



WHITSUNDAY REGION

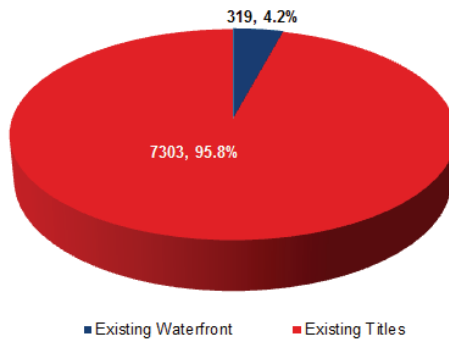
The Whitsunday Region is home to approximately 35,500 permanent residents and located right in the heart of the Great Barrier Reef. The Whitsundays are made up of 74 Islands, all of which are renowned for their stunning natural landscapes and secluded beaches, attracting thousands of visitors to the region each year.

The Whitsunday 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.

Based on an average household size of 2.4 persons per residence, this level of population growth may yield demand for an additional 288 residential dwellings per annum over the same period. With the average number of new dwelling approvals for the last five years at 173pa, this leaves an expected shortage of 115 dwellings per year. This shortage will push house, land and rental prices upwards as the demand increases.

WATERFRONT PROPERTIES

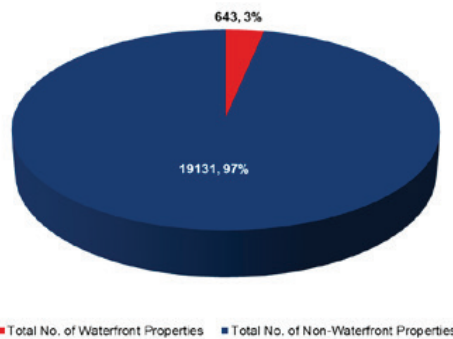
Existing Waterfront vs Existing Titles



Only 4% of the existing properties are waterfront. 60 waterfront land lots exist, the balance are apartments.

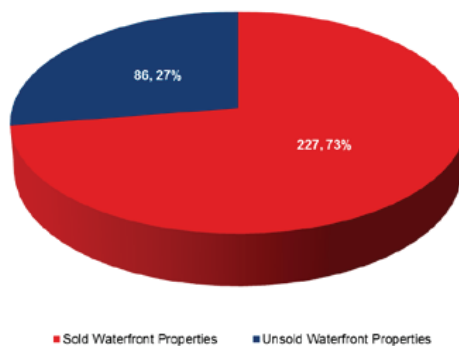
WATERFRONT PROPERTIES FULLY DEVELOPED

Waterfront vs Non-Waterfront Properties Fully Developed



Of the potential 19,744 total properties on the Whitsunday Coast, only 643 of these can be waterfront. Only another 20 waterfront land lots can be developed, which are named One Airlie and Funnel Bay.

Sold vs Unsold Waterfront Properties



Of the 86 unsold, the majority of these are contained in Mirage Whitsunday, a waterfront apartment development.

KEY COMMENTS

The Whitsunday Coast is one of Australia's ultimate examples of a finite market. It is constrained by the 22,000 hectare Conway National Park at the rear and the Great Barrier Reef Marine Park in the front. In the majority of places, there is just a thin sliver, usually 1km wide of land, set aside for private development. Our research indicates that while 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 319 properties have been developed with another 324 able to be developed. Many marvel at our expansive coastline, either arriving by air or cruising past in a yacht. But not many visitors would appreciate just how few will ever have the benefit of living on the water.

- Only 27% of waterfront properties in the pipeline remain unsold, which suggests that demand for waterfront properties is 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 in 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

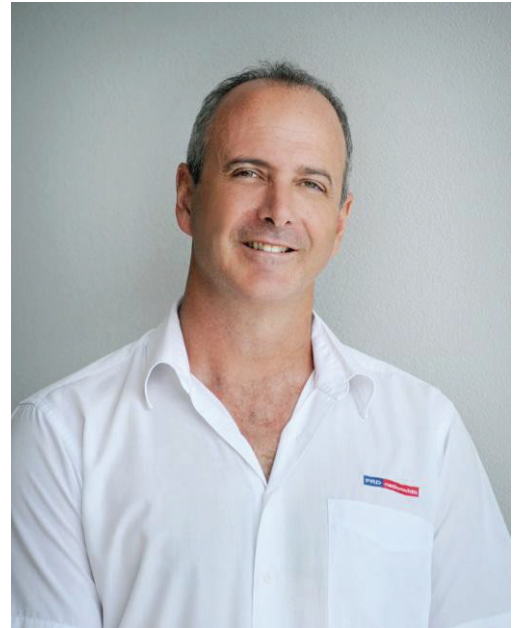
Skilled in deriving macro and micro quantitative information from multiple credible sources, we partner with clients to provide strategic advice and direction regarding property and market performance. We have the added advantage of sourcing valuable and factual qualitative market research in order to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