



## WHITSUNDAY REGION

The Whitsunday Region is home to approximately 35,500 permanent residents and located right in the heart of the Great Barrier Reef. It is situated just east of the Galilee Basin, approximately 150km north of Mackay and 1100km north of Brisbane. The Whitsundays are made up of 74 Islands, all of which are renowned for their stunning natural landscapes and secluded beaches, attracting thousands of visitors to the region each year.

The Whitsunday Region is continuing to experience expansion and revitalisation with ongoing investment in major infrastructure and retail environments in the area. Airlie Beach has recently opened the Cruise Whitsundays Maritime Terminal at Port of Airlie. Cruise Whitsundays connects Port of Airlie and Airlie Beach directly from the mainland to the Whitsunday Islands, offering a number of day cruises to the Great Barrier Reef and Whitehaven Beach.

## POPULATION GROWTH

The Queensland Government estimates the Whitsunday Region to have a resident population of 34,211 as at June 2014. The Whitsunday Regional population projections suggest the area may experience an average population increase of 1.7% per annum over the next 25 years, with an estimated population of 49,700 persons by 2036.

Note: Data for this factsheet reflects up to and inclusive of 31<sup>st</sup> March 2015, close of Q1 2015

\* Denotes the average figures of four suburbs: Airlie Beach, Cannonvale, Jubilee Pocket and Cannon Valley

## MARKET CONDITIONS

The property market in the Whitsunday Region has been relatively stable over the past five years, with subdued growth in early 2015. This indicates an area of higher affordability compared to other north Queensland markets. However growth could be anticipated due to high levels of upcoming project development, large volumes of opportunistic southern buyers and an emerging international buyer, particularly Chinese foreign investment. Significant Chinese interests are evident in upcoming developments, including the recently sold Daydream Island (\$30M), the redevelopment of Linderman Island and \$300M worth of soon to be developed China Town.

The investment market in the Whitsundays is off to a positive start.

- House rental yields reached 4.65%
- Unit rental yields reached 6.43%
- Median rents for houses are \$471 and \$298 per week for units

Real Estate Institute of Australia, Whitsunday Regional Council

## ECONOMIC GROWTH

The Whitsunday Region is characterised by a diverse economy with established tourism, mining, agricultural and fishing industries. Based upon estimates from the Whitsunday Regional Council, Gross Regional Product (GRP) totalled \$2.3 billion for 2013/14, with the mining industry contributing one-fourth of that figure. Census 2011 results for the Australia Bureau of Statistics indicate that the construction, transport and utilities sectors employ the most permanent residents in the region combined, however this may have since changed due to a recent slowdown in construction.

The Whitsunday Region is also one of the largest fruit and vegetable growing regions in Australia, contributing an estimated \$400 million to the nations \$9 billion horticulture sector.

## TOURISM

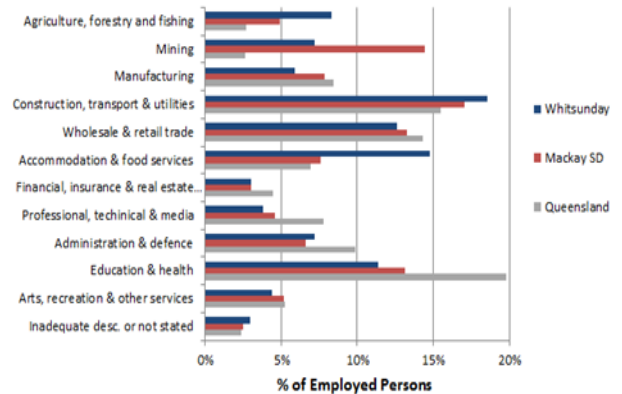
Survey data published by Tourism Research Australia indicates that the Whitsunday Region welcomed 684,000 international and overnight visitors in the year ended June 2014, an increase of 3.9% compared to the previous year. The Region witnessed 190,000 international visitors in the year ending December 2014, an increase of 5,000 compared to the previous year. The highest number of visitors originated from the United Kingdom, with a total number of 44,000 tourists. Expenditure from international tourists was recorded at \$128 million. Travel from China doubled over June 2013 to June 2014 with approximately 6,000 Chinese visitors recorded

The total number of domestic tourists increased from 473,000 to 494,000 over the same period. Overnight domestic visitation dominated the overall market with 24.6% coming from interstate and 47.8% coming from other parts of Queensland. Domestic expenditure increased by \$10 million over 2013-14 to a total of \$587 million.

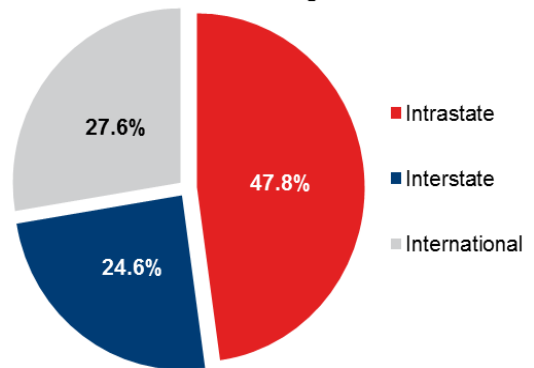
## MINING INDUSTRY

Mining activity during the 2013/14 financial year comprised \$1.1 billion of the Whitsunday Region's GRP. The region only consists of a handful of coal, gold and silver mines, including the Collinsville and Sonoma coal mines located near Collinsville, with three more in the pipeline. However, it also reaps the benefits of close proximity to neighbouring mining areas, through spending and investment by workers. This includes the Galilee Basin, whose mines will potentially be serviced by a proposed coal terminal to be built in Abbot Point.

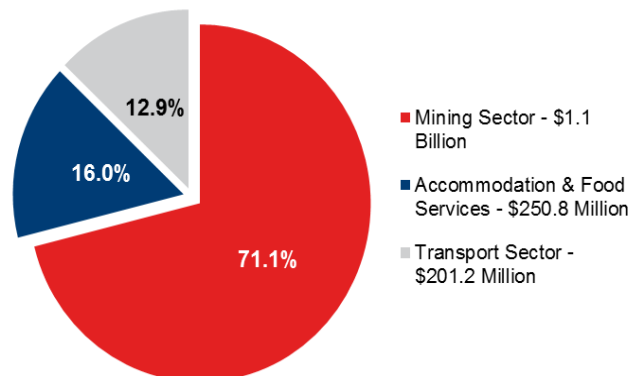
**Selected Areas - Employment by Industry**



**Origin of Overnight Visitors to the Whitsundays for the Year Ending June 2014**



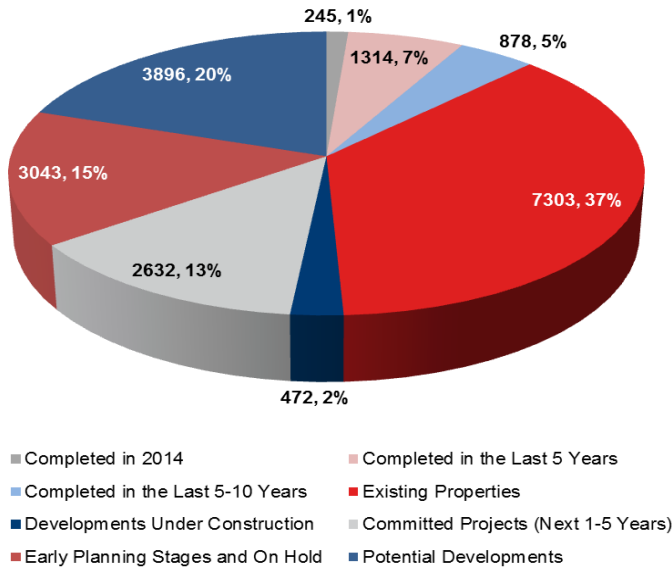
**Top 3 Regional Export Sectors**





## DEVELOPMENT COMPARISON

### Number Comparison Across All Development Stages



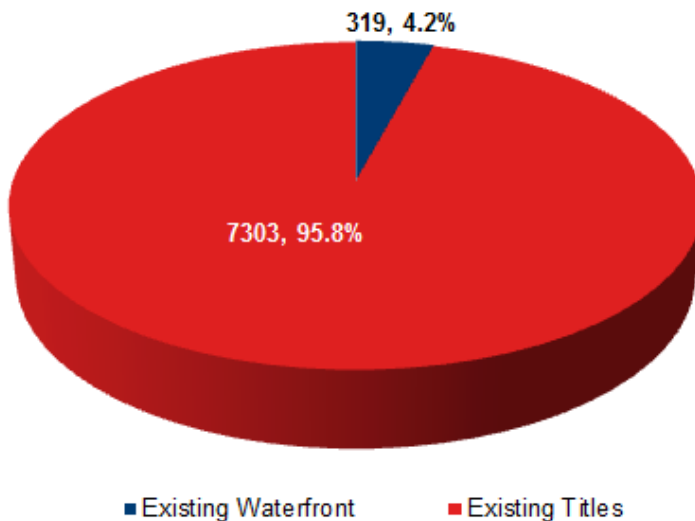
## KEY COMMENTS

The Whitsunday Coast marketplace is one of Australia's ultimate examples of a finitely supplied marketplace. It is constrained by the 22,000 hectare National Park at the rear and the Great Barrier Reef Marine Park in the foreground. In the majority of places there is just a thin slither, usually 1km wide of land set aside for private development. Our research indicates that whilst 7,303 properties currently exist, when fully developed only 19,774 properties will be in this amazing marketplace.

There is no greater example of lack of supply than waterfront properties. Currently 324 properties have been developed with another 319 able to be developed. Many marvel at our expansive coastline, either arriving by air or cruising past in a yacht however few understand how few will ever have the benefit of living on the water.

## WATERFRONT PROPERTIES

### Existing Waterfront vs Existing Titles



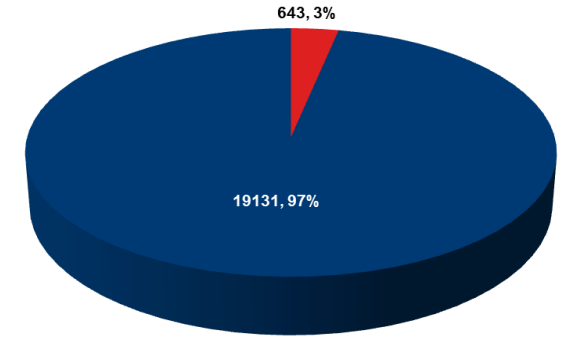
## KEY COMMENTS

- PRDnationwide have researched both existing (7303 existing properties) and potential (a further 12471) in the 4802 postcode
- The total number of properties predicted to be developed in the Whitsunday 4802 area is 19,774
- 245 (1%) developments were developed in 2014
- 1314 (7%) were completed in the last 5 years
- 878 (5%) were completed in the last 5 – 10 years
- 7,303 (37%) existing properties
- 472 (2%) are currently under construction
- 2,632 (13%) are committed projects which are expected to be completed in the next 1 – 5 years
- 3,043 (15%) are currently in the early planning stages and on hold
- 3,896 (20%) are potential developments



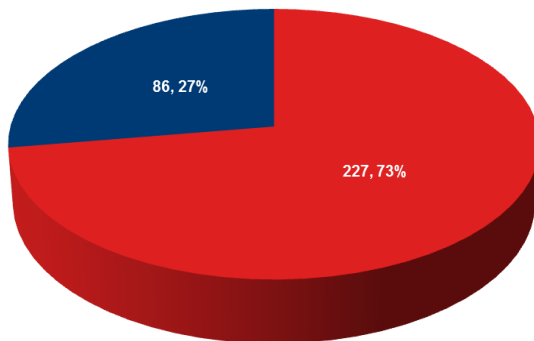
## WATERFRONT PROPERTIES BY COUNT

### Waterfront vs Non-Waterfront Properties by Count



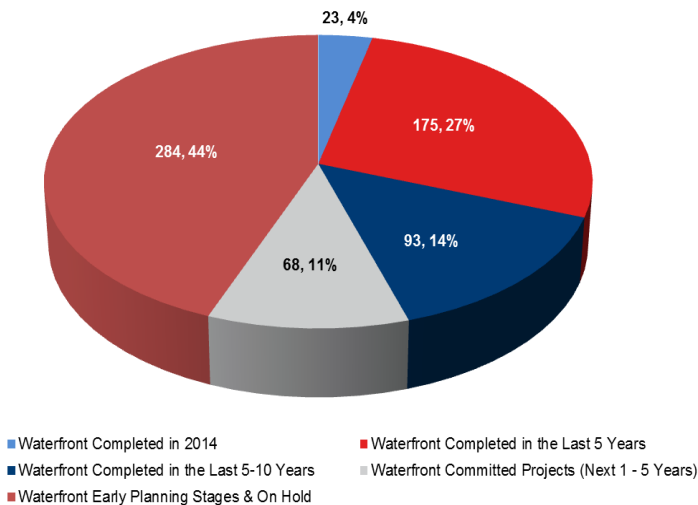
■ Total No. of Waterfront Properties ■ Total No. of Non-Waterfront Properties

### Sold vs Unsold Waterfront Properties



■ Sold Waterfront Properties ■ Unsold Waterfront Properties

### Breakdown of Waterfront Developments



■ Waterfront Completed in 2014 ■ Waterfront Completed in the Last 5 Years  
■ Waterfront Completed in the Last 5-10 Years ■ Waterfront Committed Projects (Next 1 - 5 Years)  
■ Waterfront Early Planning Stages & On Hold

## KEY COMMENTS

### Waterfront vs Non-Waterfront – Count

- Whitsunday has a 643 waterfront properties which is 5% of the total number of properties
- 19,774 non-waterfront properties, which is 95% of the total number of properties in the region
- This shows that waterfront properties in the Whitsunday area are scarce compared to non-waterfront properties.

### Sold vs Unsold Waterfront Properties

- This pie chart demonstrates that 73% of all constructed waterfront properties in the Whitsunday area are sold – the unsold portion primarily relates to one project which has been withdrawn from the market for 5 years
- Only 27% of waterfront properties in the pipeline remain unsold, which suggests that demand for waterfront properties are extremely high
- Due to increasingly active foreign buyers in the market, this date suggests potential undersupply in the near future.

### Waterfront Development Breakdown

- 175 (27%) of waterfront developments were completed in the last 5 years
- 93 (14%) completed in last 5-10 years
- 68 (11%) committed projects
- 284 (44%) are early planning & on hold
- 24 (4%) were completed in 2014

## 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**

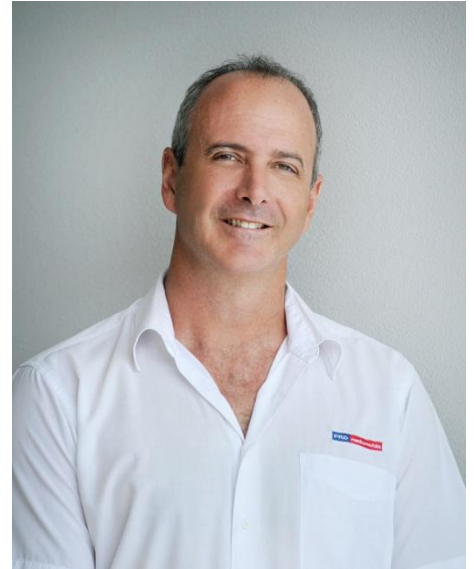
Skilled in deriving macro and micro quantitative information from multiple credible sources, we partner with clients to provide strategic advice and direction regarding property and market performance. We have the added advantage of sourcing valuable and factual qualitative market research in order to 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 team is made up of highly qualified researchers who focus solely on property analysis**

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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**PROPERTY  
KNOWLEDGE**

