



**Maryborough**  
Property Factsheet  
2nd Half 2017





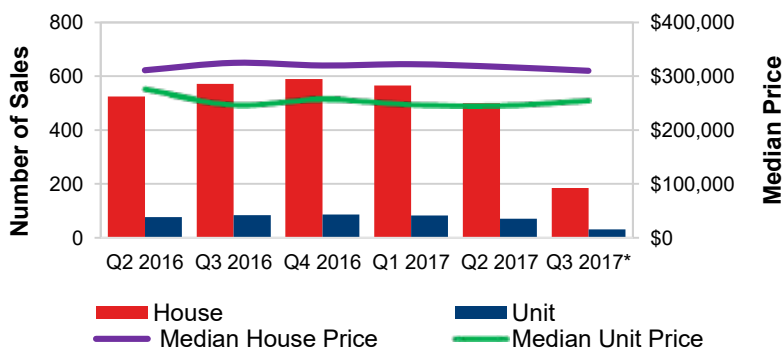
## MARKET CONDITIONS

The house market in Maryborough has shown positive growth over the past 12 months to 2017\*, at 5.1% for houses to \$205,000. Meanwhile the unit market has softened to \$152,750, suggesting now is the perfect time for buyers to capitalize on affordable opportunities. In comparison, the property market in the Fraser Coast Region has softened for both house and units, recording median prices of \$310,000 and \$255,000 respectively. This positions Maryborough as a more attractive option for home buyers and a solid market for investors interested in houses, as it provides a unique combination of higher affordability without compromising on capital growth.

Over the past 12 months to Q3 2017, average days to sell for houses has seen a slight increase to 93 days. Average vendor discounting for houses has widened slightly, to -8.1% in Q3 2017. This suggests a slight pivot to a buyer's market, as sellers are more willing to negotiate on their first listed price. Average vendor discount for units have widened to -9.8% in Q3 2017, further confirming increasing affordability in the unit market.

Median rents for houses in Maryborough has remained fairly constant since Q2 2016, at \$260 per week. Median unit rent has softened to \$203 per week. Strong demand for rental properties continues to be demonstrated by low vacancy rates of 1.4%, well below that of Brisbane's 3.2%. Over the same time period, the average days for rent has improved significantly to 27 days (houses) and 36 days (units). Astute property investors are benefiting from rental yields of 6.6% for houses and 5.0% for units.

## FRASER COAST REGION GROWTH



## OVERVIEW

Maryborough is a city located 255 kilometres north of Brisbane. According to the 2016 ABS Census, the median age of people in Maryborough was 46 years. The predominant population is children aged 0-14 years and people aged 65 years and over.

Change from Last	Year	Half Year
House Sales	↓	↓
House Median Price	↑	↑
House Rental Price	↔	↔
Unit Sales <sup>^</sup>	↓	↑
Unit Median Price <sup>^</sup>	↓	↓
Unit Rental Price <sup>^</sup>	↓	↓

## FUTURE DEVELOPMENTS\*\*

Maryborough is set to see approx. \$50.1M of new projects commencing between late 2016 and 2018. Infrastructure projects account for 77.0% of development value (\$38.6M). The remaining 23.0% of projects are commercial developments (\$11.5M). This suggests a focus on increasing connectivity and liveability in Maryborough, as well as local job growth.

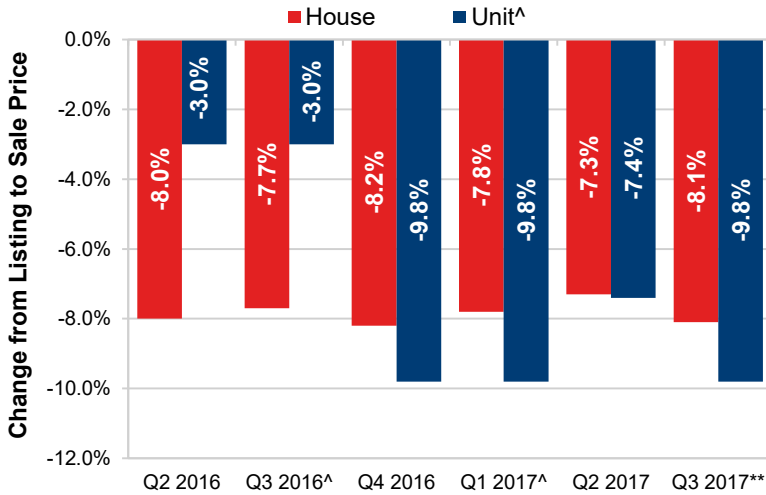
A key development is the Safety upgrade of the Bruce Highway from Gympie to Maryborough roadworks project, estimated at \$12.4M. Construction is expected to complete in January 2019.

A notable commercial project, estimated at \$8.0M, is the Maryborough Plaza Shopping Centre. Construction began late 2016 and this project is likely to bring local jobs to the area.

It is clear that future development in Maryborough is focused on benefiting the local community and strategies that will support future expansion. This builds a strong foundation for population growth, revitalizing new property stock demand.

\*Q3 2017 quoted data represents both settled transactions (i.e. government data) and agents' advice.  
\*\*Estimated values are based on construction value provided by the relevant data authority and does not reflect commercial and/or re-sale value.  
^Quoted data is indicative only due to limited number of unit transactions.  
Source: APM Pricer, realestate.com.au, Real Estate Institute of Queensland, SQM Research, Corelogic RP Data, Cordell Connect .

## AVERAGE VENDOR DISCOUNT



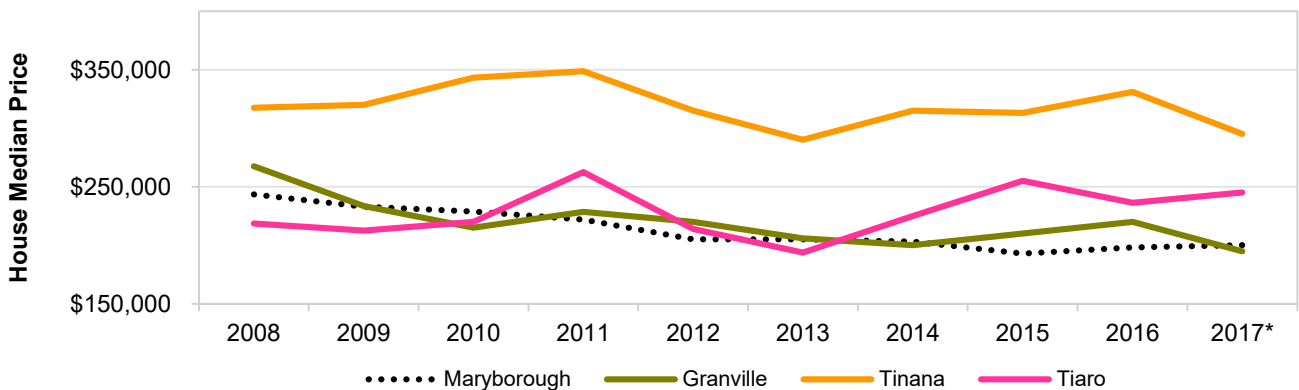
### AVERAGE VENDOR DISCOUNT

Average vendor discount reflects the average percentage difference between first listed price and final sold price. A lower percentage difference (closer to zero) suggests buyers are willing to purchase close to the first asking price of a property.

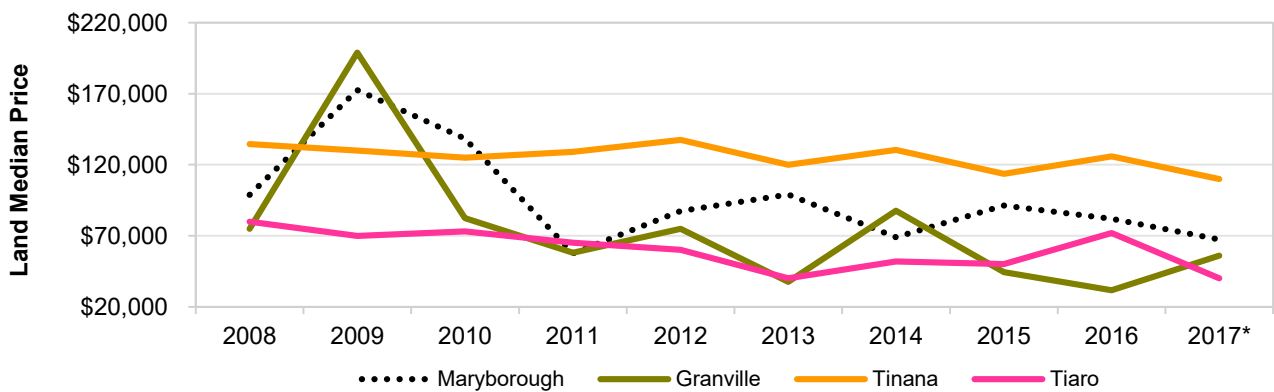
### MARKET COMPARISON GRAPH

The market comparison graph provides comparative trend for median price of house and units over the past 10 years. Suburbs profiled are chosen based on proximity to the main suburb analysed in the factsheet, which is Maryborough. The main suburb is highlighted through a dotted black line graph.

## HOUSE MARKET COMPARISON



## LAND MARKET COMPARISON



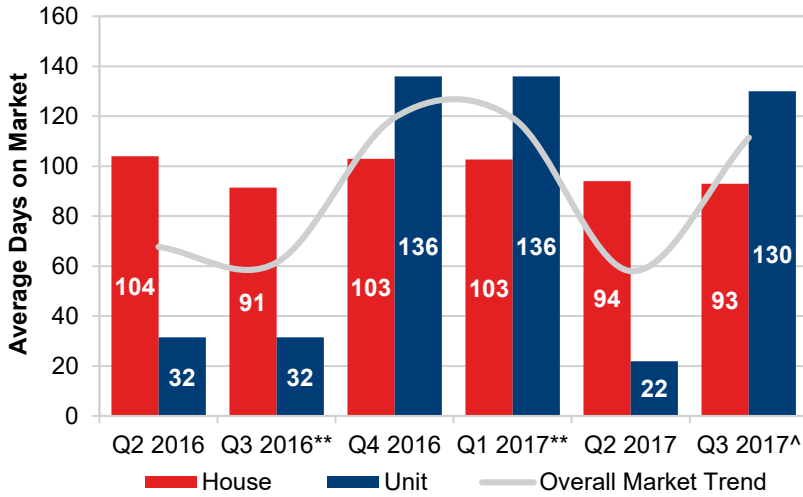
\*2017 quoted data is based on sales transactions from 01/01/2017 to 30/09/2017, or end of 2<sup>nd</sup> Half 2017.

\*\*Q3 2017 quoted data represents both settled transactions (i.e. government data) and agents' advice.

^Quoted data for units is indicative only due to limited number of sale transactions, and is based on previous quarter data patterns.

Source: APM Pricefinder.

## AVERAGE DAYS ON MARKET



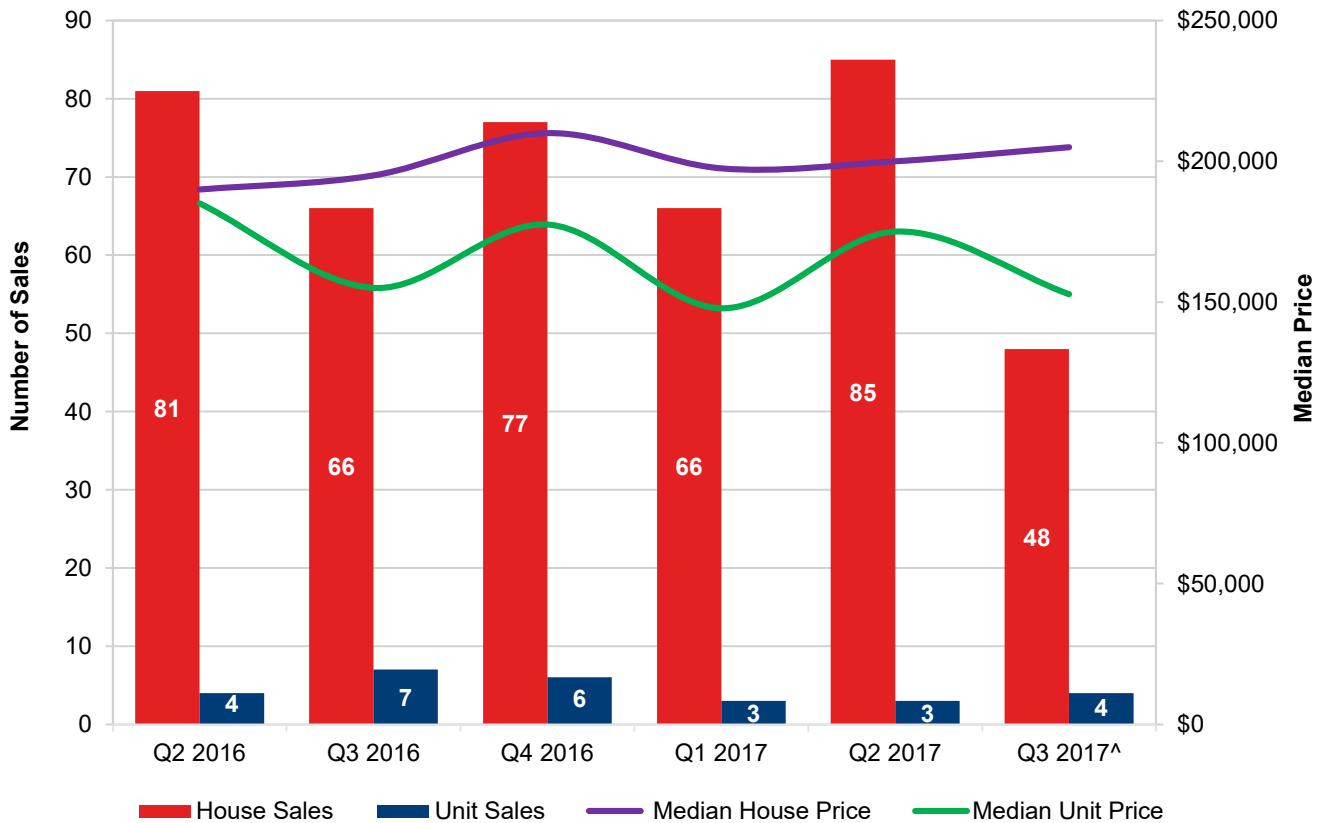
### HOUSE KEY FACTS Q3 2017

Median Sale Price: \$205,000  
 Annual Growth: +5.1%\*  
 Average Days on Market: 93  
 % Change between First Listed Price and Sold Price: -8.1%

### UNIT KEY FACTS Q3 2017\*\*

Median Sale Price: \$152,750  
 Annual Growth: -1.5%\*  
 Average Days on Market: 130  
 % Change between First Listed Price and Sold Price: -9.8%

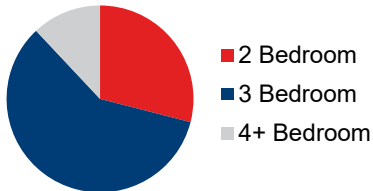
## SALES AND MEDIAN PRICE



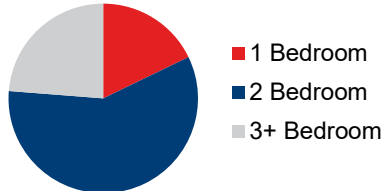
\*Annual Growth represents price growth for property transactions between Q3 2016 to Q3 2017 (inclusive).  
 \*\*Quoted data for units is indicative only due to limited number of sale transactions, and is based on previous quarter data patterns.  
 ^Q3 2017 quoted data represents both settled transactions (i.e. government data) and agents' advice.  
 Source: APM PriceFinder, SQM Research.

## RENTAL MARKET ANALYSIS

### HOUSE



### UNIT



#### KEY COMMENTS

In Q3 2017, Maryborough recorded a vacancy rate of 1.4%. Median rent price for houses has remained fairly constant since Q2 2016 at \$260 per week while median unit price has softened to \$203 per week. Average days on market for rentals was recorded at 27 days for houses and 36 days for units. Investors are benefiting from rental yields of 6.6% for houses and 5.0% for units. These market conditions further confirms Maryborough's conducive environment for future investment.

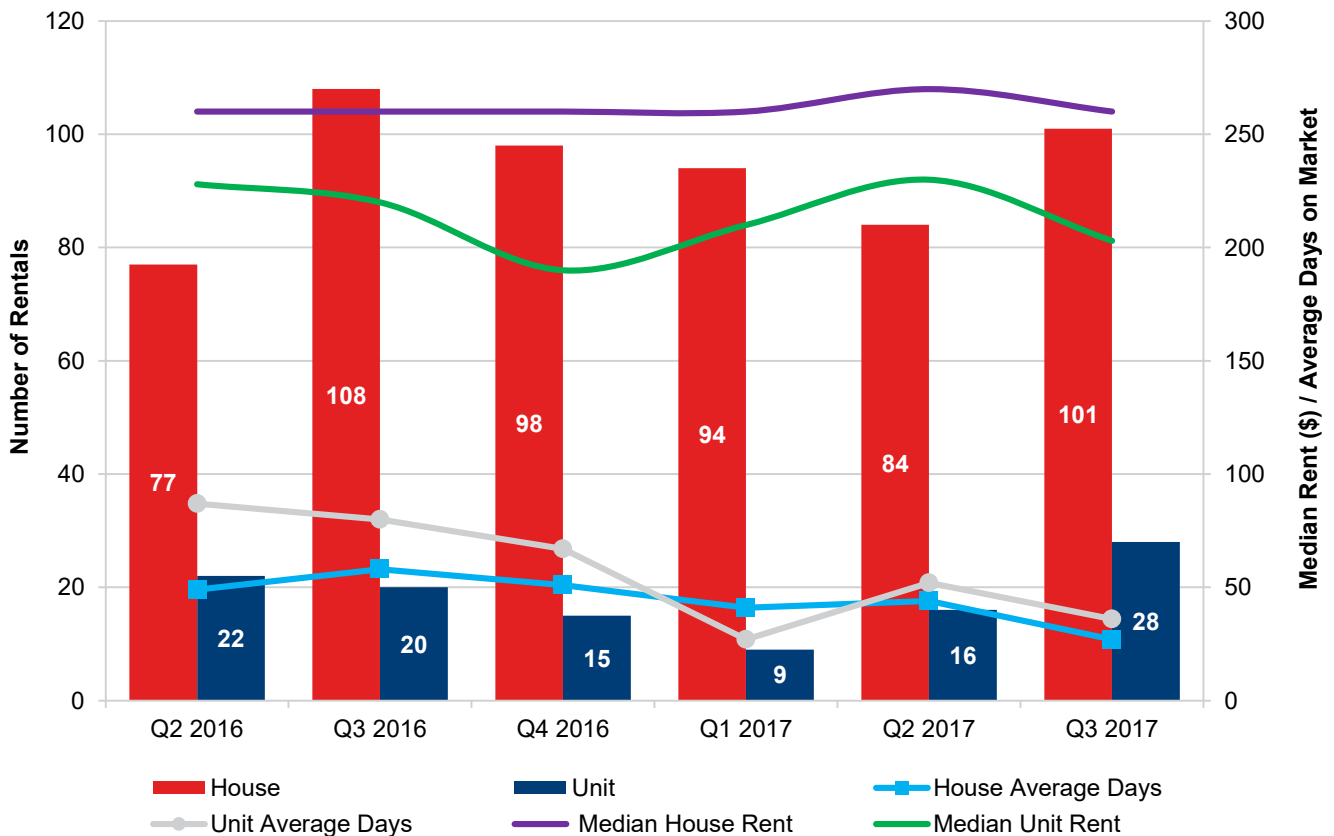
#### HOUSE KEY FACTS Q3 2017

Median Rent Price: \$260 per week  
Suburb Rental Yield: 6.6%  
Average Days on Market: 27  
Bedroom Breakdown:  
2 Bed: 29%, 3 Bed: 59%, 4+ Bed: 12%

#### UNIT KEY FACTS Q3 2017\*

Median Rent Price: \$203 per week  
Suburb Rental Yield: 5.0%  
Average Days on Market: 36  
Bedroom Breakdown:  
1 Bed: 18%, 2 Bed: 59%, 3+ Bed: 24%

## MEDIAN RENT AND AVERAGE DAYS ON MARKET



\*Quoted data is indicative only due to limited number of unit transactions  
Source: APM PriceFinder, realestate.com.au, SQM Research.

# PAST KEY PROJECT DEVELOPMENTS IN FOCUS\*

COMMERCIAL, RESIDENTIAL & INFRASTRUCTURE PROJECTS 2016 - 1<sup>ST</sup> HALF 2017

## BRUCE HIGHWAY – GYMPIE TO MARYBOROUGH



**Estimated Value:** \$12,426,000  
**Type:** Infrastructure  
**Site Area:** Not disclosed  
**Commence Date:** 20/03/2017  
**Completion Date:** 24/01/2019  
**Status:** Firm

The Bruce Highway is to receive approximately \$12.4M in safety upgrades, as part of a joint investment by the state and federal governments. This upgrade to the Bruce Highway will involve the development of overtaking lanes, a widened median strip, and new turning lanes at intersections from Gympie to Maryborough.

## MARYBOROUGH PLAZA SHOPPING CENTRE



**Estimated Value:** \$8,000,000  
**Type:** Commercial  
**Site Area:** Not disclosed  
**Commence Date:** 31/10/2016  
**Completion Date:** 24/03/2017  
**Status:** Commenced

The Maryborough Plaza Shopping Centre is undergoing a refurbishment to provide for a new Fresh & Save Food warehouse of 4,000sqm with 30 specialty stores across a single level building. The project also includes upgrade to the existing car park and construction of new gardens and landscaping.

## FRASER COAST RESIDENTIAL AIRPARK SUBDIVISION STAGES 1 - 5



**Estimated Value:** \$6,700,000  
**Type:** Infrastructure  
**Site Area:** 265,300 sqm  
**Commence Date:** 16/01/2017  
**Completion Date:** 30/09/2017  
**Status:** Possible

Reconfiguration of 168 residential airpark lots are set to be developed at the Maryborough Airport in a joint venture deal. The lots will be developed in five stages where each stage of the development will include a combination of blocks suitable for a house and aircraft hangar plus residential lots with access to the common hangar space.

## TIMBERS RESERVE 165 LOT SUBDIVISION STAGE 2



**Estimated Value:** \$6,600,000  
**Type:** Residential  
**Site Area:** Not disclosed  
**Commence Date:** 10/04/2017  
**Completion Date:** 21/12/2018  
**Status:** No further info available

Reconfiguration of 165 lots and construction of new roads. Each allotment is within walking distance to one of three large landscaped parks, interconnected network of footpaths, and a massive 45 acre environmental reserve that will include ponds, a creek, walking tracks and native trees, providing a habitat for native wildlife.

## MARYBOROUGH CBD ROADWORKS



**Estimated Value:** \$6,034,000  
**Type:** Infrastructure  
**Site area:** Not disclosed  
**Commence Date:** 04/07/2016  
**Completion Date:** 27/01/2017  
**Status:** Firm

Maryborough CBD Roadworks comprised of two separable portions: Portion A - Bazaar St (Kent to Sussex St) and portion B - Ellena St (Adelaide to Bazaar St). Scope of works to be performed at each site includes kerb and footpath construction, drainage works, sealing works, concrete works and conduit installation.

## MARYBOROUGH SPORTS CLUB ALTERATIONS & ADDITIONS



**Estimated Value:** \$1,500,000  
**Type:** Commercial  
**Site area:** Not disclosed  
**Commence date:** 08/08/2016  
**Completion date:** 31/03/2017  
**Status:** Firm

The Maryborough Sports Club is dubbed as “the best value for money club on the Fraser Coast”. It is currently undergoing a \$1.5M expansion which includes alterations and addition of a gaming area to existing club. The expansion will also include a stage, kitchen, bistro, bar, storage area, reception, office, foyer, amenities, new entry, and verandas.

\*Disclaimer: Estimated value is the value of construction costs provided by relevant data authority, it does not reflect the project's sale/commercial value. Commencement date quoted for each project is an approximate only, as provided by the relevant data authority, PRDnationwide does not hold any liability to the exact date in which each project commences and/or is completed. Source: Cordell Database, ESRI ArcGIS, Fraser Coast Regional Council

# CURRENT KEY PROJECT DEVELOPMENTS IN FOCUS\*

## INFRASTRUCTURE PROJECTS 2<sup>ND</sup> HALF 2017

### MARYBOROUGH CBD REVITALISATION



**Estimated Value:** \$1,320,000  
**Type:** Infrastructure  
**Site Area:** Not disclosed  
**Commence Date:** 03/07/2017  
**Completion Date:** 27/10/2017  
**Status:** Commenced

The ongoing project involves refurbishing sections of Kent and Adelaide Streets within Maryborough CBD. The current works (marked by the green lines) involve the upgrade of stormwater drainage on Lennox St, between Ellena St and Sussex St, and construction works for the Beautification Project on Lennox St, between Kent St and Ellena St.

### QUEENS PARK



**Estimated Value:** \$1,100,000  
**Type:** Infrastructure  
**Site Area:** Not disclosed  
**Commence Date:** 13/11/2017  
**Completion Date:** 09/02/2018  
**Status:** Firm

The Queens Park project include the construction of a new entrance and memorial walk within Queens Park. Additionally, the scope of work also includes construction of steel artistic arbors, installation of timber boats representations, public art and interpretative elements, and the construction of lighted pathways.

### QBCC MARYBOROUGH OFFICE



**Estimated Value:** \$6,700,000  
**Type:** Infrastructure  
**Site Area:** 400sqm  
**Commence Date:** 27/10/2017  
**Completion Date:** 25/01/2018  
**Status:** Possible

The construction of what previously was the Blockbuster Video Store is the new QBCC Maryborough office. The project includes new internal partitions and new glazing to external walls. The office is located across from the station square shopping centre and approximately 350m from the Maryborough Railway Station.

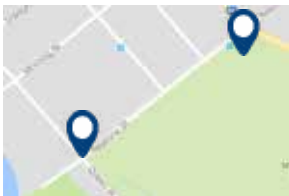
### FRASER COAST REGIONAL COUNCIL - MARYBOROUGH



**Estimated Value:** \$551,000  
**Type:** Infrastructure  
**Site Area:** Not disclosed  
**Commence Date:** 05/02/2018  
**Completion Date:** 21/12/2018  
**Status:** Commenced

The Fraser Coast Regional Council in Maryborough is located in 431 Kent Street, and is committed to provide quality services to its customers. As part of this they will replace the existing air-conditioning system, for further customer comfort. The upgrade is expected to commence in February 2018.

### NEPTUNE ST & ALICE ST SHARED PATH



**Estimated Value:** \$400,000  
**Type:** Infrastructure  
**Site area:**  
**Commence Date:** 04/07/2016  
**Completion Date:** 27/01/2017  
**Status:** Commenced

The Neptune Street and Alice Street Shared Path project consists of the rehabilitation and widening to 2.5m of the existing pathway located in part of Alice Street, Neptune St and the corner of Neptune St and Queen St, Maryborough. The estimated value of the project is approx \$400,000; and is aimed at improving pedestrian access.

### PUBLIC TRUSTEE MARYBOROUGH



**Estimated Value:** \$300,000  
**Type:** Infrastructure  
**Site area:**  
**Commence date:** 08/08/2016  
**Completion date:** 31/03/2017  
**Status:** Firm

The relocation of the Public Trustee Maryborough to a new office, which previously the Salvation Army store. The fit-out works of the new office is estimated to be \$300,000. The new office is located across from the Uniting Care Community (UCC) office and is approximately 450m from the Maryborough Railway Station.

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# FUTURE KEY PROJECT DEVELOPMENTS IN FOCUS\*

## COMMERCIAL & INFRASTRUCTURE PROJECTS 2018

### MARYBOROUGH HOSPITAL REDEVELOPMENT



**Estimated Value:** \$5,000,000  
**Type:** Infrastructure  
**Site Area:** Not disclosed  
**Commence Date:** 10/11/2018  
**Completion Date:** 31/08/2019  
**Status:** Early

Maryborough Hospital provides an extensive range of services to the local community and works in partnership with Hervey Bay Hospital in addressing the needs of the population. The redevelopment will include extension to the emergency department, providing a total of 40 beds and refurbishment to specialist outpatients department.

### MARYBOROUGH COLES EXPRESS SERVICE STATION & FAST FOOD OUTLET



**Estimated Value:** \$2,000,000  
**Type:** Commercial  
**Site Area:** 5,000 sqm  
**Commence Date:** 05/02/2018  
**Completion Date:** 21/12/2018  
**Status:** Possible

Construction of service station to include central canopy with 4 fuel dispensers, 143 sqm service station shop and 140sqm fast food restaurant with drive through, air conditioning and car parking for 16 vehicles. The location of the Coles Express Service Station is very strategic as it is located in the adjacent to Station Square Shopping Centre.

### MARYBOROUGH LANDFILL



**Estimated Value:** \$1,200,000  
**Type:** Infrastructure  
**Site Area:** Not disclosed  
**Commence Date:** 11/12/2017  
**Completion Date:** 20/04/2018  
**Status:** Firm

Maryborough Landfill located just off Saltwater Creek Road will receive an upgrade of the existing leachate pumping system. Scope of works includes the construction of a leachate holding tank and pump station, the installation of air-driven pumps and a compressor and the installation of approximately 1,100m of PE pipe work.

### BRUCE HIGHWAY INDUSTRIAL SUBDIVISION



**Estimated Value:** \$1,100,000  
**Type:** Infrastructure  
**Site Area:** 441,900 sqm  
**Commence Date:** 10/03/2018  
**Completion Date:** 22/11/2018  
**Status:** Possible

The Bruce Highway Industrial Subdivision involves the reconfiguration of 441,900 sqm of land into 11 lots (2.1ha - 5.0ha lots). This will take place in two stages. Stage 1 consists of 7 lots and construction of new road, while stage two consists of the subdivision of 4 lots with their associated new roads.

### WALKER STREET ROADWORKS



**Estimated Value:** \$450,000  
**Type:** Infrastructure  
**Site Area:** Not disclosed  
**Commence Date:** 26/01/2018  
**Completion Date:** 26/04/2018  
**Status:** Firm

The road construction works on Walker Street from Stevenson Street to Neptune Street consist of the renewal of road pavement, kerb, channel, stormwater pipes & and concrete footpath. The road where the construction works will be done is directly adjacent to the Maryborough General Hospital; improving worker, patient, and carer's access.

### KENT STREET COMMERCIAL BUILDING



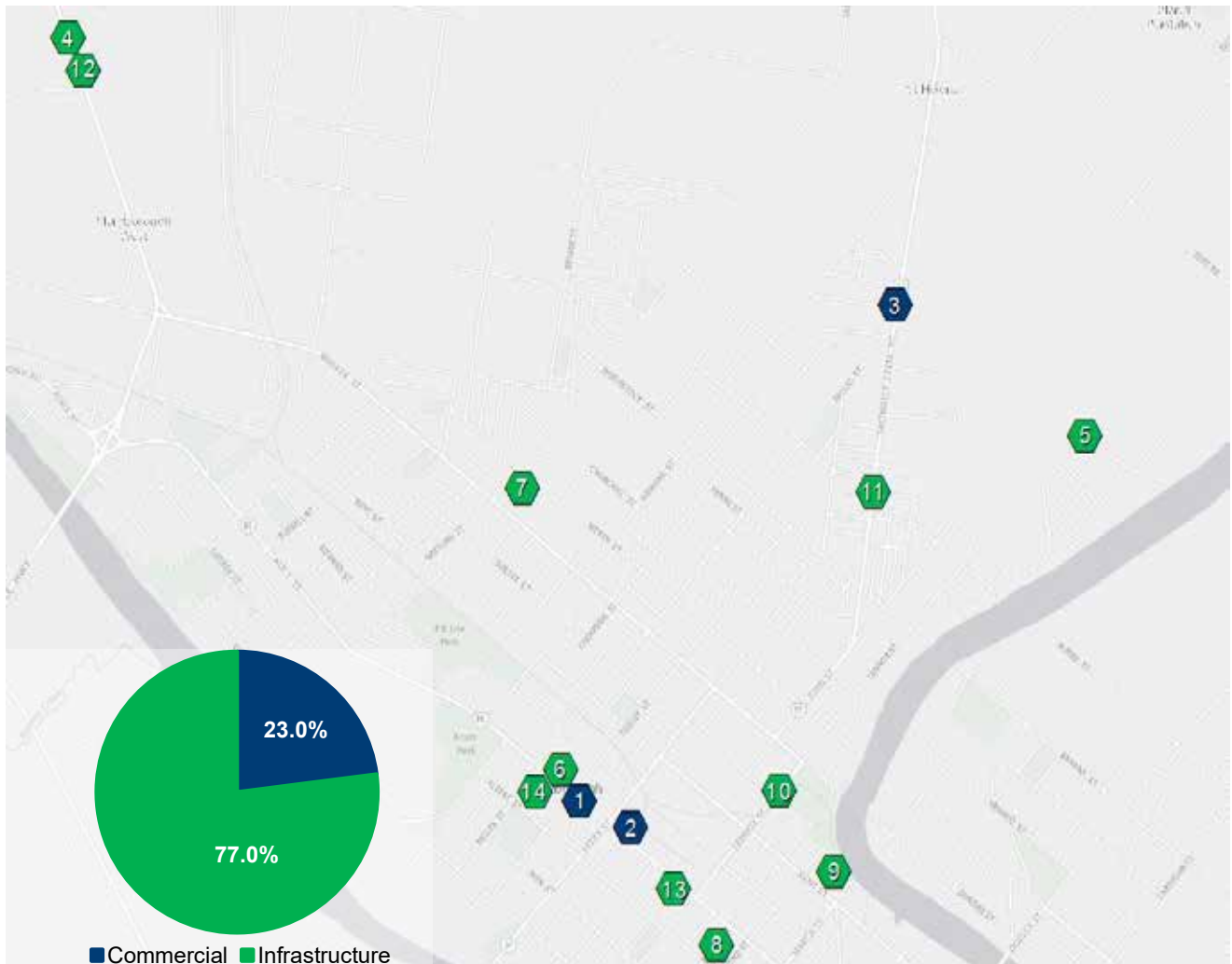
**Estimated Value:** \$350,000  
**Type:** Infrastructure  
**Site area:** 612 sqm  
**Commence date:** 29/04/2018  
**Completion date:** 29/09/2018  
**Status:** Possible

Alterations and additions to the existing 2 storey building. Ground floor - Banking spaces will be fitted out as interpretive exhibition spaces and a retail shop. Upgrade of the amenities and the existing cafe within the rear wing. The upper floor - Original banking tenancy - will be fitted out as incubation spaces for creative arts programs.

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## PROJECT DEVELOPMENT MAP 2016-2018\*



Location	Project	Type	Estimated Value**	Commence Date***	Completion Date***
1	Maryborough Plaza Shopping Centre	Commercial	\$8,000,000	31/10/2016	24/03/2017
2	Maryborough Coles Express Service Station & Fast Food Outlet	Commercial	\$2,000,000	05/02/2018	21/12/2018
3	Maryborough Sports Club Alterations & Additions	Commercial	\$1,500,000	08/08/2016	31/03/2017
4	Bruce Highway	Infrastructure	\$12,426,000	20/03/2017	24/01/2019
5	Fraser Coast Residential Airpark Subdivision Stages 1 - 5	Infrastructure	\$6,700,000	16/01/2017	30/09/2017
6	Maryborough CBD Flood Resilience	Infrastructure	\$6,034,000	04/07/2016	27/01/2017
7	Maryborough Hospital Redevelopment	Infrastructure	\$5,000,000	10/11/2018	31/08/2019
8	Maryborough CBD Roadworks	Infrastructure	\$1,642,000	25/06/2017	17/11/2017
9	Maryborough Government Office No 1	Infrastructure	\$1,441,000	28/04/2017	20/10/2017
10	Maryborough CBD Revitalisation	Infrastructure	\$1,320,000	03/07/2017	27/10/2017
11	Maryborough Landfill	Infrastructure	\$1,200,000	11/12/2017	20/04/2018
12	Bruce Highway Industrial Subdivision	Infrastructure	\$1,100,000	10/03/2018	22/11/2018
13	QBCC Maryborough Office	Infrastructure	\$850,000	27/10/2017	25/01/2018
14	Yerra Road Augmentation	Infrastructure	\$848,000	10/04/2017	25/08/2017

\*Disclaimer: Project development map showcases a sample of upcoming projects only, due to accuracy of addresses provided by the data provider for geocoding purposes.

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\*\*\*Commencement/completion dates for each project is approximate only, as provided by the relevant data authority; PRDnationwide does not hold any liability to the exact dates quoted.  
Source: Cordell Database, ESRI ArcGIS, Department and Planning and Environment of Queensland, Fraser Coast Regional Council.

## 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**

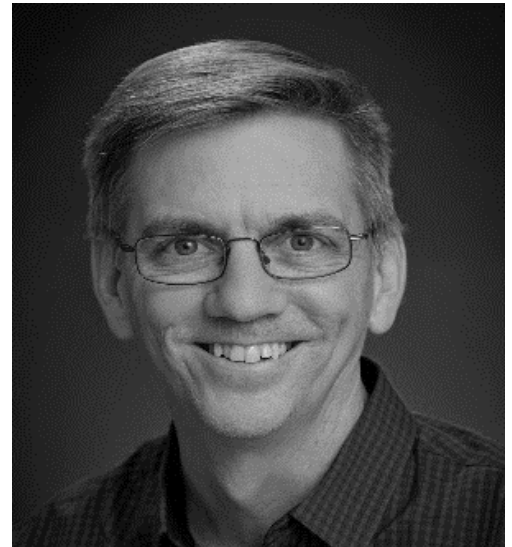
Skilled in deriving macro and micro quantitative information from multiple credible sources, we partner with clients to provide strategic advice and direction regarding property and market performance. We have the added advantage of sourcing valuable and factual qualitative market research in order to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



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