



MITCHELL SHIRE  
**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.

# MITCHELL SHIRE AMAP REPORT

Mitchell Shire is one of Melbourne’s key northern growth corridors, with population growth consistently outpacing the state average. Strong demographic demand has been driven by relative affordability, and its strategic position along major freight and transport corridors. While short-term indicators point to a subdued market with weak rental conditions and soft price momentum, the medium-term outlook is supported by robust population expansion, stable affordability, and improving commuter connectivity. Over the long term, Mitchell Shire is set to benefit from transformational infrastructure, a diversified economic base, and socio-economic positioning that suggests considerable upside potential.

## Short-Term:

Mitchell’s short-term market signals are mixed and lean weaker. Days on market remain elevated in the mid-50s, while vacancy rates sit above 3%, indicating softness in the rental market. Sales activity has been steady but lacks obvious uplift, with Mitchell’s share of state sales broadly stable. Price momentum remains negative on an annual basis, keeping the overall short-term setting subdued. The primary positive is inventory, which has tightened back into “hot” territory at below 2 months, though this is not yet translating into stronger demand signals elsewhere.

## Medium-Term:

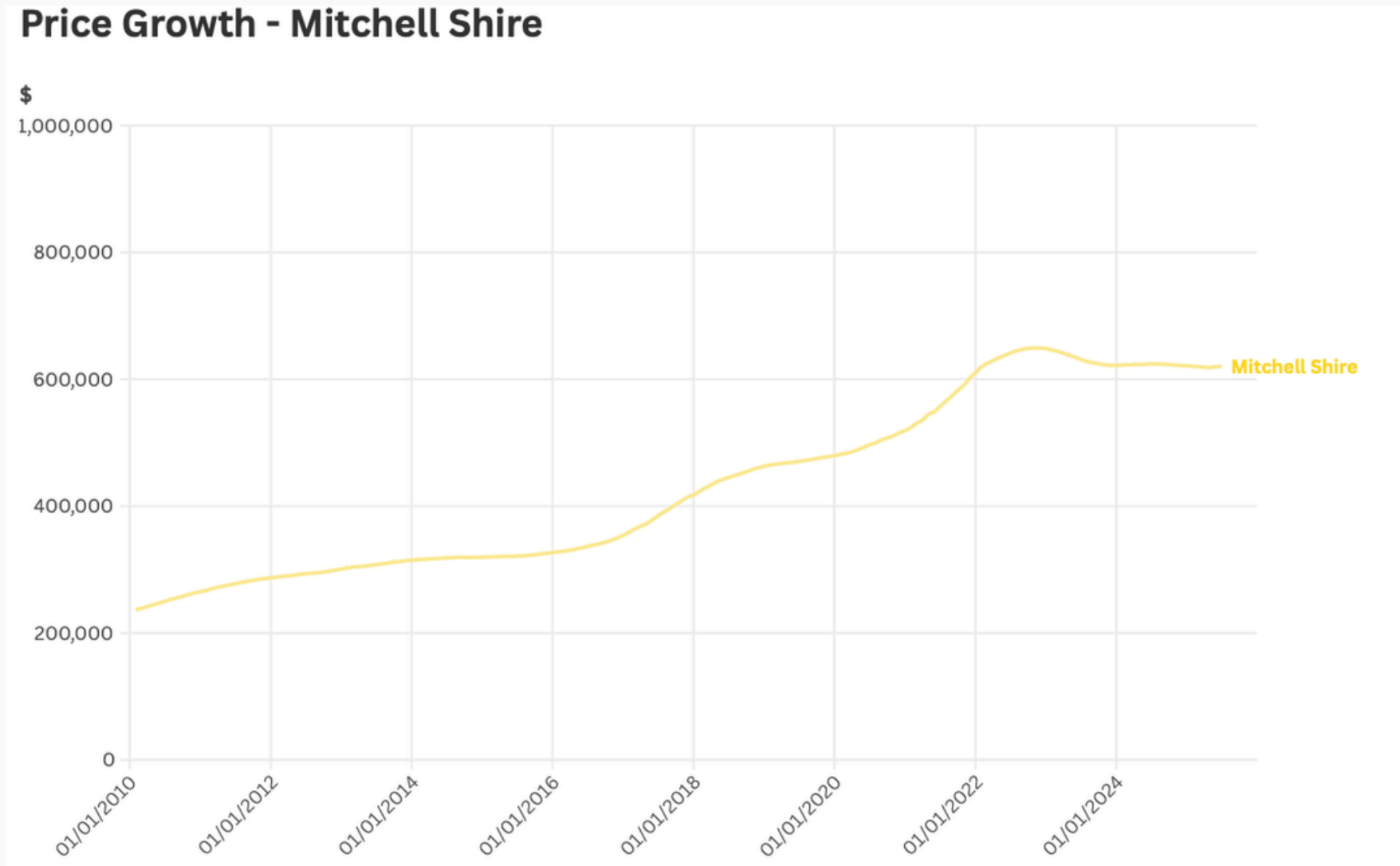
Mitchell’s medium-term fundamentals are more supportive. Population growth has been strong, averaging ~5% annually, well above the state’s ~2–3%. Affordability remains reasonable with a price-to-income ratio of ~6.3, while household income growth between 2016 and 2021 tracked almost exactly in line with Victoria. Hold periods have stabilised at ~8 years, consistent with owner-occupier stability, and unemployment has generally tracked close to the state average. However, persistent housing oversupply in recent years has weighed on rental market tightness. On balance, these settings underpin a moderately favourable medium-term outlook.

## Long-Term:

Mitchell’s long-term positioning is highly favourable. Household incomes grew by 23.6% between 2016 and 2021, matching the state pace. Economic diversity is strong, with no single sector accounting for more than 20% of employment, and GRP growth has materially outpaced the state average over the past five years, running nearly 40% higher. The infrastructure pipeline is transformational, led by the \$2b Beveridge Intermodal Freight Terminal, Inland Rail and major freeway and arterial upgrades. Mitchell Shires also looks to be undervalued through an IRSAD-price lens – a socio-economic score of 7 but a relatively low typical dwelling price of ~\$565k in 2021, at the time of the last census.

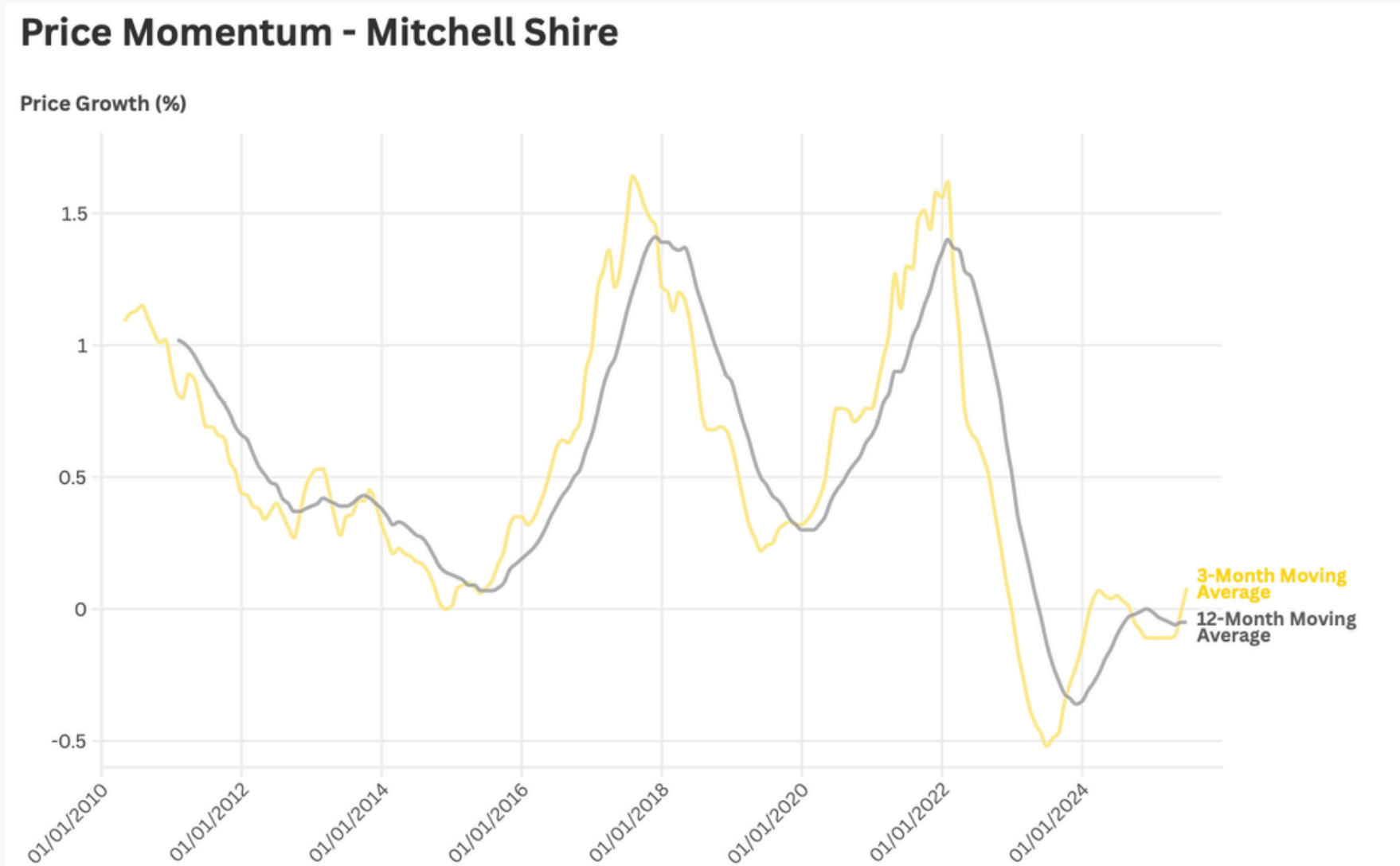
Time Horizon	Score /25	Summary
Short Term	11	Elevated vacancy, weaker momentum, and normal turnover offset by tight inventory.
Medium Term	16	Strong population growth, stable affordability, and resilient employment support the outlook, though housing oversupply lingers.
Long Term	23	Diverse economy, transformational infrastructure pipeline, and IRSAD-adjusted affordability position Mitchell strongly for long-term growth.
<b>Total Score</b>	<b>50 / 75</b>	A growth corridor LGA with weak short-term conditions but solid medium-term fundamentals and exceptional long-term positioning driven by infrastructure delivery and affordability.

# SHORT-TERM INDICATORS



Prices in Mitchell Shire have more than doubled since 2010, though the curve has flattened since 2022, suggesting the market is consolidating around the low-\$600k mark.

# SHORT-TERM INDICATORS

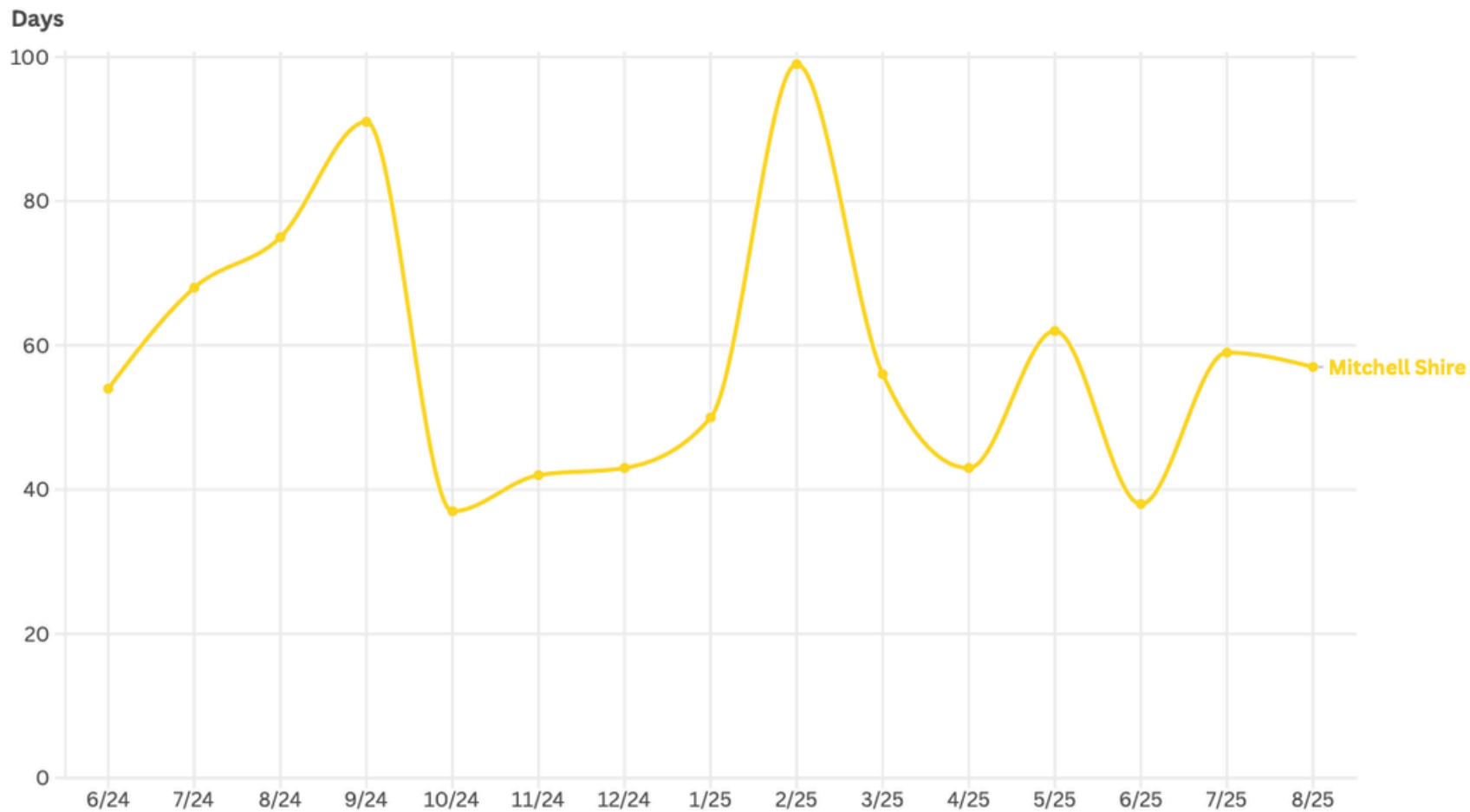


Year on year growth remains negative, while the 3-monthly average rate of growth has recently ticked back into positive territory. This could indicate a turning point in terms of price trajectory, but the market appears set to remain more subdued in the short term.

# SHORT-TERM INDICATORS

## Days on Market - Mitchell Shire

Median number of days between listing and sale

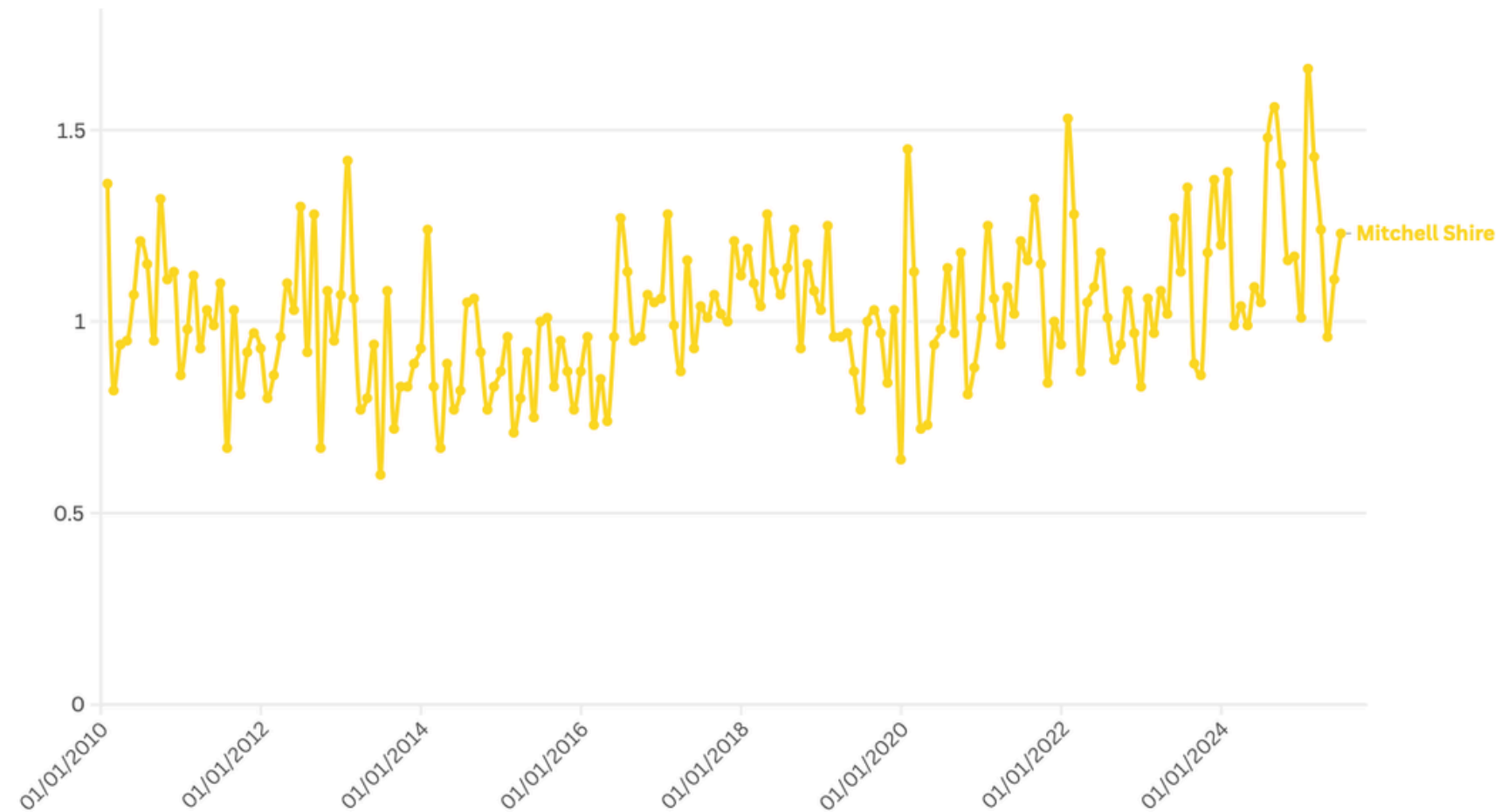


Days on market are hovering at the upper end of the neutral range (~55–60 days), signalling somewhat sluggish turnover but not a concerning deterioration into market weakness.

# SHORT-TERM INDICATORS

## Mitchell Shire Sales Volume as a Share of Victoria

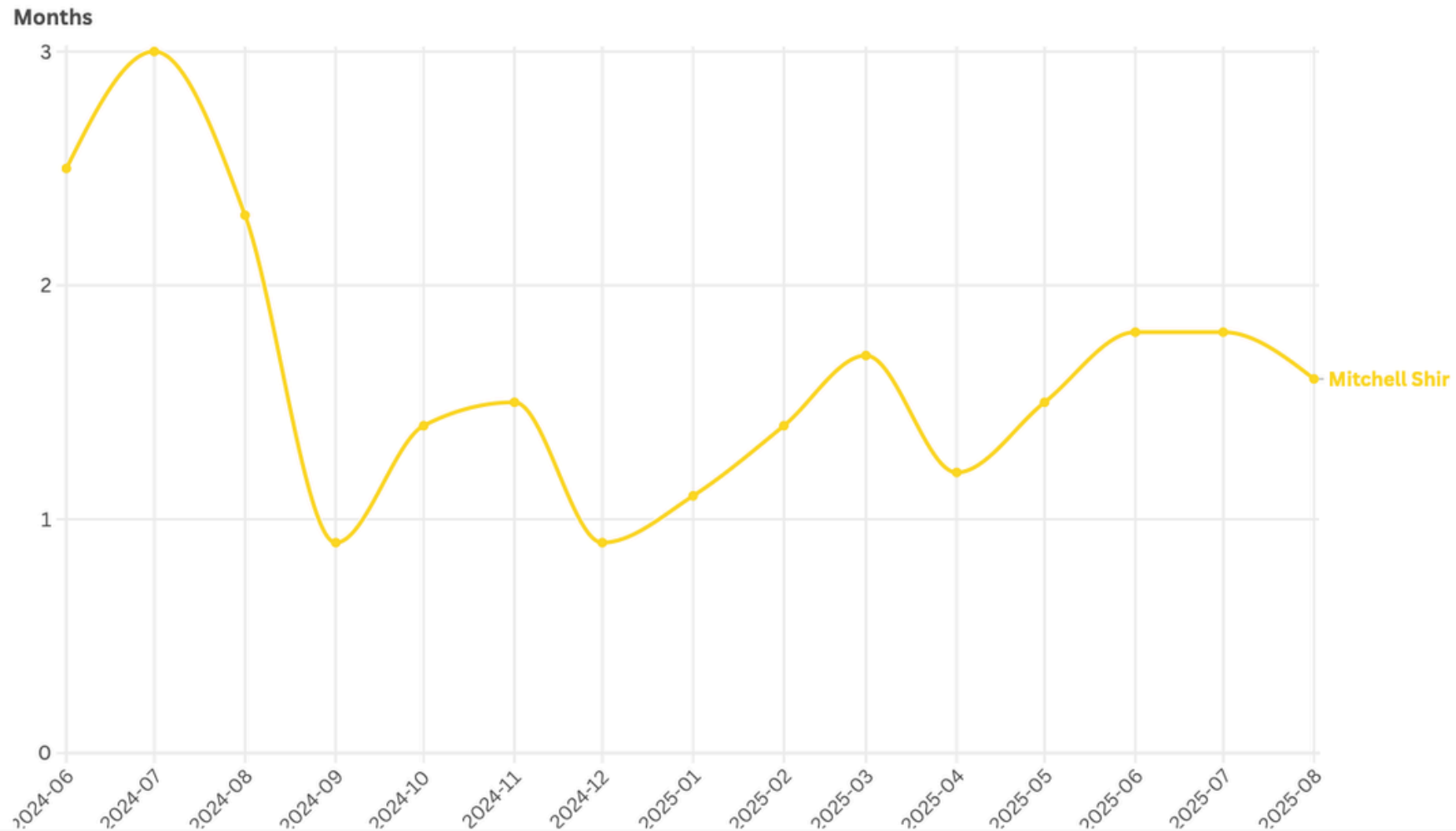
Mitchell Shire / Victoria Sales (%)



Sales share has begun to lift above its long-run average but so far lacks the magnitude seen in particularly strong market shifts, indicating that activity is largely stable, rather than decisively outpacing the rest of the state.

# SHORT-TERM INDICATORS

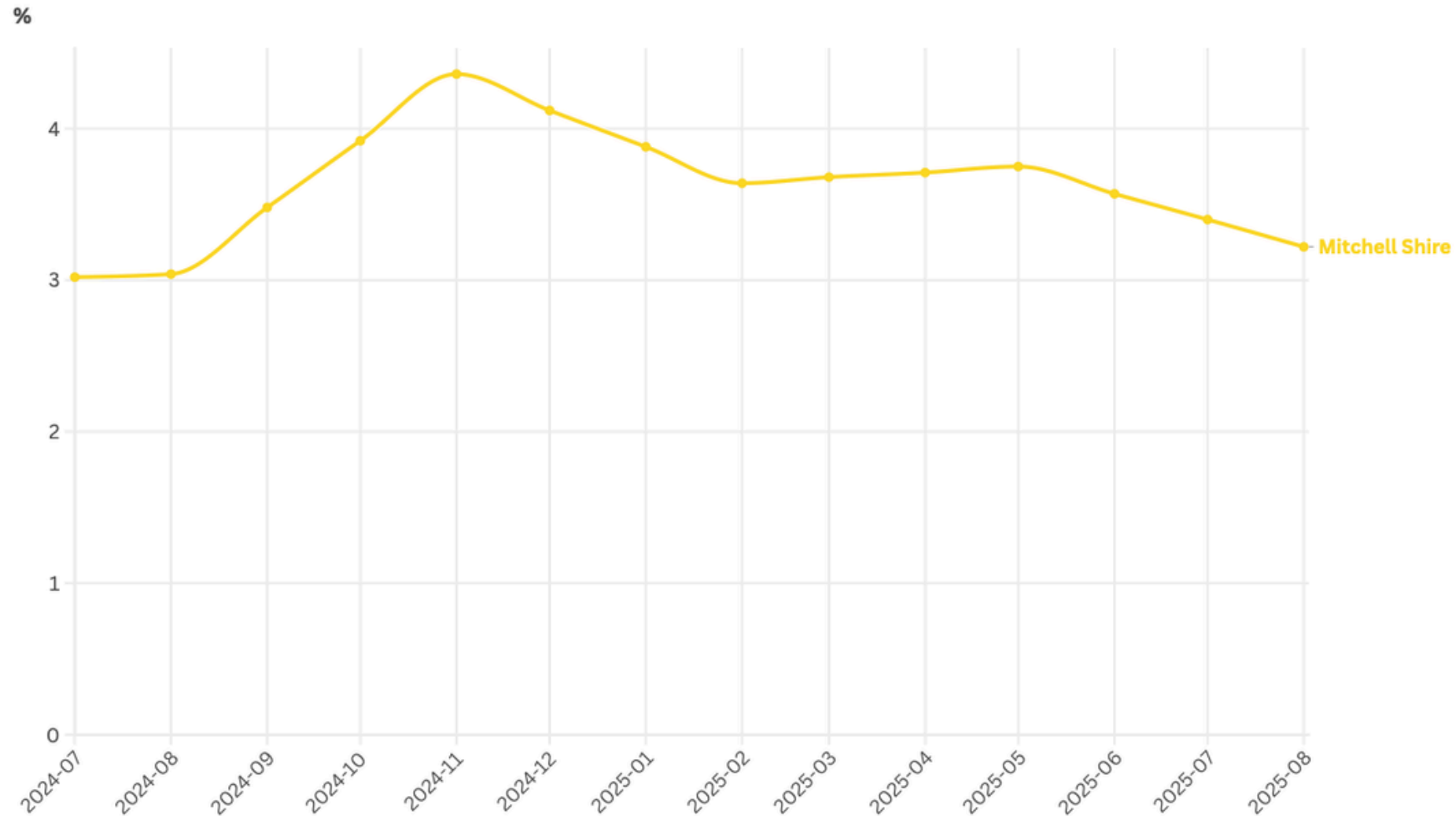
## Inventory - Mitchell Shire



Since late 2024, inventory has remained <2 months, signalling strong buyer absorption relative to listings. The trend across this period has been upward, but relatively marginal.

## SHORT-TERM INDICATORS

### Vacancy Rate - Mitchell Shire

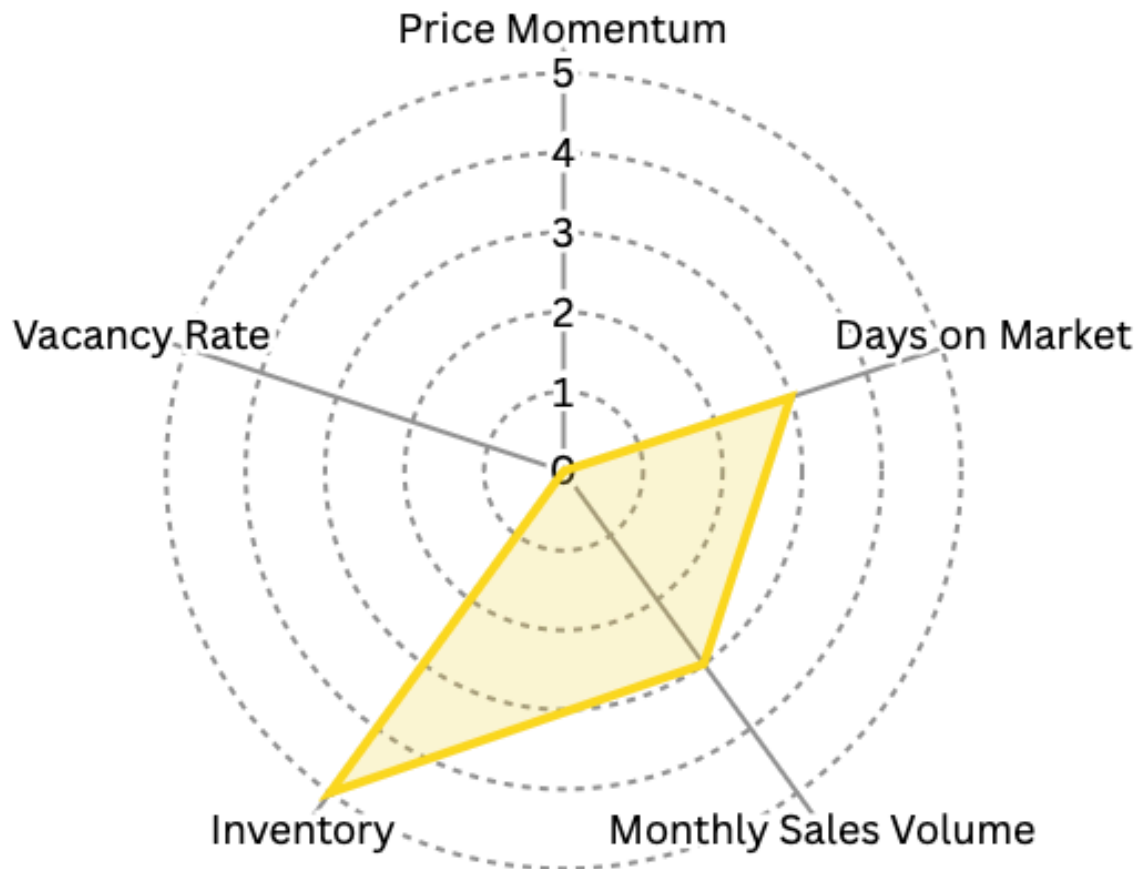


Vacancy has eased back from a late-2024 peak but remains above 3%, level vacancy rates in sub-optimal territory despite some tightening.

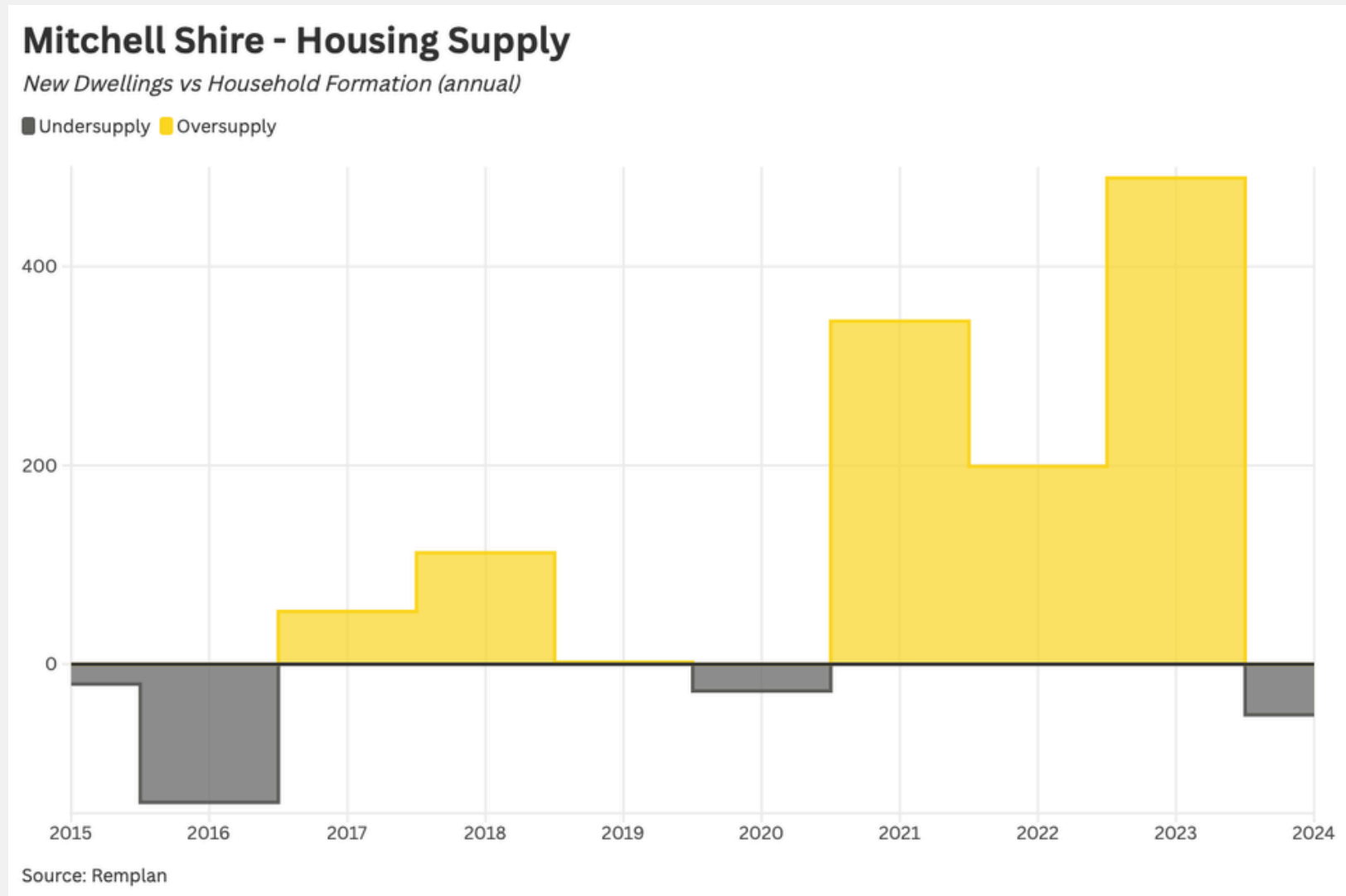
# SHORT-TERM INDICATORS

## Mitchell Shire

### Short-Term Indicator Scoring



# MEDIUM-TERM INDICATORS

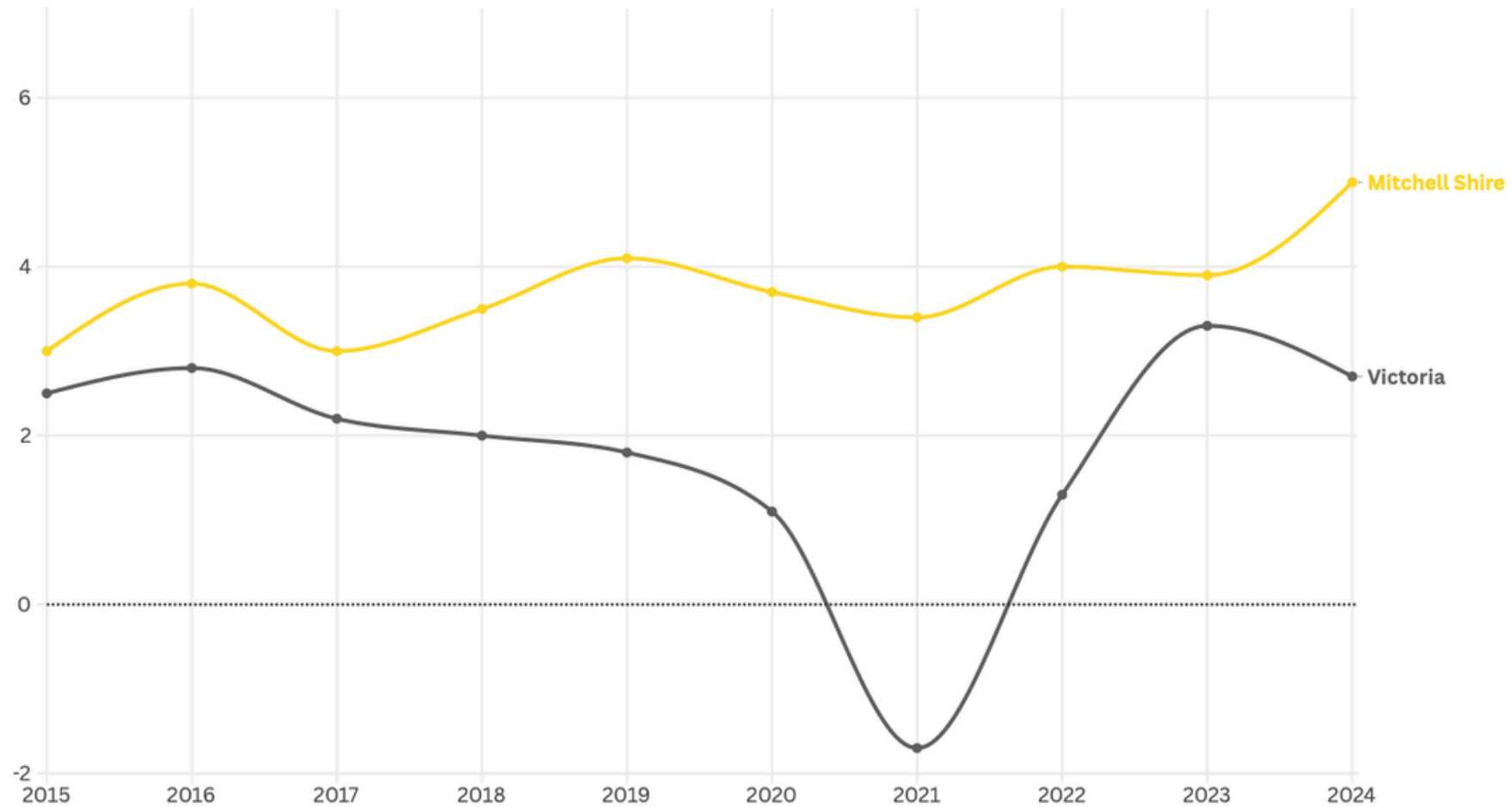


Housing delivery has consistently outpaced household formation in recent years, with a pronounced oversupply through 2021–23, only easing back in 2024.

# MEDIUM-TERM INDICATORS

## Population Growth - Mitchell Shire v Victoria

Annual Population Growth %



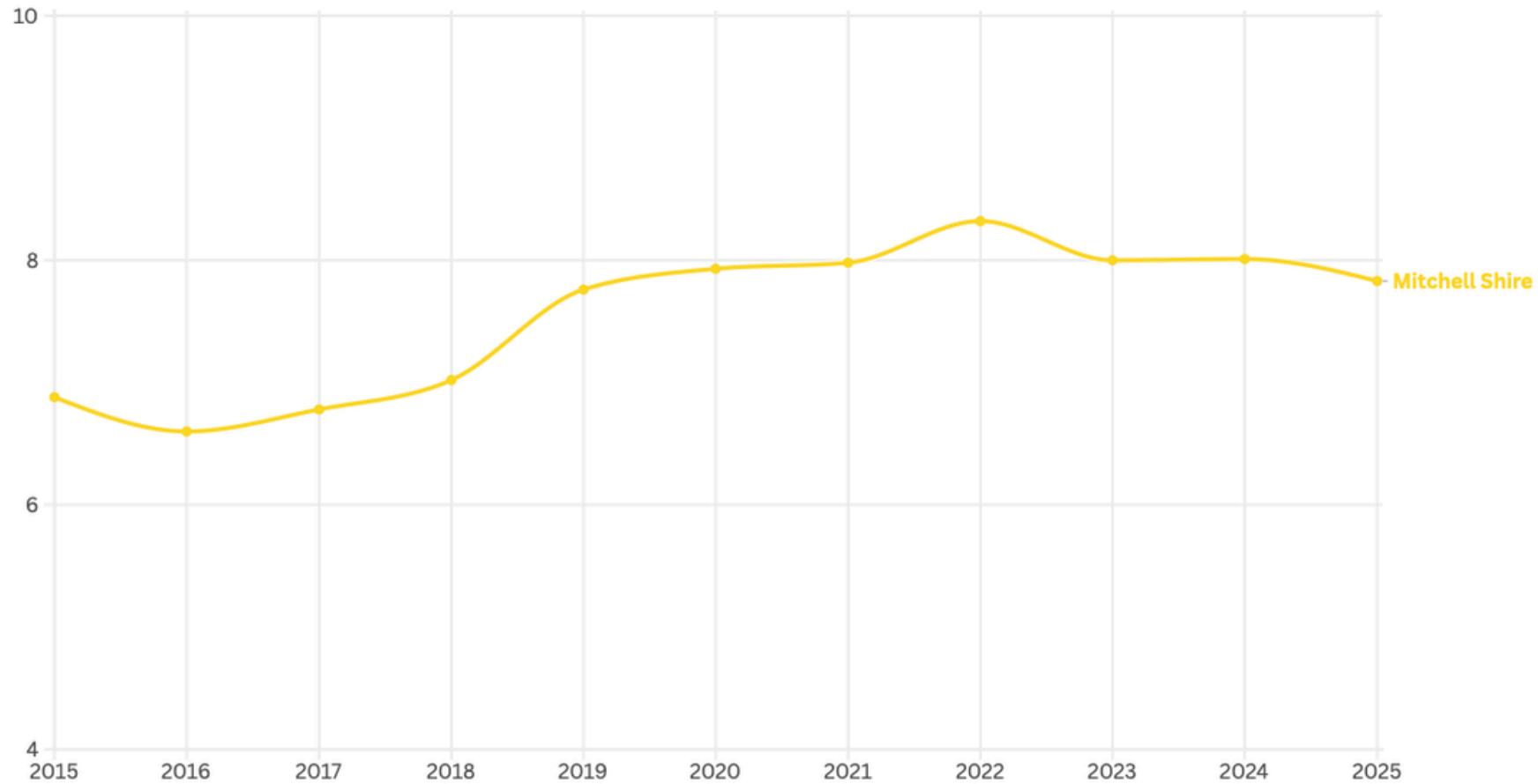
Mitchell's population growth is running close to 5%, materially above Victoria's 2-3%, highlighting strong underlying demographic demand.

# MEDIUM-TERM INDICATORS

## Hold Periods - Mitchell Shire

Avg. number of years between sales

Years

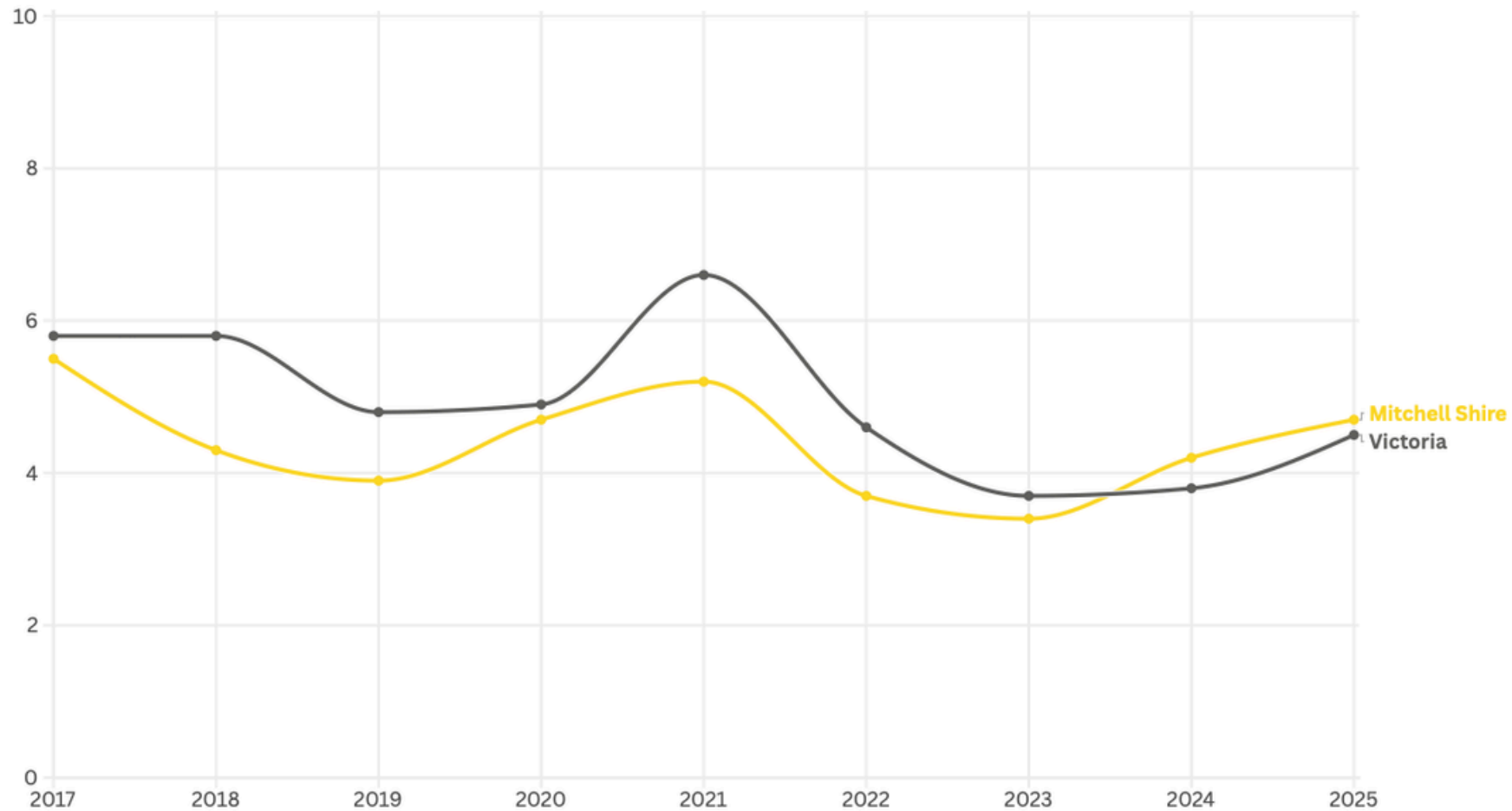


Hold periods lengthened significantly through 2015–22 but have since plateaued at around 8 years, indicating stability rather than continued strengthening.

# MEDIUM-TERM INDICATORS

## Unemployment - Mitchell Shire v Victoria

Unemployment Rate %

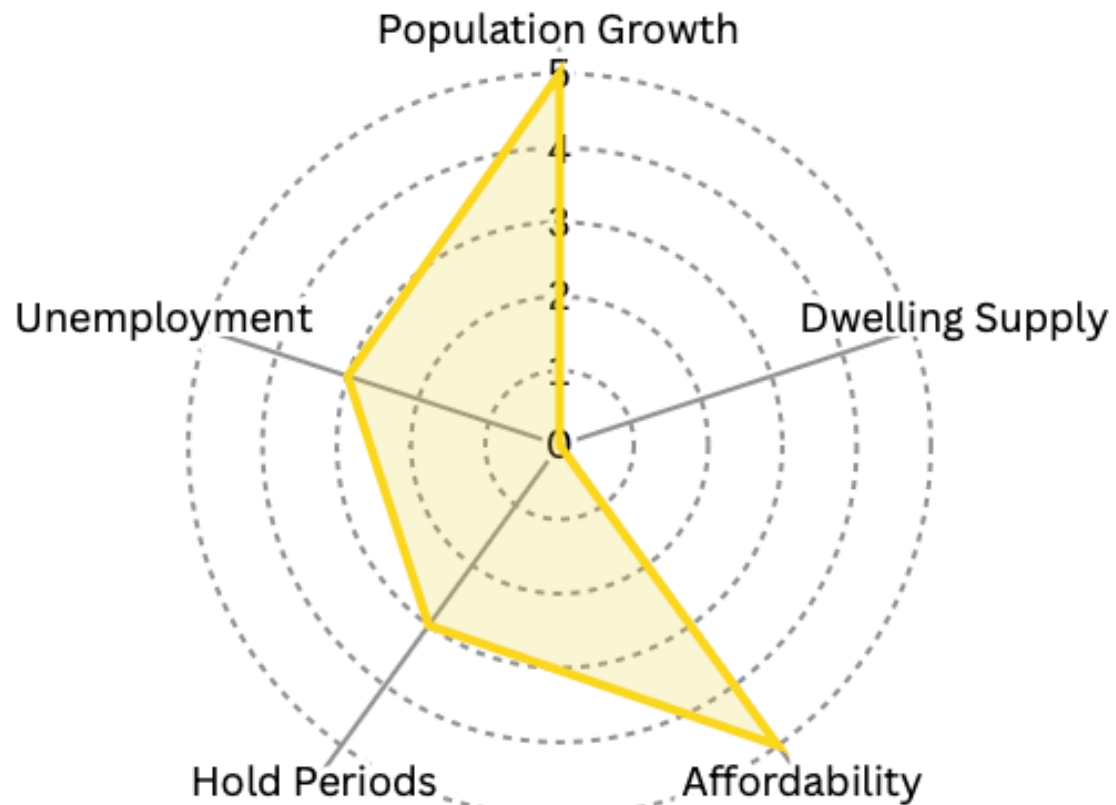


Unemployment in Mitchell has edged up to ~4.6%, now broadly in line with the state average, signalling stable but no longer out-performing labour market conditions.

# MEDIUM-TERM INDICATORS

## Mitchell Shire

Medium-Term Indicator Scoring



## LONG-TERM INDICATORS

### Household Income Growth - Mitchell Shire v Victoria

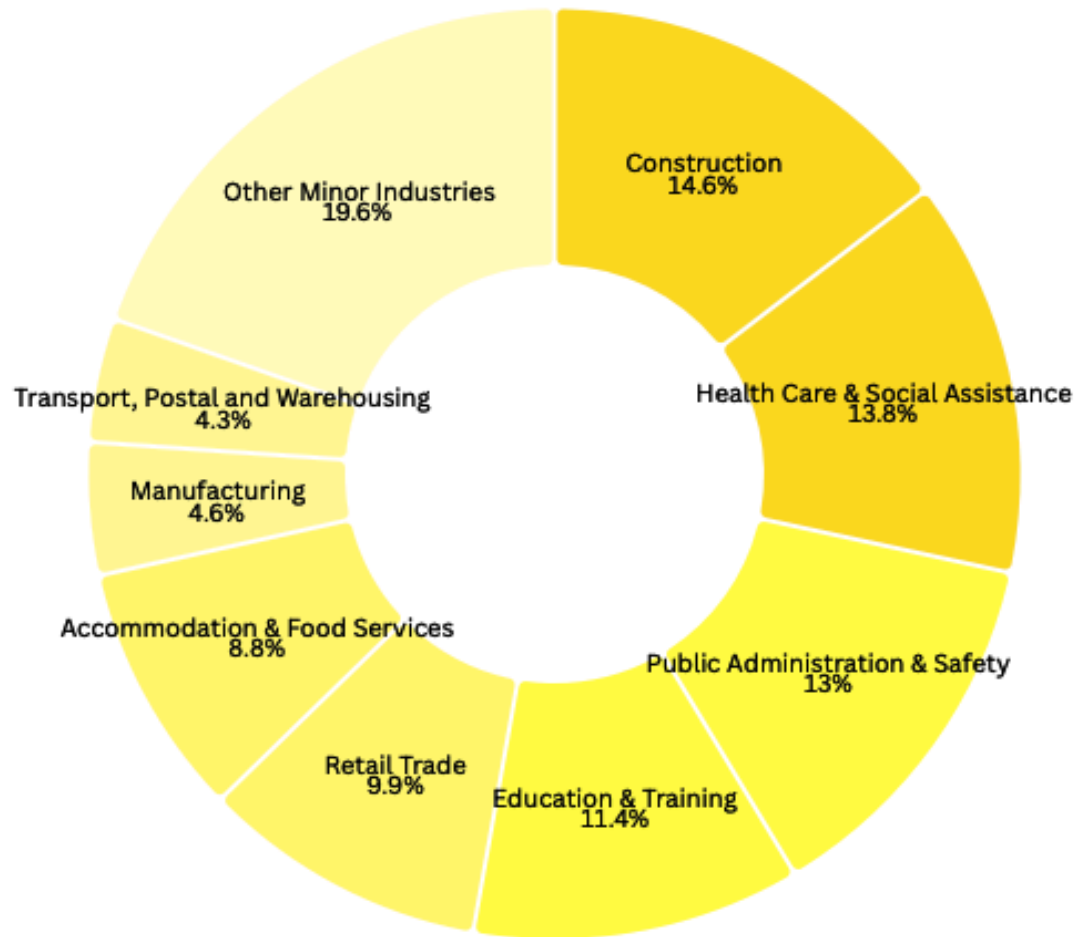
	Median Household Income (2016 Census)	Median Household Income (2021 Census)	Growth
Mitchell Shire	\$1,391	\$1,719	23.58%
Victoria	\$1,419	\$1,759	23.96%

Source: ABS

Household incomes in Mitchell grew by 23.6% from 2016–21, essentially matching the state pace.

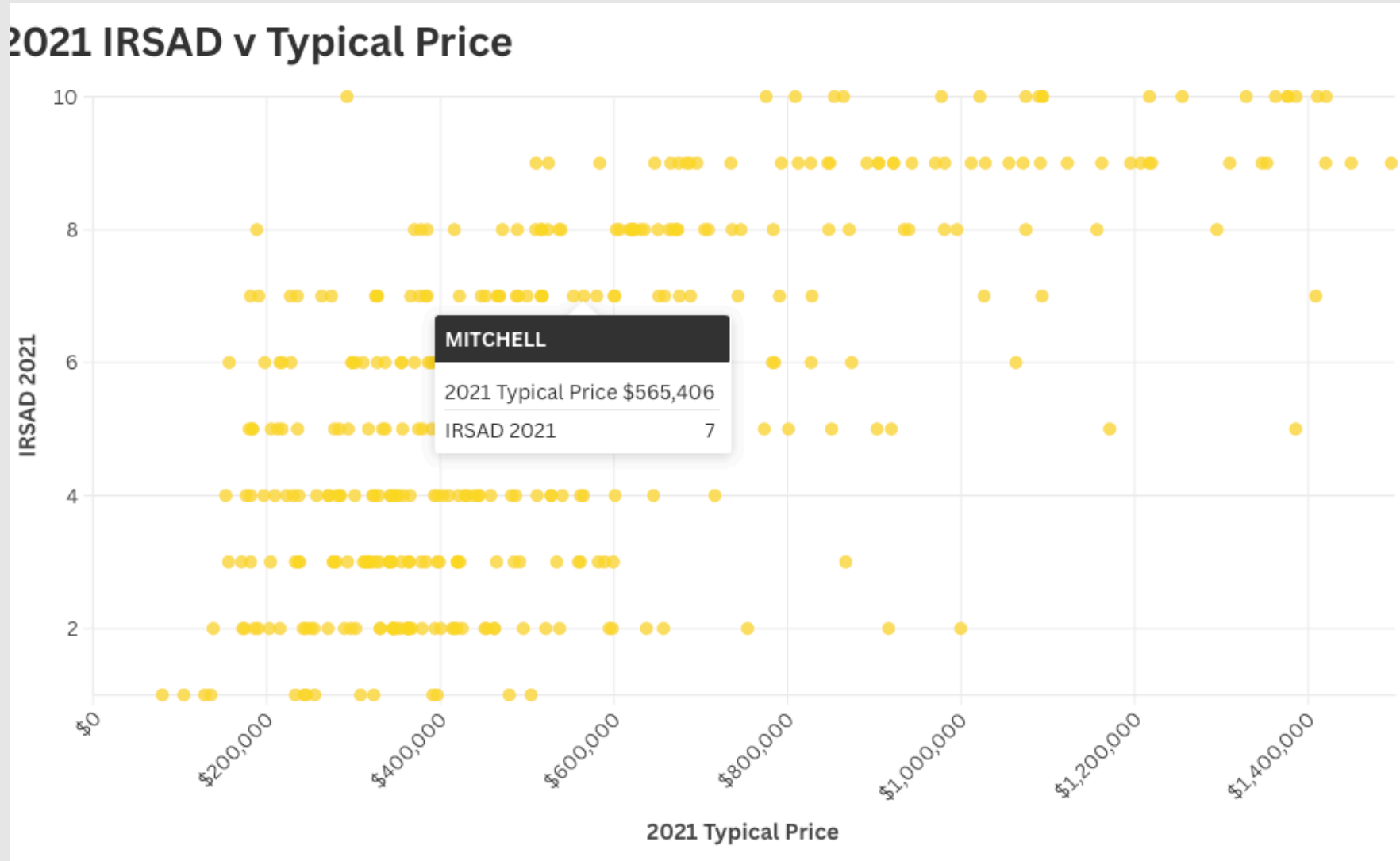
## LONG-TERM INDICATORS

### Employment by Industry - Mitchell Shire



Employment is broadly diversified, with no single sector above 20% and a balanced spread across construction, health, education, and public services, reducing vulnerability to sector-specific shocks.

# LONG-TERM INDICATORS

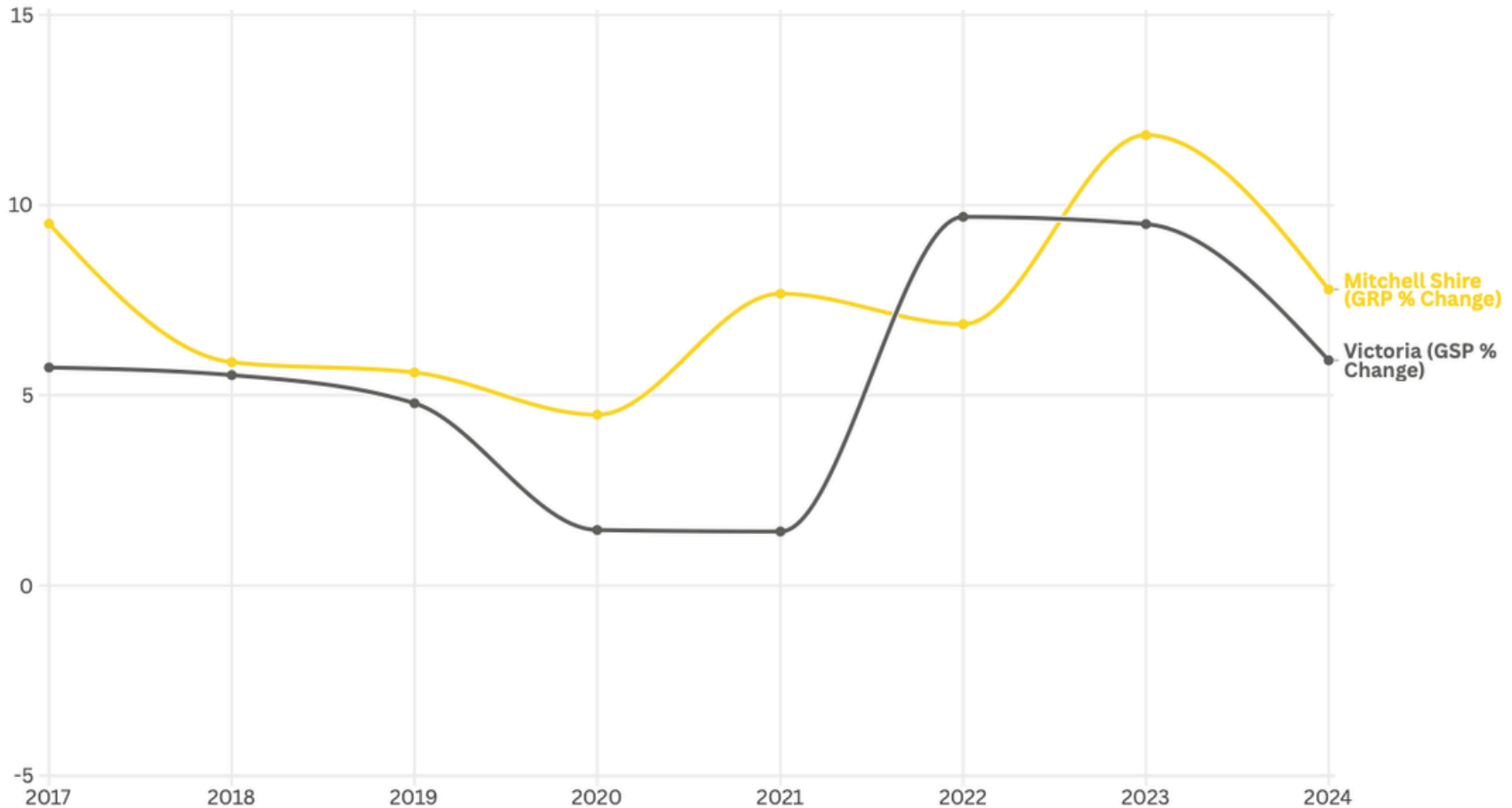


With an IRSAD of 7 but a typical price of only ~\$565k in 2021, Mitchell appears undervalued relative to its socio-economic profile, highlighting affordability upside compared to peer LGAs (as of data from the last census).

# LONG-TERM INDICATORS

## Economic Growth - Mitchell Shire v Victoria

Growth Rate %



Source: Remplan , CEIC Data

Mitchell's economy has consistently outpaced Victoria's since 2017, including during downturns, with GRP growth holding well above the state average in 2022–24.

# LONG-TERM INDICATORS

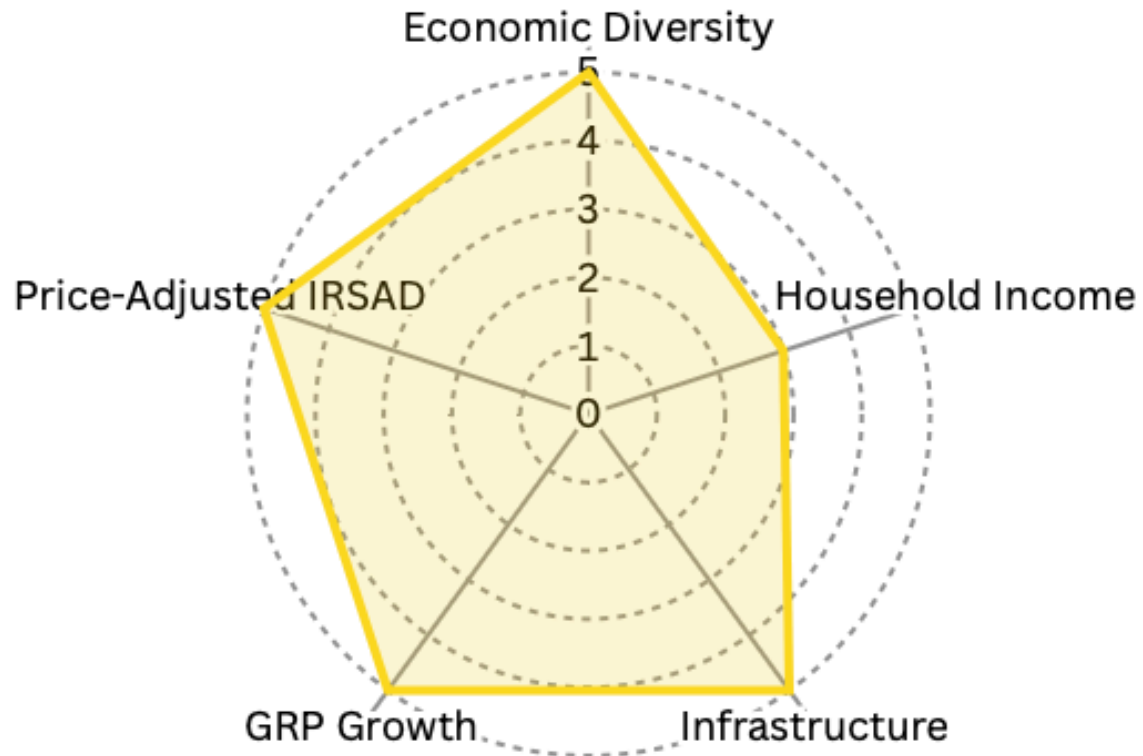
## Major Infrastructure Projects - Mitchell Shire

Name	Status / Timing	Cost / Funding Notes	Description / Market Relevance
Beveridge Intermodal Freight Terminal (BIFT)	Early works commenced; staged delivery into 2030s	~\$2 billion (State & Federal commitment)	Nationally significant freight hub on the North East rail corridor. Will anchor thousands of long-term logistics jobs, improve regional connectivity, and establish Beveridge/Wallan as an employment node beyond commuter housing. Strong long-term property demand driver.
Inland Rail (Tottenham–Albury Section)	Construction underway; completion mid-2030s	Part of \$14.5 billion national Inland Rail program	Crosses Mitchell Shire, integrating with BIFT. Enhances national freight efficiency and positions the region as a key logistics corridor. While disruptive short-term, it materially strengthens the employment and industrial base, supporting population inflows.
Wallan Rail Electrification (Proposed Extension of Metro Services)	Unfunded; under planning/advocacy	Cost not confirmed; potential multi-billion	Would extend Melbourne’s electrified suburban rail north of Craigieburn to Wallan. If delivered, transformational for livability, commuting, and value capture along the northern corridor. Would shift Mitchell’s positioning from outer-regional to true metro fringe.
Beveridge Central PSP & Town Centre	Planning underway (VPA); staged roll-out post-2026	Private/public co-investment	A masterplanned urban centre for Beveridge including retail, schools, community facilities, and open space. Will anchor services for tens of thousands of new residents, lifting livability and creating a defined CBD for the Shire’s southern end.
Watson Street Interchange (Wallan – Hume Freeway Access)	Construction planned; funding secured	~\$130 million (VicRoads package)	Major upgrade improving freeway access for Wallan, reducing congestion and unlocking residential and industrial land release capacity. Supports strong commuter catchment appeal and employment growth.
Old Sydney Road Upgrade (Beveridge–Wallan corridor)	In planning; staged works over coming years	~\$60–80 million (VicRoads estimate)	Expands capacity on a key north-south arterial paralleling the Hume Freeway. Relieves bottlenecks and improves connectivity for growth areas. Directly supports residential absorption and day-to-day commuter convenience.

# LONG-TERM INDICATORS

## Mitchell Shire

Long-Term Indicator Scoring



# buyersclub

## MISSION

To unlock smarter, fairer, and more transparent pathways to property investment.

## VISION

To Create a World Where Property Wealth Is  
Accessible To All

**Secure Your Advantage**