

Whitsundays Market Update

2nd Half 2024



OVERVIEW

In Q2 2024, Whitsundays* recorded a median house price of \$773,000, and a median unit price of \$405,000. This represents an annual (Q2 2023 – Q2 2024) price growth of 17.1% for houses and 9.5% for units. Comparing Q2 2023 vs Q2 2024 house sales decreased, by -10.5% (to 51 sales in Q2 2024) for houses, indicating an undersupply. In contrast, unit sales increased by 4.3% (to 97 sales in Q2 2024), suggesting a highly demanded market. Combined, this created a buffer against current cash rate hikes, resulting in price growth. Now is an ideal time for owners to capitalize on their investments, especially house owners. With very little new ready-to-sell stock planned for the rest of 2024 now is the time for buyers to enter the market, before prices increase even further.

CHANGE FROM LAST YEAR HALF YEAR



	YEAR	HALF YEAR
HOUSE SALES	↓	↓
HOUSE MEDIAN PRICE	↑	↑
HOUSE RENTAL PRICE	↑	↓

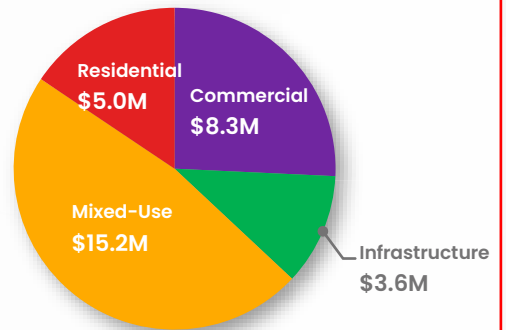


UNIT SALES	↑	↑
UNIT MEDIAN PRICE	↑	↑
UNIT RENTAL PRICE	↔	↔



FUTURE DEVELOPMENTS

Whitsundays* will see approximately **\$32.1M new projects commence construction in the 2nd half of 2024.**



These projects will stimulate economic growth and create local job opportunities in Whitsundays*. This will have a spill-over impact on the real estate market, in the form of higher demand for housing.

A main residential project is 422 Shute Harbour Road Residential Subdivision (\$5.0M), which will supply 16 lots.

Other key projects include:

- Storage Choice Cannonvale Self Storage Facility Stages 1 & 2 (\$11.0M, Mixed-use)
- 14-16 Raintree Place Short Term Accommodation Units (\$8.0M, Commercial)
- Hamilton Plains Bore- Flood Works (\$2.8M, Infrastructure)

The only residential project planned only add land lots, which will take time to develop. The lack of new units/apartments and stand-alone dwellings is likely to put upward pressure on the market. Thus, it is highly likely we will see an increase in prices for the rest of 2024.



16 Lots



MARKET CONDITIONS

MEDIAN PRICE
Q2 2024



SALES



AVERAGE DAYS
ON MARKET Q2 2024



MEDIAN PRICE
Q2 2024



RENTALS



AVERAGE DAYS
ON MARKET Q2 2024

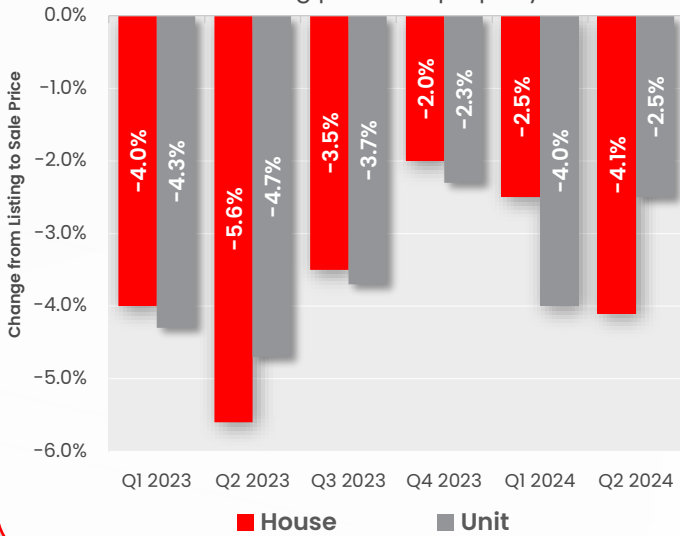




AVERAGE VENDOR DISCOUNT*

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.

Average vendor discounts between Q2 2023 and Q2 2024 have tightened to -4.1% for houses and -2.5% for units. Market conditions in Whitsundays* still favour buyers, as the final list price is below the first list price. That said the peak discount period has passed for both property types (Q2 2023). While current discounts is attractive, buyers seeking more affordable options should act fast.

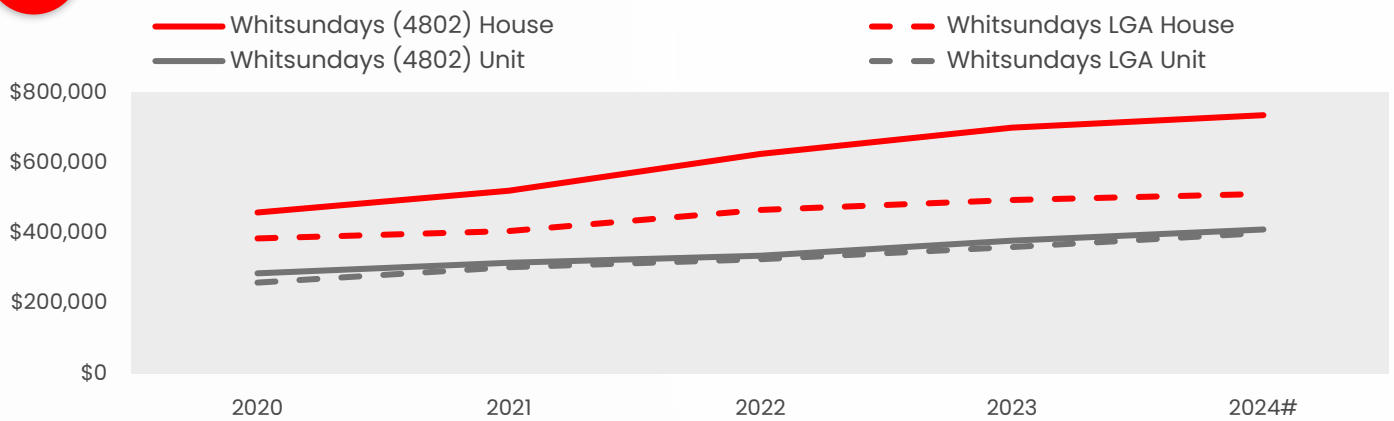


The suburb of Whitsundays has outperformed the wider Whitsunday Local Government Area (LGA) for houses and on-par for units for the past 5 years. 2024# saw this trend continue, with the price gap for houses between the suburb and the LGA widening, and the suburb a premium market.

The dominant proportion of homes sold in Whitsundays* in 2024# were relatively balanced between the premium price bracket above \$900K (25.8%) and the more affordable price bracket of \$600,000-\$699,999 (25.8%). Most units sold were in the middle-price range of \$350,000 - \$449,999 (33.7%), although there is a strong portion (21.6%) in the premium market of \$550,000 and above. The most affordable options are still available; however, it is shrinking fast.



MARKET COMPARISON

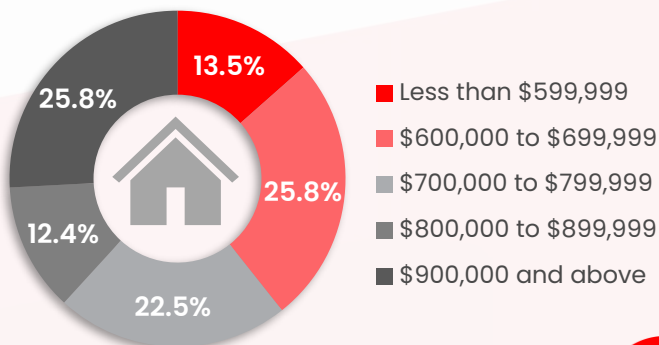


The market comparison graph provides a comparative trend for median price of houses and units over the past 5 years. The main LGA chosen was based on their proximity to the main suburb analysed, which is Whitsundays.

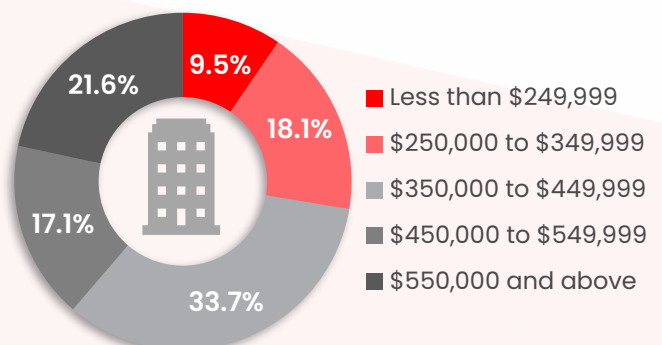


PRICE BREAKDOWN 2024#

HOUSES SOLD



UNITS SOLD





RENTAL GROWTH 2024€

House rental yields in Whitsundays[‡] was 5.3% as of June 2024, slightly below the 5.8% average for the Whitsundays LGA and QLD North Coast. That said median house rental price grew by 2.8% in the past 12 months to Q2 2024, to \$735 per week. During this time the number of houses rented declined by -7.4% (to 50 rentals in Q2 2024), suggesting an undersupply. The unit rental market is strong, with rents stable at the peak level of \$550 per week and a 31.6% increase in the number of units rented. There is a highly demand and competitive market, which is beneficial for investors.

2-bedroom houses have provided investors with +7.8% rental growth annually, achieving a median rent of \$550 per week.

Whitsundays[‡] recorded a vacancy rate of 1.5% in June 2024, slightly higher than the Whitsundays (1.2%) and QLD North Coast (0.9%). Vacancy rates has increased in the past 12 months, due to investors re-entering the market. However, a 1.5% vacancy rate is well below the Real Estate Institute of Australia's healthy benchmark of 3.0%, thus quicker occupancy of rental properties. This confirms there is still a conducive investment environment in Whitsundays[‡].

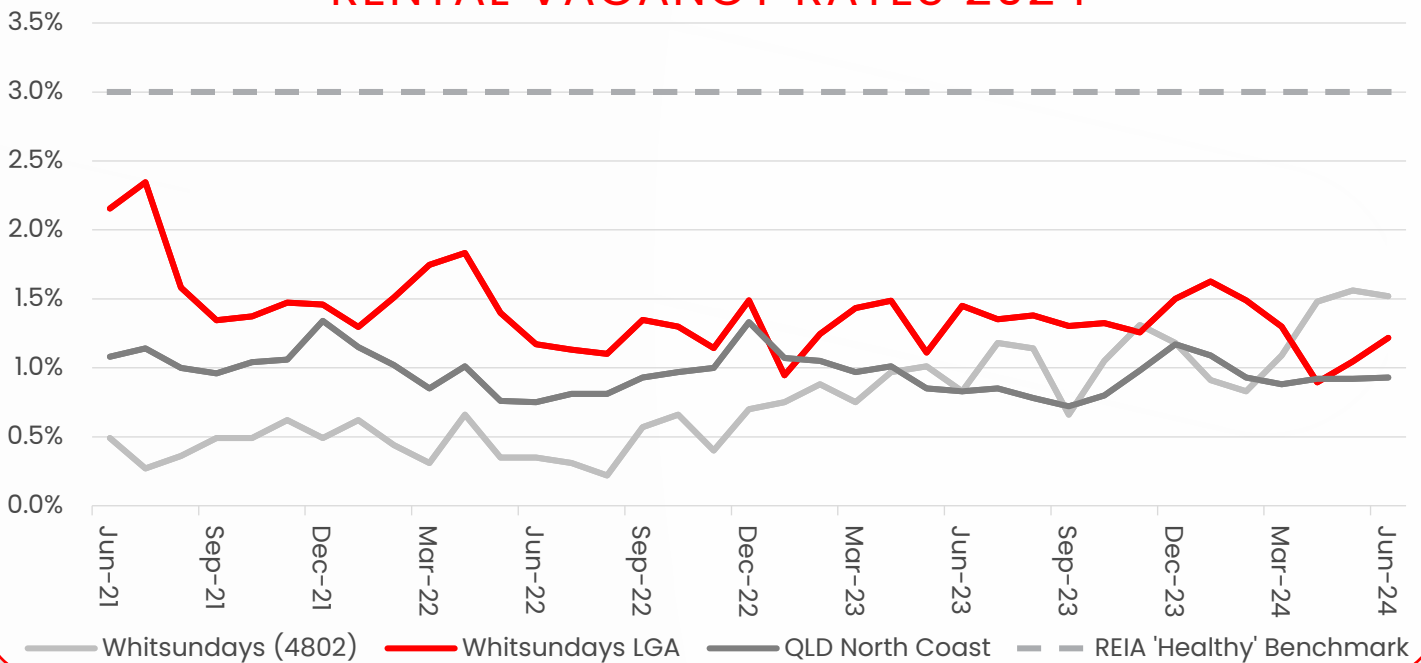
 2 BEDROOMS
+7.8%

 3 BEDROOMS
-1.4%

 4 BEDROOMS
-4.7%



RENTAL VACANCY RATES 2024



RENTAL YIELD 2024§



5.3%

Whitsundays[‡]



5.8%

Whitsundays LGA



5.8%

QLD North Coast



5.9%

Whitsundays[‡]



5.9%

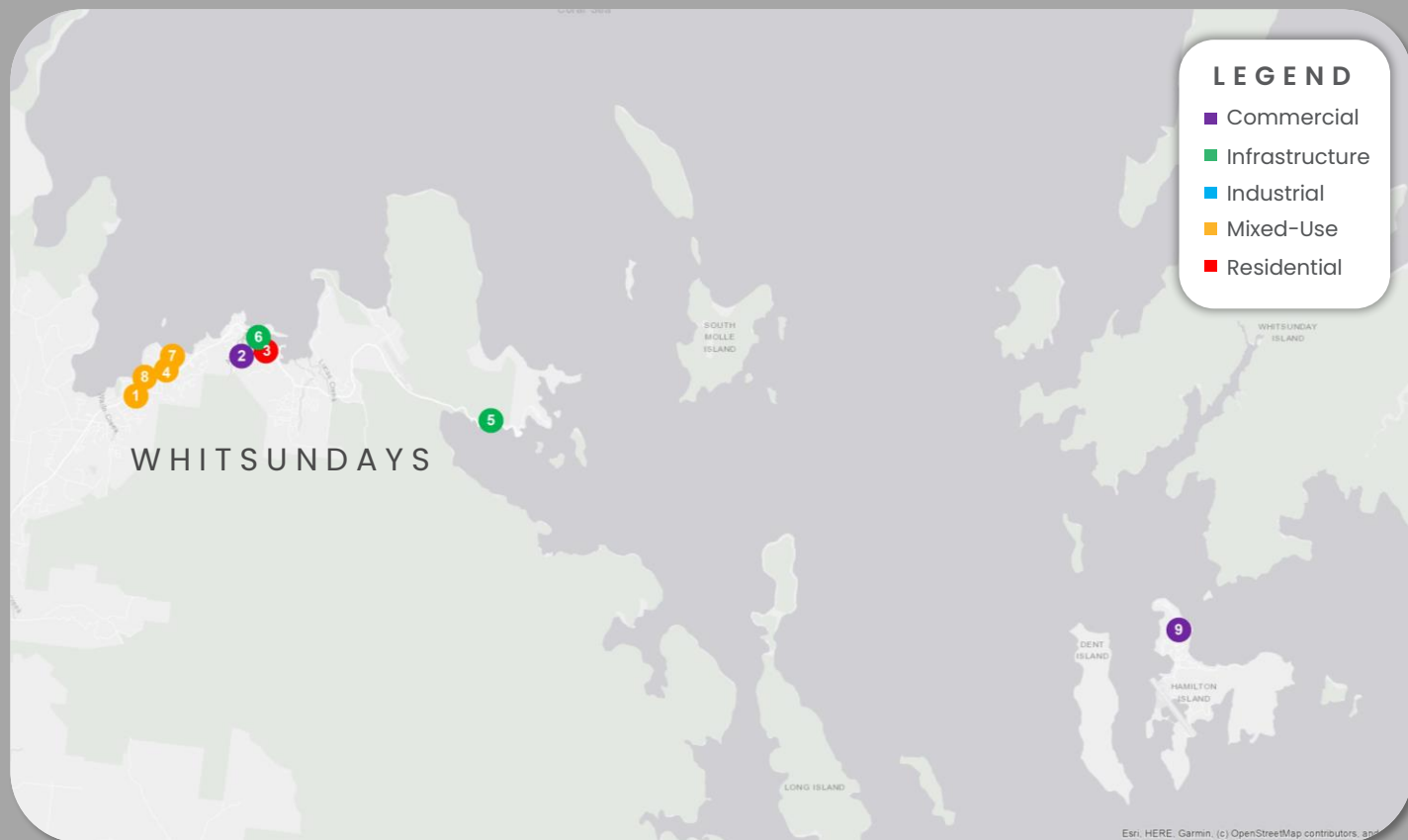
Whitsundays LGA



6.4%

QLD North Coast

PROJECT DEVELOPMENT MAP 2nd HALF 2024^A



#	Project [£]	Type	Estimated Value ^µ	Commence Date ^ψ
1	Storage Choice Cannonvale Self Storage Facility Stages 1 & 2 (Industrial + Commercial)	Mixed-use	\$11,000,000	2024-11-18
2	14-16 Raintree Place Short Term Accommodation Units	Commercial	\$8,000,000	2024-10-18
3	422 Shute Harbour Road Residential Subdivision (16 Lots)	Residential	\$5,000,000	2024-10-04
4	1-21 Central Avenue Showrooms & Warehouses (Industrial + Commercial)	Mixed-use	\$3,500,000	2024-10-29
5	Hamilton Plains Bore- Flood Works (State Government)	Infrastructure	\$2,800,000	2024-11-11
6	Shute Harbour Offshore Maintenance Works (Local Government)	Infrastructure	\$800,000	2024-10-21
7	46 Coral Esplanade Commercial Development (Commercial - Office + Retail)	Mixed-use	\$400,000	2024-07-18
8	11 Shute Harbour Road Industrial Shed Extension Stage 2 (Industrial + Commercial)	Mixed-use	\$300,000	2024-07-05
9	Lot 8 One Tree Hill Telecommunications Facility	Commercial	\$250,000	2024-12-11



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REFERENCES

* Whitsundays sales market data and key indicators encapsulates aggregate property market conditions within the postcode of 4802.

** Estimated values are based on construction value provided by the relevant data authority and does not reflect commercial and/or re-sale value.

2024 encapsulates sales transactions for 1st Half 2024 (01/01/2024 – 30/06/2024) only, other years encapsulates sales transactions for the full year (i.e 01/01 to 31/12 of the relevant year).

€ Annual rental growth is a comparison between Q2 2023 (01/04/2023 – 30/06/2023) and Q2 2024 (01/04/2024 – 30/06/2024) house median rent figures.

¥ Whitsundays rental market data encapsulates aggregate property conditions within the postcode of 4802.

§ Rental yields shown are as reported as of June 2024.

▲ Project development map showcases a sample of upcoming projects only, due to accuracy of addresses provided by the data provider for geocoding purposes.

£ Projects refers to the top developments within the postcode of 4802.

µ Estimated value is the value of construction costs provided by relevant data authority, it does not reflect the project's sale/commercial value.

ψ Commencement date quoted for each project is an approximate only, as provided by the relevant data authority, PRD does not hold any liability to the exact date.

Source: APM Pricfinder, Cordell Connect database, SQM Research, Esri ArcGIS.

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