

SECRET
INSIDE PERSPECTIVE
AGENT



THE SECRET AGENT REPORT

OCTOBER 2012

WEST



VS



EAST



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SUBURBS ADDRESSED IN THIS REPORT

Figure 1: Inner Suburbs by Locational Classification



The data upon which this report is based was sourced from: The Australian Bureau of Statistics (www.abs.gov.au/census), Google Maps (maps.google.com.au), propertydata.com.au, Land Victoria (www.land.vic.gov.au), realestateiv.com.au, Domain.com.au, realestate.com.au, rpdata.com, Fairfax, Residex and various individual real estate agents operating in inner Melbourne.



A MESSAGE FROM THE FOUNDER OF SECRET AGENT

PAUL OSBORNE

Welcome to the first edition of "The Secret Agent Report".

Aggregated property data is easily obtainable. However, finer data – data that relates to the inner city suburbs of Melbourne - is much more difficult to obtain. Extracting meaning from this data is even more challenging.

The Secret Agent Report is provided for investors, homebuyers and the property enthusiast. Our aim is to provide a clear property market analysis, which will render an advantage to the reader. This monthly report will start off by focusing on Melbourne's inner city suburbs within a 6-kilometre radius of the Melbourne GPO, addressing 26 suburbs.

In the first edition, we have reported on data pertaining to houses only. In the coming months, apartment and townhouse sales will also be incorporated into The Secret Agent Report. The inaugural feature story is a piece on the 'fight' between Melbourne's East and West. These two localities, sharing the same proximity to the Melbourne CBD, will be compared and contrasted in terms of their residential history and real estate markets. We have foreshadowed developments we believe may occur in the future.

Now, down to business. What is happening in the Melbourne market?

The Melbourne property market is in transition: the fundamentals are changing. The indication is that there is a two-speed property dynamic at play. The first consists of the outer suburban areas, which have continued to weaken. The other is the vibrant inner city market, which in some areas appears to be counter cyclical.

Brunswick in Melbourne's inner north still represents the best value for money when seeking inner city accommodation, with a median house price of \$670,000 for the past quarter. In terms of median house prices (and as is evident in Table 5), East Melbourne and Albert Park are the stand out performers. The median house prices for the last quarter were 1.38 and 2.7 million respectively. However, one must be circumspect in regards to East Melbourne numbers, as the volume of housing stock transacted is typically quite low.

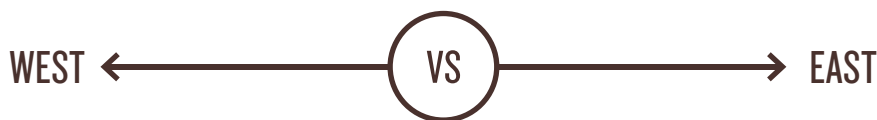
Our square metre-rate comparison is the first of its kind for the inner city suburbs of Melbourne. As expected for the period July to September 2012, East Melbourne was the most expensive of the 26 suburbs reviewed, with a price of \$12,676 per square metre of land. The most economical inner city suburbs were Brunswick at \$2,546 and Brunswick East at \$2,514. The price per square metre in the premium suburb of Hawthorn at \$3,281 demonstrates the traction that the inner city suburbs have in the property market.

We would like to thank you for reading the first edition of The Secret Agent Report. We look forward to bringing you many more interesting editions!

Table 1: Properties on Market - Start of October

	Houses	Apartments
Brunswick	34	81
Brunswick East	13	36
Carlton	5	194
Carlton North	15	6
Clifton Hill	9	3
Collingwood	9	29
Fitzroy	15	25
Fitzroy North	20	19
North Melbourne	13	98
Parkville	9	25
Princes Hill	-	-
Abbotsford	9	35
Burnley	-	-
Cremorne	-	-
East Melbourne	8	32
Hawthorn	25	134
Prahran	27	98
Richmond	57	92
South Yarra	32	247
Albert Park	31	13
Middle Park	13	5
Port Melbourne	30	92
South Melbourne	18	75
Flemington	8	13
Kensington	15	34
West Melbourne	5	25
Docklands	5	301
Southbank	-	299

Grey indicates suburbs not included in the report.



THE FIGHT IS ON!

Looking for value in Inner Melbourne is a challenge for homebuyers and investors alike. We compare two jewels: one established and the other emerging. The challenge is on! West Melbourne and East Melbourne are both small suburbs with only the CBD between the two. The urban character of these two inner suburbs reveals much about property prices in the past and helps provide a view into the future.

East Melbourne was initially planned in 1837 by Robert Hoddle and settled in 1840. The suburb housed many wealthy Melburnians, this being reflected in the prominent architecture seen throughout the area. In contrast, West Melbourne was established in 1937 with the opening of the West Melbourne Post Office. In the 20th century, West Melbourne was a haven for blue-collar workers who were employed in the shipping yards and other industrial sites.

The demographic profiles of the two suburbs are markedly different (refer to Tables 3 and 4). The characters of both East and West Melbourne were altered substantially during the 1960's and 70's, during which time older terraces were demolished to make way for new apartment buildings. However, in terms of heritage appeal, the streetscapes of East Melbourne are much more intact. Alternatively, the industrial character of West Melbourne is reflected in the large number of factories and warehouses now sought after for alternative uses, including residential, retail and hospitality.

The premium nature of East Melbourne is reflected in the very high price per square metre for land. The downsizing phenomena which is increasingly evident in Melbourne has seen wealthy individuals pay premium prices for inner city property on smaller land sizes, typically after selling large period homes in the eastern suburbs. This trend ensures that inner city localities, including those with industrial character, will continue to show strong capital growth relative to other areas. Taking this into account, West Melbourne is an attractive proposition for the careful investor. Period properties with character will attract premium prices. However, large scale 'off the plan' developments need to be assessed on a case by case basis, since build quality and the level of finishes can be an issue.

When one compares West Melbourne with localities such as South Melbourne, it would appear that creatives and avant-garde food entrepreneurs will be attracted to the edgy charm of the area. For this reason and given its proximity to the CBD, West Melbourne is one to watch on the property radar!

Table 2: West Melbourne and East Melbourne - Demographic Comparison

	West Melbourne	East Melbourne
Population	3,744	4,714
Median Age	30	36
Median Weekly Household Income	\$1,700	\$1,989
Average Number of People per Household	2.2	1.8

ABS Census Data, 2011.

Table 3: West Melbourne and East Melbourne - Property Pricing Comparison

	West Melbourne	East Melbourne
Square Metre Rate (Houses Only)	\$4,302 / Sqm	\$11,535 / Sqm
Median Sale Price (Houses Only)	\$755,000	\$1,950,000
Median Sale Price (Apartments)	\$445,000	\$564,000
Lowest Sale (Houses Only)	Ireland St - \$493,000	Charles St - \$1,560,000
Highest Sale (Houses Only)	Eades Pl - \$1,175,000	George St - \$3,487,250
Average Rent per Week (Houses)	\$550.24	\$806.88
Average Rent per Week (Apartments)	\$608.26	\$414.89

Data for the period April - September 2012.



INNER MELBOURNE - PRICE COMPARISONS

Table 4: Inner Melbourne - Price Comparisons (Houses Only)

	July		August		September		QUARTER			
	Average Price	Median Price	Average Price	Median Price	Average Price	Median Price	Average Price	Median Price	Lowest Sale	Highest Sale
Brunswick	685,222	655,000	634,786	550,000	711,333	690,000	683,941	670,000	440,000	956,000
Brunswick East	675,000	675,000	1,050,000	1,050,000	629,000	882,500	731,600	747,500	543,000	1,050,000
Carlton	1,126,750	1,116,000	-	-	1,520,375	1,500,500	1,323,563	1,145,500	675,000	2,250,000
Carlton North	795,444	795,444	953,000	740,000	1,322,571	1,140,000	1,115,278	994,000	545,000	2,608,000
Clifton Hill	746,000	720,000	827,500	754,500	919,071	915,000	838,619	772,000	550,000	1,326,000
Collingwood	712,500	712,500	1,025,000	1,025,000	756,000	756,000	792,400	805,000	620,000	1,025,000
Fitzroy	705,125	711,250	736,000	760,000	662,000	595,000	701,450	711,250	576,000	815,000
Fitzroy North	1,681,667	920,000	935,091	865,000	984,444	830,000	1,051,783	865,000	570,000	3,530,000
North Melbourne	751,000	751,000	766,375	765,000	844,700	861,000	799,182	860,000	550,000	1,000,000
Parkville	-	-	538,500	538,500	1,438,333	1,360,000	1,213,375	1,270,000	538,500	1,775,000
Princes Hill	671,000	671,000	880,000	880,000	-	-	775,500	775,500	671,000	880,000
Abbotsford	854,750	784,500	786,125	780,250	752,200	650,000	794,192	717,500	580,000	1,200,000
Burnley	-	-	-	-	807,500	807,500	807,500	807,500	785,000	830,000
Cremorne	-	-	703,000	703,000	606,500	606,500	654,750	668,000	570,000	713,000
East Melbourne	2,700,000	2,700,000	-	-	-	-	2,700,000	2,700,000	2,700,000	2,700,000
Hawthorn	876,667	825,000	1,610,464	1,410,000	1,435,000	1,225,000	1,480,100	1,225,000	775,000	3,800,000
Prahran	932,750	890,500	933,833	843,500	1,082,500	995,000	987,579	901,000	600,000	1,450,000
Richmond	885,598	801,000	805,000	803,000	1,010,308	926,000	891,976	803,000	560,000	1,800,000
South Yarra	1,181,000	1,375,000	1,430,500	1,047,500	1,387,750	1,394,000	1,341,844	1,211,250	613,000	2,200,000
Albert Park	1,399,250	1,402,500	1,362,333	1,323,500	1,461,000	1,305,500	1,402,333	1,380,000	970,000	2,150,000
Middle Park	1,184,250	1,184,250	1,160,500	1,160,500	1,180,000	1,150,000	1,175,643	1,150,000	790,000	1,600,000
Port Melbourne	1,077,750	870,000	1,066,654	1,000,000	983,208	848,000	1,039,000	905,000	600,000	2,060,000
South Melbourne	812,000	812,000	796,667	850,000	1,132,143	1,100,000	1,008,091	900,000	640,000	1,705,000
Flemington	634,000	645,000	693,167	718,000	794,500	794,500	683,850	691,500	500,000	850,000
Kensington	688,125	665,000	708,750	690,750	674,667	681,500	690,813	681,500	530,000	939,000
West Melbourne	913,000	844,000	900,000	900,000	-	-	784,750	844,000	495,000	1,175,000

Table compiled from data collected over July, August and September 2012. A dash indicates no recorded sales for the month.

Table 5: Inner Melbourne - Quarterly Median Prices (Houses Only)

	400,000	450,000	500,000	550,000	600,000	650,000	700,000	750,000	800,000	850,000	900,000	950,000	1,000,000	1,050,000	1,100,000	1,150,000	1,200,000	1,250,000	1,300,000	1,350,000	1,400,000	1,450,000	1,500,000	1,550,000	1,600,000	1,650,000	1,700,000	1,750,000	1,800,000	1,850,000 +			
Brunswick																																	670,000
Brunswick East																																	747,500
Carlton																																	1,145,500
Carlton North																																	994,000
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Collingwood																																	805,000*
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North Melbourne																																	860,000
Parkville																																	1,270,000*
Princes Hill																																	775,500*
Abbotsford																																	717,500*
Burnley																																	807,500
Cremorne																																	668,000*
East Melbourne																																	2,700,000*
Hawthorn																																	1,225,000
Prahran																																	901,000
Richmond																																	803,000
South Yarra																																	1,211,250
Albert Park																																	1,380,000
Middle Park																																	1,150,000
Port Melbourne																																	905,000
South Melbourne																																	900,000
Flemington																																	691,500
Kensington																																	681,500
West Melbourne																																	844,000

Table compiled from data collected over July, August and September 2012. * Indicates a quarterly median value calculated using under 5 sales.



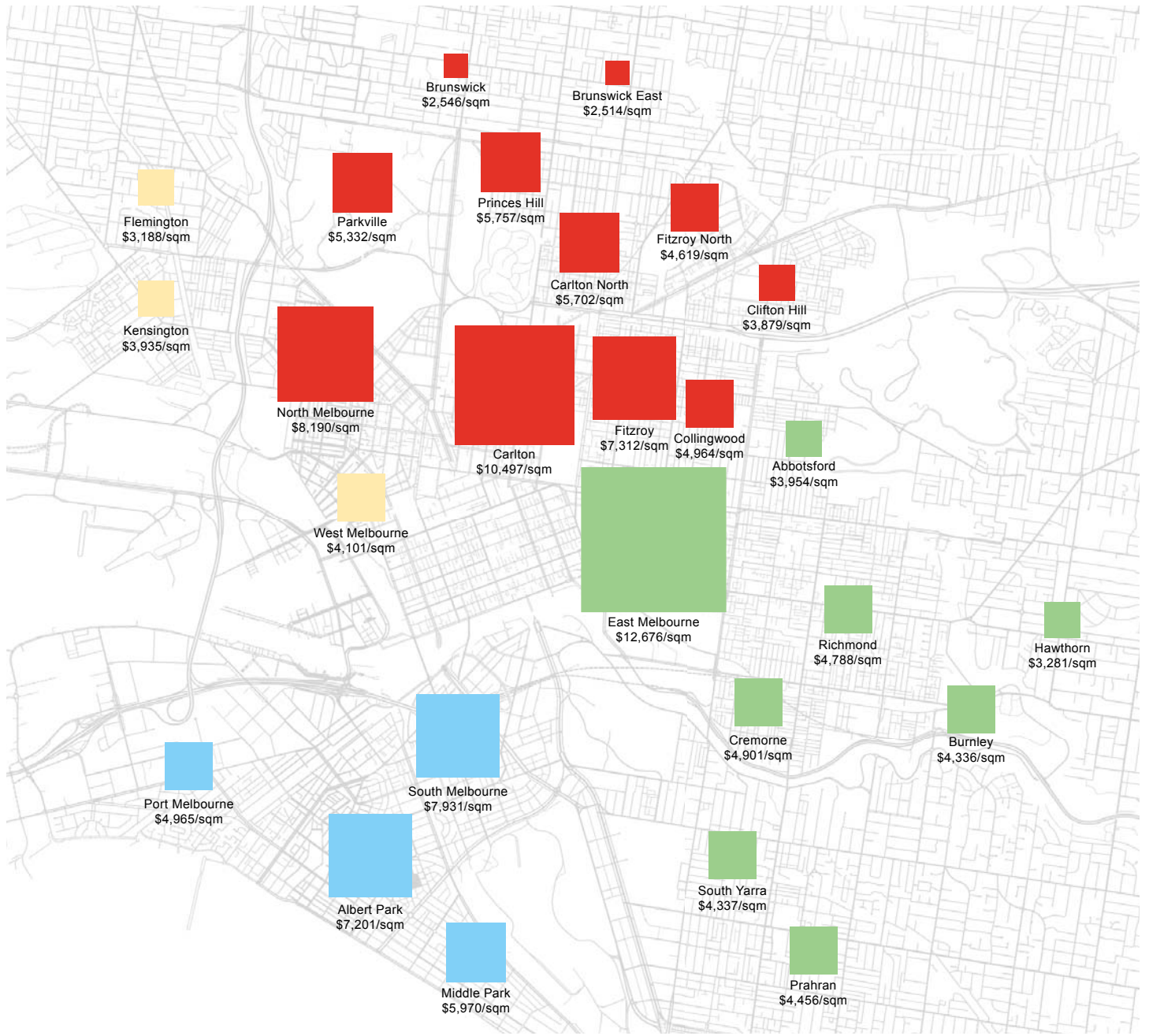
INNER MELBOURNE - SQUARE METRE RATE COMPARISONS

Table 6: Inner Melbourne - Square Metre Rate Comparisons

	July		August		September		QUARTER			
	Average \$/sqm	Median \$/sqm	Average \$/sqm	Median \$/sqm	Average \$/sqm	Median \$/sqm	Average \$/sqm	Median \$/sqm	Lowest \$/sqm	Highest \$/sqm
Brunswick	2,157	2,481	2,376	2,546	2,540	2,725	2,345	2,546	913	6,474
Brunswick East	4,455	4,437	2,514	2,514	2,321	2,347	2,897	2,514	2,214	4,588
Carlton	10,361	10,497	-	-	9,084	9,858	9,587	10,497	4,926	12,864
Carlton North	5,411	5,433	6,767	6,151	5,156	5,414	5,589	5,702	4,294	8,483
Clifton Hill	4,668	4,865	3,029	3,379	4,814	4,424	3,833	3,879	2,166	11,705
Collingwood	4,832	4,850	5,125	5,125	5,773	7,727	5,235	4,964	3,650	11,804
Fitzroy	6,559	7,480	6,748	7,386	6,000	6,832	6,446	7,312	4,157	10,633
Fitzroy North	4,297	4,770	4,099	4,432	4,577	5,568	4,577	4,619	2,125	9,918
North Melbourne	5,422	5,962	4,623	5,960	10,714	12,515	6,588	8,190	2,937	14,283
Parkville	-	-	5,203	5,203	6,201	5,462	6,071	5,332	4,574	9,397
Princes Hill	7,063	7,063	4,451	4,451	-	-	5,299	5,757	4,451	7,063
Abbotsford	3,583	3,495	4,641	4,898	3,708	3,954	3,902	3,954	2,975	5,098
Burnley	-	-	-	-	4,284	4,336	4,284	4,336	3917	4755
Cremorne	-	-	5,836	6,024	4,635	4,659	5,211	4,901	4,434	7,130
East Melbourne	12,676	12,676	-	-	-	-	12,676	12,676	12,676	12,676
Hawthorn	2,608	2,583	3,222	3,168	3,280	3,772	3,193	3,281	1,996	5,339
Prahran	5,585	6,565	3,934	4,040	5,092	5,135	4,744	4,456	3,288	9,992
Richmond	4,045	4,632	4,947	5,243	3,985	4,761	4,242	4,788	1,974	11,322
South Yarra	6,309	4,964	4,550	4,027	4,510	5,184	4,916	4,337	2,808	20,321
Albert Park	8,183	8,223	8,388	7,162	7,726	7,201	7,726	7,201	4,569	15,199
Middle Park	5,680	5,677	6,335	6,331	5,895	5,970	5,947	5,970	5,518	6,366
Port Melbourne	5,322	5,877	5,155	4,889	4,206	4,790	4,819	4,965	1,002	10,630
South Melbourne	7,186	7,166	7,935	8,391	7,726	7,507	7,685	7,931	4,962	15,183
Flemington	3,057	3,162	3,385	3,240	2,994	2,994	3,134	3,188	2,046	4,340
Kensington	4,036	3,678	3,403	3,477	4,111	4,356	3,790	3,935	2,198	6,692
West Melbourne	4,278	4,278	4,875	4,101	3,113	4,377	3,943	4,101	2,300	9,400

Table compiled from data collected over July, August and September 2012.

Figure 2: Inner Melbourne - Square Metre Rate Comparisons - Mapped by Suburb

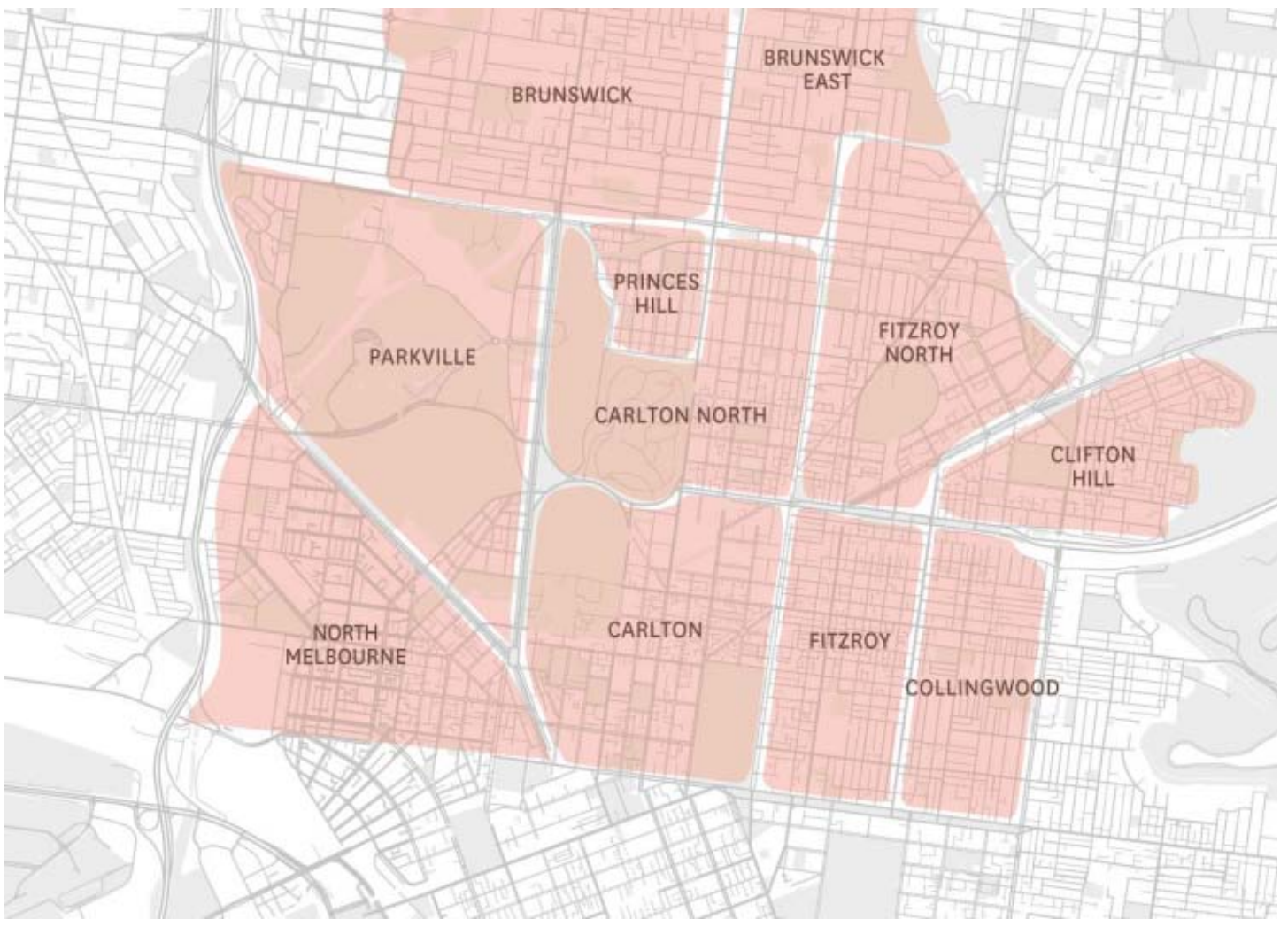


Compiled from data collected over July, August and September 2012.



THE INNER NORTH

Figure 3: Inner North Suburbs



BRUNSWICK

Average Sales Price: \$683,941
 Median Sales Price: \$670,000
 Average Square Metre Rate: \$2,345
 Median Square Metre Rate: \$2,546

NUMBER OF PEOPLE: 22,764
 MEDIAN AGE: 33
 PRIVATE DWELLINGS: 10,709
 MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,433



Lowest recorded Sale:
 213 Albion Street
 \$440,000
 154sqm = \$2,857/sqm

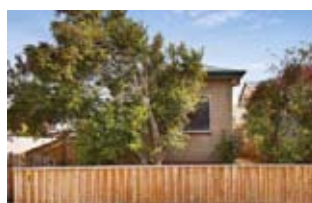


Highest recorded Sale:
 8 Loyola Avenue
 \$956,000
 363sqm = \$2,634/sqm

BRUNSWICK EAST

Average Sales Price: \$731,600
 Median Sales Price: \$747,500
 Average Square Metre Rate: \$2,897
 Median Square Metre Rate: \$2,514

NUMBER OF PEOPLE: 8,476
 MEDIAN AGE: 33
 PRIVATE DWELLINGS: 4,104
 MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,468



Lowest recorded Sale:
 33 Ryan St
 \$543,000
 219sqm = \$2,479/sqm



Highest recorded Sale:
 20 Hutchinson Street
 \$1,050,000
 418sqm = \$2,514/sqm

CARLTON

Average Sales Price: \$1,323,563
 Median Sales Price: \$1,145,500
 Average Square Metre Rate: \$9,587
 Median Square Metre Rate: \$10,497

NUMBER OF PEOPLE: 13,509
 MEDIAN AGE: 25
 PRIVATE DWELLINGS: 7,745
 MEDIAN WEEKLY HOUSEHOLD INCOME: \$634



Lowest recorded Sale:
 85 Cardigan St
 \$675,000
 64sqm = \$10,547/sqm



Highest recorded Sale:
 67 Drummond St
 \$2,250,000
 174.9sqm = \$12,864/sqm

CARLTON NORTH

Average Sales Price: \$1,115,278
 Median Sales Price: \$994,000
 Average Square Metre Rate: \$5589
 Median Square Metre Rate: \$5702

NUMBER OF PEOPLE: 6,220
 MEDIAN AGE: 31
 PRIVATE DWELLINGS: 3,059
 MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,764



Lowest recorded Sale:
 766 Lygon St
 \$545,000
 95sqm = \$5,275/sqm



Highest recorded Sale:
 417 Canning St
 \$2,608,000
 607.3sqm = \$4,294/sqm



CLIFTON HILL

Average Sales Price: \$838,619
Median Sales Price: \$772,000
Average Square Metre Rate: \$3,833
Median Square Metre Rate: \$3,879

NUMBER OF PEOPLE: 5,790
MEDIAN AGE: 36
PRIVATE DWELLINGS: 2,705
MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,956



Lowest recorded Sale:
41A Alexander St
\$550,000
168sqm = \$3,274/sqm



Highest recorded Sale:
30A Council St
\$1,326,000
322.3sqm = \$4,114/sqm

COLLINGWOOD

Average Sales Price: \$792,400
Median Sales Price: \$805,000
Average Square Metre Rate: \$5,235
Median Square Metre Rate: \$4,964

NUMBER OF PEOPLE: 6,467
MEDIAN AGE: 32
PRIVATE DWELLINGS: 3,438
MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,278



Lowest recorded Sale:
95A Easey St
\$620,000
124.9sqm = \$4,964/sqm



Highest recorded Sale:
131 Keele St
\$1,025,000
200sqm = \$5,125/sqm

FITZROY

Average Sales Price: \$701,450
Median Sales Price: \$711,250
Average Square Metre Rate: \$6,446
Median Square Metre Rate: \$7,312

NUMBER OF PEOPLE: 9,430
MEDIAN AGE: 33
PRIVATE DWELLINGS: 4,685
MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,484



Lowest recorded Sale:
159 Argyle St
\$576,000
133sqm = \$4,347/sqm



Highest recorded Sale:
53 Cecil St
\$815,000
119sqm = \$6,832/sqm

FITZROY NORTH

Average Sales Price: \$1,051,783
Median Sales Price: \$865,000
Average Square Metre Rate: \$4,577
Median Square Metre Rate: \$4,619

NUMBER OF PEOPLE: 11,473
MEDIAN AGE: 35
PRIVATE DWELLINGS: 5,571
MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,699



Lowest recorded Sale:
11 Tranmere St
\$570,000
73sqm = \$7,798/sqm



Highest recorded Sale:
41 Alfred Crescent
\$3,530,000
740sqm = \$4,770/sqm

NORTH MELBOURNE

Average Sales Price: \$799,182
Median Sales Price: \$860,000
Average Square Metre Rate: \$6,588
Median Square Metre Rate: \$8,190

NUMBER OF PEOPLE: 11,755
MEDIAN AGE: 29
PRIVATE DWELLINGS: 5,945
MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,229



Lowest recorded Sale:
13 Byron St
\$550,000
75sqm = \$7,333/sqm



Highest recorded Sale:
243 Peel St
\$1,000,000
119.8sqm = \$8,347/sqm

PARKVILLE

Average Sales Price: \$1,213,375
Median Sales Price: \$1,270,000
Average Square Metre Rate: \$6,071
Median Square Metre Rate: \$5,332

NUMBER OF PEOPLE: 6,193
MEDIAN AGE: 24
PRIVATE DWELLINGS: 1,919
MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,487



Lowest recorded Sale:
19 Church St
\$538,500
103.5sqm = \$5,203/sqm



Highest recorded Sale:
70 Fitzgibbon St
\$1,775,000
188.9sqm = \$9,397/sqm

PRINCES HILL

Average Sales Price: \$775,500
Median Sales Price: \$775,500
Average Square Metre Rate: \$5,299
Median Square Metre Rate: \$5,757

NUMBER OF PEOPLE: 2,075
MEDIAN AGE: 36
PRIVATE DWELLINGS: 1,019
MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,636



Lowest recorded Sale:
20 Paterson St
\$671,000
95sqm = \$7,063/sqm



Highest recorded Sale:
131 McIlwraith St
\$880,000
197.7sqm = \$4,451/sqm



THE INNER EAST

Figure 4: Inner East Suburbs



ABBOTSFORD

Average Sales Price: \$794,192
 Median Sales Price: \$717,500
 Average Square Metre Rate: \$3,902
 Median Square Metre Rate: \$3,954

NUMBER OF PEOPLE: 4,907
 MEDIAN AGE: 35
 PRIVATE DWELLINGS: 2,279
 MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,793



Lowest recorded Sale:
 57 Nicholson St
 \$580,000
 147sqm = \$3,954/sqm



Highest recorded Sale:
 26 Maugie St
 \$1,200,000
 397sqm = \$3,021/sqm

BURNLEY

Average Sales Price: \$807,500
 Median Sales Price: \$807,500
 Average Square Metre Rate: \$4,284
 Median Square Metre Rate: \$4,336

NUMBER OF PEOPLE: 738
 MEDIAN AGE: 32
 PRIVATE DWELLINGS: 405
 MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,833



Lowest recorded Sale:
 23 Parkville St
 \$785,000
 165.1sqm = \$4,755/sqm



Highest recorded Sale:
 40 Adam St
 \$830,000
 211.9sqm = \$3,917/sqm

CREMORNE

Average Sales Price: \$654,750
 Median Sales Price: \$668,000
 Average Square Metre Rate: \$5,211
 Median Square Metre Rate: \$4,901

NUMBER OF PEOPLE: 1,564
 MEDIAN AGE: 32
 PRIVATE DWELLINGS: 829
 MEDIAN WEEKLY HOUSEHOLD INCOME: \$2,182



Lowest recorded Sale:
 19 Dover St
 \$570,000
 116.7sqm = \$4,884/sqm



Highest recorded Sale:
 80 Cubitt St
 \$713,000
 100sqm = \$7,130/sqm

EAST MELBOURNE

Average Sales Price: \$2,700,000
 Median Sales Price: \$2,700,000
 Average Square Metre Rate: \$12,676
 Median Square Metre Rate: \$12,676

NUMBER OF PEOPLE: 4,714
 MEDIAN AGE: 36
 PRIVATE DWELLINGS: 2,872
 MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,989



Single recorded Sale:
 54 Berry St
 \$2,700,000
 213sqm = \$12,676/sqm



HAWTHORN

Average Sales Price: \$1,480,100
Median Sales Price: \$1,225,000
Average Square Metre Rate: \$3,193
Median Square Metre Rate: \$3,281

NUMBER OF PEOPLE: 21,177
MEDIAN AGE: 31
PRIVATE DWELLINGS: 10,333
MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,628



Lowest recorded Sale:
420 Auburn Rd
\$775,000
300sqm = \$2,583/sqm



Highest recorded Sale:
87 Berkley St
\$3,800,000
1390sqm = \$2,734/sqm

PRAHRAN

Average Sales Price: \$987,579
Median Sales Price: \$901,000
Average Square Metre Rate: \$4,744
Median Square Metre Rate: \$4,456

NUMBER OF PEOPLE: 11,191
MEDIAN AGE: 33
PRIVATE DWELLINGS: 6,375
MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,609



Lowest recorded Sale:
3 Packington St
\$600,000
182.5sqm = \$3,288/sqm



Highest recorded Sale:
8 Donald St
\$1,450,000
350.8sqm = \$4,133/sqm

RICHMOND

Average Sales Price: \$891,976
Median Sales Price: \$803,000
Average Square Metre Rate: \$4,242
Median Square Metre Rate: \$4,788

NUMBER OF PEOPLE: 23,814
MEDIAN AGE: 33
PRIVATE DWELLINGS: 12,212
MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,697



Lowest recorded Sale:
8 Farmer St
\$560,000
121sqm = \$4,628/sqm



Highest recorded Sale:
92 Kent St
\$1,800,000
331.4sqm = \$5,432/sqm

SOUTH YARRA

Average Sales Price: \$1,341,844
Median Sales Price: \$1,211,250
Average Square Metre Rate: \$4,916
Median Square Metre Rate: \$4,337

NUMBER OF PEOPLE: 19,134
MEDIAN AGE: 33
PRIVATE DWELLINGS: 11,605
MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,693



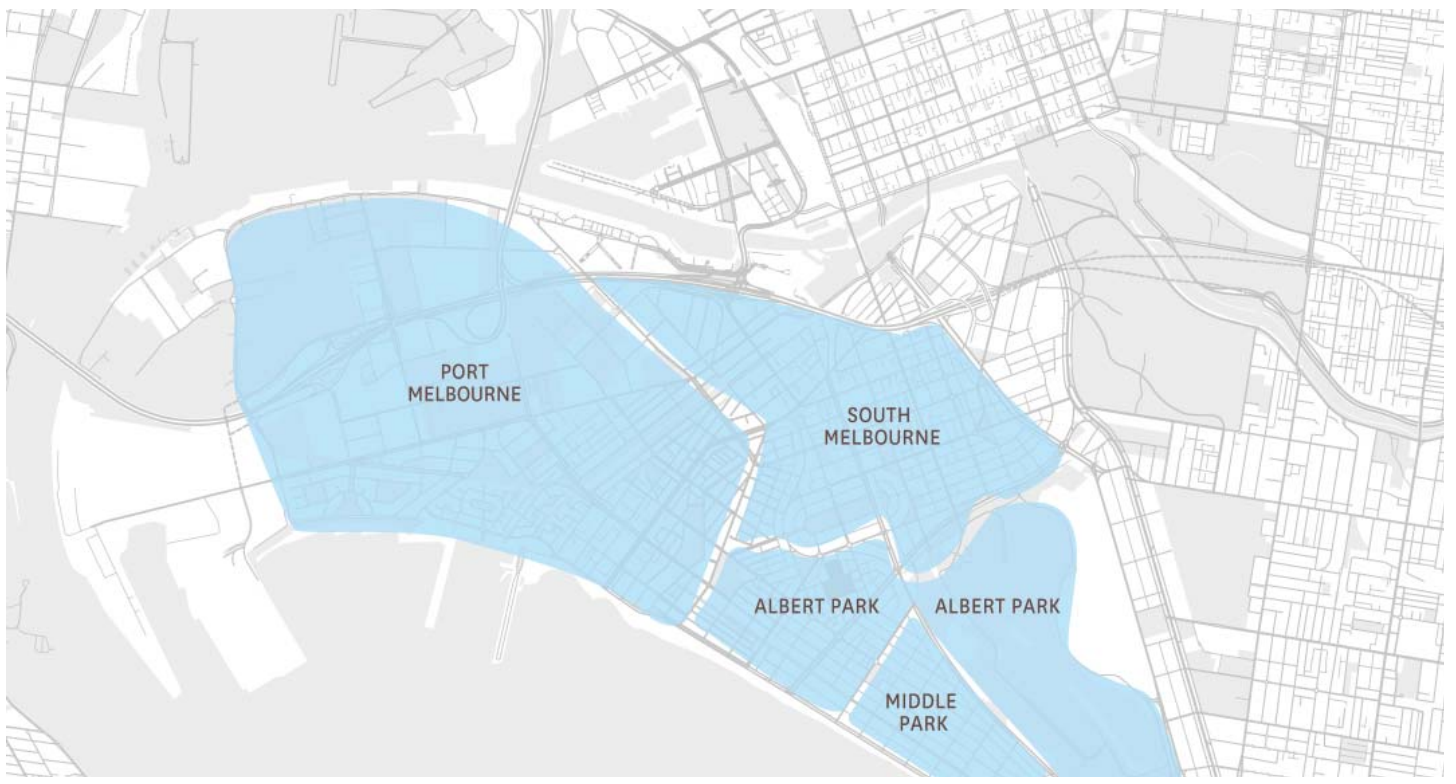
Lowest recorded Sale:
25 Myrtle St
\$613,000
102.5sqm = \$5,980/sqm



Highest recorded Sale:
1 Davidson St
\$2,200,000
670.1sqm = \$3,283/sqm

THE INNER SOUTH

Figure 5: Inner South Suburbs





ALBERT PARK

Average Sales Price: \$1,402,333
Median Sales Price: \$1,380,000
Average Square Metre Rate: \$7,726
Median Square Metre Rate: \$7,201

NUMBER OF PEOPLE: 5,955
MEDIAN AGE: 40
PRIVATE DWELLINGS: 3,024
MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,981



Lowest recorded Sale:
124 Mills St
\$970,000
175sqm = \$5,537/sqm



Highest recorded Sale:
49 O'Grady St
\$2,150,000
282.5sqm = \$7,611/sqm

MIDDLE PARK

Average Sales Price: \$1,175,643
Median Sales Price: \$1,150,000
Average Square Metre Rate: \$5,947
Median Square Metre Rate: \$5,970

NUMBER OF PEOPLE: 4,058
MEDIAN AGE: 40
PRIVATE DWELLINGS: 2,019
MEDIAN WEEKLY HOUSEHOLD INCOME: \$2,227



Lowest recorded Sale:
13 Fraser St
\$790,000
124sqm = \$6,366/sqm



Highest recorded Sale:
90 Canterbury St
\$1,600,000
268sqm = \$5,970/sqm

PORT MELBOURNE

Average Sales Price: \$1,039,000
Median Sales Price: \$905,000
Average Square Metre Rate: \$4,819
Median Square Metre Rate: \$4,965

NUMBER OF PEOPLE: 14,521
MEDIAN AGE: 38
PRIVATE DWELLINGS: 8,083
MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,995



Lowest recorded Sale:
21 Raglan St
\$600,000
111.2sqm = \$5,936/sqm



Highest recorded Sale:
286 Rouse St
\$2,060,000
418sqm = \$4,928/sqm

SOUTH MELBOURNE

Average Sales Price: \$1,008,091
Median Sales Price: \$900,000
Average Square Metre Rate: \$7,685
Median Square Metre Rate: \$7,931

NUMBER OF PEOPLE: 9,317
MEDIAN AGE: 37
PRIVATE DWELLINGS: 5,044
MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,668



Lowest recorded Sale:
4 Law St
\$640,000
96sqm = \$6667/sqm



Highest recorded Sale:
50A Howe Crescent
\$1,705,000
112.3sqm = \$15,183/sqm

THE INNER WEST

Figure 6: Inner West Suburbs





FLEMINGTON

Average Sales Price: \$683,850
Median Sales Price: \$691,500
Average Square Metre Rate: \$3,134
Median Square Metre Rate: \$3,188

NUMBER OF PEOPLE: 7,528
MEDIAN AGE: 32
PRIVATE DWELLINGS: 3,685
MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,022



Lowest recorded Sale:
120 Oak Pin Crescent
\$500,000
119sqm = \$4,202/sqm



Highest recorded Sale:
86 Shields St
\$850,000
264.5sqm = \$3,214/sqm

KENSINGTON

Average Sales Price: \$690,813
Median Sales Price: \$681,500
Average Square Metre Rate: \$3,790
Median Square Metre Rate: \$3,935

NUMBER OF PEOPLE: 9,719
MEDIAN AGE: 32
PRIVATE DWELLINGS: 4,864
MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,720



Lowest recorded Sale:
7 Taylor Mews
\$530,000
79.2sqm = \$6,692/sqm



Highest recorded Sale:
26 Sambell St
\$939,000
335.8sqm = \$2,796/sqm

WEST MELBOURNE

Average Sales Price: \$784,750
Median Sales Price: \$844,000
Average Square Metre Rate: \$3,943
Median Square Metre Rate: \$4,101

NUMBER OF PEOPLE: 3,744
MEDIAN AGE: 30
PRIVATE DWELLINGS: 1,760
MEDIAN WEEKLY HOUSEHOLD INCOME: \$1,700



Lowest recorded Sale:
250 Addley St
\$495,000
121sqm = \$4101/sqm



Highest recorded Sale:
38-40 Eades Place
\$1,175,000
125sqm = \$9400/sqm

SECRET

INSIDE PERSPECTIVE

AGENT



THE SECRET AGENT REPORT

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Acknowledgements:

Dr Alastair Anderson - Director of Research
Lauren Bezzina - Visual Communication Designer
David Goei - Researcher
Paul Osborne
Angela Schilling - Copy Editor

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