



# BALLARAT AMAP REPORT

**buyersclub**

# AMAP METHODOLOGY

The Advanced Market Analysis Protocol (AMAP) is a market assessment framework developed by Buyers Club to systematically evaluate the investment prospects of Australian property markets. It is designed to support acquisition decision-making, balancing empirical rigour and practical relevance.

**AMAP assesses each market across three distinct investment horizons:**

<b>Short-Term</b>	0–2 years	Momentum & Liquidity	Is there momentum now?	Measures current price action, sales volume, and buyer activity.
<b>Medium-Term</b>	3–5 years	Supply / Demand Pressure	Will recent growth continue or emerge soon?	Assesses balance between population growth, affordability, and housing supply.
<b>Long-Term</b>	5+ years	Structural & Economic Resilience	Will this market remain strong through cycles?	Evaluates fundamentals - economic strength, infrastructure, and demographic resilience.

Each horizon includes a curated set of indicators, chosen for their predictive value at that timescale.

Each indicator is scored using a consistent three-tier system:

- 0 – Unfavourable conditions
- 3 – Neutral or broadly typical
- 5 – Strongly favourable conditions

This produces a maximum score of 25 per horizon and an overall composite score out of 75. Indicators are assessed against proprietary thresholds, drawing from both absolute benchmarks and relative comparisons to state or national trends. Thresholds and weightings are reviewed periodically to reflect changing market conditions. Metrics are drawn from a blend of public and commercial datasets and reviewed periodically for accuracy.

# BALLARAT – MARKET SUMMARY

Ballarat represents a balanced regional market with tightening short-term supply, solid medium-term fundamentals, and credible long-term prospects. While price growth has moderated, key structural metrics such as unemployment, infrastructure pipeline, and IRSAD-adjusted affordability position the region well for resilient performance. It offers investors a blend of income security, affordability, and diversified economic underpinnings – though it is not yet displaying breakout growth characteristics.

## Short-Term:

Short-term indicators are moderately favourable, with inventory at just 1.2 months and vacancy trending downward from 2.5%, suggesting persistent pressure on available housing. Price momentum remains modest but positive across all timeframes, and buyer/renter search activity is stable. While not overheating, the market is undersupplied and appears well supported.

## Medium-Term:

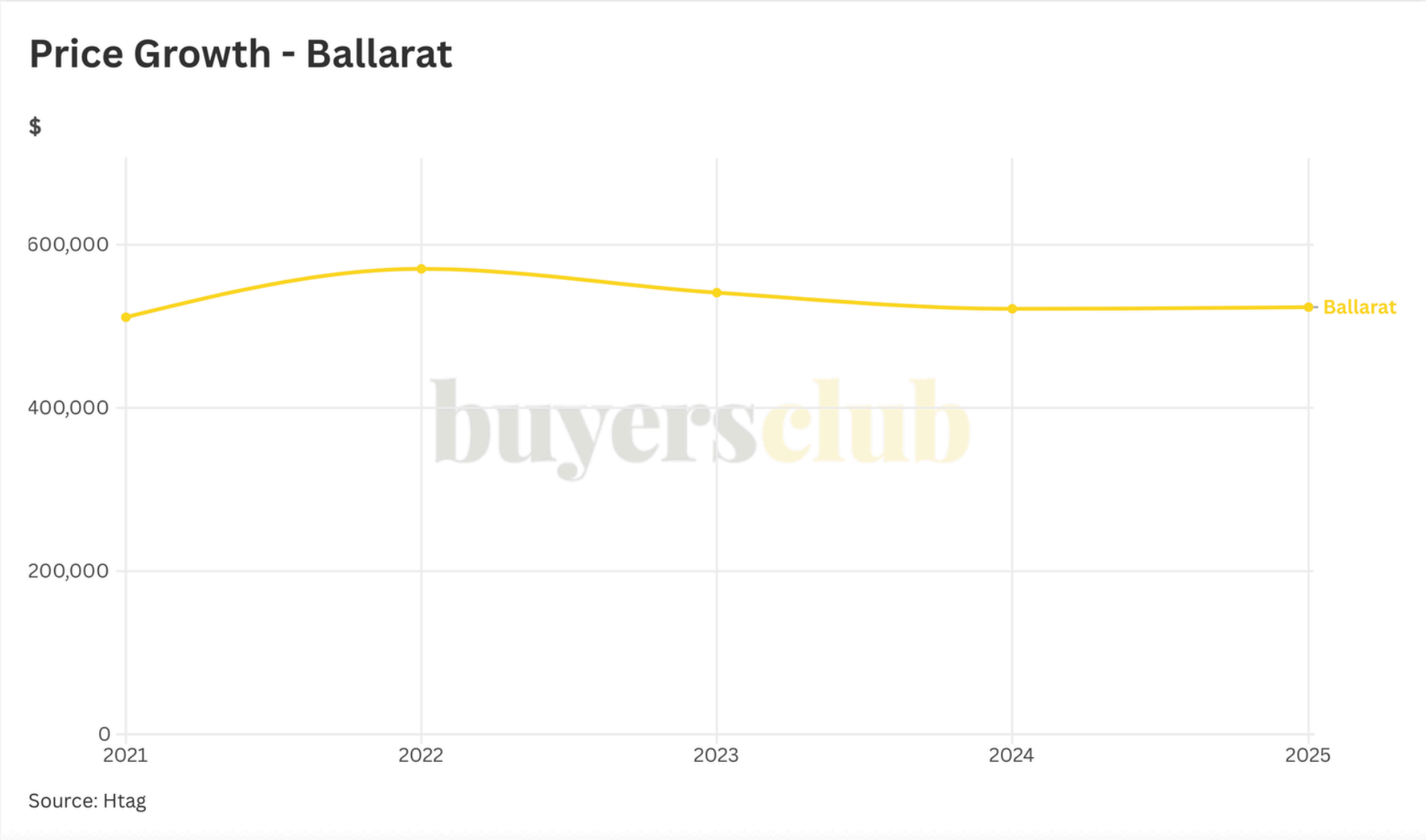
Ballarat's medium-term profile is underpinned by affordability (PIR ~7.5), balanced new housing supply, and a median hold period of ~8.2 years, reflecting stable ownership. Population growth over the past year has slightly outpaced the state, and the unemployment rate of 3.6% sits well below Victoria's 4.3%, indicating strong local employment conditions.

## Long-Term:

The long-term outlook is favourable. While GRP growth has only marginally exceeded the state, Ballarat benefits from a diverse set of infrastructure investments across health, transport, and employment zones, amounting to ~\$3,400 per capita. The largest industry accounts for 21.5% of jobs, and the IRSAD-to-price ratio (~1.2) suggests good socioeconomic value for the price point.

Time Horizon	Score /25	Summary
Short Term	17	Tight inventory and falling vacancy support moderate demand; price growth is steady but subdued.
Medium Term	17	Population growth is healthy, unemployment is outperforming the state, and housing supply is broadly balanced.
Long Term	19	Strong price-adjusted IRSAD, diverse infrastructure projects, and solid GRP trends support future resilience.
<b>Total Score</b>	<b>55 / 75</b>	<b>A fundamentally sound regional market with constrained supply and long-term upside.</b>

# SHORT-TERM INDICATORS

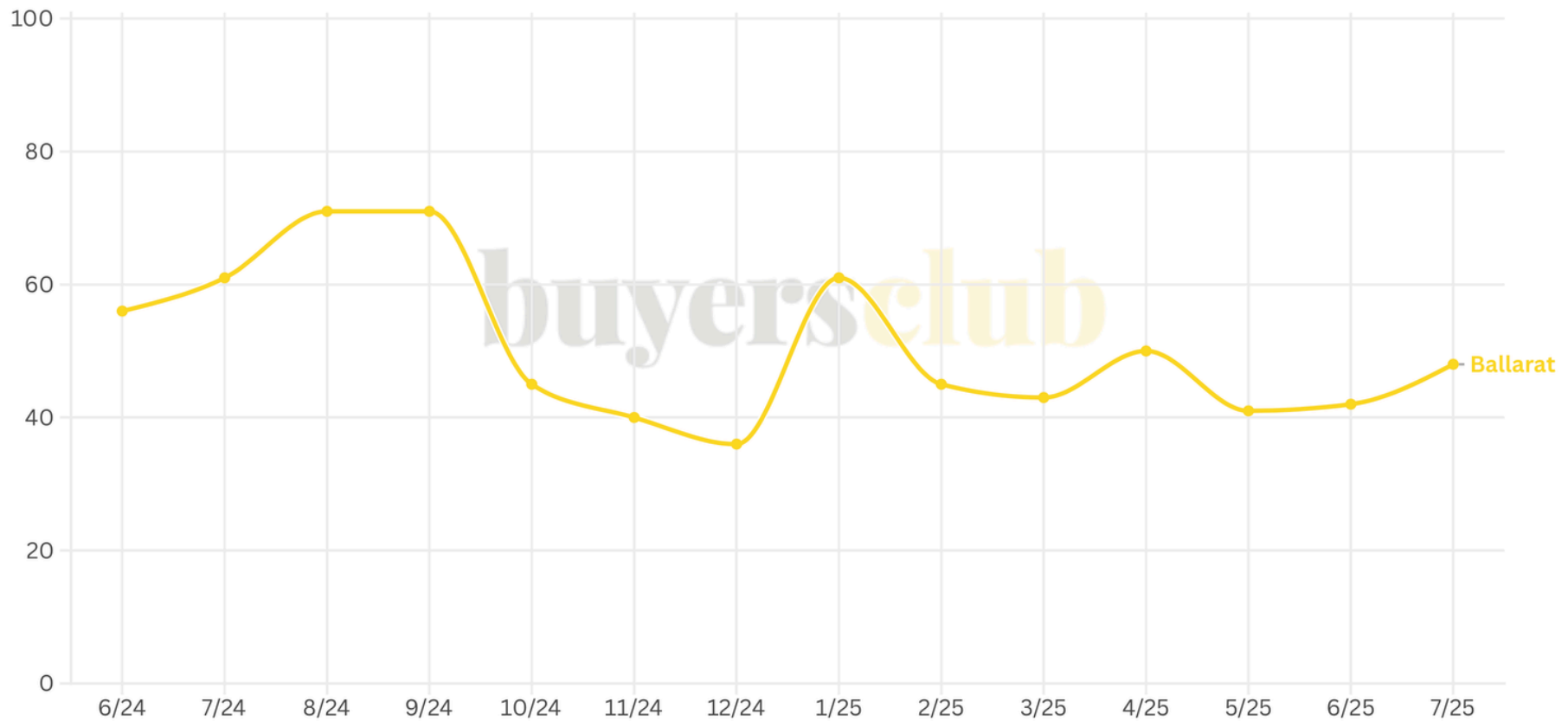


# SHORT-TERM INDICATORS

## Days on Market - Ballarat

Median number of days between listing and sale

Days

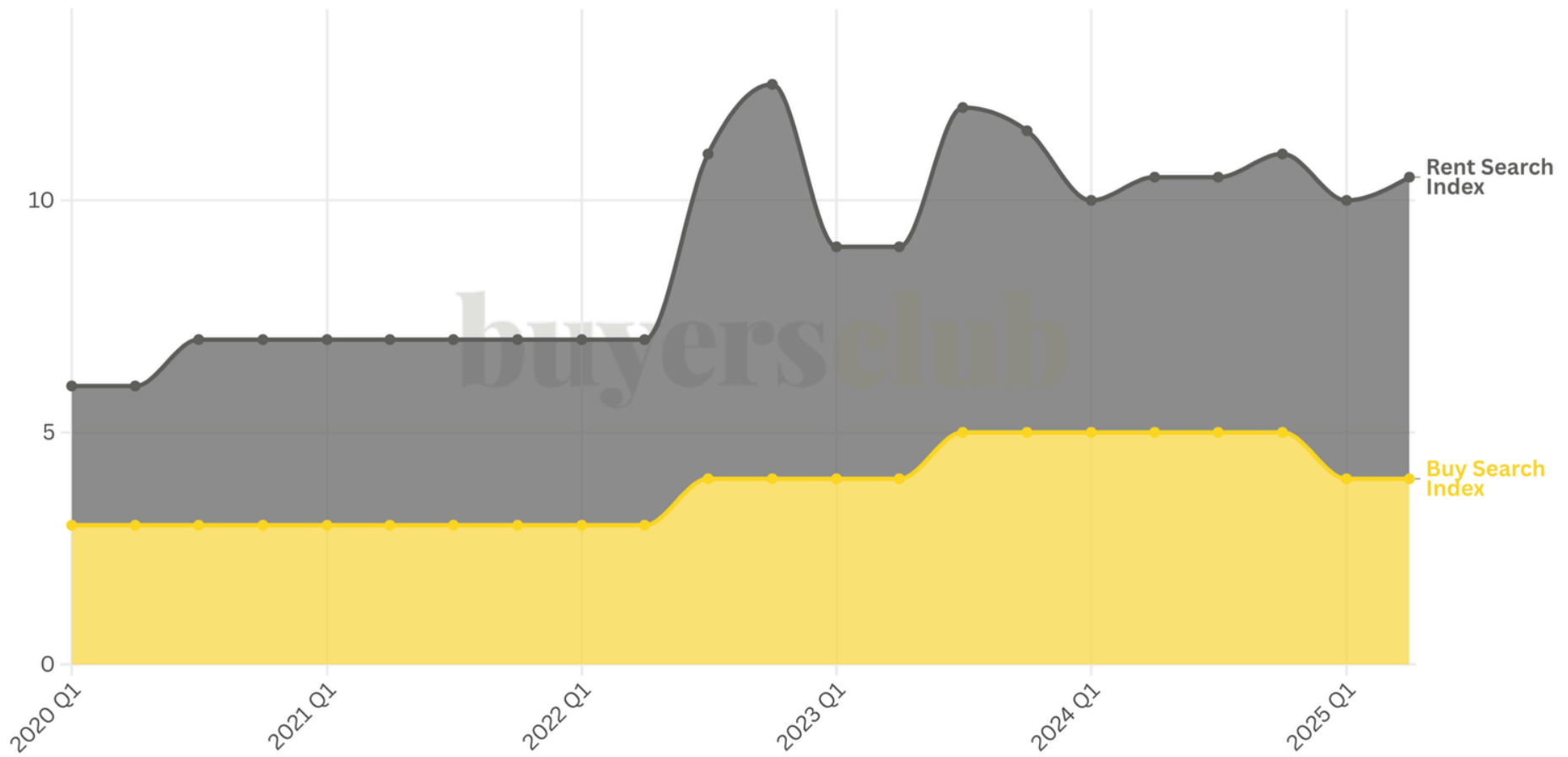


Source: Htag

# SHORT-TERM INDICATORS

## Online Search Interest - Ballarat

Buy Search Index Rent Search Index

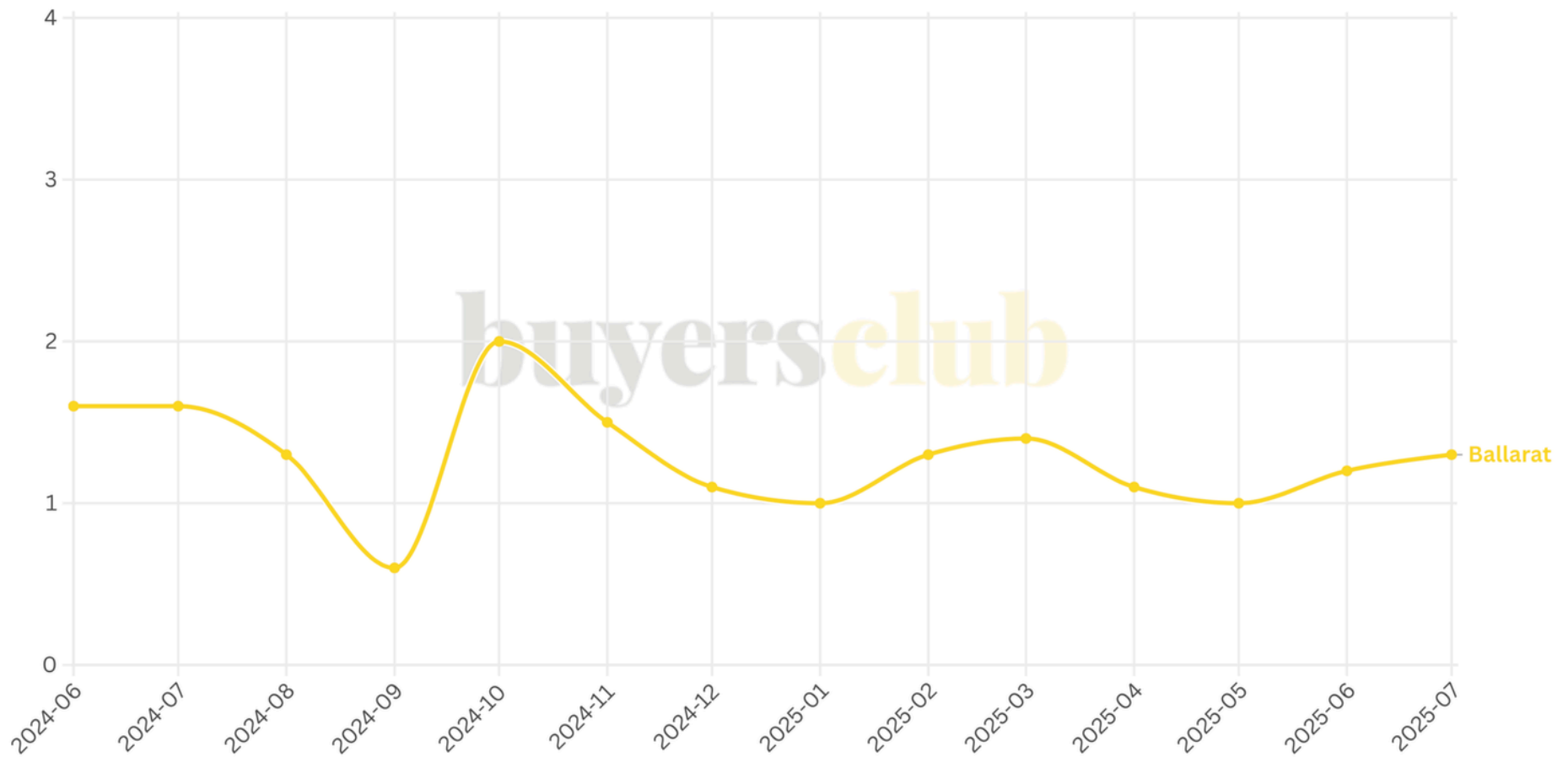


Source: Htag

# SHORT-TERM INDICATORS

## Inventory - Ballarat

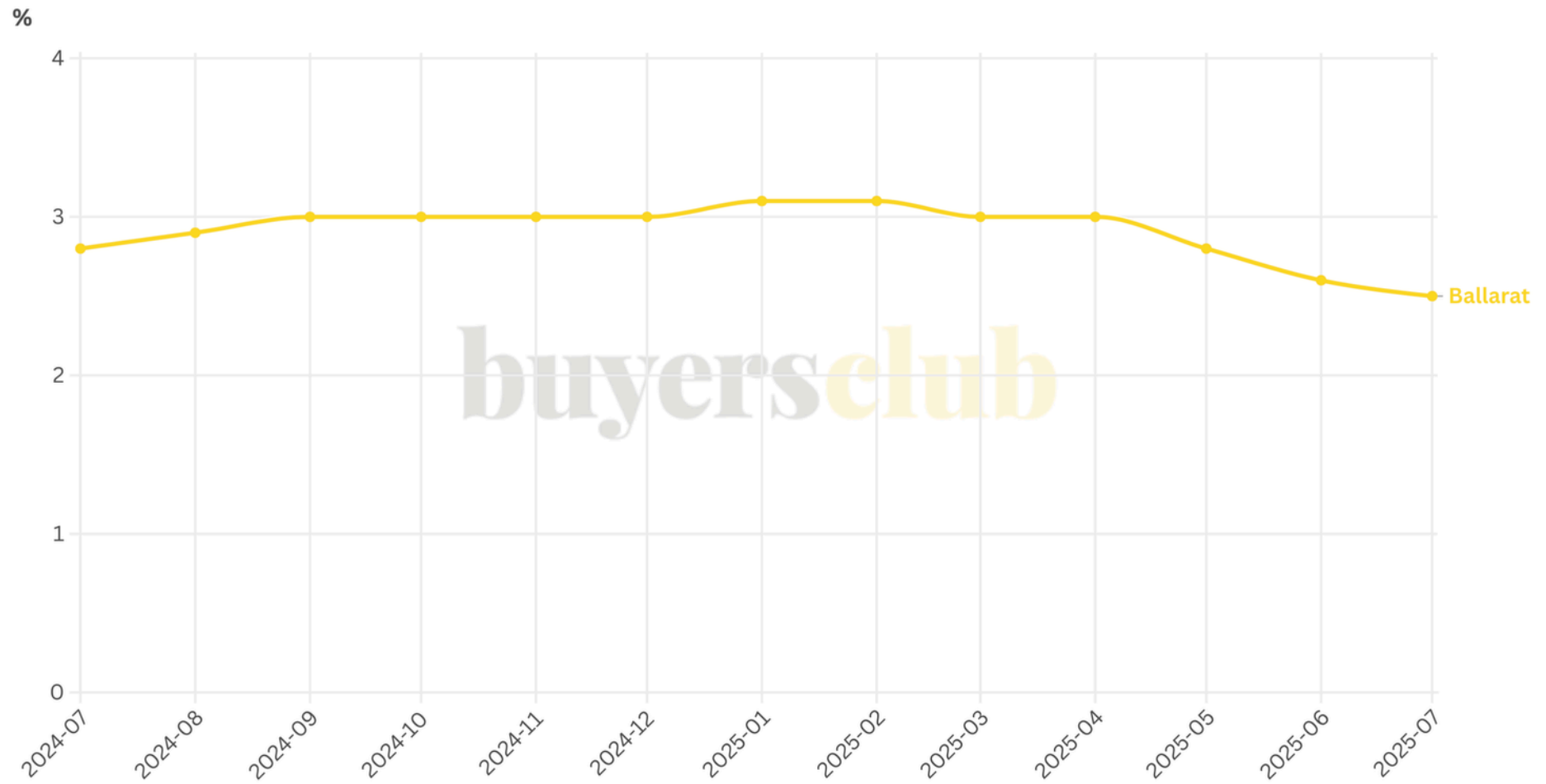
Months



Source: Htag

# SHORT-TERM INDICATORS

## Vacancy Rate - Ballarat

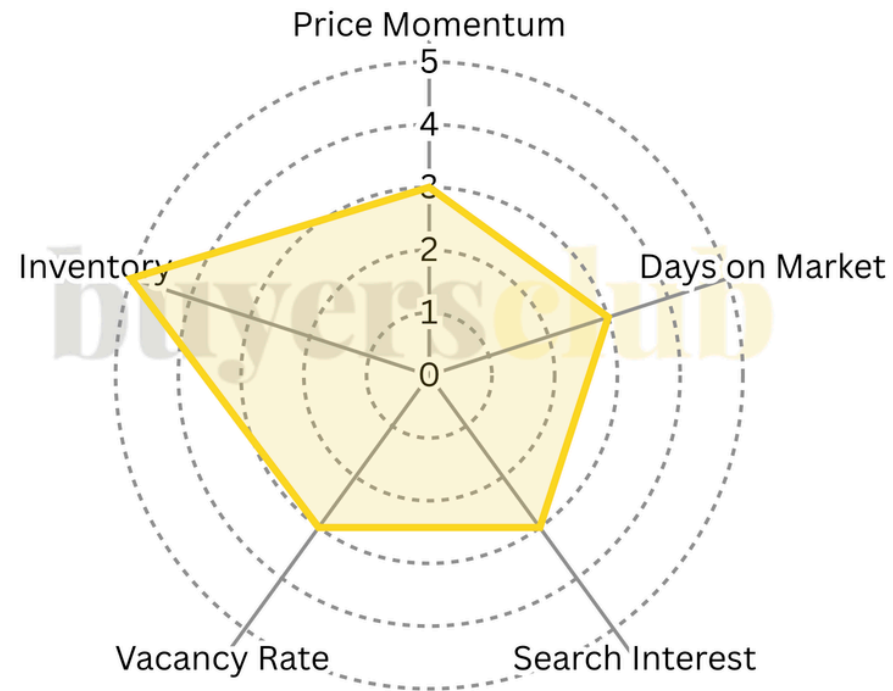


Source: Htag

# SHORT-TERM INDICATORS

## Ballarat

Short-Term Indicator Scoring



# MEDIUM-TERM INDICATORS

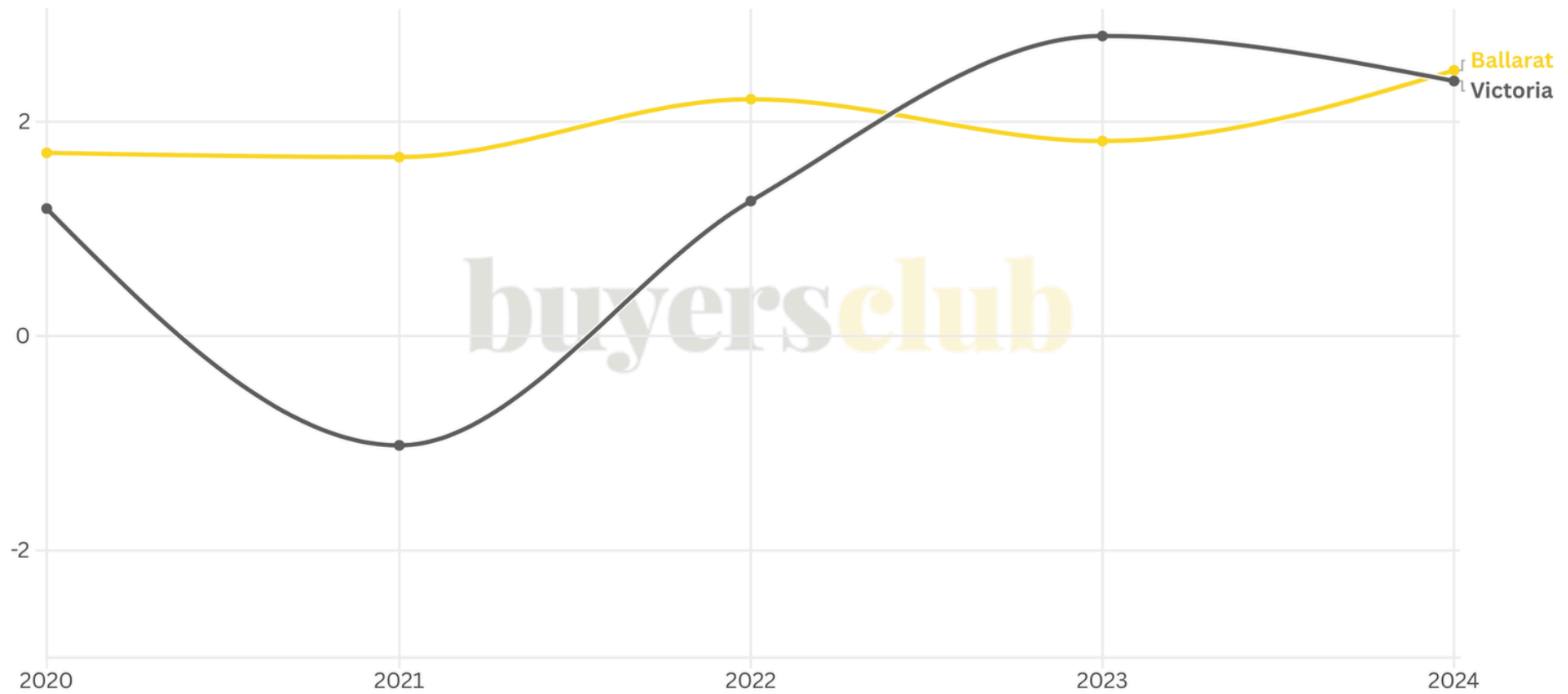
## Ballarat - Projected Housing Supply

Period	New Households	New Dwellings	
2026-2031	+1,359	+1,518	(+159)
2031-2036	+1,452	+1,597	(+145)

# MEDIUM-TERM INDICATORS

## Population Growth - Ballarat vs Victoria

Annual Population Growth %



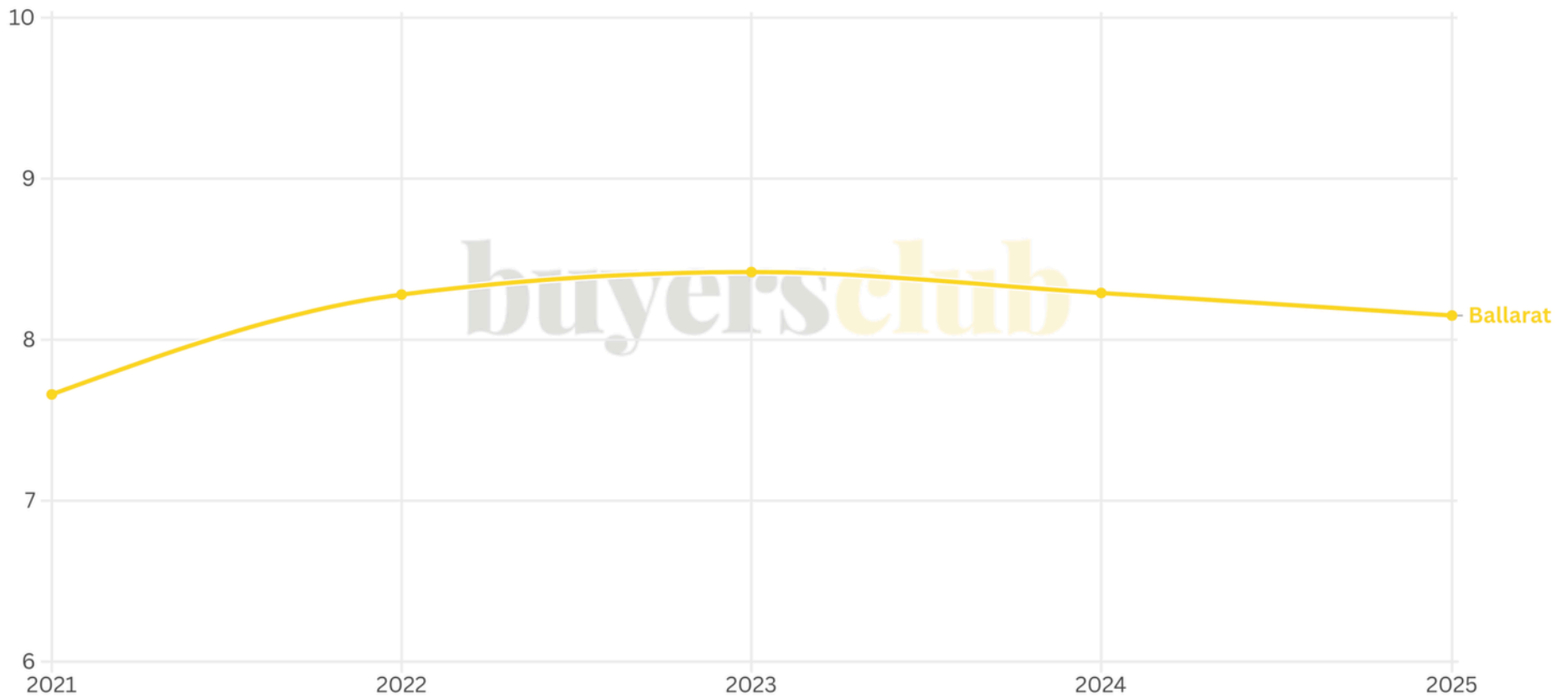
Source: profile.id

# MEDIUM-TERM INDICATORS

## Hold Periods - Ballarat

Avg. number of years between sales

Years

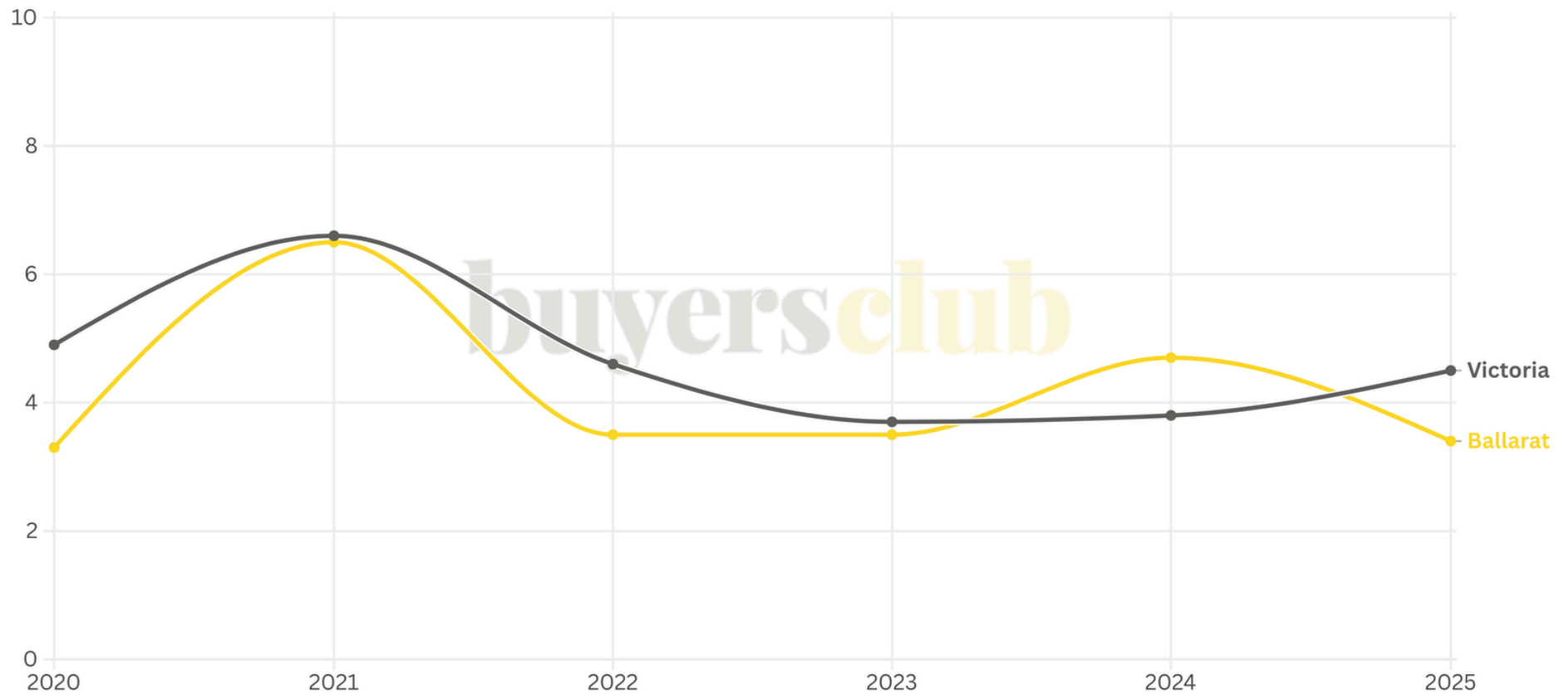


Source: Htag

# MEDIUM-TERM INDICATORS

## Unemployment - Ballarat vs Victoria

Unemployment Rate %

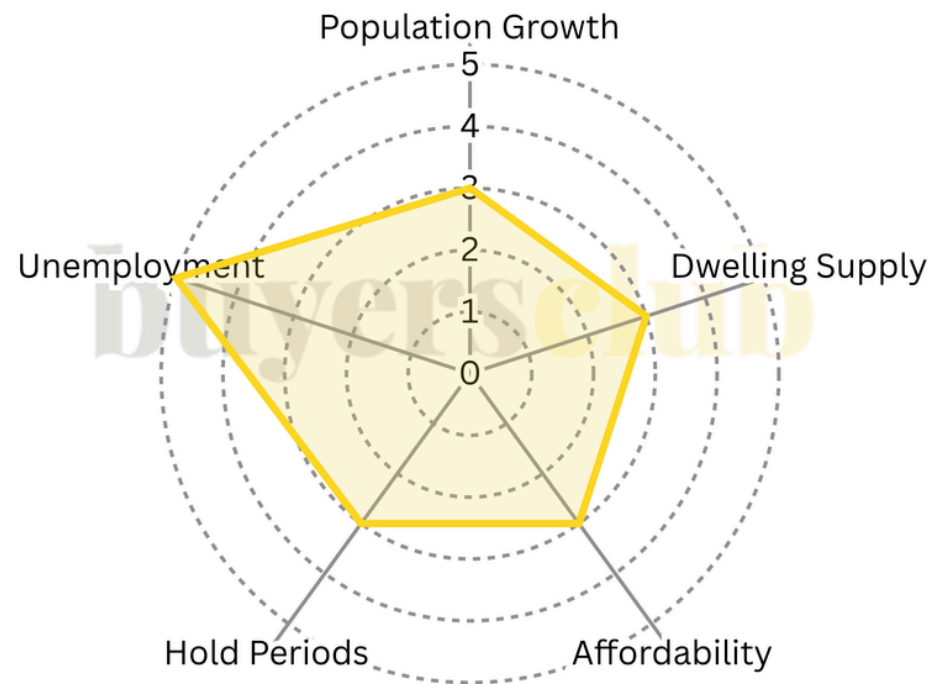


Source: economy.id

# MEDIUM-TERM INDICATORS

## Ballarat

Medium-Term Indicator Scoring



## LONG-TERM INDICATORS

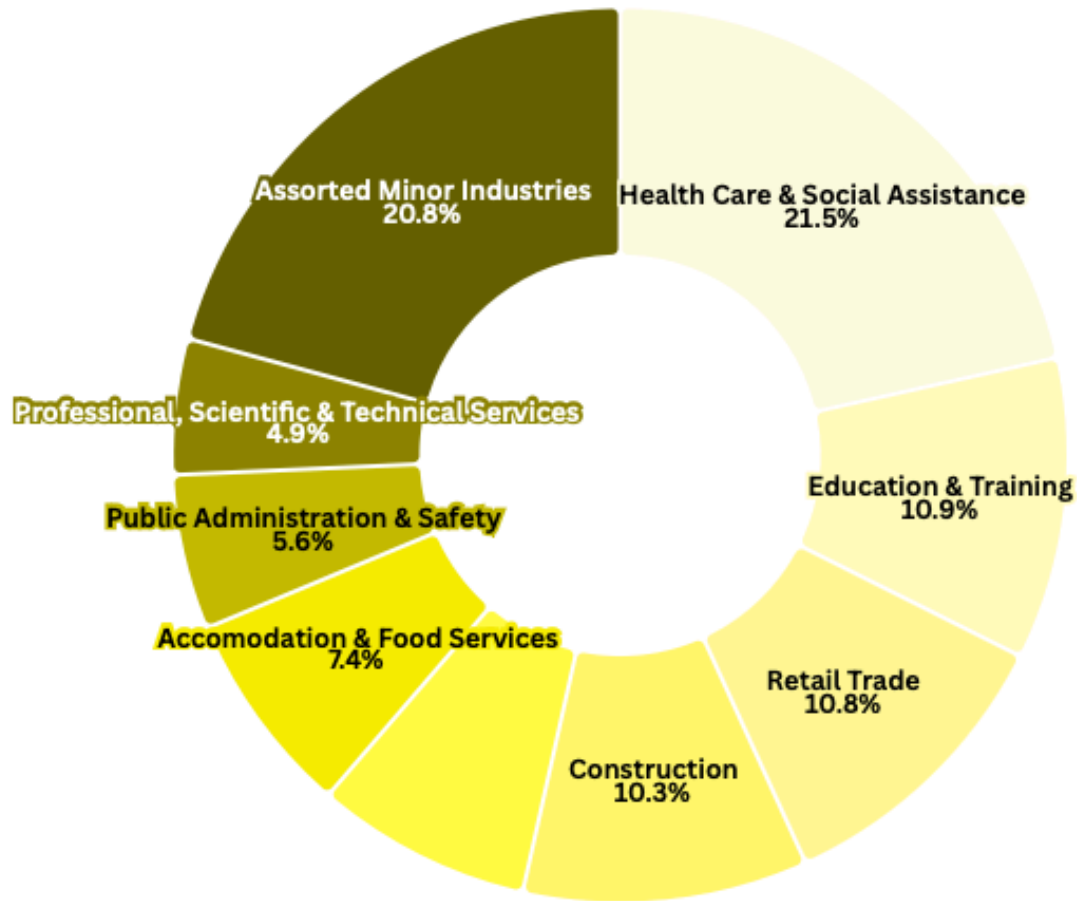
### Ballarat - Projected Housing Supply

Period	New Households	New Dwellings	
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Source: Population and household forecasts, 2021 to 2046, National Forecasting Program, .id (informed decisions)

# LONG-TERM INDICATORS

## Employment by Industry - Ballarat

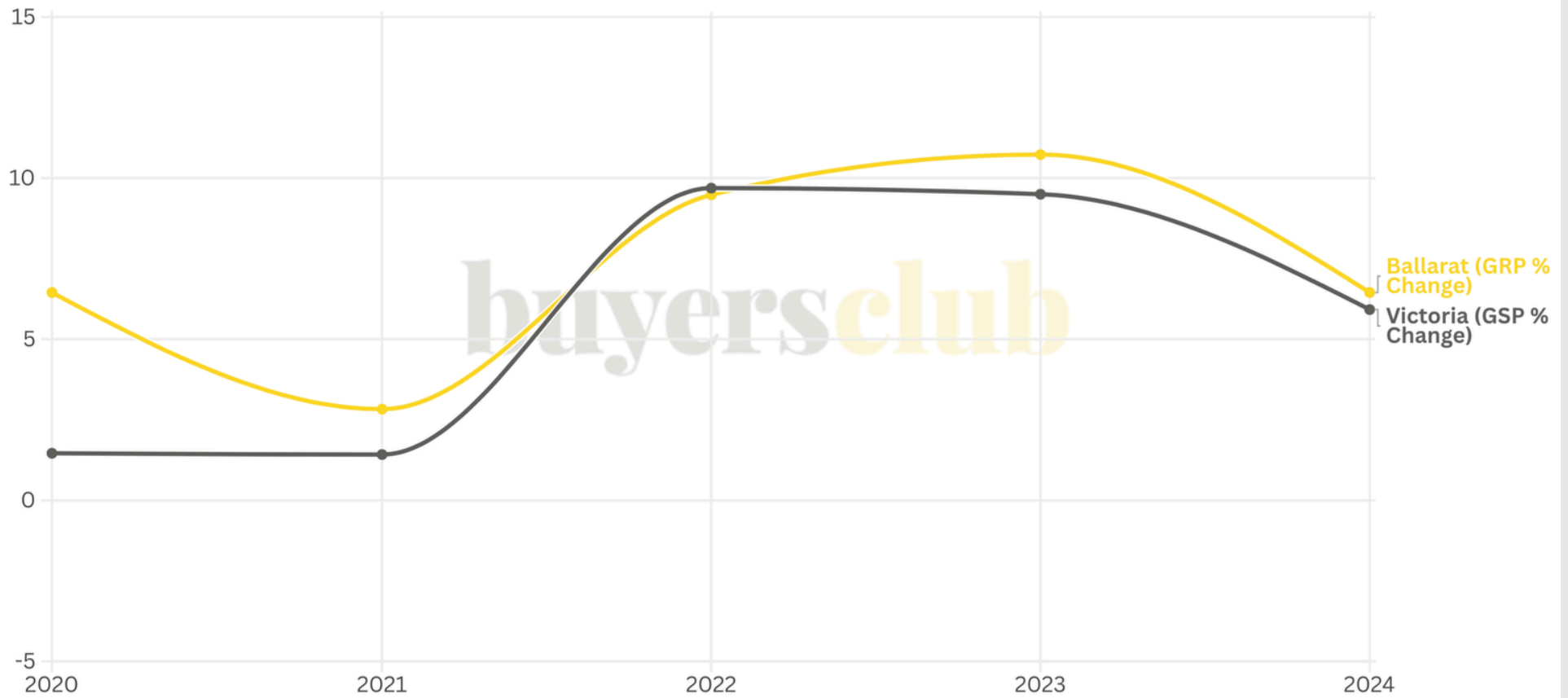


Source: Remplan

# LONG-TERM INDICATORS

## Economic Growth - Ballarat vs Victoria

Growth Rate %



Source: Remplan , CEIC Data

# LONG-TERM INDICATORS

## Major Infrastructure Projects - Ballarat

Name	Status	Estimated Cost	Description
Ballarat Base Hospital Redevelopment	Underway (Stage 3 complete by 2027)	\$595 million	Major expansion of health infrastructure improves liveability, attracts skilled professionals, supports job growth, and increases residential demand—particularly in inner suburbs.
Ballarat West Growth Area	Staged rollout (2024–2030)	\$100M+ across multiple stages	Unlocks land for ~8,800 new dwellings; expands housing supply while supporting long-term population growth. Will shape price dynamics and promote infill development in Alfredton, Lucas, and Delacombe.
Ballarat GovHub	Completed	\$100 million	Brought ~1,000 government workers to the CBD, boosting foot traffic, retail activity, and demand for high-density housing. Strengthens the white-collar rental and owner-occupier market in central Ballarat.
Ballarat Line Upgrade	Completed	\$518 million	Increased train frequency and reliability improves commuter access to Melbourne, raising buyer interest from city-based professionals. Directly uplifts property values along the rail corridor.
Western Renewables Link	In planning (2025–2031)	\$1.5–3.5 billion	Connects regional Victoria to renewable energy grid; long-term industrial growth and employment will diversify Ballarat’s economy and support demand for housing near logistics and energy corridors.

Source: Vic Gov, Aus Gov, City of Ballarat

# LONG-TERM INDICATORS

## Ballarat

Long-Term Indicator Scoring

