



PROPERTY FACTSHEET

WHITSUNDAY COAST
2nd QUARTER 2015





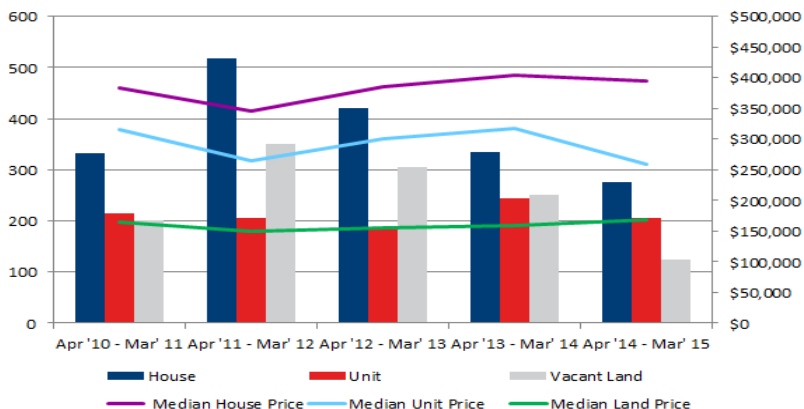
MARKET CONDITIONS

Property markets in Airlie Beach, Cannonvale, Jubilee Pocket, and Cannon Valley have demonstrated subdued growth between March 2014 - March 2015; due to conservative participation of local buyers despite highly active southern opportunistic buyers.

Houses recorded an average price growth of -3.0%*, sitting at \$525,000. For units average growth is -16.0%*, sitting at \$270,000*. In Cannon Valley vacant land market is flourishing, recording 41.5% growth at a median price of \$225,000. Investors will do well in Whitsundays, with an average rental yield of 4.65%* for houses and 6.43%* for units. A stable rental trend indicate an average rental price of \$471* for houses and \$298* for units

In the four main suburbs, average days on market for sales declined by 9%* over the past 2 years, sitting at an average of 135 days. Average vendor discounting is largely stable, with an average for the four suburbs of -6.0%* for houses and -12.4%* for units. A declining trend in days on market and stable vendor discount suggests buyers are interested in quicker purchases however not competitive in putting forward higher purchasing price offers.

WHITSUNDAY REGION GROWTH



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

OVERVIEW

The Whitsundays, right in the heart of the Great Barrier Reef, is made up of 74 Islands. It is situated just east of Galilee Basin and to the north of Mackay, approx. 150km north of Mackay and 1100km north of Brisbane.

This factsheet analyses the property market within four major Whitsunday Coastal suburbs, based on median price annual growth. The four suburbs are: Airlie Beach, Cannonvale, Jubilee Pocket, and Cannon Valley

The property market in Whitsunday Region is 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 level of upcoming project development, large volumes of opportunistic southern buyers and an emerging international buyer, particularly Chinese foreign investment.

FUTURE DEVELOPMENTS

Project development in Whitsunday Regional for 2015 is valued at approx. \$8billion. The 1st half of 2015 is focused on improving infrastructure and adding commercial facilities; establishing the Whitsundays as an active economic hub.

Significant Chinese interests are evident in upcoming developments, including the recently sold Daydream Island (\$30M), the redevelopment of Linderman Island by Whitehorse Group, and \$300m worth of soon to be developed China Town.



Source: Cordell Database, PRDnationwide, Pricerfinder, Real Estate Institute of Australia., Whitsunday Regional Council

MARKET COMPARISON 10 YEARS TO 31st MARCH 2015

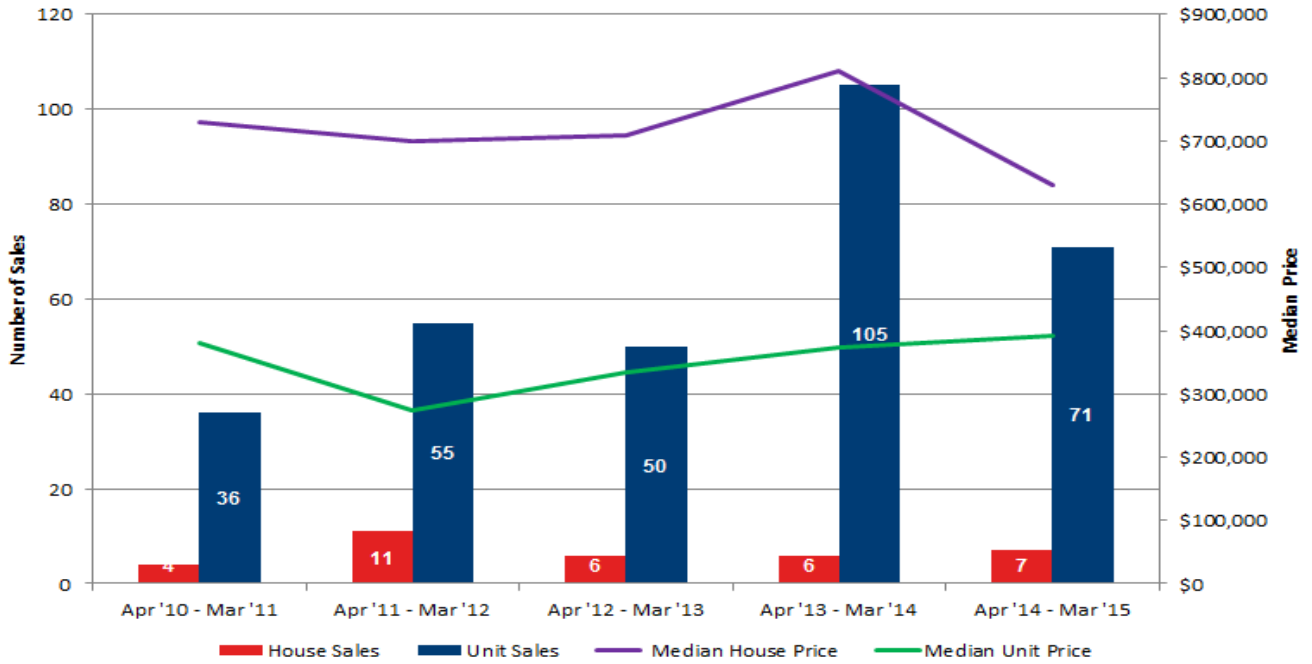
Period	Airlie Beach				Cannonvale				Jubilee Pocket				Cannon Valley			
	House		Unit		House		Unit		House		Unit		House		Vacant Land	
	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price
Apr '05 – Mar '06	8	\$781,000	80	\$454,000	112	\$404,000	222	\$288,000	52	\$370,000	22	\$317,000	7	\$515,000	14	\$225,000
Apr '06 – Mar '07	15	\$982,000	114	\$561,000	113	\$460,000	249	\$329,000	42	\$414,000	43	\$291,000	10	\$656,000	17	\$251,000
Apr '07 – Mar '08	11	\$830,000	121	\$585,000	91	\$470,000	209	\$350,000	45	\$459,000	20	\$375,000	11	\$680,000	8	\$266,000
Apr '08 – Mar '09	9	\$800,000	58	\$546,000	71	\$485,000	94	\$308,000	35	\$445,000	17	\$320,000	5	\$800,000	7	\$329,000
Apr '09 – Mar '10	6	\$850,000	61	\$416,000	86	\$452,000	111	\$316,000	31	\$426,000	25	\$330,000	9	\$612,000	20	\$202,000
Apr '10 – Mar '11	4	\$730,000	36	\$380,000	65	\$444,000	112	\$345,000	32	\$414,000	19	\$100,000	7	\$635,000	24	\$160,000
Apr '11 – Mar '12	11	\$700,000	55	\$275,000	70	\$429,000	64	\$250,000	30	\$420,000	9	\$226,000	16	\$635,000	6	\$230,000
Apr '12 – Mar '13	6	\$708,000	50	\$333,000	82	\$440,000	73	\$283,000	35	\$430,000	12	\$220,000	14	\$475,000	54	\$152,000
Apr '13 – Mar '14	6	\$810,000	105	\$373,000	73	\$446,000	78	\$265,000	24	\$412,000	12	\$318,000	13	\$538,000	27	\$159,000
Apr '14 – Mar '15	7*	\$630,000*	71	\$392,000	75	\$445,000	47	\$262,000	14	\$361,000	10	\$200,000	12	\$664,000	22	\$225,000

Period	Woodwark				Strathdiekie				Sugarloaf				Riordanvale			
	House		Vacant Land		House		Vacant Land		House		Vacant Land		House		Vacant Land	
	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price	#	Price
Apr '05 – Mar '06	4	\$515,000	11	\$173,000	12	\$444,000	22	\$150,000	4	\$354,000	4	\$308,000	4	\$444,000	4	\$195,000
Apr '06 – Mar '07	11	\$596,000	14	\$227,000	18	\$439,000	13	\$274,000	9	\$520,000	0	N/A	6	\$590,000	0	N/A
Apr '07 – Mar '08	8	\$730,000	18	\$257,000	13	\$520,000	12	\$270,000	1	\$400,000	4	\$336,000	3	\$540,000	7	\$280,000
Apr '08 – Mar '09	5	\$495,000	12	\$215,000	14	\$460,000	9	\$295,000	6	\$508,000	3	\$300,000	1	\$775,000	1	\$530,000
Apr '09 – Mar '10	4	\$564,000	8	\$251,000	10	\$575,000	3	\$250,000	5	\$438,000	0	N/A	1	\$750,000	2	\$283,000
Apr '10 – Mar '11	9	\$500,000	3	\$285,000	5	\$518,000	4	\$282,000	1	\$545,000	0	N/A	4	\$560,000	2	\$331,000
Apr '11 – Mar '12	7	\$436,000	8	\$200,000	7	\$500,000	3	\$265,000	2	\$622,000	1	\$180,000	4	\$608,000	4	\$268,000
Apr '12 – Mar '13	10	\$572,000	10	\$164,000	7	\$360,000	3	\$195,000	2	\$400,000	2	\$262,000	7	\$470,000	4	\$254,000
Apr '13 – Mar '14	9	\$462,000	12	\$158,000	13	\$480,000	6	\$270,000	4	\$528,000	1	\$188,000	5	\$440,000	8	\$249,000
Apr '14 – Mar '15	6	\$372,000	2	\$191,000	5	\$485,000	4	\$232,000	4	\$430,000	2	\$299,000	4	\$678,000	2	\$278,000

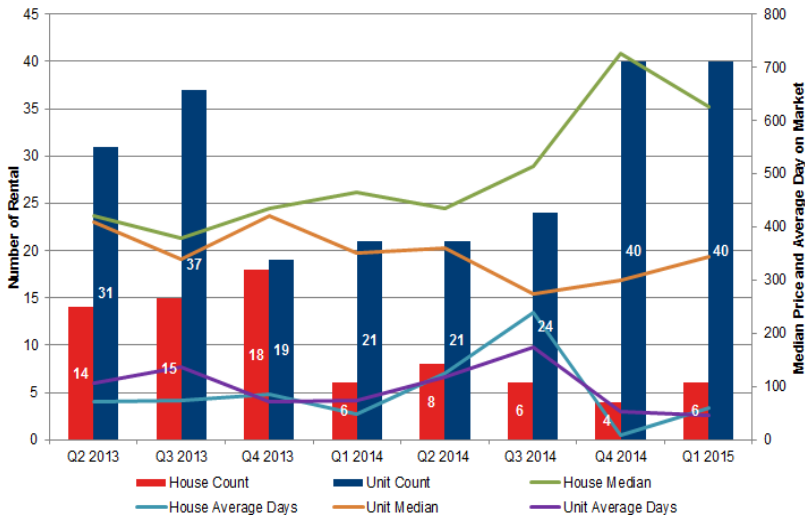
*Sample size is 7 therefore figures are approximate only.
Source: Pricerfinder PDS Extract Filter, Real Estate Institute of Queensland



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	↑	↑

Key Suburb Facts Q1 2015

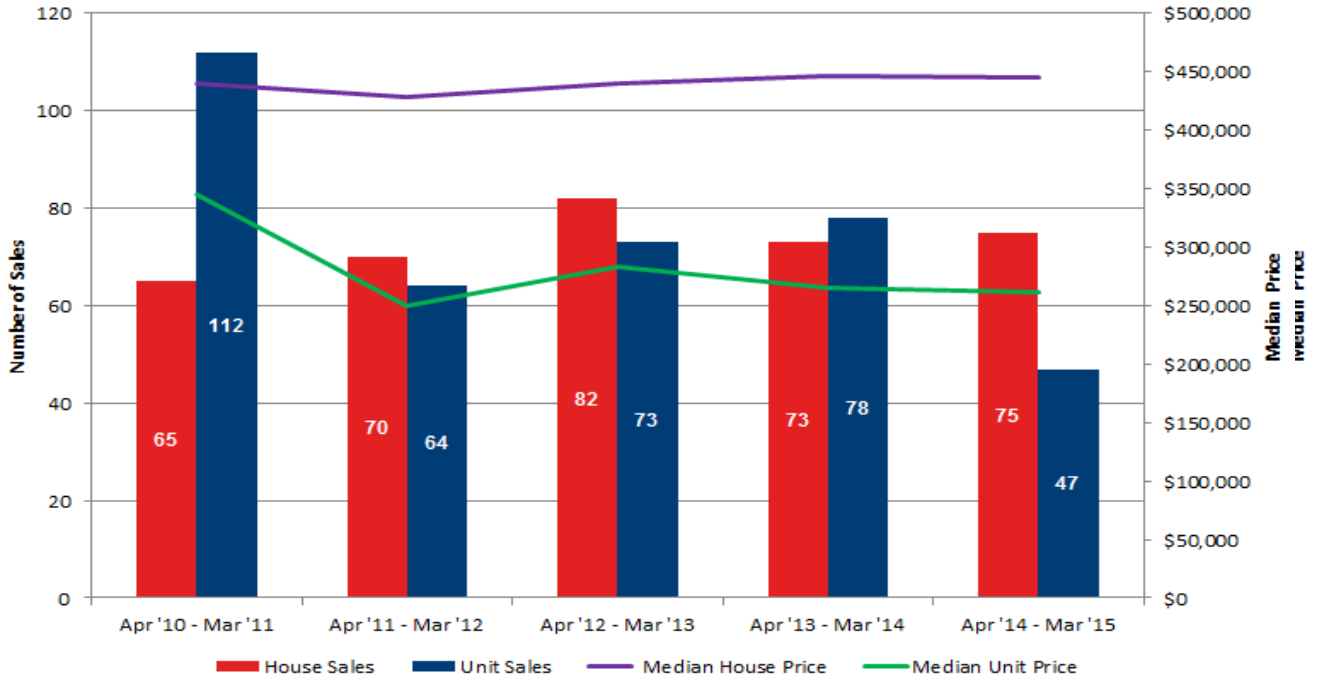
	House	Units
Median Sale Price	\$630,000	\$392,000
Annual Median Price Growth	-22.0%	5.0%
Average Days on Market (Sales)	90	133
% Change between First Listed and Sold Price	-3.0%	-13.0%
Rental Yield	4.3%	4.6%
Median Rent	\$625	\$345



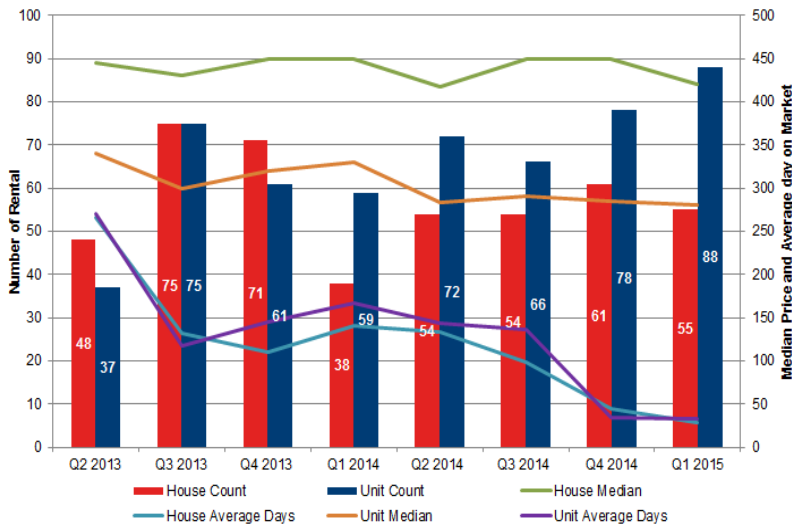
*Note: House Median and Average day on the market line graph correspond to the Price and Day on Market Y axis. Average day on market is an approximate only
Source: Whitsunday Regional Council, RealEstate.com.au, PriceFinder, Real Estate Institute of Queensland



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	↑	↑

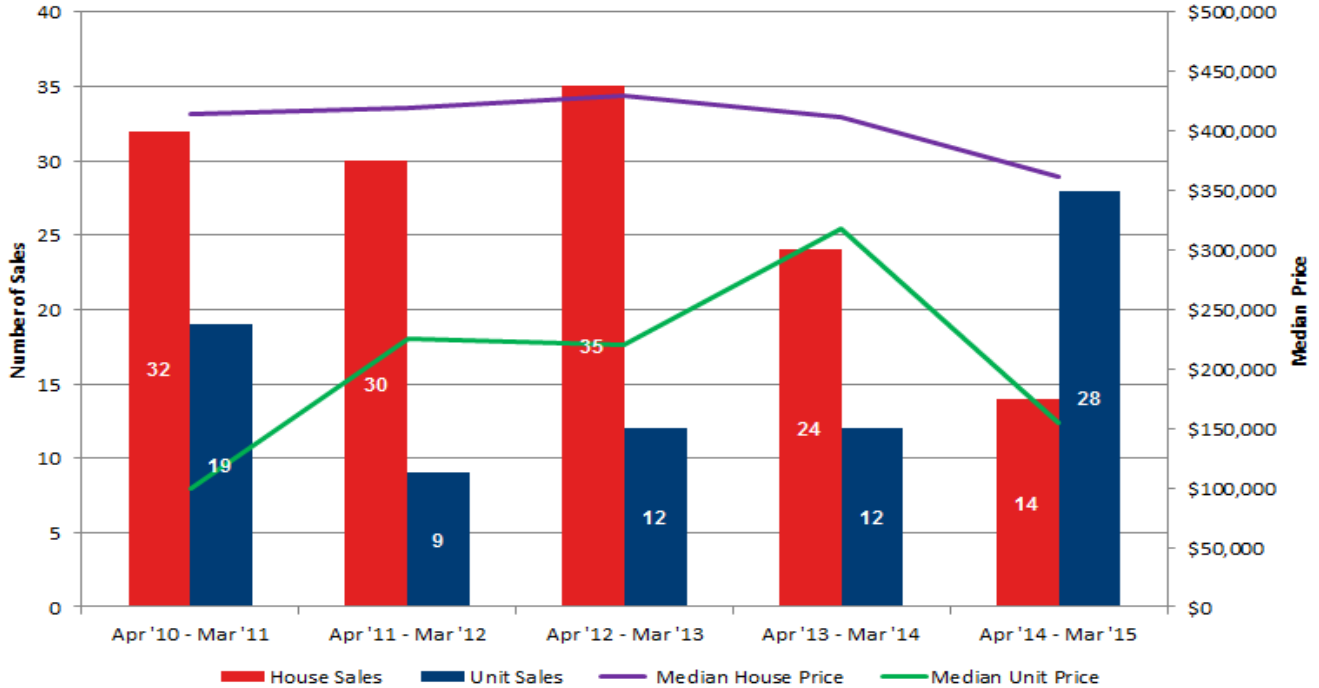
Key Suburb Facts Q1 2015	House	Units
Median Sale Price	\$445,000	\$262,000
Annual Median Price Growth	0%	-1.0%
Average Days on Market (Sales)	117	87
% Change between First Listed and Sold Price	-6.0%	-5.7%
Rental Yield	4.9%	5.6%
Median Rent Q4 2014	\$420	\$280



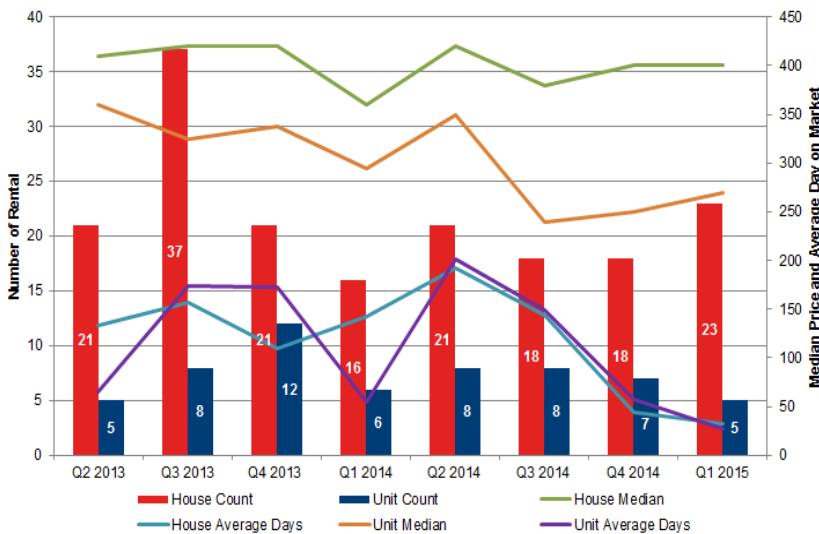
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Source: Whitsunday Regional Council, RealEstate.com.au, PriceFinder, Real Estate Institute of Queensland



SALES MARKET



RENTAL MARKET



KEY MARKET INDICATORS

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

Key Suburb Facts Q1 2015

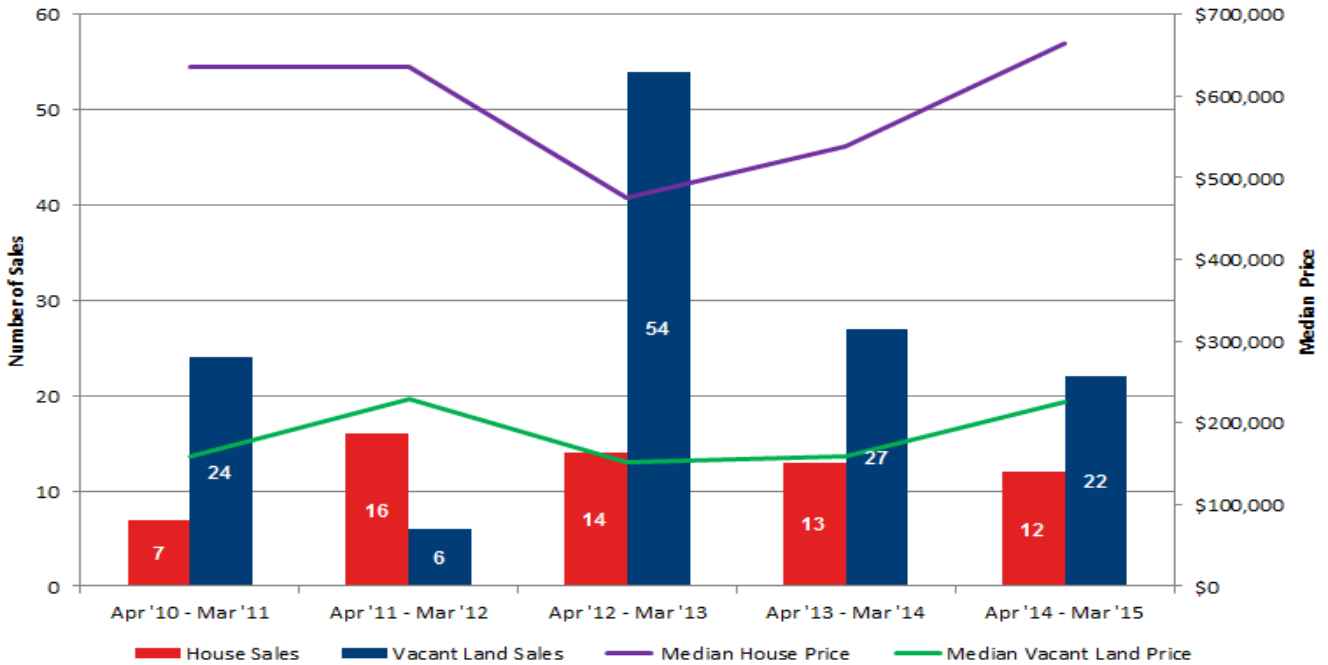
	House	Units
Median Sale Price	\$361,000	\$155,000
Annual Median Price Growth	-12.3%	-51.2%
Average Days on Market (Sales)	123	142
% Change between First Listed and Sold Price	-7.0%	-13.0%
Rental Yield	5.8%	9.1%
Median Rent Q4 2014	\$400	\$270



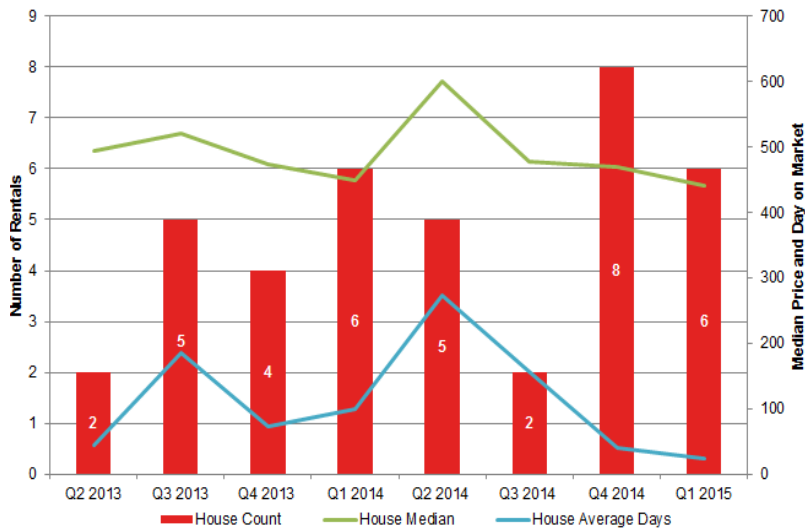
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Source: Whitsunday Regional Council, RealEstate.com.au, PriceFinder, Real Estate Institute of Queensland



SALES MARKET



RENTAL MARKET*

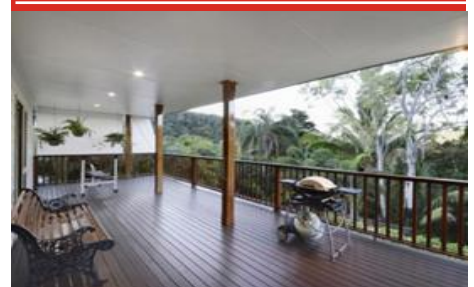


KEY MARKET INDICATORS

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 Q1 2015

	House	Land
Median Sale Price	\$664,000	\$225,000
Annual Median Price Growth	25.0%	41.5%
Average Days on Market (Sales)	140	176
% Change between First Listed and Sold Price	-8.0%	-18.0%
Rental Yield	3.6%	N/A
Median Rent	\$400	N/A

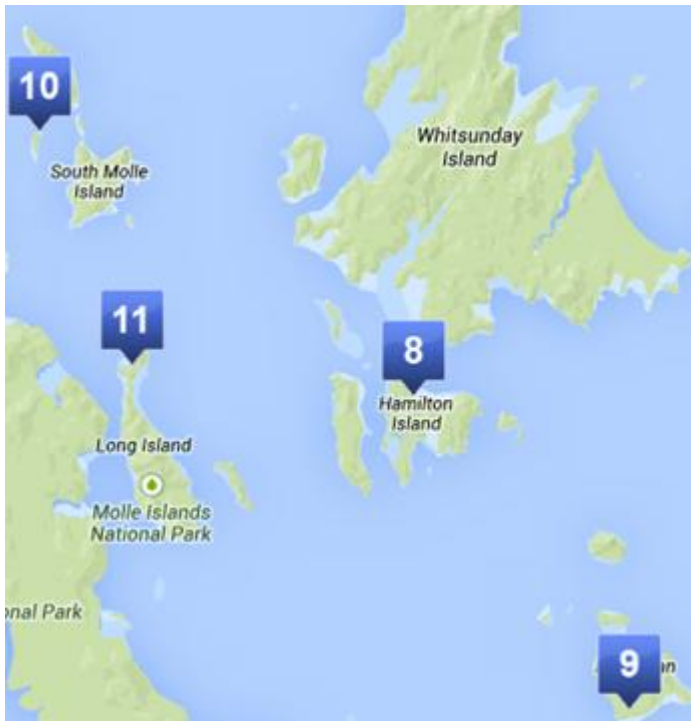


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Source: Whitsunday Regional Council, RealEstate.com.au, PriceFinder, Real Estate Institute of Queensland

PROJECT DEVELOPMENT MAP MAINLAND



ISLANDS



PROJECT DETAILS

	Project Location	Estimated Value
PERMANENT		
1	Whitsunday Lakes Stages 5a, 5b, 10e	\$13,000,000
2	Whitsunday Bay Stage 2	\$5,000,000
3	Shelley Sands	\$8,000,000
4	Telford Road	\$10,000,000
5	Airlie Retreat Stage 3	\$3,000,000
6	Botanica	\$20,000,000
TOURISM		
7	277 Shute Harbour Road	\$20,000,000
8	WaterLevel Hamilton Island	\$20,000,000
9	Lindeman Island	\$200,000,000
10	Daydream Island	TBA
11	Long Island	\$50,000,000

Disclaimer:

Estimated value is the value of land and construction costs provided by relevant data authority, it does not reflect the project's sale/commercial value
Source: Cordell Database, PRDnationwide, Queensland Department of State Development, Infrastructure and Planning, OpenStreetMap, Scribblemaps

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

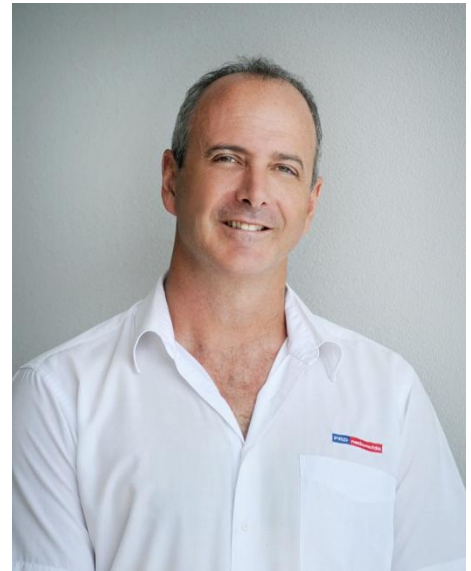
Skilled in deriving macro and micro quantitative information from multiple credible sources, we partner with clients to provide strategic advice and direction regarding property and market performance. We have the added advantage of sourcing valuable and factual qualitative market research in order to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