



PROPERTY FACTSHEET

BALLARAT
4TH QUARTER 2015



MARKET CONDITIONS*

Median prices in the City of Ballarat have remained stable, with 2015 prices sitting at \$300,000 for houses, \$237,500 for units and \$140,000 for vacant land. In Ballarat (postcode 3350), median prices for house and units currently sit at \$323,938 and \$250,000 respectively. This signifies 2.8% (house) and 1.0% (units) growth over the past 12 months.

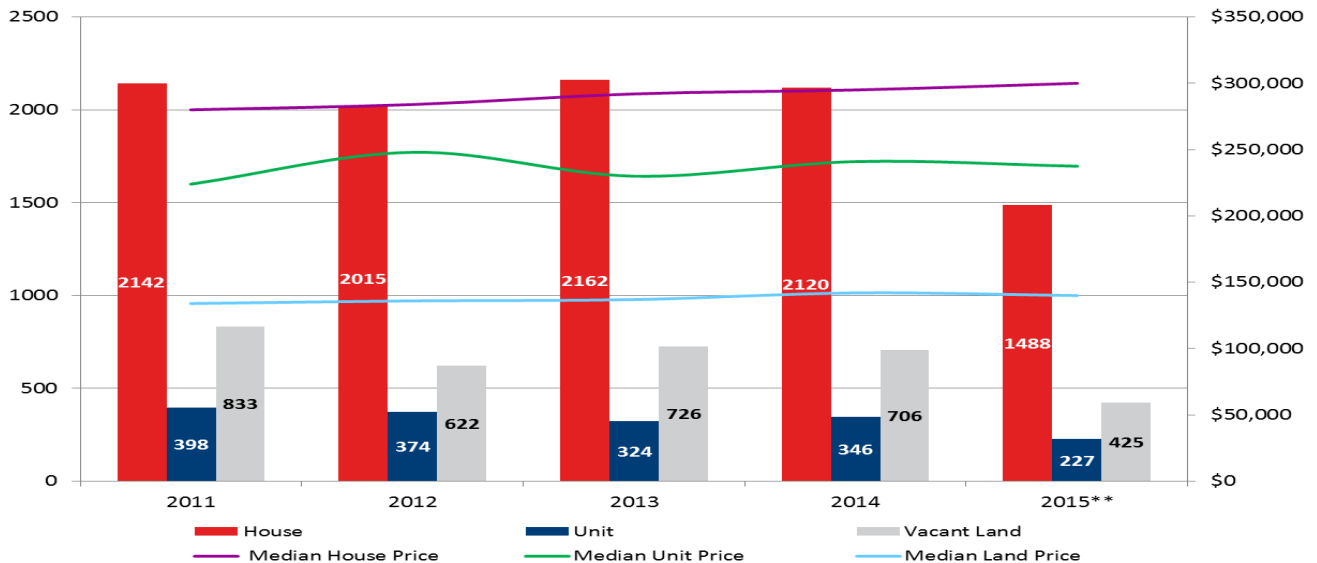
In Ballarat, average days on market for houses have remained relatively stable throughout the past 12 months to Q3 2015, currently sitting at 67 days. Meanwhile, average days on market for units have experienced a significant decline over the same period, decreasing by 50.5% to an average of 45 days. In the rental market, average days on market for house and units have decreased by a combined average of 23.4% to 46 days and 35 days respectively. This suggests that the Ballarat sales and rental markets are highly attractive and in-demand.

Average vendor discounting for house and units have seen a declining trend over the past four quarters to Q3 2015, sitting at -5.0% and -3.9% respectively. This indicates that buyers are eager to secure their ideal property and are willing to play close to the vendors first asking price.

Investors will do well in the Ballarat rental market with rental yields at 4.3% for houses and 4.6% for units. Median rents in Q3 2015 were recorded at \$278 per week for houses and \$235 per week for units.

Ballarat (postcode 3350) currently has approximately \$70.1 million worth of new developments that have commenced construction in 2015 or are due to commence in 2016; 45% of which is dedicated to increasing residential supply, 32% is commercial development and 21% is dedicated to infrastructure projects in the area. These developments show Ballarat's commitment to improve facilities and encourage economic growth in the area.

CITY OF BALLARAT LGA GROWTH



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

**Note: 2015 Data captures property transactions up to and inclusive of 31 October 2015

Source: Cordell Database, PRDnationwide, APM Pricerfinder, Real Estate Institute of Victoria, Ballarat City LGA

OVERVIEW

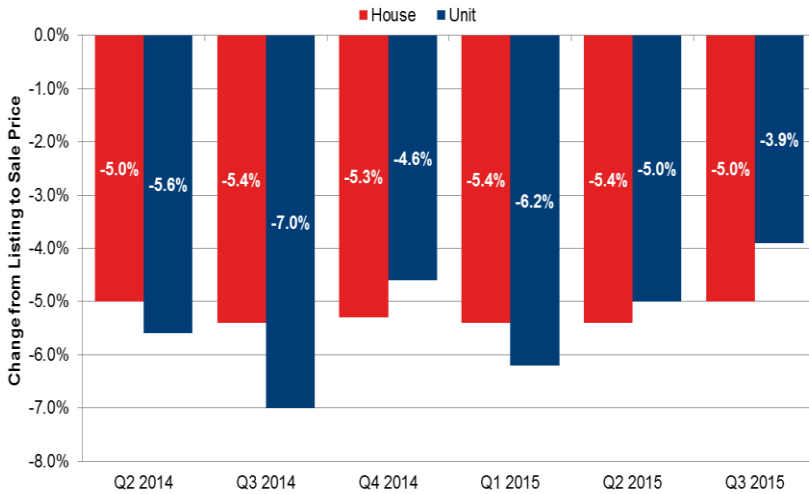
In 1851 Ballarat was transformed from a small sheep station into a major settlement due to the Victorian gold rush. Ballarat quickly became known as one of the most significant goldmining towns in Australia, attracting thousands of migrants to the area. Ballarat is now known as an arts, events and food and wine hub.

ESTIMATED RENTAL YIELD

Suburb	House Rental Yield	Unit Rental Yield
Redan	5.3%	5.7%
St Albans	4.1%	5.0%
Ballarat Central	4.3%	4.6%
Ballarat North	4.5%	4.7%
Ballarat East	5.3%	5.9%
Sebastopol	5.7%	6.1%

“Despite a decrease in transaction volume over the past 12 months, the Ballarat property prices performed steadily, indicating an increase in real capital growth within the area” – Brenden Barclay Director, PRDnationwide Ballarat

AVERAGE VENDOR DISCOUNT*



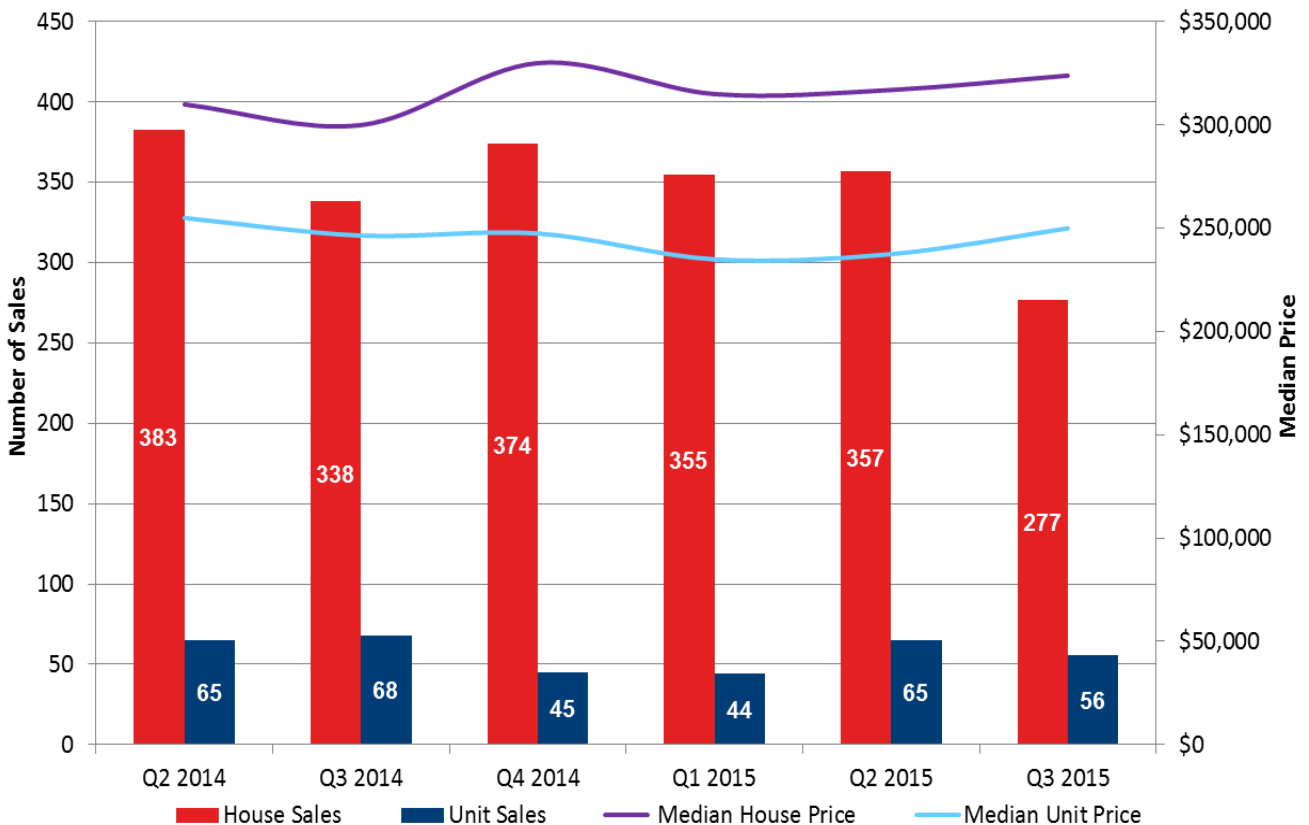
KEY FACTS: HOUSE

Median Sale Price (Q3 2015): \$323,938
 Quarterly Price Growth: +2.2%
 Average Days on Market: 67
 % Change between First Listed Price and Sold Price: -5.0%

KEY FACTS: UNIT

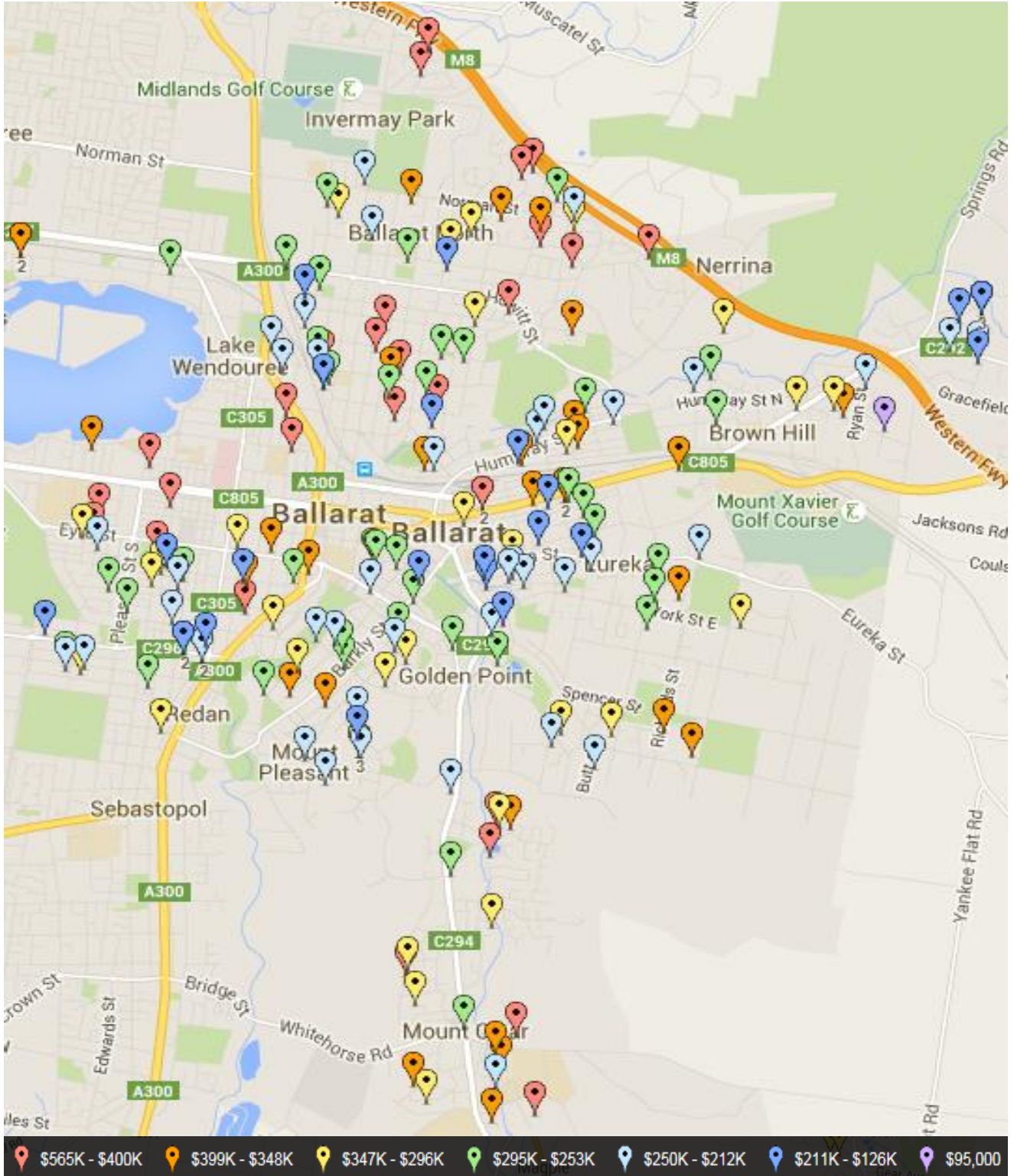
Median Sale Price (Q3 2015): \$250,000
 Quarterly Price Growth: +5.3%
 Average Days on Market: 45
 % Change between First Listed Price and Sold Price: -3.9%

BALLARAT SALES AND MEDIAN PRICE*



*Note: Market conditions analysis on this page is valid for property market in the suburb/area of Ballarat, within the postcode of 3350
 Source: APM Pricefinder, Real Estate Institute of Victoria

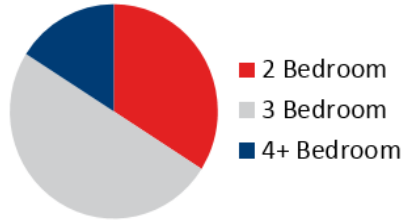
HOUSE SALES BY PRICE MAP POSTCODE 3350 Q3 2015*



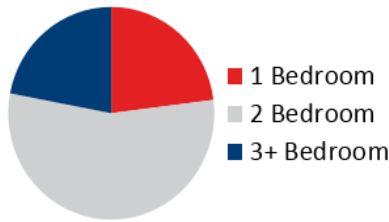
*Disclaimer: Map captures sample of house sales in postcode 3350 with complete addresses accurate for geocoding purposes, within 01/07/2015 to 30/09/2015 sale dates. Source: APM Pricfinder, Google Maps, Geobatch.com

RENTAL MARKET ANALYSIS*

HOUSE



UNIT



KEY FACTS

The Ballarat rental market has remained relatively stable throughout 2015 with median rents sitting at \$278 per week for houses and \$235 per week for units. Rental affordability in Ballarat is widely spread with median rents ranging between \$150 to \$349 per week. Residential vacancy rates in postcode 3350 have remained stable throughout 2015, currently sitting at 3.4%. Rental yields for house and units currently sit at 4.3% and 4.6% respectively, indicating that the Ballarat rental market provides strong investment returns for savvy investors.

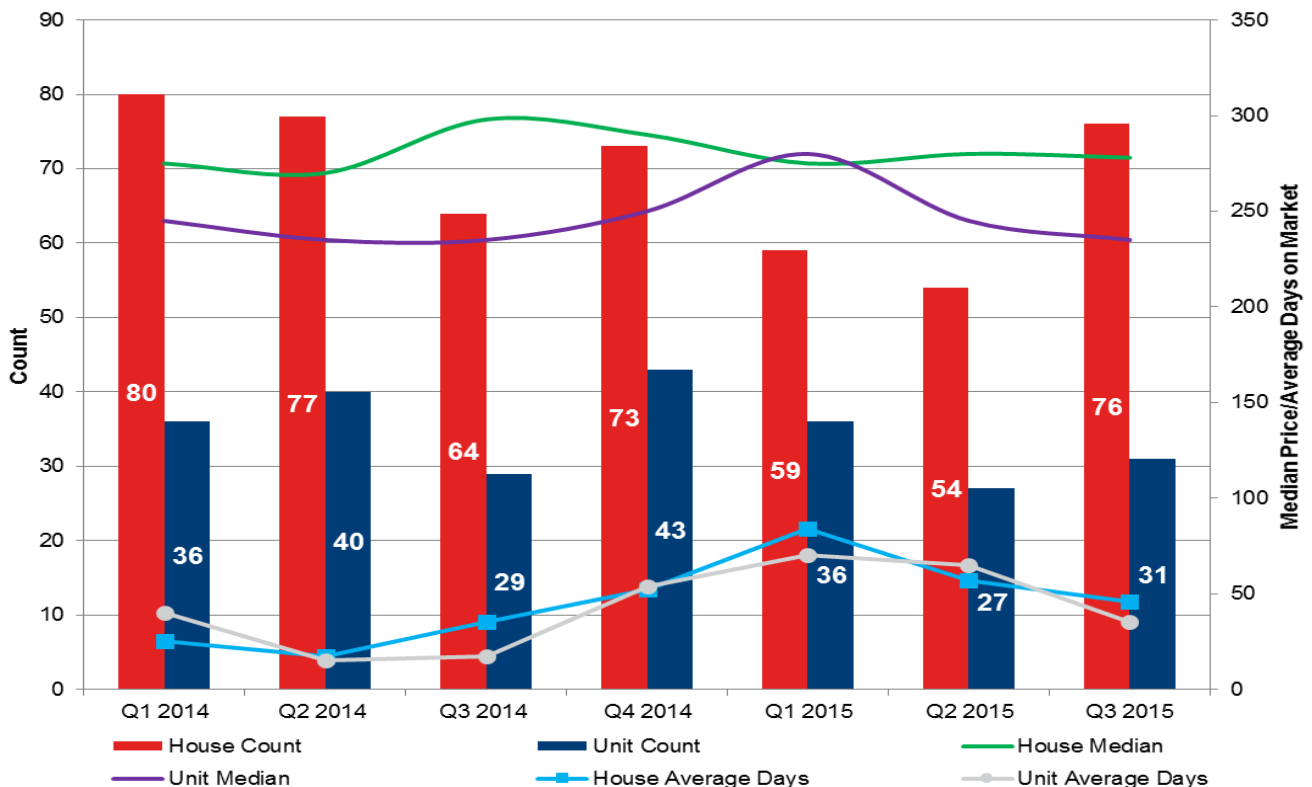
KEY FACTS: HOUSE

Median Rent Price: \$278 p/w
Suburb Rental Yield: +4.3%
Average Days on Rental Market: 46
Bedroom Breakdown:
2 Bed: 34%, 3 Bed: 50%, 4 Bed+: 16%

KEY FACTS: UNIT

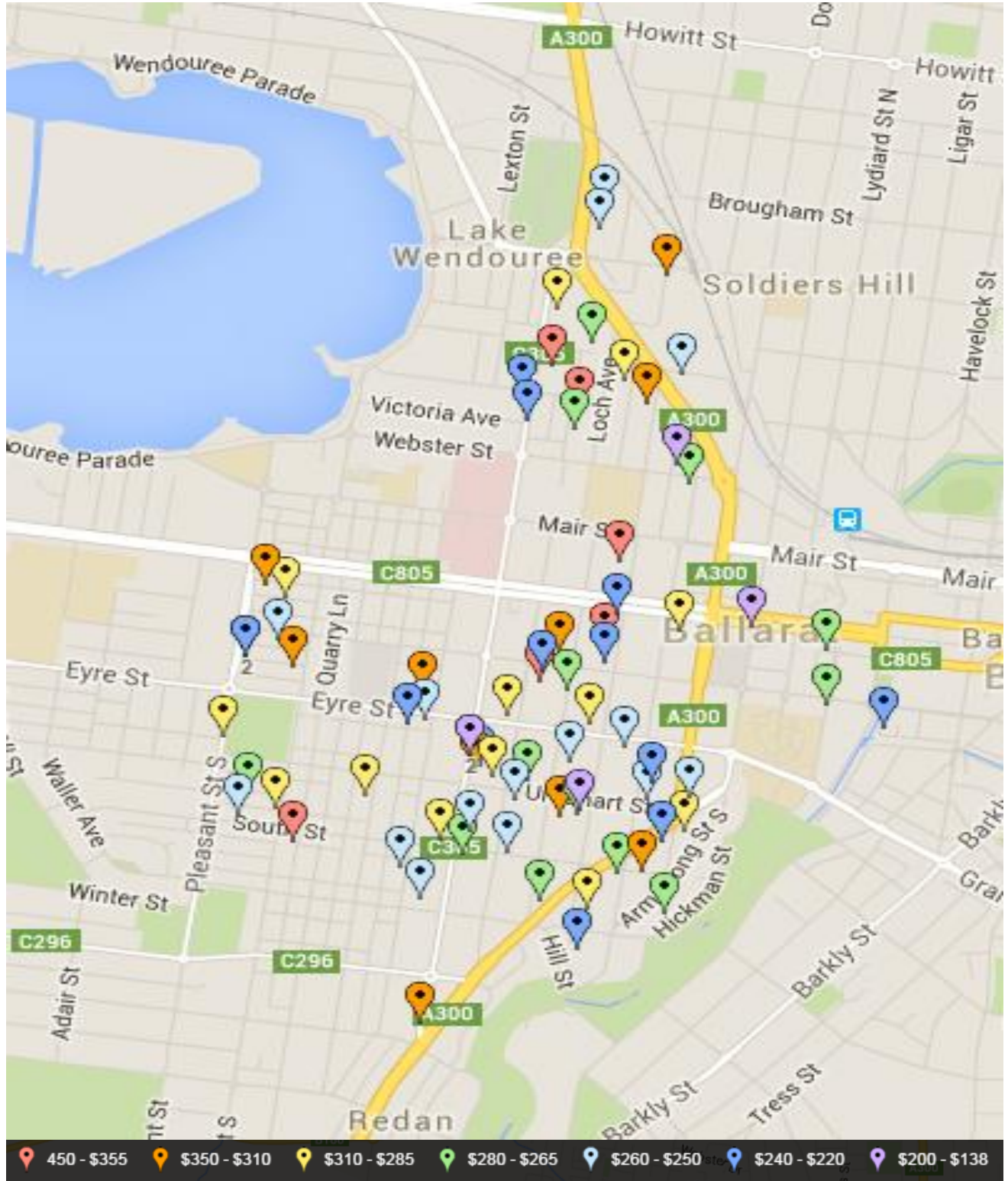
Median Rent Price: \$235 p/w
Suburb Rental Yield: +4.6%
Average Days on Rental Market: 35
Bedroom Breakdown:
1 Bed: 23%, 2 Bed: 55%, 3+ Bed: 22%

RENTALS AND MEDIAN RENT*



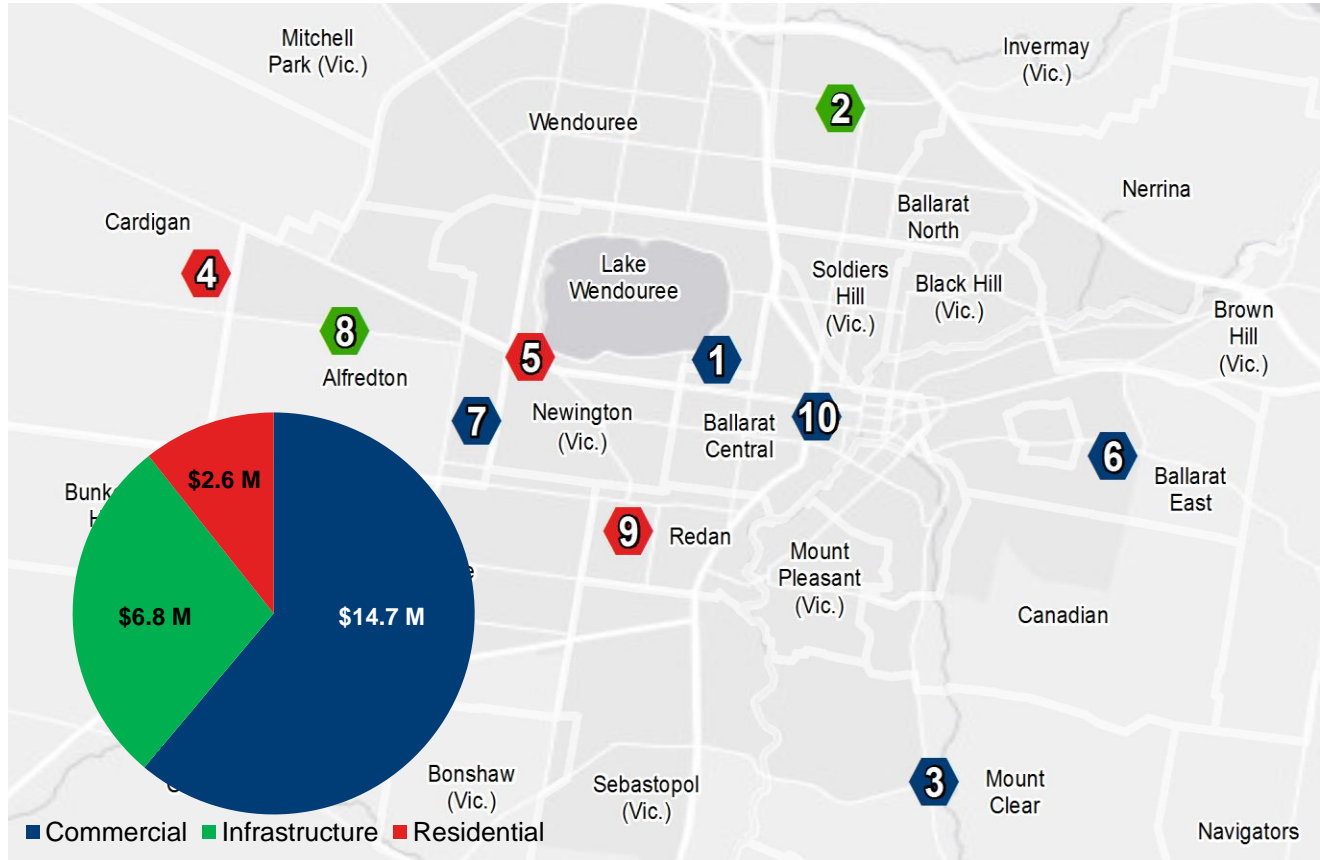
*Note: The rental analysis on this place is valid for Ballarat Central only
Source: APM Pricerfinder, Real Estate Institute of Victoria, Australia Bureau of Statistics, Realestate.com.au

HOUSE RENTALS BY PRICE MAP BALLARAT CENTRAL Q3 2015*



*Disclaimer: Map captures house rentals in Ballarat Central with complete addresses accurate for geocoding purposes, within 01/07/2015 to 30/09/2015 rental dates.
Source: APM Pricerfinder, Google Maps, Geobatch.com

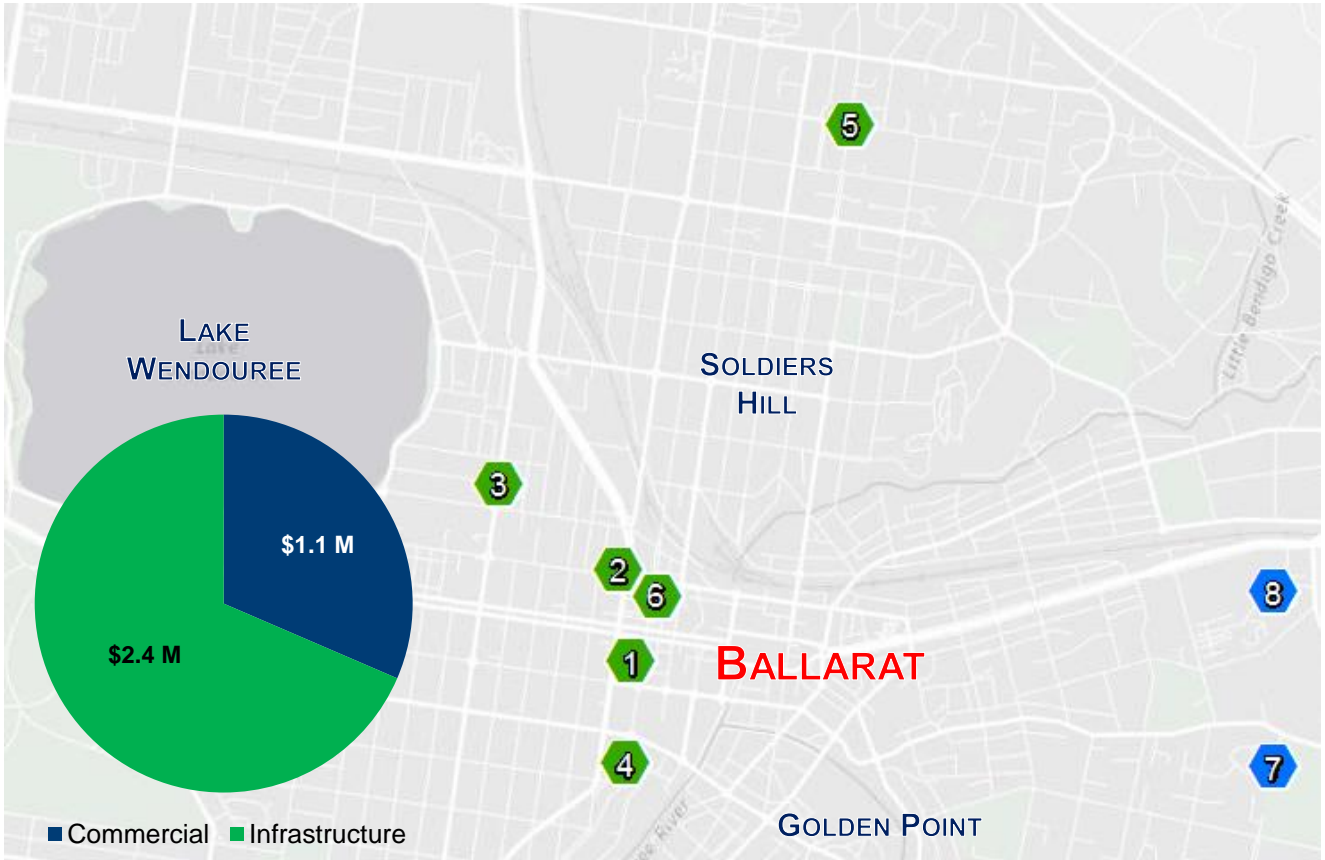
POSTCODE 3350 PROJECT MAP 2ND HALF 2015*



Location	Project Title	Type	Estimated Value*	Commence Date
1	Australian Catholic University Physiotherapy Building	Commercial	\$10,000,000	21/12/2015
2	Ballarat West Employment Zone Civil Works – Stage 1	Infrastructure	\$6,000,000	07/12/2015
3	Mount Clear Church of Christ	Commercial	\$2,500,000	02/11/2015
4	Oshannassy Parade Dwellings	Residential	\$1,000,000	02/11/2015
5	Insignia Estate Stage 15	Residential	\$960,000	06/11/2015
6	Kirralee Aged Care Facility	Commercial	\$800,000	17/08/2015
7	Langdon Building Pty Ltd	Commercial	\$800,000	31/08/2015
8	Cuthberts Road Reconstruction	Infrastructure	\$760,000	09/11/2015
9	Lonsdale Street Dwellings	Residential	\$600,000	05/10/2015
10	Worksafe Ballarat	Commercial	\$550,000	14/09/2015

*Disclaimer: Project development map showcases a sample only, due to accuracy of addresses for geocoding purposes. For a full list of project developments please contact PRDnationwide Research. 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, ESRI, HERE, DeLorme, OpenStreetMap, Victoria Department of Transport, Planning and Local Infrastructure

BALLARAT CENTRAL PROJECT MAP 2ND HALF 2015*



Location	Project Title	Type	Estimated Value*	Commence Date
1	Worksafe Ballarat	Infrastructure	\$550,000	14/09/2015
2	Doveton Street North Road Reconstruction	Infrastructure	\$417,000	31/08/2015
3	Ballarat Health Services Pica	Infrastructure	\$300,000	7/09/2015
Various	City Of Ballarat Rural Road Re-Sheeting	Infrastructure	\$300,000	23/11/2015
4	Armstrong Street South Streetscape Works & Traffic Management	Infrastructure	\$278,000	31/08/2015
5	Landsborough Street Road Reconstruction	Infrastructure	\$200,000	7/12/2015
Various	Ballarat City Council Road Pavement Patching Works	Infrastructure	\$200,000	19/11/2015
6	Doveton Street North Footpath Rehabilitation	Infrastructure	\$150,000	2/11/2015
7	Kirralee Aged Care Facility	Commercial	\$800,000	17/08/2015
8	Eureka Village Hostel	Commercial	\$300,000	28/07/2015

*Disclaimer: Project development map showcases a sample only, due to accuracy of addresses for geocoding purposes. For a full list of project developments please contact PRDnationwide Research. 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, ESRI, HERE, DeLorme, OpenStreetMap, Victoria Department of Transport, Planning and Local Infrastructure

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

Brenden Barclay
PRDnationwide Ballarat

51 Lydiard Street South, Ballarat
Vic 3350 Australia

T 03 5331 1111

F 03 5331 5778

M 0409 410 911

E brendenb@prdballarat.com.au
prdballarat.com.au



YOUR HOME OF
PROPERTY
KNOWLEDGE

