





IPSWICH MARKET UPDATE 2nd Half 2019



OVERVIEW

In Q3 2019, Ipswich* recorded a median house price of \$310,000, and a median unit price of \$240,000. This represents annual (Q3 2018 – Q3 2019) median price softening of -3.4% for houses and -7.1% for units. At the same time total sales slowed, down by -45.5% for houses to 96 sales and by -37.5% for units to 20 sales. With higher price affordability and less market competition Ipswich* is a prime market for first home buyers and investors.

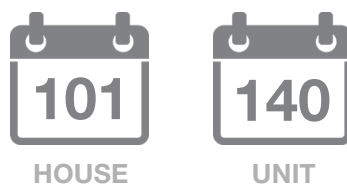
	CHANGE FROM LAST	YEAR	HALF YEAR
 House Sales		↓	↓
House Median Price		↓	↓
House Rental Price		↑	↓
 Unit Sales		↓	↑
Unit Median Price		↓	↑
Unit Rental Price		↓	↓

MARKET CONDITIONS

SALES MEDIAN PRICE Q3 2019



SALES AVERAGE DAYS ON MARKET Q3 2019



RENTAL MEDIAN PRICE Q3 2019

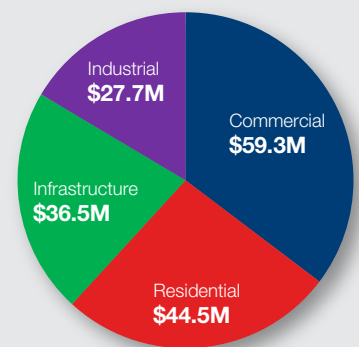


RENTAL AVERAGE DAYS ON MARKET Q3 2019



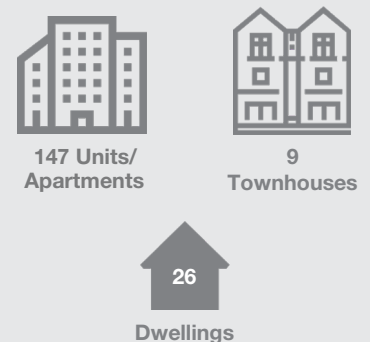
FUTURE DEVELOPMENTS

Ipswich* is set to see approximately **\$168.0M worth of new projects commencing in the 2nd half of 2019.**



A well-balanced future development portfolio will stimulate economic growth, improve liveability for residents, and create local employment opportunities. This will have positive spill-over impact on the real estate market.

Key commercial projects over the 2nd half 2019 period include: Bundamba Data Centre (\$30.0M), Ipswich Turf Club (\$12.0M), and Oracle Aged Care Facility Ipswich (\$5.0M). These will create local jobs, which may result in increased demand for housing. 147 units/apartments, 9 townhouses and 26 lots will be added to the market. This assists in catering to the current population growth in Ipswich*, which was 16.1% over 5 years to 2016.

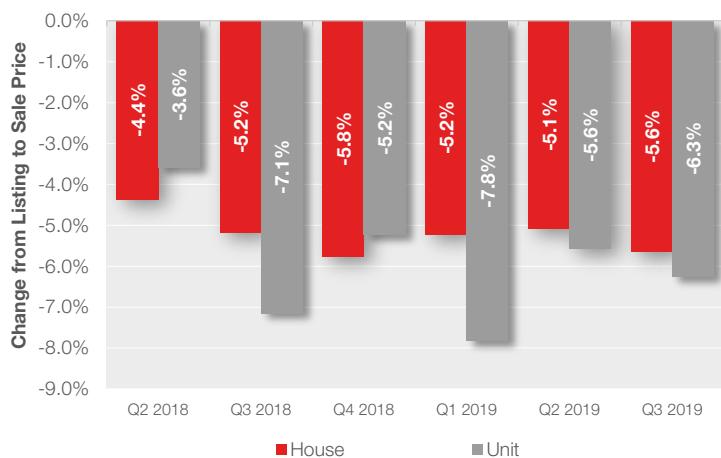


*Ipswich market data and key indicators encapsulates aggregate property market conditions within the suburbs Ipswich, Booval, Brassall, Bundamba, Newtown & Silkstone.

**Estimated values are based on construction value provided by the relevant data authority and does not reflect commercial and/or re-sale value.
Source: APM Pricerfinder, Cordell Connect database.
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AVERAGE VENDOR DISCOUNT*

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.



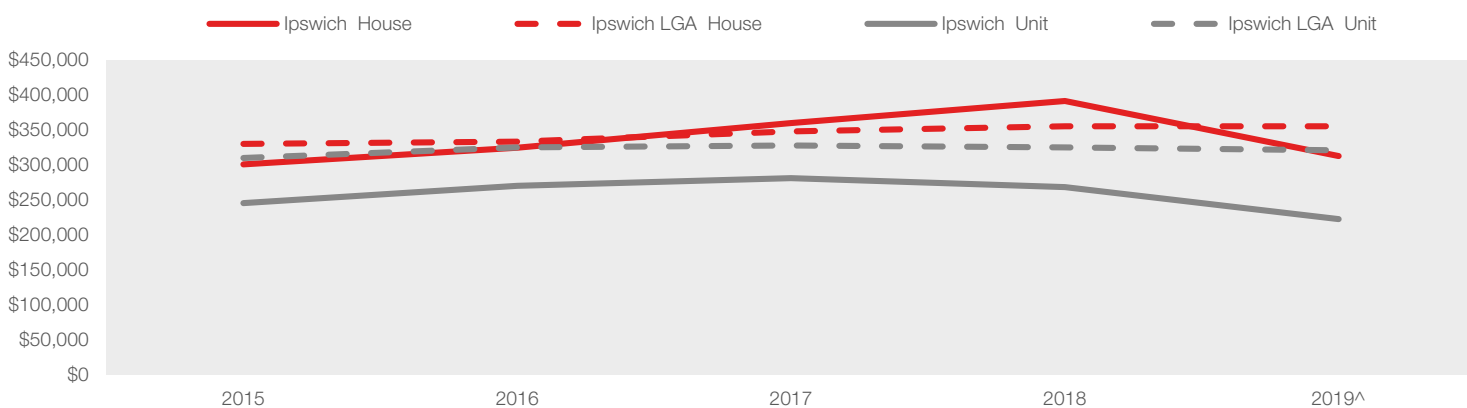
KEY COMMENTS

Average vendor discount between Q3 2018 and Q3 2019 has widened for houses to -5.6% and tightened for units to -6.3%. House market conditions in Ipswich* continue to favour buyers, with sellers providing slightly higher discounts. Data indicates there is high negotiation activity between buyers and sellers in the unit market, with final prices closer to the first asking prices.

The suburb of Ipswich has generally performed on par with the wider Ipswich Local Government Area (LGA) in regards to house median prices, however units median prices were more affordable. In 2019[^] property prices in Ipswich have become more affordable overall, creating an ideal opportunity for first home buyers and investors to enter the market.

The dominant proportion of houses sold in Ipswich* across 2019[^] were in the lower price segment of less than \$299,999 (36.7%). Units also recorded a dominant lower-end price point of less than \$199,999 (30.1%). Affordable options in Ipswich* is aplenty, those looking for premium stock will be able to find quality housing at a much affordable price than Brisbane.

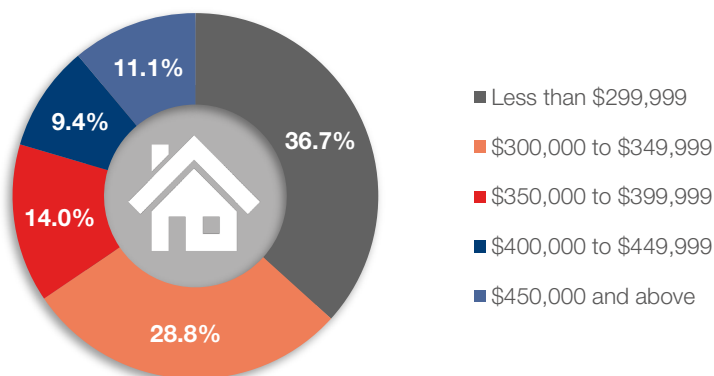
MARKET COMPARISON



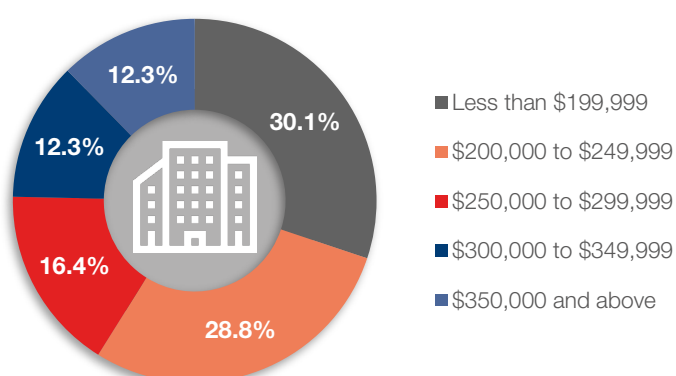
The market comparison graph provides a comparative trend for the median price of houses and units over the past 5 years. The main LGA profiled were chosen based on their proximity to the main suburb analysed, which is Ipswich.

PRICE BREAKDOWN 2019[^]

HOUSES SOLD



UNITS SOLD

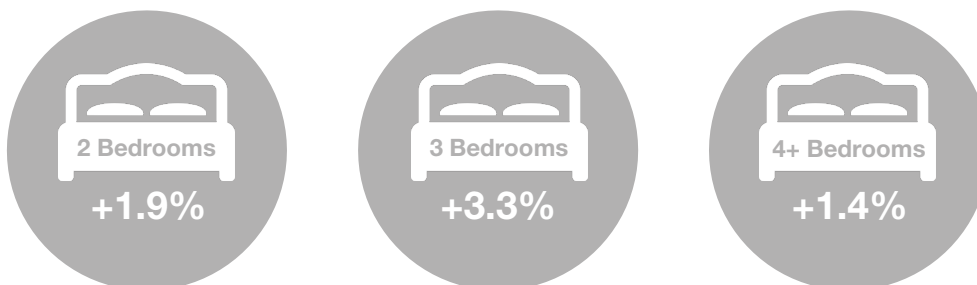


RENTAL GROWTH 2019*

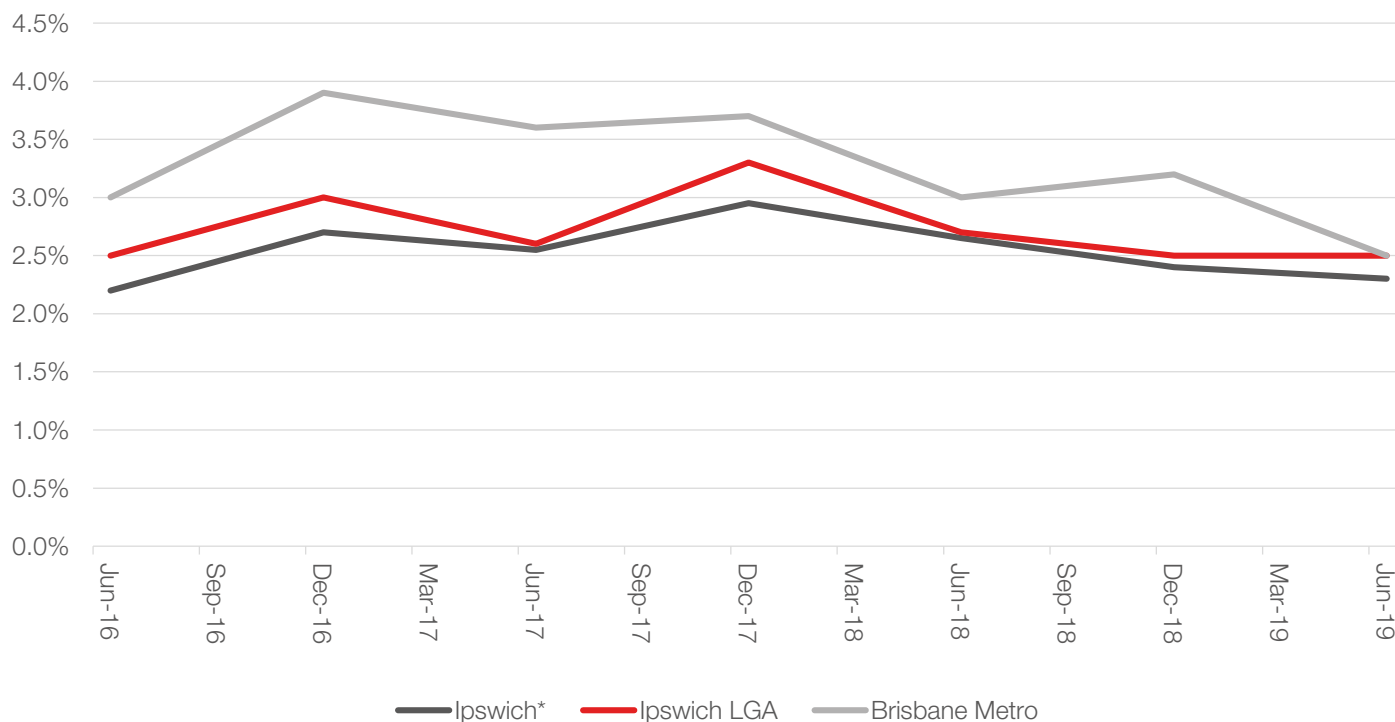
Over the past 12 months, house rental yields in Ipswich* increased strongly to reach 4.8% in June 2019. This is well above that of Ipswich LGA (4.5%) and Brisbane Metro (3.8%). This suggests the house rental market is in a healthy position, as the house rental median price increased by 5.0% to \$315 per week.

3 bedroom houses have provided investors with +3.3% rental growth annually, achieving a median rent of \$310 per week.

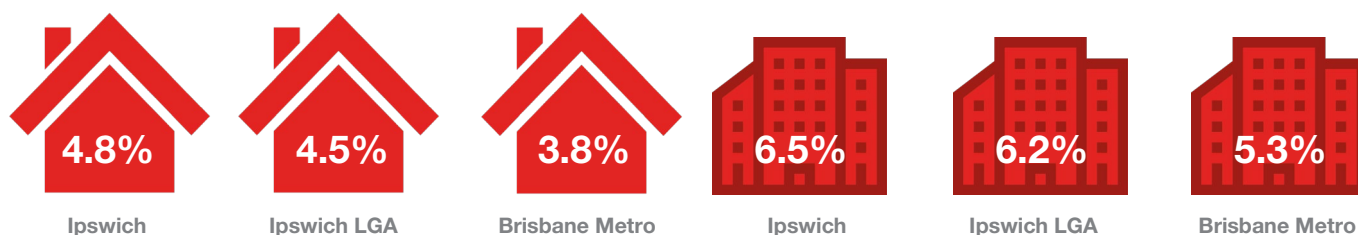
Ipswich* recorded a vacancy rate of 2.3% in June 2019, indicative of a declining trend and sitting below Ipswich LGA (2.5%) and Brisbane Metro (2.5%). This confirms a healthy rental demand exists for properties in Ipswich*.



RENTAL VACANCY RATES 2019



RENTAL YIELD 2019^

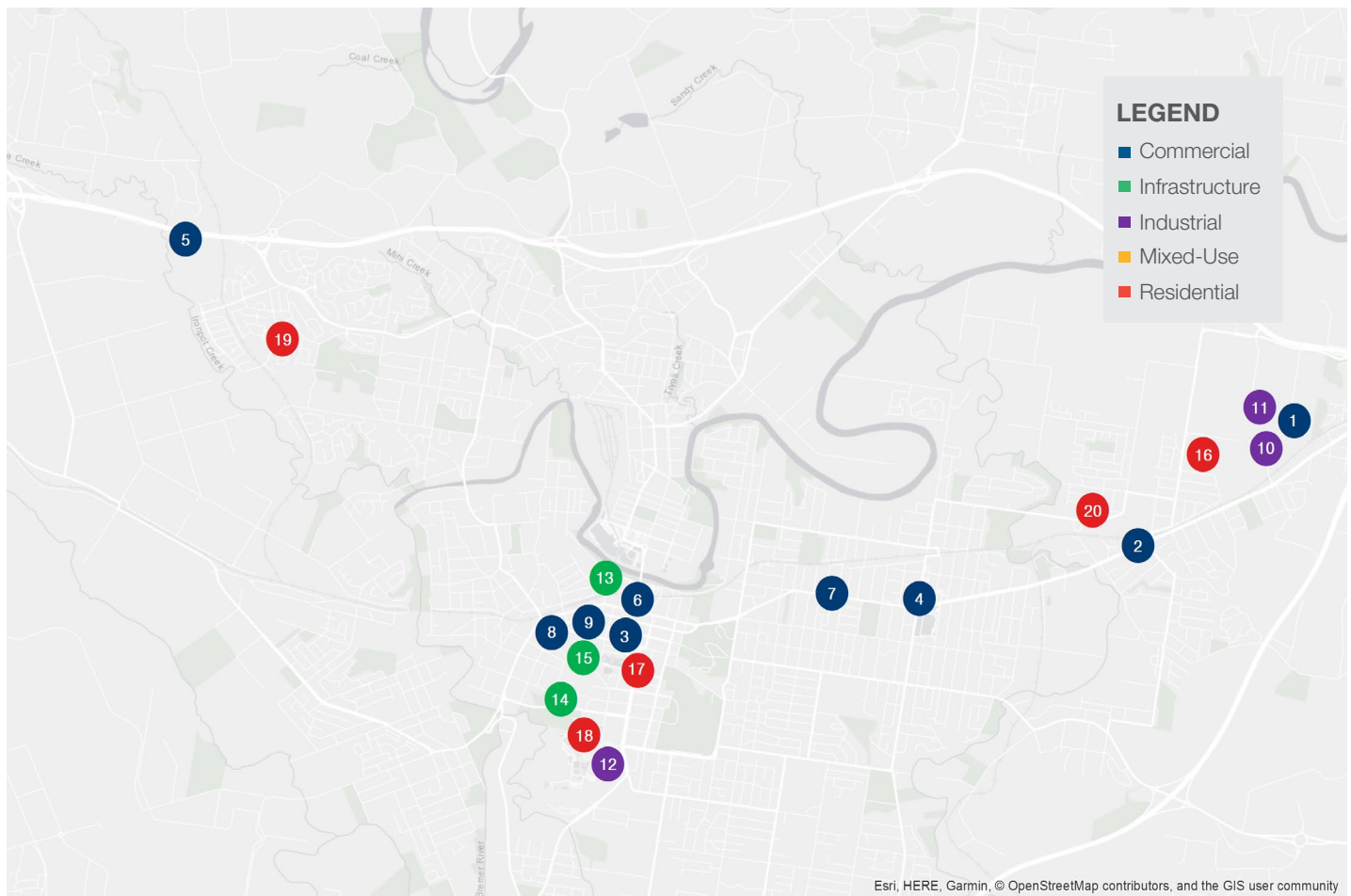


*Rental performance graph represents aggregate house median rent prices within the suburbs Ipswich, Booval, Brassall, Bundamba, Newtown & Silkstone. Annual rental growth is a comparison between 2018 and Q1 - Q3 2019 house median rent figures.

^Rental yields shown are as reported at June 2019.

Source: APM Pricer, SQM Research. © Copyright PRDnationwide 2019.

PROJECT DEVELOPMENT MAP 2ND HALF 2019*



Location	Project**	Type	Estimated Value***	Commence Date****
1	Bundamba Data Centre	Commercial	\$30,000,000	20/10/2019
2	Ipswich Turf Club	Commercial	\$12,000,000	25/12/2019
3	Oracle Aged Care Facility Ipswich Conversion	Commercial	\$5,000,000	15/07/2019
4	Booval Fair	Commercial	\$5,000,000	16/09/2019
5	Caltex Service Station Brassall	Commercial	\$2,000,000	05/10/2019
6	Commonwealth Hotel	Commercial	\$2,000,000	21/12/2019
7	Taco Bell Restaurant	Commercial	\$2,000,000	30/09/2019
8	Waghorn Street Boarding House	Commercial	\$800,000	07/12/2019
9	Y-care Ipswich	Commercial	\$500,000	04/12/2019
10	Mylan Warehouse & Distribution Centre	Industrial	\$15,000,000	17/06/2019
11	Hoepner Road Warehouse	Industrial	\$12,000,000	14/12/2019
12	Ipswich Show Society	Industrial	\$650,000	20/08/2019
13	Ipswich City Council Administration Building	Infrastructure	\$30,000,000	30/12/2019
14	Moffatt Street Roadworks	Infrastructure	\$5,000,000	23/11/2019
15	Ipswich Hospital	Infrastructure	\$1,500,000	14/10/2019
16	Bognuda Street Units- (123 Units)	Residential	\$37,000,000	14/08/2019
17	East Street Social Housing- (20 Units)	Residential	\$3,500,000	02/11/2019
18	Salisbury Road Townhouses- (9 Townhouses)	Residential	\$1,600,000	28/10/2019
19	Windle Road Residential Subdivision Stages 1-3- (26 Lots)	Residential	\$1,200,000	23/12/2019
20	Adam Street Units- (4 Units)	Residential	\$1,200,000	21/08/2019

*Disclaimer: Project development map showcases a sample of upcoming projects only, due to accuracy of addresses provided by the data provider for geocoding purposes. Project listed include upcoming developments that are commencing in the 2nd half of 2019.**Projects refers to the top developments in the following suburbs: Ipswich, Booval, Brassall, Bundamba, Newtown and Silkstone.***Estimated value is the value of construction costs provided by relevant data authority, it does not reflect the project's sale/commercial value. Commencement date quoted for each project is an approximate only, as provided by the relevant data authority, PRDnationwide does not hold any liability to the exact date. Source: Cordell Database, ESRI ArcGIS. © Copyright PRDnationwide 2019.

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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