







Whitsundays Market Update 2nd Half 2022



OVERVIEW

In Q2 2022, Whitsundays*, which in this report encapsulates postcode 4802, recorded a median house price of \$625,000, and a median unit price of \$330,000. Between Q2 2021 – Q2 2022 median price grew by 22.5% for houses and 3.1% for units, whilst total sales increased by 6.6% (to 81 sales) for houses and decreased by -13.8% for units (to 119 sales). Owners can benefit from real returns on investment, as median price growth is alongside higher sales numbers for houses; and there is an undersupply of units. Current high demand and undersupply can create a buffer in a rising cash rate environment.

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

MARKET CONDITIONS

SALES MEDIAN PRICE Q2 2022



SALES AVERAGE DAYS ON MARKET Q2 2022



RENTAL MEDIAN PRICE Q2 2022

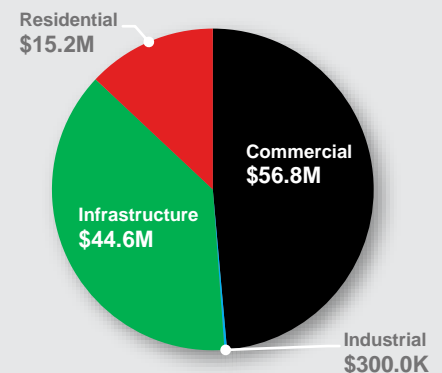


RENTAL AVERAGE DAYS ON MARKET Q2 2022



FUTURE DEVELOPMENTS

Whitsundays is set to see approximately **\$116.9M** worth of new projects commencing in the 2nd half of 2022.



These projects will stimulate economic growth and create large employment opportunities. This will have a spill-over impact on the real estate market, of higher demand for stock.

A main commercial project over the 2nd half of 2022 is Coconut Grove & Beacons commercial projects (\$45.0M). This will add a 13 storey luxury hotel, including 196 rooms.

The Proserpine Shute Harbour Road Duplication (\$30.0M) is a key infrastructure project to improve the current road network.

Key residential projects include:

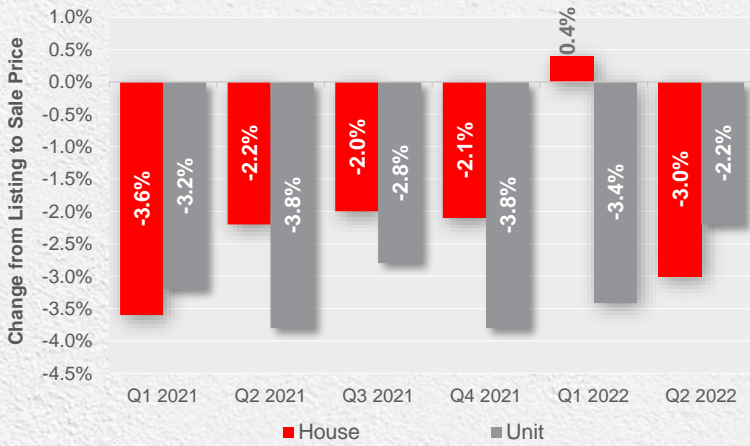
- Parker Rd Residential Subdivision (\$900K, 20 lots)
- Mount Whitsunday Unit Stages 1-4 (\$12.5M, 50 units)
- Whitsunday Lakes (Springfield Circuit) located in Cannonvale (\$5.6M, 32 Lots)

There are no ready-to-sell houses planned, which suggest a reliance on owners selling. This can create a buffer against cash rate hikes.



AVERAGE VENDOR DISCOUNT* KEY COMMENTS

Average vendor discount reflects the average percentage difference between the first list price and final sold price. A lower percentage difference (closer to 0.0%) suggests that buyers are willing to purchase close to the first asking price of a property.

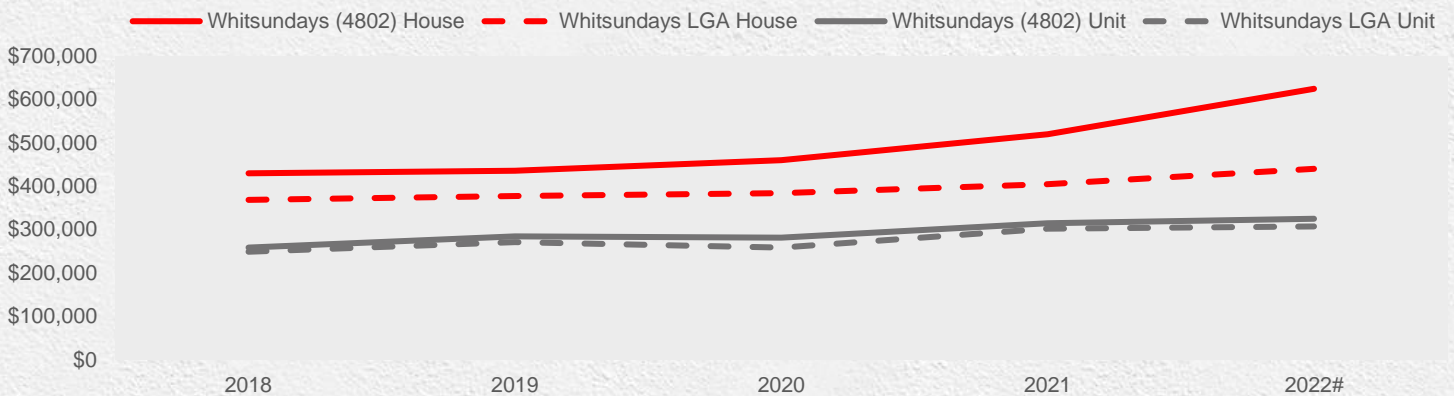


Average vendor discounts between Q2 2021 and Q2 2022 have shifted for both property types, widening for houses to -3.0% for houses and tightening to -2.2% for units. Market conditions in Whitsundays* is somewhat split, as house buyers can benefit from a slightly higher discount however unit buyers must offer closer to the first list price. This creates unique opportunities for first home buyers looking to enter the market.

The suburb of Whitsundays has outperformed the wider Whitsundays Local Government Area (LGA) in both house and unit median prices for the past 5 years. This continued to be the case in 2022#, with houses trending towards a more premium market.

The dominant proportion of homes sold across 2022# were in the more affordable price bracket of less than \$499,999 (35.8%). Units also recorded a dominant affordable price point of below \$299,999 (43.4%). The premium market has continued to grow in the past 12 months, more so for units due to an undersupply.

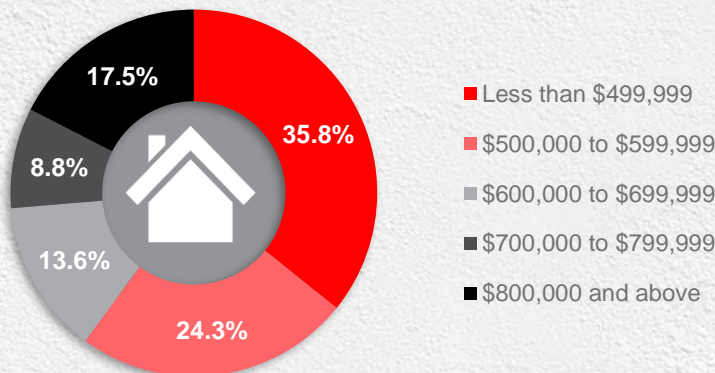
MARKET COMPARISON



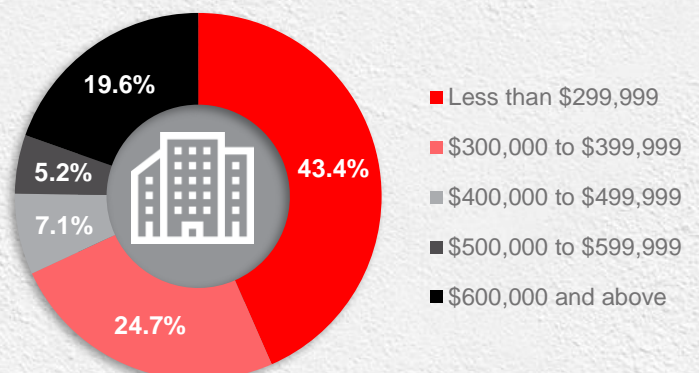
The market comparison graph provides a comparative trend for the median price of houses and units over the past 5 years. The main LGA profiled was chosen based on their proximity to the main suburb analysed, which is Whitsundays.

PRICE BREAKDOWN 2022#

HOUSES SOLD



UNITS SOLD



RENTAL GROWTH 2022€

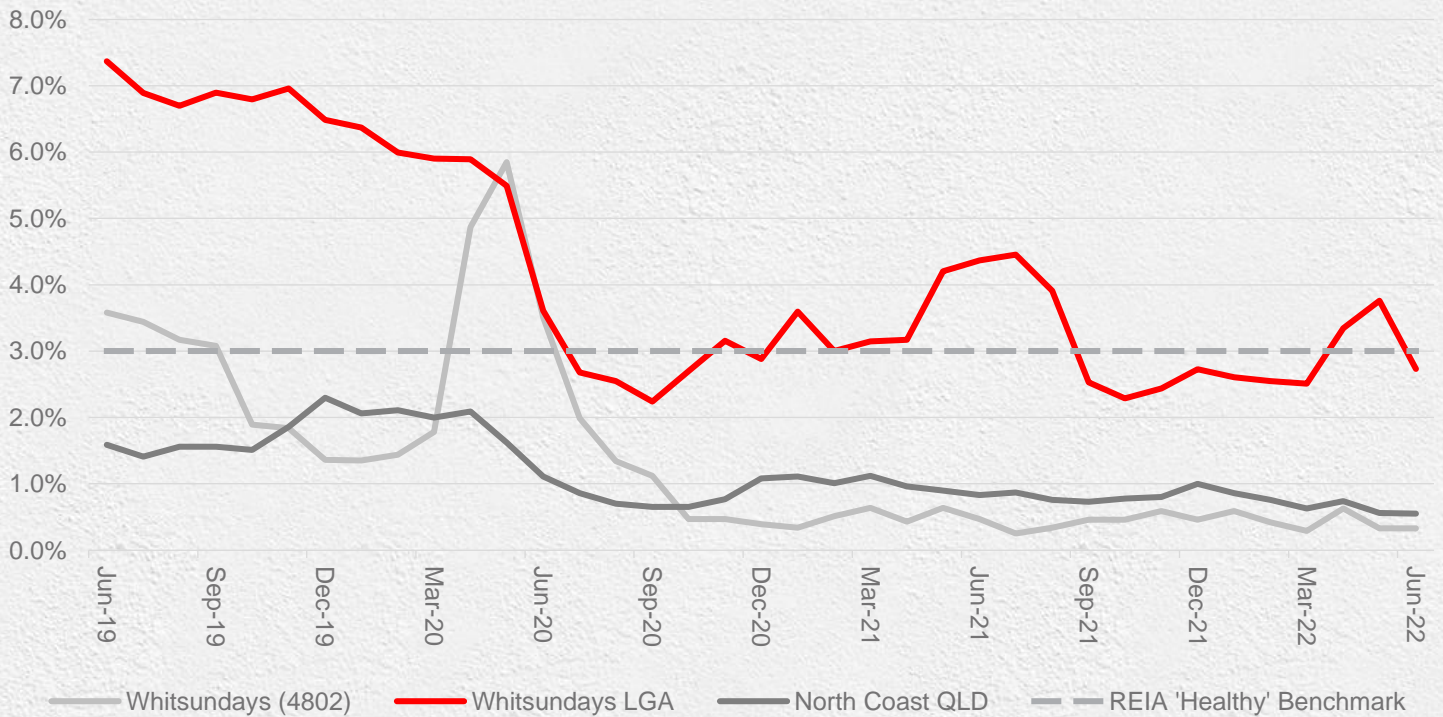
Over the past 12 months, house rental yields in Whitsundays* increased to sit at 6.1% in June 2022. Between Q2 2021 – Q2 2022 median house rental price increased by 9.0% and new house leases increased by 36.1%. Average days on the market declined by -30.0%, to 14 days, which signified high demand. Thus overall, with a more affordable property price compared to most capital cities, the Whitsundays* represents a strong investment opportunity.

4+ bedroom houses have provided investors with +29.3% rental growth annually, achieving a median rent of \$750 per week.

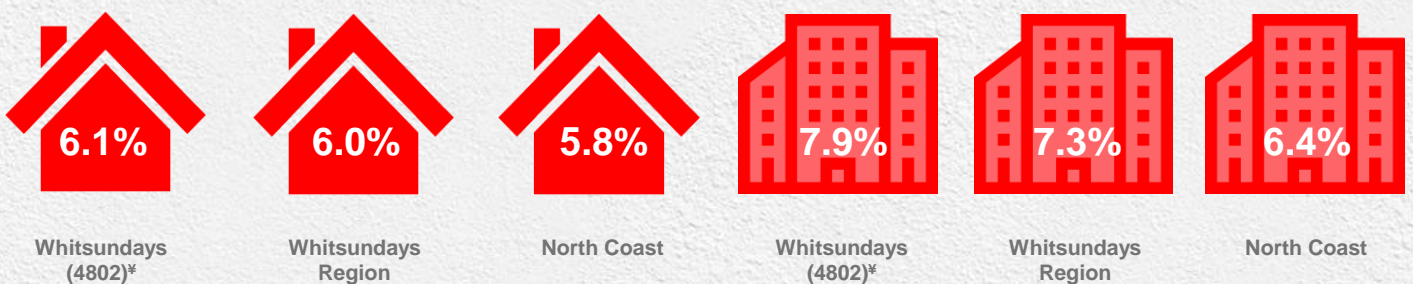
Whitsundays* recorded a vacancy rate of 0.3% in June 2022, below the North Coast and Brisbane Metro average (0.6%). Vacancy rates in Whitsundays* have significantly decreased post-COVID-19 peak in May 2022, and trended within 1.0% over the past 12 months. This indicates quicker occupancy and stability in demand. These indicators suggest a conducive and sustainable environment for investors, despite the increase in median property sale prices over the past 12 months.



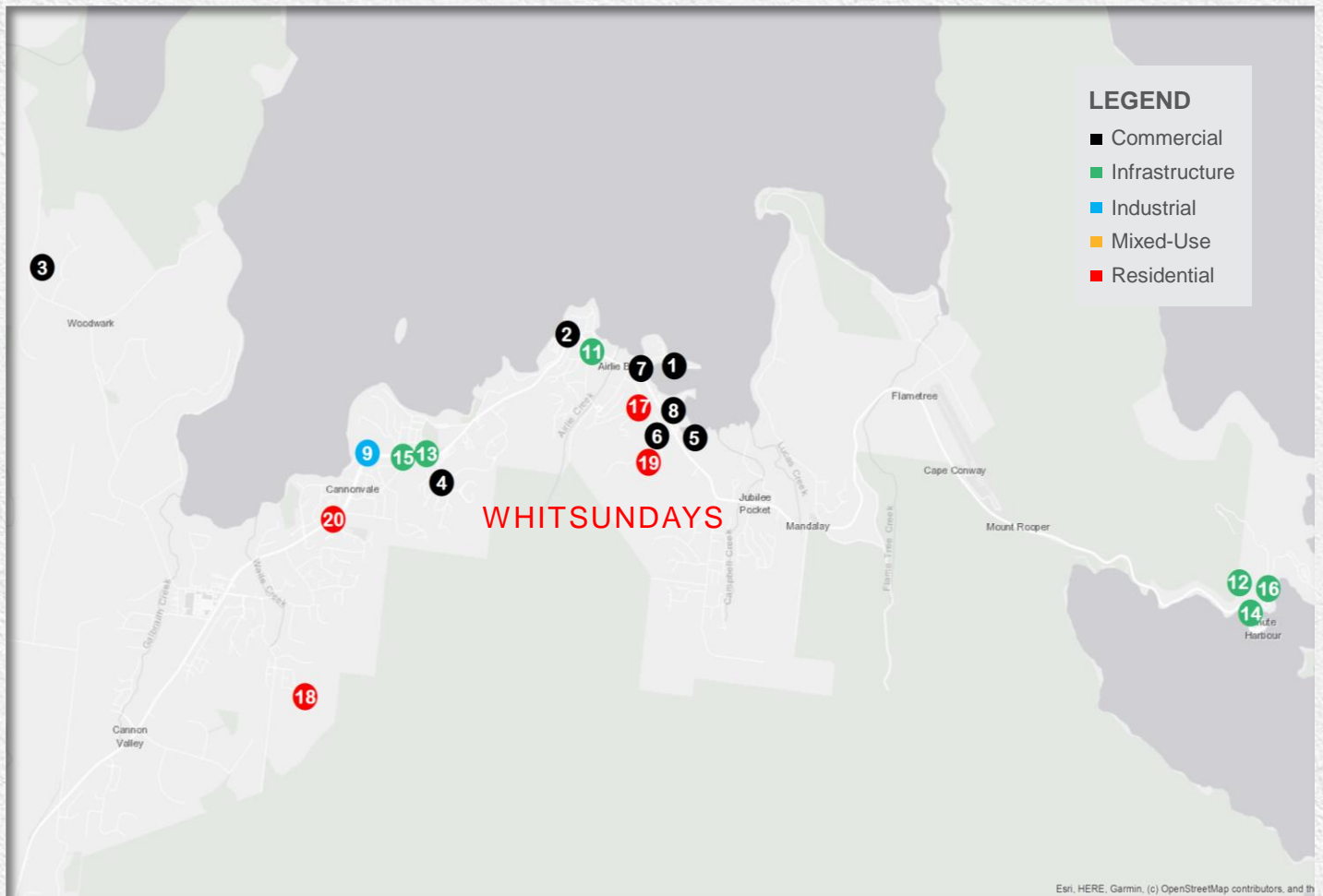
RENTAL VACANCY RATES 2022



RENTAL YIELD 2022\$



TOP DEVELOPMENTS MAP 2nd HALF 2022[Ⓐ]



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Location	Project [Ⓔ]	Type	Estimated Value [Ⓜ]	Commence Date [Ⓟ]
1	Coconut Grove & The Beacons Commercial Development	Commercial	\$45,000,000	18/11/2022
2	Port Drive Multi Storey Car Park & Commercial Development	Commercial	\$6,000,000	11/10/2022
3	Mt Whitsunday Drive Short Term Accommodation	Commercial	\$2,500,000	29/11/2022
4	Port Drive Public Parking Station	Commercial	\$1,200,000	17/08/2022
5	Coles Cannonvale	Commercial	\$750,000	19/09/2022
6	Airlie Crescent Short Term Accommodation	Commercial	\$300,000	08/10/2022
7	Airlie Beach Eco Cabins	Commercial	\$300,000	08/12/2022
8	Airlie Beach Hotel	Commercial	\$250,000	17/07/2022
9	Bunnings Cannonvale	Industrial	\$300,000	28/11/2022
10	Proserpine Shute Harbour Road Duplication	Infrastructure	\$30,000,000	18/10/2022
11	Reefworld Pontoon Hardy Reef	Infrastructure	\$8,000,000	03/11/2022
12	33a Peak Downs Highway (Mackay/Whitsunday District) Asphalt Program 2021/2022	Infrastructure	\$2,000,000	20/07/2022
13	Shute Harbour Tourism & Storage Facility	Infrastructure	\$1,500,000	17/09/2022
14	Shute Harbour Terminal Facility	Infrastructure	\$950,000	04/09/2022
15	Shute Harbour Road Apartments	Infrastructure	\$950,000	16/12/2022
16	Shute Harbour Marine Terminal - Small Tourism Operators (Sto) Building	Infrastructure	\$950,000	10/12/2022
17	Mount Whitsunday Units Stages 1-4- (50 Units)	Residential	\$12,500,000	06/10/2022
18	Whitsunday Lakes (Springfield Circuit)- (32 Lots)	Residential	\$5,695,000	01/06/2022
19	Mount Whitsunday Drive Units- (6 Units)	Residential	\$1,800,000	23/08/2022
20	Parker Road Residential Subdivision- (20 Lots)	Residential	\$900,000	08/12/2022



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

OUR KNOWLEDGE

Access to accurate and objective research is the foundation of all good property decisions.

OUR PEOPLE

Our research team is made up of highly qualified researchers who focus solely on property analysis.

OUR SERVICES

Our research services span over every suburb, LGA, and state within Australia; captured in a variety of standard and customised products.



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REFERENCES

* Whitsundays market data and key indicators encapsulates aggregate property conditions within the postcode 4802.

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

2022 encapsulates sales transactions for 1H 2022 (01/01/2022 – 30/06/2022) only.

€ Annual rental growth is a comparison between 1H 2021 (01/01/2021 – 30/06/2021) and 1H 2022 (01/01/2022 – 30/06/2022) house median rent figures.

¥ Whitsundays market data encapsulates aggregate property conditions within the postcode of 4802.

§ Rental yields shown are as reported as of June 2022.

⌘ 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 postcode of 4802.

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

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

Source: APM Pricerfinder, Cordell Connect database, SQM Research, Esri ArcGIS.

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