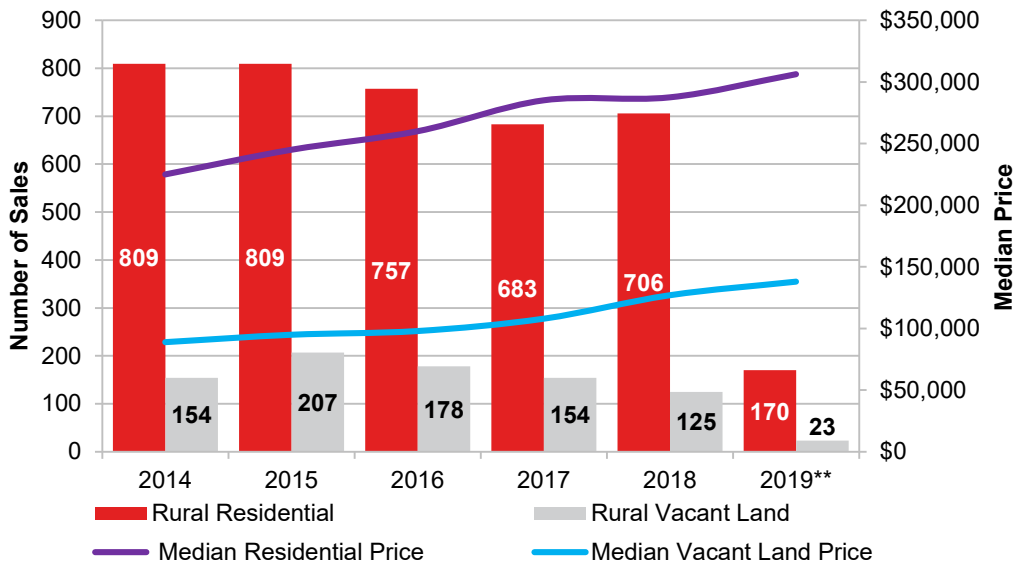
A Major infrastructure project set for construction in Mildura\* is the Regional Rail Revival project (\$20.0M). This project will increase productivity and should have a positive spillover effect on the property market in Mildura\*.

Fifteenth Street Townhouses (\$7.5M) is a significant residential project that will construct a total of 50 townhouses in the 1<sup>st</sup> half of 2019. This property stock will help further cater to the growing demand for property in Mildura\*.

\*Mildura market data and key indicators encapsulates aggregate property market conditions in the following suburbs: Mildura.  
 \*\*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.  
 \*\*\*2019 is representative of transactions between 1<sup>st</sup> January 2019 – 31<sup>st</sup> March 2019.  
 Source: APM Pricerfinder, Cordell Database, realestate.com.au. © Copyright PRDnationwide 2019.



## RURAL MARKET COMPARISON\*\*



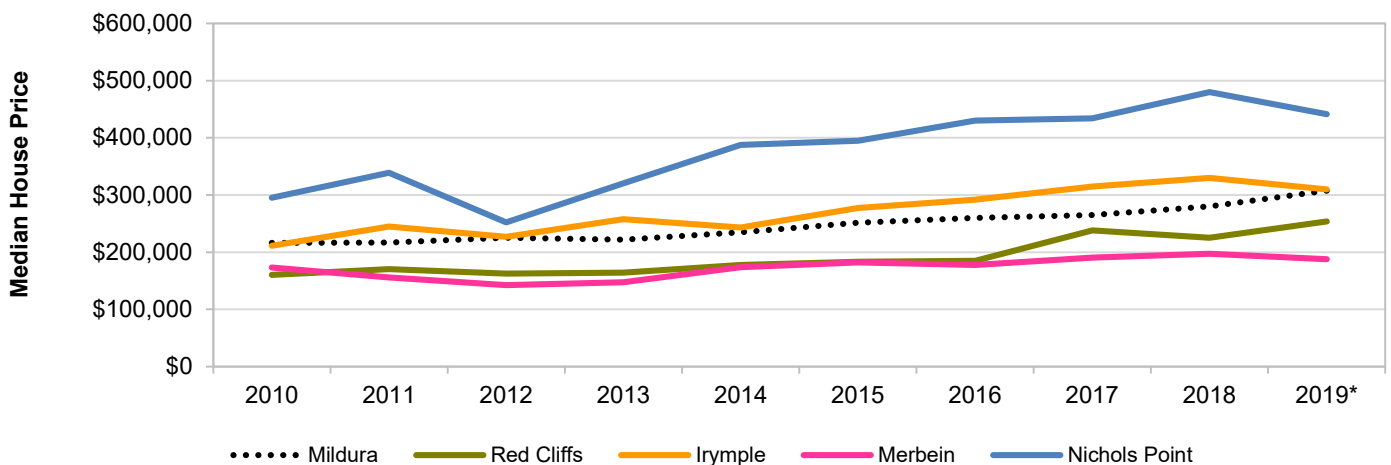
### AVERAGE VENDOR DISCOUNT

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.

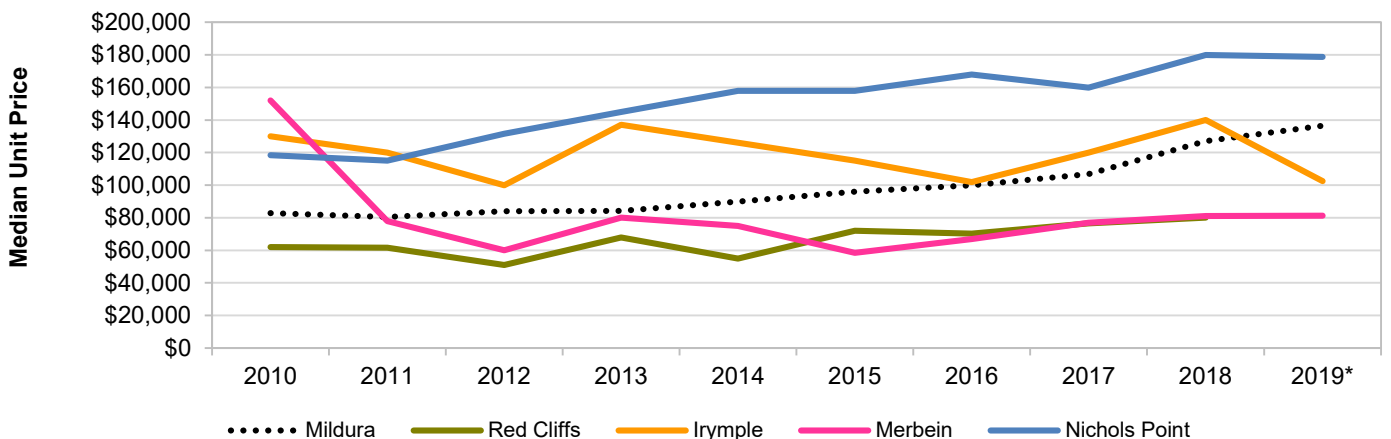
### MARKET COMPARISON GRAPH

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 Mildura. The main suburb is shown as a dotted black line in the graphs below.

## HOUSE MARKET COMPARISON



## VACANT LAND MARKET COMPARISON

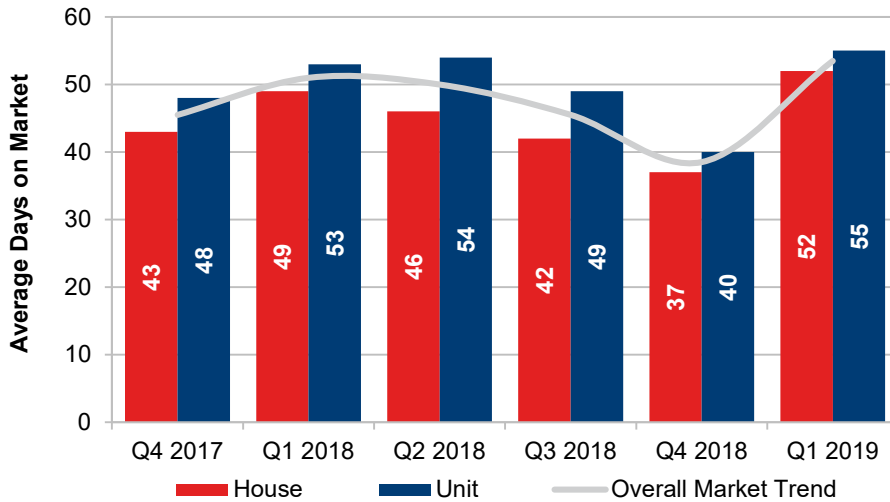


Source: APM Pricerfinder. © Copyright PRDnationwide 2019.

\*\*Rural sales data encapsulates property transactions in the following suburbs: Mildura.

\*2019 sales data is inclusive of the period Q1 2019 only.

## AVERAGE NUMBER OF DAYS ON THE MARKET\*\*



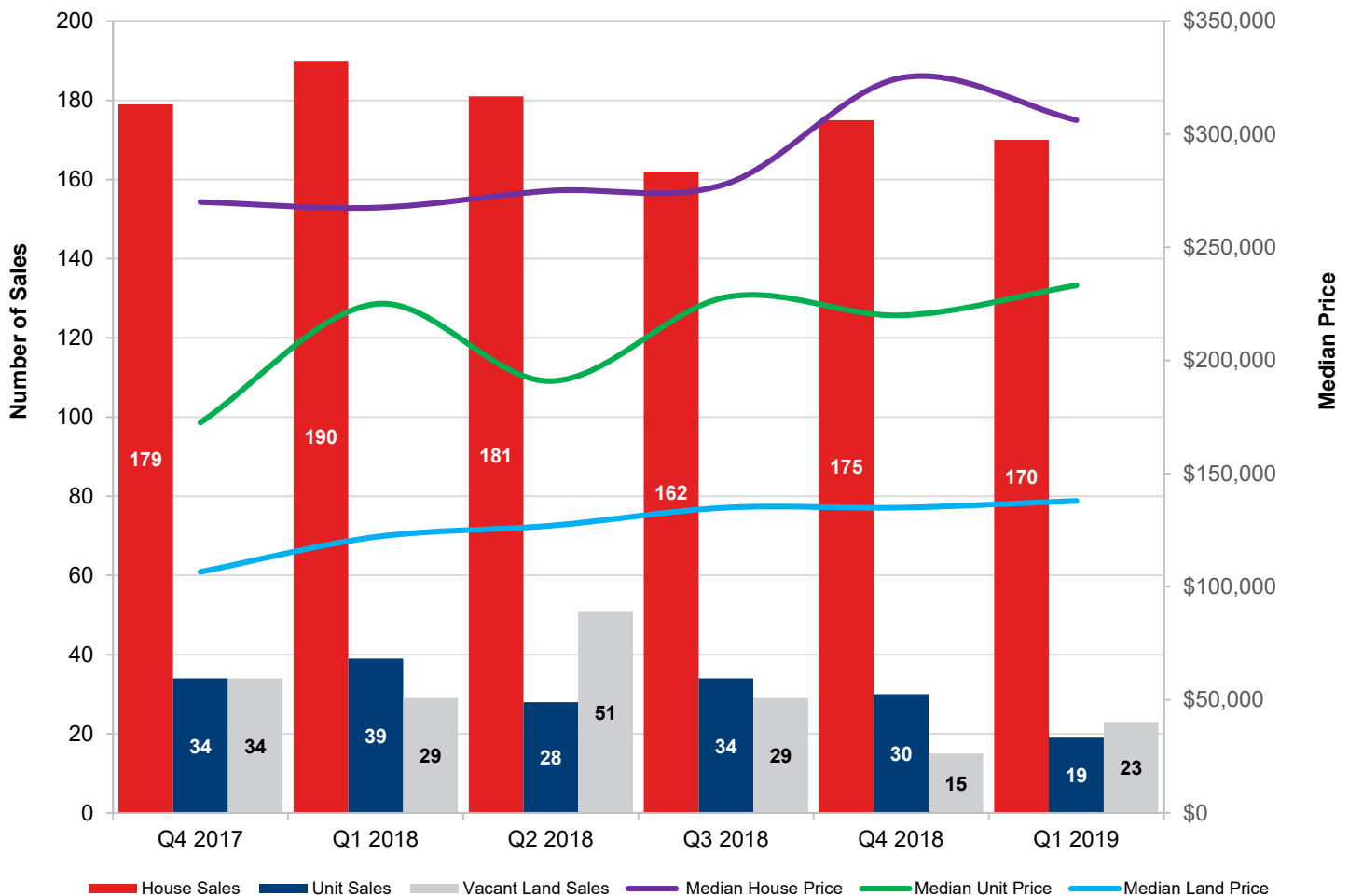
### KEY HOUSE FACTS Q1 2019

Median Sale Price: \$306,250  
 Annual Growth: 14.5%\*  
 Average Days on Market: 52  
 % Change Between First Listed Price and Sold Price: -5.5%

### KEY UNIT FACTS Q1 2019

Median Sale Price: \$233,250  
 Annual Growth: 3.7%\*  
 Average Days on Market: 55  
 % Change Between First Listed Price and Sold Price: -2.9%

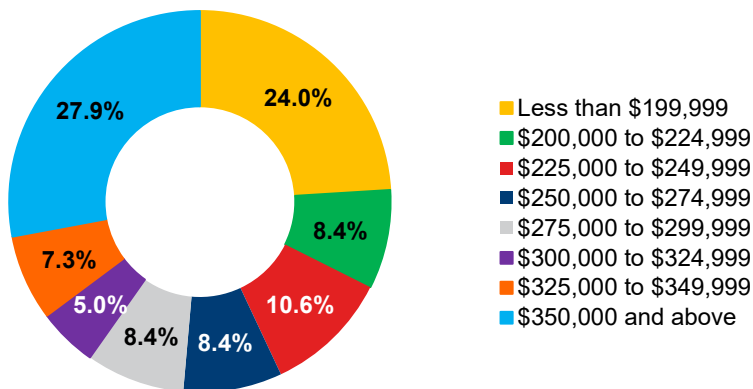
## SALES AND MEDIAN PRICES\*\*



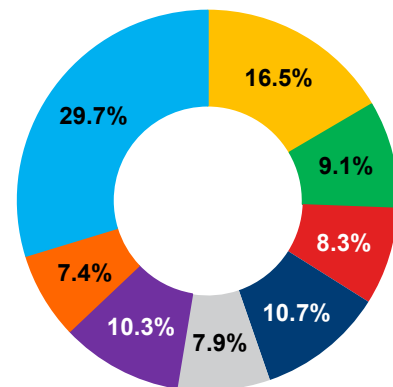
\*Annual growth represents price growth for property transactions between Q1 2018 to Q1 2019 (inclusive).  
 \*\*Mildura market data and key indicators encapsulates aggregate property market conditions in the following suburbs: Mildura.  
 Source: APM Pricer, realestate.com.au, SQM Research. © Copyright PRDnationwide 2019.

## SALES PRICE POINT COMPARATIVE ANALYSIS

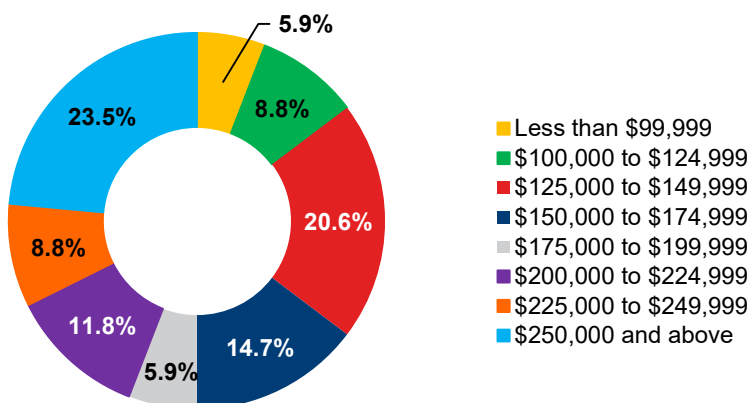
### HOUSE PRICE POINT 2017



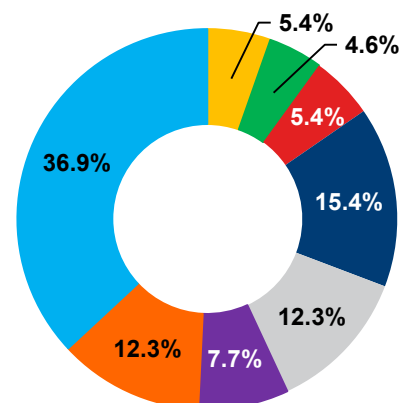
### HOUSE PRICE POINT 2018



### UNIT PRICE POINT 2017



### UNIT PRICE POINT 2018



#### KEY IMPLICATIONS - HOUSES

The dominant proportion of buyer activity fell within the largest price segment of \$350K and above. This price point increased in sales activity from 27.9% in 2017 to 29.7% in 2018. This confirms increased buyer activity in premium priced houses in Mildura\*. This also reflects the annual median house price growth of 14.5% to Q1 2019.

Affordable options are still available, as the lower price segment of less than \$100K is the second dominant proportion of buyer activity. However, affordable options are slowly diminishing as sales activity decreased from 24.0% in 2017 to 16.5% in 2018. First home buyers and investors are encouraged to take this opportunity to enter market while affordable houses are still available.

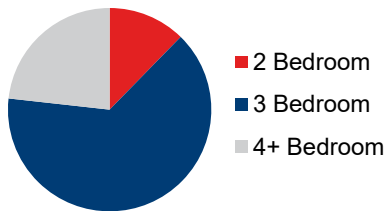
#### KEY IMPLICATIONS - UNITS

In 2018 the dominant proportion of buyer sales activity in Mildura's\* unit market was within the highest price point of \$250K+. This price bracket significantly increased from 23.5% in 2017 to 36.9% in 2018, indicating a high level of buyer activity within the premium unit market in Mildura\*. This also reflects the annual increase in unit median price of 3.7% in the 12 months to Q1 2019.

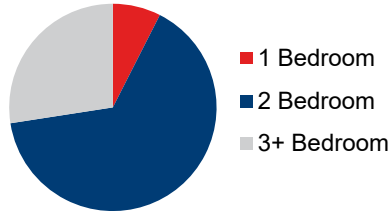
Similarly to houses, affordable unit options are still available but are slowly diminishing. The lower price point of less than \$100K slightly declined in sales activity from 5.9% in 2017 to 5.4% in 2018. That said, first home buyers are encouraged to take this opportunity to get into the market while affordable unit options are still available.

## INVESTMENT ANALYSIS

### HOUSE



### UNIT



### KEY HOUSE FACTS Q1 2019

**Median Rent Price:** \$330 per week  
**Rental Yield:** 5.5%  
**Average Days on Market:** 22  
**Bedroom Breakdown:**  
 2 Bed: 12%, 3 Bed: 64%, 4+ Bed: 24%

### KEY UNIT FACTS Q1 2019

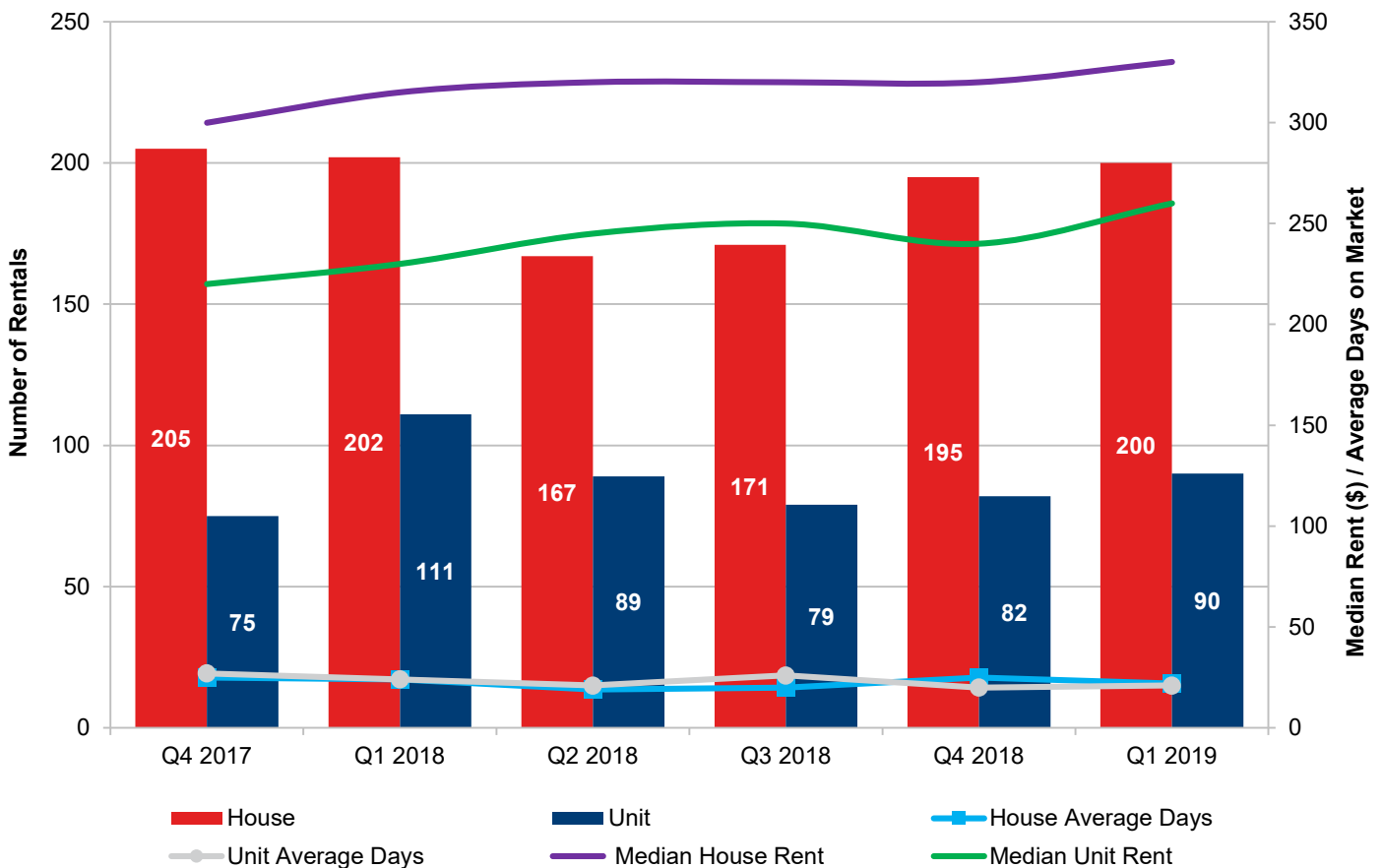
**Median Rent Price:** \$260 per week  
**Rental Yield:** 5.0%  
**Average Days on Market:** 21  
**Bedroom Breakdown:**  
 1 Bed: 7%, 2 Bed: 65%, 3+ Bed: 28%



### KEY COMMENTS

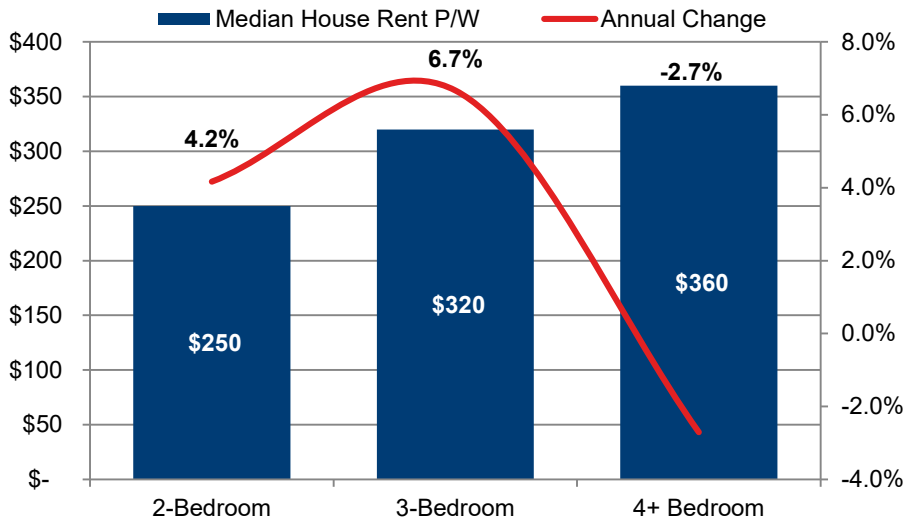
Over last 12 months to Q1 2019, median rental prices in Mildura\* strengthened for both house (\$330 per week, +4.8%) and units (\$260 per week, +13.0%). This suggests a real increase in rental returns, which is couple with a low vacancy rate of 0.8%. Furthermore, average to let remained low, at 22 days (houses) and 21 days (units), providing investors with assurance of quick rental uptake. Investors are encouraged to take this opportunity to enter the Mildura\* market as it ticks all major investment criteria due to the increase in high demand in the area, as well as its strong levels of project development expenditure.

## MEDIAN RENT AND AVERAGE DAYS ON THE MARKET\*



\*Disclaimer: Mildura market data and key indicators encapsulates aggregate property market conditions in the following suburbs: Mildura  
 Source: APM Pricerfinder, realestate.com.au, SQM Research. © Copyright PRDnationwide 2019.

## RENTAL PERFORMANCE 2018\*



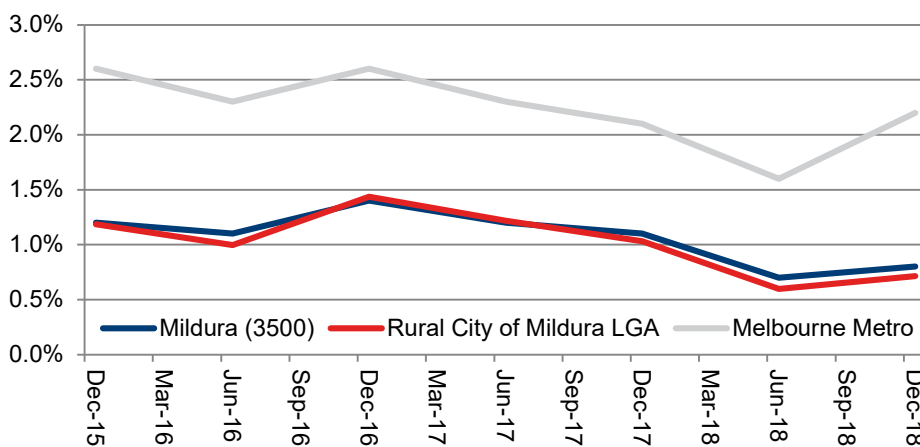
### KEY COMMENTS

Average house and unit rental yields in Mildura\* were resilient over the 12 months to December 2018, at 5.5% for house and 5.0% for units. Rental yields in Mildura\* remain superior to Melbourne Metro (2.9% and 3.9%).

3-bedroom houses provide the highest annual return to investors, at 6.7%.

Mildura's\* vacancy rate continues to serve investors well, declining annually from 1.1% in December 2017 to 0.8% in December 2018. Vacancy rates were largely on par with the Mildura LGA, and lower than Melbourne Metro (2.2%). This further confirms Mildura\* as an alternative investment hotspot.

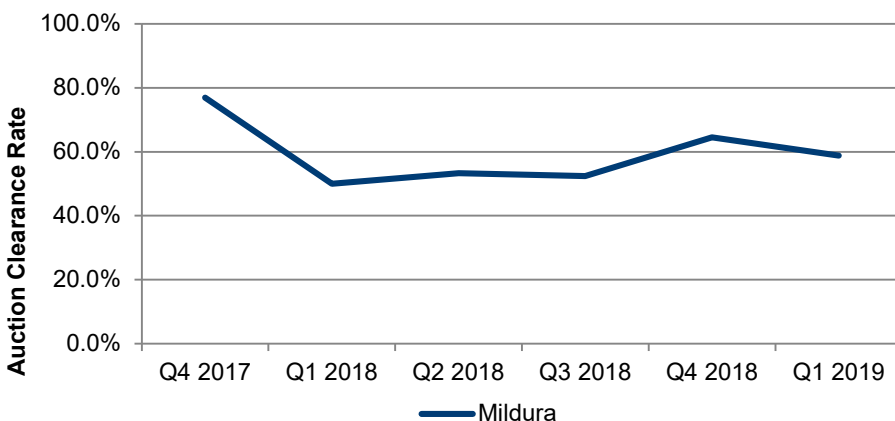
## VACANCY RATES 2018



## RENTAL YIELD 2018

Suburb/Postcode/LGA	House Rental Yield	Unit Rental Yield
Mildura*	5.5%	5.0%
Rural City of Mildura (LGA)	5.4%	5.0%
Melbourne Metro	2.9%	3.9%

## AUCTION CLEARANCE RATES 2019\*\*



## Q1 19 COMPARISON

Suburb/Postcode/LGA	Auction Clearance Rate
Mildura**	58.8%
Rural City of Mildura LGA	54.2%
Melbourne Metro^	53.1%

\*Rental performance graph represents aggregate house median rent prices in the following suburbs: Mildura. Annual change is a comparison between 2017 and 2018 median rent figures.

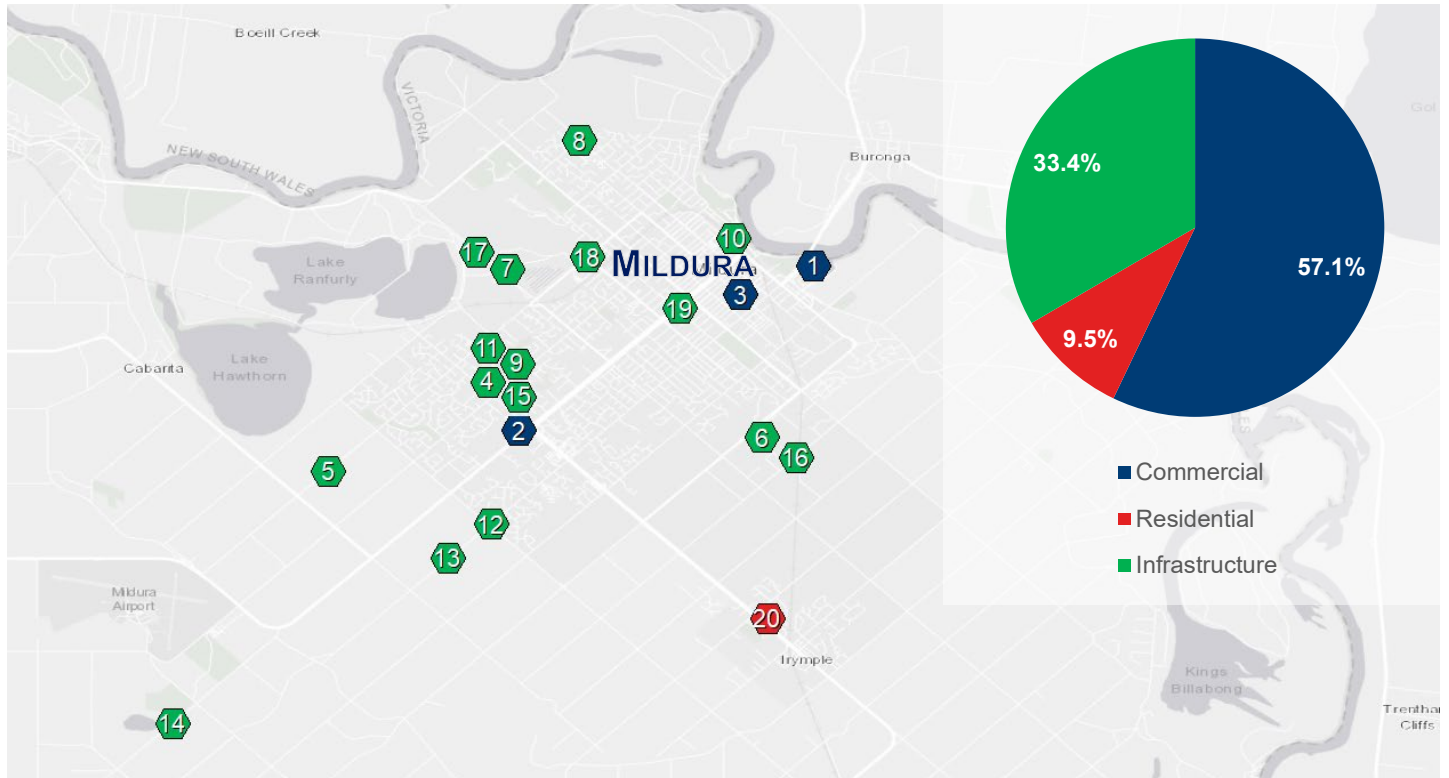
\*\*Auction Clearance rates for Mildura are for all residential auctions held in the suburbs Mildura.

^Capital city data obtained by accumulating Domain's weekly auction clearance results.

Annual change is a comparison between 2017 and 2018 median rent figures. Source: APM Pricerfinder, Domain, SQM Research. © Copyright PRDnationwide 2019.



## PROJECT DEVELOPMENT MAP 1<sup>st</sup> HALF 2019\*



Location	Project**	Type	Estimated Value***	Commence Date****
1	Dockside Mildura Marina Stage 2	Commercial	\$40,000,000	16/07/2018
2	Aldi Supermarket Mildura	Commercial	\$4,000,000	29/08/2018
3	Madden Avenue Backpacker's Lodge	Commercial	\$1,000,000	09/07/2018
4	Regional Rail Revival Project Murray Basin Rail Stage 5	Infrastructure	\$20,000,000	15/12/2018
5	Mildura Landfill Cap	Infrastructure	\$500,000	13/07/2018
6	Rodger Street Roadworks	Infrastructure	\$500,000	24/08/2018
7	Lower Murray Water Air Conditioning	Infrastructure	\$500,000	15/10/2018
8	Eighth Street Road Roadworks	Infrastructure	\$500,000	10/11/2018
9	Mildura Weir	Infrastructure	\$500,000	20/04/2019
10	Mildura Water Treatment Plant	Infrastructure	\$500,000	28/06/2019
11	Mildura Rural City Council Footpaths	Infrastructure	\$500,000	28/04/2019
12	Mildura Drill Hall (Kairivu Barracks)	Infrastructure	\$450,000	08/02/2019
13	Lower Murray Water Head Office	Infrastructure	\$400,000	01/07/2018
14	Murray Pines Cemetery	Infrastructure	\$400,000	19/11/2018
15	Mildura Wharf & Mildura Homestead Wharf	Infrastructure	\$400,000	30/12/2018
16	Mildura Rural City Council	Infrastructure	\$400,000	17/05/2019
17	Lmw 14th Street Depot Roadworks	Infrastructure	\$300,000	05/08/2018
18	Thirteenth Street & Ontario Avenue Car Park	Infrastructure	\$250,000	01/04/2019
19	The Alfred Deakin Centre	Infrastructure	\$200,000	08/07/2018
20	Fifteenth Street Townhouses (50 Townhouses)	Residential	\$7,500,000	03/02/2019

\*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 refer to the top developments within the suburbs of: Mildura, Irymple, Hattah, Iraak and Koorlong.

\*\*\*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; Department of Environment, Land, Water and Planning Victoria; Mildura Rural City 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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