

GEELONG WEST

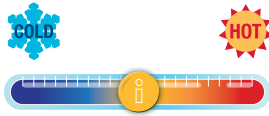


Located on Corio Bay (an inlet of the larger Port Phillip Bay), Geelong is 75km southwest of Melbourne and is governed by the City of Greater Geelong LGA. The population of Greater Geelong is about 180,000. The city has a variety of manufacturing and processing industries, including a Ford engine plant, Alcoa's Point Henry aluminium smelter, a Shell oil refinery, and a chicken processing plant. New residential, industrial and commercial developments are expected in the Southern Corridor, where there is abundance of available land.

KEY INDICATORS



INFRASTRUCTURE INVESTMENT



Transport infrastructure upgrades have led development in the area.



POPULATION GROWTH



Better transport links to Melbourne are set to attract more people to the area.



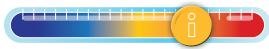
PROJECTED RENTAL GROWTH



The effect of enhanced transport in an affordable centre will push up rents.



DIVERSITY OF ECONOMY



Geelong has access to a manufacturing base of its own, as well as Melbourne's full spectrum of services.



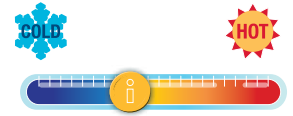
SUPPLY & DEMAND



Demand is growing stronger as the transport links improve.



VACANCY RATES



Currently, the vacancy rate is sitting at 2.26%, indicating a slight undersupply of rental properties.



PROJECTED CAPITAL GROWTH



Enduring importance within Victoria's economy and growing infrastructure suggest decent value appreciation.



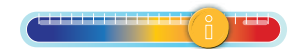
ESTIMATED RENTAL YIELDS



Expect solid rental yields to improve from the current 4.3% level in the medium to long term.



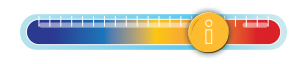
AFFORDABILITY



At a median house price of \$406k, the suburb is affordable, considering its location.



COUNCIL PLANNING



Public facilities have received healthy enhancements.

WHY IT'S HOT

The prime services and transport hub on the western side of Port Phillip Bay, Geelong is one of the main beneficiaries of Victoria's major infrastructure program – the \$5bn Regional Rail Link. Affordable and with a genuine industry base of its own, Geelong is not afflicted by the oversupply issued affecting much of inner Melbourne.

-NextHotSpot

On the surface, Geelong's rental yields are not the highest around, but don't be fooled. The city's diverse economy based on manufacturing, retail, tourism and health promises increasing demand for property, and people are cottoning on fast to the idea that you can live in Geelong but work in Melbourne. Great deals abound on older-style brick houses for reno projects, and interested investors should make a move soon.

-Your Investment Property

STATS & FACTS

- Victoria's fastest-growing region and a support centre for Melbourne
- Target of state government expansion and spending
- Major beneficiary of \$5bn Regional Rail Link
- Geelong Ring Road and Avalon Airport upgrades further enhance transport
- Residential and commercial building at record levels
- At least a dozen strong industry sectors, including growing innovation and research and advanced manufacturing in the Southern Corridor
- Strong stimulus from development of Northern Gateway transport and logistics hub
- Waterfront and Central Geelong developing a lifestyle, cultural, entertainment and recreation hub

