

THE SYDNEY APARTMENT MARKET

TRENDS & A FOCUS ON CENTRAL CITY

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AGENDA

**Q1 2018
Sydney
Apartment
Essentials
Results**

**Central City
A Property
Economics
Perspective**

**Central City
An Urban
Planning
Perspective**

Conclusions

Q&A

**Drinks &
Nibbles**

Q1 2018 SYDNEY APARTMENT ESSENTIALS



APARTMENT ESSENTIALS DASHBOARD

Gold Coast 2017-Q4

Inner Brisbane 2017-Q4

Melbourne 2017-Q4

Perth 2017-Q4

Sydney 2017-Q4

Note where more than one region is selected the earliest quarter data will be shown as the current quarter. Please use the drop box in the bottom right of each page to change regions.

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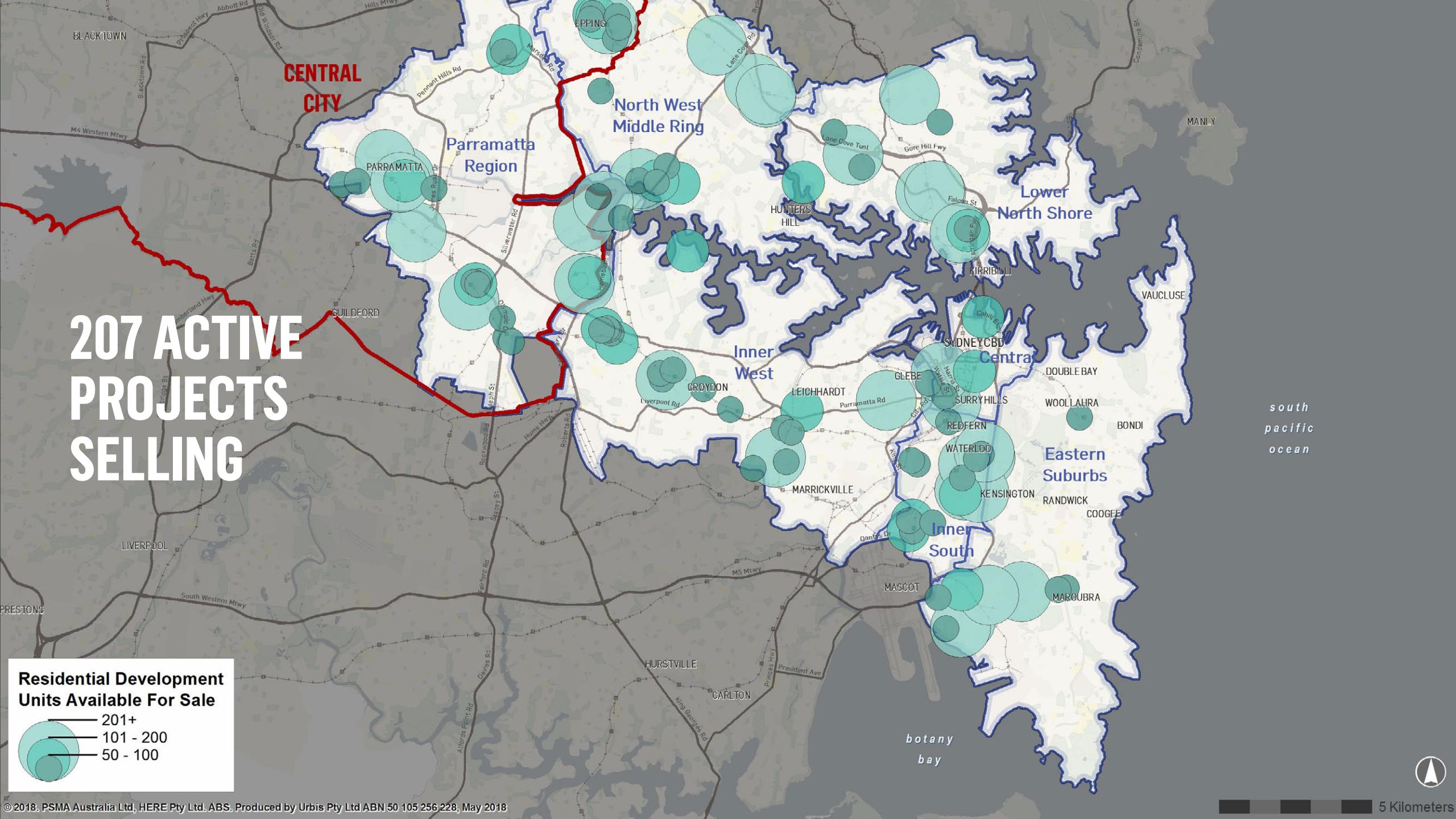
Version - 2.2



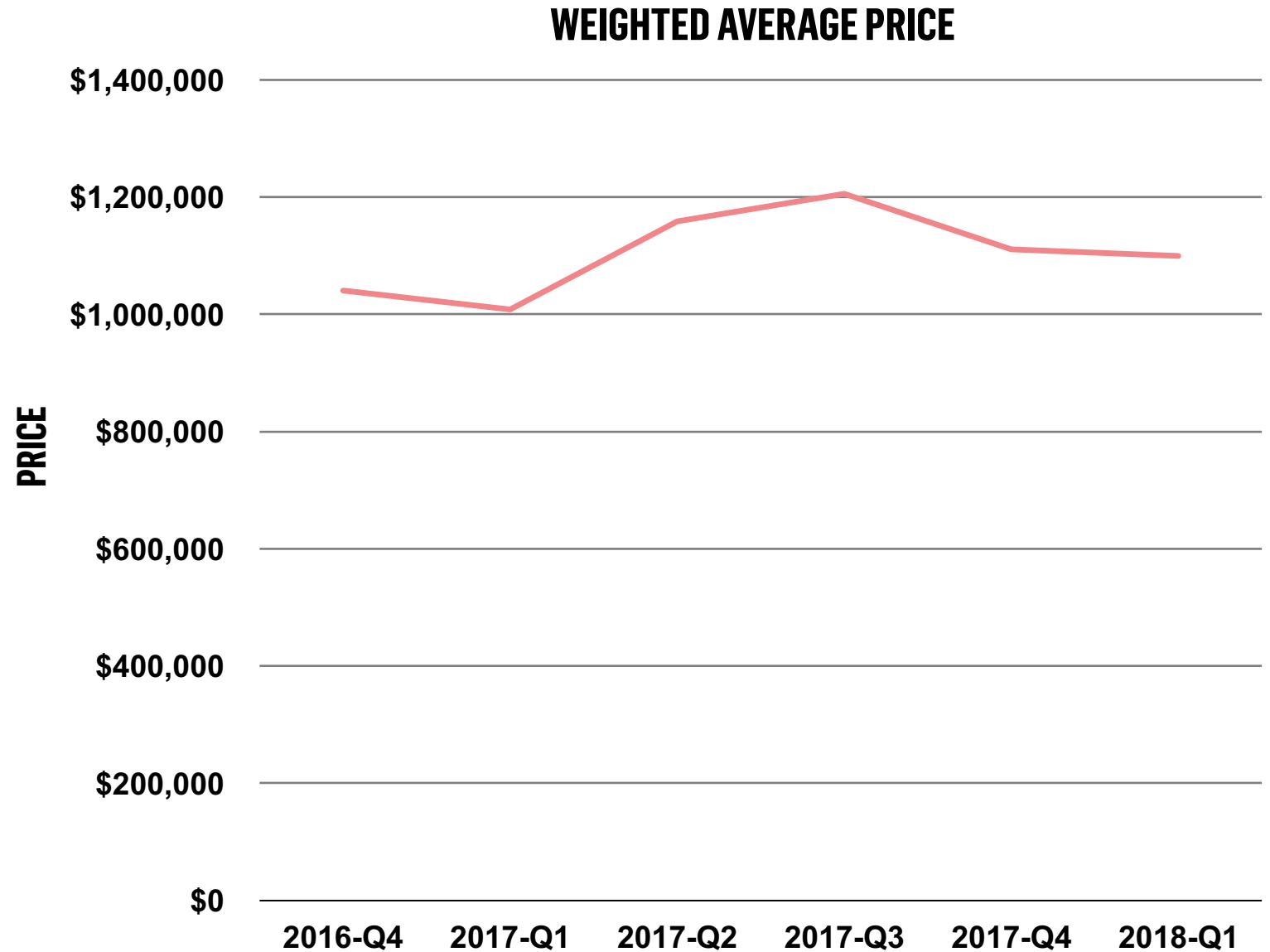
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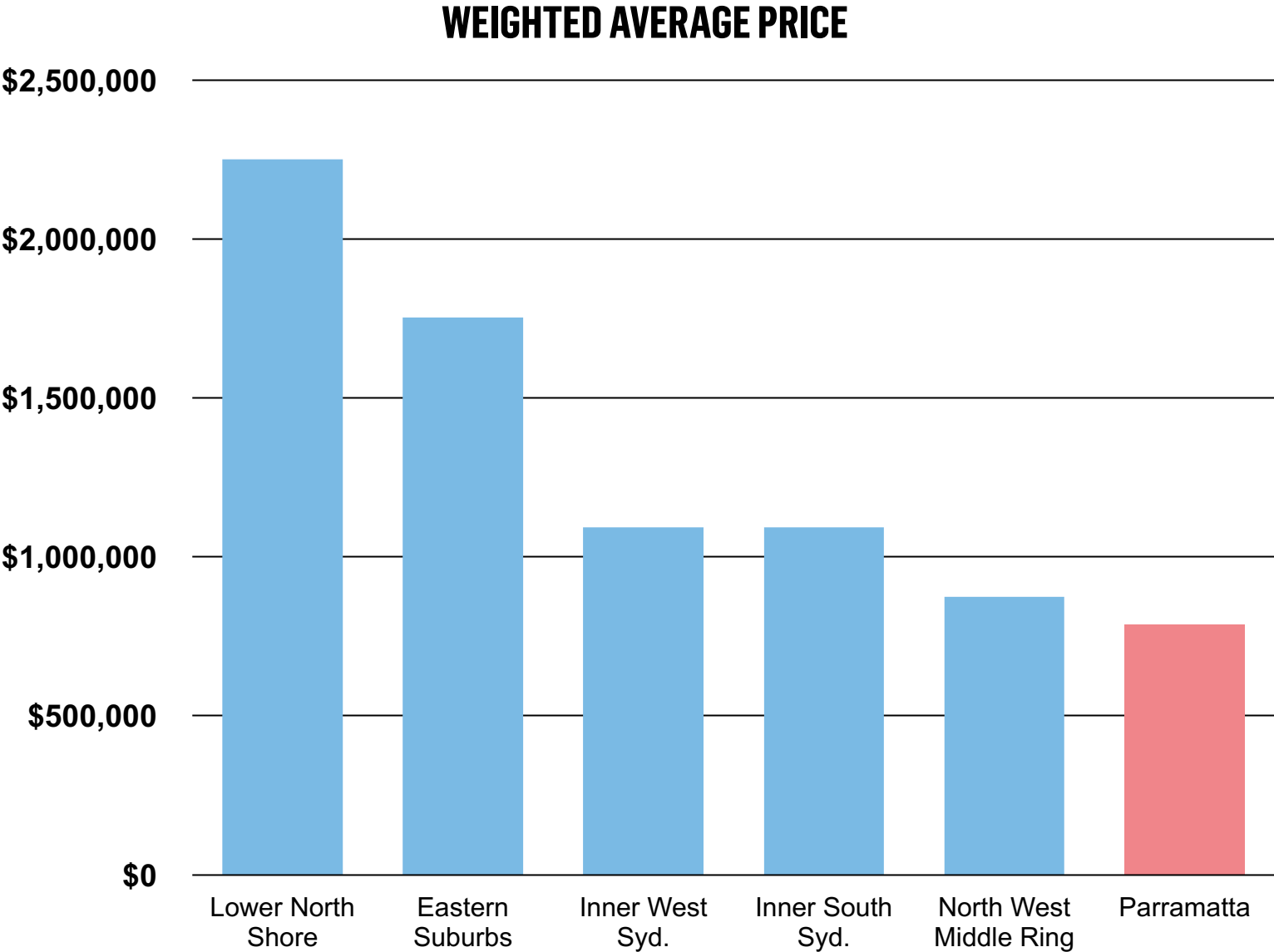
207 ACTIVE PROJECTS SELLING



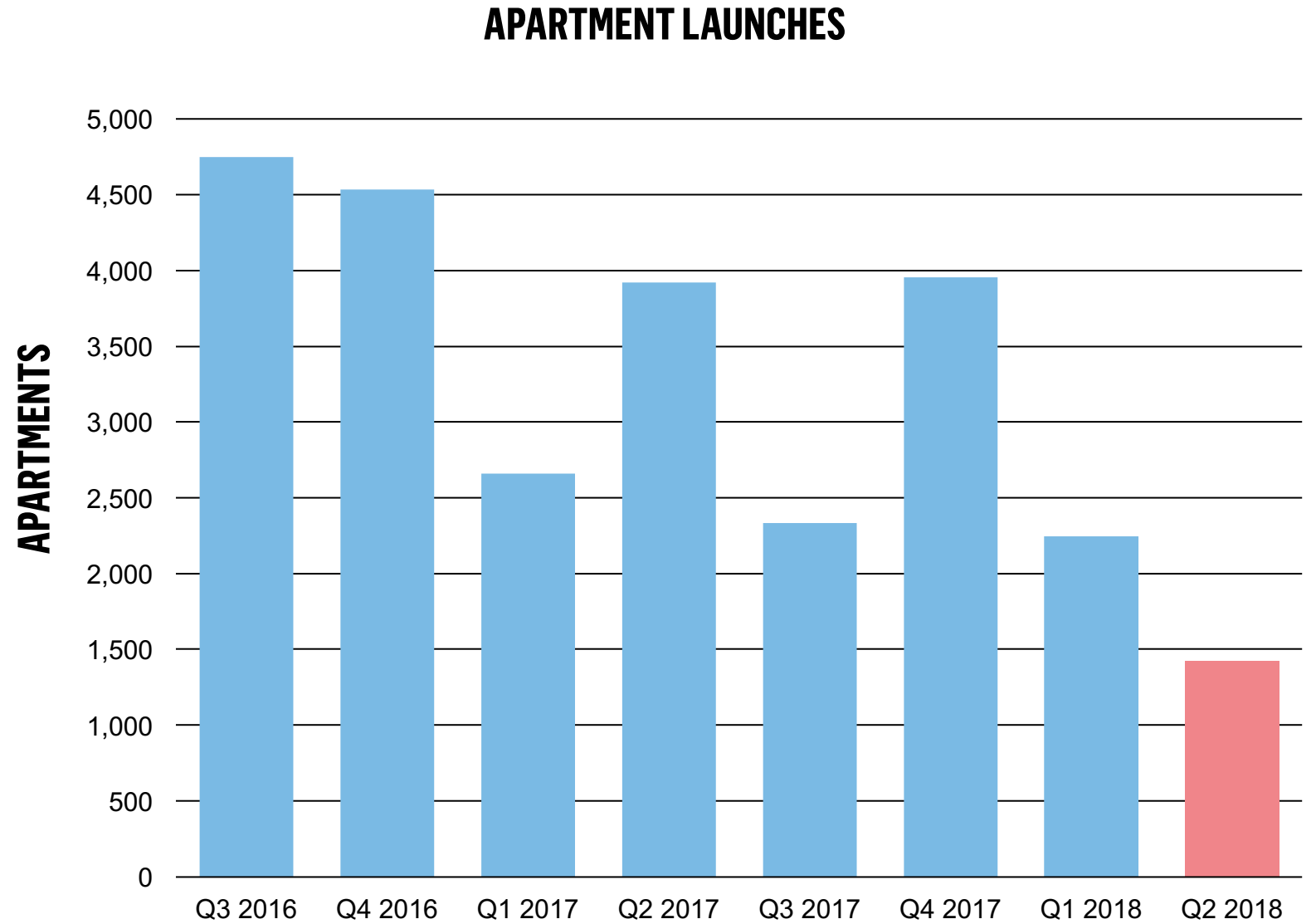
AVERAGE SALES PRICES HAVE FLATTENED



WIDE RANGE IN SALES PRICES



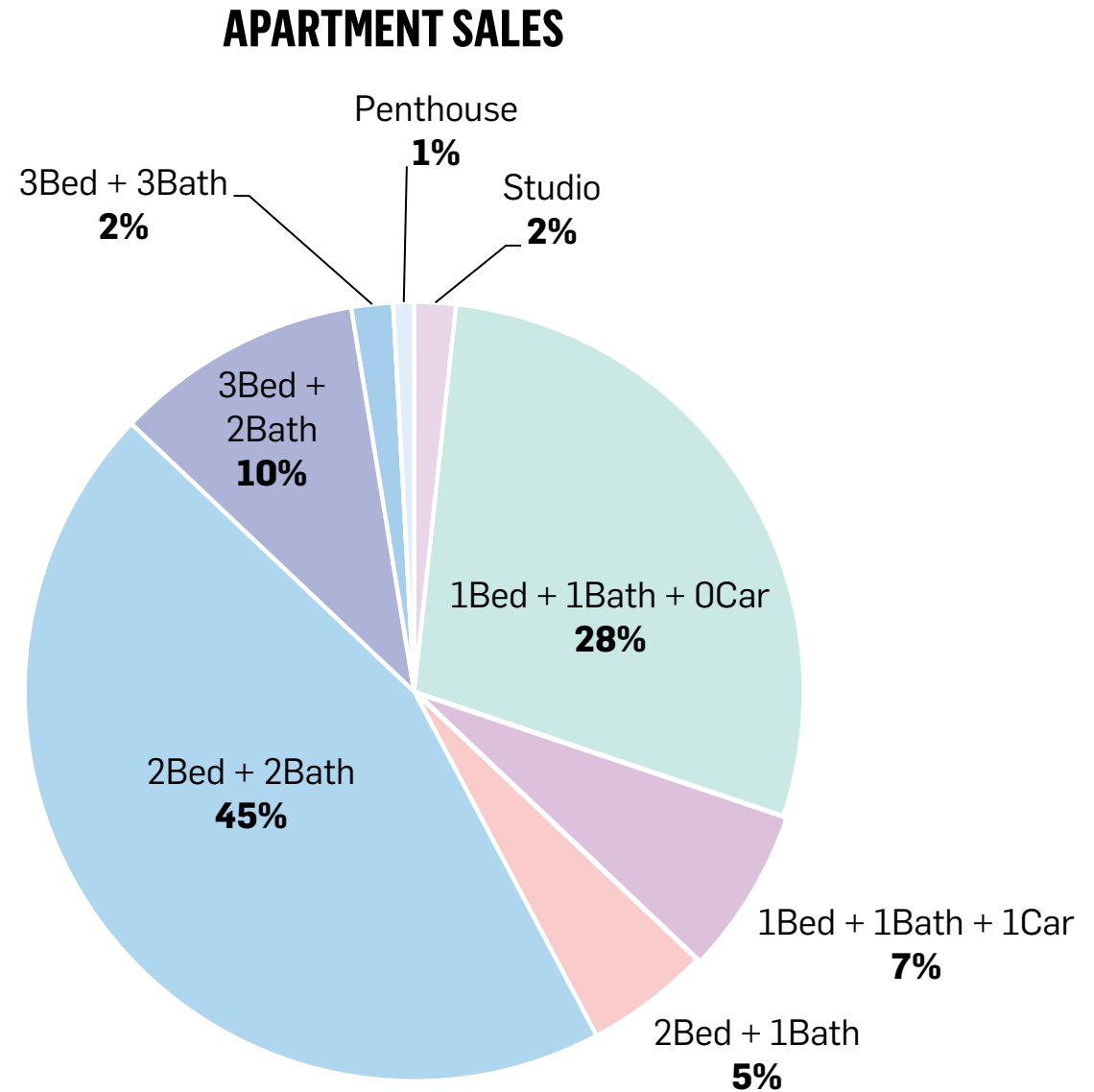
PROJECTS LAUNCHES HAVE SLOWED



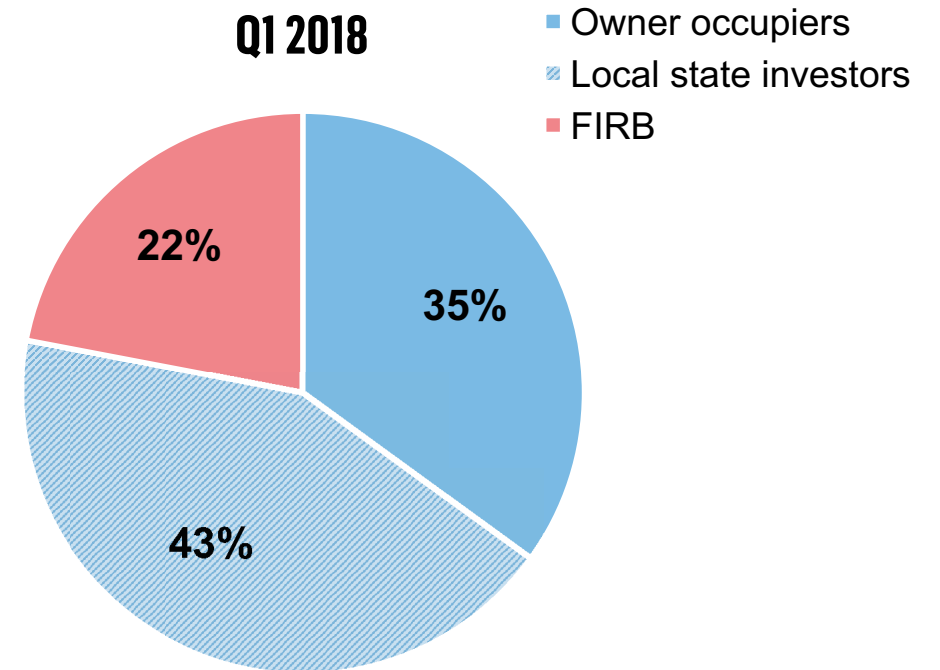
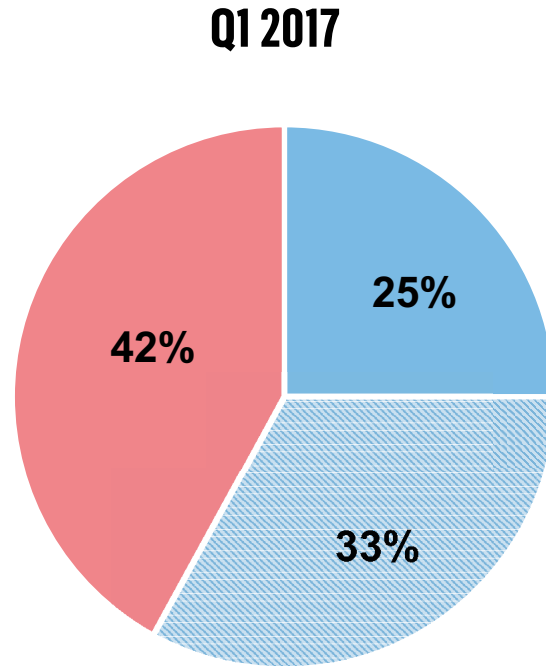
TWO BED TWO BATH APARTMENTS MOST POPULAR

2 

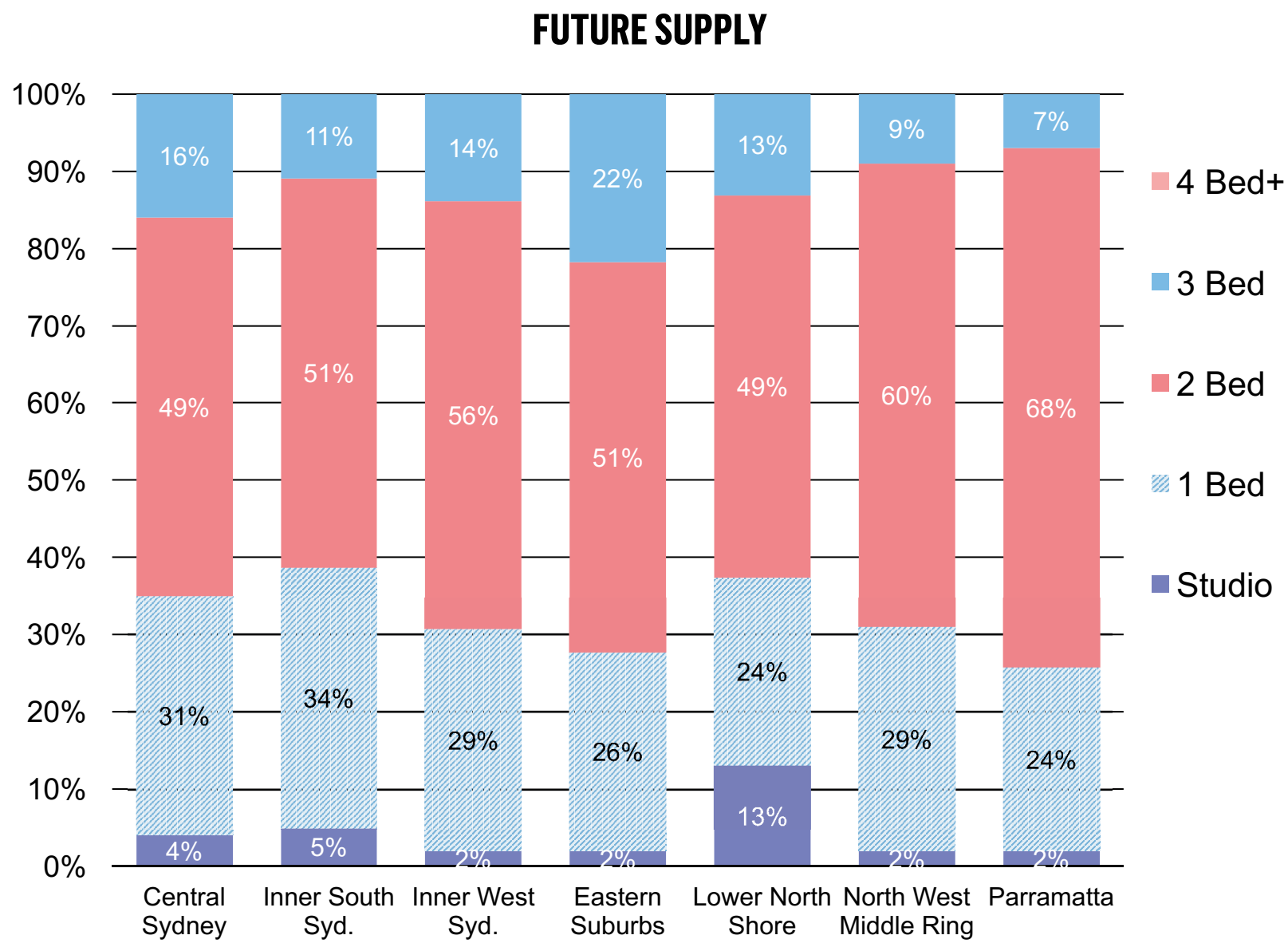
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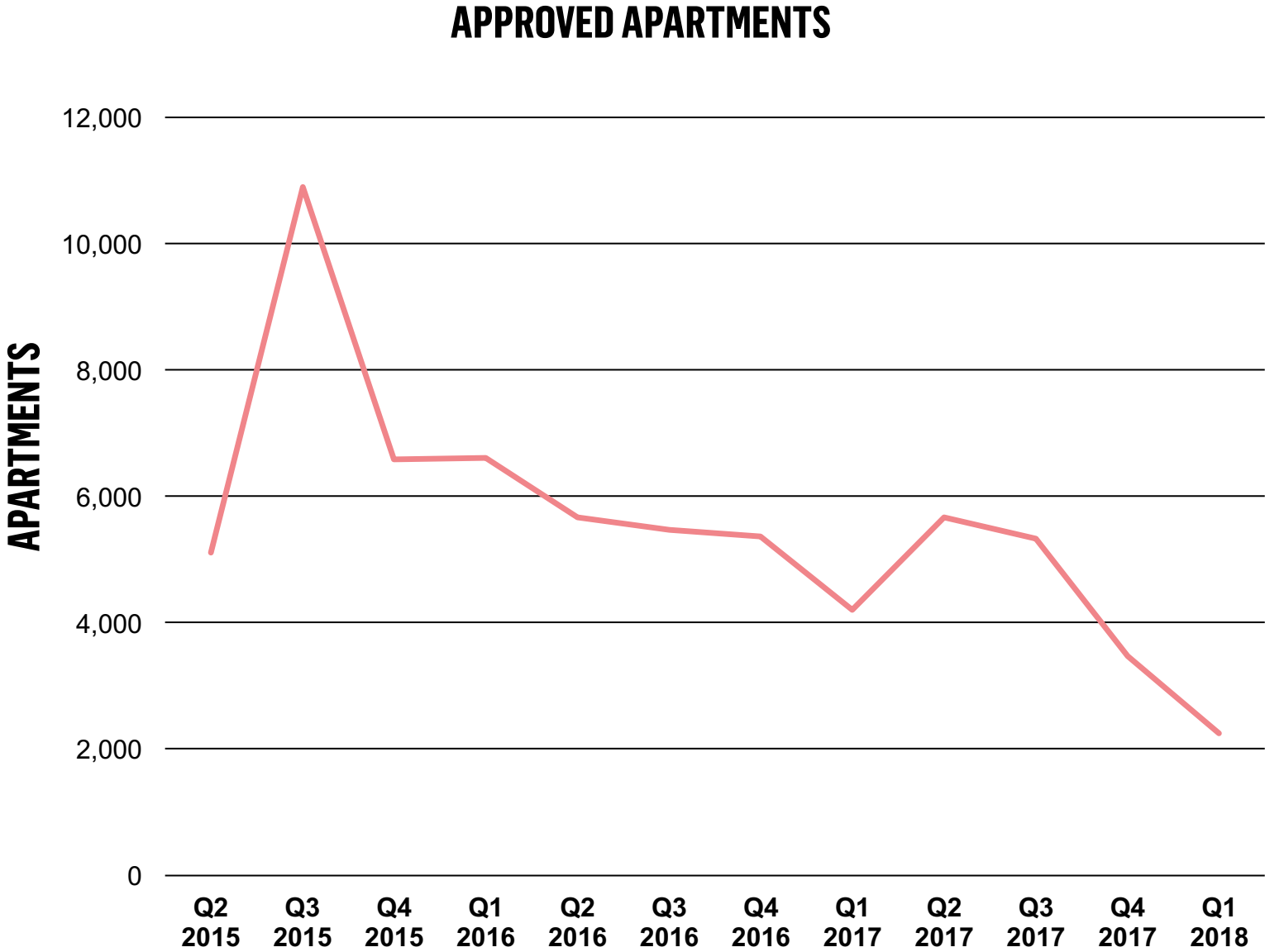
PROPORTION OF FOREIGN BUYERS HAS HALVED



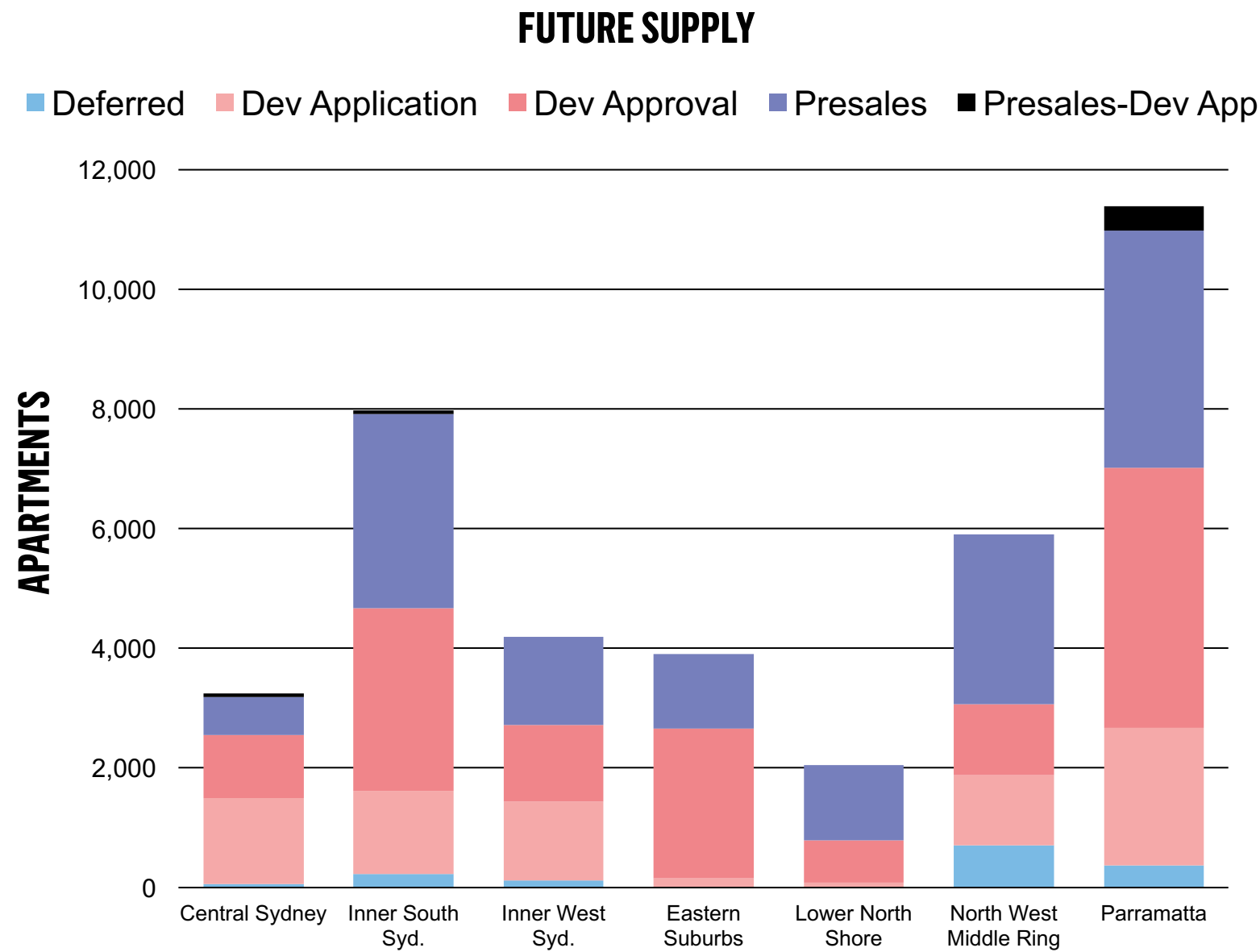
MAJORITY OF FUTURE SUPPLY IS 2 BEDROOM



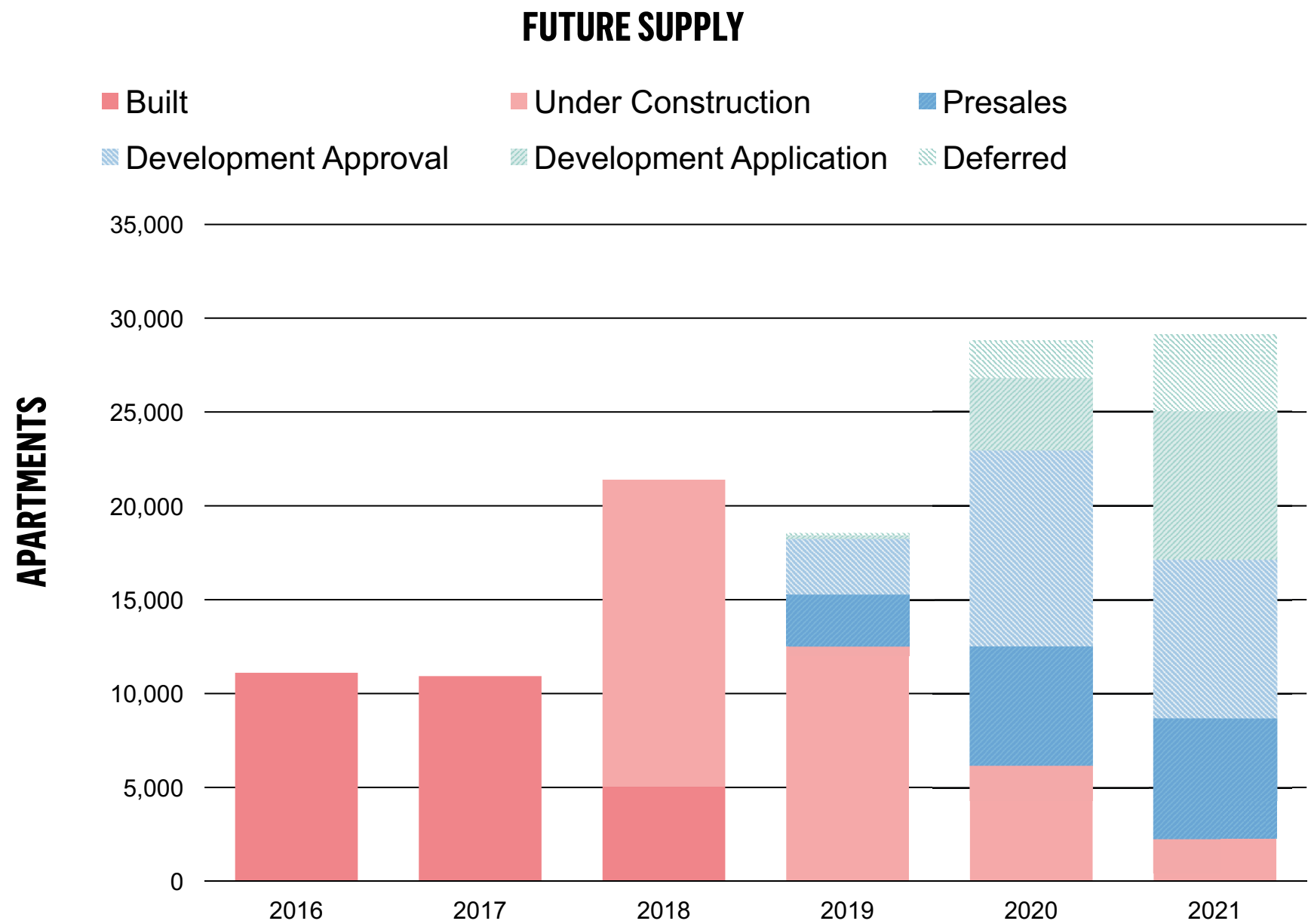
SLOWDOWN IN APARTMENT APPROVALS



HIGHEST PIPELINE IN PARRAMATTA REGION



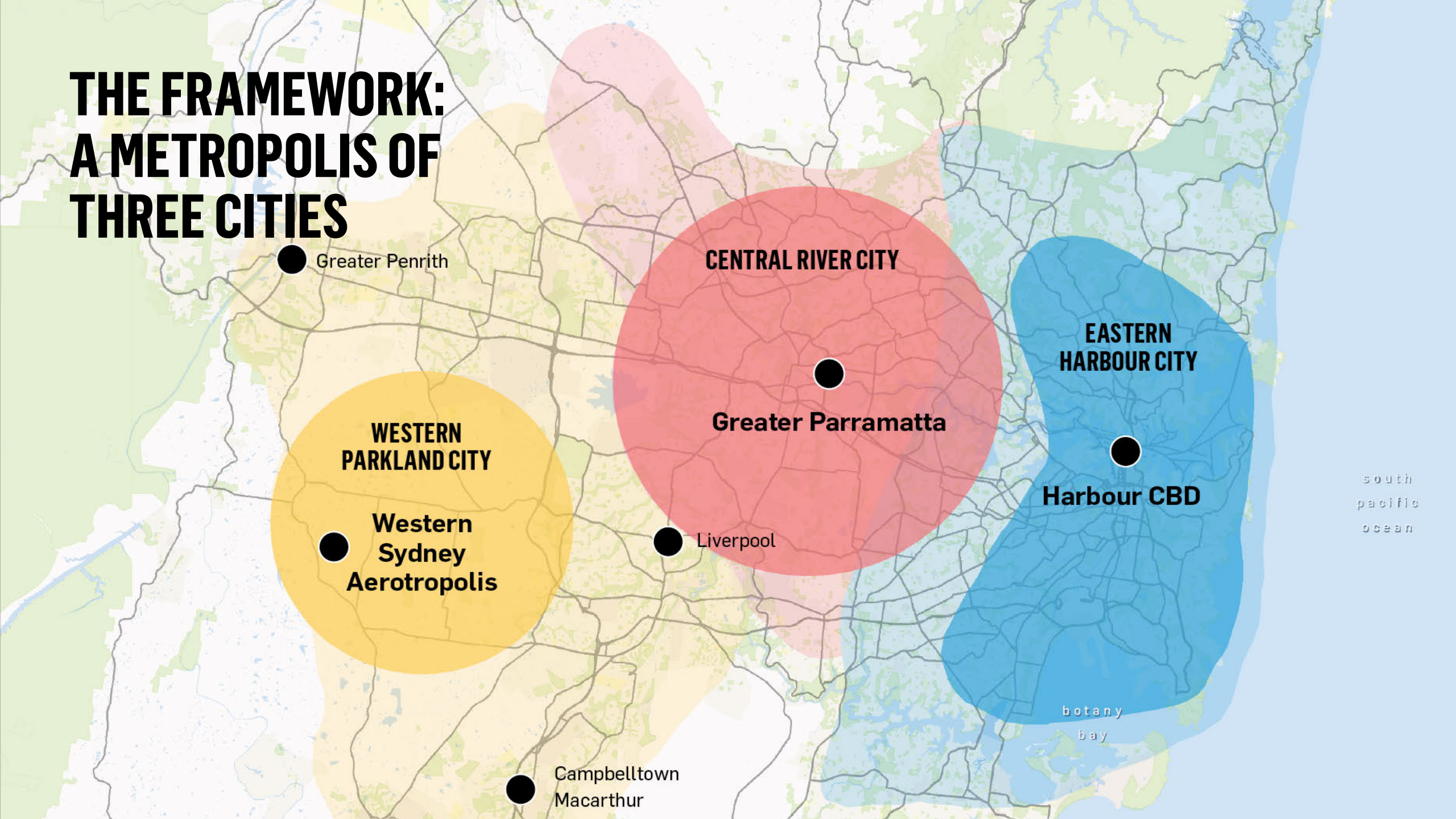
UNCERTAINTY REGARDING FUTURE SUPPLY



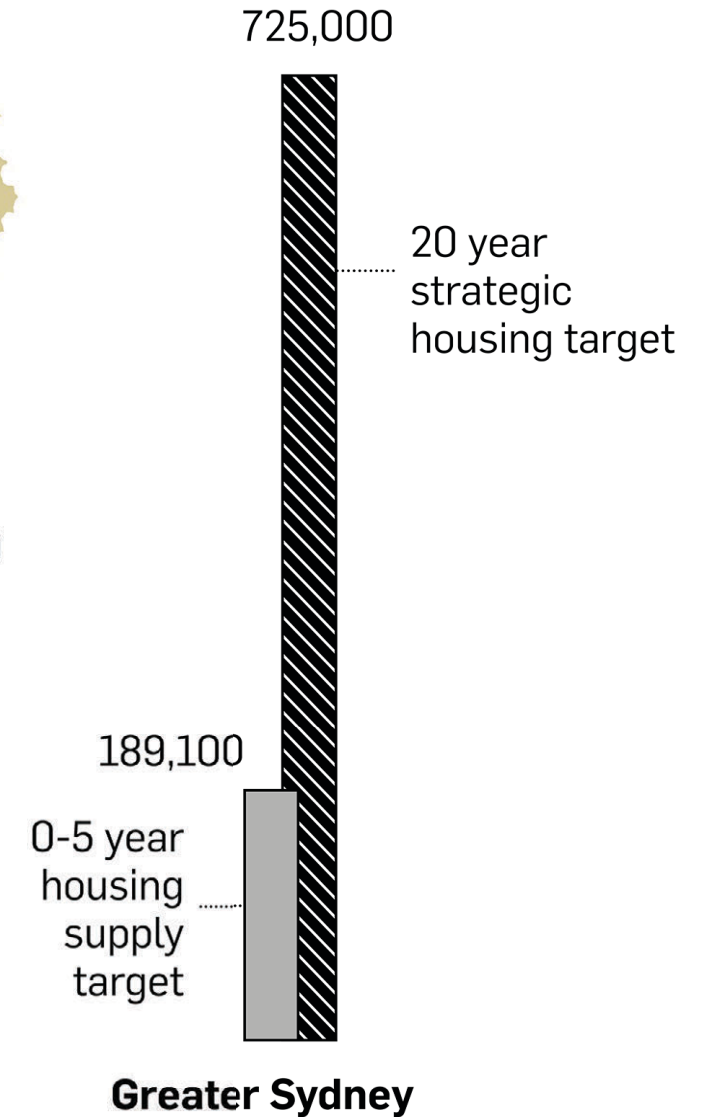
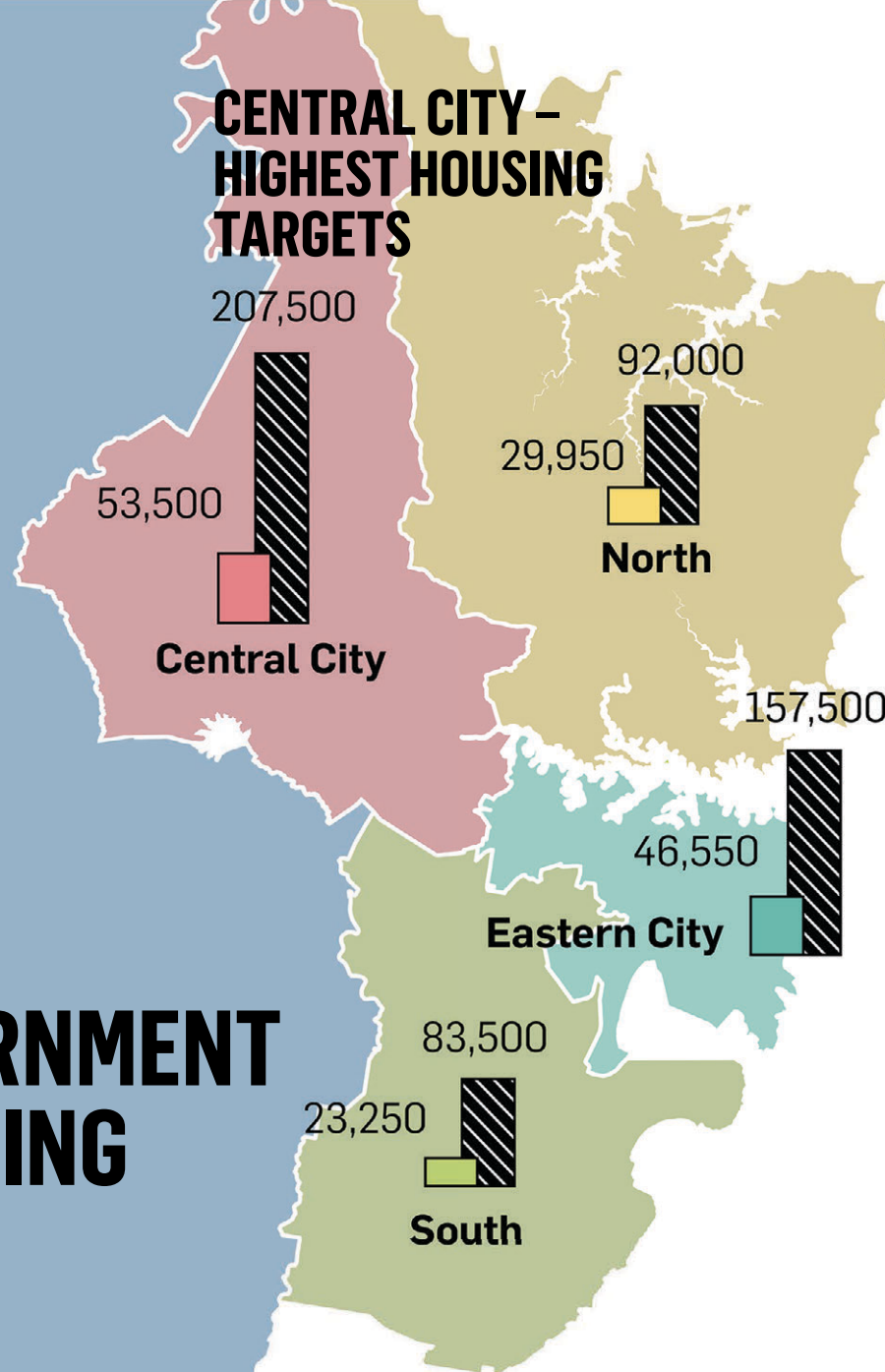
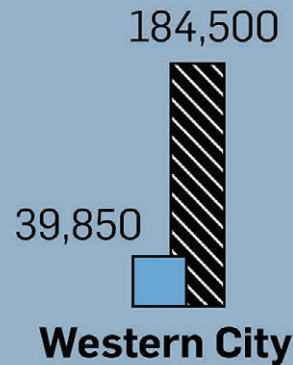
THE CENTRAL CITY PERSPECTIVE



THE FRAMEWORK: A METROPOLIS OF THREE CITIES

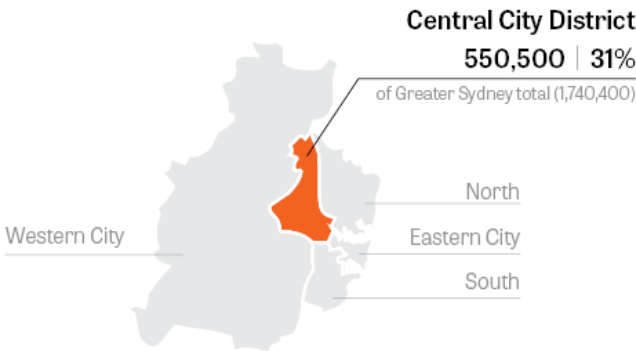


STRONG NSW GOVERNMENT SUPPORT FOR HOUSING IN CENTRAL CITY

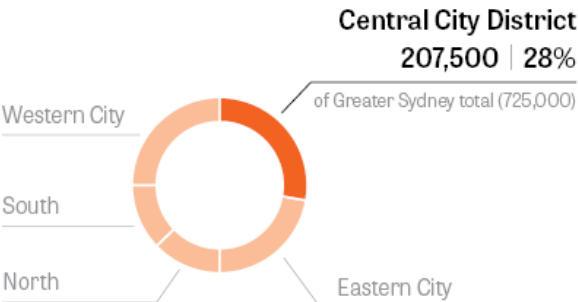


CENTRAL CITY

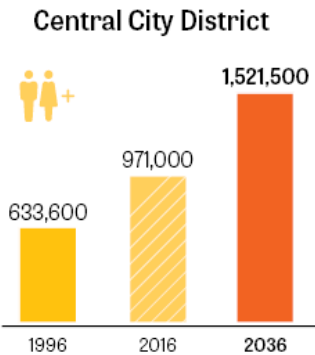
Population growth (2016–36)



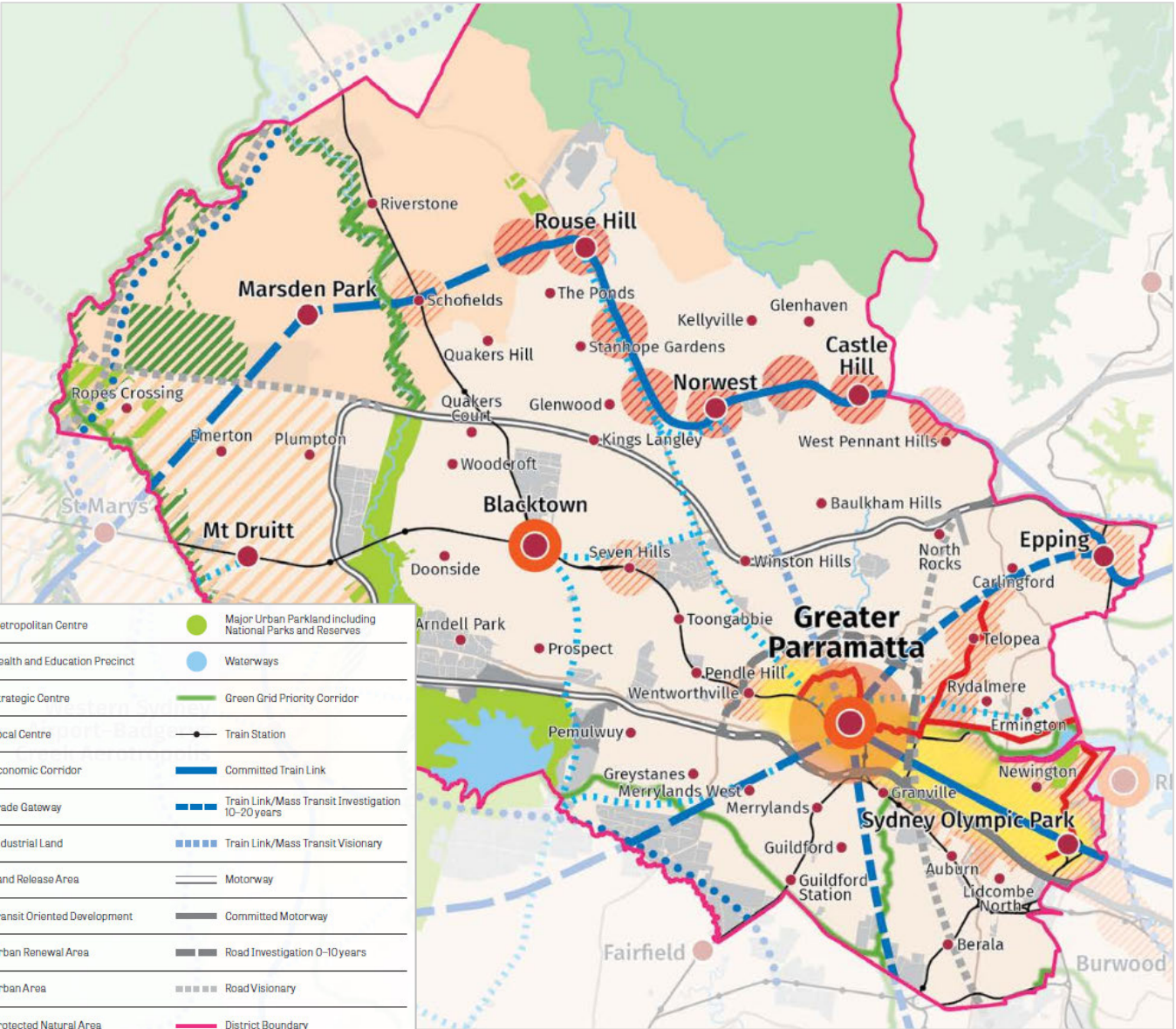
Housing growth (2016–36)



Population growth (2016–36)

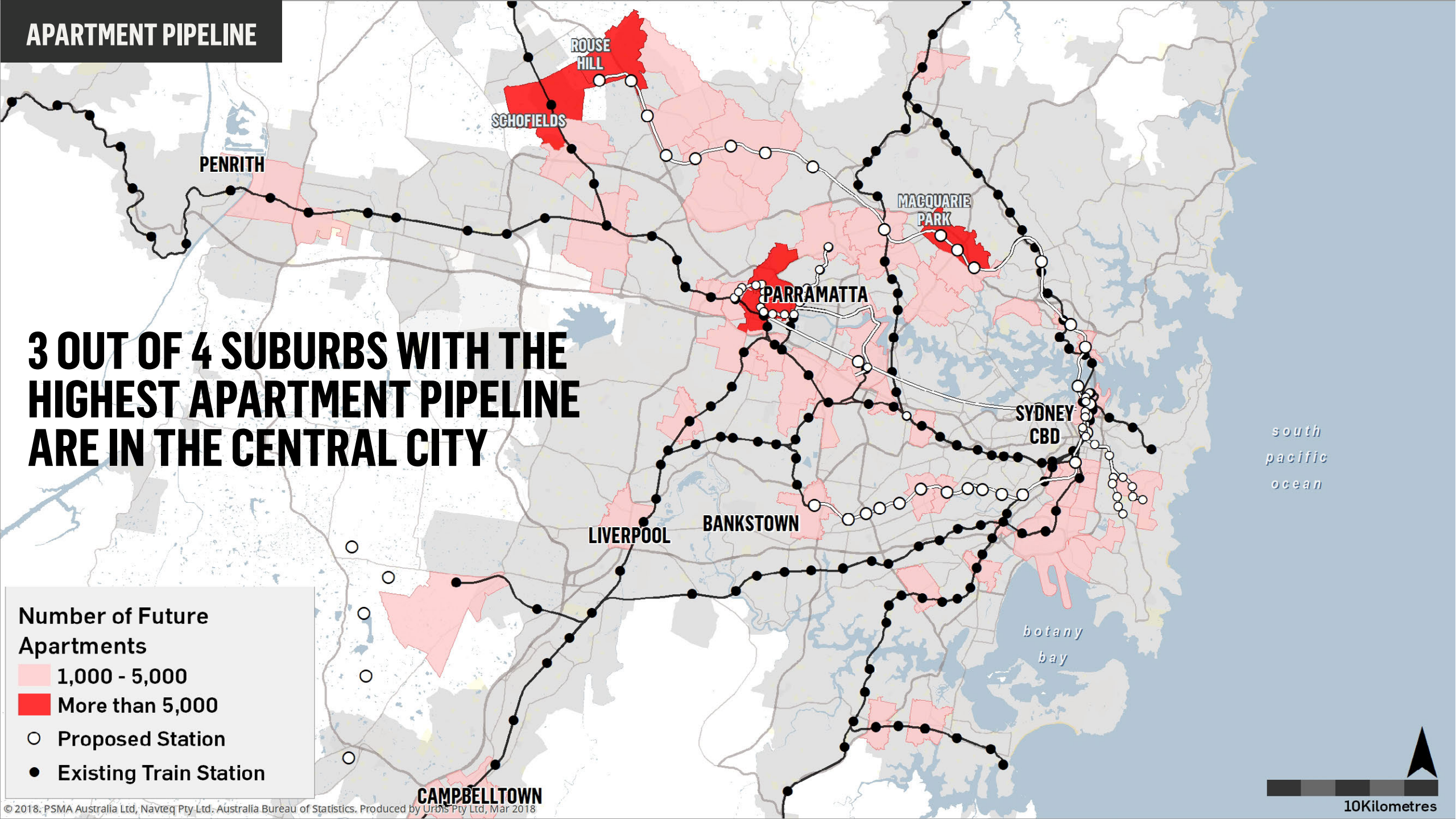


Metropolitan Centre	Major Urban Parkland including National Parks and Reserves
Health and Education Precinct	Waterways
Strategic Centre	Green Grid Priority Corridor
Local Centre	Train Station
Economic Corridor	Committed Train Link
Trade Gateway	Train Link/Mass Transit Investigation 10-20 years
Industrial Land	Train Link/Mass Transit Visionary
Land Release Area	Motorway
Transit Oriented Development	Committed Motorway
Urban Renewal Area	Road Investigation 0-10 years
Urban Area	Road Visionary
Protected Natural Area	District Boundary
Metropolitan Rural Area	



APARTMENT PIPELINE

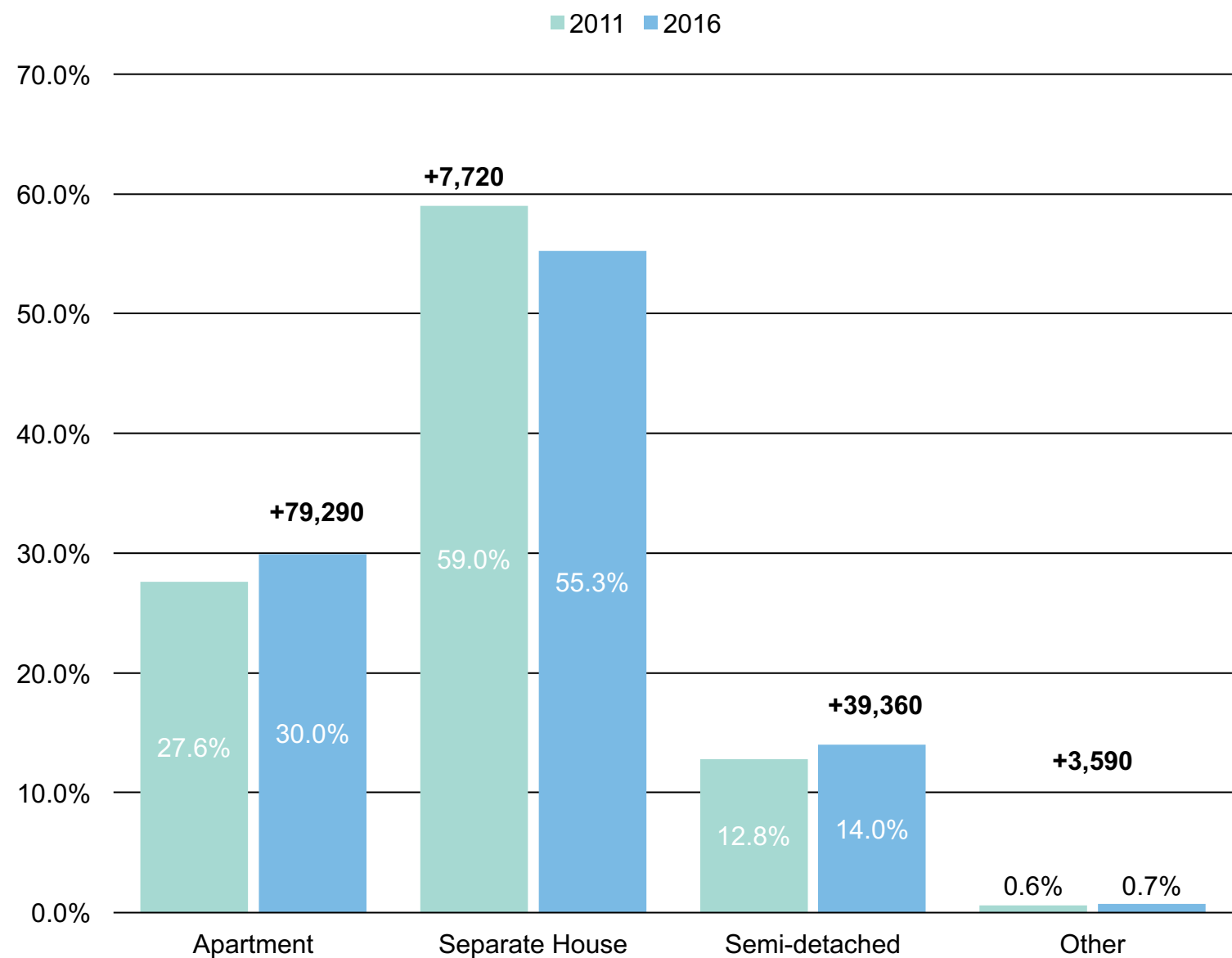
**3 OUT OF 4 SUBURBS WITH THE
HIGHEST APARTMENT PIPELINE
ARE IN THE CENTRAL CITY**



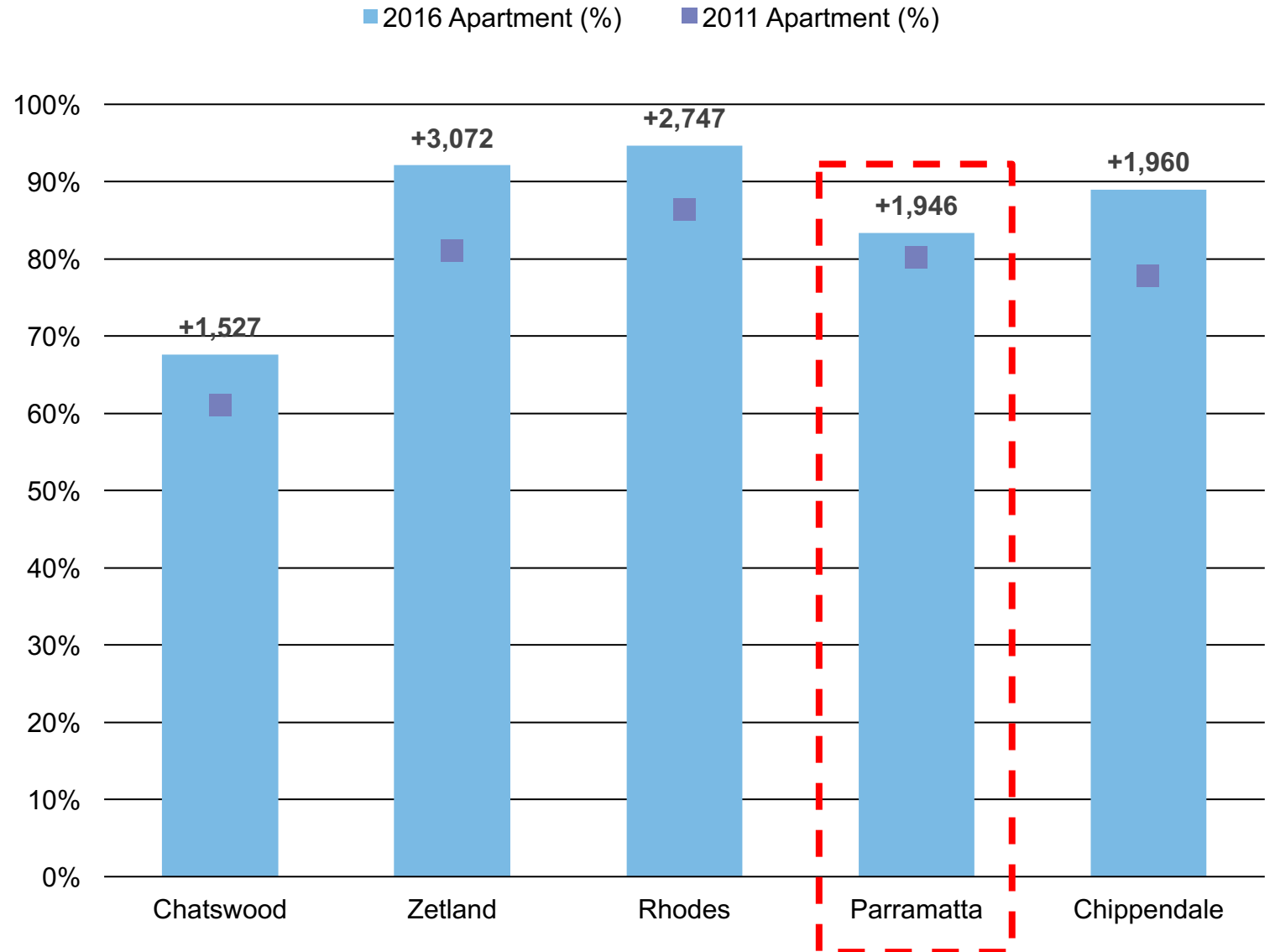
WHO LIVES IN APARTMENTS?



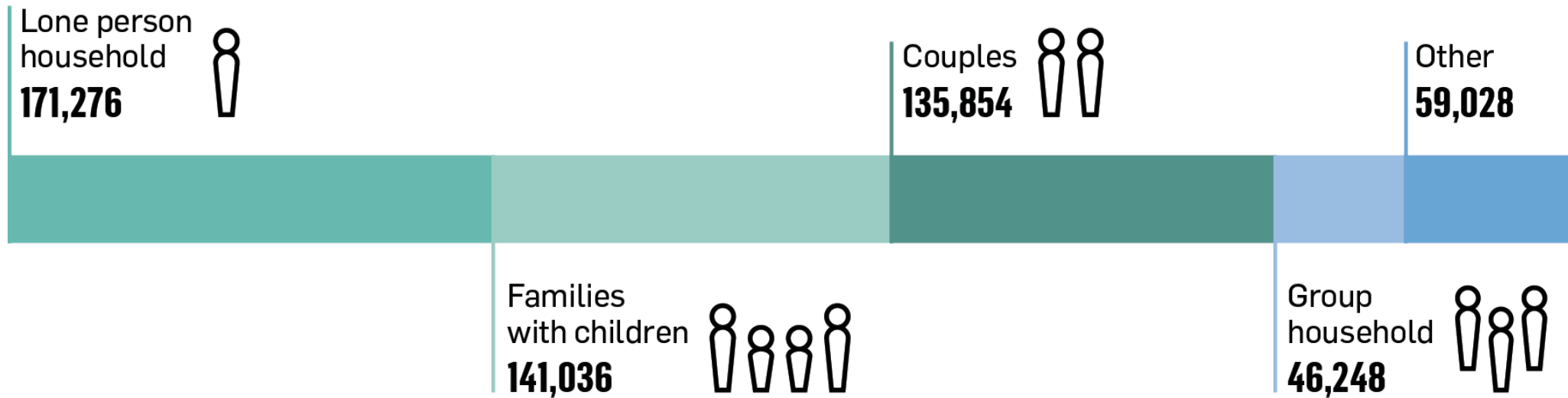
APARTMENTS NOW MAKEUP 30% OF ALL DWELLINGS



**BUT APARTMENTS
ACCOUNT FOR
80%+ OF
DWELLINGS IN
MOST HOTSPOTS**

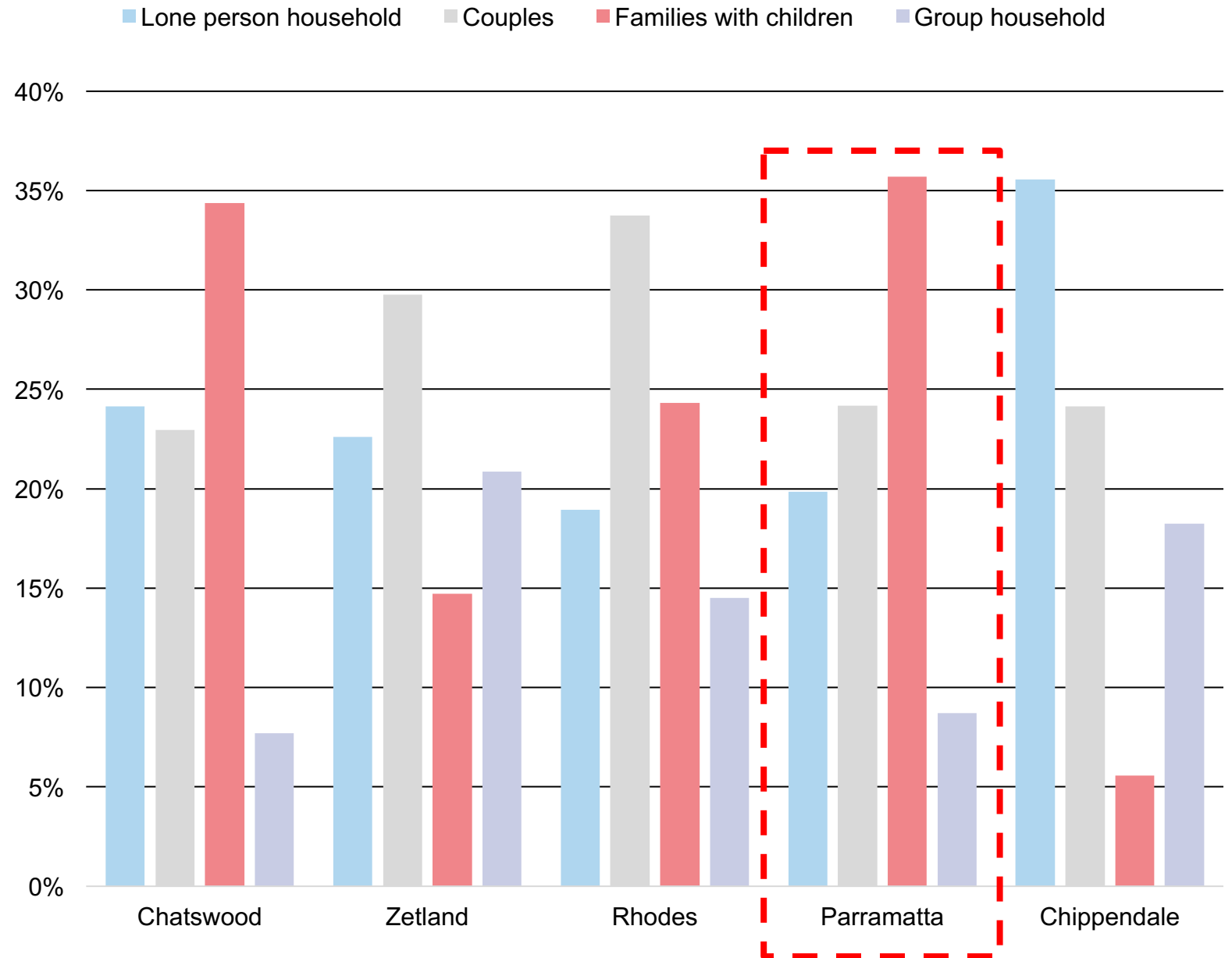


64% OF APARTMENT DWELLERS ACROSS SYDNEY ARE SINGLES OR COUPLES

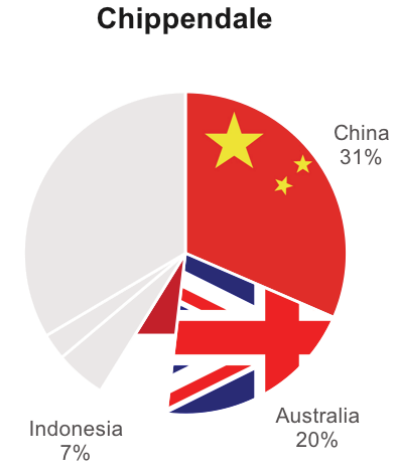
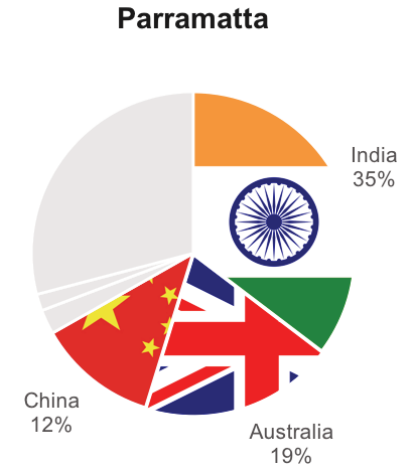
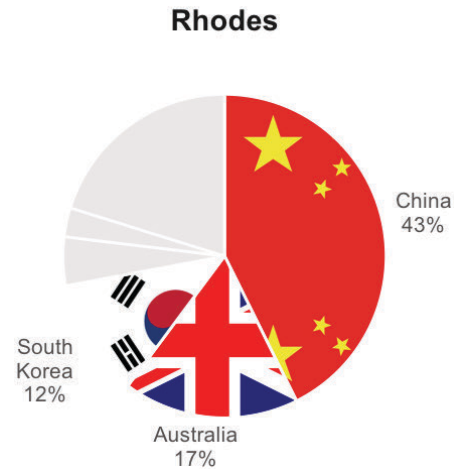
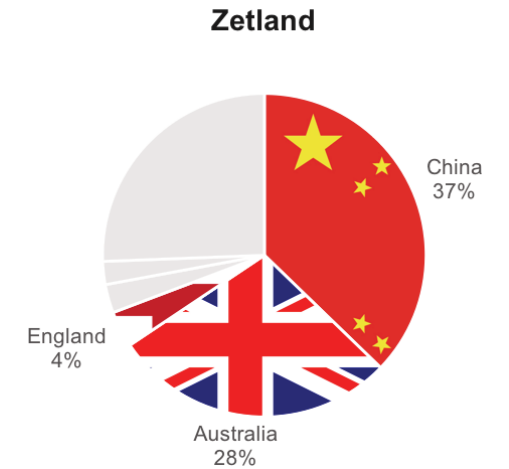
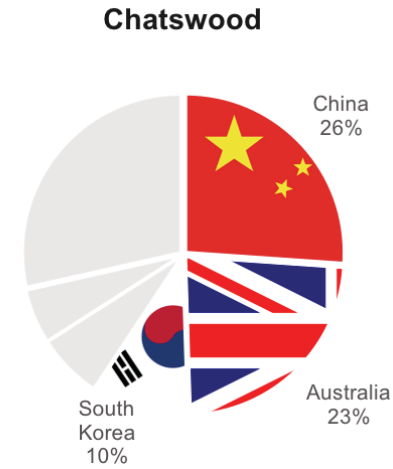
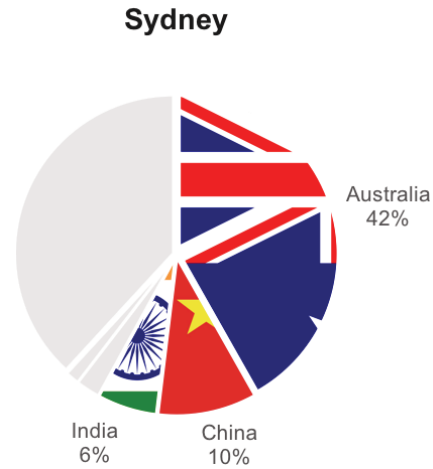


553,441 APARTMENTS IN 2016

**BUT IN
PARRAMATTA
YOUNG FAMILIES
RULE OCCUPYING
>35% OF
APARTMENTS**



MAJORITY OF APARTMENT DWELLERS IN PARAMATTA OVERSEAS-BORN SIMILAR TO OTHER APARTMENT HOTSPOTS



60 IS THE NEW 40

Living longer

**Staying
young at
heart and
active**

**Staggered
retirement**

**Desire to live
close to
amenities**

**Desire to live
close to
family**

SO WHAT?



**Enabling policy
environment**

**Diversity in
available sites**



**Competitive
market**

**Changing profile
of apartment
dwellers**

**Infrastructure
not ready yet**

BUSINESS AS USUAL WON'T BE GOOD ENOUGH

**Opportunity to
deliver housing
choice diversity**

**Need to rethink
amenities**

**Connectivity
and sense of
community**

Walkable

Social
Infrastructure

Retail

Sense of place and
soul

Not insular



ROUSE HILL

Housing diversity

Apartments
Townhouses
Houses and lot

Town Centre Public realm Walkable and connected

Social infrastructure

Library
School
Childcare

Retail

Supermarket
F&B and
discretionary



EASTBROOK @ CANBERRA

Intentional curation of common spaces for community building

Common areas off walkway
connecting buildings

**Common areas ~2,000 sq.m
+ 3 gardens and school**



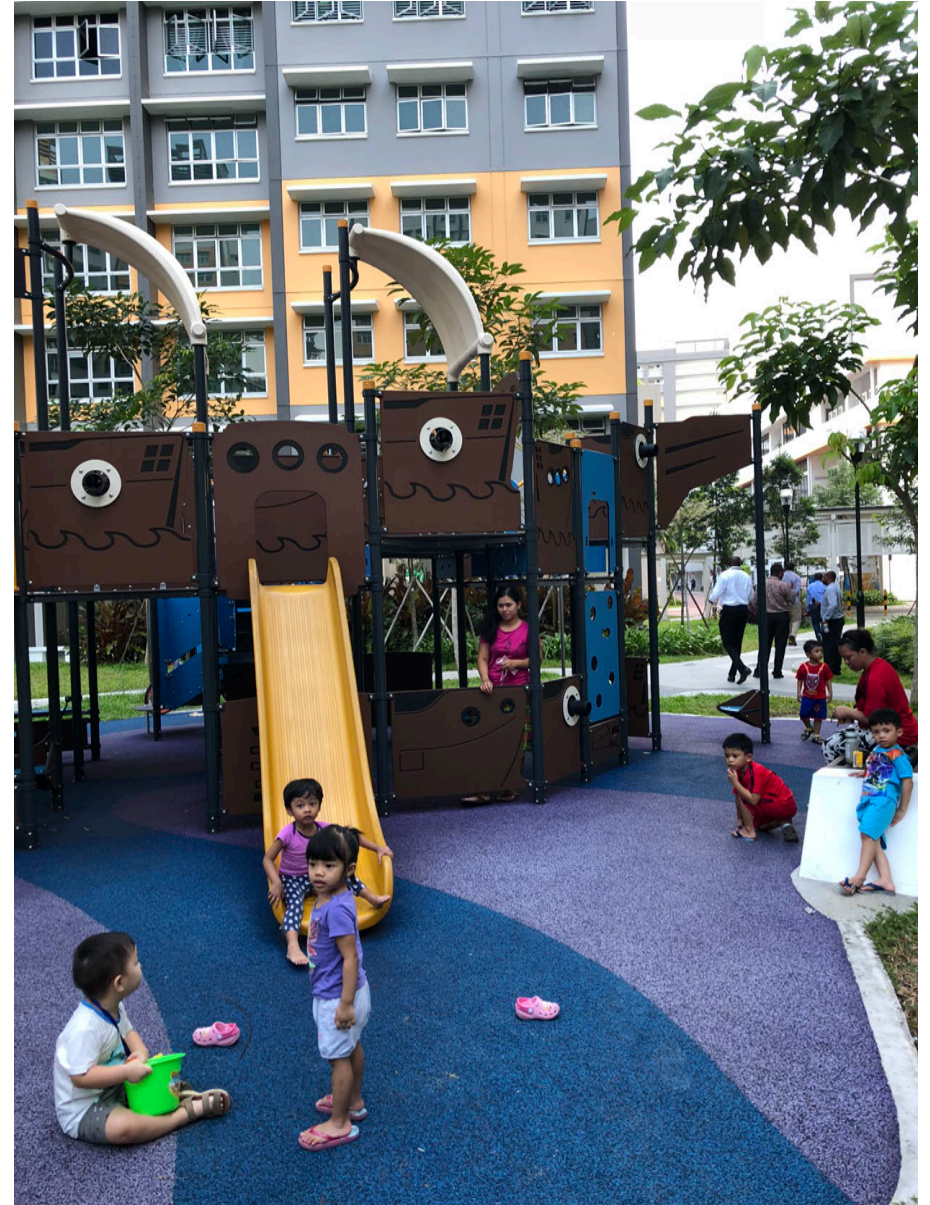
EASTBROOK @ CANBERRA

**Hardcourt, outdoor fitness
corners, pavilion, F&B and
supermarket**

3 parks including carpark roof

Childcare, playground

Seniors activity centre

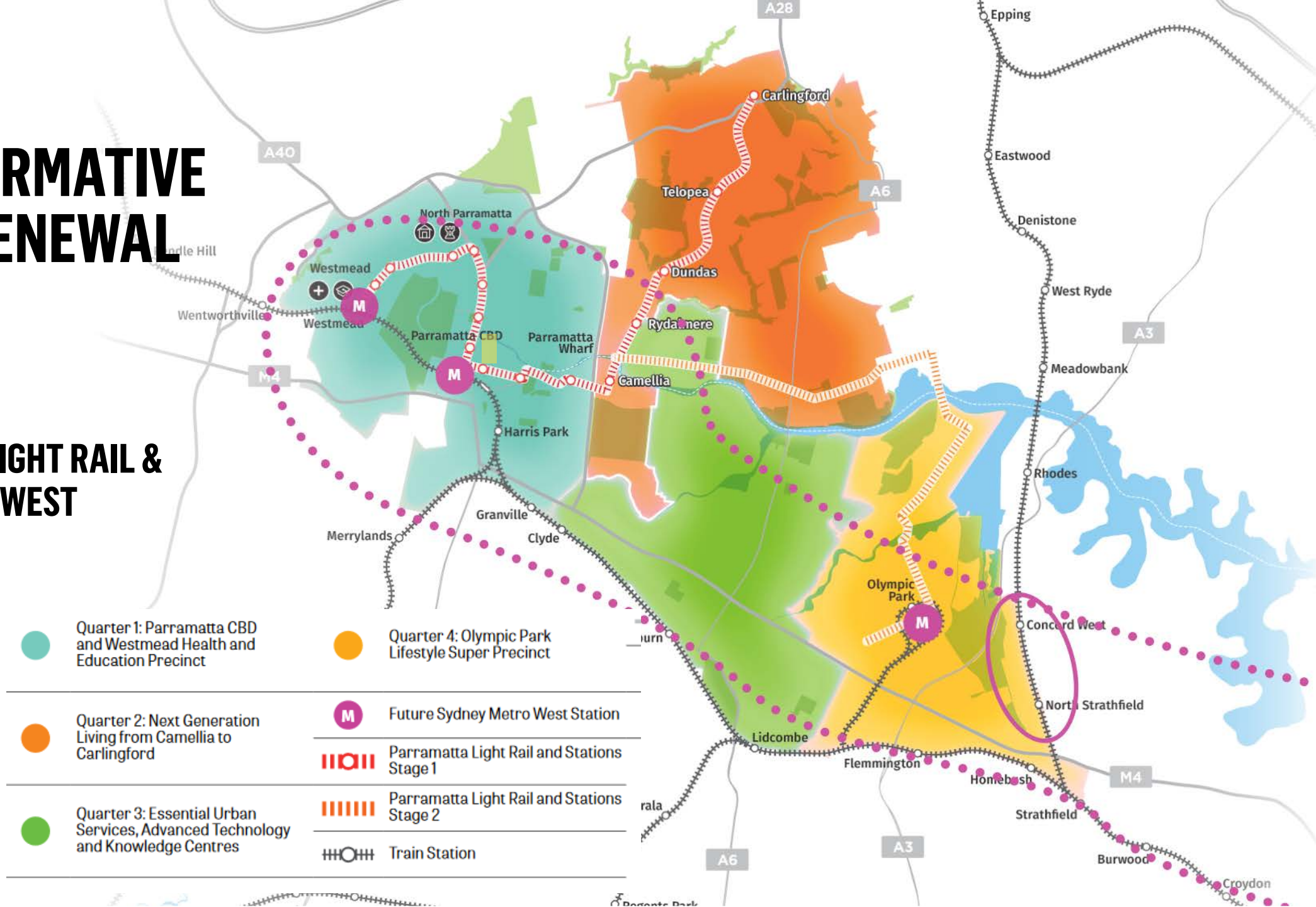


CENTRAL CITY URBAN PLANNING PERSPECTIVE



GPOP: TRANSFORMATIVE URBAN RENEWAL

SUPPORTED: PARRAMATTA LIGHT RAIL & SYDNEY METRO WEST

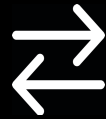


PRIORITY ACTIONS FOR THE GPOP CORRIDOR



Public transport Investment

30 minute city



Transport investments to enhance access

To GPOP
Between centres



Co-locate in strategic centres

Health & Education
Social & Community
Facilities

GPOP COLLABORATION AREA

**GSC led:
Growth Infrastructure Compacts**

**Grow Westmead
Health &
Education
Precinct**

A world class
innovation district

**Coordinate and
optimise urban
renewal
opportunities**

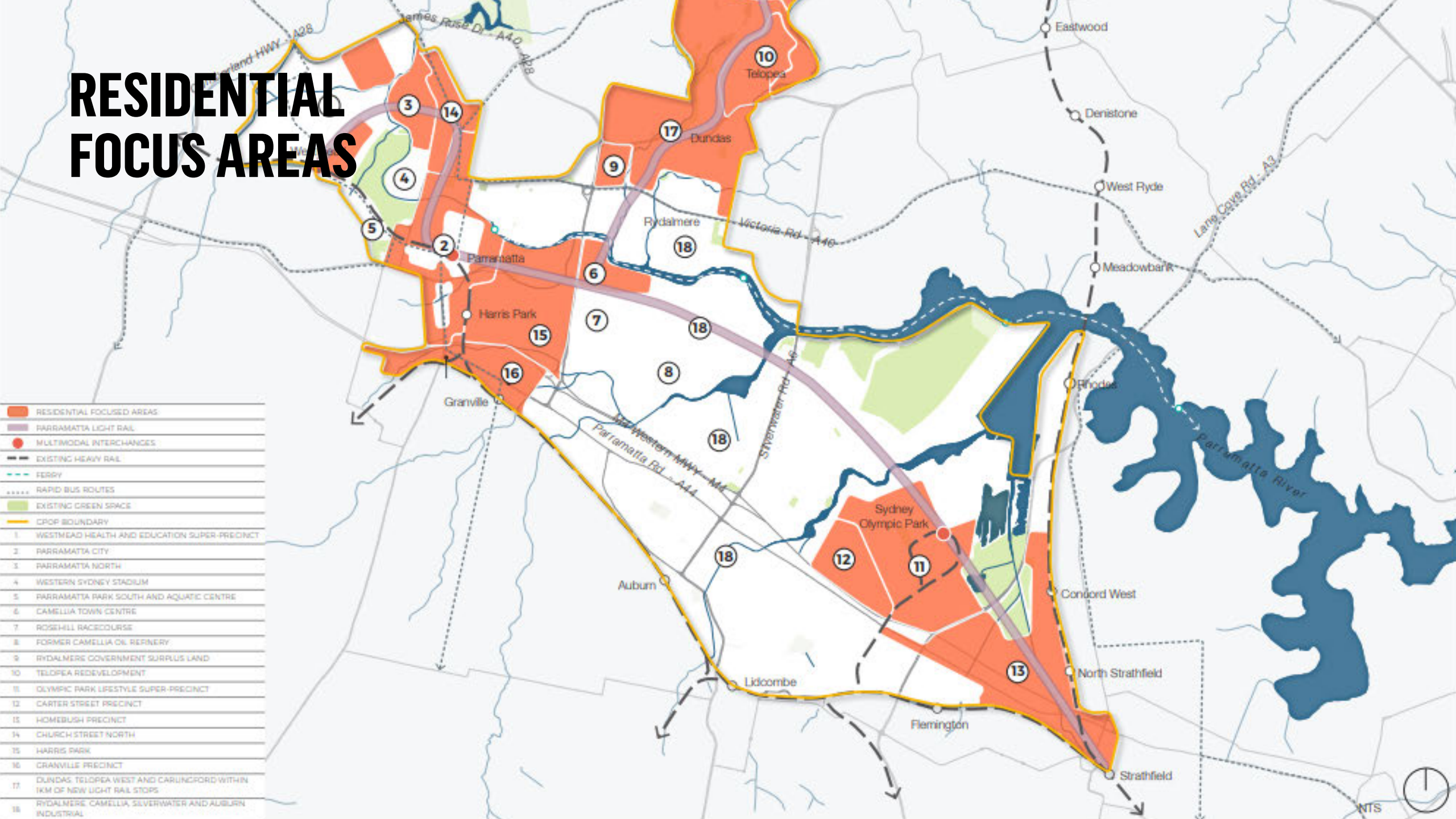
**Increased
attractiveness /
productivity of
Parramatta CBD**

**Promote
advanced
technology and
knowledge
sectors**

**Align
infrastructure
delivery with
urban renewal**



RESIDENTIAL FOCUS AREAS



Jobs Growth GPOP

↑ 60-70%
Increase in Jobs



JOBS 2016: 126,000
JOBS 2036: 201,000
- 217,000

Housing Growth GPOP

↑ 86%
Increase in housing



HOMES 2011: 25,275
HOMES 2021: 46,925

Total increase in dwellings and jobs

+113,000
forecast additional
jobs by 2036



JOBS 2011: 133,360

+72,000
forecast additional
homes by 2036



HOMES 2011: 25,275

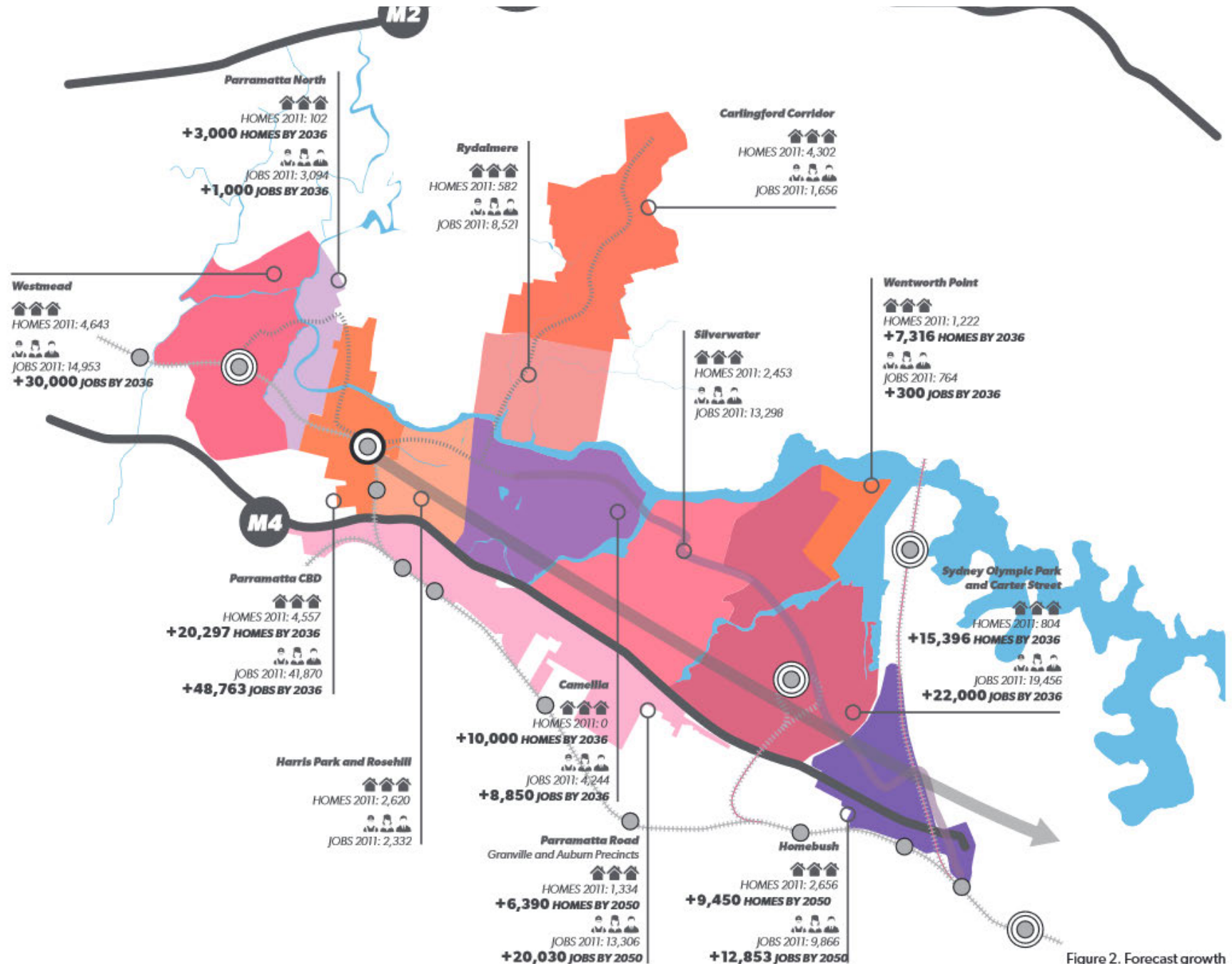


Figure 2. Forecast growth

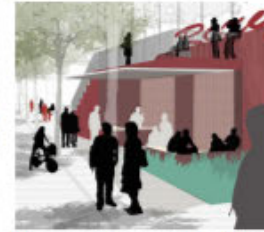
THERE IS A ALREADY A LOT OF WORK BEING DONE...



Parramatta Square and WSU
Parramatta CBD Campus



Riverbank Development
Project



Horwood Avenue Civic Link



Western Sydney Stadium



Museum of Applied Arts and
Sciences (MAAS)



Parramatta North Urban
Transformation (PNUT)
Program



Parramatta Light Rail



Old Kings School
transformation to the
O'Connell Street Primary
School



Arthur Phillip High School
and Parramatta Public
School



Westmead Upgrade of
Clinical Services and
Redevelopment



Riverside Theatre Upgrade



Mays Hill Precinct, O'Connell
Street & Parramatta Park
Heritage Restoration



Auto Alley



Parramatta Ring Roads



Parramatta Road Urban
Transformation (PRUT)



Parramatta CBD Planning
Framework Review



Camellia Land Use and
Infrastructure Plan



West Metro



Camellia Town Centre



Sydney Olympic Park Master
Plan



Carter Street, Lidcombe



Urban Surf Park



Rydalmere Industrial and
Employment Lands



Telopea Precinct Master Plan

CHALLENGES TO GROWTH

Parramatta Light Rail and West Metro Coordination

Parramatta City Centre

Transformation to an activated 24 hour city

Attracting residents to the city centre

Rethink car parking strategies with the introduction of new public transport

Sydney Olympic Park

A destination for activities other than major sporting and recreation events

SUMMING UP



SUMMING UP

Short term demand has slowed, but fundamentals are strong

Governments are aligning priorities around growth precincts

Business as usual won't be enough

Councils are more progressive and willing to work with landowners

Housing styles and mixed use opportunities



PARRAMATTA

79 George Street,
Parramatta NSW

SYDNEY CBD

Tower 2, Level 23,
Darling Park
201 Sussex Street
Sydney NSW