

EAST PERTH MARKET OUTLOOK

East Perth offers residents the natural amenity of a riverside suburb with the convenience of an inner city location

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Finbar

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ACCESSIBILITY & CONNECTIVITY

PUBLIC TRANSPORT AND MAIN ROADS

East Perth sits within the Perth city Free Transit Zone. There are five Central Area Transit (CAT) buses that operate in Perth and surrounds offering free and frequent transit.

East Perth is also serviced by the Claisebrook and Mclver train stations which operate on the Midland train line. Connection to Perth, Perth Underground and Elizabeth Quay train stations is possible via CAT buses, giving access to all of Perth's six train lines.

For vehicle transport, East Perth has access to the Causeway and Graham Farmer Freeway, which are main arterial roads. The Causeway connects East Perth to Perth's south and south east suburbs via Albany Highway and Welshpool Road. The Graham Farmer Freeway connects the area to the Mitchell Freeway which is a north-south link through Perth's suburbs.

Via the Causeway, East Perth is an approximately 10 km drive from Perth Airport.

RETAIL AND HOSPITALITY

The Perth CBD retail core offers a wide variety of shopping from independent retailers to luxury brands. Perth's shopping precinct streetscapes comprise a mix of heritage architecture and new developments.

East Perth and the Perth CBD are also home to a concentration of hotels and other hospitality venues. An example of heritage character adding to the attractive of venues in Perth are the State Buildings. The buildings were redeveloped in 2015, retaining the heritage characteristics of the 140-year-old buildings.

The buildings are now home to a luxury hotel (COMO The Treasury), fine dining and food and beverage operators.

Elizabeth Quay is another recently developed (and still developing) precinct, that is home to the Ritz-Carlton Hotel and Doubletree by Hilton.

The Crown Complex, accessible via the Causeway or Matagarup Bridge, offers a wide variety of dining and entertainment.

RECREATION AND ENTERTAINMENT

East Perth is conveniently located in walking distance to many of Western Australia's premiere cultural and sporting venues. For sports fans, the WACA Ground and HBF Park are located in the local area. Optus Stadium is a multi-purpose venue with 60,000 person capacity making it the third largest stadium by capacity in Australia. East Perth residents can access Optus Stadium by foot via the Matagarup Bridge.

For cultural activities and entertainment, East Perth residents can visit Perth Concert Hall, Crown Complex and Perth Cultural Centre, where a number of venues host local and international artists alike.



East Perth residents are also spoiled for choice in terms of the natural amenity right on their door step. Parks and gardens in East Perth include Queens Garden, Wellington Square, Langley Park, Heirison Island and Point Fraser. Besides day to day recreation, many of these parks are utilised for public events, festivals and celebrations including weddings.



EMPLOYMENT

Being located adjacent to the Central Business District (CBD) of Perth, East Perth offers ample access to employment opportunities. Residents can utilise free public transport to travel into the economic hub of Perth, or quickly access other major employment nodes with direct connection to each of the train lines.

The Perth CBD, East Perth and West Perth accommodate a variety of employers from state government departments and agencies, to headquarters of globally recognised mining and resources companies.

The accessibility of so many of Perth's key employment nodes gives residents the opportunity to live, work and play in their own neighbourhood.

INFRASTRUCTURE & EDUCATION



INFRASTRUCTURE

PERTH CITY DEAL - \$1.69 BILLION

The Perth City Deal is a joint commitment by state and federal government to revitalise the capital city. The projects that make up the deal will have a positive impact on the amenity of East Perth. Projects include:

- **Edith Cowan University (ECU)** Cultural and Creative Industries Education CBD campus (\$853 million) – bringing 11,000 staff and students to the CBD by 2034;
- **Swan River Bridge** (\$100 million) – a new cycling and pedestrian bridge linking East Perth to the Victoria Park foreshore via Heirisson Island, providing a safe route for active transport;
- **Perth Concert Hall Redevelopment** (\$42 million) – will restore the Perth Concert Hall as a premier cultural venue and home of the WA Symphony Orchestra (WASO); and
- **West Australian Cricket Association (WACA) Redevelopment** (\$100 million) – redeveloping the WACA ground with upgraded cricket facilities as well as community fitness facilities.

PERTH GIRLS SCHOOL

An application has been lodged with DevelopmentWA, the state government's development agency, to develop the former Perth Girls School site in East Perth. The proposal includes plans for:

- Four towers with 742 apartments,
- Retail including a supermarket, and
- A microbrewery.

PERTH CITY LINK

The Perth City Link is a project led by the state development agency, DevelopmentWA. The project will reconnect the CBD with Northbridge, which is largely an entertainment precinct. The project has to date included redevelopment of key transport infrastructure with the sinking of the rail line and new Wellington Street Bus Station which are part of the vision for the area as a world-class transit hub. The redevelopment of transport assets has unlocked 13.5 hectares of land for development. The ECU Inner City Campus will be located within the Perth City Link.

HBF PARK \$35 MILLION

The state government is investing in upgrades to facilities at HBF Park in preparation for the 2023 FIFA Women's World Cup. The upgrades will allow the park to meet FIFA requirements to be a host venue. The World Cup coming to Perth, as part of Australia and New Zealand's joint hosting effort, will be an important event for the city and state with **global exposure**.



EDUCATION

WORLD UNIVERSITY RANKINGS 2022

Overall universities in WA rank well with the University of Western Australia ranking in the top 100 worldwide. The QS World University Rankings 2022 featured 1,300 of the tens of thousands of universities world wide. Being included in the ranking is a sign of quality across the metrics that are assessed, which include academic reputation, citations per faculty and international student ratio.

WORLD UNIVERSITY RANKINGS 2022

93	The University of Western Australia
=194	Curtin University
501-550	The University of Notre Dame*
581-590	Murdoch University
651-700	Edith Cowen University

Prepared by Urbis; Source: QS World University Rankings 2022

*QS World University Ranking by Subject Ranking (for medicine only).

SECONDARY SCHOOL

East Perth residents have a variety of public and private schools to choose from for secondary education. There are 7 of the top 50 WA schools (measured by ATAR achievement in 2020) within 10km drive distance.

The public secondary school catchment for East Perth is Bob Hawke College. Bob Hawke College is one of the newest secondary schools in the state, having opened in 2020. The college has state-of-the-art facilities and options for selective programs in Music and Visual Arts.

RELEVANT TOP 50 SCHOOLS

Rank	School	Drive Distance (KM)
#1	Perth Modern School	4.9
#9	Perth College	4.6
#13	Carmel School	8.6
#14	Shenton College	7.4
#15	Mercedes College	1.6
#41	Ursula Frayne Catholic College	3.0
#43	Trinity College	0.9

Prepared by Urbis; Source: 2020 SCSA Note: Based on the median Australian Tertiary Admission Rank (ATAR) out of 139 WA schools.

POPULATION, DEMOGRAPHICS & EMPLOYMENT



DEMOGRAPHICS

East Perth residents are, on average, higher household income earners in white collar professions. The proximity to the Perth CBD office market makes the location an attractive option for young professionals who desire low-maintenance homes in a highly connected location.

The average household income in East Perth is \$111,834, making it \$11,310 higher than the Greater Perth average household income. There are also a higher proportion of residents aged 25-39 years old (45%) than in Greater Perth (23%). This is likely due to the convenience for young professionals to live in East Perth.

White collar workers are likewise heavily represented in East Perth, with 79% compared to 68% in Greater Perth employed in these professions. The proximity to the CBD likely makes living and working in close proximity a reality for many of this cohort.

East Perth is home to 11,600 people, a large proportion of whom live in apartments (88%), compared to the Greater Perth average (7%).

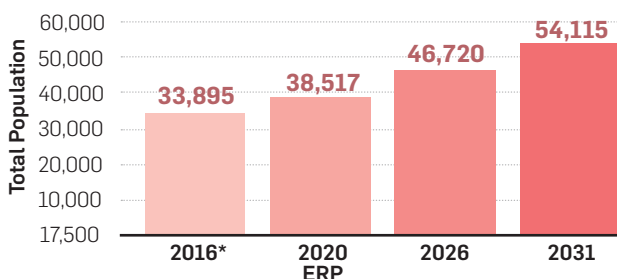
Residents of East Perth differ from the Greater Perth average on a number demographic features that are conducive to apartment living. Residents in East Perth are more likely to live in lone person households (37%) than the Greater Perth average (23%), and to be a couple family with no children (11 percentage points higher).

These demographic groups are likely drawn to the inner-city lifestyle and low-maintenance apartment living that is available in East Perth.

The WA Tomorrow State Population Projections estimate that the population of the Perth City SA2 will increase to 54,115 in 2031 from 33,895 in 2016 (Band C).

The Perth City SA2 statistical area includes East Perth and the Perth CBD.

TOTAL PROJECTED POPULATION GROWTH – PERTH CITY SA2* 2016 – 2031



*Prepared by Urbis; Source: WA Tomorrow Population Projections Band C; ABS * SA2 is defined by the Statistical Area Division 2 by the ABS*

WHO LIVES IN EAST PERTH?

	East Perth	Perth City SA2*	Greater Perth
Estimated Resident Population	11,600	33,898	2,022,044
Avg Household Income	\$111,834	\$107,398	\$100,524
Aged 25-39	45%	47%	23%
Renter	62%	64%	28%
Proportion Living in Apartments	88%	79%	7%
Lone Person Households	37%	40%	23%
Couples With No Children	68%	68%	38%
White Collar Workers	79%	80%	68%

Prepared by Urbis; Source: ABS Census 2016



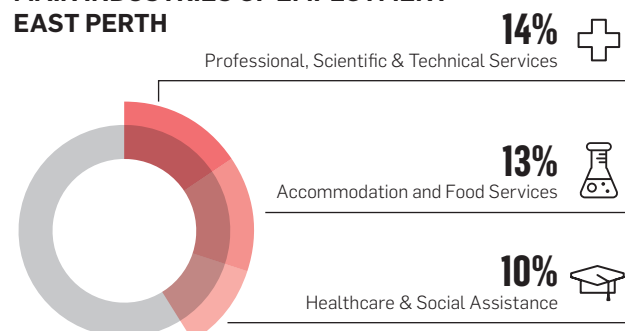
EMPLOYMENT

The top industry of employment for residents of East Perth is Professional, Scientific and Technical Services, followed by Accommodation and Food Services and Health Care and Social Assistance. All of these industries are well represented in employment hubs nearby.

Professional services businesses are clustered in the Perth CBD, while East Perth and Northbridge are hospitality and food hubs that support a large number of jobs in the Accommodation and Food Services industry.

East Perth residents are also in close proximity to Royal Perth Hospital and the other health services clustered in the area, making it an attractive home for medical professionals. The West Perth office market and QEII-UWA medical and research hub are two other employment hubs easily accessible by residents of East Perth, through the free CAT buses.

MAIN INDUSTRIES OF EMPLOYMENT – EAST PERTH



Prepared by Urbis; Source: ABS

RESIDENTIAL MARKET ANALYSIS

East Perth house and unit prices perform better than the Greater Perth average, in terms of both median price and growth over the 12 months to November 2021.

The current median house price of \$1,530,000 and median unit price of \$490,000 are the highest of the surrounding inner city suburbs. Median house prices grew 28.6% and median unit prices grew 8.9% in the year to November 2021.

The strength of the East Perth residential prices in the local market, in conjunction with the relative affordability of Perth compared to other Australian capital cities makes the market an attractive opportunity for buyers.

Greater Perth was between 25% and 130% more affordable for houses than other capital cities over this period. Unit prices in Perth are similarly relatively more affordable than the median prices in Brisbane, Melbourne and Sydney by between 7% and 93%.

Units in East Perth are relatively affordable when compared to the house price in the area. Units, at 32% of the median house price in East Perth in the 12 months to November 2021, provide the option to gain access to the high quality amenity in the inner city area, without the same price tag as a house.

This is compared to median unit price in Greater Perth being 79% of the median unit price in the same period.

"THE RELATIVE AFFORDABILITY OF UNITS IN EAST PERTH ALLOWS BUYERS TO GAIN ACCESS TO THE HIGH QUALITY AMENITY IN THE INNER CITY AREA, WITHOUT THE PRICE TAG OF A HOUSE."

SALE PRICE COMPARISON - MEDIAN PRICES

12 months to November 2021

	Median House Price	House Sales	Median Unit Price	Unit Sales
East Perth	\$1,530,000	15	\$490,000	460
Highgate	\$922,500	16	\$370,000	69
Northbridge	\$1,000,000	3	\$410,000	46
Perth	\$920,000	36	\$435,000	471
West Perth	\$890,000	26	\$427,000	233
Greater Perth	\$520,000	36,792	\$410,000	11,547

Prepared by Urbis; Source: Pricefinder

PRICE PREMIUM COMPARED TO THE PERTH METROPOLITAN REGION

12 months to November 2021

	Median House Price	House Price Differential	Median Unit Price	Unit Price Differential
Greater Perth	\$520,000	-	\$410,000	-
Greater Brisbane	\$650,000	25%	\$437,500	7%
Greater Melbourne	\$865,500	65%	\$660,000	61%
Greater Sydney	\$1,195,000	130%	\$790,000	93%

Prepared by Urbis; Source: Pricefinder

AFFORDABILITY - MEDIAN UNIT PRICES COMPARED TO HOUSE PRICES

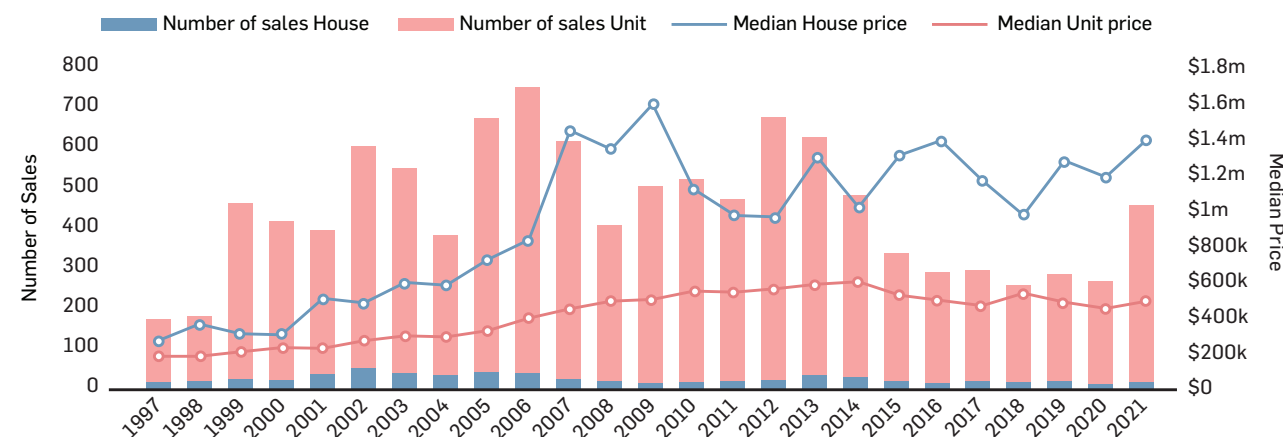
12 months to November 2021

	House Price	Unit Price	Unit Price Relative Affordability*
East Perth	\$1,530,000	\$490,000	32%
Greater Perth	\$520,000	\$410,000	79%

Prepared by Urbis; Source: Pricefinder

25 YEAR GROWTH - MEDIAN HOUSE AND UNIT PRICES IN EAST PERTH

25 Years to 2021



Prepared by Urbis; Source: Pricefinder

RENTAL MARKET ANALYSIS

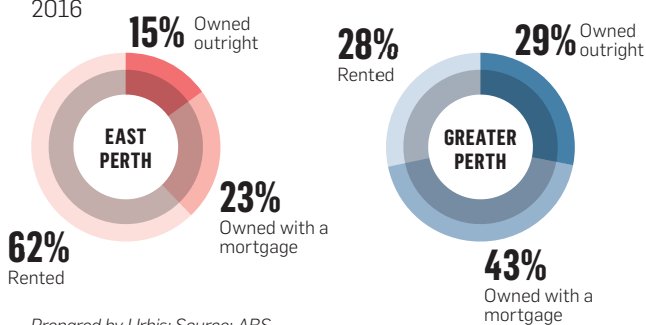
East Perth has a particularly strong rental market, with 62% of dwellings being rented, compared to 28% in Greater Perth.

The rental market in East Perth has been favourable for investors in recent years, with rents of \$460 per week for units sitting higher than that of surrounding suburbs as at November 2021. A very low vacancy rate of 0.7% as of December 2021 in Greater Perth is also a favourable setting for landlords.

Overall, the Perth market supported higher rental yields for units as at November 2021 compared to other Australian capital cities. Perth's rental yield for units over this period was 5.1%.

New apartments in East Perth also command a rental price premium above those in Perth. According to Urbis' Perth Apartment Essentials, new apartments in East Perth (being those constructed from 2017 onwards) had median rents up to 8% higher than those new apartments monitored in Perth dependent on product type (measured over Q2 2021-Q1 2022). Two-bed apartments were both the most popular in terms of the number of listings (53), and provided the highest price premium when compared to Perth, over the same period.

TENURE TYPES – EAST PERTH (SUBURB) V GREATER PERTH 2016



Prepared by Urbis; Source: ABS

MEDIAN ASKING RENTS BY BEDROOM IN NEW* APARTMENT BUILDINGS WITHIN EAST PERTH VS GREATER PERTH

Q2 2021 – Q1 2022

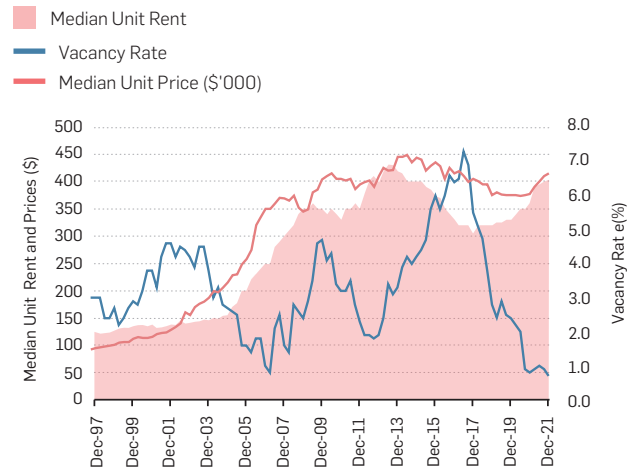
	No. of Listings	East Perth	Greater Perth
1 Bed	24	\$450	\$450
2 Bed	53	\$600	\$550
3 Bed	10	\$963	\$990

Source: Urbis' Perth Apartment Essentials

*"New" apartments are defined as those built from 2017 onwards.

MEDIAN RENT AND VACANCY RATES - UNITS IN GREATER PERTH

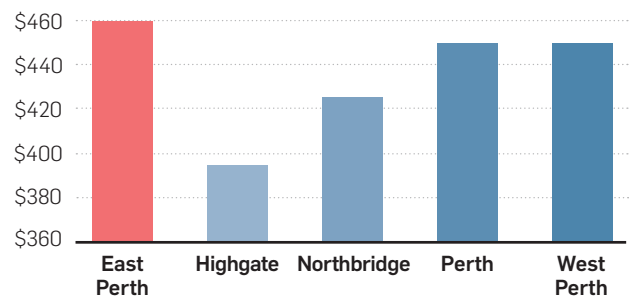
25 Years to December 2021



Prepared by Urbis; Source: REIA

MEDIAN RENT PRICE - UNITS EAST PERTH VS SURROUNDING SUBURBS

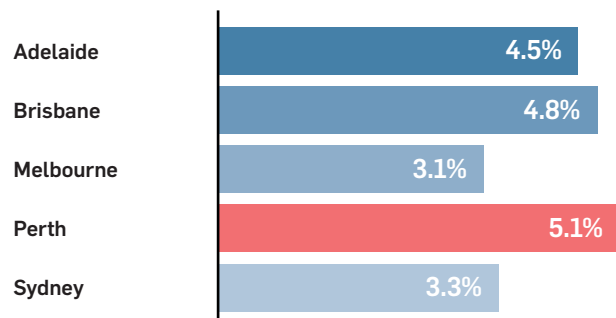
As of November 2021



Prepared by Urbis; Source: Pricefinder

INDICATIVE RENTAL YIELDS- UNITS

Australian Capital Cities, as of November 2021



Prepared by Urbis; Source: Pricefinder



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