



Hon Tony Kelly MLC
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Deputy Leader of the Government in the Legislative Council
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MEDIA RELEASE

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MOST GREENFIELD HOMEBUYERS ARE FROM NEARBY: REPORT

Around 70 per cent of households moving into Sydney's new release suburbs come from the same or an adjoining local government area (LGA), a new report has found.

Minister of Planning, Tony Kelly, said the Planning Department has released its Metropolitan Development Program (MDP) Migration Report, which examines migration patterns in six greenfield submarkets over the two most recent Census periods.

The key findings of the report are that, compared with the broader Sydney region, people moving into greenfield areas:

- tend to be younger
- include a higher proportion of couples with children
- are more likely to be Australian-born
- have higher household incomes
- are more likely to be working in a managerial or professional occupation
- are more likely to be purchasing a home, and
- have higher mortgage repayments

The report also found that up to 72 per cent of those moving to greenfield areas come from the same LGA or a neighbouring LGA, the report said.

Mr Kelly said the report demonstrates that Sydney has a number of distinct housing markets and that the supply of land for new homes on the fringe therefore has little direct impact on demand or house prices in more established suburbs.

"The notion that most new homebuyers move out to greenfield areas from older, established suburbs is certainly not the case," Mr Kelly said.

"This report clearly demonstrates that most people buying new homes in new release areas already live nearby.

"It's similar to the pattern of residential settlement across much of Sydney – that when people decide to move, most look for homes within a few kilometres of their current address, rather than relocating to new suburbs on the city's fringe."

Mr Kelly said the report will play a valuable role in implementing the Government's long-term Metropolitan Plan to ensure greenfield land supply meets future demand in the right areas.

"Understanding the movement patterns of homebuyers helps us plan where future greenfield housing will be needed and therefore plays an important role in deciding where infrastructure needs to be planned and delivered."



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Rouse Hill is the largest greenfield submarket, with the highest proportion of movers purchasing their own homes and the highest proportion of couples with children.

The North East and Central Coast submarkets were the smallest and also had the highest proportion of movers who were single and/or aged 65 or more.



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Background

The report examined the following six greenfield submarkets:

Rouse Hill submarket

Rouse Hill is the largest greenfield submarket with half of movers from the Hills and Blacktown LGAs, and 20 per cent from the adjoining LGAs of Parramatta, Holroyd, Penrith and Hornsby.

Among the six greenfield submarkets, Rouse Hill has:

- the highest proportion of movers buying their own home
- the second highest household income levels
- the highest proportion of couples with children, and
- an increasing proportion of movers born overseas

The pool of potential greenfield movers into the Rouse Hill submarket is expected to remain the same or increase, the report found.

Liverpool submarket

Liverpool is the second largest greenfield submarket with 33 per cent of movers coming from the Liverpool LGA and 25 per cent from the neighbouring Fairfield LGA. Campbelltown, Bankstown and Canterbury LGAs together contribute 12 per cent, but this share has been falling in recent years.

The Liverpool submarket:

- has the highest proportion of overseas-born movers among greenfield submarkets (60 per cent)
- has a higher proportion of movers aged 25-44 years than the Sydney average
- has lower average household incomes than the Sydney average
- has a higher proportion of homebuyers and couples with children than the Sydney average

West submarket

The West submarket is the third largest with 61 per cent of movers from Blacktown and Penrith LGAs and around 11 per cent from seven adjacent LGAs including Parramatta, Holroyd and Blue Mountains.

It was the biggest destination for movers into the North West subregion of Sydney from 1991 to 1996, but has surrendered this position to Rouse Hill since.

The West submarket features:

- a higher proportion of movers aged 25-44 years
- an increasing proportion of Australian-born movers, particularly in the Penrith release areas, and



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- lower average household incomes than the Sydney average

Camden/Campbelltown submarket

This is the fourth largest greenfield submarket with 55 per cent of movers from the Camden and Campbelltown LGAs and 14 per cent from the adjacent Liverpool, Wollondilly and Sutherland LGAs.

The Camden/Campbelltown submarket has:

- the second highest proportion of Australian-born movers among greenfield submarkets
- a higher proportion of movers aged 25-44 years than the Sydney average
- lower average household incomes than the Sydney average, and
- a higher proportion of mover couples with children than the Sydney average

Central Coast submarket

Only 58 per cent of movers to the Central Coast submarket are from Wyong LGA or the adjacent LGAs of Gosford, Lake Macquarie and Warringah/Pittwater. The remainder are from north western Sydney LGAs, other parts of Sydney and the rest of Australia.

The Central Coast submarket has:

- the highest proportion of Australian-born movers
- a higher proportion of movers aged over 65
- the highest proportion of single households, and
- the lowest income levels of those moving into greenfield areas

North East submarket

This is the smallest greenfield submarket in Sydney, with 72 per cent of people moving in from Pittwater/Warringah LGA or the adjacent Manly, Willoughby, Ku-ring-gai and Hornsby LGAs.

This submarket has:

- the highest income levels
- the highest proportion with a bachelor degree, and
- the highest proportion aged 65 or more

The Migration Report is one of the background reports for the annual Metropolitan Development Program report, arguably Australia's most comprehensive study of land supply and housing development, and a key resource in the NSW Government's management of land supply and infrastructure coordination.
