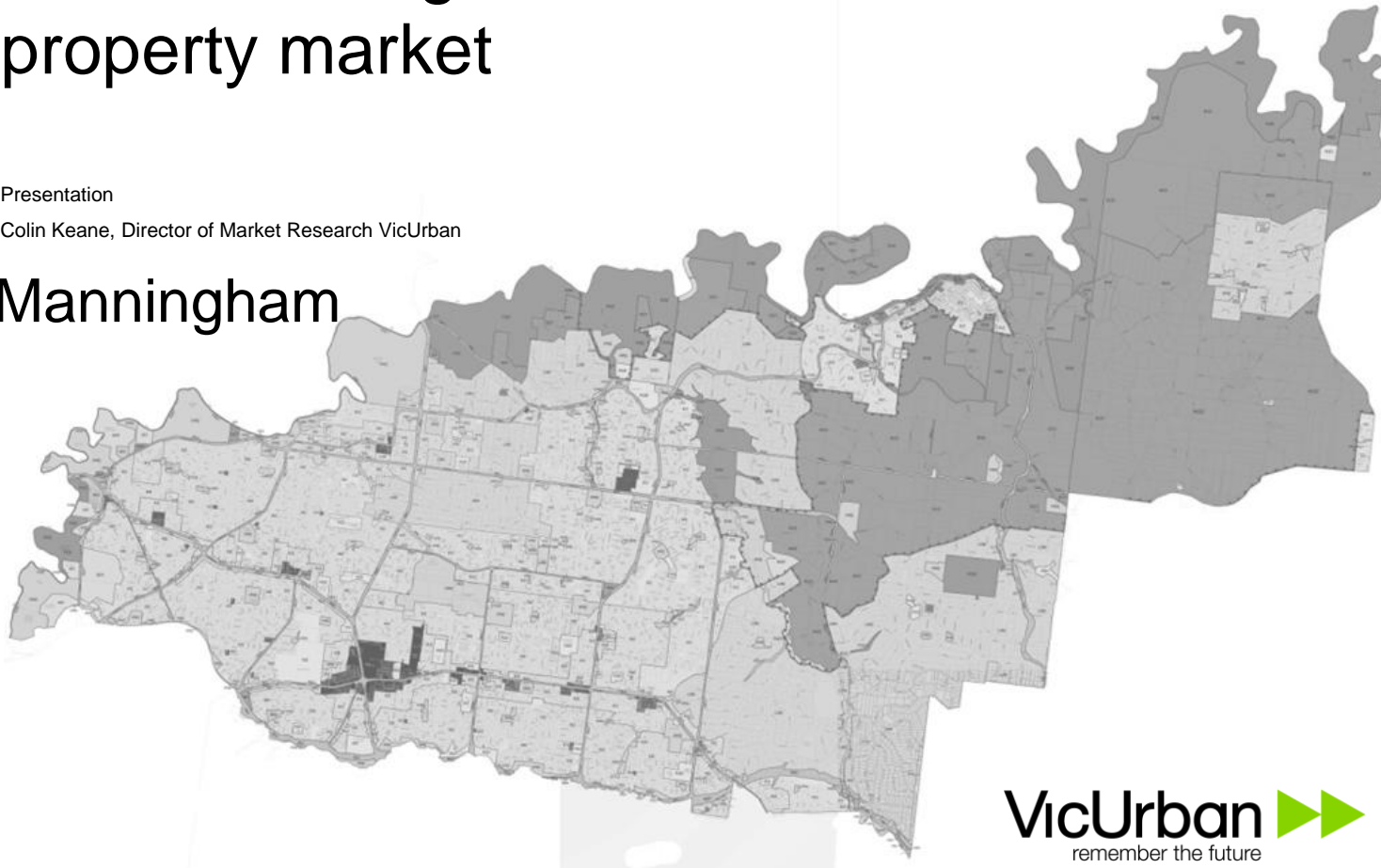


Understanding the residential property market

Presentation

Colin Keane, Director of Market Research VicUrban

Manningham



VicUrban 
remember the future



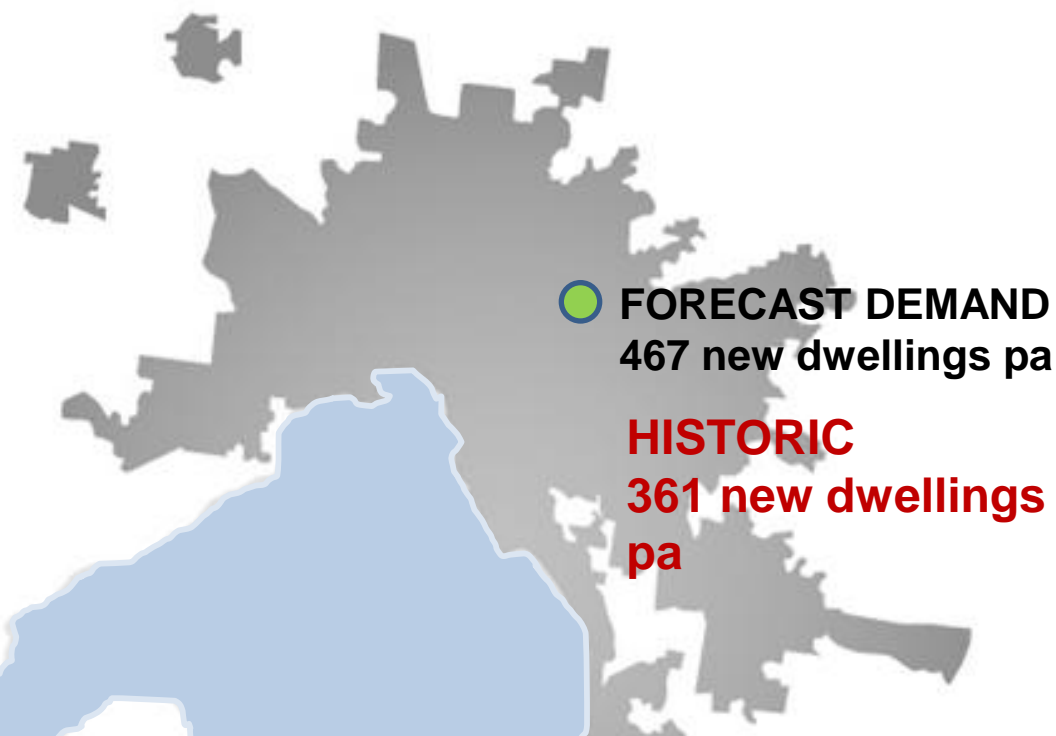
Melbourne needs to accommodate **33,000** new homes each year for the next 20 years

53% or 17,500 of these additional new homes will be located across Melbourne **Infill** locations

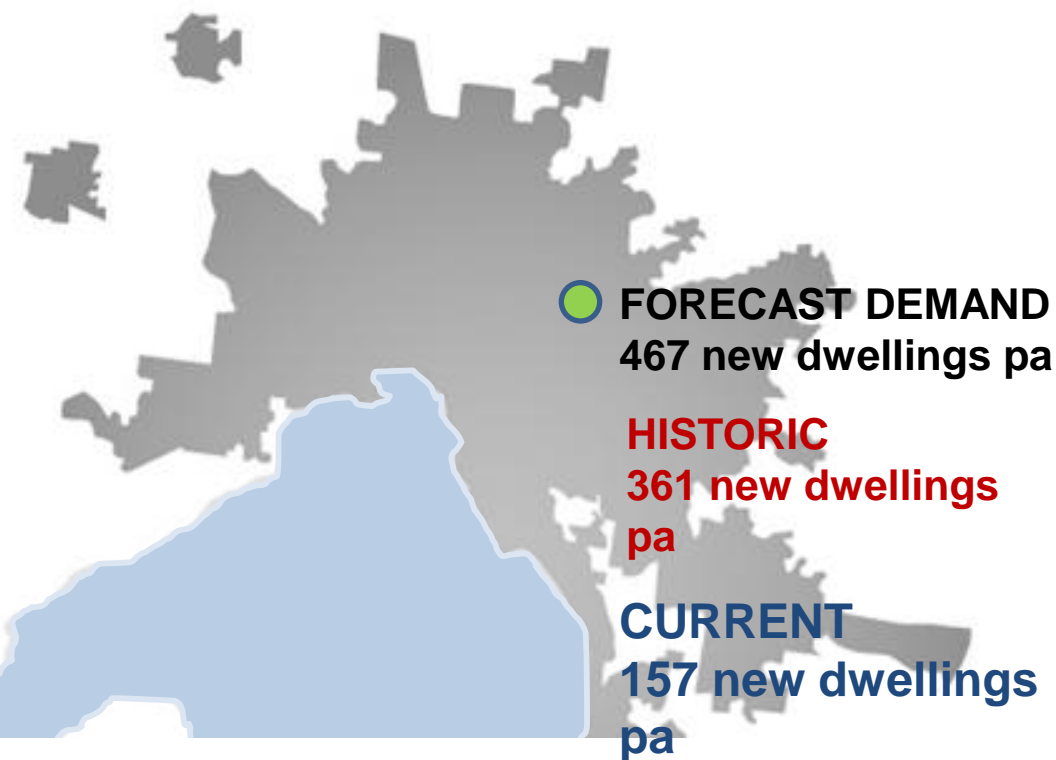
Urban Development Program DPCD 2009



Forward demand
for City of
Manningham is
**467 new
dwellings pa**



2001-2006 there were on **average 361** net additional dwellings for the Manningham.



2008-2010*

2008- 124 dwellings

2009- 78 dwellings

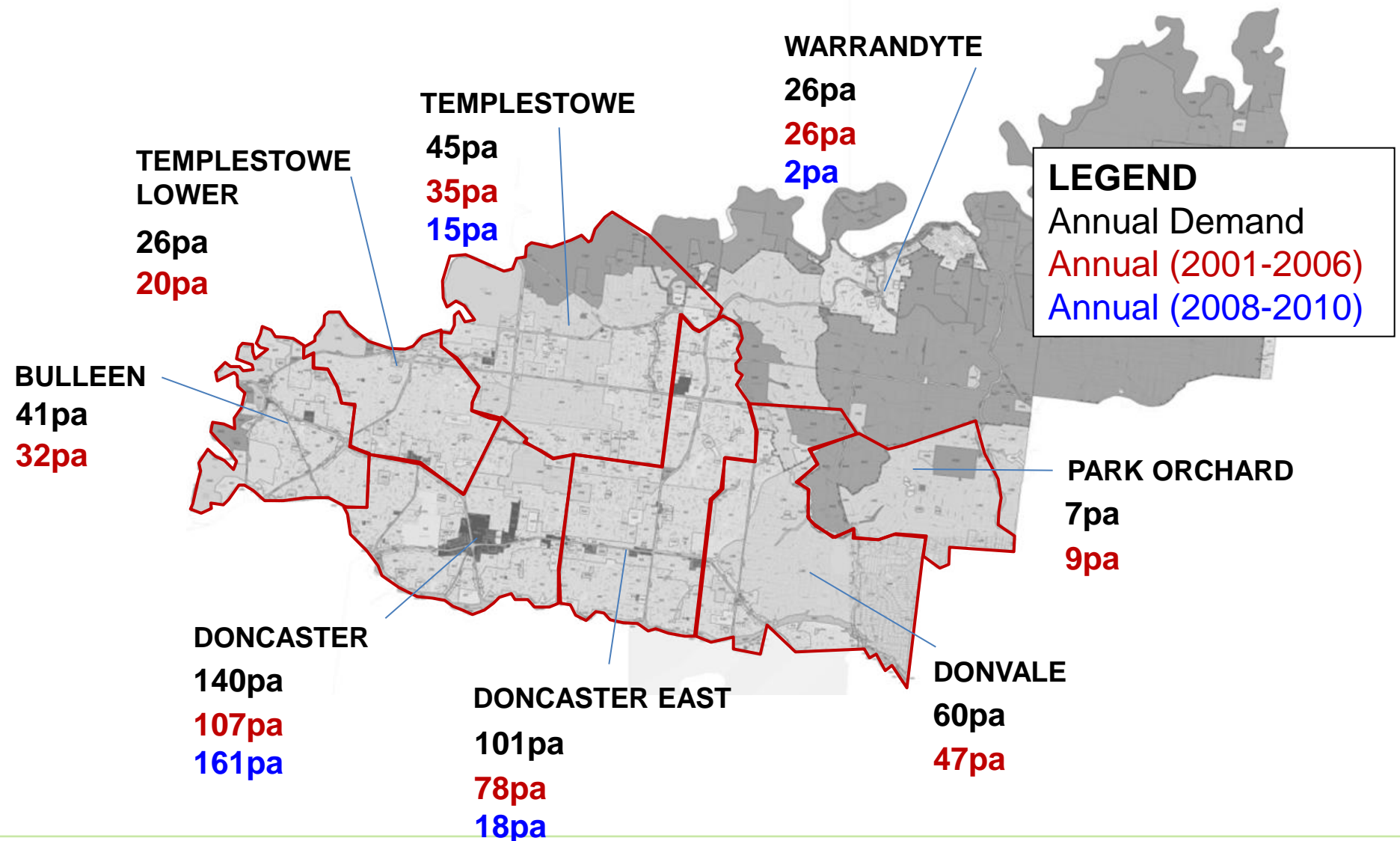
2010- 309 dwellings

*Annual average **157pa***

****2010 year is incomplete***

Dwelling count has been aligned to the year that it is likely to have responded to demand

Distribution of Supply (2001-2010) and Annual Demand

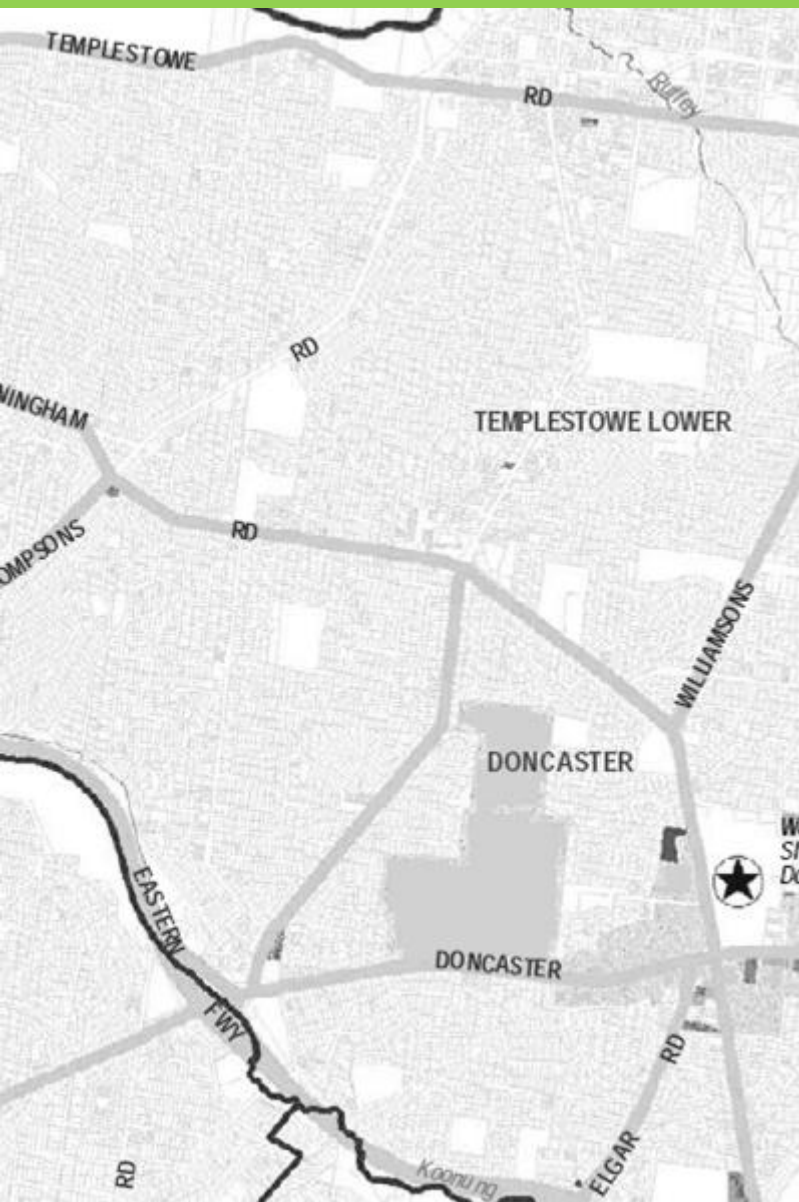


Doncaster accounted for 30% of total demand

Greenfield has been the major source of supply



Greenfield has delivered 732 dwellings per year



Bulleen, Doncaster and Lower Templestowe **first** Greenfield markets in 1950's – 1960's.

Templestowe, Doncaster East, Donvale and Warrandyte **second** Greenfield front in 1970's-1980's

732 dwellings per year since 1950

85% of are detached family type dwellings

SPECTRUM OF DEMAND



Household formation

*Demand arising from people leaving home to **start new** households*

Majority of people leaving home to form a new home are between **25-35**



Changing Preference

*Demand arising from a desire/need to **change** dwelling (upgrade or downsize)*

Majority of people looking to change are above 45 years



Migration

*Demand arising from people **moving from** overseas.*

Majority of people are aged between **25-35** years.

SPECTRUM OF DEMAND



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467

homes per year

Home bred demand



Core attributes for new families



Landscaping

Security

Entrance

Outdoor entertaining

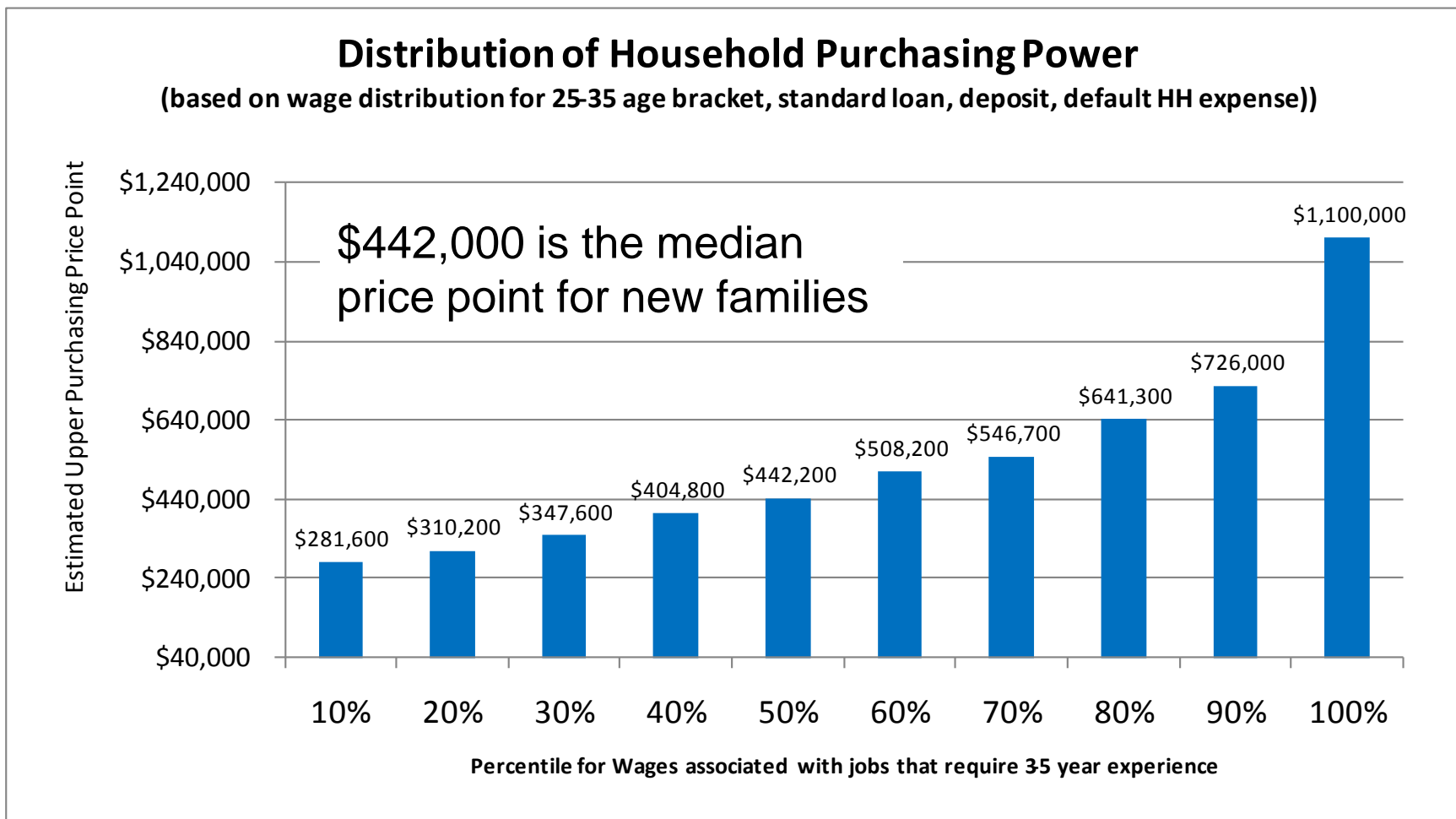
Amenities

Storage

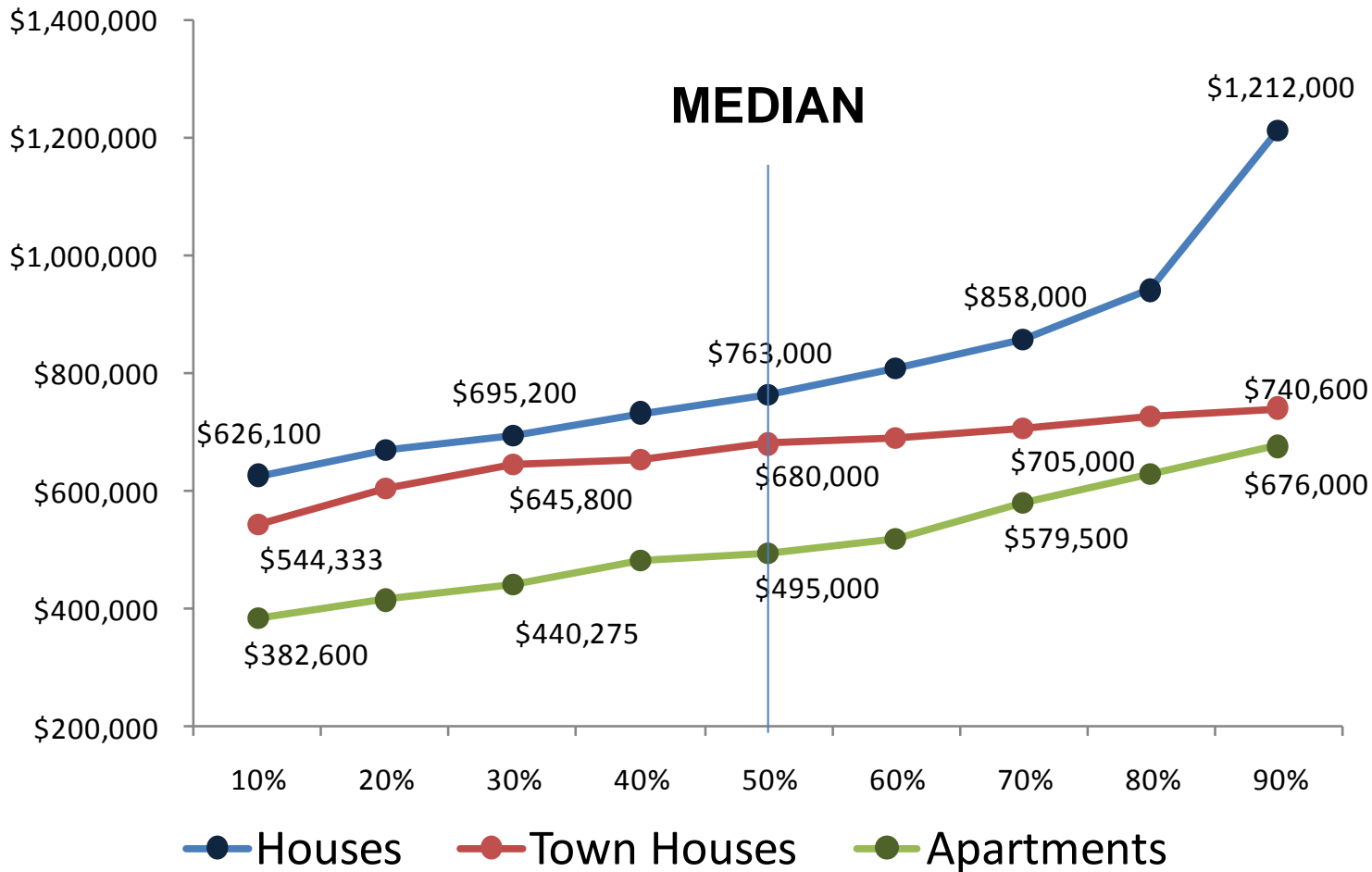
Bedrooms

Pets

Associated Buying power of new families



Property Prices for COM (REIV July 2009 – May 2010)



HOUSES

20% of new families can access

TWN/HOUSE

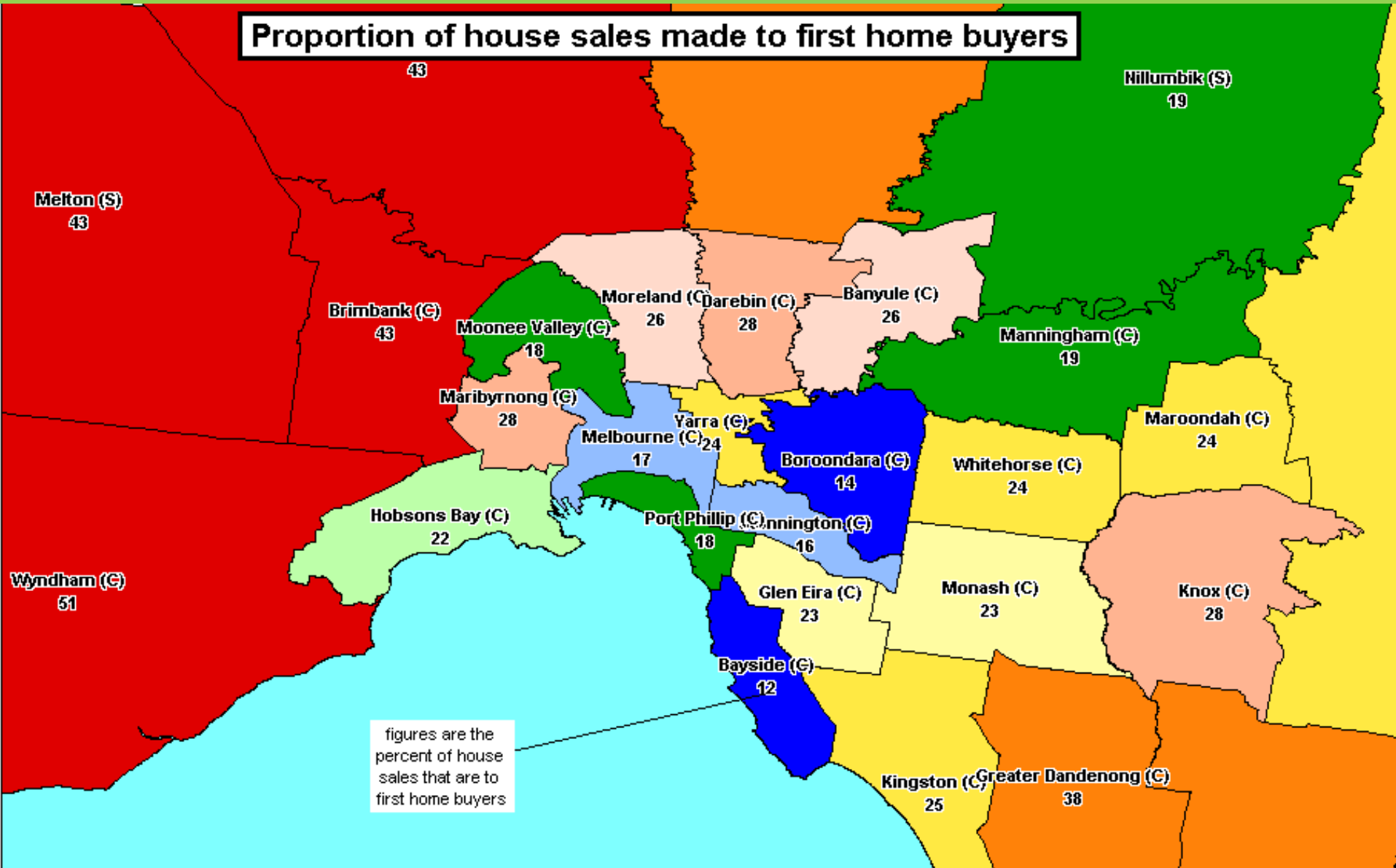
30% of new families can access

APARTMENT

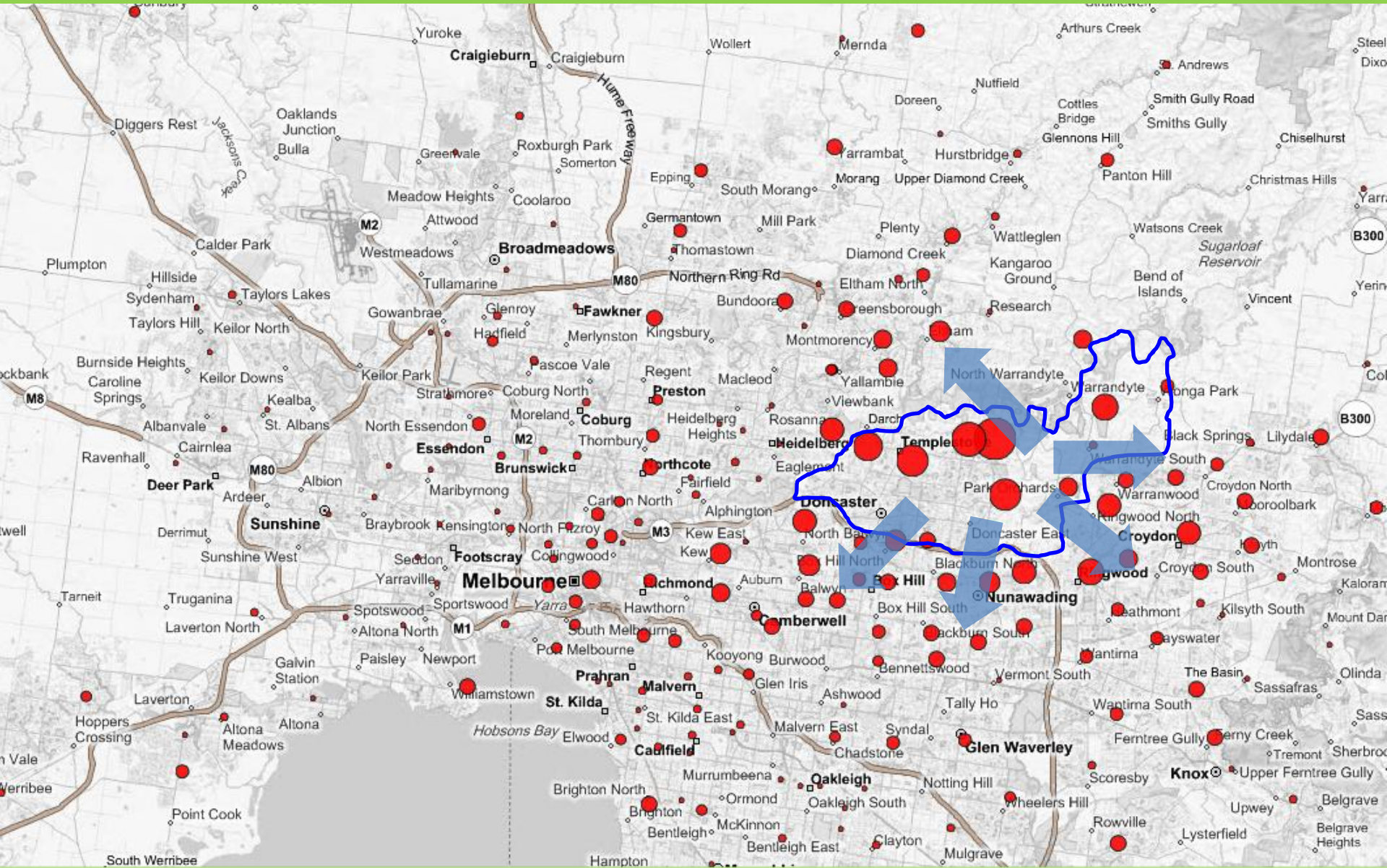
60% of new families can access

Registered first time buyers

Proportion of house sales made to first home buyers



Home bred demand leaving



Life stage demand





CONSIDERATIONS

Modernise

Minimise

Capital Gain

Health

No need

Invest

Stay local

**Environment in keeping with
life stage**

Life stage representation

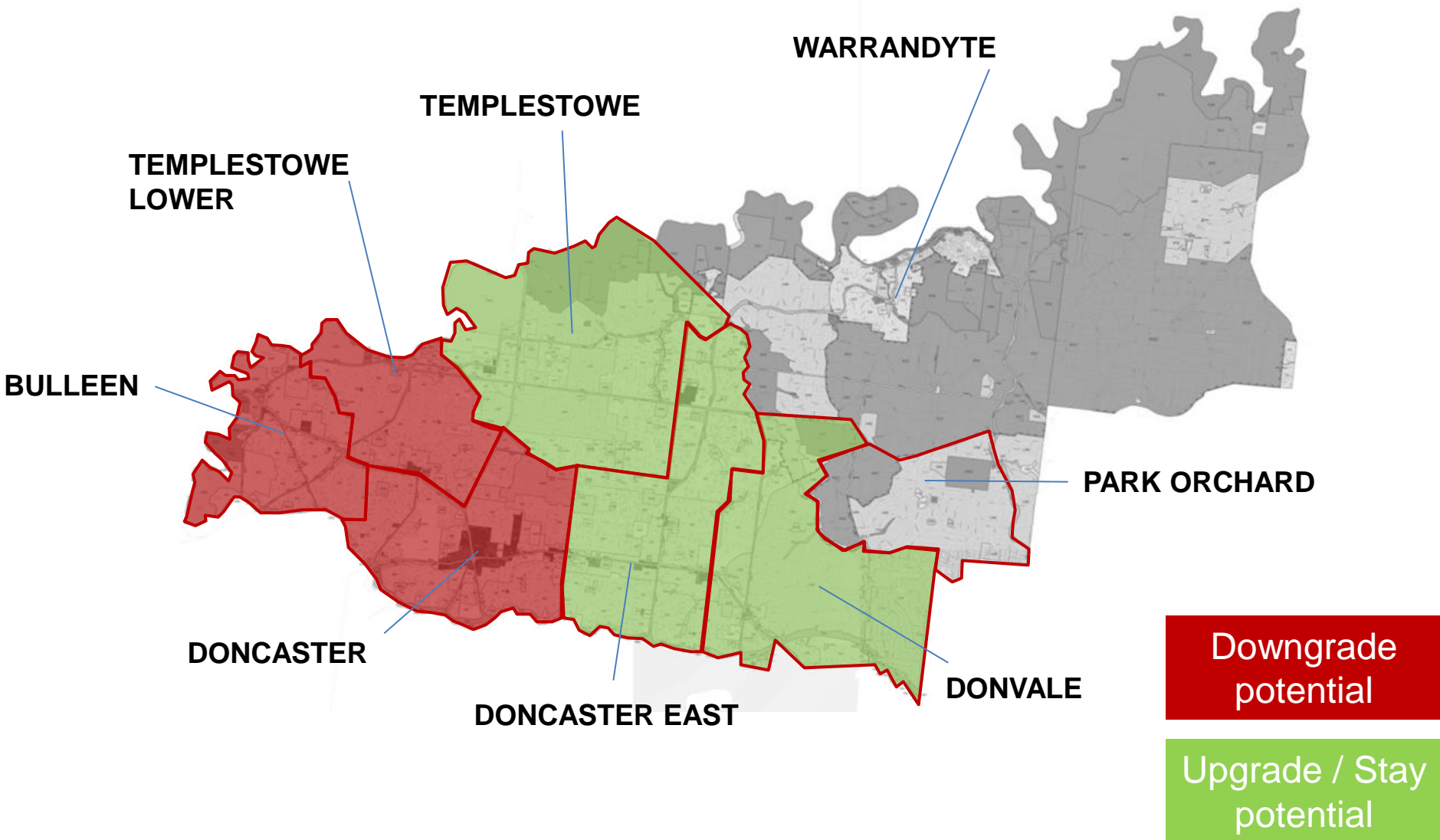
	Percent of Neighborhoods			
	30-45 Years	45-60 Years	60-75 Years	75 plus Years
BULLEEN		9%	81%	10%
TEMPL LOWER			65%	35%
DONCASTER	3%	4%	74%	19%
DONCASTER EAST		29%	53%*	18%
TEMPLESTOWE	8%	52%	28%	12%
DONVALE		42%	52%	6%
WARRANTYTE		100%		

Will be focusing on benefits of **downgrading** but holding to quality

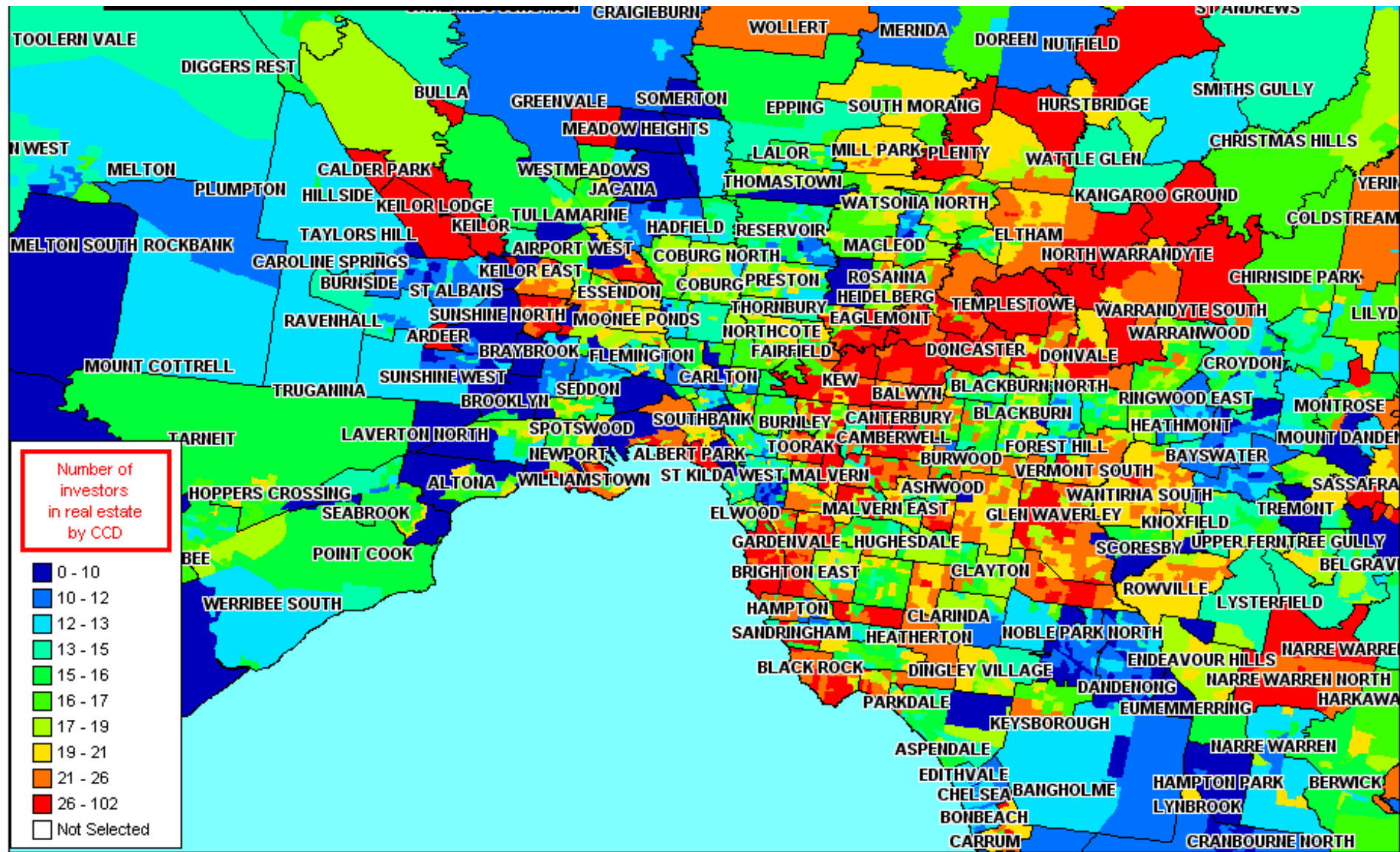
A consideration, but most will be looking to **up grade or stay**. Maybe investing

A bit earlier, **investing** only

Life stage (proportion of neighbourhoods)

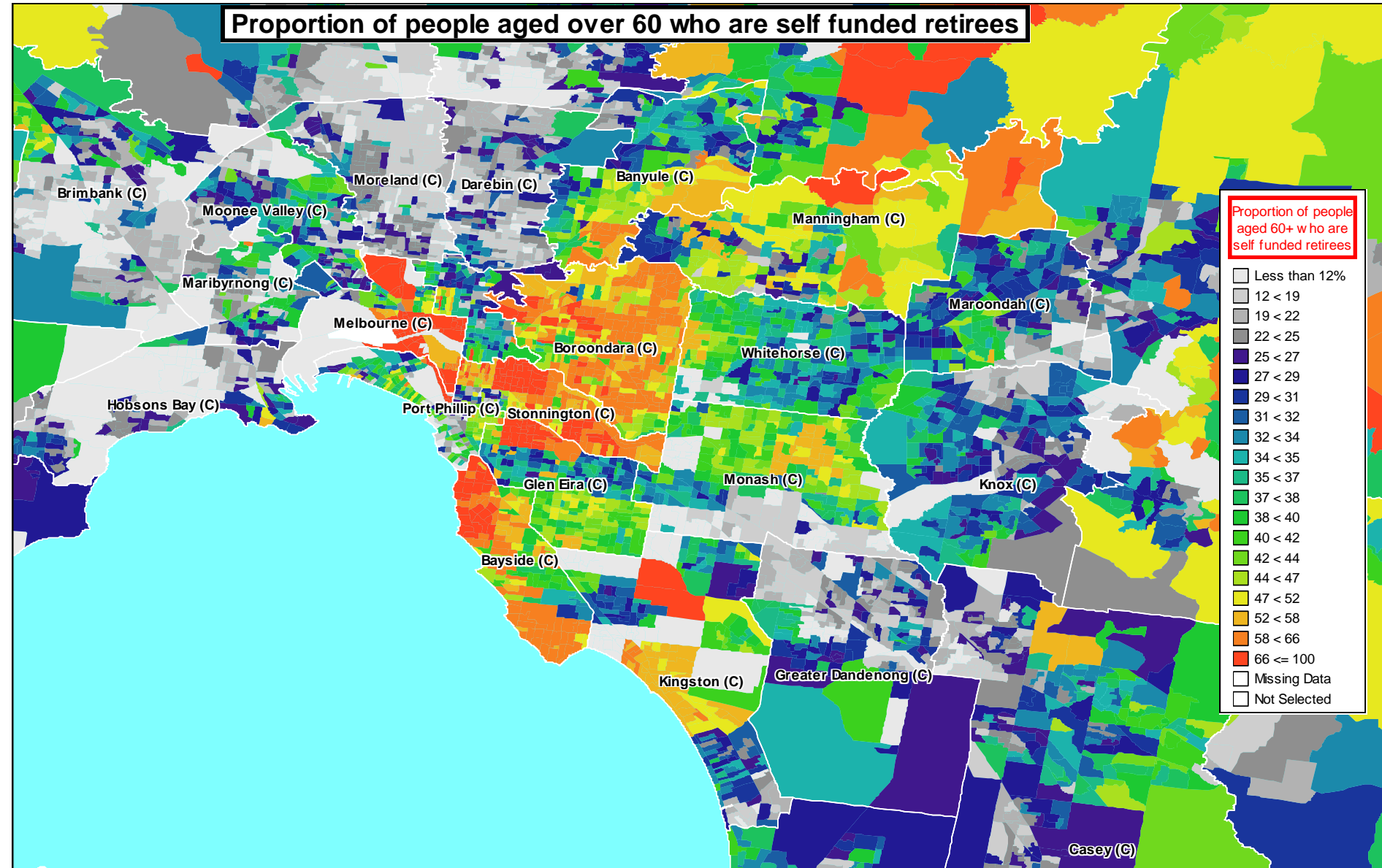


Life stage – Investors in property



Life stage – Self funded retirement

Proportion of people aged over 60 who are self funded retirees



Imported demand



TEMPLESTOWE LOWER

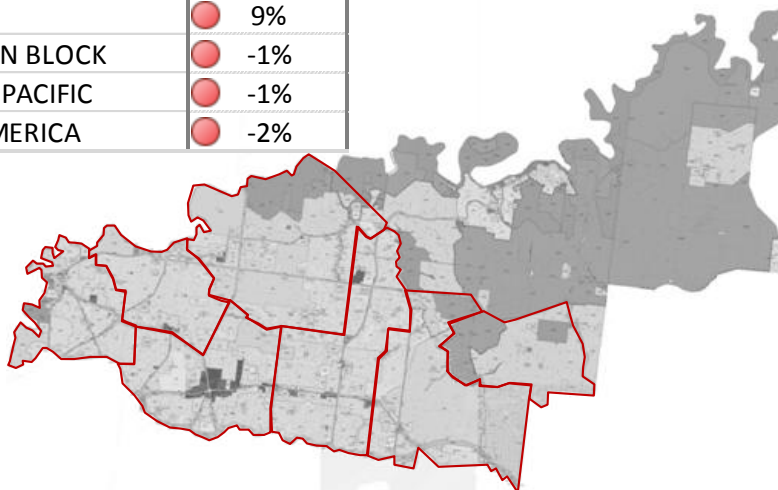
CHINA REGION	39%
EUROPEAN UNION	6%
SE ASIA	7%
INDIA REGION	-3%
MIDDLE EAST	6%
AFRICA	9%
EASTERN BLOCK	-1%
SOUTH PACIFIC	-1%
NTH AMERICA	-2%

TEMPLESTOWE

CHINA REGION	39%
EUROPEAN UNION	6%
SE ASIA	7%
INDIA REGION	-3%
MIDDLE EAST	6%
AFRICA	9%
EASTERN BLOCK	-1%
SOUTH PACIFIC	-1%
NTH AMERICA	-2%

WARRANTDYTE

CHINA REGION	-4%
EUROPEAN UNION	0%
SE ASIA	-7%
INDIA REGION	-6%
MIDDLE EAST	-3%
AFRICA	11%
EASTERN BLOCK	-8%
SOUTH PACIFIC	-1%
NTH AMERICA	4%



BULLEEN

CHINA REGION	45%
EUROPEAN UNION	7%
SE ASIA	8%
INDIA REGION	-2%
MIDDLE EAST	7%
AFRICA	9%
EASTERN BLOCK	-1%
SOUTH PACIFIC	-2%
NTH AMERICA	-3%

DONCASTER

CHINA REGION	55%
EUROPEAN UNION	5%
SE ASIA	9%
INDIA REGION	-2%
MIDDLE EAST	5%
AFRICA	11%
EASTERN BLOCK	-2%
SOUTH PACIFIC	-1%
NTH AMERICA	-2%

DONCASTER EAST

CHINA REGION	51%
EUROPEAN UNION	1%
SE ASIA	14%
INDIA REGION	0%
MIDDLE EAST	5%
AFRICA	23%
EASTERN BLOCK	-3%
SOUTH PACIFIC	1%
NTH AMERICA	-1%

DONVALE

CHINA REGION	12%
EUROPEAN UNION	0%
SE ASIA	3%
INDIA REGION	-2%
MIDDLE EAST	-3%
AFRICA	21%
EASTERN BLOCK	-5%
SOUTH PACIFIC	-1%
NTH AMERICA	9%

Summing Up

“well lived in, not simply well sold”