

# BALLARAT AREA INVESTOR PROFILE

Ballarat is located in western Victoria, approximately 100 kilometres west of Melbourne.

As a regional centre and Victoria's third largest town, Ballarat contains a variety of land uses, encompassing established residential areas, newly developing greenfield areas, significant retail, health and educational institutions, and manufacturing industries.

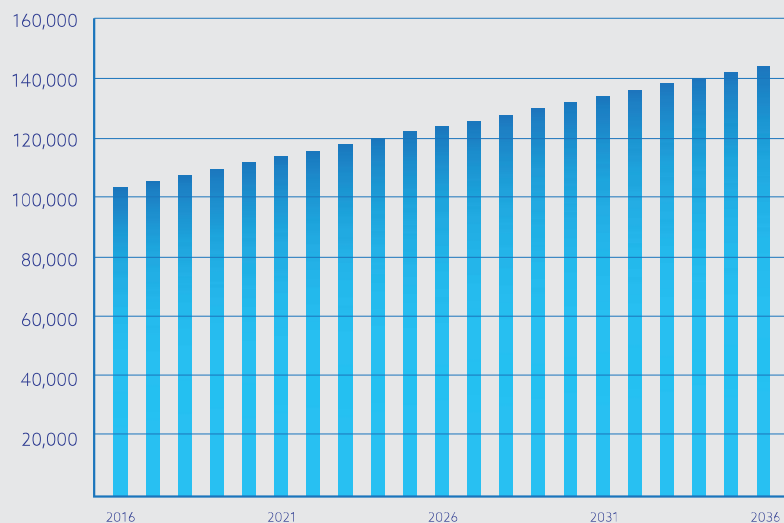
The majority of Ballarat's future growth will be concentrated in newly developing areas to the

west of the city (Ballarat West Growth Area) in Alfredton, Cardigan-Lucas-Bunkers Hill, Delacombe, Sebastopol-Redan and Bonshaw-Smythes Creek.

Much of the new housing will be attractive to young families from other parts of Ballarat, surrounding townships and the Melbourne metropolitan area.

## Population

The City of Ballarat population forecast for 2018 is 107,647, and is forecast to grow to 144,108 by 2036. Traditionally, people from surrounding rural areas to the west have been attracted to Ballarat for employment and education purposes. Ballarat also attracts many people from the Melbourne metropolitan area, including families seeking more affordable housing with good access to employment opportunities.



Population  
2018

**107,647**

Population  
2036

**144,108**

**33.87%**

OVER NEXT 20 YEARS

(av. +1.67%pa)



## LOCAL JOBS

51,464

## LARGEST INDUSTRY

HEALTH CARE  
& SOCIAL  
ASSISTANCE

## LOCAL BUSINESSES

8,294

## EMPLOYED RESIDENTS

50,775

## Employment

A key project for the region is the Ballarat West Employment Zone, expected to create up to 9,000 jobs, inject \$5 billion per annum into the local economy and is designed to support business innovation and business productivity.

In addition, the Ballarat Link Road is a key transport priority of the City of Ballarat. The 16 kilometre road will be a major north-south arterial road and will provide a direct link from the Western Freeway to the Midland Highway, to be delivered in stages over the next few decades.

Health Care and Social Assistance is the largest employer in the City of Ballarat, making up 18.7% of total employment.

(NOTE: Health Care and Social Assistance is Australia's largest and fastest growing industry, employing over 1.5 million people. It covers health services like hospitals, GPs, dental and ambulance services, as well as services like child care and aged care.)

## Housing



Compared to the same period five years ago, the median house sales price for Central Ballarat increased by **37.8%** which equates to a compound annual growth rate of **6.6%**.

Suburb	Median House Price	Median Rent PW	Median Gross Yield
Alfredton	\$418,000	\$350	4.3%
Brown Hill	\$330,000	\$285	4.5%
Buninyong	\$470,000	\$350	3.9%
Canadian	\$347,000	\$300	4.5%
Central Ballarat	\$443,00	\$300	3.5%

Suburb	Median House Price	Median Rent PW	Median Gross Yield
Delacombe	\$344,000	\$340	5.2%
Miners Rest	\$380,000	\$340	4.7%
Sebastapol	\$274,000	\$270	5.1%
Winter Valley	\$380,000	N/A	N/A

## Number of Dwellings

2016  
45,653

2021  
49,982

2026  
54,360

2031  
58,794

2036  
63,324

**38.7%**  
OVER NEXT 20 YEARS  
(av. +1.7%pa)

**RH**  
**RIDGE**  
HOMES

# Where to invest in regional Victoria, as Melbourne market cools

**INVESTORS planning on sinking cash into Victorian homes are being advised to look beyond Melbourne. Find out which regional spots to buy in, and which one has been named Victoria's "strongest market".**

Samantha Landy

[Herald Sun](#) AUGUST 8, 2018 2:30PM



18 Orion St sold for \$285,000 in "rising market" Sebastopol, Ballarat this month. *Source: Supplied*

**REGIONAL** Victorian property markets are outperforming the cooling capital, with Ballarat the pick of the bunch.

This is the verdict of Hotspotting founder and property expert Terry Ryder, who's advising investors planning on sinking cash into the state's housing to look beyond Melbourne.

Mr Ryder's latest Price Predictor Index has found regional Victoria has 47 "rising markets", compared to Melbourne's paltry 12.

**RELATED: The Melbourne markets that are safe as houses revealed by Hotspotting**  
**Gold rush for luxury homes near Ballarat's Lake Wendouree**  
**Good news for buyers as expert finds Geelong market nearing peak**

The report singles out Ballarat as “the strongest market in Victoria”, having overtaken greater Geelong, which has “passed its peak”.

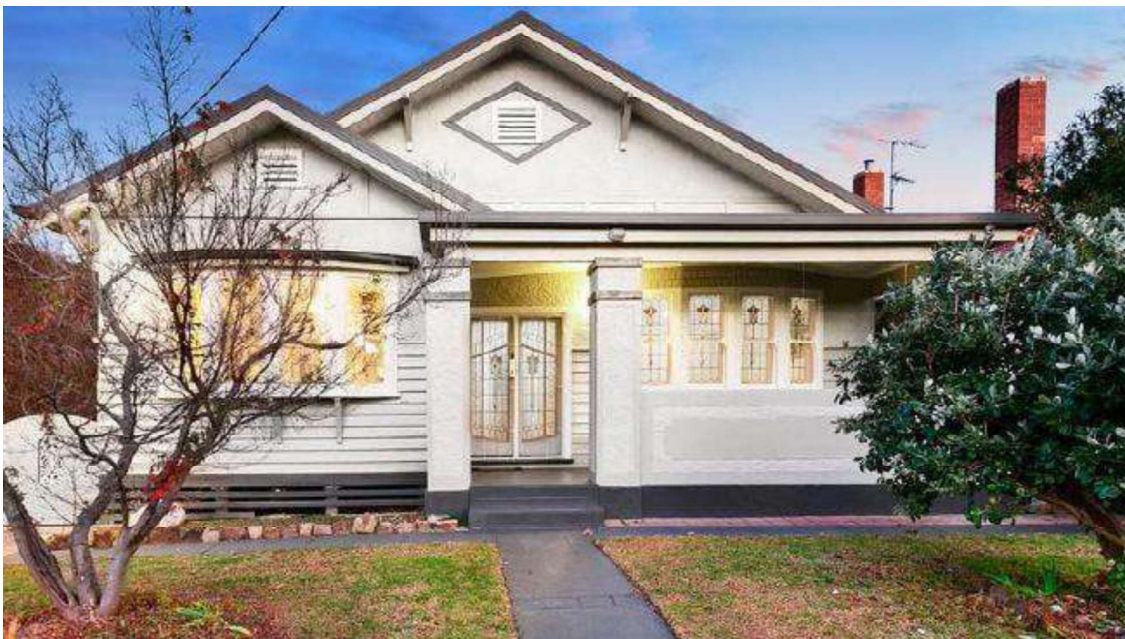
“Ballarat is attracting large numbers of buyers out of Melbourne, drawn by its affordability and better rental yields, compared to the capital city,” it said. “Ballarat also appeals for its growth potential, driven by the strength and diversity of the local economy.”

The city’s easy commute to Melbourne via improved train and road links was also a drawcard, according to Mr Ryder.

It has nine suburbs with rising sales activity, which he said was starting to translate into “strong price growth”: Alfredton, Ballarat Central, Ballarat East, Ballarat North, Brown Hill, Mt Pleasant, Redan, Sebastopol and Wendouree.

The most affordable of these are Sebastopol and Wendouree, both with medians of \$260,000, Redan, \$285,000 and Mt Pleasant, \$290,000.

Bendigo was also named a good bet for investors, offering similar strengths to Ballarat and eight suburbs on the rise: Eaglehawk, Epsom, Golden Square, Kangaroo Flat, Maiden Gully, North Bendigo and Strathdale.



7 Larritt St, Bendigo recently changed hands for \$550,000. *Source: Supplied*

Mr Ryder said Geelong also still ranked as one of the state's growth stars, but was no longer a "market leader".

It retains seven growth suburbs: Armstrong Creek, Bell Post Hill, Clifton Springs, Drysdale, Hamlyn Heights, Herne Hill and Mt Duneed.

But growth stars of the past year Corio and Norlane — where median house prices shot up by 22 per cent to \$310,000 and 23 per cent to \$290,000 respectively — were among 13 markets to have plateaued.

***Rounding out Victoria's regional investment hot spots are:***

- SHEPPARTON and neighbouring Mooroopna and Kialla;
- THE Baw Baw council area, notably Warragul and Trafalgar;
- THE City of Latrobe's Traralgon, Morwell and Newborough;
- CASTLEMAINE and Maldon in the Mt Alexander council area; and,
- THE Bass Coast area, namely Wonthaggi and North Wonthaggi.

The Hotspotting report said these areas were all experiencing busy home sales activity, which if sustained, typically led to price gains.

Meanwhile, figures from the Real Estate Institute of Victoria show more regional homeowners are opting to sell via auction than ever before, spurred by an increase in buyer demand.

So far this year, 1533 properties have gone under the hammer outside Melbourne, equating to 7.6 per cent of the state's auctions.

This was the highest proportion recorded by REIV, up from 3.5 per cent in 2010.

Regional Victorian auctions have netted a 69.3 per cent clearance rate — beating metropolitan Melbourne's 65.7 per cent.

Greater Geelong has hosted the largest number of auctions outside the state's capital this year, with 651 for a 78 per cent sale rate, followed by the Surf Coast, 106 for 84 per cent.

The Macedon Ranges have had 80 auctions this year, notching a 66.3 per cent clearance rate, Ballarat, 67 and 79.1 per cent, Campaspe, 62 and 61.3 per cent, and Greater Bendigo, 58 and 44.8 per cent.

[samantha.landy@news.com.au](mailto:samantha.landy@news.com.au)

Originally published as [Want to invest? Go regional Victoria](#)

# Gov Hub Work Begins

09 January 2019



## BALLARAT GOVHUB

The Ballarat GovHub is a key Victorian Government initiative, valued at more than \$100 million, that will accommodate up to 1,000 government employees including 600 roles relocated from Melbourne. Construction of the GovHub will commence on **January 9** and is expected to be completed by 2020.

Construction activities have been carefully planned to minimise noise and other disruptions.

What to expect from January 9 during the early phase of construction:

- Installation of timber hoarding around the entire site to ensure worker and public safety
- Armstrong Street North will be closed between Mair Street and Market Street to allow for the movement of heavy vehicles in and out of the site

- Demolition of the lower hall, as identified in the approved planning permit, prior to the construction of a new community space
- Relocation of the council-owned skate park to another site managed by the City of Ballarat
- Closure of the car park
- Excavation works starting in **February 2019** for up to five months
- All works on site are subject to strict controls in accordance with construction regulations
- Construction will take place between 7am and 5pm Monday to Friday and between 7am and 3.30pm on Saturday, with no noisy works occurring before 9am on Saturday

## BALLARAT STATION PRECINCT REDEVELOPMENT

Stage one of the station redevelopment, the 405-space multi-level commuter car park will be opening to the public in **late January**.

The opening of the car park will result in changes to how commuters access the precinct, with new entry and exit points for drivers and pedestrians.

The new car park, which will replace existing informal car parking arrangements, will include more spaces in a modern facility, with lighting and CCTV for increased safety.

The new car park will be accessible to eastbound and westbound traffic on Nolan Street from 20 January. Drivers will need to enter the new internal road from Nolan Street to access parking. The Lydiard Street North entrance will no longer be used until the completion of the precinct redevelopment in late 2020.

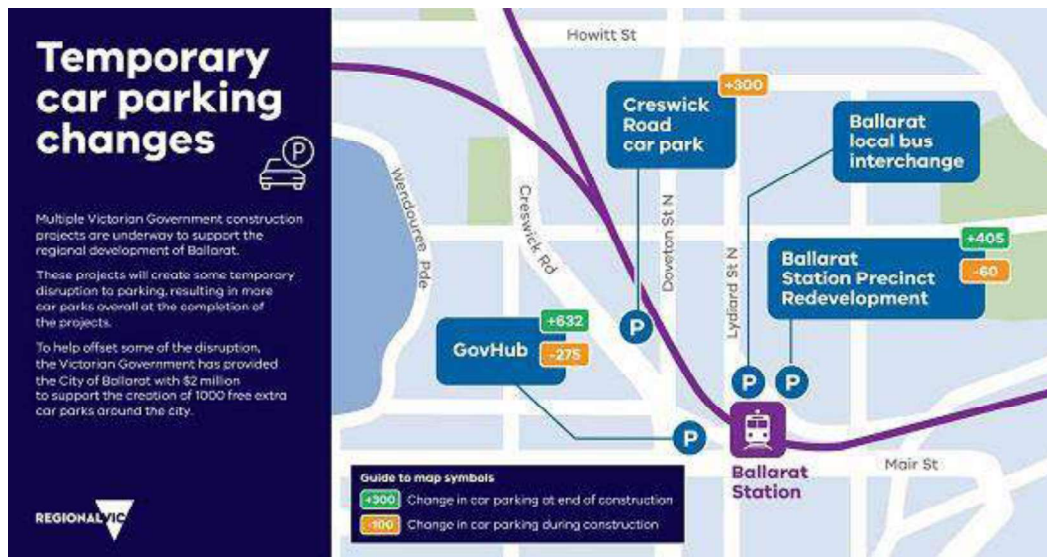
At the time of the car park opening the intersection at the new entrance will be controlled with a stop sign for traffic from Nolan Street. Traffic lights will be installed as part of the bus interchange development and will be in operation once that project is complete, and buses start using the new facility.

The gravel area near the Goods Shed will be fenced off and no longer accessible to the public. Fences will be installed around the site and signs will redirect drivers to the new car park.

Pedestrians entering the station from Soldiers Hill can enter the precinct along the path adjacent to the new internal road. The footpath leads to a covered walkway and the overpass to the rail platforms.

From **February 2019** Stage Two of Ballarat Station Precinct Redevelopment will begin. Fencing will be erected around the construction zone to make way for the refurbishment of the Goods Shed and the construction of the hotel.

Work will also commence on the new bus interchange.



## MAIR STREET UPGRADE

The Mair Street Upgrade will support the economic and population growth of Ballarat for years to come and is an important part of the City of Ballarat's CBD Strategy: Making Ballarat Central (2010). The project will improve traffic flow with two lanes in each direction and upgraded intersections. Pedestrian safety will also be improved, as well as making Mair Street a nicer place to be with the creation of a tree-lined boulevard.

Construction of Stage One will commence on **January 7** with the upgrade of the Humffray Street intersection. We will be upgrading the traffic lights, increasing capacity for turning vehicles and improving the road surface and kerbing. These works will be followed by improvements to the Doveton Street intersection to support the GovHub development and a full upgrade to two lanes in each direction between Davies Street and Humffray Street. Stage One is expected to be complete by mid-2019.

During construction there will be some disruptions, but full access will be retained to businesses along the street. We encourage locals to support these businesses and shop local while navigating the roadworks in the area.

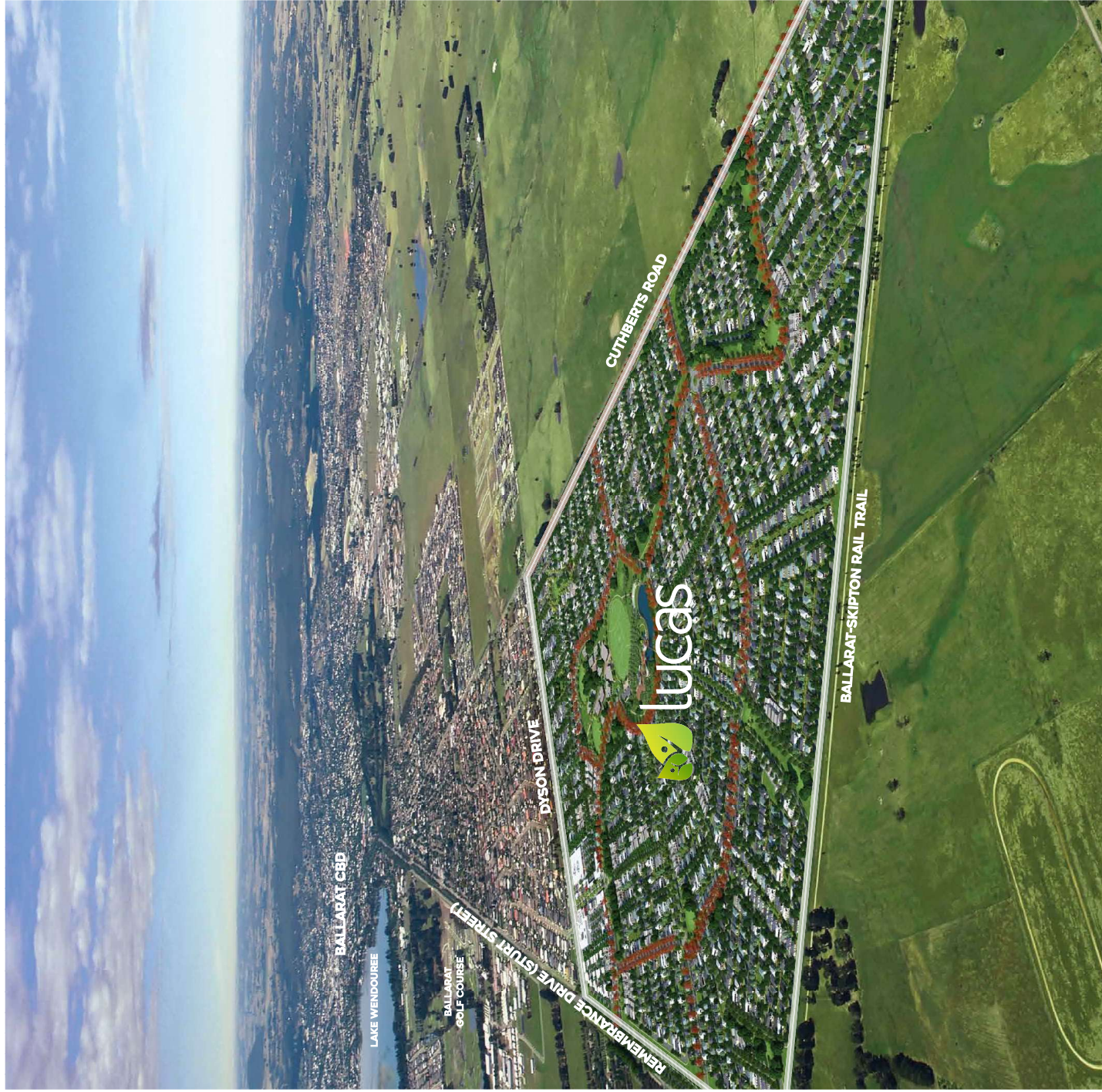
## PARKING IN THE CBD

The Victorian Government has provided \$2 million to the City of Ballarat's Car Parking Strategy to deliver 1,000 new car parks across the City.

The first 300 new car parks will be delivered in Creswick Road, to offset the loss of 275 car parks due to the construction of the Ballarat GovHub.

An additional 1,000 car parks will be delivered in Ballarat through the Government's new \$30 million Regional Car Parks Fund, bringing the total number of Victorian Government funded parking spaces to 3,000.

LIVE  
SHOP  
WORK  
PLAY  
LEARN



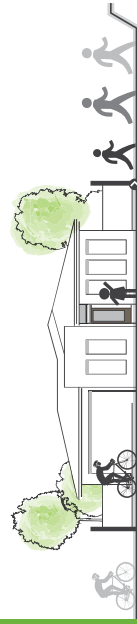
# LUCAS, BALLARAT'S FASTEST SELLING ESTATE

Lucas takes the best that Ballarat has to offer. A regional setting, friendly character filled neighbourhoods, history and heritage, that combine to offer you a great contemporary lifestyle.

Located just six kilometres west of Ballarat's central business district on the Avenue of Honour, Lucas covers 220 hectares and is the largest community to be master planned and constructed in Ballarat's history.

Lucas is open and inviting, well connected and provides the facilities and infrastructure to live life locally with shopping, schools, leisure and community centres set amongst large tracts of open green parkland.

For the latest Land Releases and House & Land Packages visit  
**LUCASBALLARAT.COM.AU**

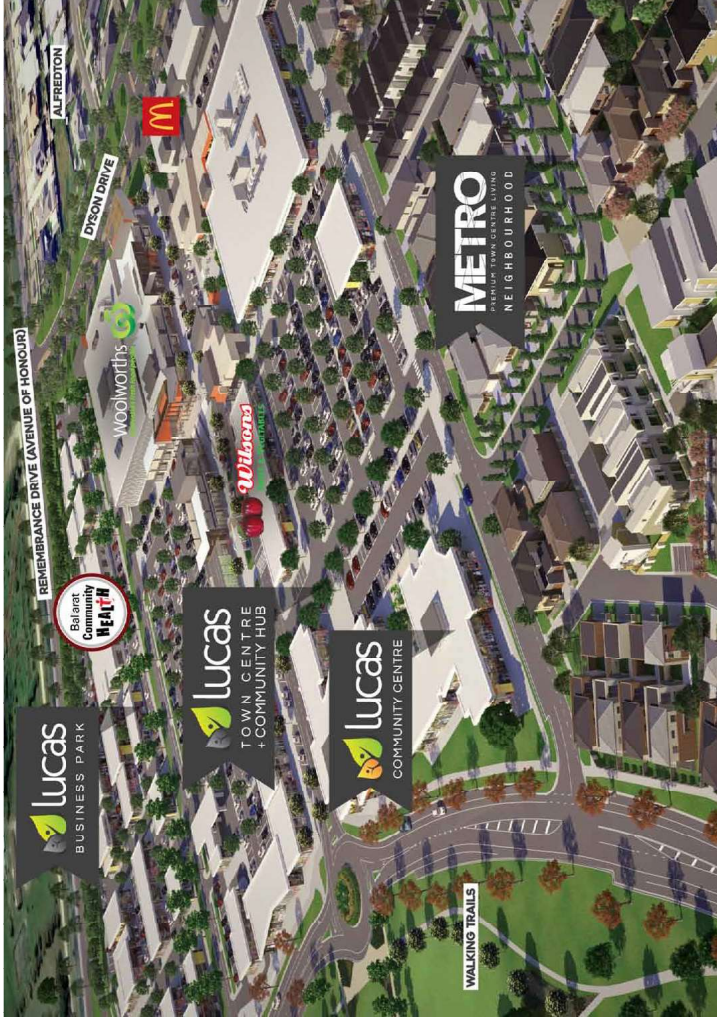


# Ballarat Community Health



# SHOP, WORK & DINE

One of the most attractive benefits of regional living is having everything you need at your doorstep.



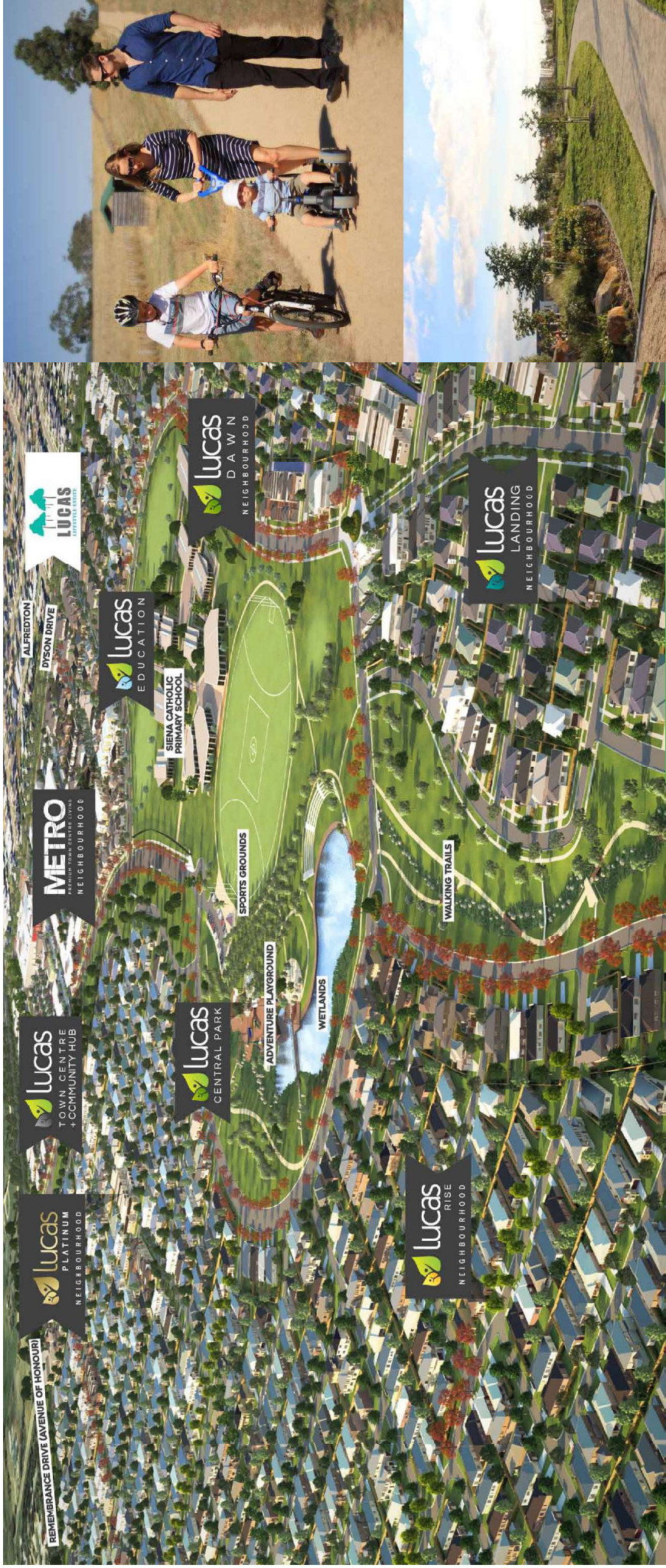
Perhaps you will decide on a pleasant walk through parkland to your favourite café, or a moonlit stroll home after a wonderful meal at your favourite restaurant. Leave your car at home all weekend and enjoy having shops, services and entertainment in your local community.

The main street at Lucas is a 7-day a week cosmopolitan shopping strip. Reminiscent of Melbourne's famous shopping streets, featuring tree-lined walkways, alfresco cafes and

restaurants, full line Woolworths supermarket, Wilsons Fruit and Vegetables and speciality retail shops.

The Lucas Town Centre and multi-million dollar Community Centre provide places for people to gather, socialise and form a community in a friendly open air environment. The Community Centre will house meeting rooms, childcare options, play areas, consulting rooms and activity spaces.





## PARKS & TRAILS

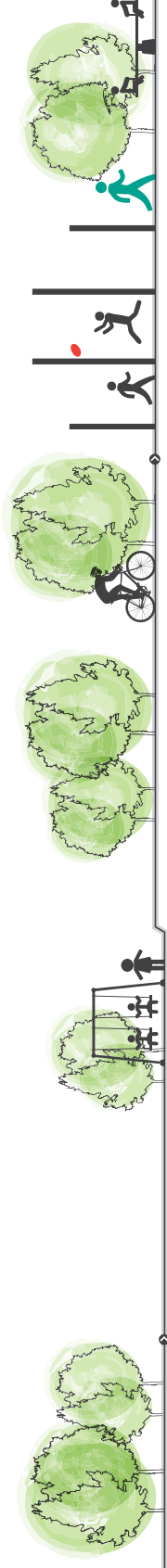
Planned with your lifestyle in mind, Lucas is designed around a central green heart that provides walking and cycling trails linking you to the surrounding community. There will be neighbourhood parks within a five minute walk of every home in Lucas.

The centre piece of Lucas' open space will be the large central park. Featuring a senior size multi-sports oval - large enough to include one AFL oval or two soccer pitches, seating terraces and club rooms, plus room for indoor sports facilities.

Surrounding the sports facilities will be walking and cycling tracks, a creek, wetlands and an adventure playground large enough to rival any in the district

By providing schools, shopping, business opportunities and parks within Lucas there is little reason to jump in the car, reducing the footprint we leave on the environment.

Alternatively you can catch public transport, with planned access points every 400m - reducing your dependency on the car, promoting healthier living. Public spaces will feature carefully selected drought tolerant landscaping, ideal for providing shade in summer and sun in winter.





# EDUCATION & LEARNING

Lucas has been designed to make life easy for you. Kids will be able to walk or ride to school without having to cross major roads.

A network of walking paths and cycling tracks connecting open parkland will make it easy and safe to move around. Lucas' planned Education Precinct and Learning Hub is just one of the benefits of being part of a master planned community.

Planned within easy reach of all residents and located on the central linear open space reserve will be a choice of both public and private schools featuring shared sporting facilities.

The Education Precinct and Learning Hub currently houses Siena Catholic Primary School (P-6) and in time will also include a state government school (P-9).

The precinct is aimed at providing plenty of space for outdoor activities, designated bus and car-park zones for safe pick-up and drop-off, direct access to major sporting facilities at the Lucas Central Park, and a secure, controlled environment achieved through the placement of school administration buildings at the entrance to the school grounds.



# MASTER PLANNED FOR YOU

Planned to include all the things that people need to function well together as a community – shopping and employment, schooling, community facilities, public transport, extensive parkland and community spaces and a variety of housing types – Lucas will make it easy for you to live, work and play locally.

## NEIGHBOURHOOD PARKS

Neighbourhood Parks are within five minutes walk of every home at Lucas. Each Park will have different play equipment and landscaping features creating a unique experience.

1

## SENIORS LIVING & RETIREMENT VILLAGE

With easy access to shopping, services and public transport as well as parklands – Lucas Lifestyle Estate is the place for you to enjoy your retirement close to friends and family.

3

## EDUCATION & LEARNING PRECINCT

The Education Precinct and Learning Hub currently houses Siena Catholic Primary (P-6) and will house a planned future state government school (P-9).

Indicative concept of integrated education precinct only. Government schools subject to future investigation & funding commitments.

5

## LUCAS TOWN CENTRE & COMMUNITY HUB

### TOWN CENTRE

Built around a Main Street and Town Plaza – just the way shopping used to be. Lucas offers alfresco cafes and dining, supermarkets and speciality stores just minutes from your front door.

### EMPLOYMENT & BUSINESS PARK

A centre for business and employment – working locally will allow you to leave the car at home and still be at work within minutes, strolling through the parklands along the way.

### COMMUNITY CENTRE

A multi-million dollar Community Centre will provide all the services and facilities a community needs, including kindergarten rooms, maternal and child health consulting rooms, community meeting spaces and informal spaces for playgroups and parenting groups.

## LUCAS CENTRAL PARK

The centrepiece of Lucas parklands will be the Central Park, incorporating sports fields, water features, walking and cycling tracks and an adventure playground.

2

Indicative concept of Lucas Central Park layout to change.

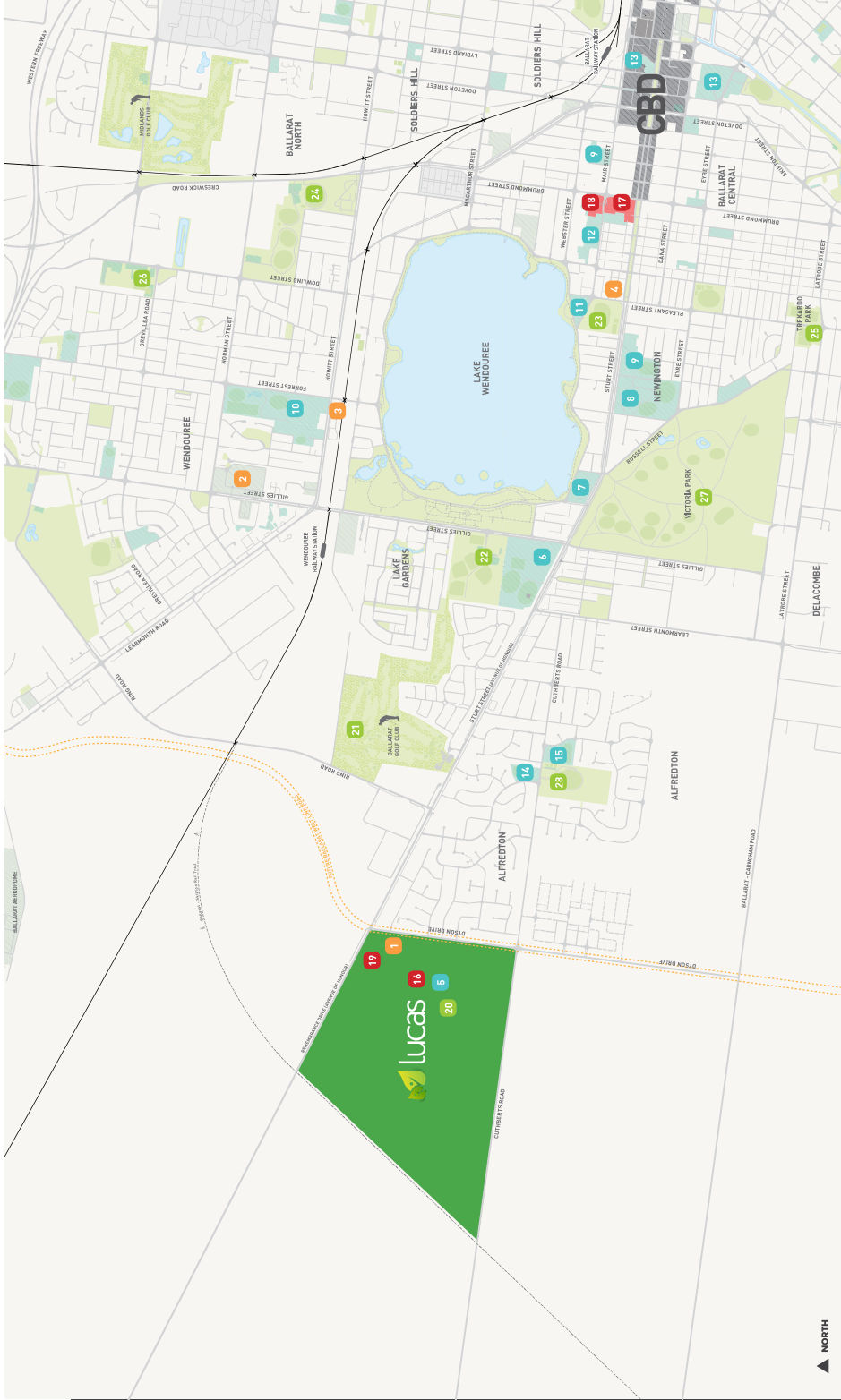
## PARKS & RECREATION

Lucas is designed around a central green spine of parklands and recreational spaces, designed to take you anywhere in the Lucas community off road. Over 22 hectares of Lucas will be dedicated to parkland.

4



The masterplan shown is intended as a guide only, no liability for negligence or otherwise is assumed for the masterplan. You should rely on the contract of sale and your own independent enquiries and legal advice.



<b>IT'S ALL ON YOUR DOOSTEP</b>	
<b>RETAIL</b>	<ul style="list-style-type: none"><li>1 Lucas Town Centre - featuring a Woolworths Supermarket</li><li>2 Stockland Wendouree &amp; Homemaker Centre</li><li>3 Howitt Street Shopping Centre</li><li>4 Pleasant Park Shopping Centre</li></ul>
<b>EDUCATION</b>	<ul style="list-style-type: none"><li>5 Lucas Education Precinct</li><li>6 Ballarat High School &amp; Ballarat Specialist School</li><li>7 Loreto College</li><li>8 St Patrick's College</li><li>9 Ballarat &amp; Clarendon College</li><li>10 Ballarat Grammar School</li><li>11 Pleasant Street Primary School</li><li>12 Australian Catholic University</li><li>13 University of Ballarat</li><li>14 St Thomas Moore Primary School</li><li>15 Alfredton Primary School</li></ul>
<b>HEALTH &amp; COMMUNITY</b>	<ul style="list-style-type: none"><li>16 Lucas Community Centre</li><li>17 Ballarat Health Services &amp; Hospital</li><li>18 St John of God Hospital</li><li>19 Ballarat Community Health</li></ul>
<b>RECREATION &amp; SPORTS</b>	<ul style="list-style-type: none"><li>20 Lucas Central Park</li><li>21 Ballarat Golf Course</li><li>22 Prince of Wales Sports Park &amp; YMCA</li><li>23 City Oval</li><li>24 North Ballarat Oval</li><li>25 Trekardo Park (Soccer Ground)</li><li>26 Ballarat Basketball Stadium</li><li>27 Victoria Park</li><li>28 Alfredton Recreation Reserve</li></ul>

# IT'S ALL ABOUT THE LOCATION

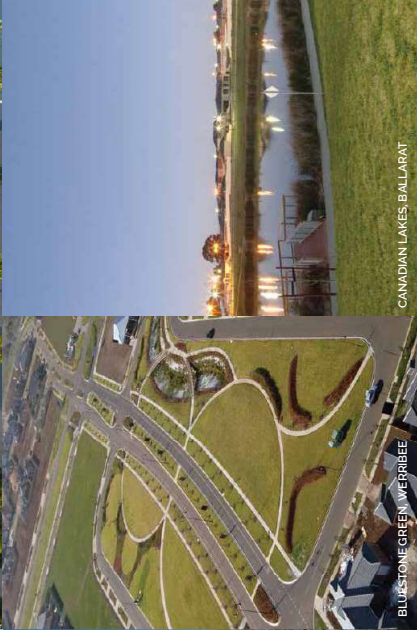
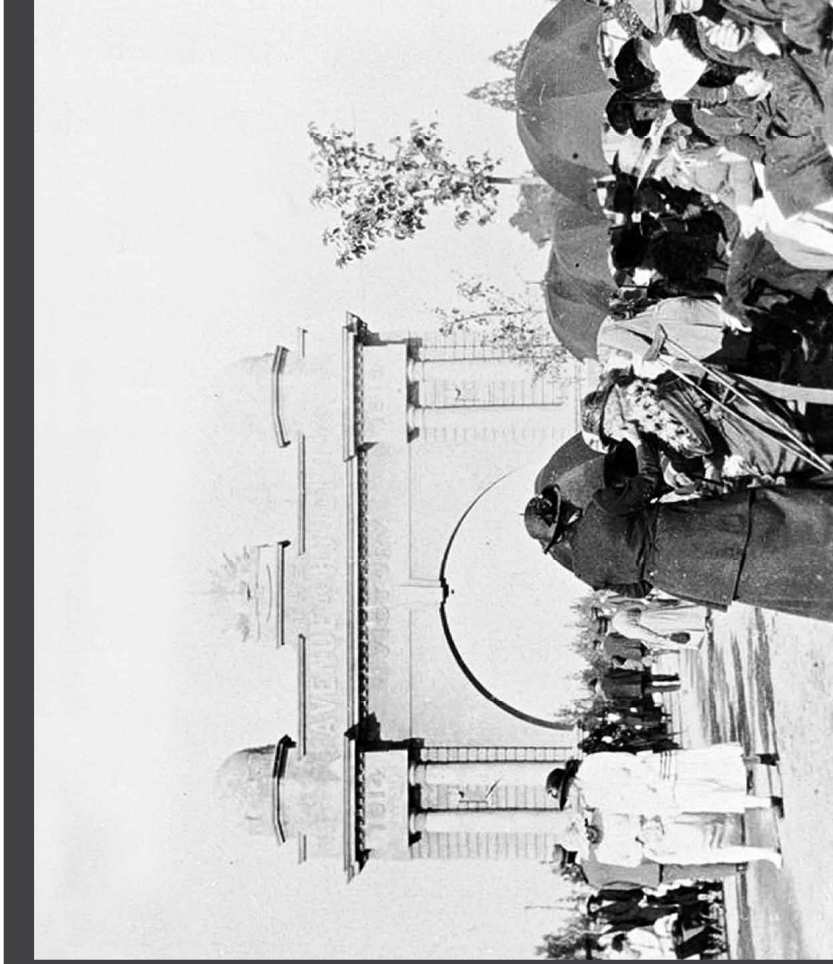
Located just six kilometres west of the centre of Ballarat – on the Avenue of Honour.

Ballarat's central retail precinct is just minutes down Sturt Street, with other major shopping facilities including Stockland Wendouree located nearby. Within close proximity is popular

Lake Wendouree, where you can enjoy a leisurely stroll in glorious sunshine or amble through the adjacent Botanical Gardens, where history and heritage combine.

Weekend trips from Lucas to Melbourne are effortless, and the charms and ambience of Daylesford, Castlemaine and delightful Buninyong are just a short drive away.

<b>BALLARAT CBD</b> Just ten minutes down Sturt Street	<b>WENDOUREE TRAIN STATION</b> Just ten minutes by car	<b>LAKE WENDOUREE</b> A short seven minute drive
<b>WESTERN FREEWAY</b> An easy five minutes on the future Ballarat West Link Road	<b>BALLARAT-SKIPTON RAIL TRAIL</b> Just five minutes walk from your home	<b>BALLARAT AQUATIC CENTRE</b> Just five minutes down Sturt Street



## LUCAS, A BRIEF HISTORY

Lucas is named after the 'Lucas Girls' who were responsible for creating two of Ballarat's most distinguished historic landmarks - the nationally renowned Avenue of Honour and the Arch of Victory.

After starting a small sewing business to support her family, Eleanor Lucas founded E. Lucas & Co. in 1888. The business expanded to over 500 employees known as the 'Lucas Girls' who planned, paid for and planted the Avenue of Honour and raised money for the Arch of Victory, honouring the 3,771 local men who enlisted in World War I.

As a further tribute to the contribution Australian war veterans have made to Victoria, Integra have named all the streets in Lucas after the soldiers memorialised in the Avenue of Honour. This concept has since been developed into the state-wide ANZAC Commemorative Naming Project.

## THE DEVELOPER

Lucas is being developed by Integra, we are a family-owned company, well-known and trusted for the quality of our residential developments.

Our previous work in Ballarat at Canadian Lakes Estate, Macarthur Park, The Chase and Insignia (the Ballarat Golf Course redevelopment) are living proof of the quality of our work and the dedication we apply to making developments into vibrant, livable communities.

**Integra**  
INTEGRAGROUP.COM.AU

# LAND SALES

**VISIT OUR SALES CENTRE**

Eleanor Drive, Lucas  
Open 7 days, 1pm - 5pm

**REGISTER YOUR INTEREST**

[lucasballarat.com.au](http://lucasballarat.com.au)  
Call 0475 111 162



[INTEGRAGROUP.COM.AU](http://INTEGRAGROUP.COM.AU)



EASEMENTS

2m



## SHORTRIDGE RELEASE HIGHLIGHTS

Located adjacent to a large neighbourhood park and just a 10 minute walk from the Lucas Town Centre, Community Hub and the 9 hectare Central Park.

Lucas is only six kilometres from and has direct access to the Ballarat CBD.

Lucas Sales Catholic Primary School, non-opens and a second public Primary School opening Term 1, 2020.

Easy access to walking and cycling trails that connect you to the surrounding Ballarat community.

Home sites range in size from a large 500m² down to a contemporary 300m².

OVER 900  
HOME SITES  
**SOLD**

9HA LUCAS  
CENTRAL PARK  
[UNDER CONSTRUCTION]

2<sup>nd</sup> SCHOOLS  
ON-SITE

CLOSE TO  
LUCAS  
TOWN CENTRE

Enjoy the views of the adjacent neighbourhood park in the Shortridge Parkside Release which comprises 19 exclusive home sites within the Lucas Rise Neighbourhood. All home sites are connected to Parkland, Shops and Schools by walking and cycling trails and tree-lined boulevards. At Lucas, it's all on your doorstep.



LAND SALES CALL 0475 111 162 | [lucasballarat.com.au](http://lucasballarat.com.au)