

BALLARAT

TRIPLE ZERO PROPERTY

ABOUT

No longer a quiet, sleepy town, Ballarat has blossomed into a dynamic and vibrant city. A city whose heart has fused a thriving commercial precinct with some of the coolest and chicest wine and espresso bars and eateries you will find outside of Melbourne.

Being only an hour's train commute from the city, Ballarat is attracting people who seek affordable housing by the droves, and this younger demographic in turn, is contributing to the cool, hipster persona the town has taken on. And it's all melded together to creating a pulsating heart, where the historical buildings provide the perfect foundations for the retro fit-outs that are breathing new life into the city streets. If you haven't checked it out lately you should because Ballarat is where it's at.



POPULATION

According to forecast.id the population of Ballarat is 107,647 in 2018 and is expected to grow to 144,108 in 2036 which will make it one of the country's fastest growing regional centres. Young families and first home buyers are attracted to the vibe of a re-energised Ballarat as they seek to set up home here.

ACCOMMODATION

According to Realestate.com, Ballarat was the regional town that saw the biggest jump in demand over the past 12 months, with year-on-year demand up by 62.1%. Rental vacancies are at an all time low, sitting at between 1.4-1.5%. The limited availability of accommodation is driving a construction boom for residential properties with new builds being around 35% cheaper than in Western Melbourne, and 30% cheaper than in Geelong.

INDUSTRY

The increased population has also increased the need for professional services such as accountants, lawyers, IT specialists and valuers. Demand for builders and all associated trades is also seen a resurgence. A number of major businesses are located in Ballarat with others set to follow. Some of the businesses already there include McCain Foods, Mars, IBM, Haymes, Ballarat Health Services, Federation University, Alstom, MaxiTrans and FMP Group.

Population 2018

107,647



Population 2036

144,108

BALLARAT



"Ballarat is a city of opportunity. Being only an hour from Melbourne we are attracting talent who want the best of both worlds and Ballarat can provide that."

"We have a vibrant, energetic commercial precinct that services Victoria, which is supported by a dynamic, enticing town centre so its no surprise we are one of Australia's fastest growing regions".

**COUNCILLOR, BEN TAYLOR
CITY OF BALLARAT**

EMPLOYMENT

With the unemployment rate sitting around 4.2% Ballarat is fast becoming an area of affluence with a strong demand for both skilled and unskilled labour. This is being driven by sectors such as agriculture, manufacturing, construction, education, health services and tourism.

According to economy.id Ballarat's unemployment rate has been declining for years and is at an all-time low - in fact, it is one of the lowest in the country which confirms Ballarat as a town that has significant opportunities for its residents.

Adding to the jobs boom is the current state government strategy to decentralise its workforce away from Melbourne to Ballarat and has recently announced that 600 jobs, from eight government departments, will be moved to the Civic Hall on Mair Street. In addition, the site will be redeveloped to accommodate 1000 new workers by 2020.

The state government has committed to a \$49 million redevelopment of the Ballarat Rail Precinct and in the recent budget, it was announced the GovHub office at the Civic Hall site would receive \$47.8 million.

Industrial land users are also attracted to Ballarat. When a large scale industrial land subdivision (Ballarat West Employment Zone) was recently released demand was so high 80% of stage one sold within the first 12 months. Purchasers who will employ around 100 people each advise the time to port for a truck from Ballarat is similar to that from Dandenong South but the land is exponentially more affordable.

BALLARAT - THE RIGHT CHOICE

All of these factors combined are further good news for Ballarat making it attractive to business, investors and anyone seeking affordable housing and a better lifestyle. However, all of this positive news has meant the secret is well and truly out.