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ALAYA PROPERTY

MARKET

RESEARCH

PREPARED BY

ALAYA PROPERTY

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OVERVIEW

MAX BUDGET

$700,000

GOAL

Long term sustainable growth

SEARCH AREA

Melbourne

SUMMARY OF APPROACH

TO FIND THE RIGHT MARKETS

We focused on suburbs that have promising supply & demand attributes & trends for short to medium term growth as well as excellent fundamentals that will allow substainable long term growth.

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CRITERIA USED

Fundamentals

Supply

Demand

To narrow down my search, I used the following criteria across fundamentals, supply and demand to make sure the initial shortlist of markets had excellent attributes.

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FUNDAMENTALS

Data point	Meaning
Confidence in data	This is to make sure there are enough sales volumes in these suburbs to make the data statistically significant.
Affordability	The amount of years it will take a resident to fully own a property at current interest rates, current median incomes (based on ABS) and current typical prices.
Renter/Owner ratio	Proportion of renters to owner occupiers in the area. Lower the better.
IRSAD	A number given to a suburb (by the ABS) to highlight the economic and social conditions of the residents. Higher the number, better off they are.
Price Δ - 1 year	To avoid hotspots (>9% in the last year), I only looked for suburbs that had grown a moderate amount over the past year.
Historical growth pattern	This is about the growth pattern over the past 15 years. No major ups & downs, mostly smooth curves.
Infrastructure spend ($)	Money approved for non-residential construction per adult in the last year, indicating local and state government investment in infrastructure.

SUPPLY & DEMAND

Data point	Meaning
Supply metrics	
Stock on Market %	No. of properties on the market relative to the whole suburb. The lower the better.
Inventory	No. of months it would take to sell everything on the market based on current demand.The lower the better.
Building Approvals	No. of approved residential buildings over the past 12 months relative to the total number of houses. The lower the better.
Hold Period	The amount of years someone holds onto their properties in the suburb. The higher the better.
Demand metrics	
Vacancy rate %	Number of rentals vacant relative to the total rental stock in the market. The lower the better.
Days on market	This is the number of days “for sale” listings remain active online. The lower the better.

DATA TRENDS

The above criteria helps me find the first shortlist of suburbs. However, from here it’s critical I analyse the trends of the data we’re looking at.

Even if single data points look good, the trends might be unfavorable.

For example, a suburb may meet all criteria, but its Stock on Market % has been rising for the past 6 months, or its Days on Market has been increasing dramatically for the past 12 months.

This could show a market that’s 3 years away from rising.

The suburbs I’ve shortlisteed for you have both strong data points and as well as promising trends.

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SUBURB ANALYSIS

NUMBER OF SUBURBS SHORTLISTED

2

ACROSS THE STATE

VIC

TYPICAL PRICE RANGE

$550k - $700k

Suburbs

1. **Pakenham, VIC 3810**
2. **Frankston North, VIC 3200**

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PAKENHAM, VIC

Pakenham, VIC

WHY ARE WE INVESTING FOR OUR CLIENTS HERE?

Because Pakenham is one of the few suburbs in Melbourne where you get affordability, infrastructure, and genuine growth potential - all at once.

THIS IS A SUBURB THAT'S:

- **Growing fast** - Over 20,000 new residents in the past decade, now home to more than 54,000 people
- **Backed by billions in infrastructure** - New train stations, freeway upgrades, a major hospital, new schools, and employment precincts
- **Still affordable** - Median house price is around $650k, with solid family homes available in the $600-800k range
- **Strong rental returns** - Yields of around 4.4% provide reliable cashflow for investors
- **Economically resilient** - Local unemployment has dropped from 5.5% in 2011 to 4.3% in 2021

You're likely not hearing other buyer's agents talk about this market yet - that's because we've read the data earlier than most and we're positioning ourselves as the experts before the crowd catches on.

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INFRASTRUCTURE DRIVING DEMAND

WHAT'S ALREADY HERE:

- The recently upgraded Pakenham and East Pakenham train stations - improved connectivity, elevated rail, and expanded commuter infrastructure
- Princes Freeway access - direct connection into Melbourne's southeast and CBD
- Schools, parks, local retail - everything a growing family-focused community needs

WHAT'S COMING NEXT:

- **East Pakenham Precinct** - 7,200+ new homes, four schools, new town centre and parks
- **Community Hospital (2026)** - full-service healthcare hub under construction
- **South Employment Precinct** - 185 hectares of industrial land creating 3,500+ local jobs
- **Metro Tunnel (2025)** - faster, more reliable CBD access via rail

This isn't theoretical planning - these are real, funded projects changing the shape of the suburb today.

WHY ARE WE INVESTING IN PAKENHAM NOW?

Because **the timing is lining up perfectly** for the next growth cycle - and the data backs it up.

- **Affordability is excellent** - at 36.4, one of the strongest scores across Melbourne at this price point
- **Stock on market is just 0.31% -** incredibly tight supply
- **Inventory is under 1 month** - most properties are selling within weeks
- **IRSAD score is 4** - indicating strong socioeconomic positioning
- **Building approvals are just 0.6%** - there's barely any new housing coming in
- **Price movement has turned positive** - up 2.42% over the past 12 months while much of Melbourne stayed flat
- **Vacancy rates are low at 2.18% and trending down** - rental stock is getting snapped up fast
- **Days on market sits** at 39 and falling - buyer activity is picking up

WHO'S MOVING HERE AND WHY?

- **Young families and first-home buyers** - affordability and lifestyle make it an easy choice
- **Multicultural migrants -** 30% born overseas, enriching the local community
- **Tradies, teachers, nurses, logistics workers -** local jobs growing across multiple sectors
- **Commuters -** faster trains, better roads, more options

This demand isn't speculative - it's organic, consistent, and grounded in real livability.

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WHAT DOES ALL THIS MEAN?

Supply is tight. Demand is rising. Price growth is returning. There's very little new stock coming to compete with existing homes.

As interest rates soften and confidence returns, suburbs like Pakenham - that are already moving - are primed to lead the next 2-3 year growth phase.

We're buying now to get in early. Not once the headlines catch up.

ADI'S TAKE

This isn't a hype play.
It's a move based on fundamentals:

- **You can expect to get something between $650k - $700k.**
- **Government is spending billions on infrastructure**
- **Families are continuing to move in**
- **Local jobs are growing**
- **Unemployment is dropping**
- **And housing is still affordable**

We're buying in before the story becomes obvious to the rest of the market. The signs are already there - and they're backed by the numbers.

Pakenham ticks the boxes. And then some.

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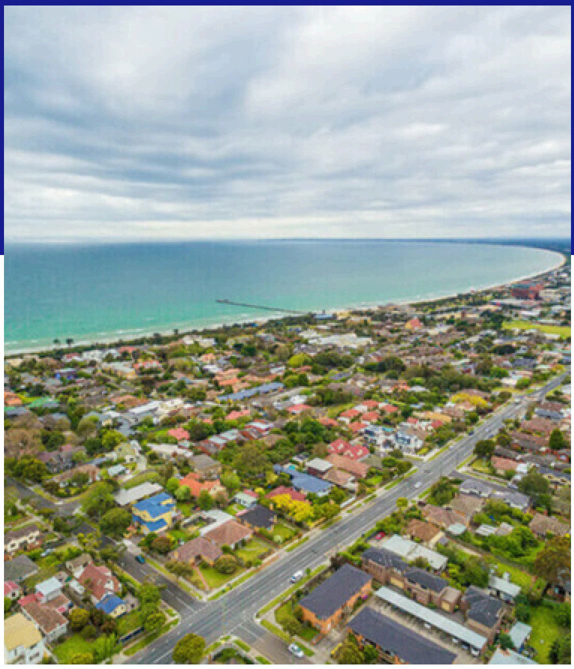
FRANKSTON NORTH, VIC



Frankston North, VIC

WHY ARE WE INVESTING FOR OUR CLIENTS HERE?

Because Frankston North is one of the last remaining bayside-adjacent suburbs in Melbourne that still offers true value

THIS IS A SUBURB THAT'S:

- **Incredibly affordable –** especially for how close it is to the water
- **Quietly gentrifying –** with new buyers and families shifting the area's profile
- **Catching the ripple effect –** from Frankston, Seaford, and Carrum Downs
- **Tight on supply and rising in demand –** with low vacancies and fast sales
- **Heavily underpriced –** when compared to its lifestyle, infrastructure, and location

This is one of those suburbs with a past reputation that no longer reflects its future.

You're likely not hearing other buyer's agents talk about it because they're still anchored to the suburb's old story. We're reading the current data - and it's telling us a very different tale.

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INFRASTRUCTURE DRIVING DEMAND

WHAT'S ALREADY HERE:

- **Proximity to Frankston Station –** with express rail to the CBD
- **Frankston's beaches, shopping and restaurants** – just minutes away
- **Chisholm TAFE & Monash Peninsula Campus –** education-driven rental and owner demand
- M**ultiple schools, parks, and sports clubs –** strong local amenity for families
- **Pines Forest Aquatic Centre & Nature Reserve –** green spaces and recreation

WHAT'S COMING NEXT:

- **Frankston Hospital Redevelopment ($1.1 billion) –** just down the road, creating jobs and uplift
- **Upgrades to Frankston CBD, laneways and streetscapes –** driving more lifestyle appeal
- **Local transport and retail precinct investment –** supporting population growth in and around Frankston North

It's a pocket suburb benefitting from the scale of Frankston's transformation - but still priced like it hasn't started.

WHY ARE WE INVESTING IN FRANKSTON NORTH NOW?

Because the suburb is showing all the signals of early-stage gentrification - but the pricing hasn't caught up yet.

- **Affordability index: extremely strong –** one of the lowest in metro bayside
- **Stock on market: very low –** almost no homes available
- **Vacancy rate: approx. 1–2% –** extremely tight rental conditions
- **Days on market: 26 and trending down –** homes are selling fast
- **Price growth (12 months): 2–3% –** already moving, ahead of the broader market
- **Hold period: approx. 10 years –** owners are staying, limiting resale supply

WHO'S MOVING HERE AND WHY?

Frankston North is seeing a shift in who's moving in:

- **First-home buyers priced out of Seaford and Frankston**
- **Young families chasing affordability near the coast**
- **Migrant households looking for space and access to jobs**
- **Renters converting to buyers** because it's one of the last places they can still afford a house

The area has long been undervalued - and we're now seeing demand rise as more people realise what they can get for their money here.

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You've got rising demand, falling supply, improving sentiment, and major infrastructure right next door - that's a compelling setup.

ADI'S TAKE

You can expect to get something between $600k - $650k.

Frankston North is the kind of suburb that gets underestimated - until it doesn't.

It's close to the beach. It's surrounded by gentrifying neighbours. It's backed by billions in infrastructure. And it's still affordable enough for families and investors to get in at a great price.

This is exactly where we want to be - early, smart, and ahead of the headlines. We're investing in Frankston North now because in a few years, we won't be able to get our clients in at today's prices. And they'll be glad we moved when we did.

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INFRASTRUCTURE DRIVING DEMAND

WHAT'S ALREADY HERE:

- **Broadmeadows Train Station –** Recently upgraded, offering direct access to Melbourne CBD in 30 minutes. A future candidate for **Suburban Rail Loop integration.**
- **M80 Ring Road & Tullamarine Freeway –** Immediate freeway access connecting to the **airport, city, and beyond.**
- **Broadmeadows Hospital & Kangan Institute –** Healthcare and education hubs providing **jobs and stability.**
- **Broadmeadows Town Hall Revitalisation –** A **$25 million transformation** into a civic and community events space, drawing people back into the heart of the suburb.

WHAT'S COMING NEXT:

- **Assembly Broadmeadows –** The **$500 million redevelopment** of the old Ford factory into a **massive industrial and commercial precinct** bringing **thousands of new jobs.**
- **Kangan TAFE $60 million expansion –** New courses, new students, and new demand for rentals and services.
- **Broadmeadows Activity Centre Plan –** State-led push to turn Broadmeadows into a **major metropolitan hub,** with **higher-density housing,** office spaces, and improved public areas.
- **Suburban Revitalisation Funding –** Continuous **state-backed upgrades** to parks, shared trails, roads, and community amenities.

These aren't just plans – they're funded, active projects shaping Broadmeadows right now.

WHO'S MOVING HERE AND WHY?

- **Young families and first-home buyers –** Seeking **affordable housing** close to jobs and transport, many of whom are priced out of neighboring suburbs.

- **Migrant communities –** Broadmeadows is home to **one of Melbourne's most multicultural populations,** with over **66%** of residents speaking a language other than English at home – driving strong, organic demand for family-sized homes.

- **Essential workers –** Nurses, tradies, airport staff, and logistics workers living here for **proximity to employment hubs** like Melbourne Airport, Northern Hospital, and nearby industrial precincts.

- **Upgraders from outer suburbs –** Families moving back from **Craigieburn, Mickleham, and Roxburgh Park,** seeking a better commute and established infrastructure.

Demand here is **real, growing, and deeply rooted** in **livability, affordability, and access.**

WHY ARE WE INVESTING IN BROADMEADOWS NOW?

Because Broadmeadows is **mid-transformation**, and the data tells us **now** is the time to get in.

- **Affordability index** around **36 –** One of the **best value suburbs** within 15km of the CBD.

- **Stock on market shrinking –** Only **22 homes** listed at one point in 2024, compared to **65** in previous years – **competition is rising.**

- **Days on market down to 30 –** Properties are **selling quickly**, a huge shift from 100+ days just two years ago.

- **Rents rising fast –** Vacancy rates at **0.6%,** with **$580–$630/week** typical for a 3-bedroom house.

- **Diverse economy –** Manufacturing, healthcare, education, and logistics all provide **stable, growing job demand.**

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WHAT DOES ALL THIS MEAN?

Tight stock, high demand, major infrastructure investment, and economic revitalisation – Broadmeadows is poised for **strong capital growth**, and investors are starting to notice.

ADI'S TAKE

Broadmeadows is **one of the most misunderstood suburbs** in Melbourne – and that's **exactly why we're here. You can expect to get something here for less than $700k.**

It's easy for people to dismiss Broadmeadows because of its history – the old Ford factory, the rough reputation – but what they miss is the shift that's happening right now.

Here's what I see:

- **Strategic location:** 15km from the CBD. You've got **train lines, freeways, and the airport** on your doorstep. That's not just convenience – that's **future-proofing.**
- Massive government backing: When the state designates a suburb a **Metropolitan Activity Centre,** you know the big plans are coming. And they are. This suburb is being **rebuilt from the ground up**, and I want my clients on the ground floor of that.
- Jobs coming in, not going out: Ford left, sure – but in its place we've got **Assembly Broadmeadows**, CSL, and a **new wave of industries**. That's not just jobs – that's **economic confidence.**

And let's not forget the **land**. You can still buy big blocks here. Not the postage-stamp lots in the outer burbs – real land with development potential. Investing here now is about timing. We're not buying what Broadmeadows was – we're buying what Broadmeadows **is becoming**. And believe me, in **2–3 years**, this suburb is going to look very different – and prices will reflect that.

DISCLAIMER

The opinions expressed in this document by Alaya Property are not to be construed as financial or investment advice nor should be relied upon for any investment activities.

Alaya Property strongly recommends that you perform your own independent research and/or seek your own legal advice before making any financial decisions.

Alaya Property also does not guarantee that you will be successful in purchasing a property in any of the suburbs indicated.

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