

MARKET OUTLOOK BRAYBROOK

Close to the city in Melbourne's growing west, access to jobs, services and relative affordability are attracting new residents to Braybrook and driving price growth.

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Prepared exclusively for
Stockland

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Top: Nearby retail amenity, including Highpoint Shopping Centre. Bottom: Rail connectivity into the CBD.

WALKABILITY & ACCESSIBILITY

Braybrook is located 9 km from the Melbourne CBD within the Maribyrnong local government area, which straddles the central precinct of Melbourne and Melbourne's emerging west.

The western sub-region of Melbourne is rapidly undergoing change, with land use shifting from industrial to residential, as the market recognises the relative affordability and proximity to the city.

Braybrook has the capacity to leverage these fundamentals as residents have access to major employment, education and lifestyle infrastructure.

TRANSPORT

Braybrook residents benefit from easy access to surrounding infrastructure:

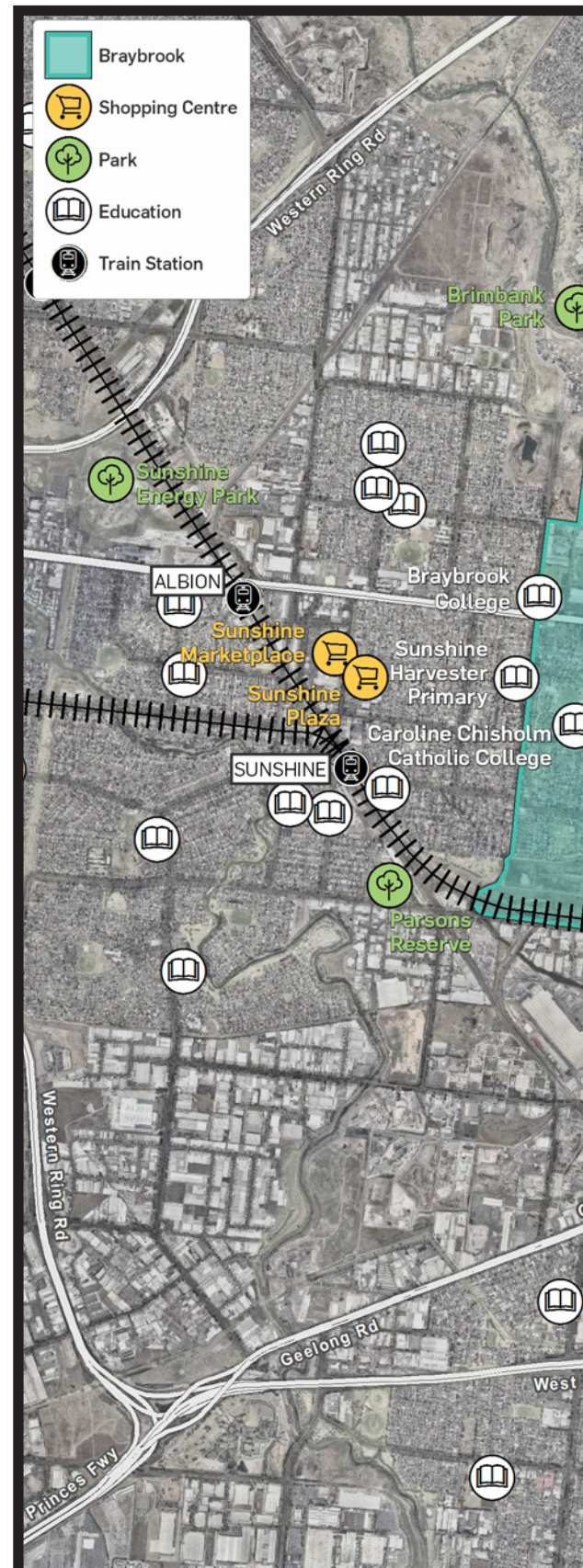
- **Ballarat Road** connects Braybrook to Footscray and the Melbourne CBD in the east as well as Sunshine and Melbourne's western suburbs.
- **Churchill Avenue/Hampstead Road** connects to Highpoint Activity Centre in the north east and Sunshine train station in the west.
- The local road network provides convenient access to the **M80 Ring Road** and the **M1 Freeway**, which provide connections to the north and west of Melbourne respectively.
- **Railway Stations** at Tottenham and Sunshine provide connections to the CBD in 14 minutes and 18 minutes respectively.

Braybrook is serviced by the following **bus routes**:

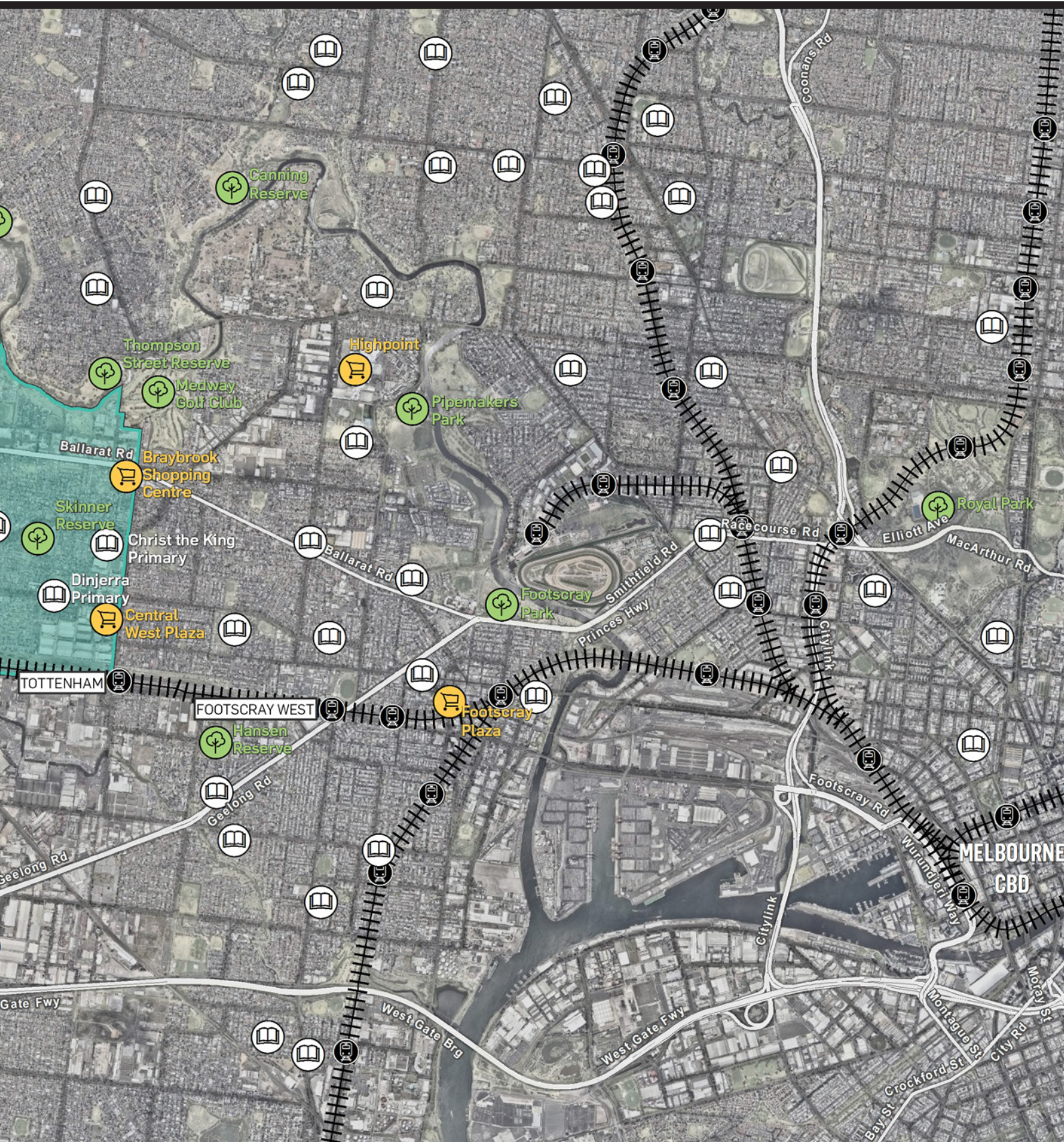
- Route 410 connects Braybrook shops to Footscray within 25 minutes
- Route 216 links Central West Plaza to Collins Street and Queen Street in the Melbourne CBD in 38 minutes
- Route 215 links Braybrook College to Highpoint Shopping Centre in 11 minutes
- Route 220 links Braybrook College to Queen Victoria Market in the city in 36 minutes. Sunshine train station is connected in 9 minutes.

RETAIL

- **Central West Plaza** provides local residents with convenient retail including Coles and Aldi supermarkets, Dimmeys and more than 45 specialty stores serviced by 800 at grade car parking spaces.
- **Braybrook Shopping Centre** provides a Woolworths supermarket at the corner of Ballarat Road and Ashley Street.
- The nearby **Highpoint Shopping Centre** recently underwent a \$300 million refurbishment and includes over 500 stores and 7,000 car parking spaces. As well as David Jones and Myer department stores, the centre is a major entertainment destination including Imax cinema, bowling and an extensive dining offer.
- **Sunshine Plaza** nearby offers an additional Woolworths, Aldi, Terry White Chemist and Big Fields Fresh Market, with 32 specialty stores and 870 car parks.



Braybrook benefits from rail, bus and road connections to both convenience and major retail centres and entertainment destinations.



INFRASTRUCTURE & EMPLOYMENT

Braybrook residents have access to a diverse range of jobs in nearby major employment hubs.

INFRASTRUCTURE

There is currently approximately \$40 million of capital investment in local mixed use employment, retail and open space infrastructure in the pipeline, expected to be completed by the end of 2018.

Among these projects are plans to upgrade parks and open space at Braybrook Park, Cranwell Reserve, Pritchard Reserve, Pennell Reserve, Kiddersmith Reserve, Ash Reserve and Costello Reserve.

Braybrook Community Hub recently received a \$12.5 million transformation providing an extensive community offer: a new library and cafe, community centre, cohealth community health services, maternal and child health services, Melbourne City Mission early years centre, a sports pavilion, a Men's Shed, community gardens, public art installations and the Australian College of Optometry.

EMPLOYMENT

Braybrook residents are surrounded by employment opportunities, with access to the CBD, and major emerging employment centres, both in central areas and Melbourne's western suburbs.

Plan Melbourne's strategy for the central subregion, which incorporates the City of Maribyrnong, forecasts jobs growth in the region of between 260,000 and 320,000 in the next 15 years, which equates to 50% growth in new employment. This highlights the importance of the central subregion to Melbourne employment.

COMMUNITY INVESTMENT

 **\$12.5 MILLION**
BRAYBROOK COMMUNITY HUB COMPLETED

Source: Maribyrnong City Council

EMPLOYMENT CENTRES

 **CITY OF MELBOURNE**
456,000 JOBS

 **CITY OF MARIBYRNONG**
48,300 JOBS

 **SUNSHINE EMPLOYMENT CLUSTER**
15,000

Source: City of Melbourne, National Institute of Economic and Industry Research (NIEIR), Plan Melbourne

Major employment hubs that are accessible to Braybrook residents include:

- The **City of Melbourne** is easily accessible via road, rail and bus networks. This provides access to high value employment options. The City of Melbourne contains some 456,000 jobs and contributed over \$92 billion in economic value add in 2016.
- The nearby emerging **Sunshine National Employment & Innovation Cluster** provides employment and education opportunities, such as Victoria University Sunshine and St Albans campuses, the Sunshine Health Precinct and the Western Centre for Health Research and Education. The cluster employs over 15,000 people, with almost a quarter of those employed in health care and social assistance within the Health Precinct.
- The **Highpoint Principal Activity Centre** is located within Maribyrnong and is a destination for mixed-use commercial activity. According to Profile.id on behalf of the City of Maribyrnong there are 49,000 jobs in the local government area in 2017. Retailers represent the largest employer in the city, followed by Health Care and Social Assistance.
- **Footscray** is host to Footscray Hospital, Victoria University and Western Private Hospital being major employers; while Plan Melbourne designates Footscray as a Major Activity Centre going forward.

PROPOSED UPGRADES TO OPEN SPACE



BRAYBROOK PARK

\$800,000

CRANWELL RESERVE

\$800,000

PLANT 1,895 TREES

\$700,000

PRITCHARD RESERVE

\$200,000

PENNEL RESERVE

\$200,000

KINDERSMITH RESERVE

\$200,000

ASH RESERVE

\$150,000

COSTELLO RESERVE

\$100,000

Source: Cordell Connect

POPULATION & DEMOGRAPHICS

Braybrook's population is forecast to grow as new development and enhanced connections attract residents from a wider catchment.

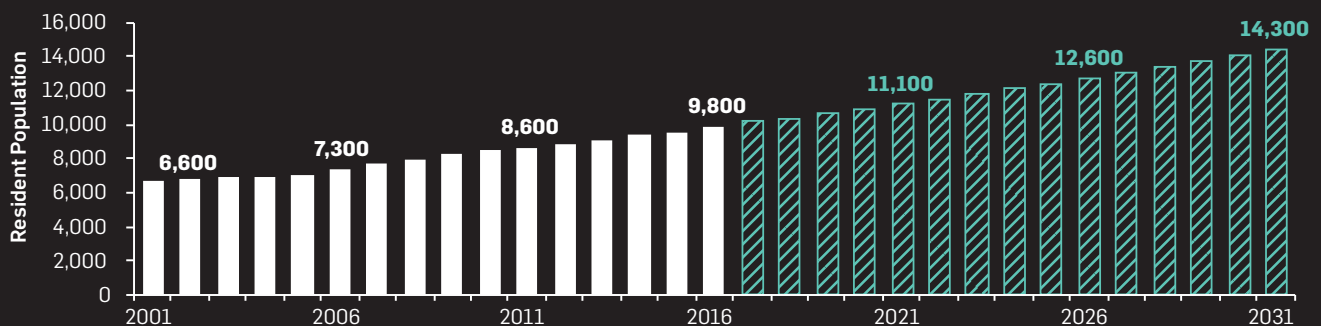
POPULATION

The population of Braybrook is expected to increase by 2.6% per annum to 14,300 residents by 2031, adding 4,500 more residents than the 2016 estimated resident population of 9,800. This is comparable growth to that achieved over the 15- year period 2001 to 2016, when the

population increased at a rate of 2.7 per cent per annum (adding 3,200 people over the period).

The surrounding City of Maribyrnong is expected to add around 46,000 residents in the next 15 years.

POPULATION FORECAST BRAYBROOK



Source: ABS, VIF2016, Urbis

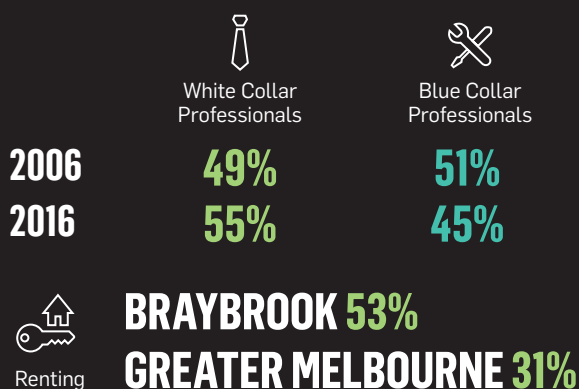
RESIDENT PROFILE

Braybrook and the surrounding City of Maribyrnong have a younger resident profile than the average for Greater Melbourne. Around one quarter of Braybrook residents are aged under 20 years while around 44% are aged 20-44 years.

Over the last decade the occupation profile of Braybrook residents has completely changed. In 2006 the proportion of white collar jobs was 49% compared to 51% blue collar roles. By 2016 this had shifted to 55% in white collar roles and 45% in blue collar roles.

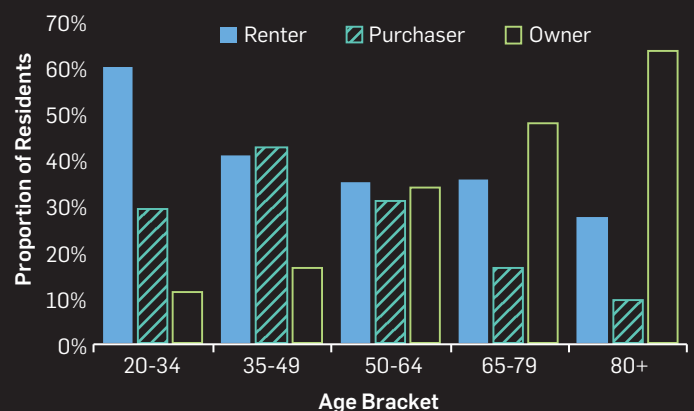
Incomes have historically been lower in Braybrook than the Greater Melbourne average, however in recent years have started to catch up. Between 2011 and 2016 the household income increased by 15% in Greater Melbourne compared to 25% in Braybrook and the wider City of Maribyrnong average.

Over half of all Braybrook residents rent their home. The rental market is dominated by young people, with 60% of 20-34 year olds renting.



Source: ABS, Urbis

AGE BY TENURE STATUS 2016



Source: ABS, Urbis




RESIDENTIAL MARKET

Both units and houses in Braybrook remain relatively affordable, although median price growth has accelerated in the last year.

Braybrook, like other suburbs in the west, has been an affordable option compared to established suburbs a similar distance from the CBD in the east. In recent times, Braybrook has experienced more rapid growth in the median price for both units and houses than the average for the City of Maribyrnong and the Greater Melbourne benchmark.

This accelerated price growth of 11.5% in the last year and an average of 10.6% per annum over the last decade, reflects a mix of increased demand from a growing city and residents being drawn to areas that are close to jobs and that are relatively more affordable.

As well-located strategic sites are converted to residential, the creation of new communities, with enhanced infrastructure and landscaping and high quality new housing can change the perceptions of an area and further drive values.

	 Median House Sale Price	 1 yr Growth	 10 yr Annual Average Growth
BRAYBROOK	630,000	11.5%	10.6%
CITY OF MARIBYRNONG	850,000	16.6%	8.9%
GREATER MELBOURNE	660,000	8.1%	7.2%

Note: for the year to June 2017
Source: APM Price Finder, Urbis

DWELLING STRUCTURE 2016



APARTMENTS 4%



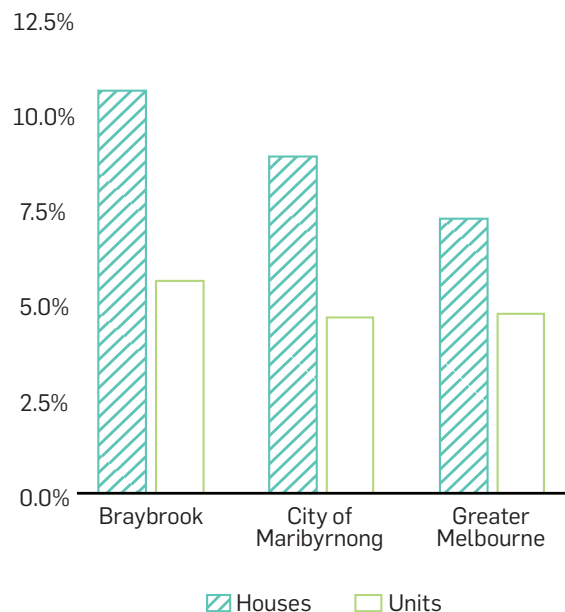
TOWNHOUSES 45%



HOUSES 51%

Source: ABS

MEDIAN PRICE GROWTH 10 YEAR ANNUAL AVERAGE



Source: APM Price Finder, Urbis

TRANSACTION VOLUME - BRAYBROOK YEAR TO JUNE 2017



HOUSES 93



UNITS 40

Source: APM Price Finder, Urbis

INDICATIVE GROSS RENTAL YIELD BRAYBROOK - UNITS



2.6%

Source: APM Price Finder, Urbis

RENTAL MARKET

A high proportion of renters, a low vacancy rate and long term rental growth reveal sustained local tenant demand.

Renting is popular in Braybrook, with more than half of households renting their home. Vacancy rates also remain low, at 1.1% in September 2016, according to SQM Research.

The volume of new unit rental contracts lodged with the tenancy authority has gradually increased, with the volume of new one-bedroom rental contracts growing by 8.0% per annum; two bedroom contracts growing by 12.1% per year and three bedroom contracts growing by 15.2% per year over the last decade.

The composition of new rental contracts lodged over the last 12 months averaged 29% one bedroom dwellings, 58% two bedroom dwellings and 12% three bedroom dwellings.

On average Braybrook rents have grown at a significantly faster rate than the average for Greater Melbourne; at more than double the rate in the last year and with an average of 6.2% per year over the last decade, compared to 4.6% for Greater Melbourne.

For the ten years to June 2017, median weekly rents in Braybrook for one, two and three bedroom units grew by 6.1%, 6.6% and 5.2% per annum, respectively.

WEEKLY RENTAL GROWTH ALL STOCK

	Braybrook	Greater Melbourne
1 YEAR	4.2%	4.4%
5 YEARS (P.A.)	2.8%	2.4%
10 YEARS (P.A.)	6.2%	4.6%
TOTAL GROWTH 10 YEAR	83%	57%

Source: Department of Human Services, Urbis

WEEKLY RENTAL GROWTH BRAYBROOK UNITS

JUNE 2007 - 2017	
	1 BEDROOM 6.1% P.A.
	2 BEDROOM 6.6% P.A.
	3 BEDROOM 5.2% P.A.

Source: Department of Human Services, Urbis

BRAYBROOK RENTERS 2016



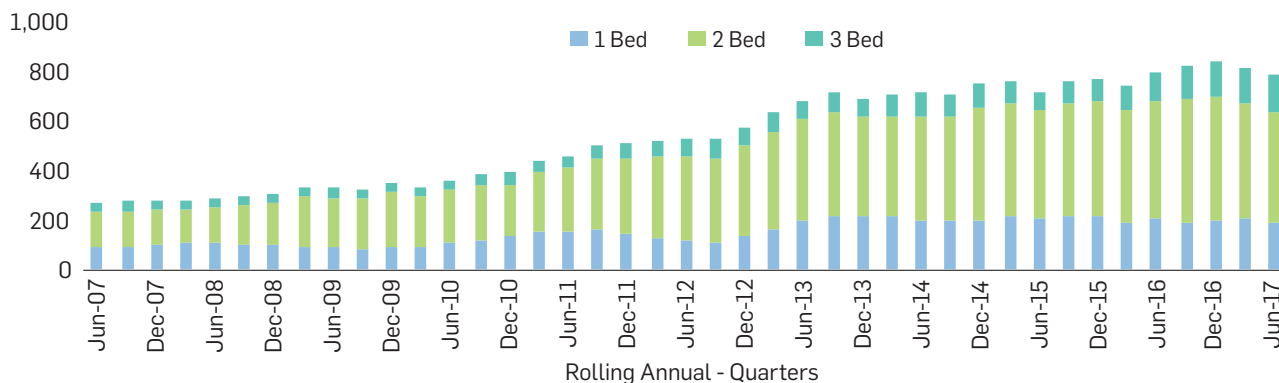
Source: ABS

BRAYBROOK VACANCY RATE SEPTEMBER 2017



Source: SQM Research

NEW RENTAL CONTRACT VOLUME BRAYBROOK*



*Braybrook is combined with West Footscray, Maidstone and Tottenham

Source: Department of Human Services, Urbis



BRISBANE
GOLD COAST
MELBOURNE
PERTH
SYDNEY
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