



# KELLYVILLE

## SUBURB PROFILE



Kellyville is contained within Sydney's North West Priority Growth Area which, over the coming decades is expected to see its population grow by an estimated 200,000 people, to reach 600,000 (making it twice the size of Canberra).

### KELLYVILLE OVERVIEW

Kellyville is situated 35 kilometres north-west of the Sydney CBD and falls within the boundaries of The Hills Shire which is one of the fastest growing areas in New South Wales.

**KELLYVILLE FORMS PART OF THE STATE GOVERNMENT'S NORTH WEST PRIORITY GROWTH AREA WHICH IS DRIVING THE DELIVERY OF 18,000 NEW HOMES BY 2021 AND 33,000 NEW HOMES BY 2026.**

The Hills Shire is recognised as "Sydney's Garden Shire" featuring National Parks, farmland, rivers, mountains, rural and cosmopolitan centres. The Hills Shire is one of New South Wales' truly unique regions bordered to the north by the Hawkesbury River and the iconic Blue Mountains to the west.

### POPULATION GROWTH AND DWELLING DEMAND

Kellyville is contained within Sydney's North West Priority Growth Area which, over the coming decades is expected to see its population grow by an estimated 200,000 people, to reach 600,000 (making it twice the size of Canberra).<sup>1</sup>

When fully developed the North West Priority Growth Area will accommodate approximately 90,000 homes. The Hills shire is project to accommodate around 25% of this supply (or 21,000 + new homes).

The estimated population of the Hills Shire for 2018 is 170,830 people which is projected to grow by more than 80,000 to reach 250,971 by 2036. Kellyville's population is estimated to currently sit at 34,160 which expected to grow by 93% to reach 65,890 by over the same time period. This growth is expected

to translate in an underlying requirement for more than 9,100 new dwellings.



### POPULATION<sup>2</sup> AND DEMOGRAPHICS

Kellyville is a particularly attractive address for families with children which made up 70% of all households made up of this demographic. In line with this predominance of families are larger households with the average

<sup>1</sup> New South Wales Government, Transport for NSW  
<sup>2</sup> Forecast.id



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household size (of 3.4 persons) markedly higher than the state average of 2.6.

The suburb's population are typically well-educated, affluent, high-income earners employed in professional, managerial and clerical/administrative occupations. The main industries of employment are health, computer system & design and banking.

Census data shows that personal, family and household median weekly incomes are at a significant premium to the state. Kellyville's personal median weekly income sits at a 32% premium than the NSW median.



WEEKLY INCOME  
**32%**  
HIGHER THAN NSW

The dwelling landscape of Kellyville is characterised chiefly by detached houses (90%) with only a small portion of semi-detached/attached dwellings. Unsurprisingly, given an average household size of 3.6 persons, primary demand is for houses with three or more bedrooms which accounted for 98% of all dwellings at the time of the Census.



PRIMARY DEMAND FOR  
**3+4 BEDROOM HOMES**

### TRANSPORT & INFRASTRUCTURE

The \$8.3 billion Metro Northwest will be a fully automated train system which will have services operating every four minutes in peak times, equating to 15 trains an hour<sup>3</sup>. Stage one will deliver eight new railway stations, including one at Kellyville, The Kellyville station is one of two stations being built on the 4km skytrain between Bella Vista and Rouse Hill. The new station will provide rail access and a public transport interchange for living in Kellyville and parking for 1,200 cars.

The NSW Government's Kellyville Station Precinct plan sets in place the framework for the future of development around the station which will deliver a green, vibrant and connected community<sup>4</sup>. Together with the new Station Precinct at neighbouring Bella Vista will see the creation of 10,400 new jobs over the next 20 years.

The completion of the Metro Northwest project will transform the region by radically improving its accessibility with the Sydney CBD and each of the city's major employment, educational and retail nodes. The flow on effects for the local economy and the area's housing market are expected to be extensive.

The 24 kilometre North-West T-way bus rapid transit line is comprised of bus-only roads servicing 30 bus stations running from the CBD to Parramatta, Rouse Hill, Blacktown and Parklea. The T-Way stations at Burns, Riley, Merryville and Sanctuary all provide connecting services to Kellyville. Additionally there are a number of other local bus services which link the local communities throughout the region.

SYDNEY METRO NORTHWEST RAIL



STAGE 1  
**\$8.3 BILLION**  
SYDNEY METRO RAIL

<sup>3</sup> NSW Government

<sup>4</sup> New South Wales Government, Planning & Environment



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The \$2.5 billion Norwest Business Park at neighbouring Baulkham Hills is the size of Sydney's CBD and home to 30,000 workers across 800 businesses. Over the coming years its workforce is expected to double to reach more than 60,000.

### EMPLOYMENT

The \$2.5 billion Norwest Business Park in neighbouring Baulkham Hills is the size of Sydney's CBD and home to 30,000 workers across 800 businesses. Over the coming years Norwest is expected to see its workforce more than double. According to the Hills Economic Report, the region around Norwest is home to one of Australia's most affluent and skilled workforces, with low unemployment rates and a high proportion of young/middle aged workers (25-44 years).

The Park is home to a number of major companies including Woolworths and Capital Finance together with a high volume of small and medium businesses. The Park also contains the new Hills Private Hospital which saw the completion of a \$65 million expansion in late 2016.

As part of the NSW Government Planning & Environment's plan for the North West Priority Growth Area, significant areas of land have been approved for, and are currently being developed into, industrial and commercial centres. These centres will provide a major boost to the employment capacity in Sydney's North West and are project to result in the creation of 41,000 new jobs.

The Macquarie Park Employment Area is one of Australia's leading high-tech industrial areas, widely regarded as Australia's Silicon Valley. Macquarie Park is situated 25 kilometres from Kellyville and is the second largest employment market outside of Sydney's CBD. Macquarie Park is host to a range of corporations including Microsoft, Sony and Goodman- Fielder. The Park's workforce sites at over 42,000 and is expected to grow to 55,800 by 2025 and an estimated 173,000 by 2065.



Additional major commercial, health and industrial employment centres are located in Castle Hill (8klm) and Rouse Hill (6klm)

Unquestionably the north west region will see a concentration of employment growth will play a significant role in underpinning dwelling demand throughout the region's residential growth areas - including Kellyville.



### EDUCATION

Sydney's north west region is home to a number of large tertiary institutions all within a 35 kilometre radius of Kellyville.

One of Australia's largest university's Macquarie University with student enrollments totaling more than 39,000, is situated 20 kilometres from Kellyville. The existing T-Link bus network provides regular services to the University and the Sydney Metro Northwest rail will run direct from Kellyville to Macquarie University. The University has five faculties in addition to being home to the Macquarie University Hospital and the Macquarie Graduate School of Management.

Western Sydney University is a multi-campus university with six campuses throughout the greater western region of Sydney. The University's Blacktown, Parramatta and Penrith campuses are all situated within a 40 kilometre radius from Kellyville with collective student enrollments sitting at over 25,500. The existing public transport infrastructure in the region affords the residential population of Kellyville strong linkages with each of the campuses.

TAFE Western Sydney Institute has 12 campuses located




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The significant volume of natural assets situated in and around the local area afford its residents a unique, high-quality of life.

throughout Sydney's west, five of which are located within a 25 kilometre radius of Kellyville at Castle Hill, Blacktown, Mt Druitt, Nirimba and Richmond. TAFE NSW is the largest vocational training provider in the Southern Hemisphere with the Western Sydney Institute home to more around 80,000 students.



**75,000+**  
TERTIARY STUDENTS IN A 40 KLM RADIUS

The educational requirements of families residing within Kellyville are particularly well met. The suburb is home to the Kellyville, Sherwood Ridge and Our Lady of the Rosary Primary Schools together and Kellyville High School and William Clarke College. William Clarke co-educational College is one of the region's most prestigious schools providing education to around 1,400 students from pre-kindergarten through to year twelve.

### RETAIL

The Kellyville community are spoilt for choice when it comes to retail amenity with a range of major shopping centres all within close reach of the suburb.



**HIGH LEVEL**  
OF RETAIL AMENITY

The recently redeveloped Kellyville Village is the community's primary shopping centre. The centre underwent a major refurbishment in 2015 to better meet the demands of the growing community. The Plaza is anchored by a Coles supermarket and supported by a range of specialty retailers, service providers, health and beauty salons together with the Kellyville Village Medical Centre. Aldi have a supermarket conveniently located adjacent to Kellyville Plaza.

The Castle Towers shopping centre is not only the region's biggest retail centre but one of the largest in Australia. The Centre is less than a ten minute drive from Kellyville and anchored by Coles, Aldi, David Jones, Myer, Target, Kmart and 310 specialty retailers. Castle Towers is also home to an Event Cinemas complex which is one of the largest movie complexes in Australia and the popular "Piazza" al-fresco dining precinct.

Both the Rouse Hill Town Centre and Westfield North Rocks are around a 15 minute drive from

Kellyville. Rouse Hill Town Centre is comprised of more than 230 specialty stores including Woolworths, Coles, Big W, Target and a Reading Cinema. The North West Community College, Vinegar Hill Library and "The Backyard" & "The Secret Garden" play areas are all co-located within the Town Centre. Westfield North Rocks is home to more around 90 retailers including Kmart, Coles and Aldi.

### SPORT AND RECREATION

The Hills Shire has 329 parks and reserves in both urban and rural environments. These parks offer a range of facilities including barbecue areas, children's playgrounds, bushland walking trails, horse-riding tracks, formal gardens and wide-open spaces for a variety of passive and active pursuits. This significant volume of natural assets afford the resident population a unique, high quality of life unmatched throughout greater Sydney.



**320+**  
PARKS & RECREATION RESERVES

Kellyville's Bernie Mullane Sporting Complex is one of the largest



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Kellyville is one of the Hills district's prestige housing markets with the suburb's median house pricing sitting at \$1.24 million for the year ended March 2018.

sporting complexes in the Hills Shire. The complex is home to a large health club, six tennis courts, netball courts, an indoor sports stadium and facilities for a range of sports including gymnastics, badminton, futsal, basketball, volleyball and indoor netball. The complex also contains award-winning play areas and a crèche.

Kellyville Sport and Recreation Centre is an additional major sporting ground within the suburb with facilities for soccer, cricket, AFL, rugby union, rugby league, T-ball, baseball, netball & tennis courts, together with a children's playground. The Centenary of ANZAC Reserve is also situated in Kellyville and primarily used for Rugby League, Cricket and Patonque.

Kellyville is also home to the popular Caddies Creek Park Playground, the Commercial Road Netball Reserve, Macquarie Avenue Reserve and Hills Centenary Park.

The 58 hectare Fred Caterson Reserve situated in neighbouring Castle Hill is another of the region's major sporting and recreational facilities. The Reserve contains five soccer fields, three cricket fields, cricket practice nets, a baseball field, ten tennis courts, a BMX track, a remote control car track and a basketball stadium. Castle

Hill is also home to the Castle Hill Country Club which is one of Sydney's leading private golf clubs. The Club has been recognised for many years as among the top 100 golf courses in Australia. The par-72 championship golf course has played host to a number of major events including the Australian PGA Championship and the NSW Open Golf Championships.

### RESIDENTIAL MARKET FUNDAMENTALS - HOUSE PRICES AND DEMAND

Kellyville is one of the Hills district's prestige housing markets with the suburb's median house pricing

sitting at \$1.24 million for the year ended March 2018.

Over the past ten years, Kellyville's median house price has grown by an average of 9.7% per annum. More recently, over the past five years, this rate has risen to average 12.6% per annum. Over the twelve months to March 2018, the suburb's median price jumped 10.7% (or by \$120,000).

This solid growth in median house price has been underpinned by swelling demand stemming from both the vast infrastructure investment program underway and the unique, high quality of life afforded to its residents.

**KELLYVILLE - MEDIAN HOUSE PRICE GROWTH & DEMAND 2008/09 TO 2017/18**



Source: Resolution Research, NSW Government - June 2018



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### RENTAL MARKET FUNDAMENTALS - GROWTH AND DEMAND

Commensurate with the strong growth recorded across suburb's housing values has been rental market growth.

Over the past five years the growth in median weekly rents of three bedroom homes have risen by 13% of \$75 per week. This growth has averaged \$15 per week annual. Reflecting the drivers of demand and growth across the ownership market growth has been driven by the attractiveness of the area and continued improvements in accessibility with greater Sydney.

The rental market is balanced with it's vacancy rate sitting at 3.0% indicating demand is in line with supply.