



# ETON

ST LUCIA

## THE INVESTMENT OPPORTUNITY

### 7% RENT GUARANTREE for 12 Months

Capitalise on the opportunity to invest in one of Brisbane's most highly sought after suburbs, on the doorstep of a top 50 World Ranked University with a unique product catering for the growing demand for accommodation from International & Domestic Students.



# THE INVESTMENT OPPORTUNITY

## Project Overview

A considered complex of 9 apartments, Eton St Lucia was conceived on a needs basis to respond to the immediate requirement for Quality Accommodation servicing the University of Queensland. The growth in International Students over the past decade has created a critical shortfall in quality, contemporary apartments within walking distance to the St Lucia Campus.

The apartments are uniquely designed for residents to have the ideal lifestyle, a combination of contemporary light filled open plan living spaces including a spacious balcony with the comfort and privacy of a secure bedroom and ensuite / bathroom.

- ✓ International Student Enrolments continue to increase because of Brisbane's proximity to the growing Asian middle class and the 25% drop in the AUD over the past 2 years.
- ✓ Higher Education is seen as a recession proof industry as student enrolments are stable in times of economic downturns

\*Rooming Accommodation Apartments

## An Investor's Delight

**Growing Demand:** The International Student Market is Brisbane's biggest export industry with over 75,000 international students arriving every year, creating 20,000 jobs and injecting \$3.77 billion into the economy. The suburb of St Lucia experiences the highest demand for Student Accommodation in Queensland due to the 16,000+ International and 31,000 Domestic Students that attend The University of Queensland.

**Undersupply:** St Lucia is currently the most undersupplied market in Queensland in terms of ACCOMMODATION which can be demonstrated by a 0.5% vacancy rate in the suburb\* (with 3% considered the balanced rate where supply is in-line with demand)

**Rental Yield:** Eton St Lucia rental returns are anticipated to achieve above a 7% gross yield\*

**Government Assistance:** As part of the Brisbane City Council 2022 'New World City' Action Plan, Higher and International Education with particular focus on attracting International Students to the city has been identified as one of the eight core industries that will be supported and developed by government.



# THE INVESTMENT OPPORTUNITY

## Suburb Overview

St Lucia is unquestionably one of South-East Queensland's blue chip residential suburbs. With the median house price one of the highest in the State, the suburb is a highly coveted address which enjoys a high level of demand. It is also home to Queensland's most prestigious and largest tertiary institution, The University of Queensland. Consequently, demand for rental dwellings is felt to currently be one of the highest in the state.

The St Lucia accommodation sector unlike the traditional residential property sector benefits from a more **stable, tangible and certain demand** source from both young professionals and the Australian higher education student population.

International education is Brisbane's largest export industry with 75,000 international students arriving every year creating more than 20,000 jobs and injecting \$3.77 billion into the local community. The market continues to grow driven by the regions attractiveness and affordability across the international student market.

Located just 5kms from Brisbane's CBD, its peninsular like position (no through traffic), vast expanse of riverfront land and the world renowned University of Queensland lend to its affluency.

Amenity rich, it is perfectly positioned between two major shopping centres - Indooroopilly Shopping Town and Toowong Village with everything imaginable from department stores to eateries and cinemas. There is easy access to many private and public education facilities - Ironside State School, St Peters, Brisbane Boys College, Indooroopilly State School, Queensland Academy for Mathematics, Sciences and Technology and the University of Queensland. For those with an active lifestyle, recreation facilities abound with tennis courts, olympic sized pool, parklands, bike paths, walking paths and the St Lucia Golf Links and Indooroopilly Golf Club nearby. Public transport in the form of bus, train and ferry run frequently servicing the neighbourhood. The Wesley Hospital is 1.5km away with the soon to be opened Westside Hospital at Taringa (estimated to be late 2017) only minutes away. This iconic green leafy belt offers residents the best Brisbane can offer.



# THE INVESTMENT OPPORTUNITY

## Residential Market Fundamentals

St Lucia has long held its position as one of Brisbane's high end, prestige housing markets. Property values within St Lucia's housing and unit markets perform similarly with values doubling every 12 – 15 years. Both have recorded average annual median price growth over this timeframe matching each other at an impressive 4.9%.

## The University Of Queensland

St Lucia is home to the State's largest University, The University of Queensland's which has a roll of over 50,000 students and staff. UQ is the university of choice for international students being one of only three Australian Universities in the Top 100 of the four most influential global rankings. The latest data shows the following enrolment numbers:

Domestic Students	31,200
International Students	16,300
Staff	5,200
TOTAL	51,700

## St Lucia Rental Market

St Lucia is more densely populated by students attending tertiary institutions than any other suburb in Queensland and due to the prevalence of both Domestic (Intra & Inter State) and International Students, the rental market is characterized by three asset classes:

- 1. Standard Apartment – Vacancy Rate 2.9%**
- 2. Furnished Apartment – Vacancy Rate 1.5% estimated**
- 3. Rooming Accommodation – Vacancy Rate 0.5%**

*Rooming Accommodation is a rental option whereby a tenant rents a room ONLY within an apartment and shares all common areas with the other tenants. This rental option is regulated by the Queensland Government.*

Both, Furnished Apartments and Rooming Accommodation are more attractive to Domestic and International Students as they provide a 'Turnkey' Solution to their accommodation requirements. The vacancy rates are lower in these asset classes due to the following benefits they offer to the residents:

## Why Student's choose 'Furnished Apartments' or 'Rooming Accommodation' over Private Rental Accommodation

They are both a one stop shop for students that removes the hassles of securing accommodation in the private rental market, benefits include:

- New, Quality Accommodation
- Fully Secure and Safe (Fire Protection Included)
- Simple Check In – Check Out Process (6 & 12 month Lease Option)
- Fully Furnished Room / Apartment (Just bring yourself)
- Utilities Connected (no need to sign up for Water, Electricity, Gas, Internet)
- Less Hassle from Complicated Lease negotiations, finding Housemates and connecting multiple utilities
- Pro Active Property Management

## Financial Analysis

Standard Apartment Rental – **5.25%-5.5% RETURN**

- Weekly Rental \$750

Furnished Apartment - **5.7% - 6% RETURN**

- Including allowance for a \$10,000 Furniture Package
- Weekly Rental \$820

Rooming Accommodation - **7% – 7.5% RETURN**

- Including allowance for a \$10,000 Furniture Package
- Weekly Rental \$930 (\$340 per room + Utilities)



ETON  
ST LUCIA

To learn more about the development,  
please contact -



**Cody Fraser**

0403 650 732

[www.etonstlucia.com.au](http://www.etonstlucia.com.au)

**DISCLAIMER:** The information contained in this document is for general purposes only. McGrath Projects does not assume responsibility for omissions or errors in the contents of this document. In no event shall McGrath Projects be liable for any special, direct, indirect, consequential or incidental damages or any damages whatsoever whether in contract, negligence or other tort arising out of or in connection with the information provided in this document. Potential purchasers should not rely on any material, photographs or artist impressions as a statement or representation of fact, but should satisfy themselves as to its correctness by independent investigation. Whilst every care has been taken in preparing this summary, all may be subject to change.