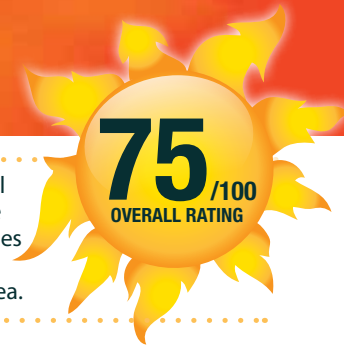


## MIDLAND

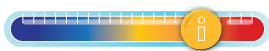


Midland, with a population of around 4,000, falls within the City of Swan LGA. Only 16km northeast of central Perth, Midland is often regarded as a suburb of Perth. An urban renewal program has strengthened its role as a strategic metropolitan centre. The iconic state government railway workshops have been revitalised. Facilities include WA's largest police complex. A new general hospital is to open in 2015. New commercial and residential land subdivisions have been created, and landscaping, street furniture and public art have enhanced the area.

## KEY INDICATORS



## INFRASTRUCTURE INVESTMENT



Urban renewal has given the area a new lease of life, and infrastructure includes good access to two highways.



## POPULATION GROWTH



Once considered 'ugly', rejuvenation has made Midland popular with FIFO workers.



## PROJECTED RENTAL GROWTH



Rents will increase steadily and be strong by national standards.



## DIVERSITY OF ECONOMY



Perth's high-flying CBD is within reach, although there is little employment within the area close to the suburb.



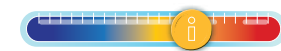
## SUPPLY &amp; DEMAND



Demand for properties is strong, and there is plenty of space left to meet that demand.



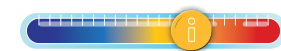
## VACANCY RATES



Properties are affordable, and the suburb is well located within Perth, which will keep vacancies tight. Currently it's at 0.77%.



## PROJECTED CAPITAL GROWTH



Growth will mirror the strong increases on the cards for Perth as a whole, with the extra advantage of affordable prices.



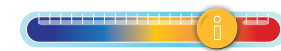
## ESTIMATED RENTAL YIELDS



An active buying market will push prices up, limiting potential yields.



## AFFORDABILITY



Prices are low, at or around \$330k for units, considering the success of urban renewal projects.



## COUNCIL PLANNING



Council is managing the urban renewal process and other development issues well.

## WHY IT'S HOT

As Australia's mining boom evolves, it is worth remembering the lessons of the last decade. Throughout the boom and bust cycle, 14 of Australia's top 50 capital growth suburbs were affordable Perth suburbs between 10km and 30km from the CBD. Midland fits the characteristics well, has good airport access, and prices are on the move.

**-NextHotSpot**

Many Midland properties are on large blocks and offer opportunities to make money through subdivision projects or small developments. Low levels of stock on the market should further support property price increases, because people want to live in Midland but competition for listings is stiff. That means buyers will start to purchase at higher prices to get what they want.

**-Your Investment Property**

## STATS &amp; FACTS

- Affordable service centre with wide catchment to northwest of Perth CBD
- Urban renewal is supporting new residential and commercial subdivisions
- Excellent road and rail links, including the intersection of the Great Northern and Great Eastern Highways
- One of Perth's fastest-growing LGAs and gateway to the Swan Valley wine district (480,000 day tourists per year)
- 69% family households, with a diverse mix of white- and blue-collar workers
- 95% of businesses are small; 24% in the manufacturing sector
- Swan District Hospital, Midland Health Campus, TAFE campus and police centre are all expanding



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