



PROPERTY FACTSHEET

WHITSUNDAY COAST
1ST HALF 2016





MARKET CONDITIONS

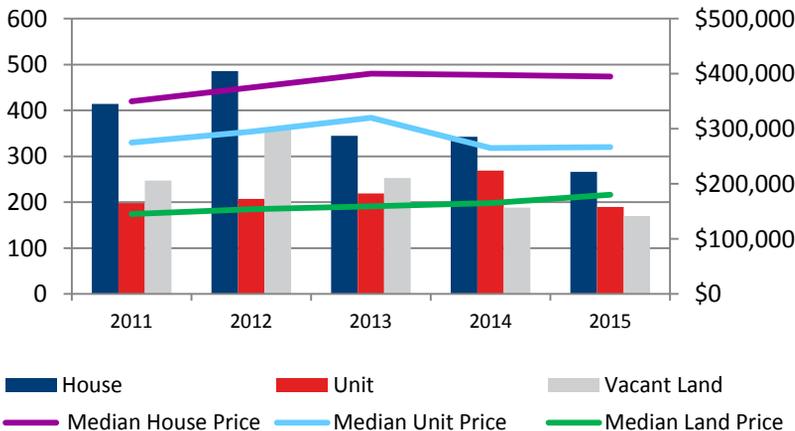
Property markets in Airlie Beach, Cannonvale, Jubilee Pocket, and Cannon Valley have demonstrated subdued growth between 2014 to 2015; however recent improvement in the tourism industry has the potential to inject further optimism into the market, attracting increased interest from investors.

Houses recorded an average price growth of -8.7%*, sitting at \$500,000. Units average growth is -3.8%*, sitting at \$256,000*. Average days on market declined by 48.4%* over the past 4 quarters, sitting at 53 days. Average vendor discounting has decreased for houses, currently at -3.2%.

Investors will do well in Whitsundays, with an average rental yield of 4.6%* (houses) and 7.8%* (units). A stable rental trend recorded an average price of \$433* for houses and \$308* for units. Vacancy rates for postcode 4802 has been on a declining trend over the past 12 months, currently at 7.5%

The above trends in Whitsundays* suggests the house market is turning into a balanced market, possibly due to lack of current supply. It is now the perfect time to score a bargain, with the potential of high future growth.

WHITSUNDAY REGION GROWTH



OVERVIEW

Located between Townsville and Mackay, Whitsundays is made up of 74 Islands. Due to its proximity to Queensland and Great Barrier Reef, it is a popular destination for tourists. Besides, it is one of the most well known yachting destinations in the Southern Hemisphere.

KEY MARKET INDICATORS

Change from Last	Year	Half Year
House Sales	↓	↓
House Median	↓	↓
House Rents	↔	↔
Unit Sales	↓	↓
Unit Median	↓	↓
Unit Rent	↔	↔

FUTURE DEVELOPMENTS

Project development in Airlie Beach and its surrounding suburbs for first half 2016 is valued at approx. \$309M**. The focus is on infrastructure and commercial developments which serve to accentuate its position as an economic hub.

2016 has seen a resurgence in the development market with waterfront land subdivisions at Funnel Bay and One Airlie, Port of Airlie being released to the market. Several developments are expected to be released in 2016 as a number of development sites have been recently sold.



Source: Cordell, APM Pricerfinder, Real Estate Institute of Australia, Whitsunday Regional Council, SQM Research
 *Denotes the average figures of four suburbs: Airlie Beach, Cannonvale, Jubilee Pocket and Cannon Valley
 **Estimated value is based on reported land & construction value, it does not signify commercial/resale value.

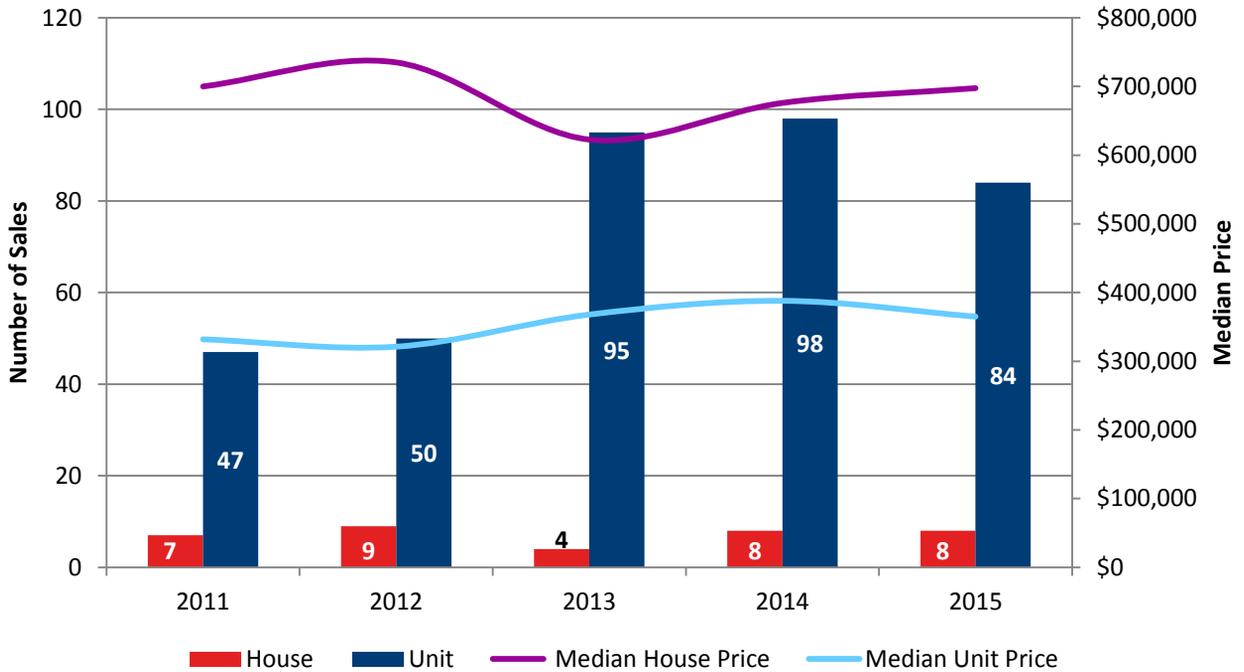
MARKET COMPARISON 10 YEARS TO DEC 2015

Period	Airlie Beach				Cannonvale				Jubilee Pocket				Cannon Valley			
	House		Unit		House		Unit		House		Unit		House		Vacant Land	
	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price
2006	15	\$830,000	103	\$550,000	112	\$453,750	214	\$308,000	43	\$395,000	35	\$325,000	9	\$620,000	10	\$251,000
2007	10	\$942,500	132	\$587,500	101	\$470,000	261	\$347,725	51	\$450,000	29	\$299,000	9	\$670,000	13	\$255,000
2008	13	\$800,000	62	\$560,000	69	\$486,500	94	\$343,000	31	\$456,000	15	\$320,000	7	\$835,000	9	\$275,000
2009	6	\$850,000	64	\$410,250	87	\$459,575	120	\$314,250	37	\$435,000	30	\$327,000	9	\$770,000	16	\$209,500
2010	5	\$760,000	34	\$399,000	61	\$445,000	124	\$345,000	25	\$417,000	17	\$100,000	7	\$635,000	27	\$160,000
2011	7	\$700,000	47	\$332,000	68	\$429,250	65	\$275,000	29	\$390,000	10	\$216,500	10	\$647,500	5	\$190,000
2012	9	\$735,000	50	\$321,250	70	\$436,475	82	\$272,500	38	\$432,500	11	\$220,000	19	\$462,000	43	\$150,000
2013	4	\$622,750	95	\$368,000	80	\$445,000	70	\$265,000	23	\$385,000	9	\$220,000	12	\$481,250	34	\$154,000
2014	8	\$676,000	98	\$388,000	89	\$449,000	61	\$262,500	23	\$395,000	33	\$157,000	15	\$670,000	28	\$225,000
2015	8	\$697,500	84	\$365,000	66	\$429,850	50	\$238,500	20	\$382,250	15	\$165,000	18	\$488,925	9	\$225,000

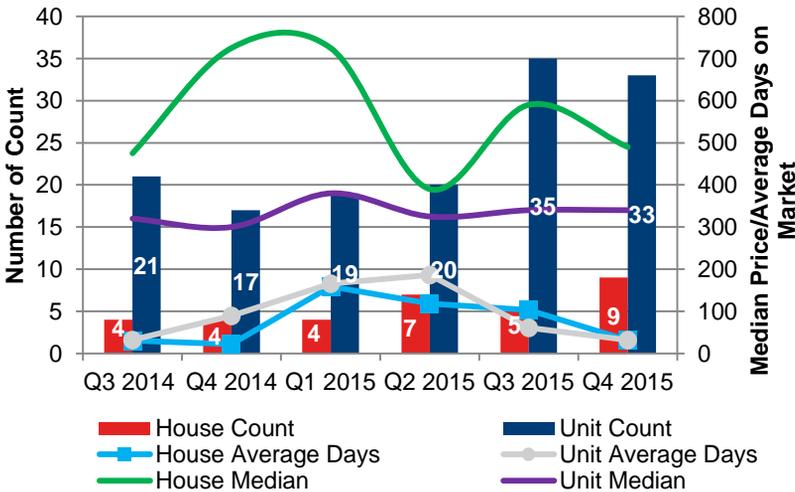
Period	Woodwark				Strathdickie				Sugarloaf				Riordanvale			
	House		Vacant Land		House		Vacant Land		House		Vacant Land		House		Vacant Land	
	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price
2006	9	\$560,000	9	\$225,000	19	\$444,000	10	\$247,500	6	\$452,500	1	\$330,000	3	\$600,000	1	\$225,000
2007	9	\$775,000	23	\$250,000	16	\$520,000	15	\$260,000	5	\$550,000	3	\$372,500	5	\$580,000	5	\$282,500
2008	4	\$613,750	8	\$205,000	15	\$470,000	11	\$325,000	5	\$550,000	3	\$300,000	2	\$657,500	2	\$269,000
2009	4	\$514,500	11	\$242,000	6	\$575,000	1	\$230,000	6	\$451,500	1	\$382,500	0	-	3	\$286,000
2010	9	\$500,000	4	\$292,500	8	\$466,625	4	\$339,500	0	-	0	-	4	\$667,500	2	\$331,250
2011	8	\$465,000	7	\$210,000	5	\$625,000	4	\$257,500	2	\$625,000	0	-	5	\$475,000	2	\$262,500
2012	1	\$525,000	5	\$215,000	9	\$430,000	3	\$195,000	3	\$410,000	3	\$227,000	6	\$460,000	5	\$250,000
2013	7	\$461,600	15	\$152,000	13	\$480,000	6	\$270,000	3	\$455,000	1	\$187,500	5	\$440,000	8	\$251,750
2014	1	\$460,000	5	\$190,000	5	\$470,000	5	\$190,000	5	\$495,000	1	\$360,000	4	\$585,000	6	\$232,950
2015	9	\$475,000	12	\$184,500	12	\$487,500	5	\$210,000	3	\$382,000	2	\$191,750	2	\$685,000	11	\$199,900



SALES MARKET



RENTAL MARKET



KEY MARKET INDICATORS

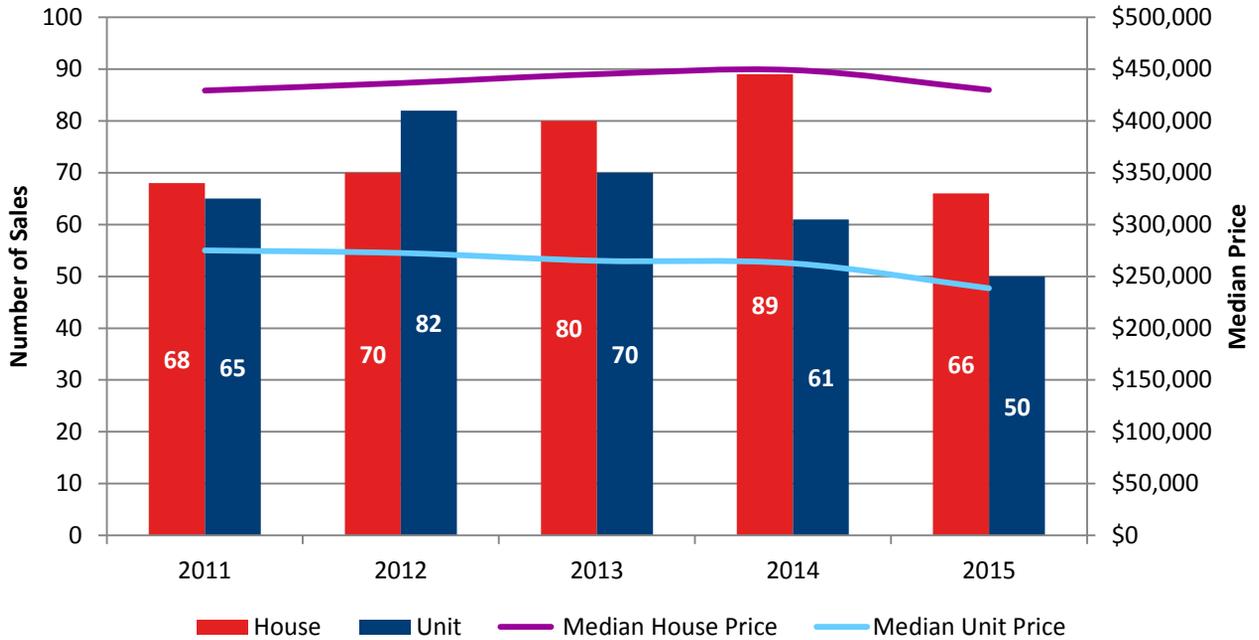
Change from Last	Year	Half Year
House sales	↔	↓
House median	↑	↓
House rents	↑	↓
Unit sales	↓	↑
Unit median	↓	↓
Unit rents	↑	↔

Key Suburb Facts Q4 2015	House	Units
Median Sale Price	\$697,500	\$365,000
Annual Median Price Growth	+3.2%	-5.9%
Average Days on Market (Sales)	85	59
% Change between First Listed and Sold Price	8.8%	-19.9%
Rental Yield	3.5%	4.5%
Median Rent	\$490	\$340

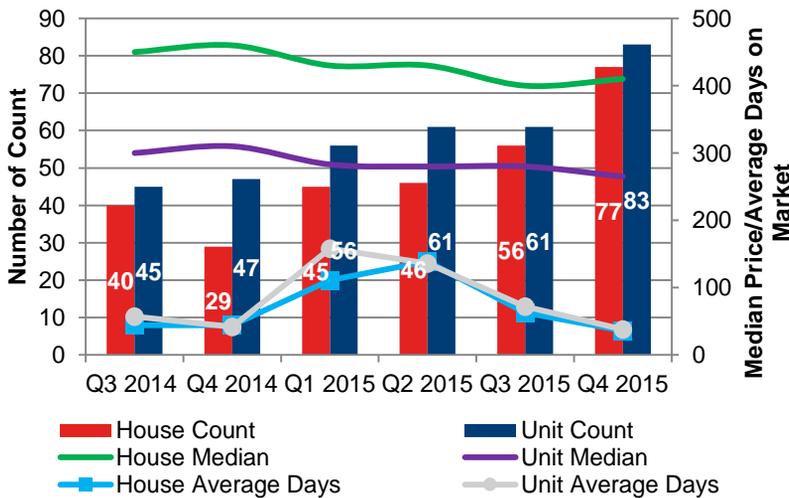


*Note: Median and Average day on the market line graph correspond to the Price and Day on Market Y axis. Average day on market is an approximate only
Source: Whitsunday Regional Council, RealEstate.com.au, APM Pricerfinder, Real Estate Institute of Queensland

SALES MARKET



RENTAL MARKET



KEY MARKET INDICATORS

Change from Last	Year	Half Year
House sales	↓	↓
House median	↓	↓
House rents	↔	↓
Unit sales	↓	↑
Unit median	↓	↓
Unit rents	↓	↓

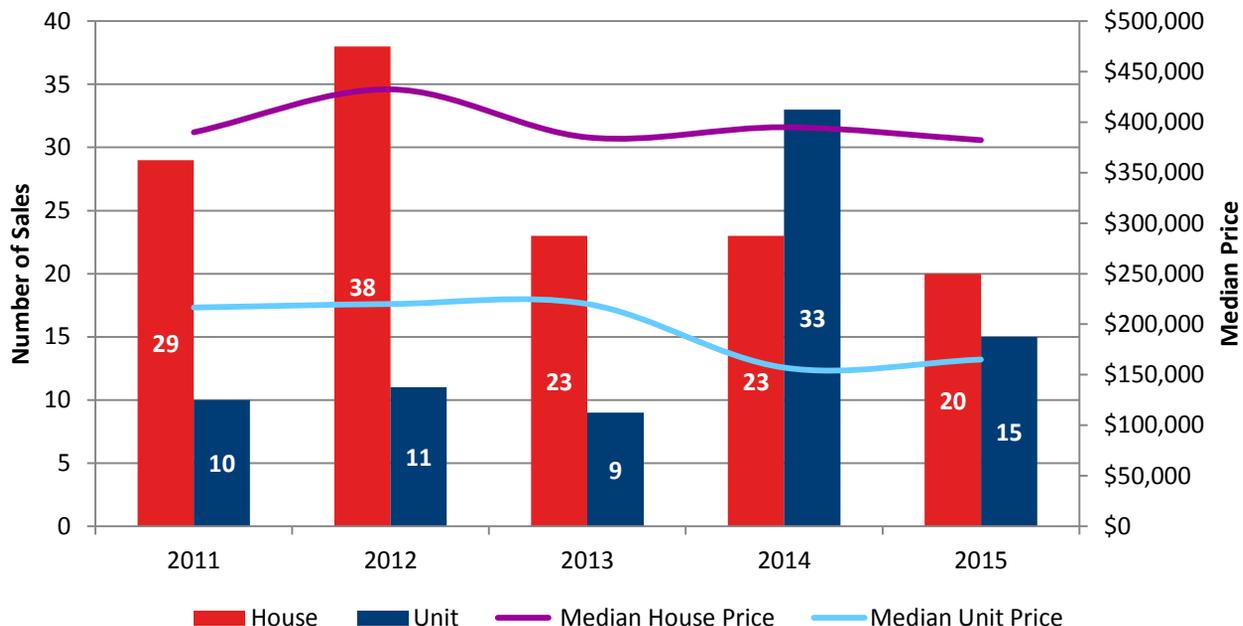


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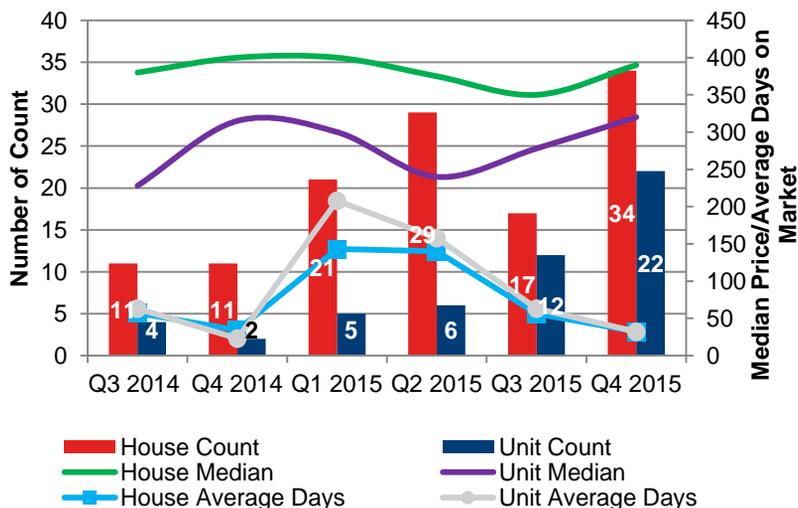
Key Suburb Facts Q4 2015	House	Units
Median Sale Price	\$429,850	\$238,500
Annual Median Price Growth	-4.3%	-9.1%
Average Days on Market (Sales)	56	35
% Change between First Listed and Sold Price	-5.6%	-3.3%
Rental Yield	4.8%	5.7%
Median Rent	\$410	\$265



SALES MARKET



RENTAL MARKET



KEY MARKET INDICATORS

	Change from Last	Year	Half Year
House sales	↓	↓	↓
House median	↓	↓	↓
House rents	↓	↓	↓
Unit sales	↓	↓	↓
Unit median	↑	↑	↑
Unit rents	↑	↑	↑

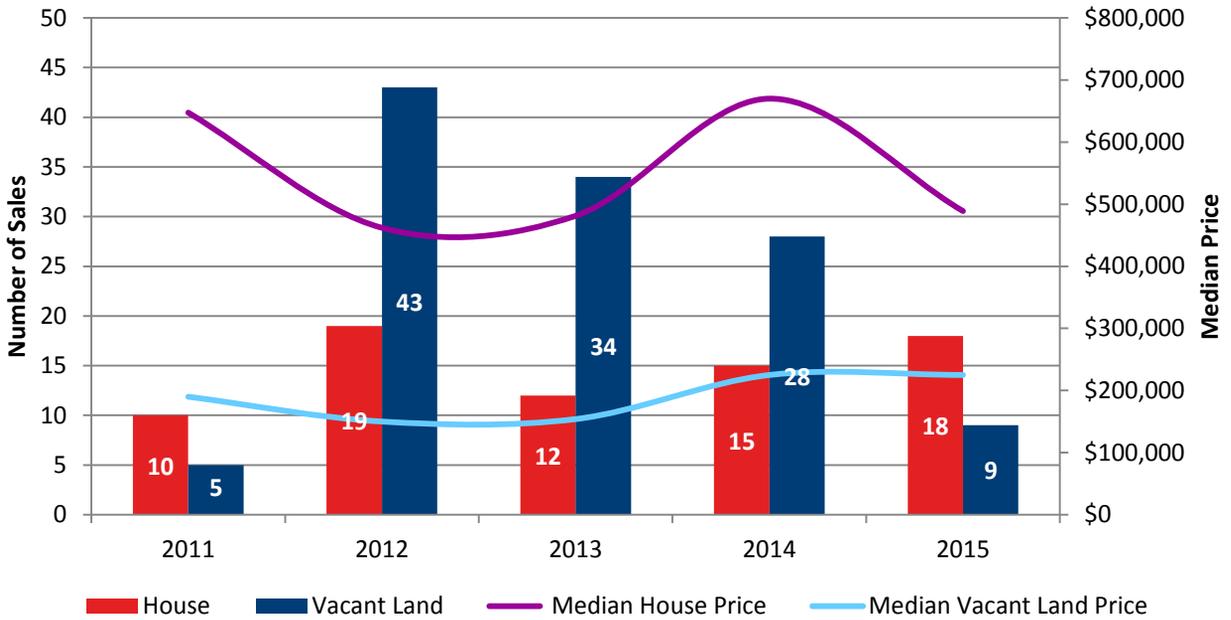
Key Suburb Facts Q4 2015	House	Units
Median Sale Price	\$382,250	\$165,000
Annual Median Price Growth	-3.2%	+5.1%
Average Days on Market (Sales)	50	N/A
% Change between First Listed and Sold Price	-4.2%	N/A
Rental Yield	5.2%	8.5%
Median Rent	\$390	\$320



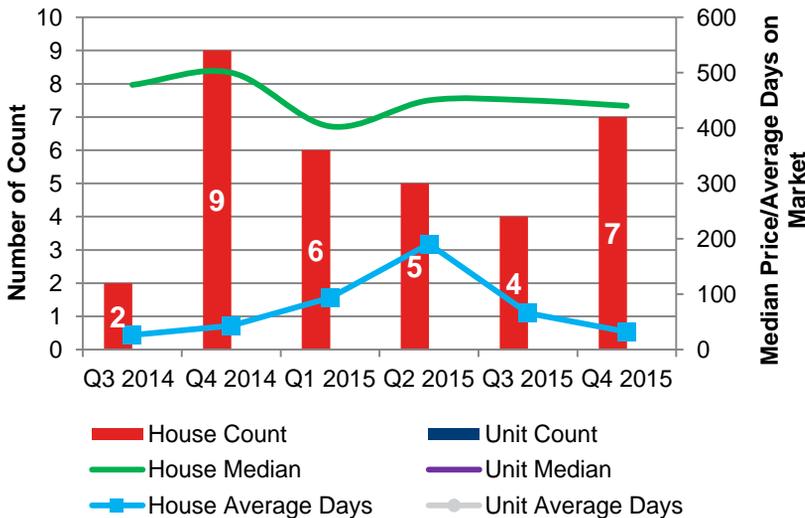
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Source: Whitsunday Regional Council, RealEstate.com.au, APM Pricerfinder, Real Estate Institute of Queensland



SALES MARKET



RENTAL MARKET*



KEY MARKET INDICATORS

	Change from Last	Year	Half Year
House sales		↑	↑
House median		↓	↓
House rents		↓	↑
Land sales		↓	↓
Land median		↔	↑
Unit rents		N/A	N/A

Key Suburb Facts Q4 2015	House	Land
Median Sale Price	\$488,925	\$225,000
Annual Median Price Growth	-27.0%	0.0%
Average Days on Market (Sales)	47	N/A
% Change between First Listed and Sold Price	-9.3%	N/A
Rental Yield	4.7%	12.3%
Median Rent	\$440	N/A



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Source: Whitsunday Regional Council, RealEstate.com.au, APM Pricerfinder, Real Estate Institute of Queensland

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

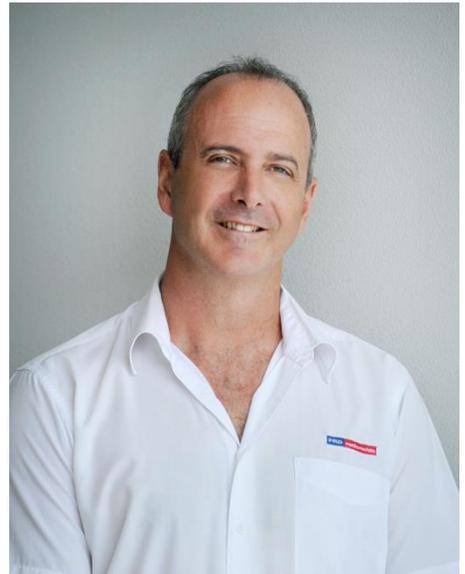
Skilled in deriving macro and micro quantitative information from multiple credible sources, we partner with clients to provide strategic advice and direction regarding property and market performance. We have the added advantage of sourcing valuable and factual qualitative market research in order to 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

Christie Leet

PRDnationwide Whitsunday

1/230 Shute Harbour Rd, Cannonvale
QLD 4802 Australia

T 07 4946 2000

F 07 4946 6676

M 0407 775 488

E whitsunday@prd.com.au

prdwhitsunday.com.au

Prepared by:

PRDnationwide RESEARCH

For further details contact:

Queensland National Franchise Services

32–36 Doggett Street,
Newstead QLD 4006
GPO Box 2750 Brisbane QLD 4001
P 07 3229 3344 F 07 3221 7744
E brisbane@prd.com.au

New South Wales

Level 7, 10 Help Street,
Chatswood NSW 2067
P 02 9947 9160
E sydney@prd.com.au

Victoria and Tasmania

Level 30, 367 Collins Street,
Melbourne VIC 3000
M 0437 024 855
E victoria@prd.com.au

www.prdnationwide.com.au

