



PROPERTY FACTSHEET

BALLARAT
2ND QUARTER 2015



MARKET CONDITIONS**

In Ballarat (3350), house and unit median price sat at \$326,250 and \$202,750 respectively, with a combined average 2014-2015 annual price growth of 1.5%.

Further good news in Ballarat can be found in the form of 3.7% house price growth within the last quarter (March 2015), which sparks re-generated hope into the market. Over the three month period, number of house sales increased by an impressive 14.5%; indicating increased buyer activity in the suburb.

Average vendor discount for both properties has been on a falling trend, with Q1 2015 figures being the lowest (i.e. closest to zero) over the past 2 quarters, sitting at -1.4%. This suggests that buyers are increasingly willing to pay closer to the first list price, indicating that the Ballarat property market is moving at a quicker pace and has become a sellers' market. This represents a hidden opportunity for medium to long-term investors looking for a more affordable option to Melbourne CBD.

The residential market of Ballarat is expected to continually perform at a positive growth level for the rest of 2015, thanks to a lowered interest rate (2.0%), a positive average annual house and unit rental yields (4.7%), and local government policy aimed at residential growth and development.

Ongoing dwelling constructions worth \$1.4M along Skipton street in Redan and roadworks worth \$350,000 in Alfredton are among several ongoing development projects in Ballarat. It is expected that the completion of these projects will further enhance connectivity of future residents, and thus create a more dynamic residential property market 2015 onwards.

OVERVIEW

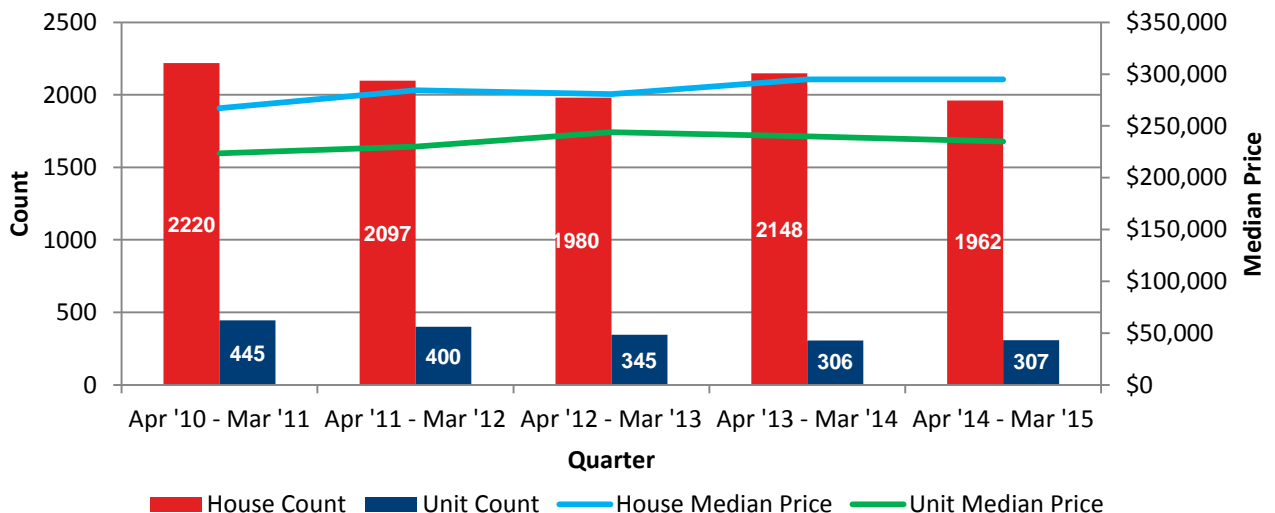
Situated approximately 105 kilometres north-west of the Melbourne CBD, the City of Ballarat exists as Victoria's primary inland regional hub. The region is well serviced by the Ballarat Rail Line, which offers commuters a service to Melbourne CBD in a little over one hour travel time.

ESTIMATED RENTAL YIELD*

Suburb	House Rental Yield	Unit Rental Yield
Redan	5.2%	5.7%
St Albans	4.3%	4.3%
Ballarat Central	4.5%	4.9%
Ballarat North	4.9%	4.7%
Ballarat East	5.2%	5.7%
Sebastopol	5.6%	6.0%

“The market outlook is positive in Ballarat; we are seeing capital growth and a high number of project developments planned for 2015. This will further encourage and sustain property growth.” – Brenden Barclay Director, PRD Ballarat

BALLARAT CITY LGA GROWTH

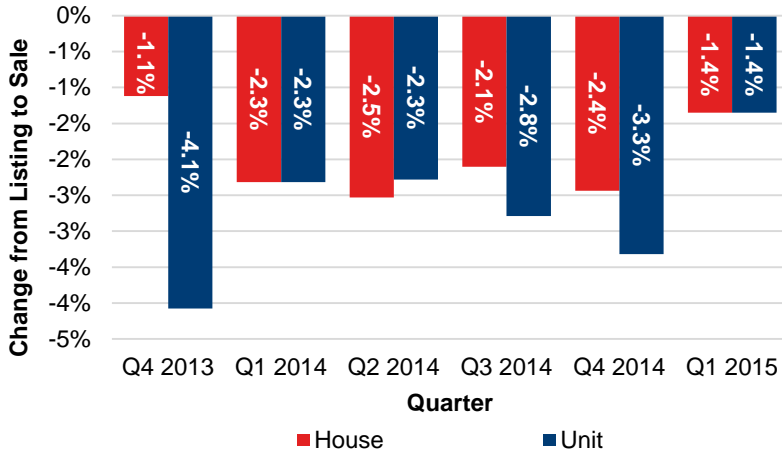


Source: Cordell Database, PRDnationwide, Pricfinder, Real Estate Institute of Australia,, Ballarat City LGA

(*): Selected suburbs within Ballarat (3350)

(**): Market conditions analysis is valid for property market in the suburb/area of Ballarat, within the postcode of 3350

AVERAGE VENDOR DISCOUNT*



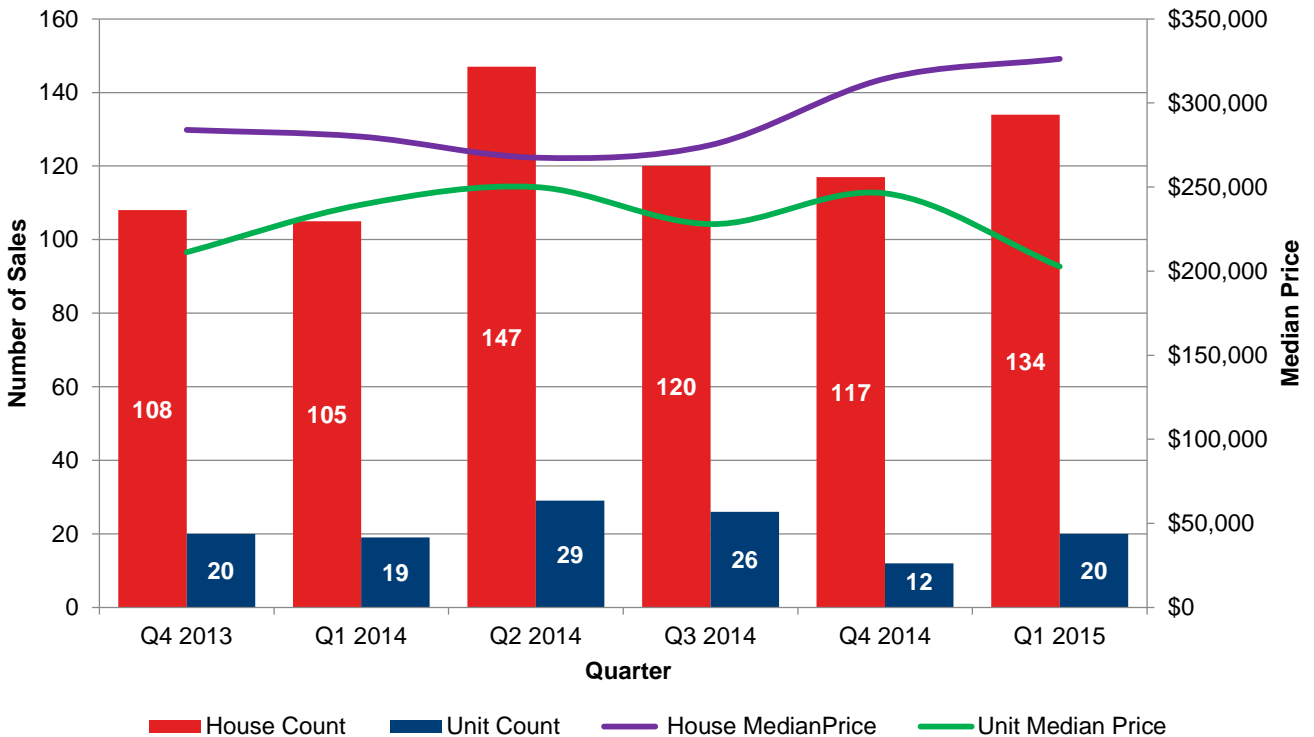
KEY FACTS: HOUSE

Median Sale Price (Q1 2015): \$326,250
 Quarterly Price Growth: 3.7%
 Average Days on Market: 80
 % Change between First Listed Price and Sold Price: -1.4%

KEY FACTS: UNIT

Median Sale Price (Q1 2015): \$202,750
 Quarterly Price Growth: -17.6%
 Average Days on Market: 92
 % Change between First Listed Price and Sold Price: -1.4%

BALLARAT SALES AND MEDIAN PRICE*

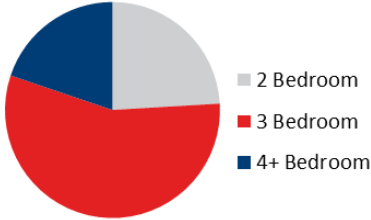


Source: Pricfinder, Real Estate Institute of Victoria

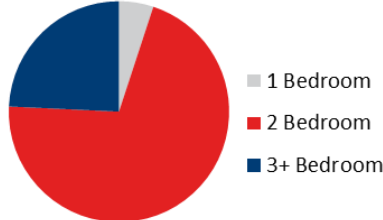
(*): Market conditions analysis is valid for property market in the suburb/area of Ballarat, within the postcode of 3350

RENTAL MARKET ANALYSIS*

HOUSE



UNIT



KEY FACTS: HOUSE

Median Rent Price: \$285 p/w
 Suburb Rental Yield: +4.5%
 Average Days on Rental Market: 49
 Bedroom Breakdown:
 2 Bed: 24%, 3 Bed: 56%, 4 Bed+: 20%

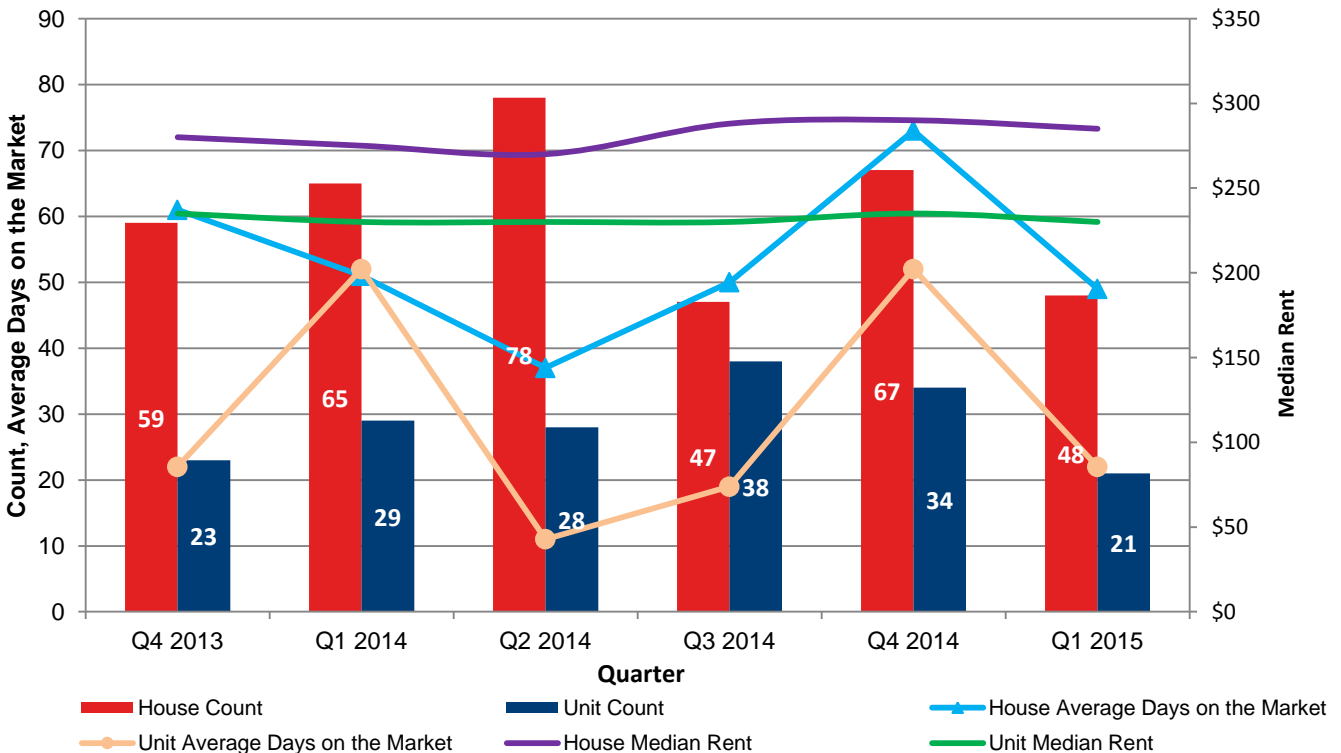
KEY FACTS

Ballarat rental house market has recorded 48 rentals whilst the rental unit market recorded 21 rentals in the past three months to March 2015. Interest in Ballarat property market is recorded at 555 online visits per property, which is more than the average regional Victoria interest (376 online visits per property). Dwelling structure is mainly house (81%) in Ballarat; with 28% of house being purchased and 29% fully owned. Investors looking for a buoyant rental market should have a look at Ballarat which offers average rental yields of 4.7%.

KEY FACTS: UNIT

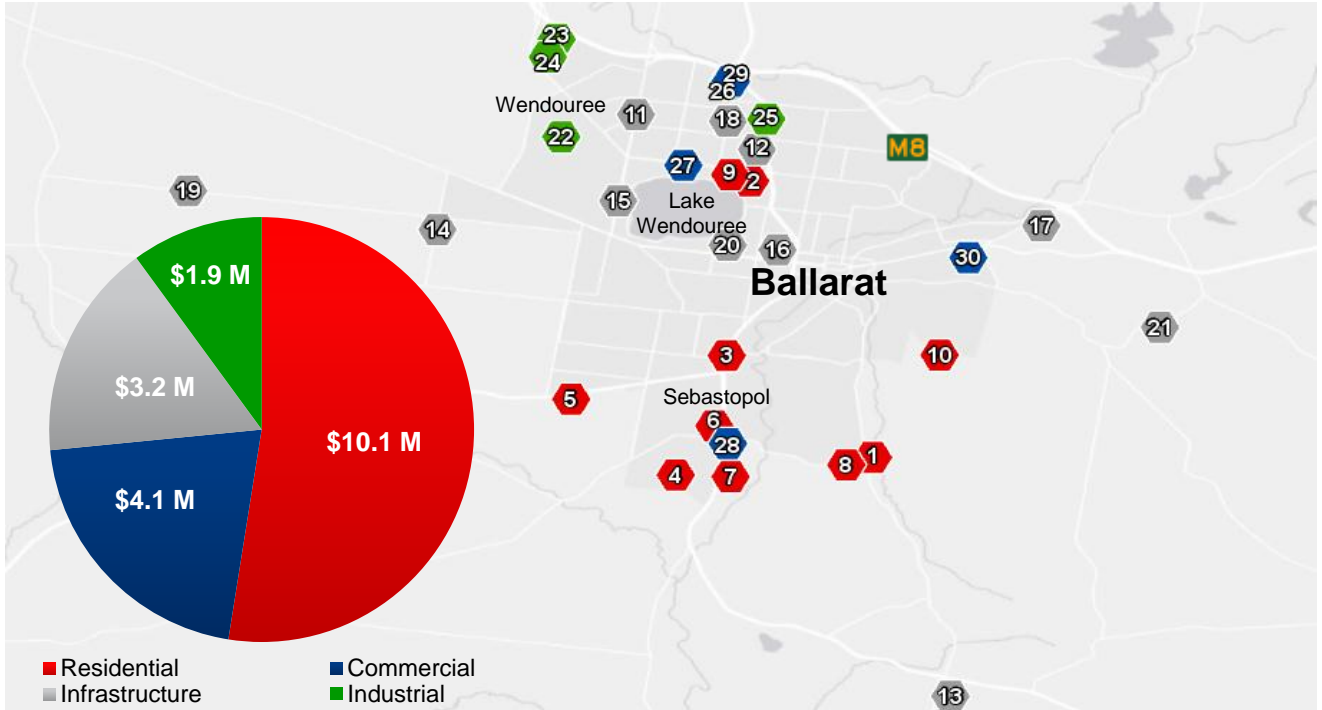
Median Rent Price: \$230 p/w
 Suburb Rental Yield: +4.9%
 Average Days on Rental Market: 22
 Bedroom Breakdown:
 1 Bed: 10%, 2 Bed: 66%, 3+ Bed: 24%

RENTALS AND MEDIAN RENT



Source: Pricerfinder, Real Estate Institute of Victoria, Australia Bureau of Statistics, real estate.com.au
 (*): The rental analysis includes Ballarat Central only

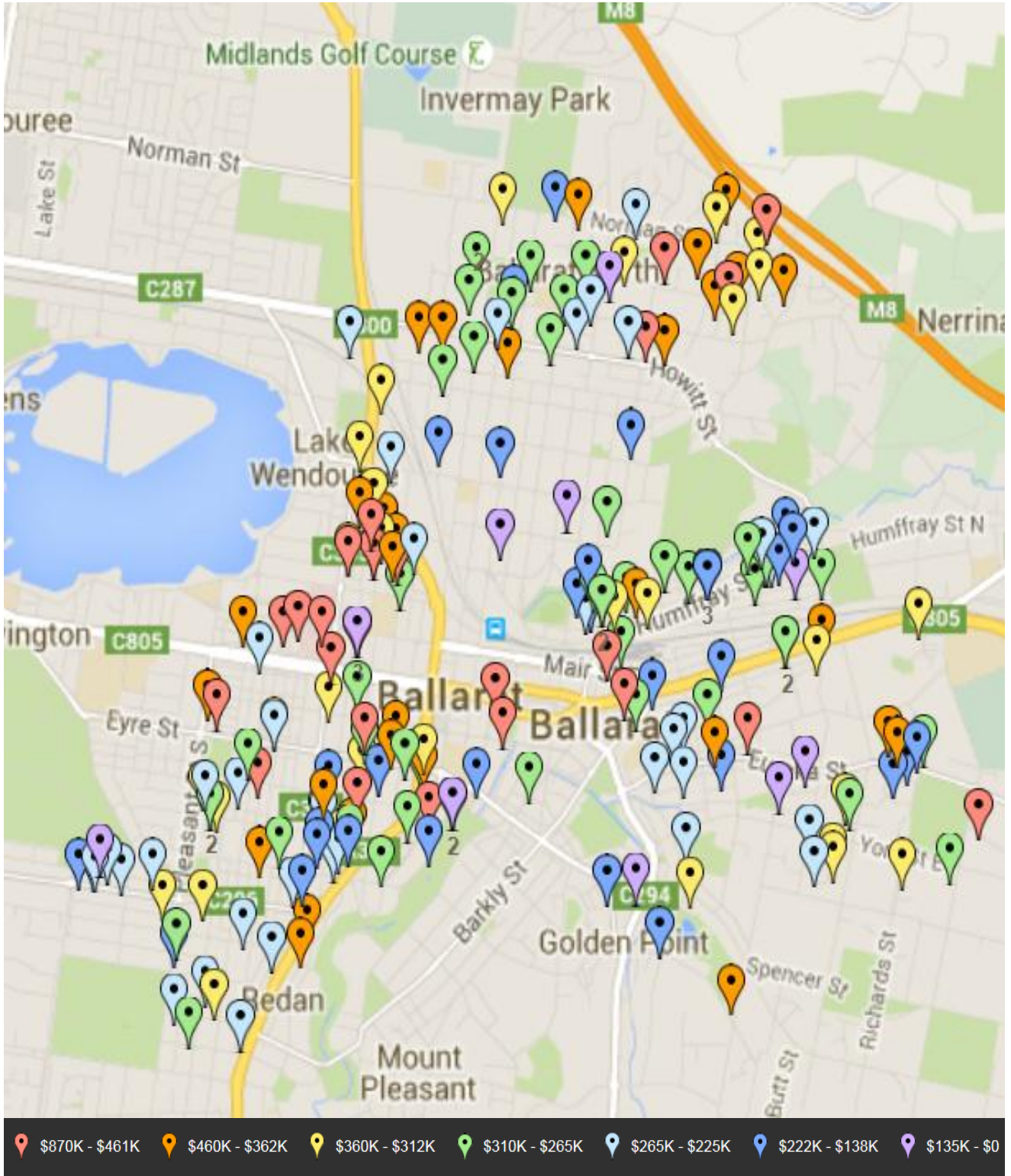
PROJECT DEVELOPMENT MAP 1st HALF 2015



Location	Project Title	Type	Estimated Value	Commence Date
1	Recreation Road Dwellings	Residential	\$2,000,000	1/06/2015
2	Gregory Street Dwellings	Residential	\$1,500,000	18/06/2015
3	Skipton Street Residential Development	Residential	\$1,400,000	13/01/2015
4	Howard Street Units	Residential	\$1,200,000	15/01/2015
5	Smythes Road Residential Subdivision	Residential	\$1,023,000	31/03/2015
6	Beverin Street Dwellings	Residential	\$800,000	2/03/2015
7	Morgan Street Dwellings	Residential	\$600,000	5/01/2015
8	Sainsbury Court Townhouses	Residential	\$600,000	5/01/2015
9	Gregory Street Dwellings	Residential	\$550,000	5/01/2015
10	Bennett Street Residential Subdivision	Residential	\$480,000	25/05/2015
11	Prince Of Wales Park Carpark Construction	Infrastructure	\$582,000	9/03/2015
12	Ce Brown Reserve Netball Courts	Infrastructure	\$540,000	9/02/2015
13	Simpson Street Road Reconstruction	Infrastructure	\$530,000	13/04/2015
14	Dyson Drive Roadworks	Infrastructure	\$350,000	6/04/2015
15	Ballarat Aquatic & Lifestyle Centre Landscaping Works	Infrastructure	\$290,000	13/04/2015
16	Doveton Street North E/S Footpath Reconstruction	Infrastructure	\$200,000	20/04/2015
17	Middlin Street Pavement Improvement Works	Infrastructure	\$150,000	16/02/2015
18	Dowling Street Right Turn Lane And Road Widening	Infrastructure	\$150,000	6/04/2015
19	Cuthberts Road Road Pavement Rehabilitation	Infrastructure	\$150,000	2/03/2015
20	Ballarat Council Municipal Band Hall Extension	Infrastructure	\$150,000	20/04/2015
21	Warrenheip Cfa Fire Station	Infrastructure	\$100,000	2/03/2015
22	Villiers Drive Warehouses	Industrial	\$600,000	27/04/2015
23	Morang Crescent Truck Wash	Industrial	\$500,000	4/05/2015
24	Neerim Crescent Warehouse	Industrial	\$450,000	1/06/2015
25	H Troon Pty Ltd	Industrial	\$242,000	5/01/2015
26	Dowling Street Industrial Building	Industrial	\$150,000	5/01/2015
27	Ballarat Radiology Clinic	Commercial	\$2,500,000	8/06/2015
28	Sebastopol Bowling Club- Stage 1	Commercial	\$800,000	2/02/2015
29	Dowling Street Factory And Office	Commercial	\$450,000	1/06/2015
30	Eureka Village Hostel	Commercial	\$300,000	1/06/2015

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, Victoria Department of State Development, Business and Innovation, Esri, HERE, DeLorme, OpenStreetMap contributors, and the GIS user community

HOUSE SALES BY PRICE MAP Q4 2014 – Q1 2015*



Source: Pricerfinder, Google Maps, Geobatch.com

*Disclaimer: Map captures sample of house sales with complete addresses accurate for geocoding purposes, within 6 months to 31 March 2015.

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 specialized 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 services span over every suburb, LGA, and state within Australia; captured in a variety of standard and customized products

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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