

# Local Market Intelligence

## Residential Market Overview

### Wallan

April 2023

[charterkc.com.au](http://charterkc.com.au)

Australia's  
most trusted &  
innovative  
property group

ADVISORY.  
RESEARCH.  
VALUATIONS.  
PROJECTS.

**CHARTER.**  
KECK CRAMER

RESEARCH

# The Melbourne Story

## Metropolitan Melbourne: Key Considerations

CHARTER.  
KECK CRAMER

RESEARCH



### INTRODUCTION

Melbourne is a city of international significance. It has long been ranked in the top ten of the world's most liveable cities, including number one from 2011-2017.

Melbourne contains two universities ranked in the top 100 global universities.

Victoria, Australia's second-largest economy, grew by +5.6% over FY21/22 as it rebounded from the pandemic.

**Victoria's economy performed remarkably well following the extended lockdowns over 2020 and 2021. The unemployment rate in Victoria as at Jan 2023 was 3.8%. This represents a significant contraction since the peak levels observed during the pandemic.**

#### Liveability

### Most Liveable Cities

[Ranked 1<sup>st</sup> 7 Consecutive Times, 2011-2017]

#### Education

### 2 Universities in the Top 100 Global Universities

[University of Melbourne = 33<sup>rd</sup> and Monash University = 57<sup>th</sup>]

#### Economic Activity

**+5.6%**

[Victorian Economic Growth FY21-FY22]

**+3.6%**

[Australian Economic Growth FY21-FY22]

#### Unemployment Rate

**3.8%**

January 2023 [Down from 4.1% in Jan 2022]

### DEMAND CONSIDERATIONS

Prior to the onset of the Covid-19 pandemic, Victoria was the fastest-growing state in Australia, leading the nation in population growth since 2015. Strong population growth was underpinned by high volumes of Net Overseas Migration (NOM).

The onset of the Covid-19 pandemic saw international borders close and NOM fall substantially. This severely limited Victoria's population growth over 2020 and into 2021.

Victoria's NOM has rebounded strongly and is poised to return as a key driver of housing demand across the state. **Importantly, Melbourne is forecast to once again become Australia's fastest growing Capital City by 2023/24.**

#### Victoria Population Growth

Population  
[June 2022]

**6,613,727**

Annual Change  
[2021-2022]

**+1.0%**

#### Components of Annual Population Growth

### Overseas Migration Rebound

[55,631 – Net Overseas Migration, -17,233 – Net Interstate Migration, 29,014 – Natural Increase]

#### Future Housing Requirements

**1.57 million Dwellings**

Metropolitan Melbourne's Requirements 2016 - 2051

#### Melbourne Population Outlook

### Fastest Growing City by 23/24

[Australian Government - Centre for Population Annual Population Statement 2022]

### SUPPLY CONSIDERATIONS

Detached housing is the predominant form of housing stock in Melbourne. Policy aspirations however aim to achieve greater levels of higher density dwellings to accommodate future population growth.

House price growth in Melbourne has been high over the last two decades which has supported the development of higher-density stock. Despite the headwinds of the Covid-19 pandemic, prices remained resilient and demonstrated robust growth.

**Melbourne continues to remain the leading supplier of new greenfield lots across Australia with an average of 19,500 annual lot sales recorded over the past decade.**

#### Existing Housing Composition

**16% : 16% : 68%**

[Higher Density] : [Medium Density] : [Detached Houses] [2021]

#### Composition of Future Housing Supply

**31% : 36% : 34%**

[Higher Density] : [Medium Density] : [Detached Houses] [2011-2051]

#### Median House Price - Melbourne

3-Year Growth

**+7.0% p.a.**

20-Year Growth

**+6.2% p.a.**

#### Greenfield Lot Sales

**19,500 Annual Lot Sales**

[2013 - 2022]  
Metropolitan Melbourne

\*Refer to end of report for all sources used in compiling this report.

# Local Market Intelligence

## Wallan

CHARTER  
KECK CRAMER

RESEARCH

### KEY CONSIDERATIONS

**AFFORDABILITY:** Wallan represents an affordable house price across Melbourne's northern growth corridor.

**PROXIMITY TO THE CBD :** 45km from the CBD, Wallan is closer to the Melbourne CBD than suburbs in the south east growth corridor.

**RURAL LIFESTYLE:** The urban growth boundary ends at Wallan ensuring Wallan will maintain its rural lifestyle amenity.

### MARKET INDICATORS

**\$630,000**

Wallan 2022 median house price (Metro Melbourne = \$873,000).

**+8.6% p.a.**

Wallan three-year average annual house price growth (Metro Melbourne = +7.0% p.a.).

**\$398 per week**

Wallan median weekly 3-bedroom house rent. (Metro Melbourne \$580 p.w.)

(See page 2 for more info.)

### DEMAND INDICATORS

**25 – 44 year olds**

The predominant age cohort accounting for 32% of all residents.

**Couples with Children**

Largest household type accounting for 43% of all households.

**33 Years: Median Age**

Younger age demographics with a median age 4 years younger than Metro Melbourne.

(See page 3 for more info.)

### SUPPLY INDICATORS

**211 House Approvals**

Count of new building approvals in 2022 (100 approvals p.a. 2016-20).

**Detached Housing**

93% of dwellings are detached houses (Metro Melbourne = 68%).

**Owner Occupiers**

79% of houses are owned outright or owned subject to a mortgage.

(See page 4 for more info.)

### SUBURB CONTEXT & FUNDAMENTALS

- » Wallan is a township within the Shire of Mitchell Local Government Area (LGA), located approximately 45km north of the Melbourne CBD.
- » The township of Wallan was historically a small rural locality until significant residential development first occurred in the late 1990s – early 2000s.
- » The western portion of the suburb is presently farmland and bushland whilst the eastern portion of the suburb contains the Wallan township, comprising a variety of residential and retail uses.
- » Wallan is a hilly suburb set 300 metres above sea level on the southern flank of the Great Dividing Range.
- » Wallan is located on the northern extremity of the Urban Growth Boundary indicating that residential growth will not occur north of the township.

### LIVEABILITY AND LIFESTYLE



Wallan Community Park & Greenhill Reserve provide access to sporting facilities & open space in the township of Wallan. Approximately 10km east of the township Wandong Regional Park & Kinglake National Park offer many opportunities for hiking & wildlife viewing.



Wellington Square Shopping Centre is a neighbourhood shopping centre in Wallan comprising a supermarket & other speciality retailers. Additional retail offerings are provided along High Street (including Aldi) with the nearest regional shopping centres Craigieburn Central and Pacific Epping both less than 30 minutes away.



Wallan contains public primary and secondary schools, multiple childcare centres and kindergartens and a new Catholic School (Our Lady of the Way).



The Northern Hospital in Epping is the nearest major hospital and largest hospital in Melbourne's northern suburbs.

### CONNECTIVITY



45km north of the Melbourne CBD.



Direct connectivity to the CBD and northern Victoria, via the Hume Freeway.



Proximity to the Campbellfield Industrial Precinct and Epping Health Precinct.



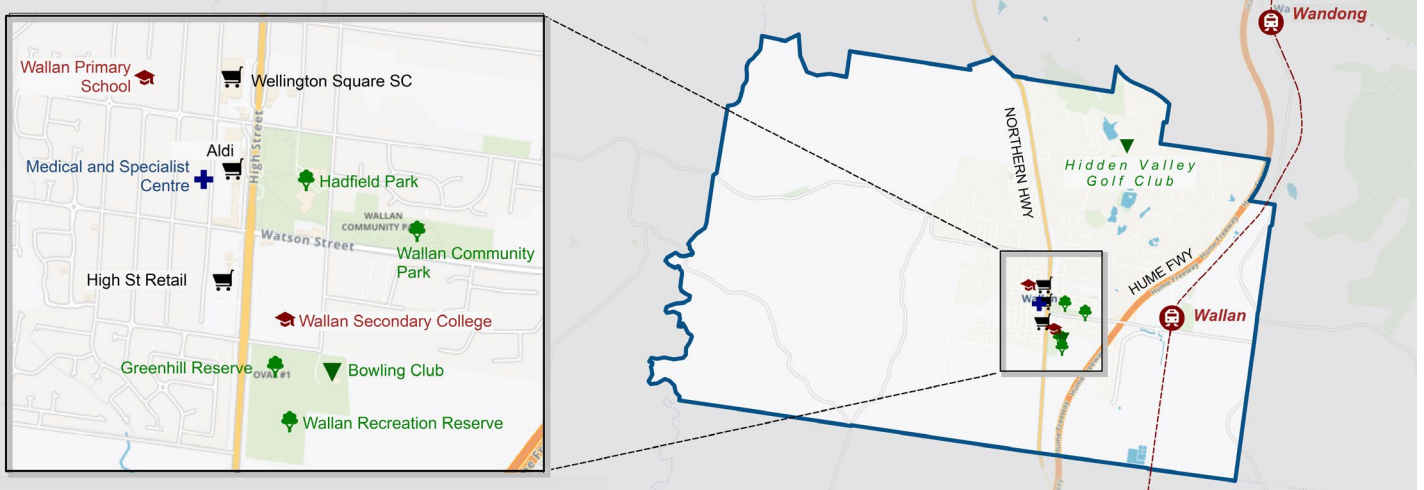
Wallan train station on the Seymour Line provides a direct Vline rail connection to the Melbourne CBD. A Vline bus service also provides connectivity to the Melbourne CBD. Wallan has a local bus service comprising 3 bus routes connecting Wallara Waters, Springridge and Wallan Central to Wallan station.



Wallan is classified as a very walkable suburb achieving a walkscore of 72/100 (most errands can be accomplished on foot).



Approx. 35 minutes drive to Melbourne Airport via Hume Freeway and Western Ring Road.



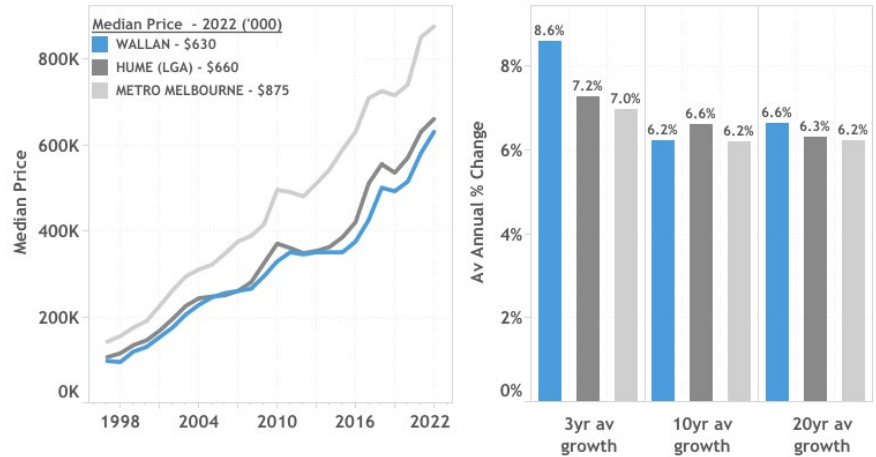
**PRICE INDICATORS**

The 2022 median house price in Wallan was \$630k, which is lower than that of both the Hume LGA (\$660k) and metropolitan Melbourne (\$875k).

Since its establishment as a residential location in the mid 1990s, Wallan has experienced strong house price growth. This has been particularly evident during the past three years whereby Wallan has recorded house price growth of +8.6% p.a., significantly outpacing both the Hume LGA and metropolitan Melbourne.

**Wallan is still in a growth phase as it transitions from rural locality to residential township. At present Wallan is an affordability alternate when compared to the greenfield offerings in the Hume LGA. Recent levels of housing price growth indicate a strong demand for housing in Wallan.**

**MEDIAN HOUSE PRICE & AVERAGE ANNUAL % CHANGE – WALLAN (1997 – 2022)**



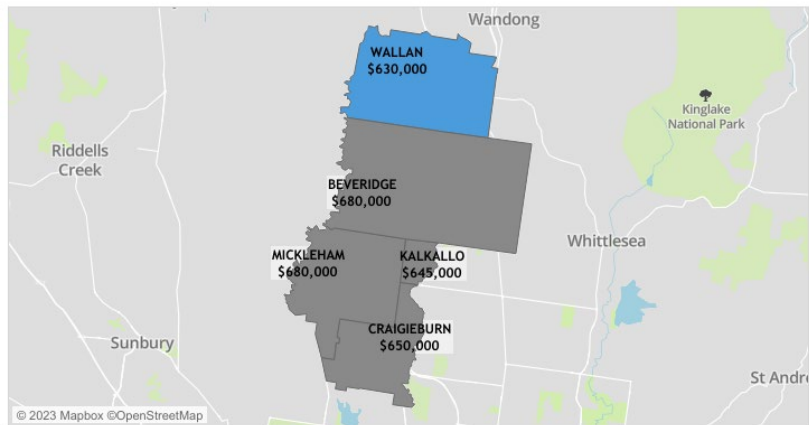
\*These are the figures from APM and reflect the transacted and settled sales recorded by APM. Charter notes that while Wallan is in the Mitchell LGA it's housing stock is more comparable to that in the Hume LGA. As a result the Hume LGA has been used as a comparison.

**PRICE RELATIVITY**

In comparison to other surrounding suburbs in the northern growth corridor of metropolitan Melbourne, Wallan recorded a lower median house price than the other residential suburbs in the Hume and Mitchell LGA's.

**Wallan represents an affordable alternative when compared to other nearby suburbs, with it's 2022 median house price remaining below \$650,000. Wallan's affordability is underpinned by its distance from the CBD. Despite this, it is complemented by an established retail precinct and railway station which are not present in some other suburbs in the corridor.**

**2022 MEDIAN HOUSE PRICE (ALL BEDROOMS) – WALLAN & SURROUNDING SUBURBS**



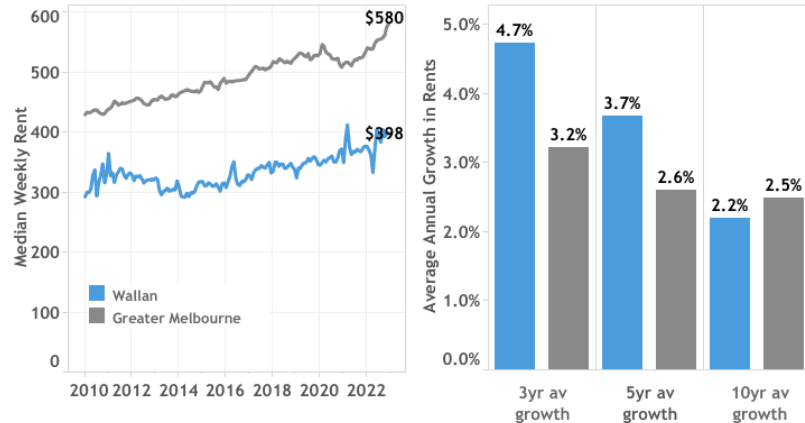
**RENTAL MARKET INDICATORS**

At December 2022, the median weekly rent for a three-bedroom house in Wallan was \$398 p.w., significantly more affordable than that of metropolitan Melbourne (\$580 p.w.).

Weekly rents in Wallan recorded strong growth of +4.7% p.a. during the past three years, outpacing metropolitan Melbourne (+3.2% p.a.). This is a reflection of the maturity of the housing market in Wallan.

**Despite weekly median rents measuring below metropolitan Melbourne, rental growth indicates that there is an increasing demand for rental properties in Wallan.**

**MEDIAN WEEKLY RENTS & AVERAGE ANNUAL % CHANGE (HOUSES - 3 BEDROOMS)\***



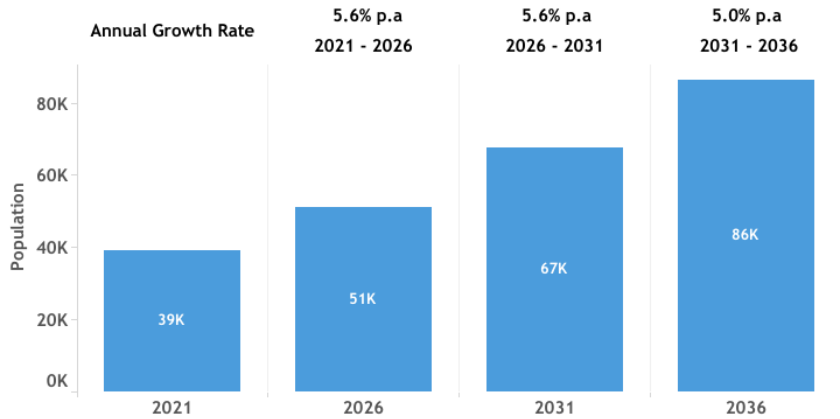
\*Rental data was obtained from SQM Research and is compiled at a postcode level. Wallan is within postcode 3756 which also includes the suburbs of Chintin, Darraweit Guim and Upper Plenty.

**POPULATION INDICATORS**

Based on the State Government Projections *Victoria in Future (VIF) 2019* figures, the population in the Kilmore – Wallan VIFSA\* is forecast to grow at more than +5% p.a. over the coming years. This would considerably outpace growth observed across metropolitan Melbourne as well as the Hume and Mitchell LGAs.

**Wallan’s population is forecast to grow significantly between now and 2036 given the abundance of undeveloped residential land present within the suburb.**

**POPULATION GROWTH – KILMORE – WALLAN VIFSA (2021-2036)**



\*Refers to Victoria in Future Small Areas. Wallan forms part of the Kilmore - Wallan VIFSA

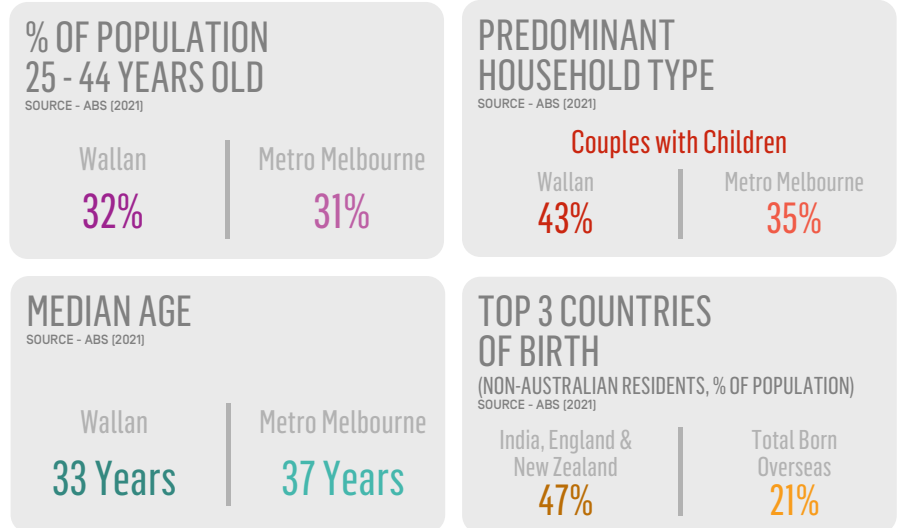
**DEMOGRAPHIC INDICATORS**

The 25-44 years (32%) age cohort makes up the largest segment of Wallan’s population, whilst the predominant household type is Couples with Children (43%).

The median age of Wallan’s residents is 33 years, notably below that of metropolitan Melbourne. This is reflective of its strong appeal to first-home buyers and young families. 21% of Wallan’s residents were born overseas, of which 26% were born in India.

**At present Wallan is defined by its younger age demographic with many young families settling in the suburb.**

**DEMOGRAPHIC DRIVERS OF DEMAND, WALLAN (2021)**



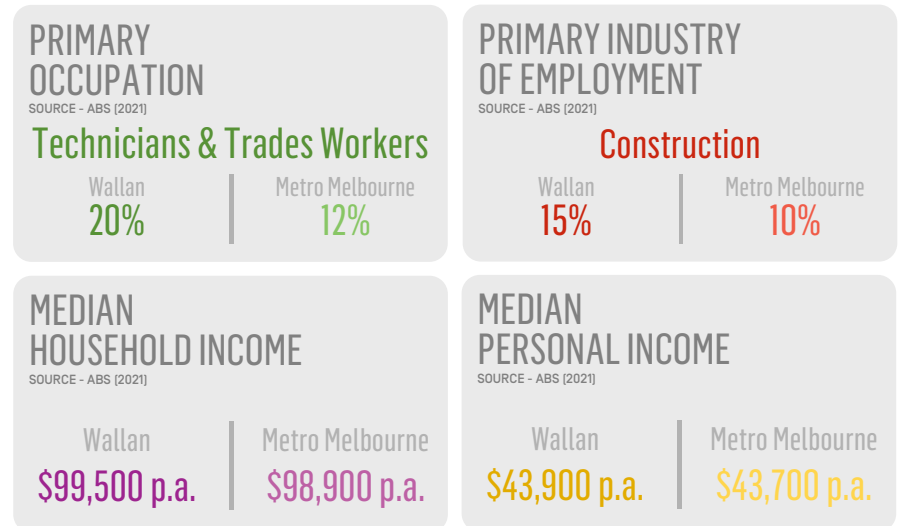
**SOCIO-ECONOMIC INDICATORS**

The primary occupation for residents in Wallan in 2021 was Technicians & Trades Workers (20%) and the primary industry of employment was Construction (15%).

The median annual household income of residents in Wallan was \$99,500 which measured higher than the metropolitan Melbourne equivalent (\$98,900 p.a.). The same findings apply to median personal incomes in Wallan.

**Residents of Wallan tend to be employed in well paying jobs across a diverse range of industries and occupations. Higher purchasing power is likely to lead to an increase in house prices as the suburb continues to mature.**

**SOCIO-ECONOMIC DRIVERS OF DEMAND, WALLAN (2021)**



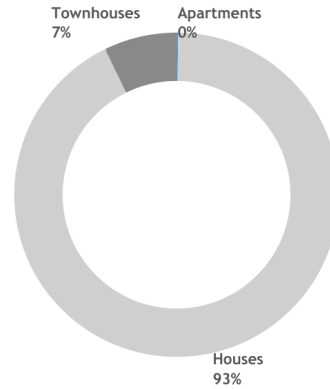
**DWELLING MIX**

Wallan contains a high proportion of detached housing (93%) with only a limited number of townhouses (7%) and no representation of apartment stock (as at the 2021 Census).

Wallan’s dwelling mix contains a significantly larger proportion of detached dwellings than metropolitan Melbourne (68%).

**Wallan is on the northern border of the Urban Growth Boundary and the dwelling mix is reflective of the suburb’s role as a greenfield housing market in metropolitan Melbourne.**

**DWELLING MIX, WALLAN (2021)\***



\*Apartments = flats, units and apartments.  
Townhouses = semi-detached, row, terrace or townhouses.

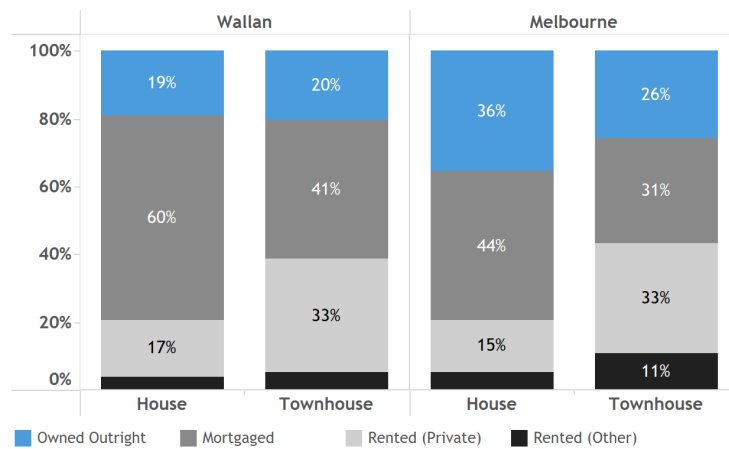
**HOME OWNERSHIP**

Wallan’s location on the urban fringe makes it an attractive location for first home buyers given the suburb’s relative affordability and abundant supply of new housing.

As a result Wallan contains a significant proportion of homes being purchased (60%) but only a small number of homes that are owned outright (19%).

**Across Wallan, a significant proportion of houses are mortgaged, pointing to the substantial demand from first home buyers. While less significant, the investor market supports the notable proportion of rented properties in the suburb.**

**HOME OWNERSHIP, WALLAN (2021)**



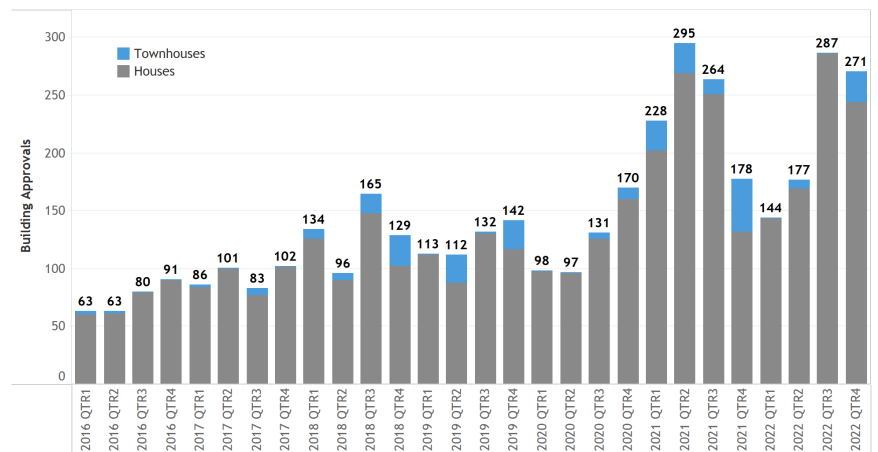
**NEW SUPPLY – GREENFIELD BUILDING APPROVALS**

Building approvals for new residential dwellings across Wallan averaged around 109 approvals per quarter from 2016 to 2020.

There was an evident market uplift through 2021 (241 approvals per quarter). This was supported by the HomeBuilder Grant and historic-low interest rates. Approvals in Wallan remained elevated through 2022 but are anticipated to taper as a result of increased construction costs and rising interest rates.

**There has been some representation from townhouses in Wallan, however, detached housing remains the predominant form of new dwelling in this suburb.**

**BUILDING APPROVALS \* – WALLAN (2016 –2022)**



\*Data was sourced from ABS and represents Wallan SA2, therefore including the surrounding suburbs of Beveridge, Upper Plenty, Heathcote Junction, Wandong, Bylands and Clonbinane. Charter notes building approvals can be granted for a lot on a certified plan, and may therefore reflect more recent supply conditions than settled sales.

WALLAN – LOT SALES/RESALES

Street Address	Estate	Agent	Previous Sold Price	Previous Sale Date	Sale Price	Sale Date	Settlement Date	Lot Size (sqm)
28 Mount Eliza Ave	Wallara Waters	Sophia Gill	\$302,000	Jun-21	\$363,000	Jan-23	Mar-23	576
16 Clarendon Cres	Wallara Waters	Chau Ngo	\$260,000	Mar-21	\$340,000	Jan-23	Feb-23	462
34 Ram Cct	N/A	Unknown	-	-	\$400,000	Dec-22	Feb-23	483
53 Siena Rdge	Hidden Valley	Inder Singh	\$260,000	Apr-21	\$290,000	Nov-22	Jan-23	454
24 Juniperina Cct	Newbridge	Unknown	\$199,000	Oct-21	\$205,000	Nov-22	Dec-22	255
4 Eagle St	N/A	Gavy Khangura	\$320,000	Jun-21	\$370,000	Nov-22	Dec-22	603
20 Hardhead St	N/A	Unknown	\$265,000	Nov-21	\$305,767	Nov-22	Dec-22	371
25 Silvan St	Wallara Waters	Unknown	\$296,500	Oct-21	\$368,000	Sep-22	Dec-22	448
7 Spotted Harrier St	Wallanbrae	Judy Thornton	\$200,000	Mar-21	\$295,000	Sep-22	Nov-22	341
145 King St	N/A	Daniel Bruggink	\$268,000	Oct-20	\$296,000	Sep-22	Nov-22	516
59 Lakeside Dr	Hidden Valley	Daniel Bruggink	\$360,000	Jun-20	\$555,000	Sep-22	Oct-22	489
23 Ross Pde	Newbridge	Jessica Kaur	\$260,000	Apr-21	\$300,000	Aug-22	Oct-22	375
67 Riceflower Rise	N/A	Stuart Rimmer	\$175,500	Jun-20	\$335,000	Aug-22	Oct-22	476
44 Samson Brook Dr	N/A	Harry Singh	\$258,000	Apr-21	\$325,000	Aug-22	Sep-22	448
8 Speckled-Warbler Loop	Wallanbrae	Ted Window	\$200,000	Oct-20	\$269,000	Aug-22	Sep-22	308
6 Clover Way	N/A	Stuart Rimmer	\$235,000	Jun-20	\$328,000	Jul-22	Sep-22	476
6 Speckled-Warbler Loop	Wallanbrae	Ted Window	\$200,000	Oct-20	\$269,000	Jul-22	Sep-22	307
19 Silvan St	Wallara Waters	Ash Daga	\$304,000	Oct-21	\$345,000	Jul-22	Aug-22	519
16 Royal Spoonbill Loop	N/A	Sarah Fraser	\$302,000	Jan-19	\$385,000	Jun-22	Jul-22	680

Source: Pricfinder

**ADVISORY.  
RESEARCH.  
VALUATIONS.  
PROJECTS.**

Melbourne  
Level 7/161 Collins Street  
Melbourne VIC 3000  
T 1300 242 787

Sydney  
Level 25/52 Martin Place  
Sydney NSW 2000  
T 1300 242 787

Brisbane  
Level 32/123 Eagle Street  
Brisbane Queensland 4000  
T 1300 242 787

Gold Coast  
Level 18/50 Cavill Avenue  
Surfers Paradise Queensland 4217  
T 1300 242 787

Singapore  
138 Market Street, CapitaGreen  
Level 24-01  
Singapore 048946  
T 1300 242 787

**enquiry@charterkc.com.au**  
**charterkc.com.au**

Charter Keck Cramer Pty Ltd  
ABN 78 618 794 853

This Report provides an independent and unbiased overview of the suburb Wallan and has been carefully prepared by Charter Keck Cramer at the instruction of Frasers Property. This Report does not render financial or investment advice and neither Charter Keck Cramer nor any persons involved in its preparation accepts any form of liability for its contents. The information contained herein was compiled in April 2023 and should not be relied upon to replace professional advice on specific matters. Charter Keck Cramer is not providing advice about the suitability of investment in any specific project or financial product and is not a holder of an Australian Financial Services Licence. This report is Copyright and cannot be reproduced without written permission of Charter Keck Cramer.

© 2023 Charter Keck Cramer Visit [charterkc.com.au](https://www.charterkc.com.au)

Sources: Charter Keck Cramer, Australian Bureau of Statistics, APM, SQM Research, Google maps, VIF 2019, Economist Intelligence Unit, Times Higher Education World University Rankings 2021, Plan Melbourne 2014 and Plan Melbourne Refresh 2015.

DOCUMENT  
PREPARED BY  
CHARTER  
RESEARCH



**CHARTER.**  
KECK CRAMER

ADVISORY. RESEARCH. VALUATIONS. PROJECTS.

[charterkc.com.au](https://www.charterkc.com.au)





**CHARTER.**  
KECK CRAMER

RESEARCH