

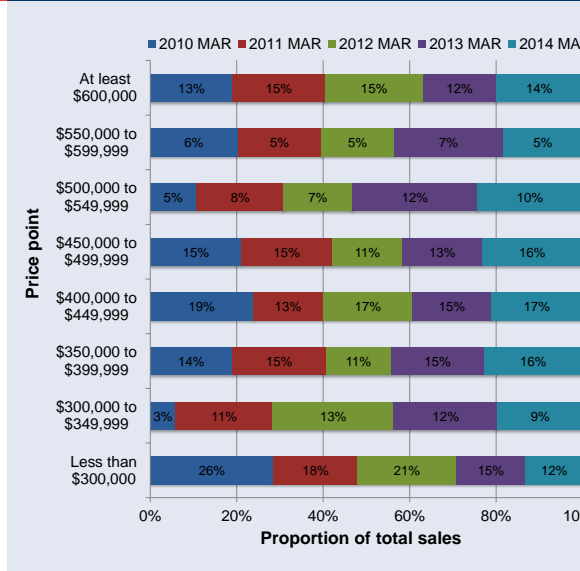
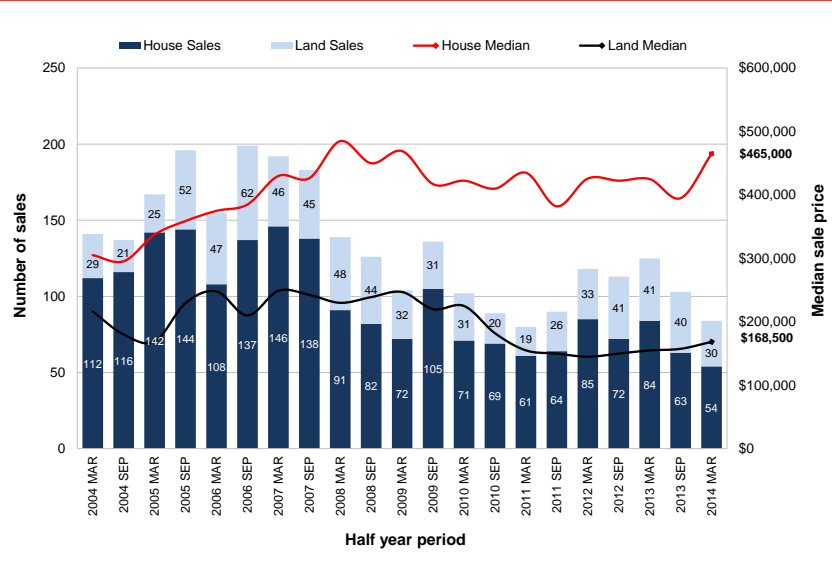


The following Property Watch report analyses historical and current trends of the Whitsunday Area, as defined by the suburbs within the 4802 postcode. This report will focus upon the house, vacant land and unit markets within the area.

The Whitsunday Area property market has undergone a period of steady recovery over the past few years following the Global Financial Crisis. Sales activity in the house and vacant land markets has been gradually improving, although sales in the half year to Mar 2014 fell slightly due to a temporary lull in new residents and stock coming on to the market.

### Whitsunday Area House and Vacant Land Sales Cycle

### Whitsunday Area House Price Points



### Quick Stats – Half Year to Mar 2014

However enquiry levels are up, as the drivers of population growth in the area, mining and construction, begin to improve after a recent decline.

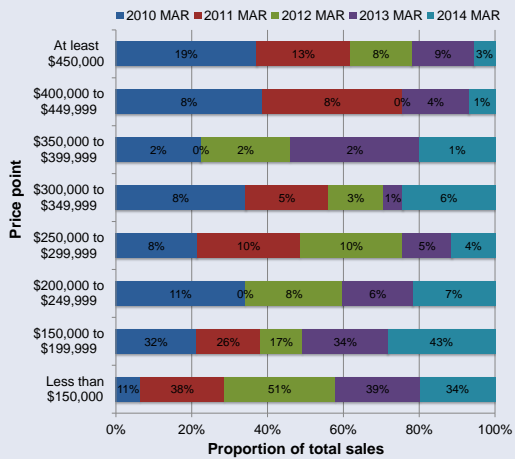
The median house price for the Whitsunday Area was recorded at \$465,000 in the half year to Mar 2014, an increase of 9.4 per cent compared to the year before. Taking a closer look at the House Price Points Chart, there has been a notable decrease in sub-\$350,000 and increase in \$450,000-\$550,000 price points, with this compositional change the catalyst for the recent median price increase.

Varying types of vacant land are available for purchase in the Whitsunday Area, from standard sized blocks to large acreage and waterfront lots. On average vacant land in the area remains quite affordable, with the median price for vacant land recorded at \$168,500 for the six months ending Mar 2014, up 8.7 per cent on the same period a year ago.

<b>Whitsunday Area</b>	
Median House Price	<b>\$465,000</b>
Annual Price Change	<b>+9.4%</b>
Median Land Price	<b>\$168,500</b>
Annual Price Change	<b>+8.7%</b>
Median Unit Price	<b>\$320,000</b>
Annual Price Change	<b>+2.3%</b>

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### Whitsunday Area Vacant Land Price Points

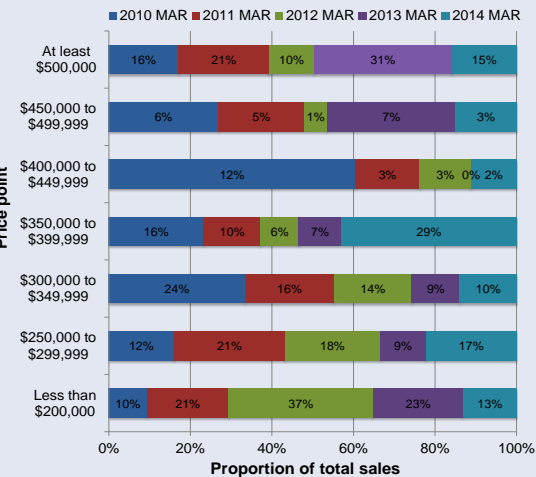


The unit market in the Whitsunday area fared a little better with sales activity growing for a third straight period. The half year to Mar 2014 saw the median unit price increase 2.3 per cent to \$340,000, compared with Mar 2013.

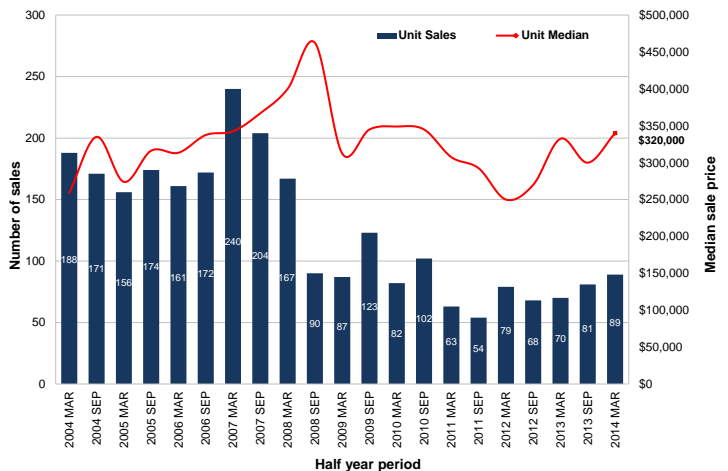
As coal prices recover, more construction projects commence and tourism continues to improve, the area should see more residents over the coming years and thus increasing property demand. Current projections estimate that the Whitsunday Local Government Area will grow by 10.5 per cent between 2011 and 2016.

In addition, interstate investors are becoming active in the area again, seeking out strong yet affordable investments after having missed out on opportunities in other lifestyle destinations.

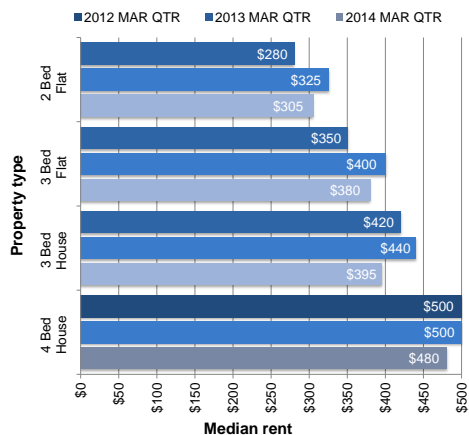
### Whitsunday Area Unit Price Points



### Whitsunday Area Unit Sales Cycle



### Whitsunday Area Weekly Median Rents



Feeling the effects of a population lull, median rents have recently fallen by an average of \$20 per week. However in other resource regions such as Mackay, Isaac and Gladstone median rents have fallen between \$80 and \$130 per week. This highlights the resilience of Whitsunday's rental market - a point that should not be lost on investors.

Future construction activity within the Whitsunday Area is estimated at \$286.9 million, dominated by large scale commercial projects. This includes the \$30 million Accor Ozone Whitsundays Eco Resort and \$252 million Shute Harbour Resort Marina and Residential Development. In addition there is an expected \$61.9 million worth of residential construction and \$17.7 million of subdivision work in the pipeline, meaning there will be plenty of housing, land and unit options available in the Whitsunday area for purchase over the coming years.

## 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

**PRDnationwide provides a full range of property research services across all sectors and markets within Australia.**

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
- Competitive project activity analysis
- Economic indicators
- Social research, including focus groups

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