



Archistar



Top property development hotspots

2022



Torquay
Geelong
Mooloolaba
Coolangatta
Brisbane
Nedlands
Wollongong
Hobart
Terrigal
Woodville



Torquay

Family-friendly coastal living

While long known as a cool holiday destination, Torquay offers much more than sun, surf, and sand. It remains a popular location for older couples and retirees to settle in but has also become very attractive to younger couples and families. It offers a distinctly different pace and culture to Melbourne, while still being close enough for anyone needing to travel to the city occasionally.

Location

21km south of Geelong

Demographic

Households

1. Older couples & families
2. Maturing couples & families
3. Established couples & families

Average property price

House \$1.1m

Unit \$805,000

Average property rent (weekly)

House \$580

Unit \$480



About Torquay

Unique aspects

- Eastern starting point of the Great Ocean Road
- Point Addis Marine National Park and several family and pet-friendly beaches and walks
- Local breweries, wineries, and an eclectic mix of cuisines and produce markets
- Property styles from classic beach houses with established gardens, to contemporary family homes and estate developments

Demographic

Torquay is popular with retirees and older couples with children who no longer live with them. But many maturing couples with children are now also swapping Melbourne for Torquay. It offers a less intense lifestyle, with easier access to outdoor walks, beaches, and a host of family-friendly activities.

Development opportunities

Three and four-bedroom family homes are still more popular than smaller units in Torquay, and families and couples settling here are also much more interested in owning rather than renting. The town is expanding westwards, and out towards Geelong and Breamlea.



Geelong

A fast-growing regional city where everything is within easy reach

Home to some of the most beautiful landscapes all along its coastline, Geelong manages to pair this with a distinct culture unique to the area. It's easy to see—and experience—why Geelong is one of Victoria's most popular towns outside of Melbourne's sprawling metropolitan region. And residents—new and old—find there is no limit to their lifestyle, culture, and growth in this coastal town.

Location

75km south west of Melbourne

Demographic

Households

1. Older couples & families
2. Independent youth
3. Established families & couples

Average property price

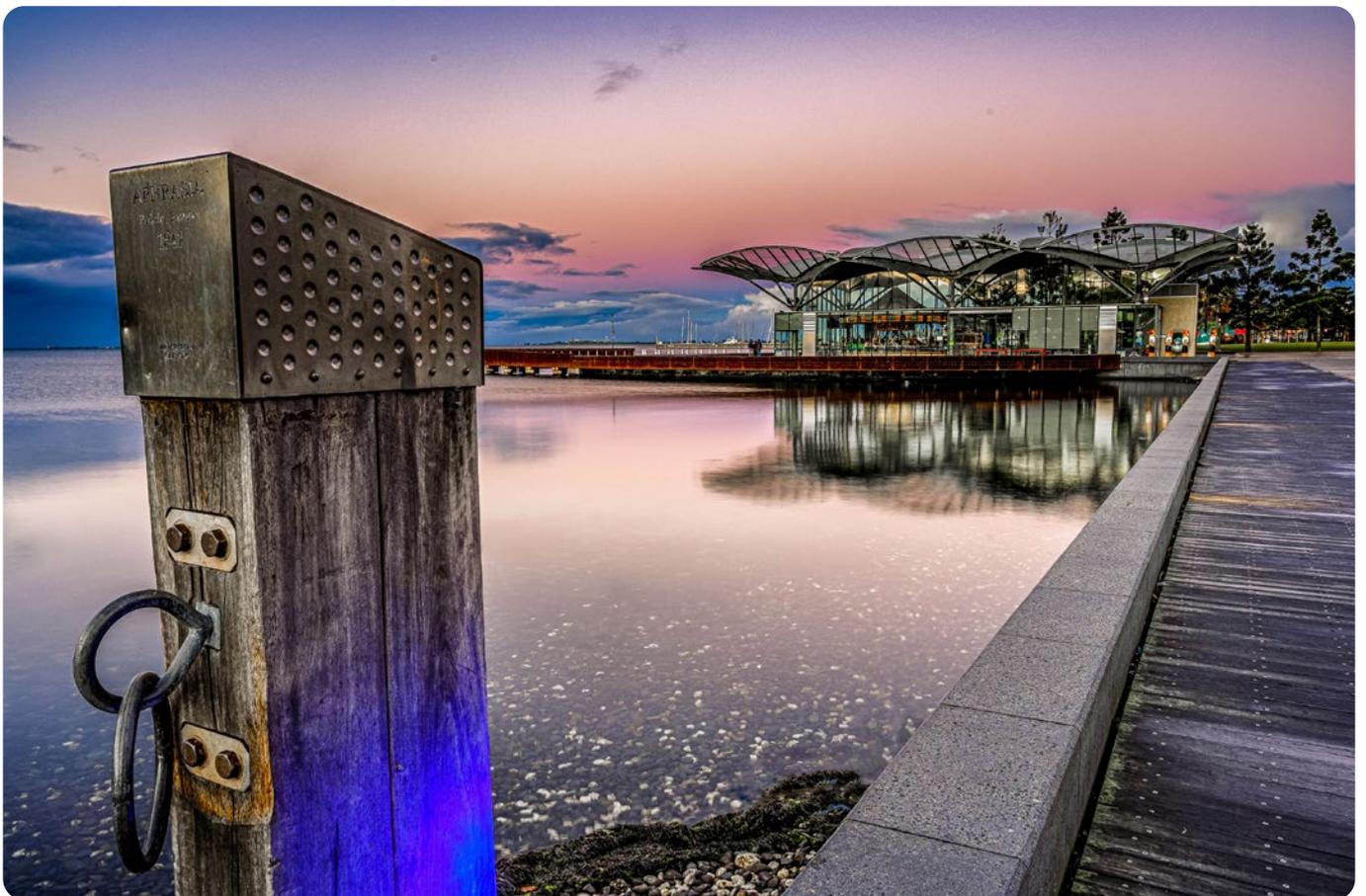
House \$911,000

Unit \$575,000

Average property rent (weekly)

House \$450

Unit \$420



About Geelong

Unique aspects

- Vibrant and peaceful waterfront is a popular leisurely activity
- Kid-friendly suburbs with adventure parks and natural sites
- Stunning sanctuaries within nature strips and parks
- Escape the bustle of Melbourne without compromising on lively culture

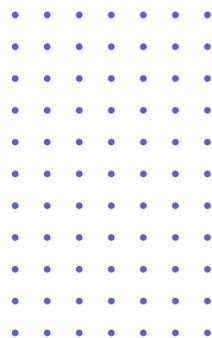
Demographic

Geelong is known for being a child-friendly town, and many families choose to settle here after leaving Melbourne. There are great schooling opportunities for children, and parents can easily access the beauties of nature.

However, Geelong is also seeing a resurgence of independent youth, with the town boasting a number of vintage shops and cosmopolitan markets. This dynamic culture has begun to appeal to youth looking for coastal living outside of Melbourne city.

Development opportunities

Property prices continue to be higher than average prices in Greater Melbourne, due to Geelong's coastal location. With its vibrant city hub combined with a peaceful energy, more youth are making the move alongside families and couples. Geelong is a great place to develop for growing families and independent first home buyers.



Mooloolaba

An outdoor lover's paradise

This thriving beachside town is also one of the most talked about around the Sunshine Coast region. A fantastic—and safe—beach and waterways that snake off the Mooloolah River create many opportunities for water-based adventures and events year-round. The cluster of hotels, restaurants, and cafes close to the ocean quickly turn to family homes and multi dwelling housing as you travel inland along Mooloolaba's quiet neighbourhood streets.

Location

97km north of the state capital, Brisbane

Demographic

Households

1. Independent youth
2. Maturing & established independents
3. Older couples & families

Average property price

House \$1.1m

Unit \$565,000

Average property rent (weekly)

House \$650

Unit \$475





About Mooloolaba

Unique aspects

- Home to the largest operating seafood company on the Sunshine Coast
- Less than a 20-minute drive to Sunshine Plaza
- Catchment area for Mountain Creek schools

Demographic

Mooloolaba is not only popular with tourists, but also younger people living independently. A significant portion of the local population is single, and younger than 40 years of age, and this is reflected in the percentage of flats or apartments being notably higher than the Australian average.

Development opportunities

The Placemaking Mooloolaba Master Plan sets out short, mid, and long-term goals for the ongoing development of Mooloolaba for both visitors and residents. It includes land use plans for high and medium density residential areas, along with mixed used residential and allowed building heights. While focused on a section close to Mooloolaba Beach, it does show where immediate development opportunities exist. The percentage of two-bedroom dwellings in Mooloolaba is nearly double that of the rest of Queensland and Australia.

Coolangatta

The growing hub for families and independents

Known for its casual beach-side culture, Coolangatta is anything but boring. Framed by Bilinga and Tweed Heads, Coolangatta is no longer your typical resort town. Just off Coolangatta Beach you now find luxe apartment and mixed-use buildings alongside hotels and holiday apartments. Conveniently close to surf, shopping, and entertainment.

Location

Coastal suburb in the City of Gold Coast, 101km south-southeast of Brisbane

Demographic

Households

1. Maturing & established independents
2. Elderly singles
3. Independent youth

Average property price

House \$1.2m

Unit \$692,000

Average property rent (weekly)

House \$693

Unit \$500



About Coolangatta

Unique aspects

- Minutes away from several fantastic beaches
- Loads of live music, and the annual Cooly Rocks On festival
- Close to Bond University

Demographic

With the median age of people living in Coolangatta being 50 years, you'd be forgiven for thinking this location is a bit stodgy. But with the majority of the residents being single or couples with no children, Coolangatta is a lot more exciting than other coastal towns. Naturally, with such a demographic, rented two-bedroom flats and apartments are in high demand. But like the residents of Coolangatta, they shouldn't be conventional.

Development opportunities

With a high demand for upscale apartments, there are opportunities to revitalise older apartment buildings, or to demolish them and build something new. Multiple new 10+ storey apartment developments have been approved recently in Coolangatta and adjacent Rainbow Bay and Kirra Beach, with apartments selling out-off-plan-within months.



Brisbane

Enjoy vibrant culture and an enviable lifestyle

Consistently appearing in Schrodgers Global Cities index, this lively river city is exceptionally diverse. Far from being just another city, Brisbane has character and a vibrant culture that appeals to many lifestyles. But with a median age of 35, it is most attractive to young couples and single people exploring independence. And this is reflected in the number of apartment and mixed-use properties being developed in and around Fortitude Valley.

Location

The centre of the South East Queensland metropolitan region

Demographic

Households

1. Independent youth
2. Maturing & established independents
3. Older independents

Average property price

House \$780,000

Unit \$425,500

Average property rent (weekly)

House \$490

Unit \$475



About Brisbane

Unique aspects

- Easy access to Brisbane's business and cultural hubs
- Parklands, green spaces, and the Botanic Gardens
- Close to QUT Gardens Point, Griffith University and TAFE Queensland in South Bank

Demographic

The vibrant social culture of this area naturally attracts an eclectic mix of restaurants, cafes, bars, and shops that appeal to young professionals and independents. Inner-city living does mean sacrificing living space, but that isn't a problem for the people choosing the inner suburbs of Brisbane over the outlying suburbs.

Development opportunities

The city's development master plan, including the City Reach Waterfront Master Plan, introduce substantial development opportunities. Most of these are in areas around the CBD and in suburbs on both sides of the river. Opportunities include apartment buildings appealing to young professionals and students, along with mixed-use buildings in certain zones.



Nedlands

Easy-going lifestyle in an established and secure suburb

Its beautiful tree-lined streets—and proximity to University of Western Australia (UWA)—make Nedlands an increasingly popular suburb for families. Nedlands offers families a quieter and safer environment with convenient access to local amenities and shops. All while still only being less than a 10-minute drive from the city.

Location

7km west-southwest of the Perth CBD

Demographic

Households

1. Older couples & families
2. Established couples & families
3. Independent youth

Average property price

House \$1.9m

Unit \$556,500

Average property rent (weekly)

House \$785

Unit \$400



Image source: City of Nedlands

About Nedlands

Unique aspects

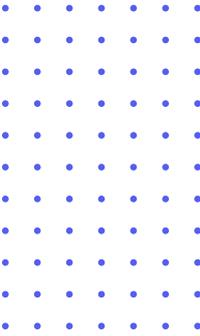
- Loads of parks, open spaces, and recreation facilities
- Generous house and block sizes
- Number of school catchments and private schools due to suburb size

Demographic

Being an older, established suburb, Nedlands does have a higher percentage of older couples and families. But new developments are making it more appealing to younger, established couples and families wanting a more secure community for raising their children. These developments are also appealing to young independents and professionals wanting easy access to the city without living in the city.

Development opportunities

The age of this neighbourhood does mean having to be aware of the presence of heritage homes. However, new developments are being encouraged, particularly along major roads that pass through the suburb, and closer to the border of the neighbourhood. These include mixed-used buildings and grouped dwellings offering single-bedroom up to three-bedroom units.



Wollongong

Community-centric living

Wollongong is less than a 90-minute drive south of Sydney. Despite being a major coastal town—and a gateway to the South Coast, it never feels crowded. And the lifestyle you'd enjoy is not what you might expect from a town built by an industrial economy. And even though more than a few residents still work in Sydney, their free time is all spent in and around Wollongong.

Location

68km south of central Sydney

Demographic

Households

1. Independent youth
2. Maturing & established independents
3. Elderly singles

Average property price

House \$920,000

Unit \$628,500

Average property rent (weekly)

House \$550

Unit \$460



About Wollongong

Unique aspects

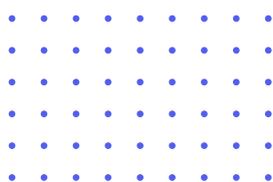
- Close to other coastal towns and beaches
- Wollongong Botanic Garden
- University of Wollongong main campus and research facilities

Demographic

While still an industrial town, Wollongong has a diverse mix of younger residents, with a median age of only 34-years old. Most are unmarried, young professionals, or childless couples, with Wollongong becoming popular with people who work in Sydney, but don't want to live there. They are renters, not owners, favouring two and three-bedroomed apartments or flats.

Development opportunities

A strip running from the Wollongong Hospital through to Cliff Road, and up to North Wollongong is incredibly ripe with development opportunities. These would focus on mid to high-end apartments, some with retail space. However, outside of this area you could even consider grouped dwellings and visitor accommodation.



Hobart

The convenience of city living
without the traffic

This diverse city offers a spirited mix of old and new throughout, with the median age of people in Greater Hobart being 40. Although it is a capital city, the pace is different, and your neighbours are just as likely to be musicians or artists as they are to be office workers.

Location

South-east Tasmania on the estuary of the River Derwent

Demographic

Households

1. Independent youth
2. Maturing & established independents
3. Older independents

Average property price

House \$840,000

Unit \$750,000

Average property rent (weekly)

House \$580

Unit \$495



About Hobart

Unique aspects

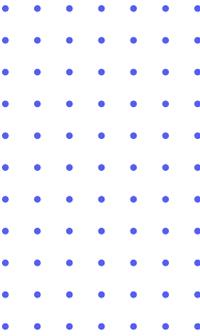
- Second-oldest capital city in Australia, but not afraid of the new
- Home to several museums and exciting culinary and cultural communities
- Sandwiched between mountains and wilderness and the ocean

Demographic

The median age of people living around the city centre is 32, slightly younger than for the Greater Hobart region. Most are single or young couples with no children and are working professionals. They live close to where they work, with many walking to work. As would be expected for this demographic, they are primarily renters or one and two-bedroomed apartments.

Development opportunities

Close to the city centre there are opportunities for demolishing existing, non-heritage buildings to allow for the development of apartments and hotels or visitor accommodation. Multiple dwellings development can be mixed-use buildings. As you move further north into New Town and Glenorchy—but still close to the river—space and demand allows for townhouses and grouped dwellings.



Terrigal

Home to families and retirees
leading a charmed life

Although Terrigal is a major holiday destination, it is also a gorgeous place to live and raise a family. Terrigal offers easy access to outstanding government and private schools, as well as all the amenities essential for day-to-day living. And if you need to travel to the city, Sydney is a short drive or train trip away.

Location

Coastal town 12km east of Gosford

Demographic

Households

1. Older couples & families
2. Established couples & families
3. Maturing & established independents

Average property price

House \$1.3m

Unit \$930,000

Average property rent (weekly)

House \$365

Unit \$550



About Terrigal

Unique aspects

- Erina Fair Shopping Centre is less than 10km away
- The Skillion
- 4km long Terrigal Beach

Demographic

Undeniably a family town, the median age of Terrigal residents is 42 years. Naturally favoured by established singles, couples, and retirees, these are homeowners, not renters. Which also means that houses are in higher demand than flats or apartments, especially homes with three or more bedrooms. Residents are professionals and administrative workers, and those not working around Terrigal are happy to commute to Sydney for work.

Development opportunities

Although houses are in higher demand, as a holiday destination there is always opportunities for apartments and flats. However, you need to be mindful of the town's height restrictions. Grouped dwellings and townhouses are not in great demand, but developers can still expect more than few opportunities for renovating and modernising family homes, with the aim to sell rather than holding onto as an investment property.



Woodville

Perfectly situated between the city & coast

One of the first areas settled by European migrants in the mid-1800s, Woodville did experience a decline in the 1980s, becoming a depressed suburb by the 1990s. But its ideal location close to both the coast and Adelaide city centre, along with fantastic 19th century architecture has seen the area undergoing an aesthetic revival, spreading outward from Woodville Road.

Location

8km northwest of the Adelaide CBD

Demographic

Households

1. Established couples & families
2. Older couples & families
3. Maturing & established independents

Average property price

House \$750,000

Unit \$370,500

Average property rent (weekly)

House \$400

Unit \$320



Image source: Realestate.com.au

About Woodville

Unique aspects

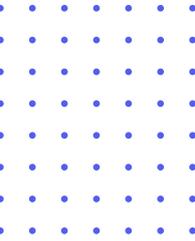
- Only 20 minutes away from Henley Beach and the Adelaide CBD
- Safe, family-friendly, with great neighbours who look out for each other
- The historic Woodville Town Hall now hosts an eclectic mix of events year round

Demographic

With a median age of 39 years, Woodville is home to a multi-ethnic mix of couples and families. Most are professionals or administrative workers, living in two or three-bedroomed houses that they own or rent. However, the revitalisation of Woodville is attracting more single people, creating a need for apartments, townhouses, and grouped dwellings.

Development opportunities

Although the age of the suburb does mean a higher-than-normal number of heritage properties, these often rub shoulders with homes built in the latter half of the 20th century. So, finding spaces for newer developments can be more challenging, but not impossible. This is particularly true along the eastern end of Woodville Road, Torrens Road, and Port Road.



Classification details

- **Young families**

Families, extended families and single parents under 35

- **Independent youth**

Couples, singles and home sharers under 35

- **Maturing couples & families**

Families, couples, extended families and single parents aged 35-44

- **Maturing independents**

Singles and home sharers aged 35-54

- **Established couples and families**

Families, couples, extended families and single parents aged 45-54

- **Older couples & families**

Families, couples, extended families and single parents aged 55-64

- **Older independents**

Singles and home sharers aged 55-64

- **Elderly families**

Families, extended families and single parents 65 and over

- **Empty nesters**

Couples 65 and over

- **Elderly singles**

Singles and home sharers 65 and over

