

Thursday, 8 September 2022

MEDIA RELEASE

What's the Plan, Queensland?

1 in 20 people from Sydney and Melbourne are 'definitely' or 'probably' looking to move interstate in the next five years, with almost two thirds of those keen to make Queensland their new home, according to a startling survey undertaken by the Property Council of Australia.

Research commissioned by the Property Council of Australia has revealed 220,000 people - a population the size of Townsville and Gladstone combined - are seeking to leave the southern states and head north to Queensland in coming years.

Queensland Executive Director of the Property Council, Jen Williams, said while lifestyle and climate were the highest motivators for a move (both 76 per cent), the relative affordability of housing was also a major driver, with 68 per cent of respondents citing the issue as a reason to move north.

54 per cent of respondents also said employment opportunities in Queensland were a motivator.

"This fresh research shows that while Queensland experienced a huge influx of interstate migrants during the COVID-19 pandemic, there are potentially many more to come," Ms Williams said.

"And what this means, is we need a plan to prepare, not only to protect our enviable lifestyle, but also ensure we have the infrastructure and housing supply to support the population growth, so that we can all enjoy the best of Queensland," she said.

The survey found of the 1 in 20 people in the southern states that are considering moving interstate, almost two thirds have actively discussed it (64 per cent), half have investigated housing options interstate, and 40 per cent have looked into the cost of living elsewhere.

"If you add into the mix those who *may* consider a move dependent on circumstances, the number of potential movers dramatically escalates to 1 in 5 people," Ms Williams said.

"Not surprisingly, southerners are keen to move near beaches and water (62 per cent), with Brisbane (42 per cent), Gold Coast (39 per cent) and Sunshine Coast (37 per cent) topping the wishlist of new postcodes," she said.

With the state set to see continued strong population growth and demand for housing, the survey also asked residents of South-East Queensland for their views on housing affordability, availability and their sentiment regarding population growth and interstate migration.

“While 75 per cent of respondents are concerned about housing affordability and 63 per cent are extremely or moderately concerned about housing availability, only one-third (37 per cent) are concerned about the level of interstate migration,” Ms Williams said.

“These numbers show that Queenslanders are not opposed to growth, but they *are* worried that housing affordability and availability is getting worse.

“Queensland is at a precipice when it comes to housing. Bold decisions must be made right now,” she said.

The release of the research coincides with the Property Council’s publication of a position paper, *A Home for Every Queenslanders*, setting out a range of tangible actions the Queensland Government can take to address the current housing shortage.

While the paper focuses on increasing the availability of developable land and streamlining the planning system, it also calls for action from Government to incentivise the delivery of Built-to-Rent housing to quickly increase the supply of rental accommodation.

“There are countless opportunities for the Brisbane 2032 Olympic and Paralympic Games to leave a lasting legacy on the SEQ region, however the most important one will be safe, fit-for-purpose, affordable housing for all Queenslanders,” Ms Williams said.

“The time is right to bring together experts across industry, government and community sectors, to kickstart a bold reform agenda that will turbocharge the delivery of new housing across the state.

“Queensland has a golden decade of opportunity ahead. The Property Council looks forward to working with stakeholders across the housing continuum, to ensure that all Queenslanders have a place to call home,” she said.

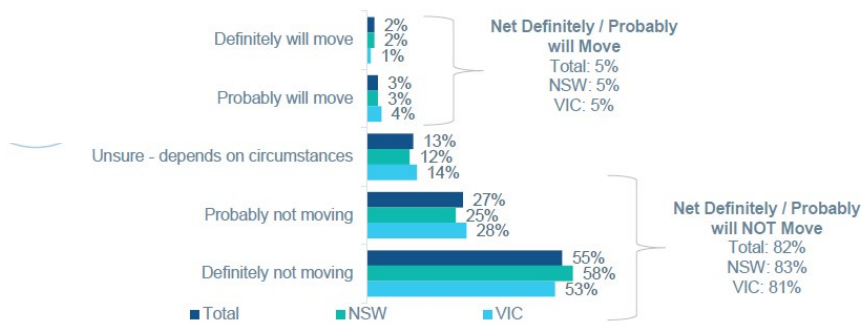
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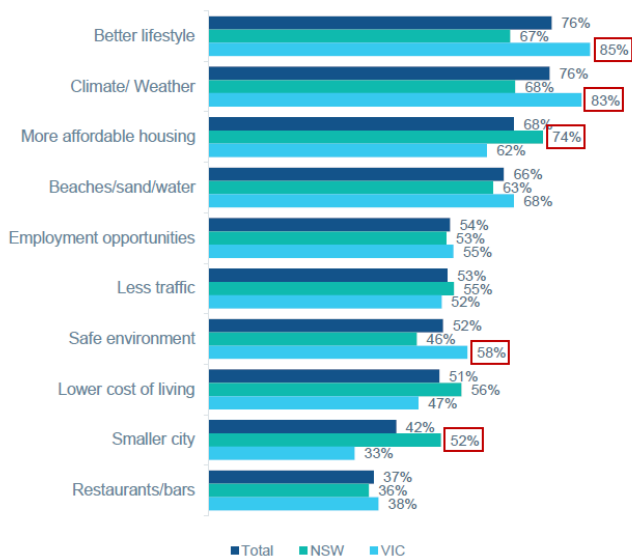
In early 2022 (January to March), Property Council commissioned AECgroup to undertake two surveys:

Interstate Resident Survey investigated 1,000 metropolitan NSW (Sydney) and Victoria (Melbourne) residents' intentions and drivers of possibly migrating to Queensland, their preferred locations and housing typologies. A sample of the findings is below:

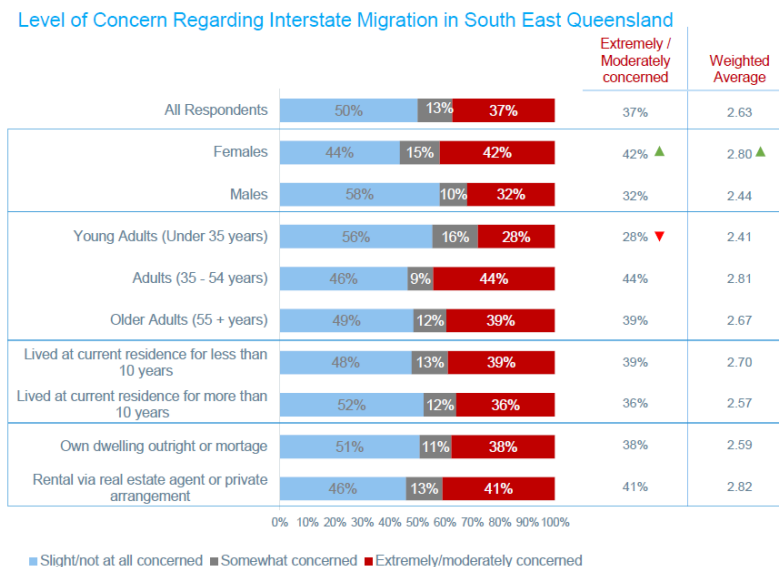
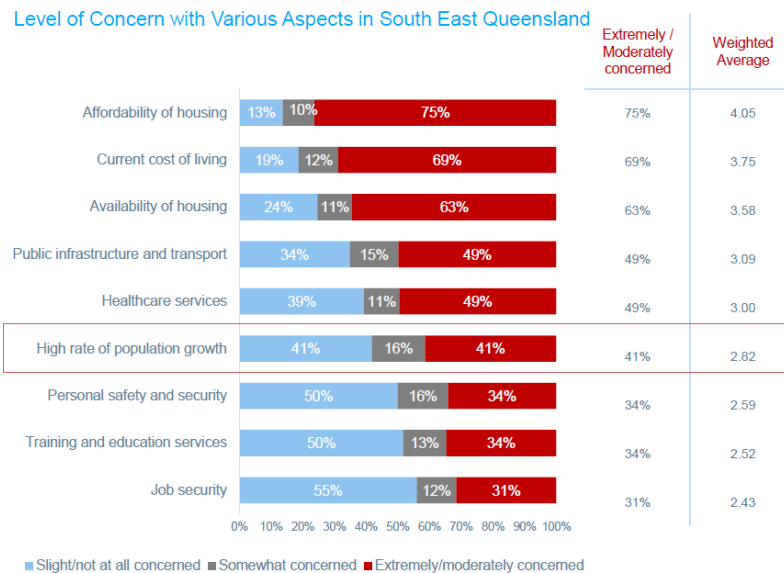
Likelihood of Moving in the Next Five Years



Key Influencing Factors in Decision to Relocate to Queensland




Queensland Resident Survey engaged 700 residents of South East Queensland to assess their perceptions regarding availability and affordability of housing in the region. A sample of the findings is below:



The Property Council of Australia's *A Home for Every Queenslander* can be downloaded [here](#) and Infographic [here](#).

There are four major recommendations within the report:

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- 1** Industry and government to work together to build the case for bold reform, through educating the community about growth management in SEQ, the role of the Regional Plan, and the benefits of good development.
 - 2** Incentivise Build-to-Rent in both vertical and horizontal forms as an asset class to provide more housing options, greater housing security for renters and swiftly deliver critical supply to market
 - 3** Empower and resource Economic Development Queensland and the Growth Areas Team to expedite development in targeted local government areas, accelerate infrastructure investment, and inform planning for additional SEQ growth areas.
 - 4** Undertake systemic changes to planning processes and local government obligations to address challenges in the existing planning framework.

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