

# Top Property Development Hotspots 2021



Archistar

# Blacktown

## A tranquil escape a short drive from Sydney

Blacktown's unique culture distinguishes it from other Sydney suburbs, yet remains only a 35 minute drive from the CBD. It boasts the convenience and energy of city living without compromising on its unique multiculturalism. Families from across the world settle down in Blacktown, and sports a range of residences including spacious mansions, comfortable apartments and modern townhouses. It truly is the town for everyone.

### Location

34km west of Sydney CBD

### Demographic

Households

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

### Average property price

House \$720,000

Unit \$490,000

### Average property rent (weekly)

House \$400

Unit \$380



# About Blacktown

## Unique aspects

- Native flora creating a secluded sanctuary still close to the CBD
- Diverse community with properties from large houses through to units and public housing
- Eclectic culture leading to an array of cuisines and restaurants
- Featherdale Wildlife Park and Western Sydney Parklands

## Demographic

As a town appealing to families and couples from diverse backgrounds, Blacktown has a significant younger population, and has created a family friendly space. A younger, multicultural demographic has made Blacktown an incredibly diverse and fantastic suburb.

## Development opportunities

Blacktown has big plans for growth, making it an ideal spot for developers to invest in. With a younger demographic, apartments allow first home buyers an affordable way to get their feet into home ownership. The diverse demographic allows developers an array of options to create homes that add to community culture.





# Newcastle

## Beautiful coastal properties for tourists and residents alike

The harbour city offers exceptional opportunities for industrial careers as well as fantastic growth in tourism. Its distance from Sydney doesn't take away from its reputation, and the second most popular city in NSW gives its residents plenty of entertainment. Whale watching, historic sites and a breathtaking coastline bordering the town.

### Location

Coastal city 162km north-east of Sydney

### Demographic

Households

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

### Average property price

House \$1.3m

Unit \$685,000

### Average property rent (weekly)

House \$628

Unit \$495



# About Newcastle

## Unique aspects

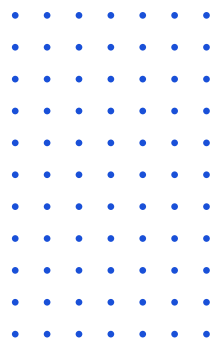
- Coastal ambience, sea salt air and warm climates
- Views of the Tasman Sea and Hunter River
- Thriving professional community for corporates and business professionals

## Demographic

Newcastle's unique culture combining city living with coastal tranquillity makes it an appealing locale for professionals and independents across multiple ages. With average property prices lower than those of Sydney suburbs, many independents choose to invest in a home here. Demographic varies from young adults through to maturing and older professionals.

## Development opportunities

With an influx of business professionals and the existing established industrial locale, Newcastle has an excellent opportunity to develop homes for independents stepping into the property ownership world.





# Glen Eira

## Suburban living within a diverse community

The leafy suburbs of Glen Eira have crafted the perfect locale for first home buyers and established families to settle into – without compromising on proximity to Melbourne’s city centre. The cultural diversity creates an eclectic region featuring highly regarded sporting and recreation areas and a variety of heritage listings and sites. A wonderful space to enjoy suburban living just outside of Melbourne city.

### Location

10km south east of  
Melbourne’s CBD

### Demographic

Households

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

### Average property price

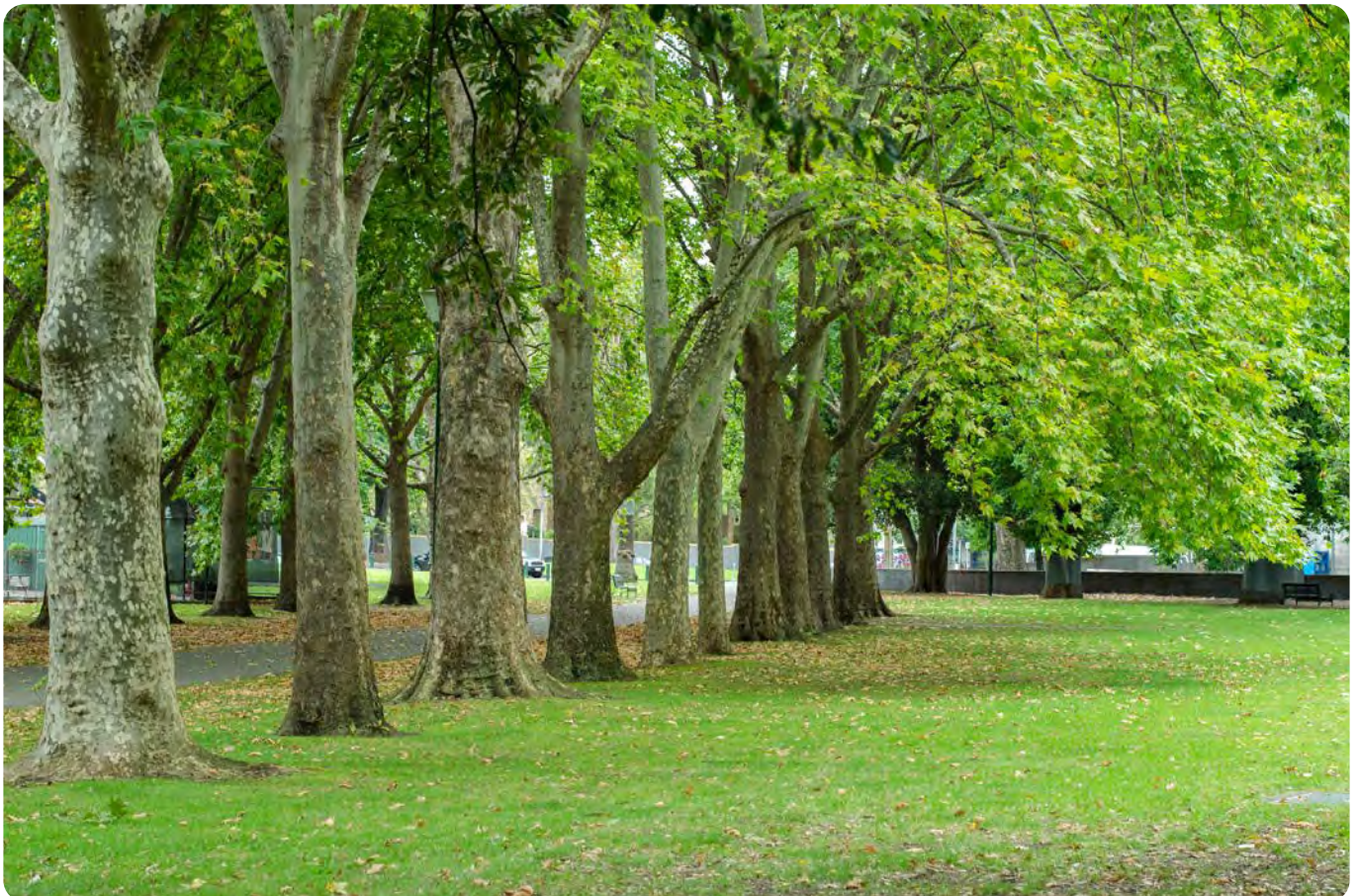
House \$1.4m

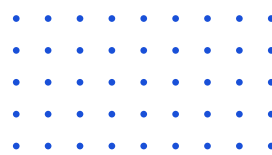
Unit \$616,000

### Average property rent (weekly)

House \$583

Unit \$450





# About Glen Eira

## **Unique aspects**

- Eclectic demographic with over 150 cultures
- Sights & landmarks including Rippon Lea Estate & Labassa
- Jewish Holocaust Centre
- Monash University Museum of Modern Art

## **Demographic**

Young and established couples, families and professionals recognise the convenience of residing in Glen Eira. South-eastern suburbs boast beautiful properties in an established location, with a population loyal to their city and their community.

## **Development opportunities**

There is an excellent opportunity to focus development projects on townhouses, which have had an increase in council approvals over the last few years. With Glen Eira's median house and unit prices, there is a fantastic opportunity for profit, giving new families and established families the opportunity to purchase their first home, or find a larger property to grow their family.



# Geelong

## The growing hub for families and independents

Geelong is one of Victoria's most popular towns outside of Melbourne's metropolitan region, and there's no wondering why. The town has some of the most beautiful landscapes situated off its coast, but doesn't limit residents in their lifestyle, culture and growth. There's something special about coastal living, and Geelong manages to pair this with a distinct and grounding culture truly unique to the area.

### Location

75km south west of Melbourne

### Demographic

Households

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

### Average property price

House \$902,000

Unit \$675,000

### Average property rent (weekly)

House \$435

Unit \$400





# About Geelong

## Unique aspects

- Peaceful waterfront a popular leisurely activity
- Kid friendly suburb with adventure parks and natural sites
- Stunning sanctuaries within nature strips and parks
- Escape the bustle of Melbourne without compromising on the vibrant culture

## Demographic

Geelong is known for being a child-friendly neighbourhood and many families choose to settle down after leaving Melbourne. Children have great schooling opportunities and parents can easily access the beauties of nature.

However, independent youth has had an upsurge, and the town boasting vintage shops, markets and great culture has begun to appeal to youth looking for coastal living outside of Melbourne city.

## Development opportunities

Property prices are higher than average prices in Greater Melbourne, and that's 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.



# Maroochydore

## The magic of the Sunshine Coast

Sunny days, beachside dining and pristine, clear waters, Maroochydore gives folks the chance to embrace the true beauties of the Sunshine Coast. With a variety of apartments and houses, and the beach lifestyle shaping the town's culture, there's something truly special about Maroochydore and its surrounding suburbs.

### Location

Coastal town 102 km North of Brisbane

### Demographic

Households

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

### Average property price

House \$707,000

Unit \$449,500

### Average property rent (weekly)

House \$530

Unit \$425



# About Maroochydore

## Unique aspects

- Blending tourist attractions with professionals and business
- Coastal living in a vibrant business hub
- An array of breweries, bars and restaurants for all tastes

## Demographic

Maroochydore has an established demographic, but independent youth have begun to make their mark on the area, adding a vibrant touch to the coastal town. While different demographics, the appeal of Maroochydore falls in the same ballpark.

## Development opportunities

As the Sunshine Coast brings people from all over the world to take a seat in the sand, there is an excellent opportunity to add to the increasing need for new short term stays and rentals. Retirees looking to downsize will find the suburb offers a warm, relaxing environment coupled with well-earned peace and quiet.





# Moreton Bay

## A growing family town

A magical region situated outside of Brisbane boasting an incredibly versatile culture. Arts & heritage, sporting and recreation, flora, fauna & conservation, and exciting business opportunities. The area transcends the bustle of city life but still offers all of the conveniences and growth of a central locale.

### Location

Southeast Queensland, north of Brisbane metro region

### Demographic

Households

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

### Average property price

House \$720,000

Unit \$490,000

### Average property rent (weekly)

House \$431

Unit \$299



# About Moreton Bay

## Unique aspects

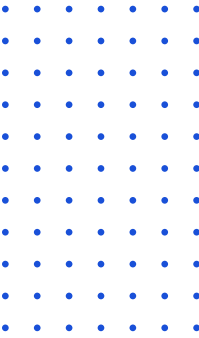
- Whale watching during migration season
- Adventure recreation including sky-diving and scenic flights
- Proximity to the Pumicestone Channel
- Ocean view estates for food & wine

## Demographic

The region is home to established and older families with children, inspiring the family friendly culture and community. It has also seen an increase in independent youth looking to enjoy the beauty of the bay without compromising on a vibrant culture and career opportunities.

## Development opportunities

The growing family demographic has led to a demand in developments for first home buyers. Grassy land scattered in the leafy suburbs makes for incredible opportunities to develop houses, while the business hub allows for various industrial lots. Moreton Bay has also recently been identified as one of Australia's top locations to invest in.



# Marion

## Small town community within Adelaide's wetlands

Marion has all the qualities of a small town while still only 10km from the CBD. The town feels calm, and brings in people from across Adelaide looking to settle into their preferred lifestyle. The local climate makes for beautiful scenery including conservation parks, wetlands and of course the seaside views. It's a place for folks to sit back, whether it's for a small break or to ease into retirement.

### Location

10km southwest of Adelaide CBD

### Demographic

Households

1. Elderly singles
2. Older couples & families
3. Elderly couples

### Average property price

House \$526,250

Unit \$326,625

### Average property rent (weekly)

House \$420

Unit \$273





# About Marion

## Unique aspects

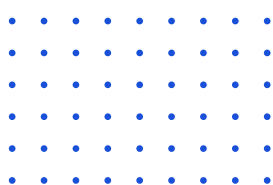
- Wetlands, conservation parks and coastal sites
- A connected and warm community
- Calming strolls down the Glenelg Jetty
- Belair National Park & Holiday Park

## Demographic

Marion has a large population of elderly singles, couples and families due to its serene nature. The suburb surrounds beautiful waterfronts, flora and fauna, and an array of shopping, food and drink.

## Development opportunities

Marion has a tranquillity to it that cannot be beat, which is what draws older independents and families to the area. With more affordable housing, many choose to downsize in the area and embrace the serenity. Marion shows a clear opportunity for a reliable demographic of homeowners and investors.



# Scarborough

## Vibrant coastal living

With some of the most pristine, beautiful beaches in the world – why wouldn't you want to embrace beachside living in Perth? Scarborough offers all the luxuries of the beach lifestyle – walks through the sand, morning swims and a peaceful sea breeze; but it also offers the pleasures of vibrant city living, with beach hotels, fashion boutiques, cafes, and bars.

The city of Stirling is also one that values community, with free Wifi zones, spacious parks, gardens and natural bushland, and a focus on community services and support.

### Location

14km northwest of Perth CBD

### Demographic

Households

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

### Average property price

House \$740,000

Unit \$460,000

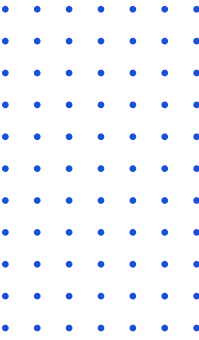
### Average property rent (weekly)

House \$520

Unit \$420



# About Scarborough



## Unique aspects

- Coastal living just off of the central business district
- Community engagement across the City of Stirling
- Close to major shopping precinct Karrinyup City
- Parks & reserves for cycling, football, lawn bowls and other sporting facilities
- Library and community recreation centre

## Demographic

Scarborough's median age is 34, making it an excellent hub for young families and professionals. Residents also enjoy the beachside lifestyle, benefiting from the vibrancy of coastal living. With Scarborough close to some of Perth's leading secondary schools, families are at the heart of opportunity.

Scarborough also has a reasonably high proportion of people living alone, making it an excellent opportunity for developments catered to young professionals looking for convenient and independence. Just under half of the properties within Scarborough are rented, with a majority of properties either villas, townhouses or duplexes. The medium density region is a fantastic opportunity for developers looking for versatile building opportunity.

## Development opportunities

Scarborough is a fantastic development opportunity with a high level of property interest and young families and professionals eager to invest in their first property. Proximity to city makes it great for those working in the city while the City of Stirling offers many community services promoting connection and engagement, especially for young children. Explore opportunities for the younger demographic to purchase their new home, or for young adults renting with partners.



# Launceston

## Energetic town dispersed in Tasmanian flora

Launceston is Tasmania's second largest suburb and there's no wondering why. The area houses a range of beautiful properties dispersed through low and high rises and features a spectacular amount of nature reserves and wetlands. With students, youth and families enjoying the scenery, this suburb will only continue to grow.

### Location

North Tasmania

### Demographic

Households

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

### Average property price

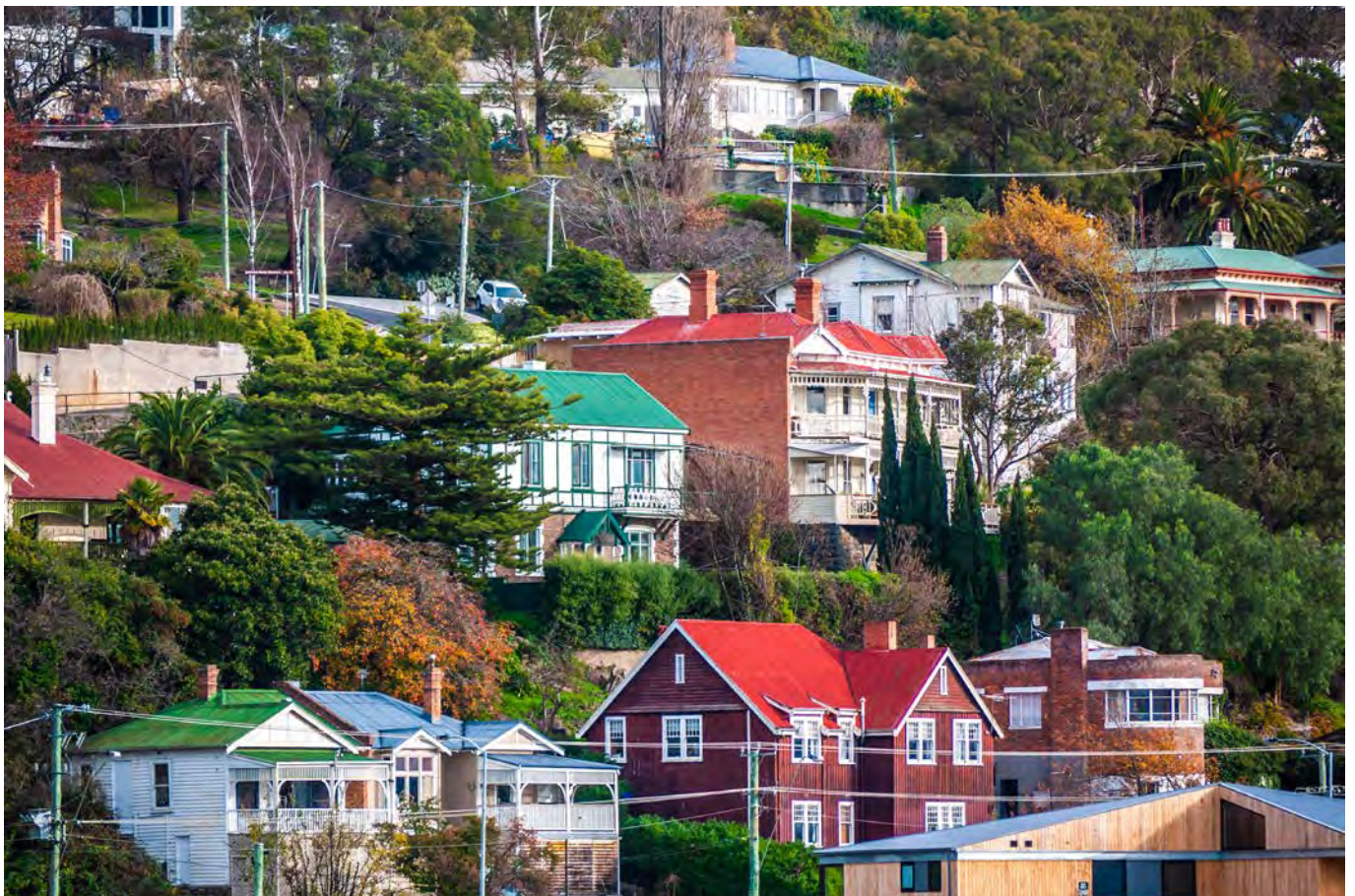
House \$535,000

Unit \$393,000

### Average property rent (weekly)

House \$380

Unit \$320



# About Launceston

## Unique aspects

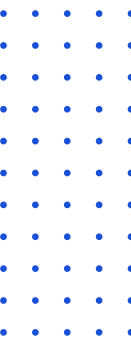
- Array of water sports available
- Nature reserves and wetlands a plenty
- Food & wine hub

## Demographic

Launceston has a history of established members of the community in their 40s and upwards, however the population has a surprising population of young people, professionals, designers and students residing in the suburb.

## Development opportunities

As a small island state, Tasmania can sometimes be forgotten among the bigger states. However, the established and new demographics make it the perfect place to plot a new property. With Tasmania's median house prices lower than the country's median, more people are looking to purchase homes in Tasmania, and as the culture continues to thrive, so does the popularity of the town.



# Canberra

## Australia's most tranquil capital city centre

Situated between NSW and Victoria, Canberra is more than just the capital city. Museums, galleries, festivals and more scatter across the town, all while maintaining its small-town edge. The peacefulness, the minimal traffic and the proximity to some of Australia's beautiful nature sites, this city offers residents a surprising energetic tranquillity like no other city.

### Location

ACT

### Demographic

Households

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

### Average property price

House \$855,530

Unit \$485,410

### Average property rent (weekly)

House \$575

Unit \$470





# About Canberra

## Unique aspects

- Australia's national gallery, museums and parliament
- Empty roads and minimal traffic
- Career opportunities in public service
- Day trips to fantastic wineries and breweries

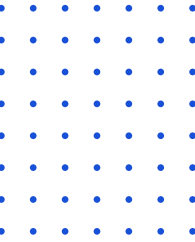
## Demographic

Naturally Canberra's population has a large portion of public service workers. An increasing proportion of independent youth have begun to make their mark in the city, with a strong appeal to careers in government. Independent living is in the majority, which means more residents are looking for homes that help suit their professional lifestyle.

With high rental prices residents may find they veer towards purchasing their home, however public service workers also require accommodation that is flexible for their job. Government representatives and political leaders as temporary travellers will also require short term stay accommodation.

## Development opportunities

Canberra can sometimes be forgotten among the big cities – no surprise considering it is smack bang in the middle of two major states. But despite its modesty, buy and rent prices show great opportunities for property developers, with median rental prices higher than years prior. With a large portion of the public service population, and a surprising amount of independent youth it's time to explore some of Canberra's favourite suburbs.





# 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 Independence**

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 Independence**

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

