

Whitsunday  
market overview

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# Housing Market

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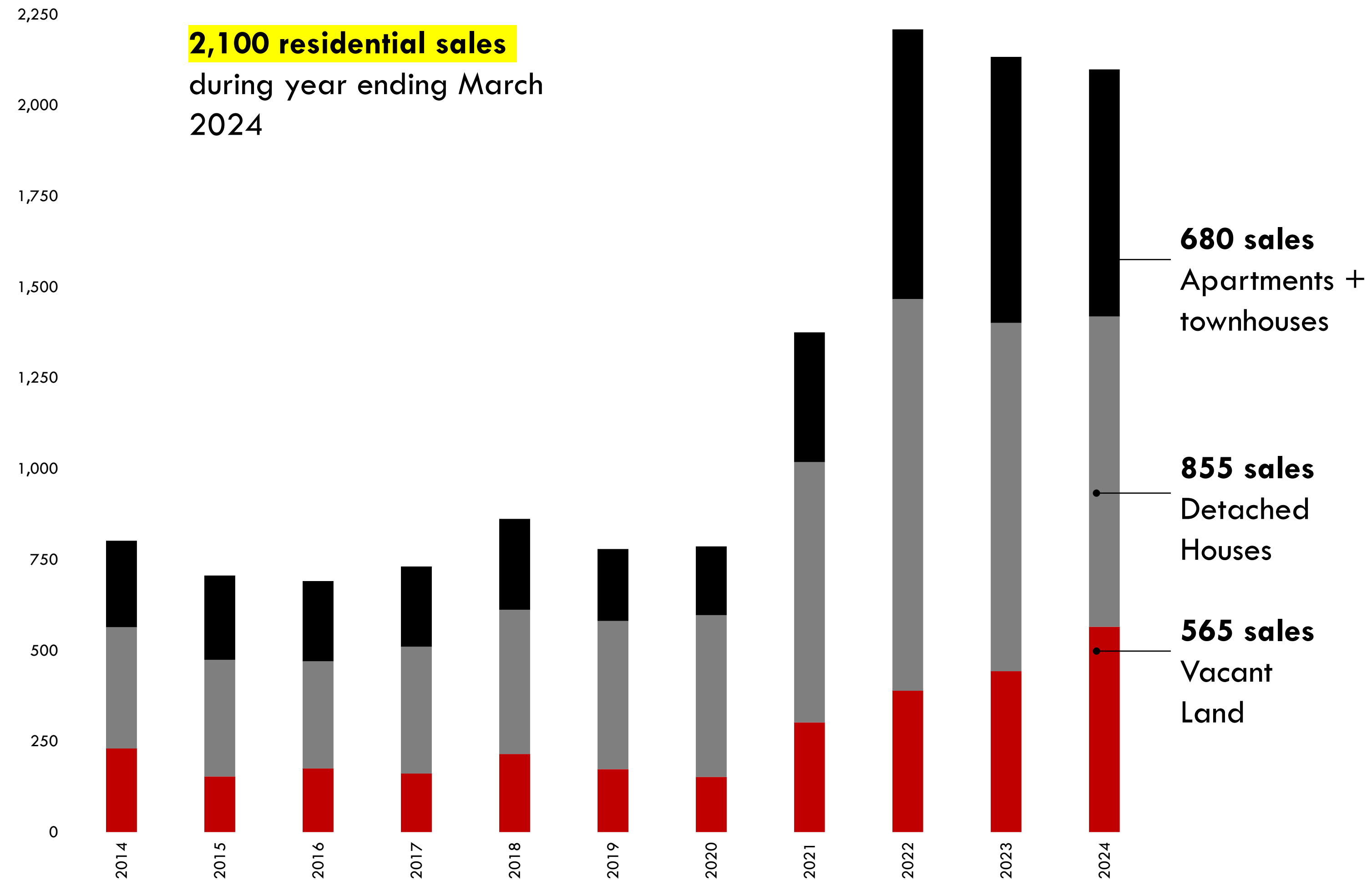




## 2. Residential sales

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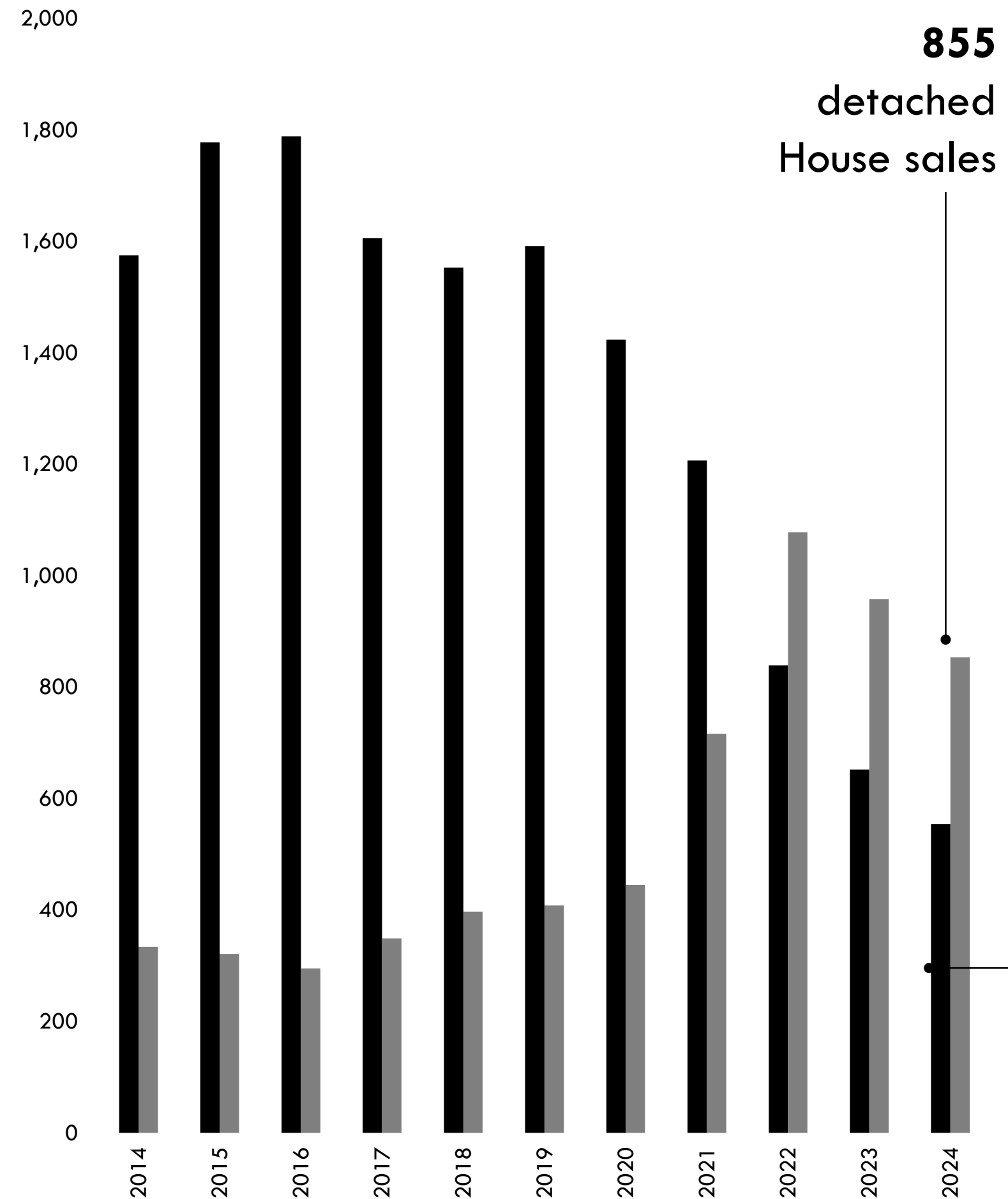


### 3. Detached house sales versus stock for resale

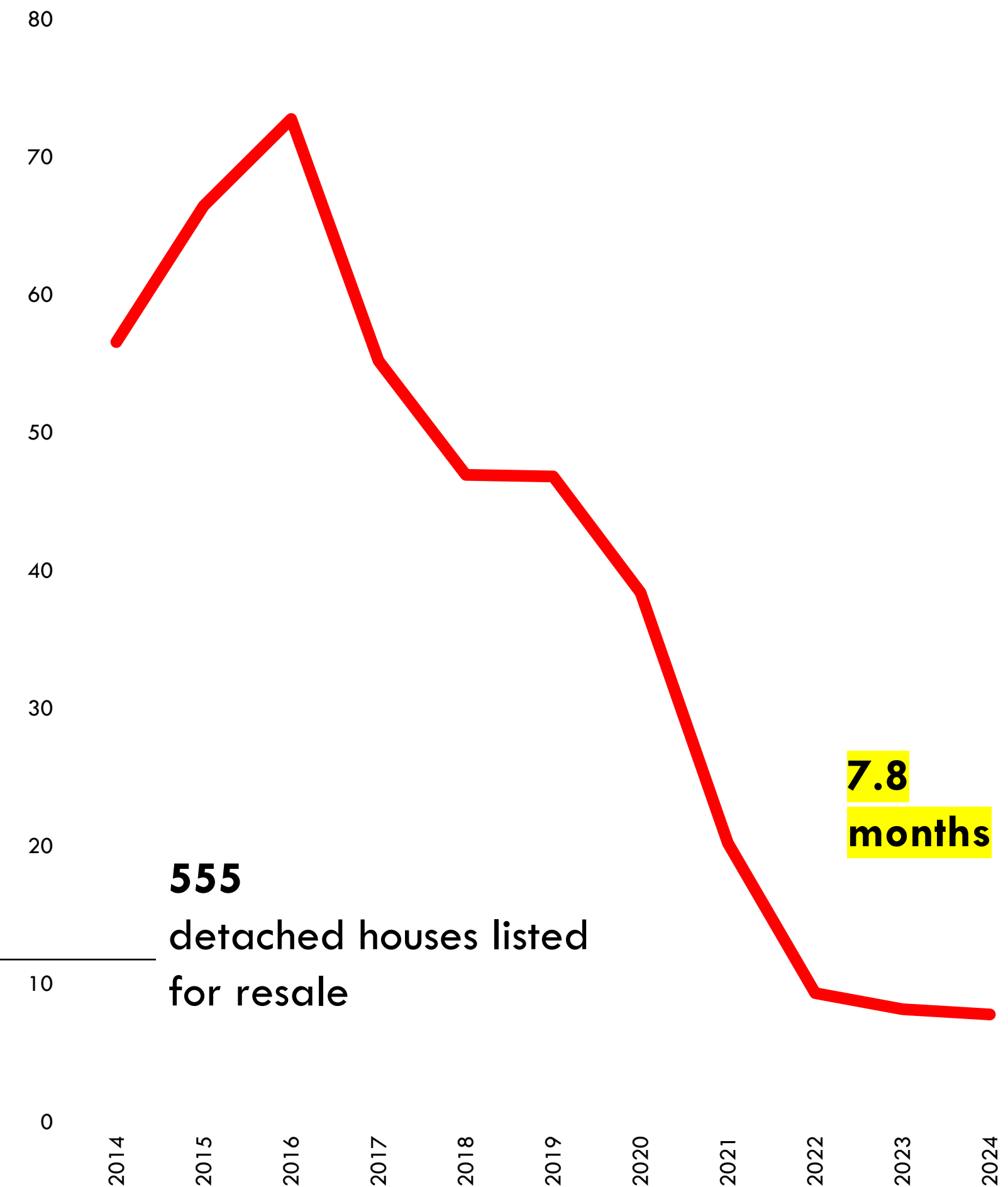
Whitsunday Regional Council

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#### House sales v stock for resale



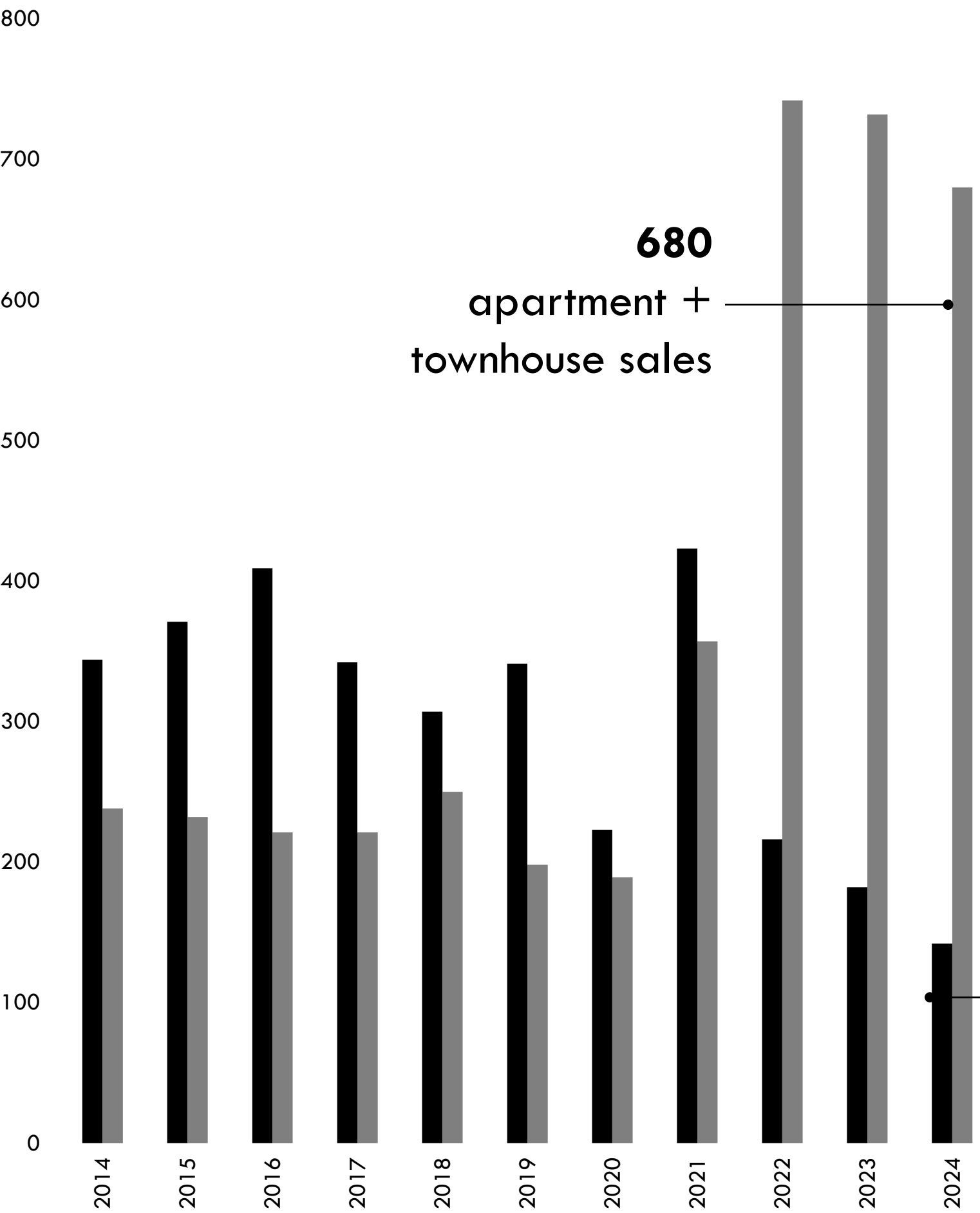
#### Supply in months



4. Apartment + townhouse sales versus stock for resale  
Whitsunday Regional Council

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Apt/townhouse sales v stock for resale



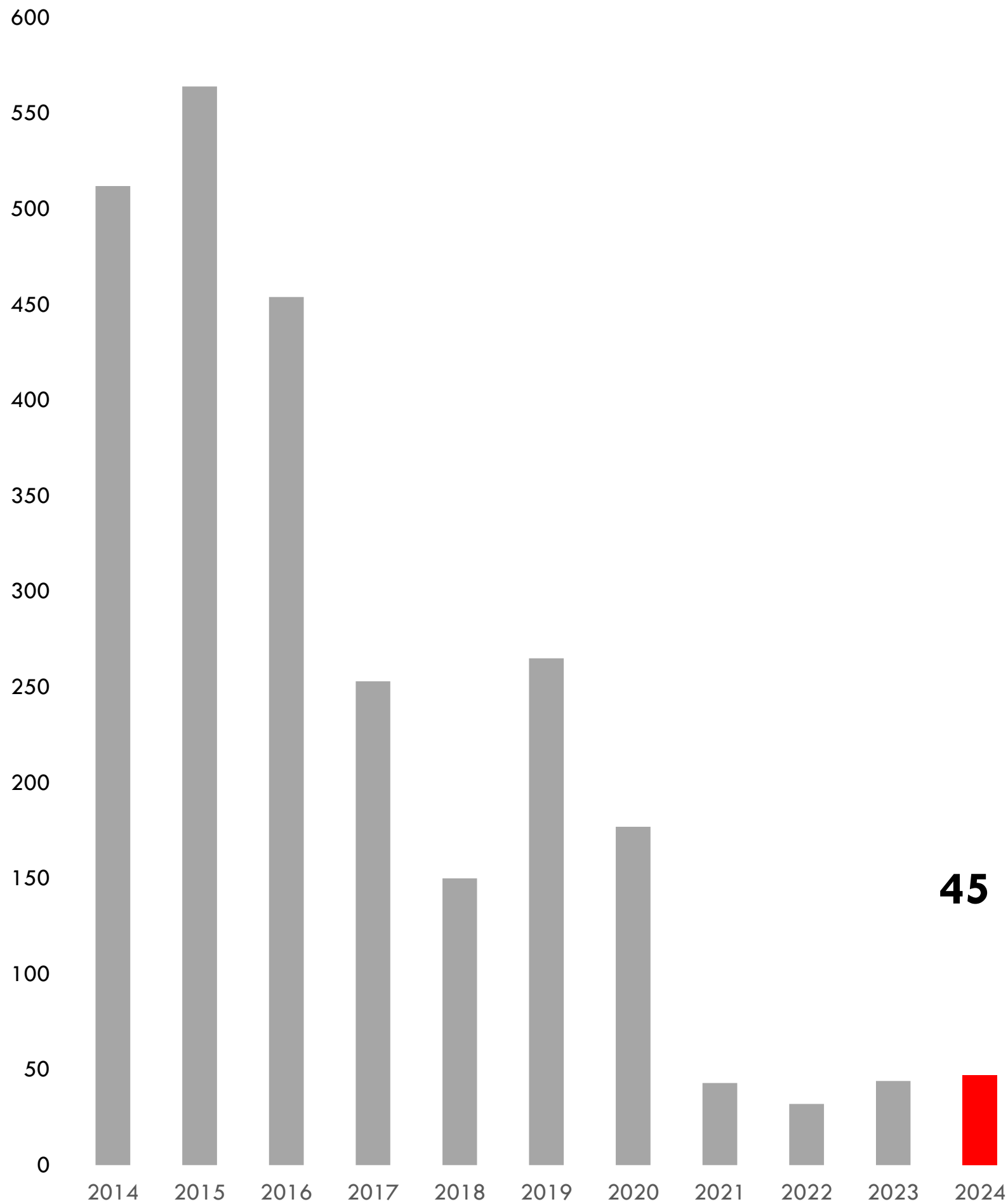
Supply in months



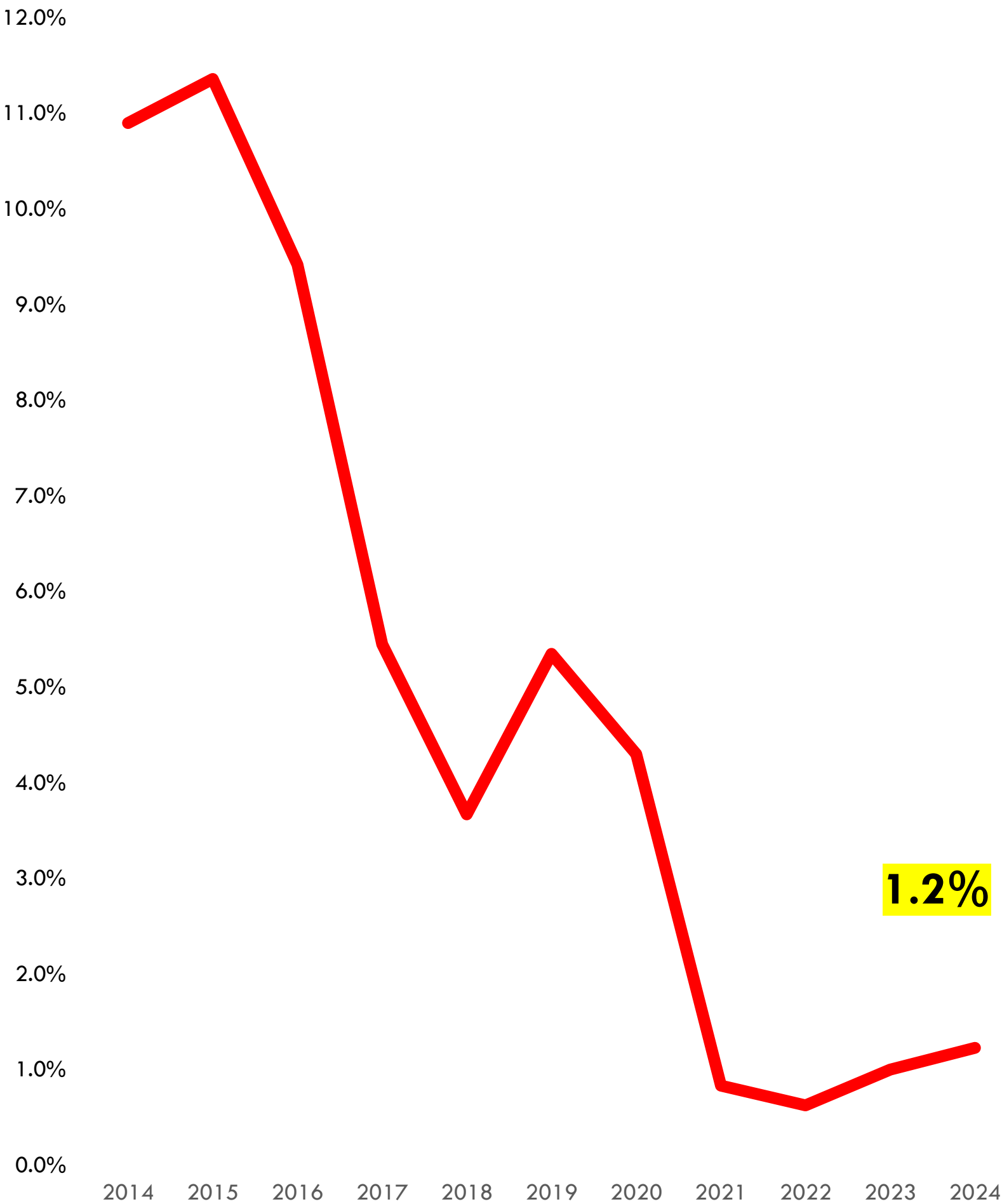
5. Vacant dwellings for rent + residential vacancy rate  
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Vacant dwellings for rent



Vacancy rate

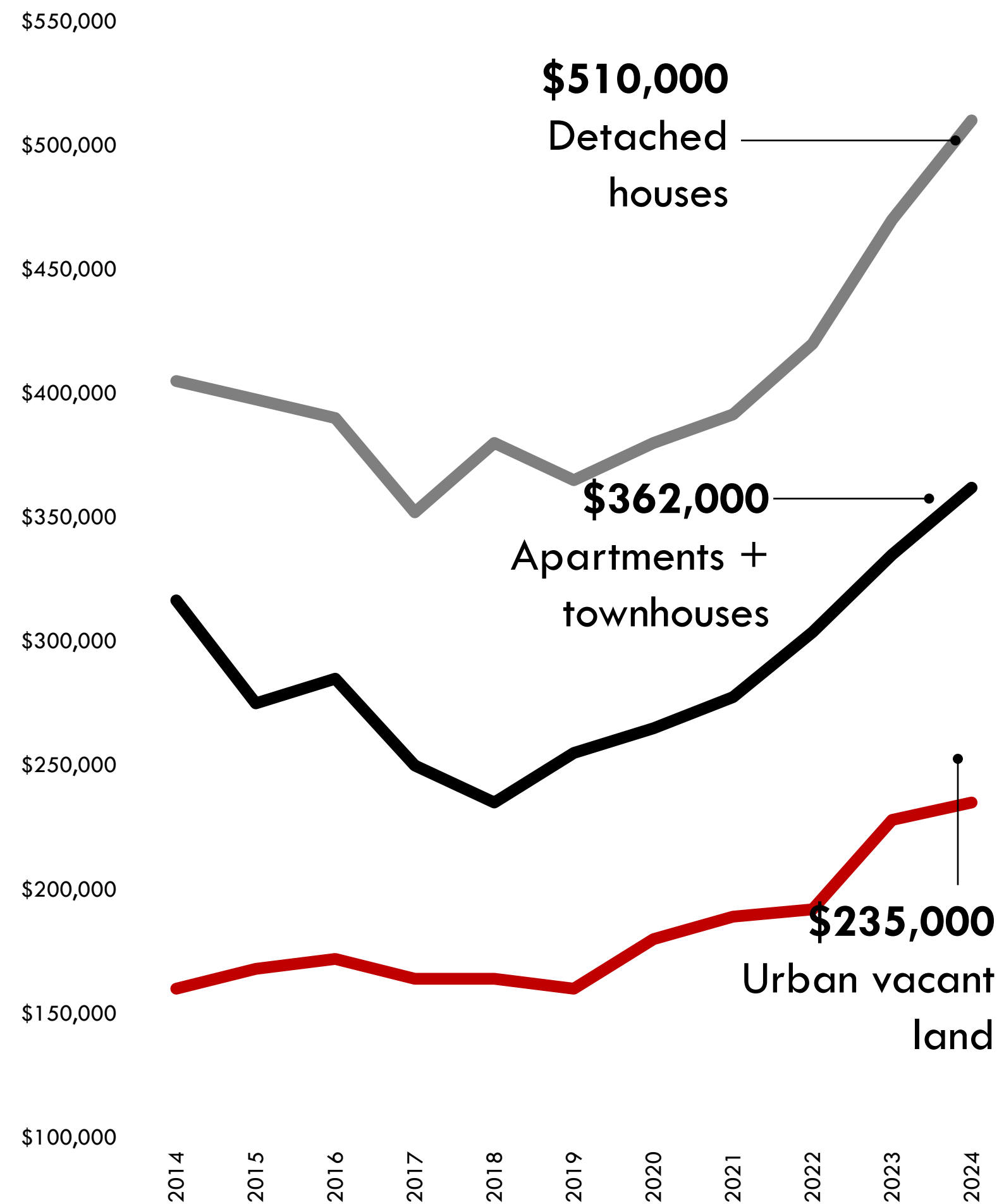


## 6. Median residential prices + weekly rents

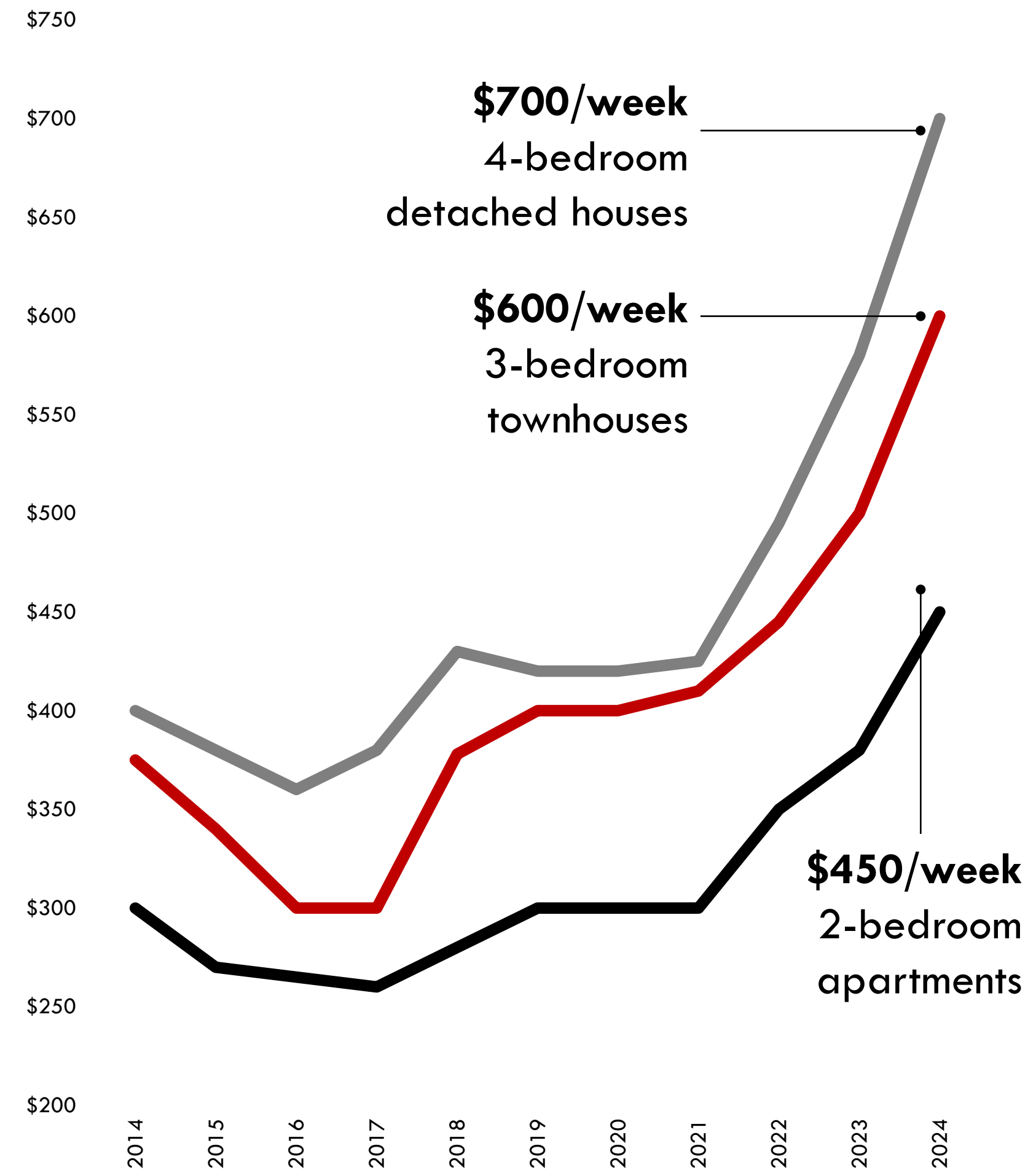
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### Median prices

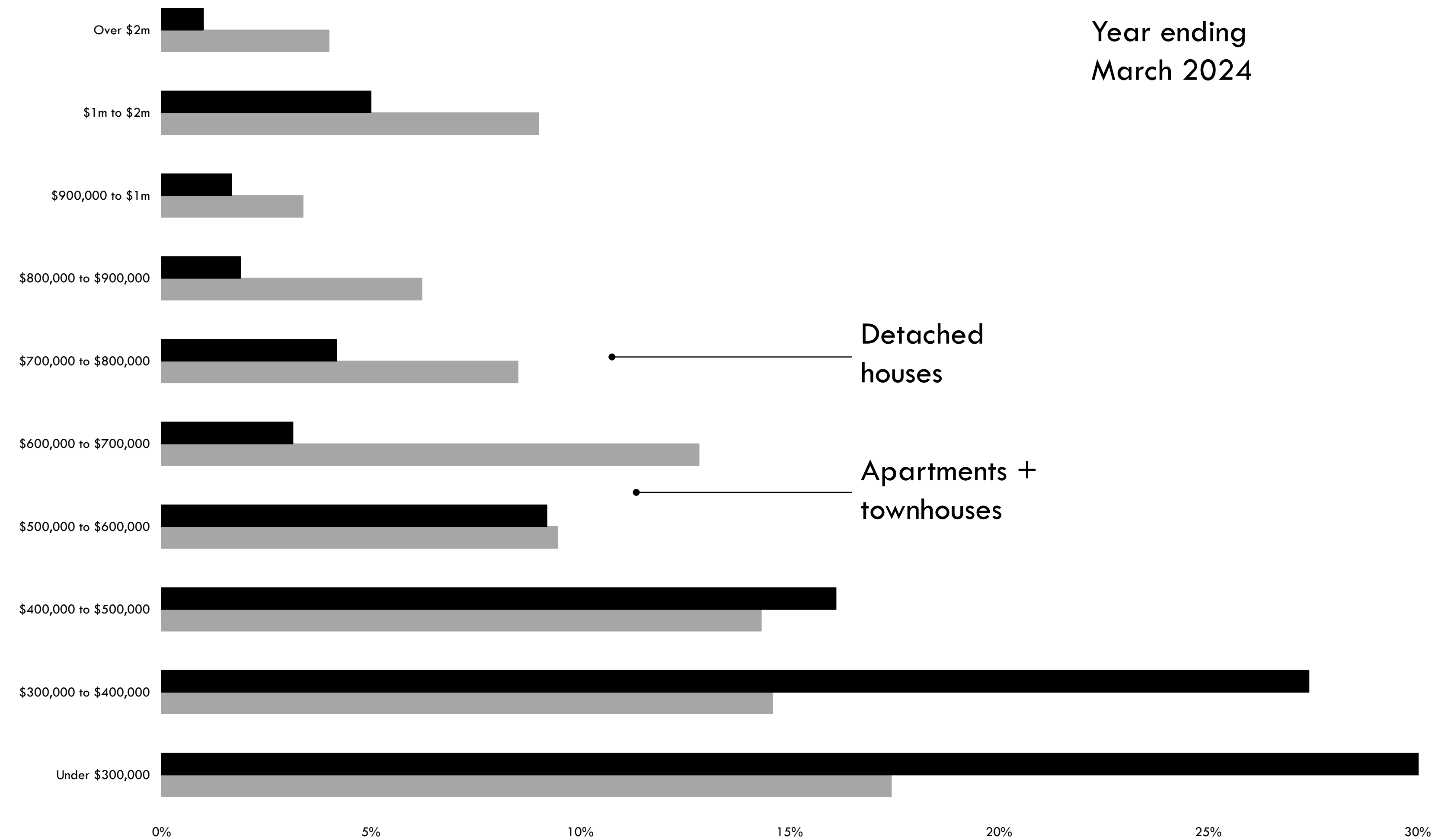


### Median weekly rents



7. Dwelling sales by price group  
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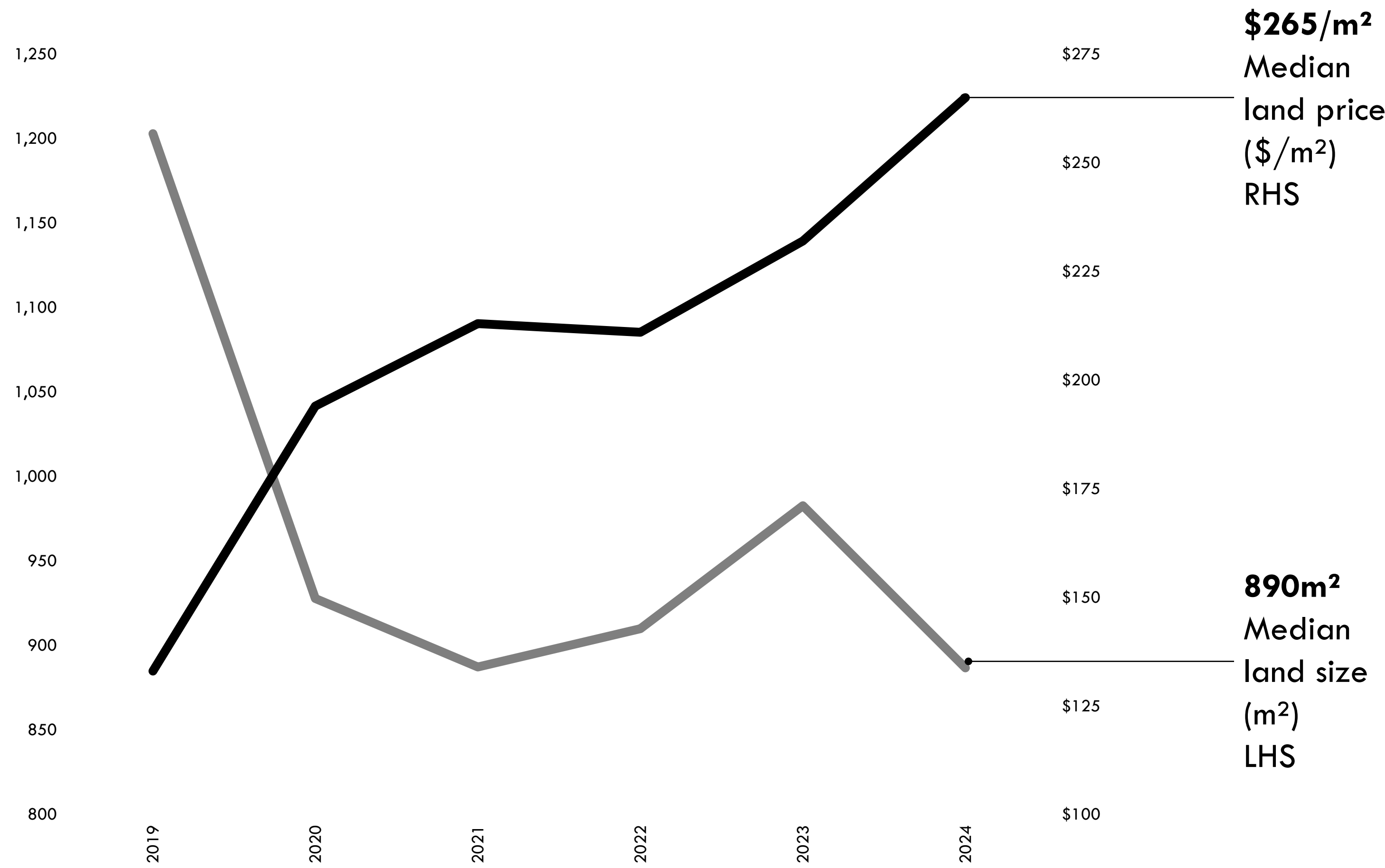
**A. House price vs household income**  
Whitsunday Regional Council vs other Qld LGAs

Location	Detached houses	Household income	House price to income ratio
Cairns	\$620,000	\$138,250	4.5
Townsville	\$468,000	\$147,000	3.2
<b>Whitsunday region</b>	<b>\$510,000</b>	<b>\$169,500</b>	<b>3.0</b>
Livingstone Shire	\$700,000	\$164,250	4.3
Bundaberg	\$534,000	\$125,000	4.3
Fraser Coast	\$572,000	\$106,000	5.4
Gympie	\$575,000	\$116,250	4.9
<b>Noosa</b>	<b>\$1,293,500</b>	<b>\$147,250</b>	<b>8.8</b>
<b>Sunshine Coast</b>	<b>\$1,000,000</b>	<b>\$150,750</b>	<b>6.6</b>
<b>Gold Coast</b>	<b>\$1,080,000</b>	<b>\$146,500</b>	<b>7.4</b>
Toowoomba	\$550,000	\$147,750	3.7

Matusik Analysis, Domain (Price Finder) + National Institute of Economic and Industry Research (NIEIR) ©2024. Median price over the year ending March 2024. Average household income for fiscal 2023. Household income is a measure of the amount of income available to an average household in the area. It varies depending on the jobs held by the residents, amount of property, business and superannuation income, plus cash benefits provided by government.

8. Urban vacant land  
Whitsunday Regional Council

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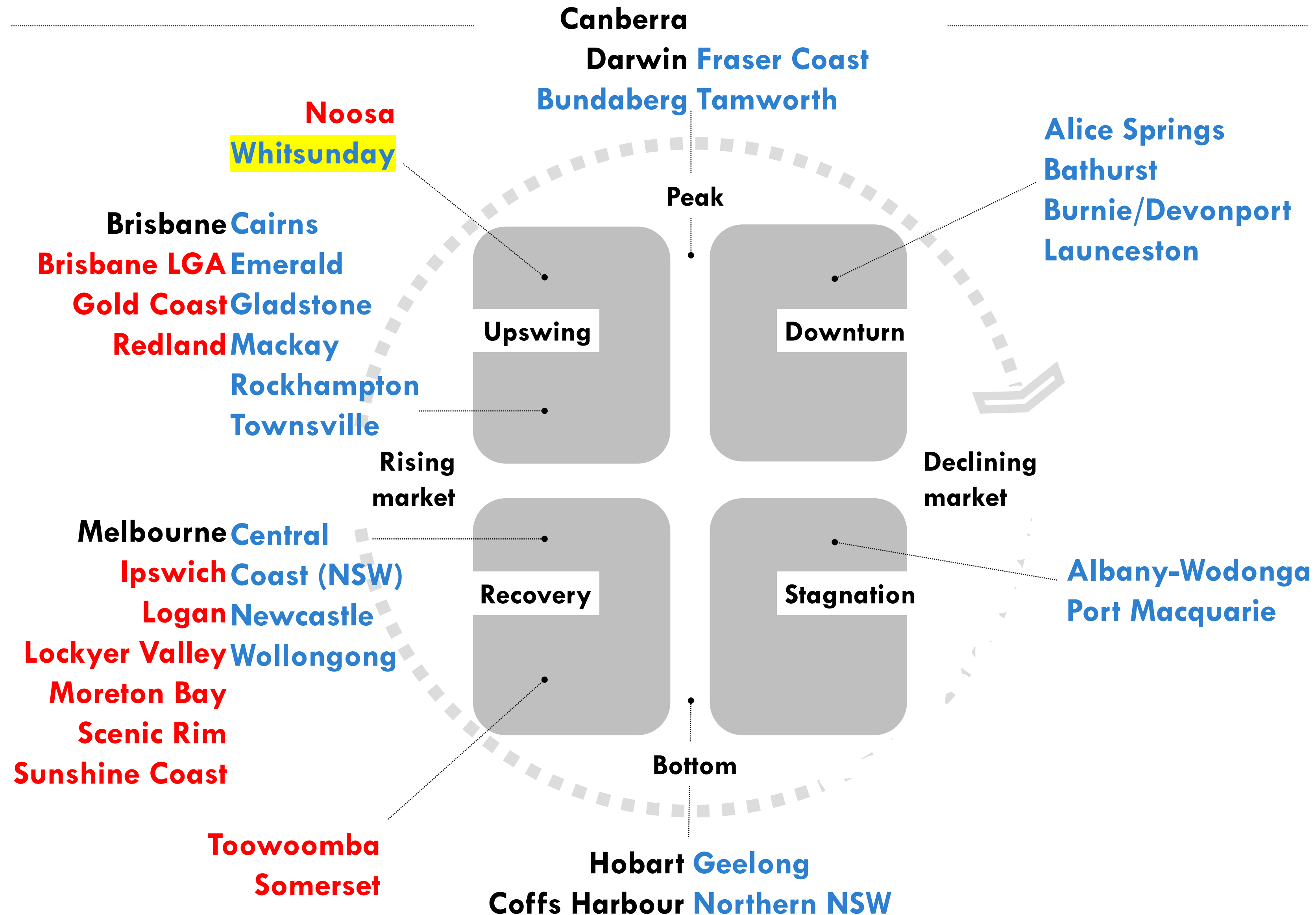




## 9. Matusik Property Clock

SEQld LGA's, other urban centres + Australian capitals

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**Demand  
versus supply**

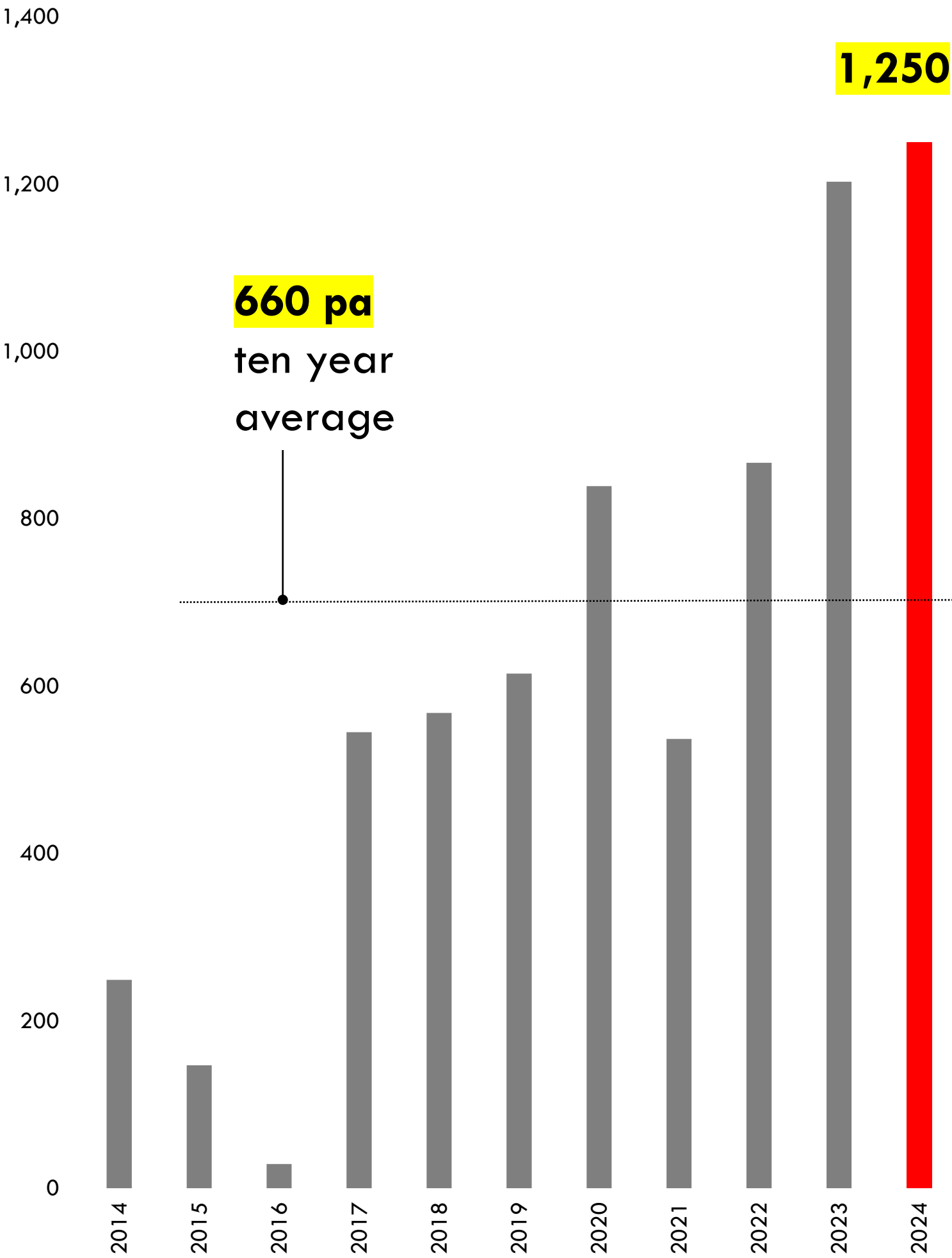




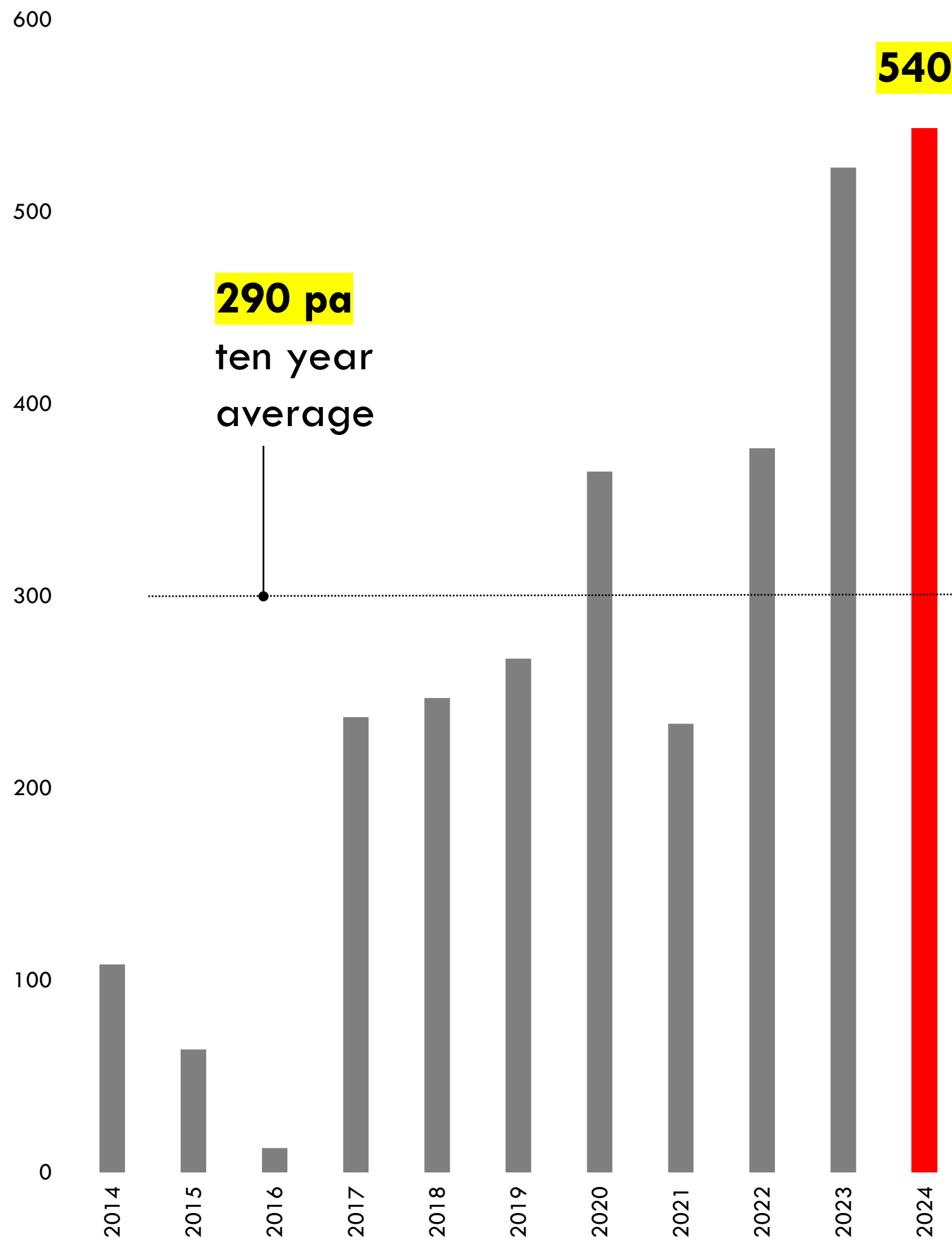
10. Annual past pop growth + new housing demand  
Whitsunday Regional Council

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Population growth



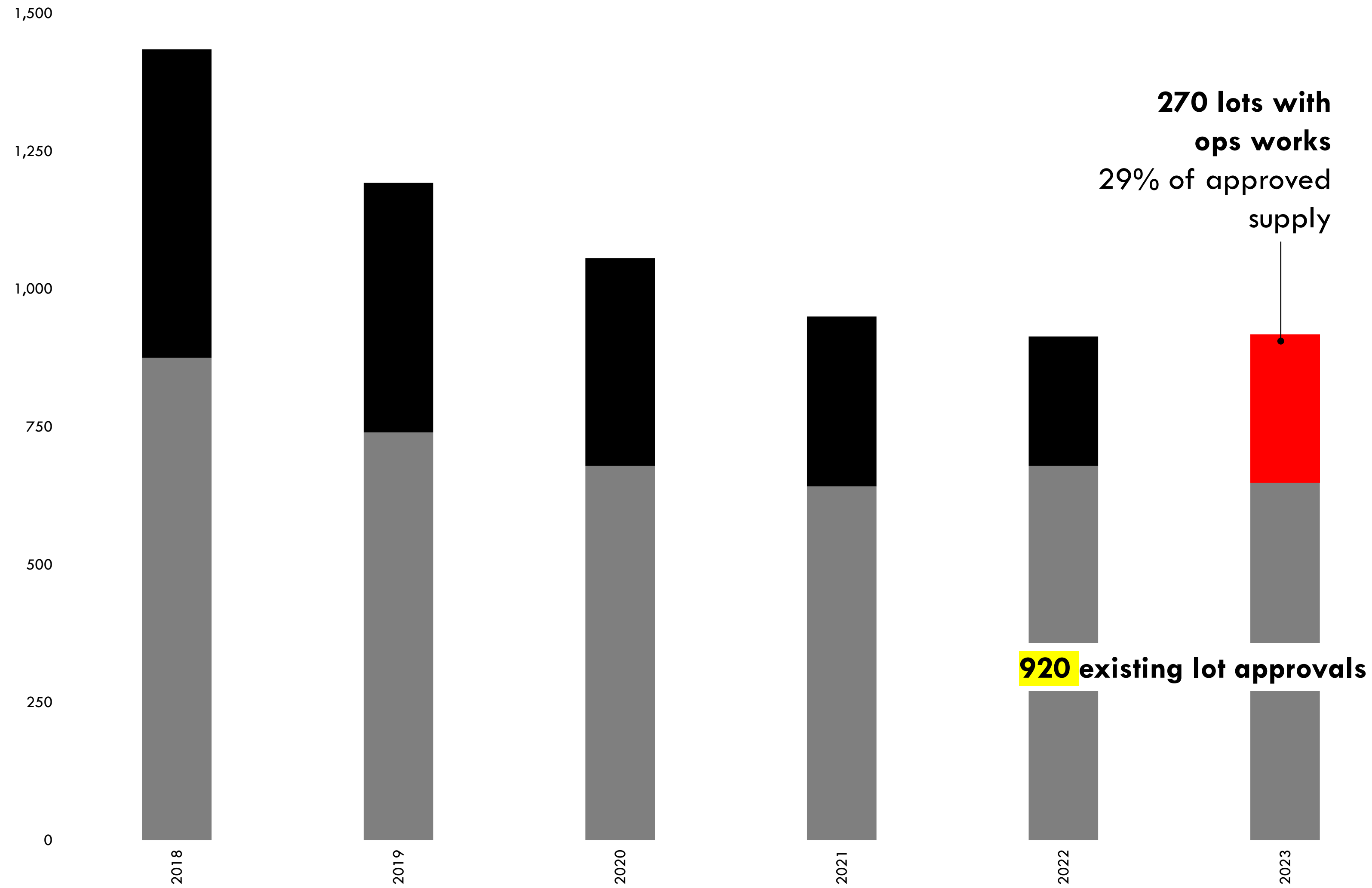
New housing demand



## 11. Existing approved dwelling supply

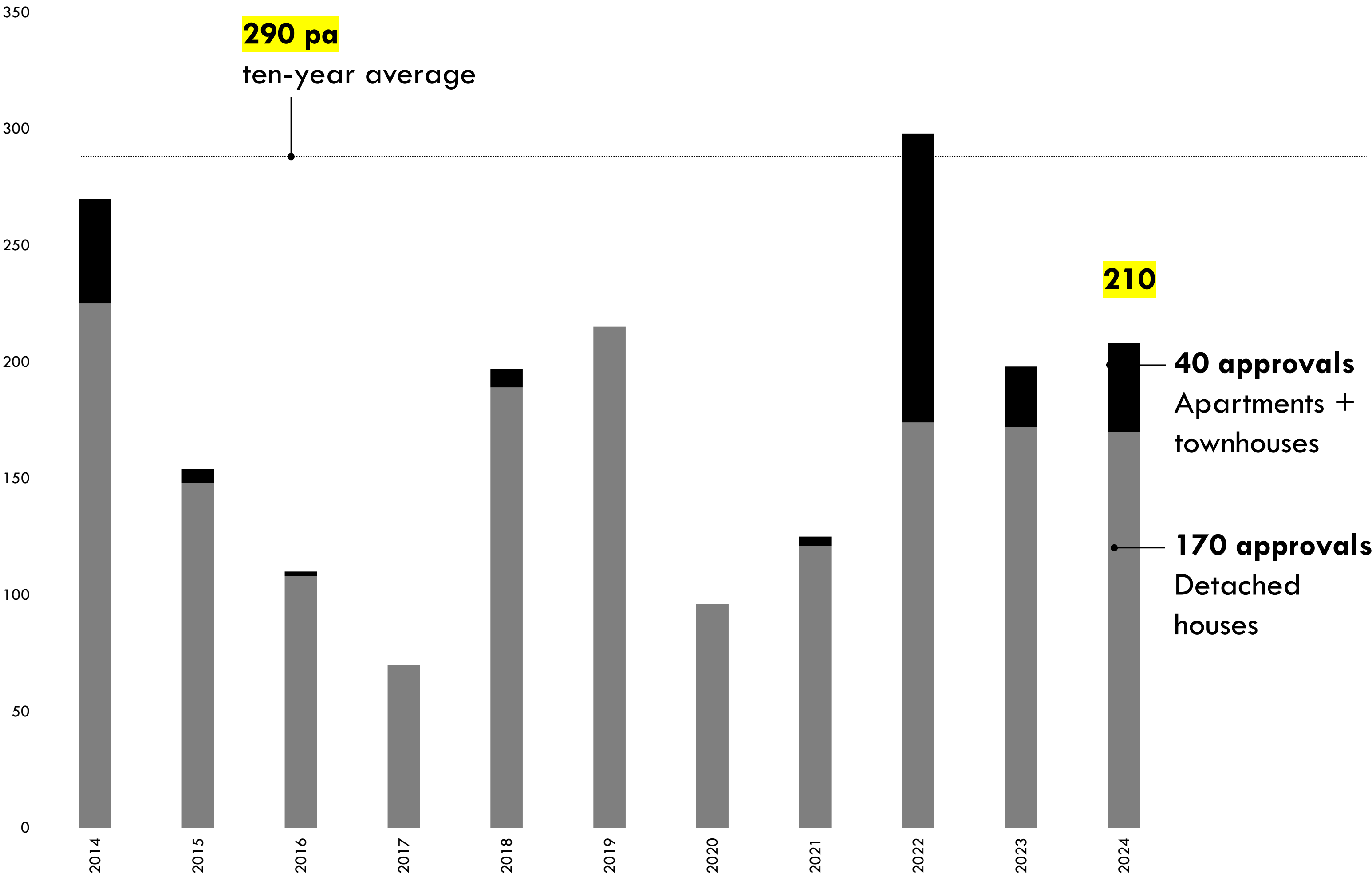
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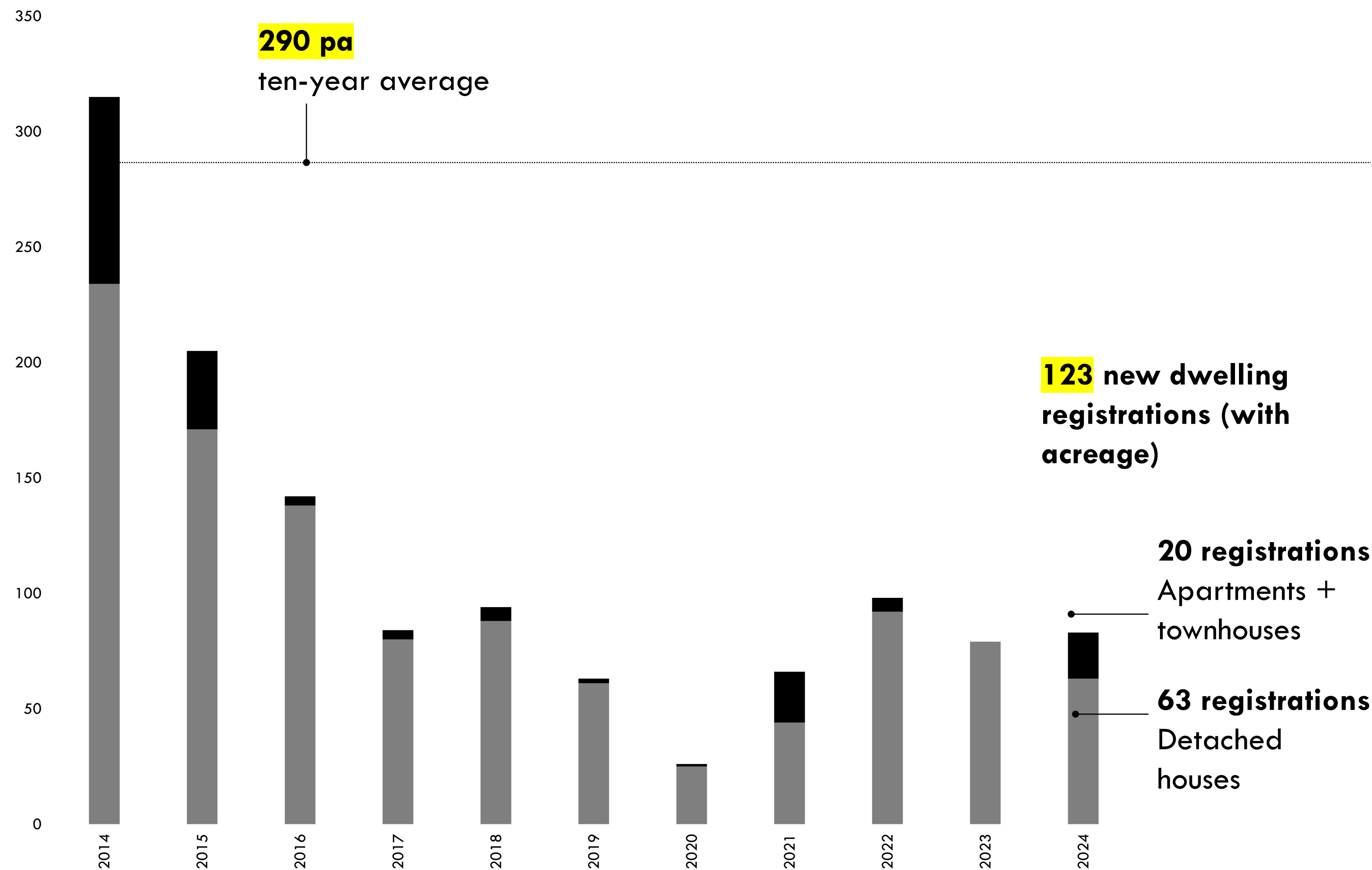




12. New dwelling approvals  
Whitsunday Regional Council



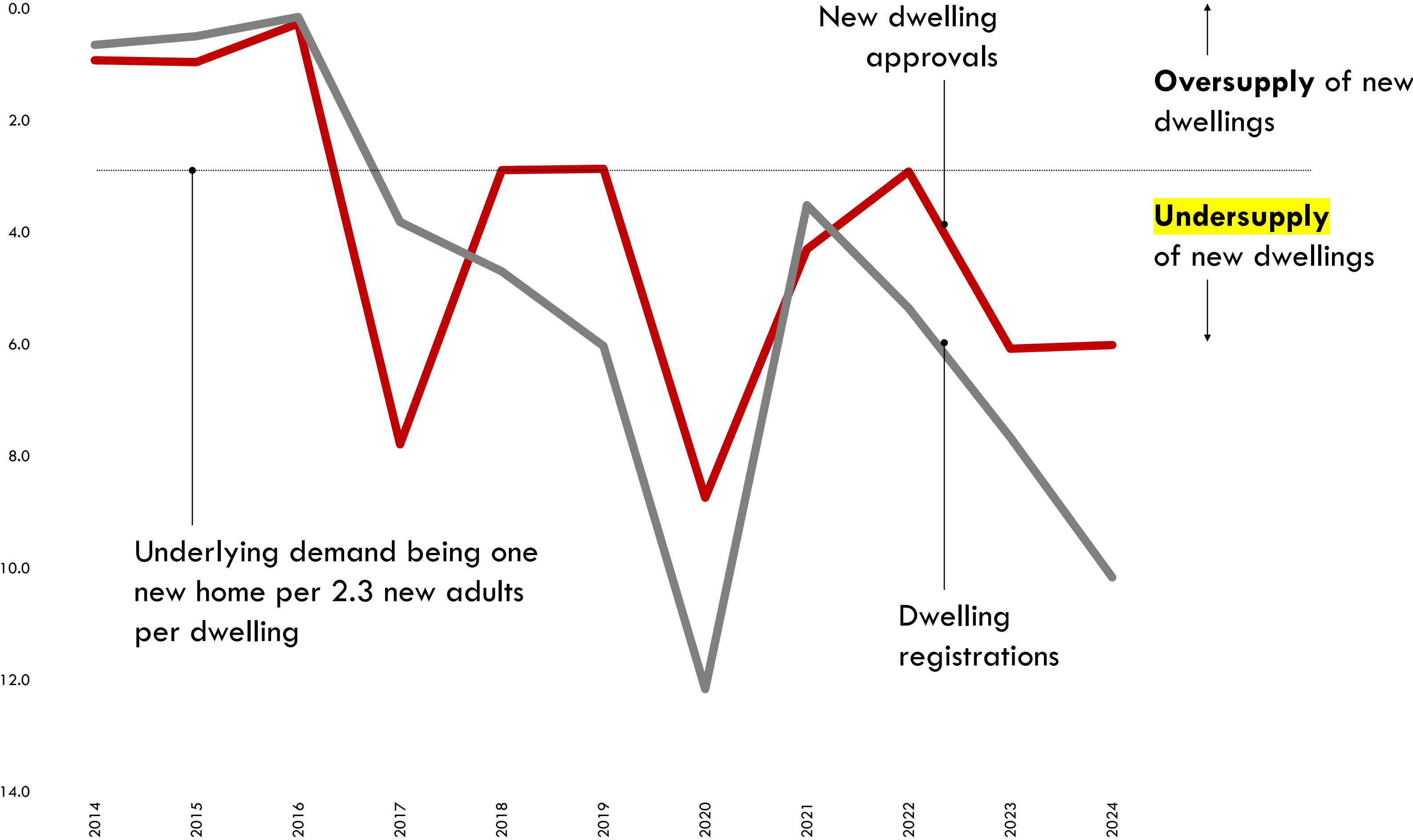
13. New dwelling registrations  
Whitsunday Regional Council



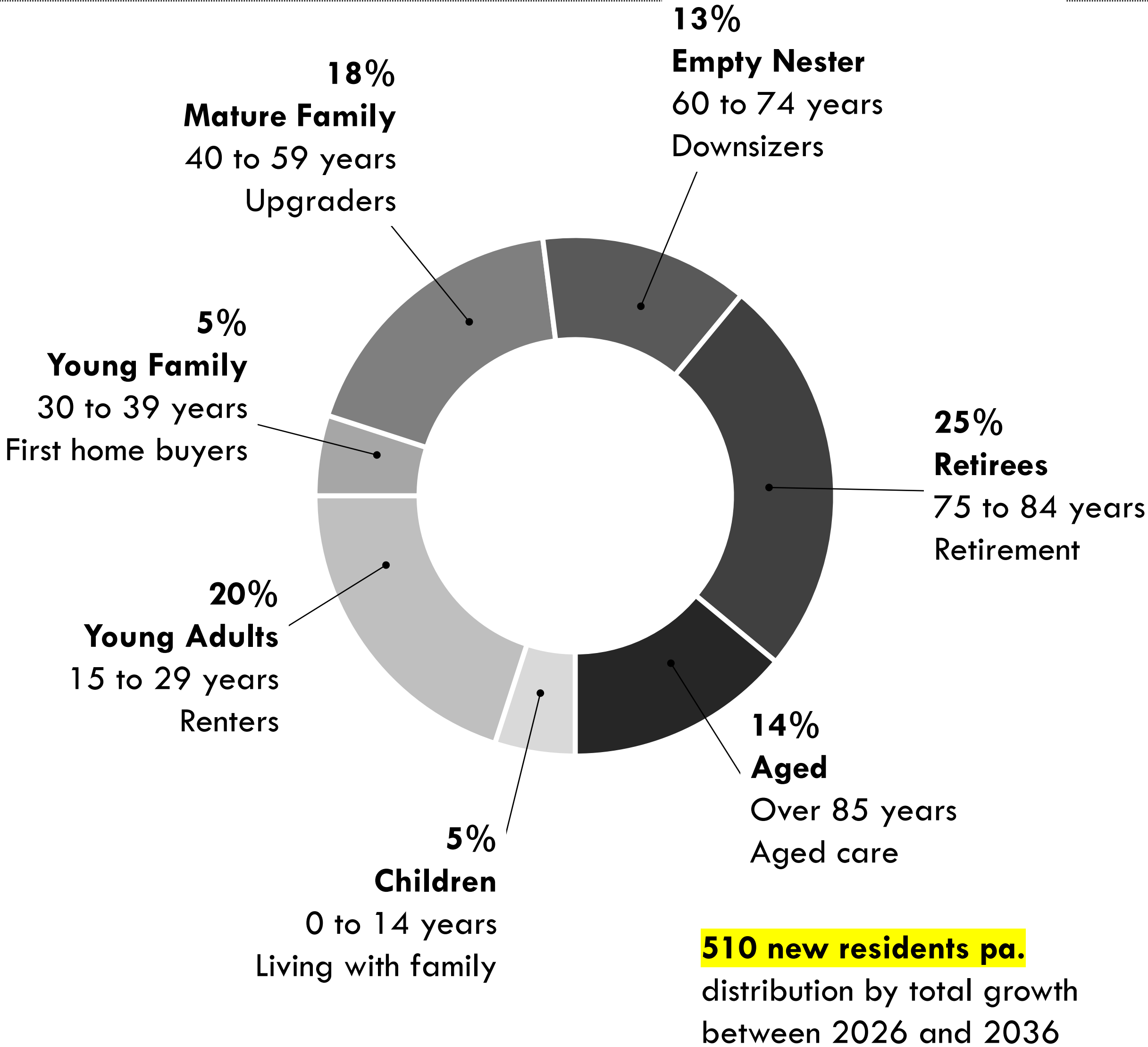


14. New dwelling supply v demand status  
Whitsunday Regional Council

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**15. Age group forecasts**  
Whitsunday Regional Council

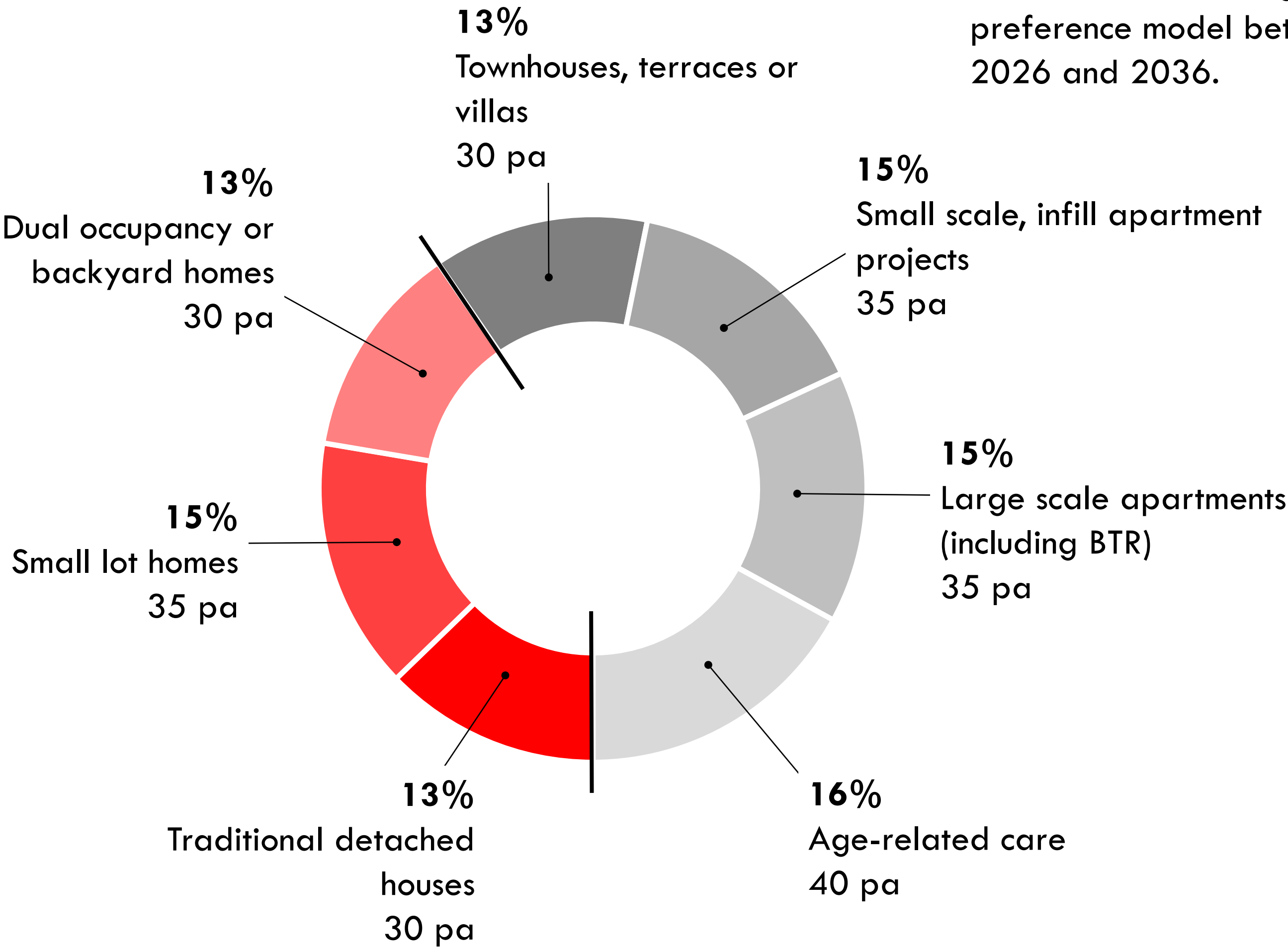




**16. Future housing demand by product type**  
Whitsunday Regional Council

**235 new dwellings pa.**

Based on medium age  
population projections +  
Matusik urban housing  
preference model between  
2026 and 2036.





# The economy matusik

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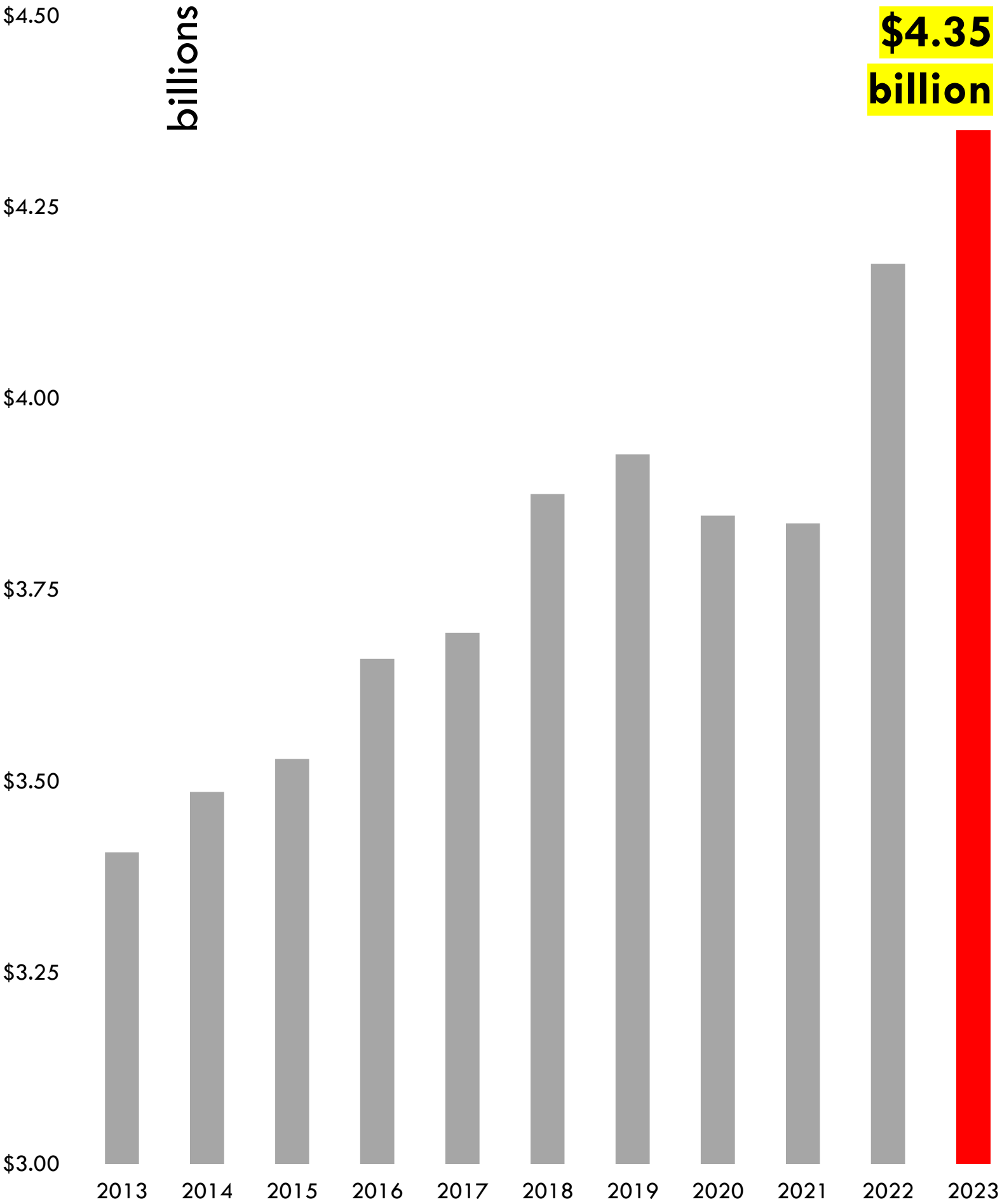




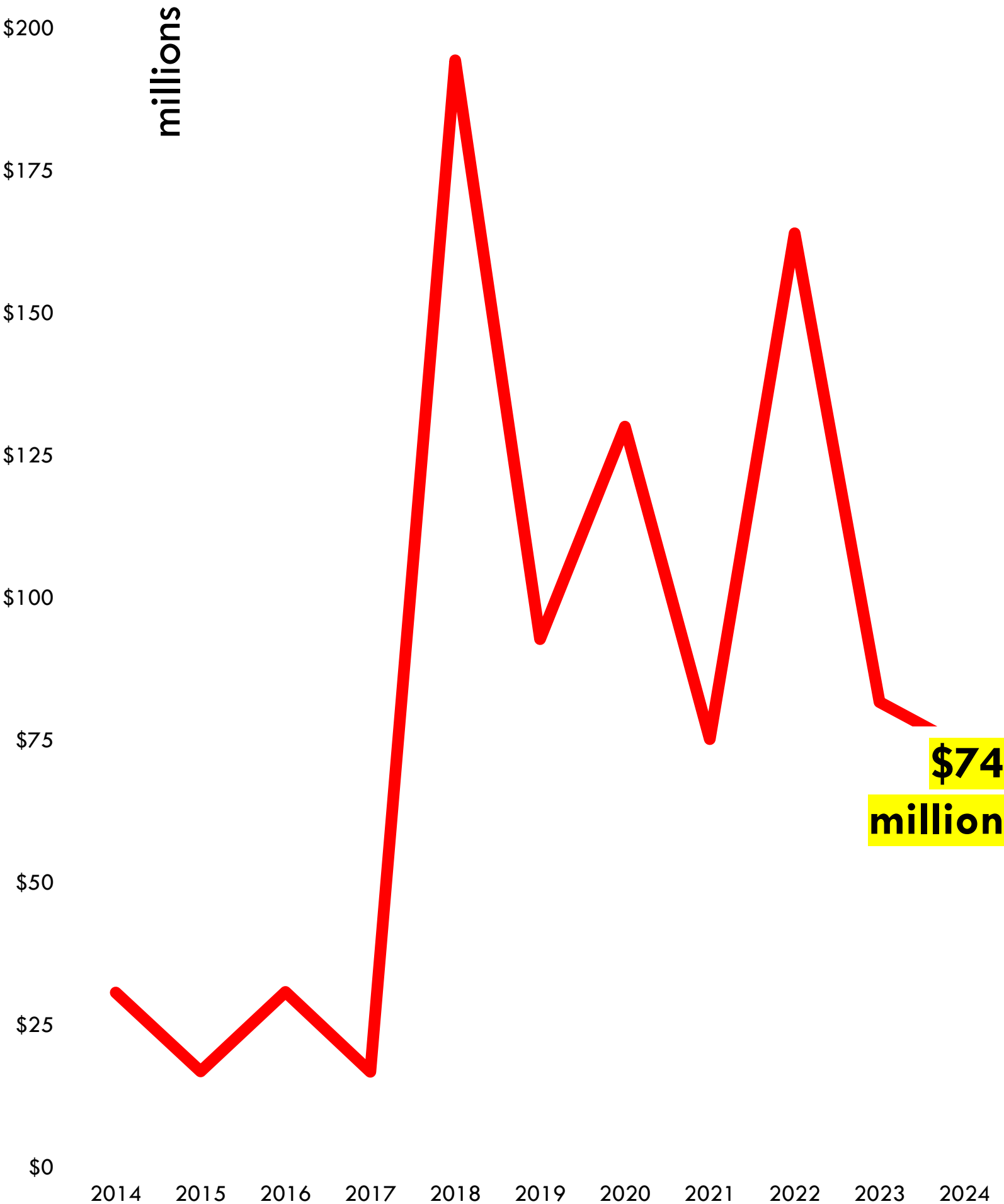
17. GRP + Commercial development approvals  
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Gross Regional Product



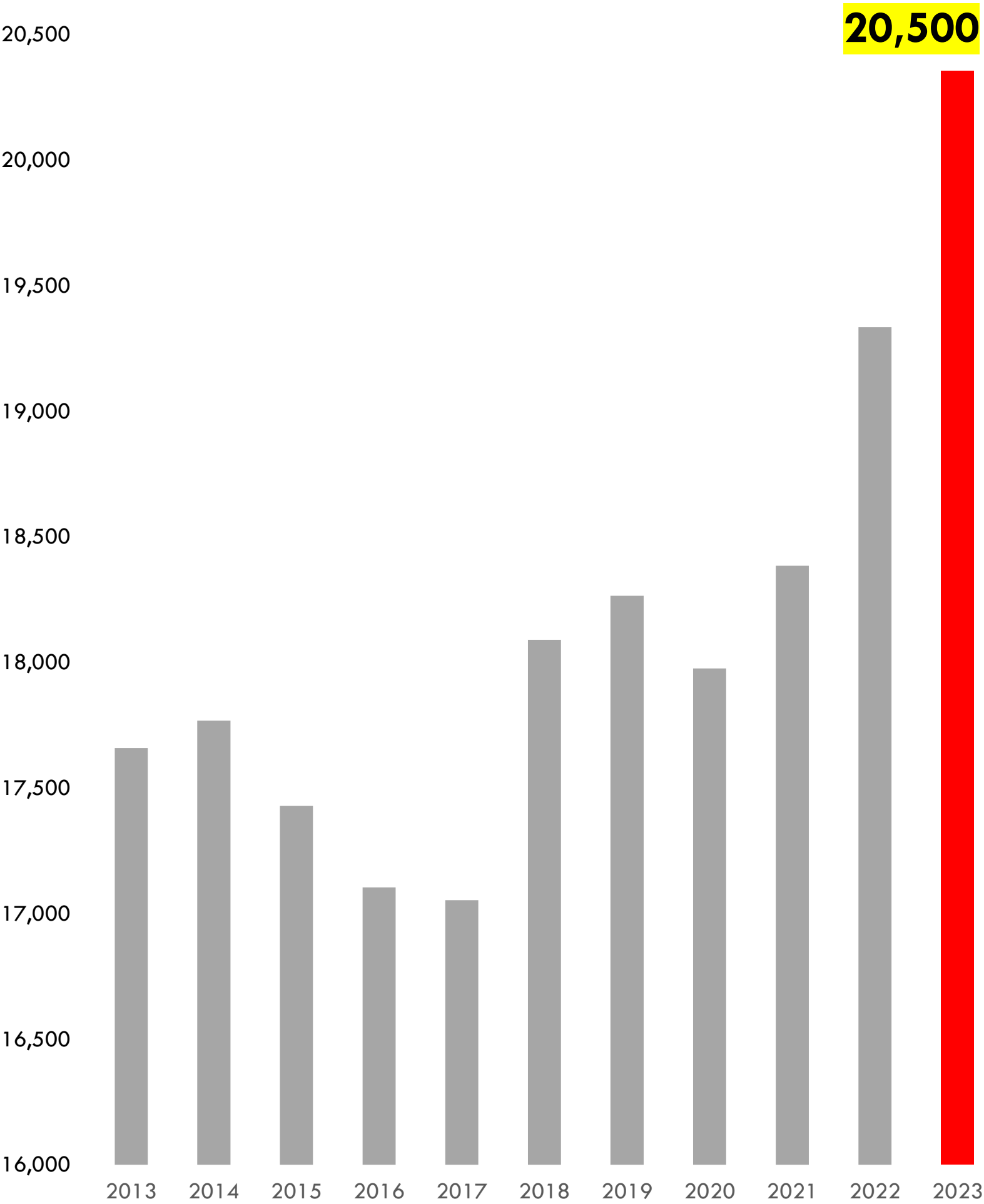
Commercial approvals



**18. Employment + business registrations**  
Whitsunday Regional Council

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**Local jobs**



**Business registrations**

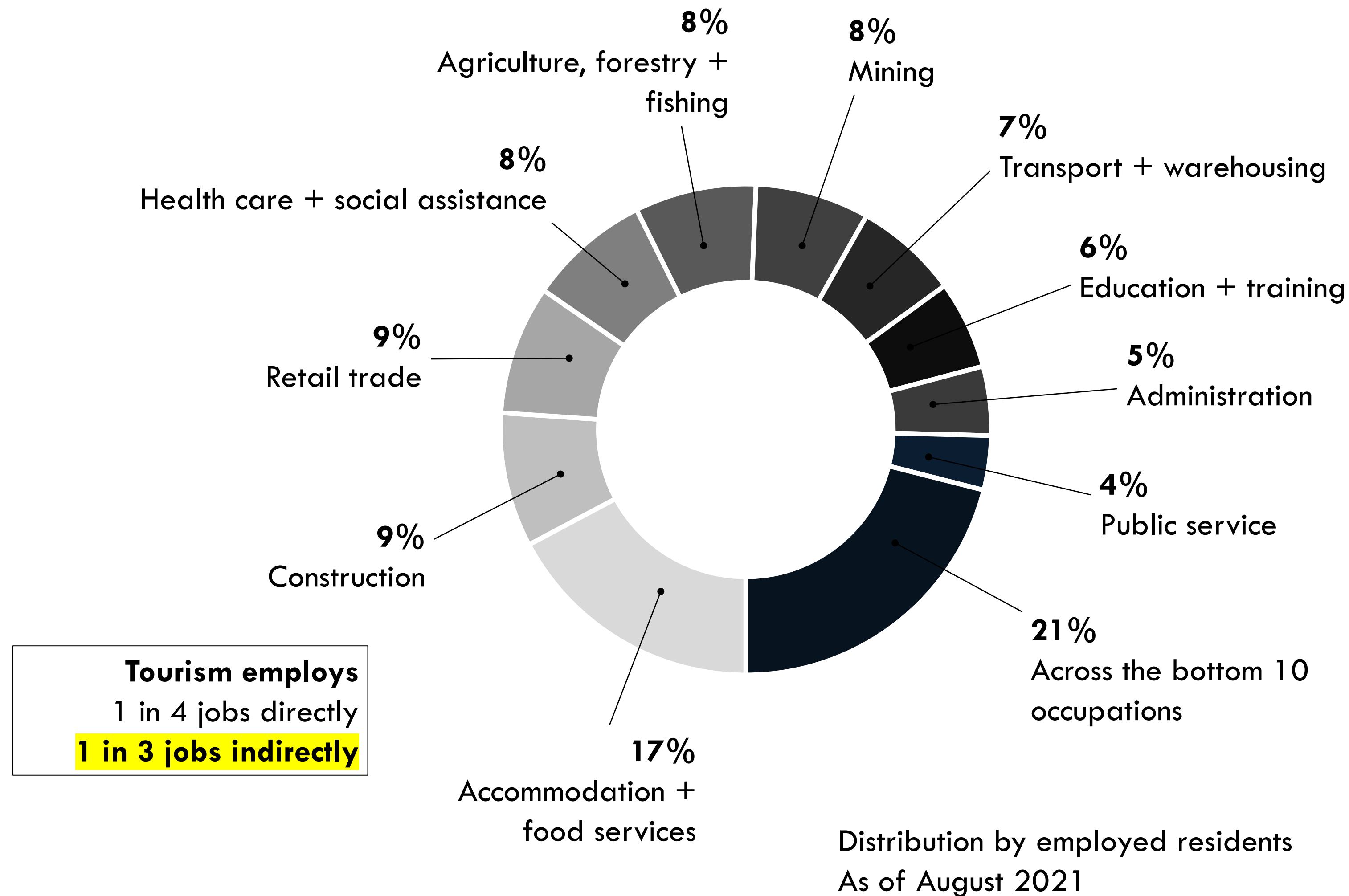




## 19. Top 10 jobs by occupation

Whitsunday Regional Council + tourism jobs

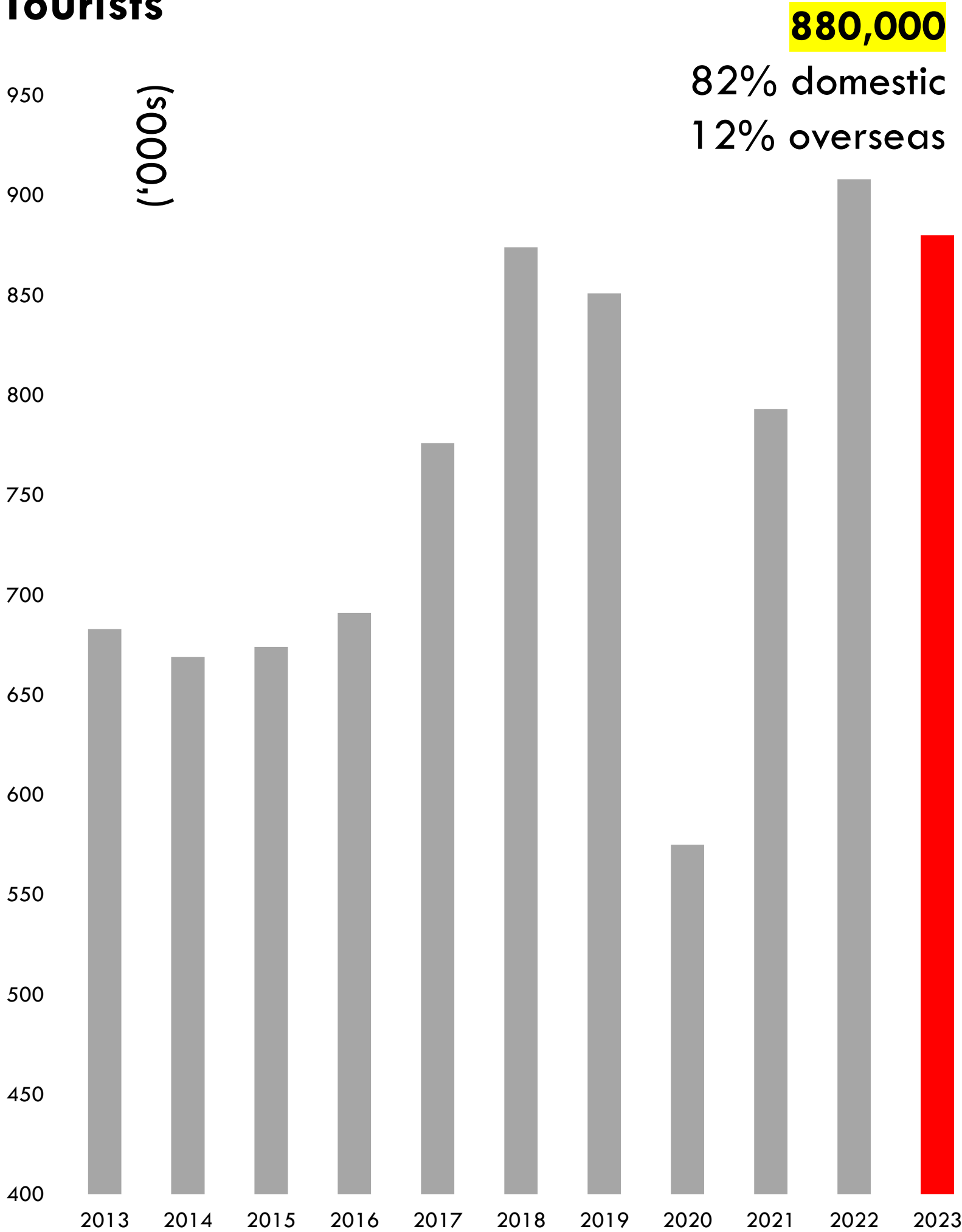
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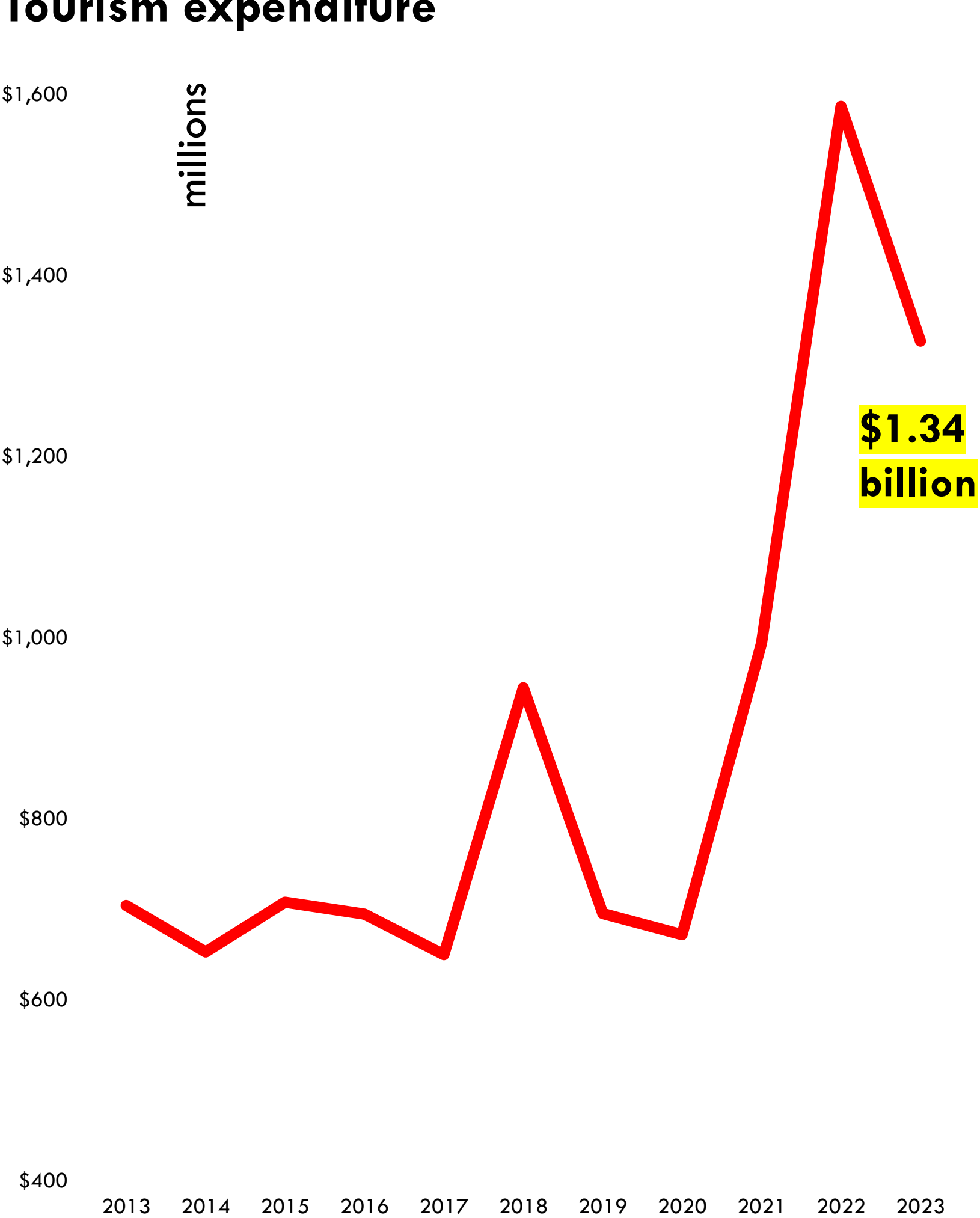
20. Tourists and tourism expenditure  
Whitsunday region

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Tourists



Tourism expenditure





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**End notes**



- ✓ Population growing faster than expected
  - ✓ Upswing stage of the property cycle
  - ✓ Undersupplied existing + new housing markets
  - ✓ Further lifts in prices + rents expected
  - ✓ Comparably affordable location
  - ✓ Tourism is a major economic + job generator
- 

- × Affordable homes for local workers
- × Elevating domestic tourist visits