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to **invest**



# PERTH: A SNAPSHOT

Ranked sixth in the 2021 Global Livability Index, Perth is renowned for its beautiful beaches, expansive green open spaces, ideal climate and laidback lifestyle. The city is a cultural melting pot with a focus on education and innovation, combined with a refreshing mix of artistic endeavour. Operating in the same time zones as Hong Kong, Shanghai and Singapore, Perth is only a direct flight from a number of major cities throughout Asia.



## THE ECONOMY

WA had the top performing Australian state economy, according to the September 2021 budget, recording a **\$5.6 billion surplus**. Annual wages increased by 1.5%, with WA achieving the country's highest average weekly earnings at \$1,439. WA continues to be the most affordable state for housing with the lowest median rents and the highest average incomes.



## HEALTH

The local area boasts world-class health care infrastructure. RPH, St John of God Subiaco, Sir Charles Gairdner and Perth Children's Hospital are all within a ten minute drive of the city, offering both convenient access to health care and locally accessible employment opportunities.



## INFRASTRUCTURE

The WA government has 1,430 planned infrastructure projects, valued at **\$27.1 billion**. A highlight of the infrastructure pipeline is Perth's largest public transport investment, Metronet, which is currently underway and will deliver 22 new train stations and 72 additional kilometres of passenger rail.

# PERTH RESIDENTIAL MARKET

In the last Perth boom, prices almost tripled in value within 6 years. Values have trended sideways for 14 years, before experiencing a change in momentum with growth of 15.5% in the housing market and 13.1% in the apartment market over the 12 months to Jan '22.

As a result of its long term plateau, **Perth now has the most affordable housing market in the country.**

	MEDIAN HOUSE VALUE
ADELAIDE	\$636,853
BRISBANE	\$809,813
GOLD COAST*	\$946,614
MELBOURNE	\$1,002,464
PERTH	\$550,044
SYDNEY	\$1,389,948

Source: CoreLogic data refers to January 22. \*Gold Coast Data refers to Nov '21

## Perth is a top performer across all main housing market indicators

**1st** Most affordable house values.

**1st** Lowest state unemployment rate, sitting at **3.4%**.

**2nd** Tightest rental market, with a vacancy rate of **0.6%**.

**2nd** Largest increase in rents over the year to Nov '21, increasing by **16.9%** for houses.

**2nd** Highest net interstate migration over the March 2021 quarter.

**3rd** Shortest days on market, with houses taking just 15 days to sell.

# EAST VICTORIA PARK PROPERTY MARKET

LOCATION	PERTH	EAST VICTORIA PARK
20 year capital growth rate P.A.	6.3%	<b>7.1%</b>
12 month capital growth	15.5%	<b>13.4%</b>
Median days on market	15	<b>12</b>
Increase in sales activity over 12 months	40.2%	<b>50.7%</b>

Source: CoreLogic, Houses, Nov '21 Data

# EAST VICTORIA PARK

Located within the Town of Victoria Park, just six minutes from the Perth CBD, East Victoria Park is an established inner-urban suburb with a vibrant community and excellent connectivity. Although predominantly a residential area, at its heart is the 'strip' – a walkable retail and dining district that provides a bustling urban environment for residents and visitors.

Away from the strip, peace and quiet can be found in a number of tranquil parks and natural bushland. East Vic Park is home to shopping centres and recreational centres and is well serviced by public transport. Its desirability is enhanced by its proximity to good schools and tertiary campuses, including Curtin University, just minutes away.



ACCESSIBLE  
AND WELL  
CONNECTED

**5 KM**

FROM  
PERTH  
CBD

**5 KM**

FROM  
OPTUS  
STADIUM

**2.4 KM**

FROM CURTIN  
UNIVERSITY  
CAMPUS

**4 KM**

FROM  
CROWN  
CASINO

**9 KM**

FROM  
PERTH  
AIRPORT

**1.5 KM**

FROM  
OATS STREET  
TRAIN STATION

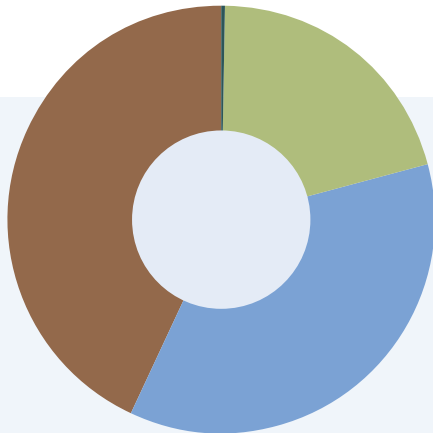
**2.4 KM**

FROM THE  
SWAN RIVER  
FORESHORE

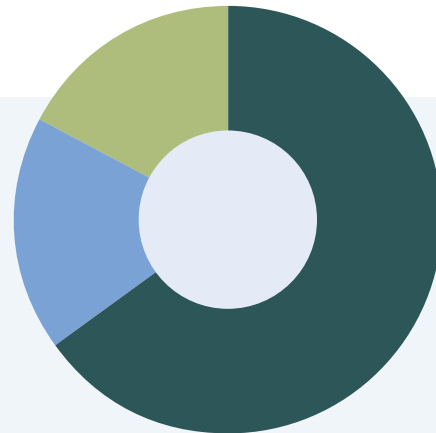
# KEY DEMOGRAPHICS

East Victoria Park has a high proportion of working professionals, with the location and the amenities being key drivers. The suburb offers a good work/life balance, with recreational amenities, parklands, the river and city all easily accessible. Couples without children make up 45.4% of households, with 53% of residents aged 25-49. The proximity to good schools is also appealing, with 31.8% of households being families with children. Single houses make up over 65% of property types, although there is a growing trend for higher density living.

Source: ABS Census 2016



- Other tenure type (0.4%)
- Fully owned (20.4%)
- Being purchased (36%)
- Being rented (43%)

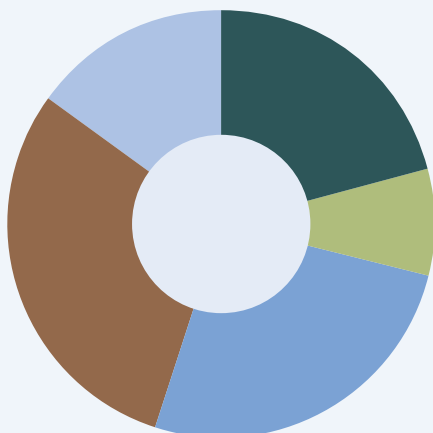


- House (65.2%)
- Duplex/villa/town house (17.7%)
- Flat/unit/apartment (17.1%)
- Other dwelling (0%)

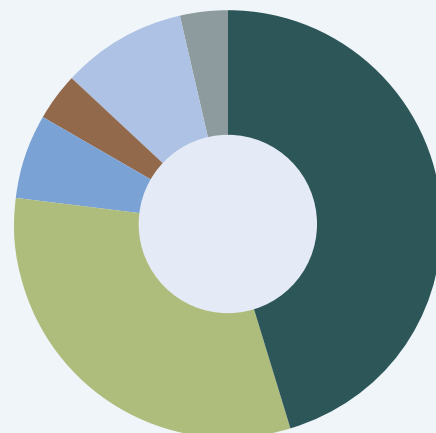
## 2016 CENSUS SUMMARY

	EAST VICTORIA PARK	PERTH
Population - usually resident	10,071	1,943,858
Median age of residents (years)	33	36
Average household size (persons)	2.00	3.00
Number of occupied dwellings*	3,819	690,280
Number of unoccupied dwellings	457	85,730
Median weekly household income	\$1,759	\$1,643
Median monthly mortgage repayment	\$2,167	\$2,000
Total private dwellings	4,276	776,015
Area (sqkm)	4	6,416

\* Excludes visitor only households



- Aged 0-18 (21.1%)
- Aged 19-24 (8%)
- Aged 25-34 (26%)
- Aged 35-49 (29.9%)
- Aged 50+ (15%)



- Couples without children (45.4%)
- Couple family with children (31.8%)
- Single parent family (6.4%)
- Other families (3.6%)
- Lone person (9.3%)
- Group household (3.5%)

# KEY REASONS TO INVEST AT EAST AND CO.



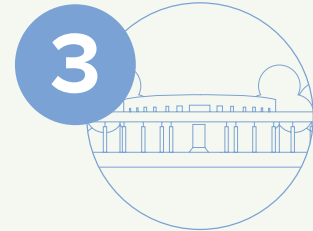
## PERTH MARKET TIMING

Best Affordability, Strong Yields, Lowest Vacancy, Lowest Unemployment.



## EMPLOYMENT

Within 12 mins of **250,000+** jobs, and 1.9km to Bentley Technology Park.



## 2.4KM TO CURTIN UNIVERSITY

**37,524** students.



## LIFESTYLE RETAIL

Walk to Albany Highway Café and Dining Precinct.



## WHITE COLLAR DEMOGRAPHIC

With strong incomes.



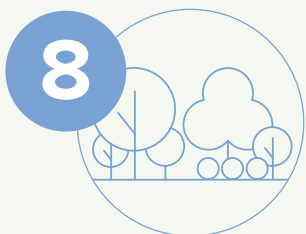
## RENTAL MARKET

Vacancy at **0.6%**.

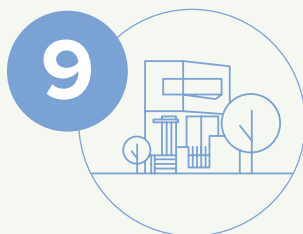


## STRONG PROPERTY MARKET

**13.4%** capital growth over 12 months.



## BOUTIQUE INFILL PARK FRONTING ESTATE



## DESIGN LED OFFERING

5 Bespoke Town Home Pockets.



## RENTAL YIELD

Between **5% - 6%**.



# EAST AND CO.

East and Co. is a rare collaboration between like-minded industry professionals – developers, architects, designers, builder and selling agent – who share a commitment to good design, urban livability, value for money and sustainability. East and Co. offers purchasers the freedom of separate house and land contracts; purchase your block, choose your preferred home design, have it built by an experienced builder with genuine investment in the development, and have the opportunity to work with a leading interior designer to customise your home as you want it. The process is streamlined and very personal, with just one united team of specialists to deal with.



Artists impression

FOR MORE INFORMATION PLEASE CONTACT  
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[eastandcoperth.com.au](http://eastandcoperth.com.au)