

SALE

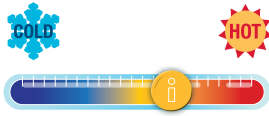


The Gippsland town of Sale is 260km east of Melbourne and has a population of about 13,000. It is located at the junction of the Princes and South Gippsland Highways. Administered by the Wellington Shire, Sale's economy is based on agriculture, retail and professional services. Companies such as Esso (Longford gas plant) and Nylex (plastics factory), and the Royal Australian Air Force Base East Sale, are located here. Sale is also known for its Swing Bridge and extensive wetlands ecosystem.

KEY INDICATORS



INFRASTRUCTURE INVESTMENT



Sale is a service centre of Victoria's biggest resources project.



POPULATION GROWTH



Development of the area's infrastructure is expected to bring more people into the suburb in the near future.



PROJECTED RENTAL GROWTH



Demand for rental properties is set to spike as soon as the industrial projects start.



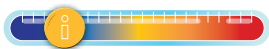
DIVERSITY OF ECONOMY



The economy has some exposure to resources, a robust agricultural industry and tourism.



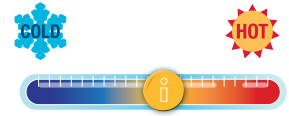
SUPPLY & DEMAND



Infrastructure development is expected to boost housing demand in the suburb.



VACANCY RATES



The vacancy rate of 2.28% shows a relatively healthy rental market.



PROJECTED CAPITAL GROWTH



Prices are set to grow solidly as soon as the infrastructure project gets underway.



ESTIMATED RENTAL YIELDS



Rental returns at 5% are pretty solid, but this has the potential to get even better as demand for rental property increases further.



AFFORDABILITY



This is a large part of its appeal. Property prices tend to be under \$300k.



COUNCIL PLANNING



The council may struggle to manage growth in the face of significant investment.

WHY IT'S HOT

As the stepping-off point for workers in Victoria's largest industrial project, the Kipper Tuna Turrum gas development in Bass Strait, Sale obviously requires attention. The effect of employment growth is difficult to measure, but it is reasonable to suggest that Sale is a beneficiary of any uptick and, with its strong local lifestyle appeal, stands out from most Victorian centres in 2013.

-NextHotSpot

It's tricky assessing the investment potential of a location like Sale. Although the town has been growing and looks set to grow a lot more, such growth has been off a low base. For now, growth in local property values might fluctuate somewhat, and it's worth investors keeping an eye on how regional development progresses.

-Your Investment Property

STATS & FACTS

- Seachange location and stepping-off point for Victoria's largest resources project
- Key employing industries are health, education, oil and gas services, and retail
- Development of links to Western Port are key to growth of the area
- Multimillion-dollar development of Port of Sale in 2004 enhanced lifestyle and tourism facilities
- 2.5 hours from Melbourne, and western gateway to Gippsland Lakes
- Agribusiness in Gippsland is worth over \$1.3bn per year
- 67% of Gippsland is covered by national parks and forests
- 30% of Victoria's and 20% of Australia's dairy produce comes from the region

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