

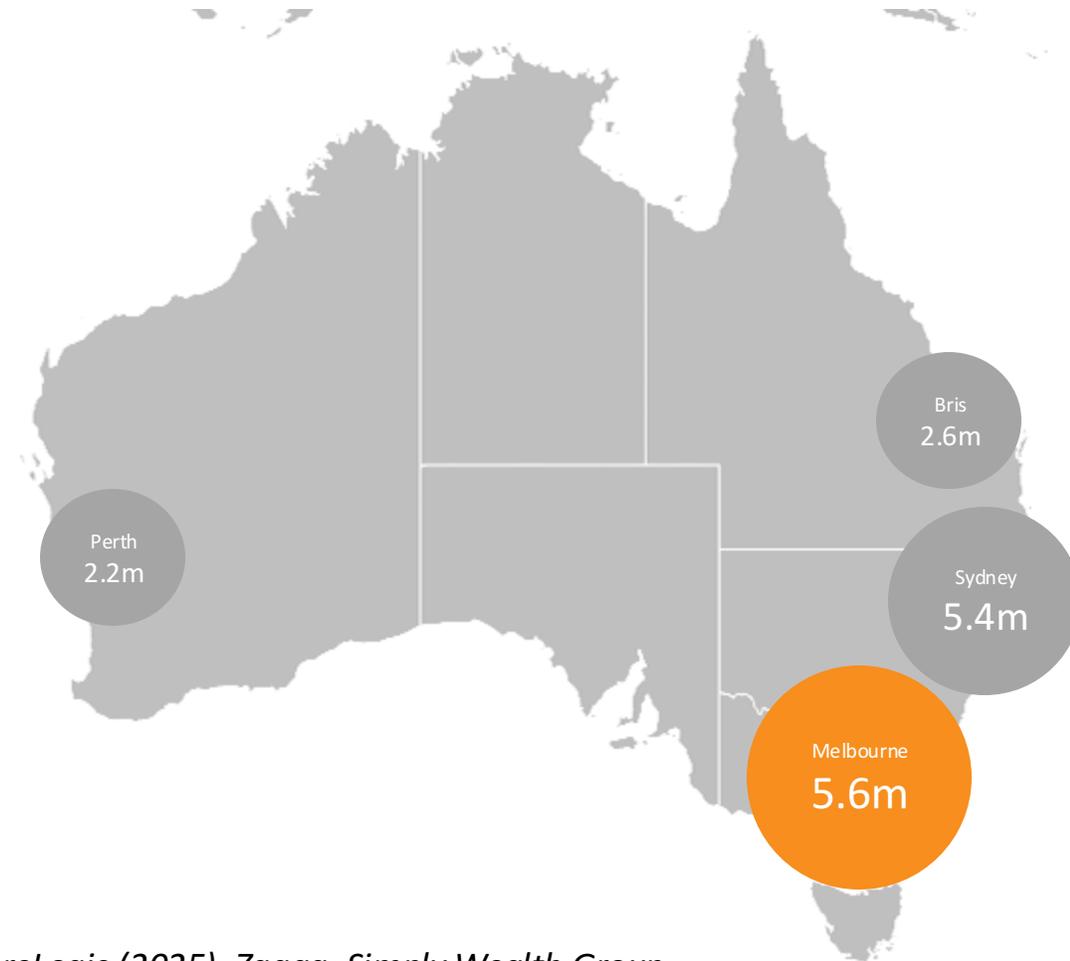
St Kilda

Melbourne's bayside playground

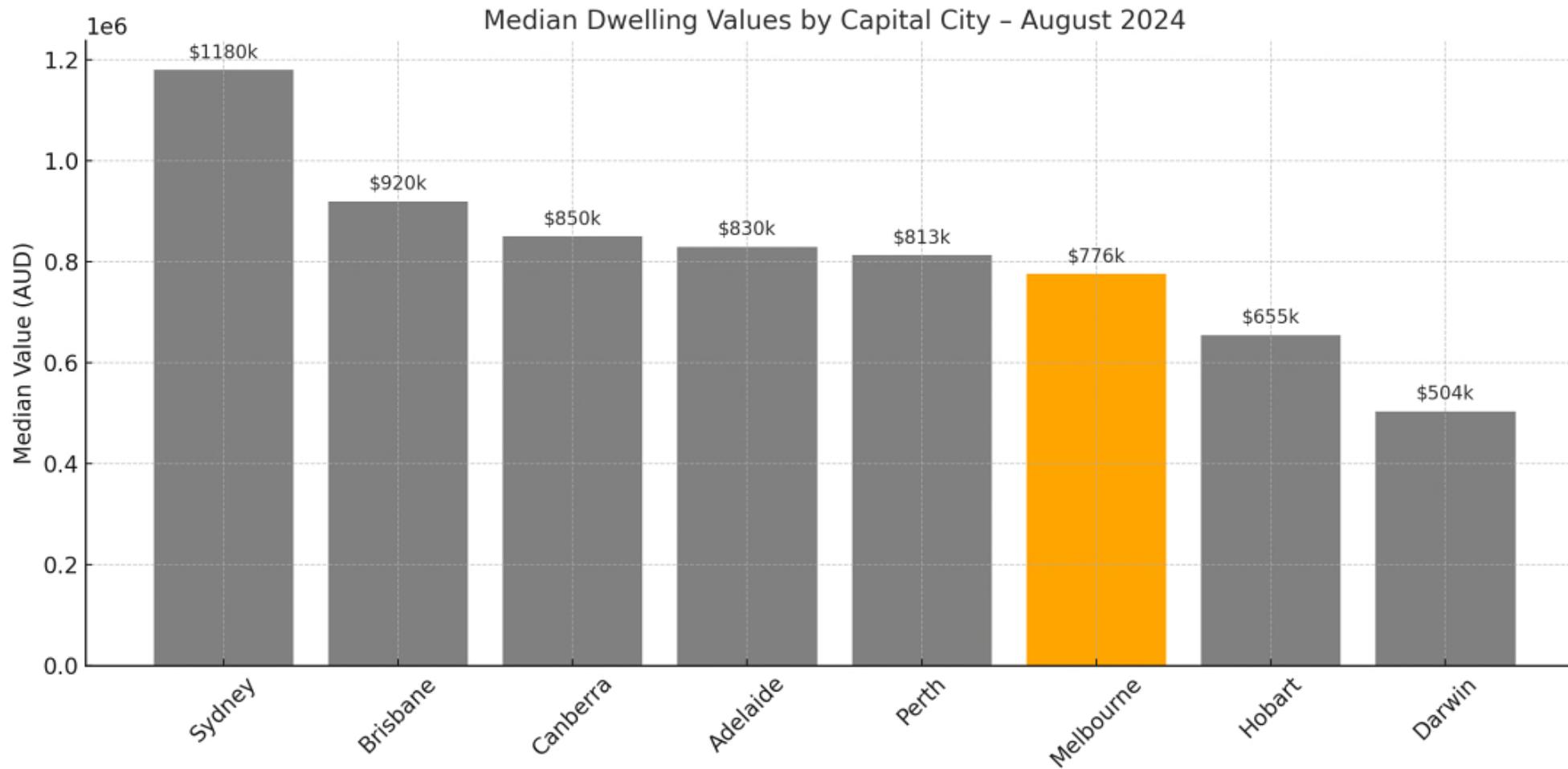


Melbourne Property Market National Context

- Melbourne is Australia's largest city (~5.6M people) with fastest population growth (142,600 in 2023–24)
- More affordable than Sydney and Brisbane – Price-to-income ratio ~7.5 vs Sydney ~9.3
- Strong infrastructure, job growth (~880,000 jobs added in a decade), and investor yields up to 6.9%
- Dwelling values rising in 2025 +0.4% in May, strongest of any capital city



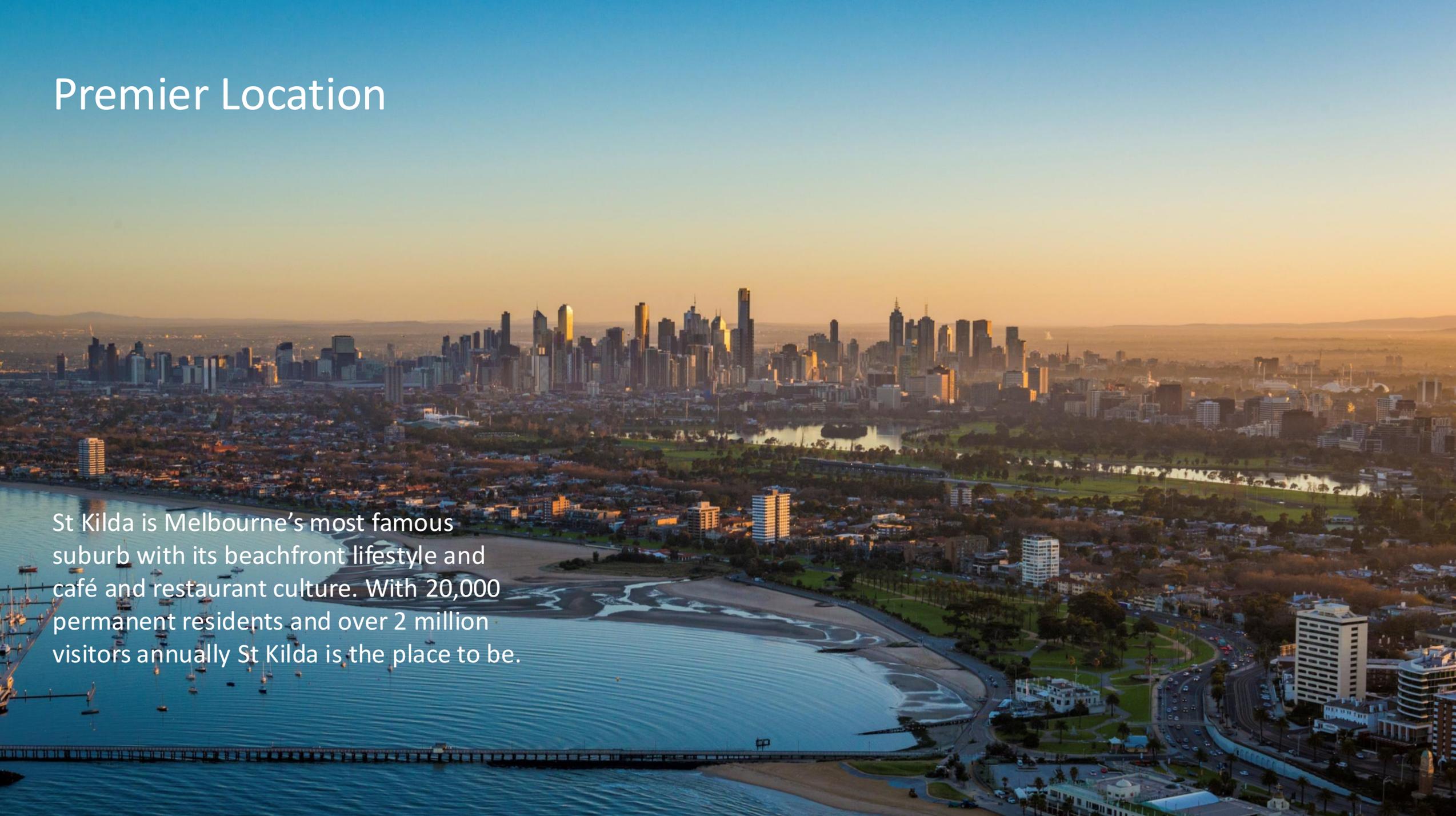
Melbourne is Massively Underpriced



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Premier Location

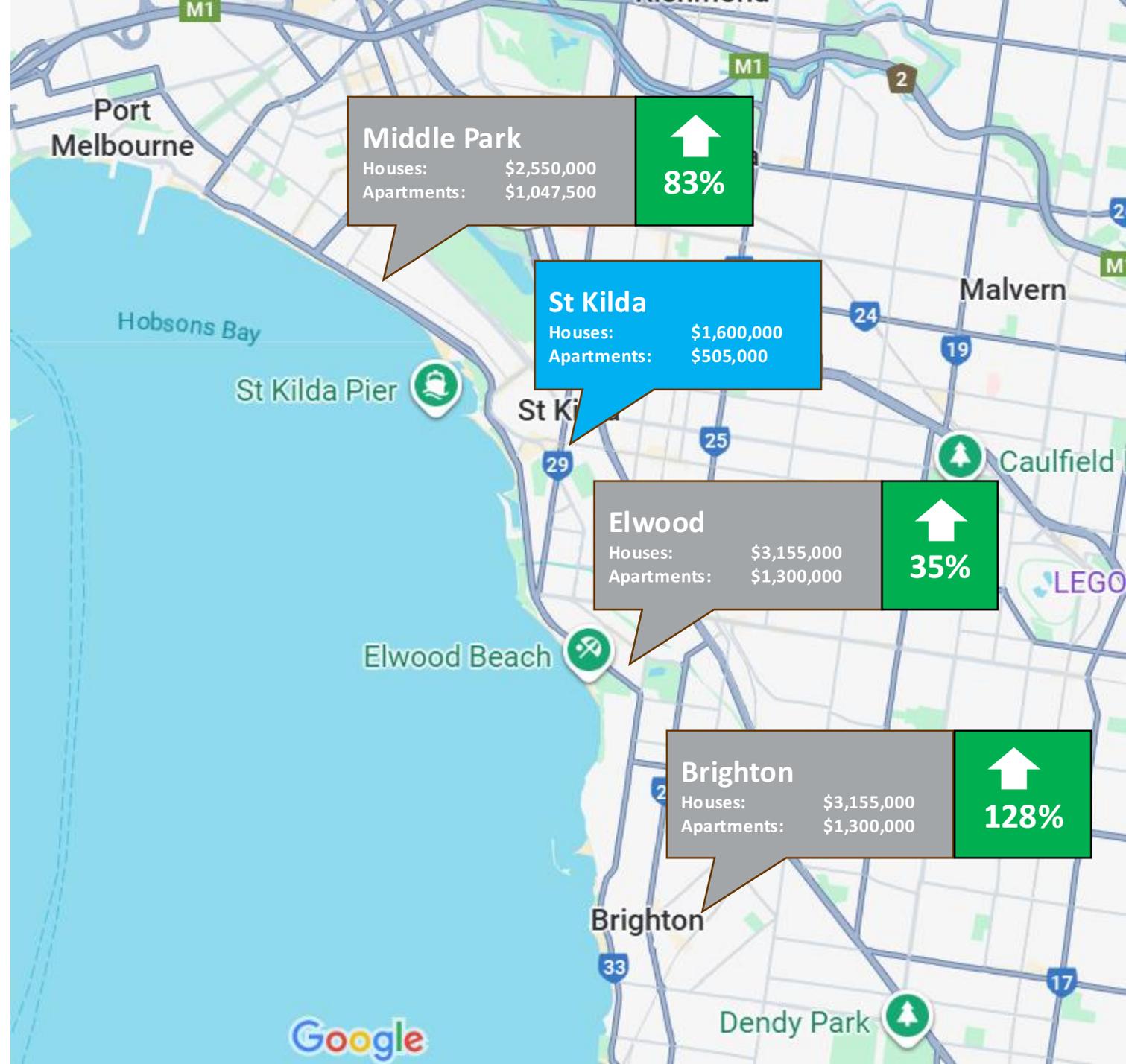
St Kilda is Melbourne's most famous suburb with its beachfront lifestyle and café and restaurant culture. With 20,000 permanent residents and over 2 million visitors annually St Kilda is the place to be.



St Kilda poised for incredible growth

St Kilda is the cheapest inner bayside suburb. Direct neighbour's to St Kilda are 35%- 83% more expensive. St Kilda is set to boom due to this relative affordability combined with:

- Ongoing rapid gentrification
- Strong rental demand
- Lifestyle appeal
- Superior transport links



Multiple market potential

Strong demand from local tenants combined with the option of short stay makes St Kilda a diversified, robust investment choice.



Median rental price snapshot for 2 bed units

Median rental price ⓘ

\$617 per week

September 2024 - August 2025

Past 12 month growth ⓘ

Up 3.8% ↑

5 year median rental price trend



Estimated Avg. Rental Revenue



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BTR transforming rentals

Quality Build To Rent operators are transforming the rental market, increasing rental price expectations in the market:

- 1 Bedrooms: \$690 – \$995 per week
- 2 Bedrooms: \$875 – \$1,183 per week
- 3 Bedrooms: \$1,575 – \$1,888 per week



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BEACH HOUSE BY KILDA Beach House Private Concierge

\$1,045.00 Per Week

W1008/1 Wellington Street, St Kilda

2 • 2 • Apartment

BEACH HOUSE BY KILDA

\$995.00 -4 WEEK...

W2701/1 Wellington Street, St Kilda

1 • Apartment

2,000,000 visitors

Premium 2 bedroom units in St Kilda average \$66k per annum in net revenue after cleaning costs.

The top 10% of the market achieves \$119k per annum or \$2,288 per week!

Key Performance Indicators AI Insights New Last 365 Days

66.30K ↑ 3.80K Estimated Rental Revenue ⓘ	222 ↑ 18 RevPAR ⓘ	76 ↑ 6 Estimated Occupancy % ⓘ	293 - ADR (Average Daily Rate) ⓘ
54 ↑ 12 Available Listings ⓘ	2.05K ↑ 565 Bookings ⓘ	18 ↑ 3 Booking Window ⓘ	3 - Length of Stay ⓘ

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airbnb Homes in map area 5-7 Dec Add guests Filters

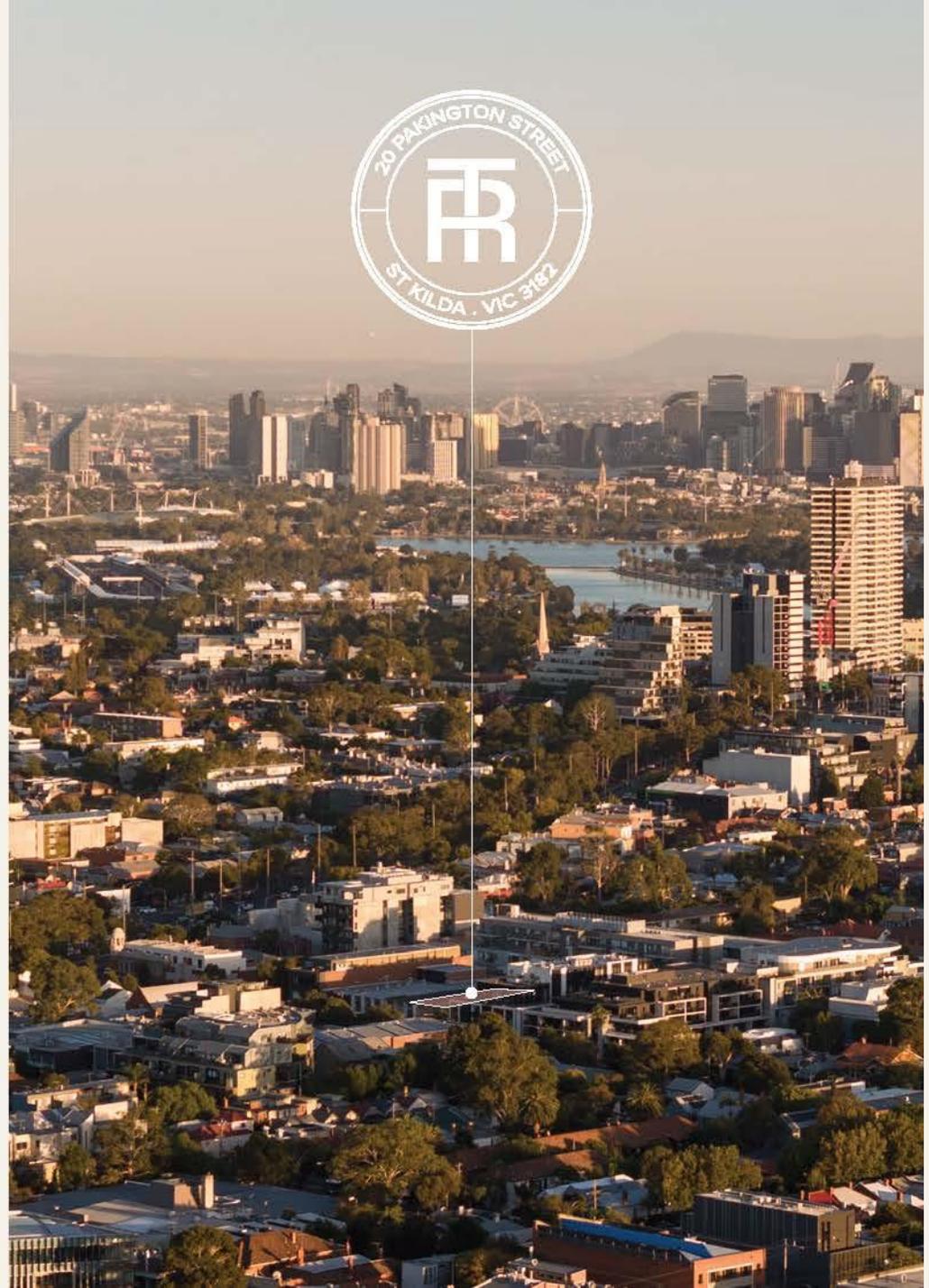
- Apartment in St Kilda** ★ 5.0 (6)
Saint Moritz Luxury in St Kilda
2 beds
\$1,932 AUD total
- Apartment in St Kilda** ★ 5.0 (28)
Opposite Albert Park Lake - 10min...
2 beds
\$1,705 AUD total
Free cancellation
- Guest favourite**
Apartment in St Kilda ★ 4.94 (17)
2BD St Kilda Beachfront Oasis -...
2 beds
\$1,412 AUD total
- Guest favourite**
Townhouse in St Kilda ★ 4.88 (24)
Lux bayside house with private...
3 beds
\$1,759 AUD total

Map showing property locations in St Kilda with prices: \$1,621 AUD, \$1,932 AUD, \$1,412 AUD, \$1,759 AUD.

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Ch.3
LOCATION

THE M





Luna Park

Palais Theatre

Acland St Shopping Strip

St Kilda Beach

St Kilda Esplanade

St Kilda Pier

Catani Gardens

St Kilda Cricket Ground

Albert Park Lake

Goose Coffee

ALDI

CBD

Acland St

Carlisle St

Nepean Hwy

Pakington St



Retail

- 1 ALDI
- 2 Coles
- 3 Woolworths
- 4 BWS
- 5 Storehouse
- 6 Bohho Soul
- 7 Readings
- 8 Ghanda Clothing
- 9 Acland Shopping Centre
- 10 St Kilda Esplanade Market

Hospitality

- 11 Goose Coffee
- 12 Saigon Street Eats
- 13 Indus Speciality Coffee
- 14 MilkHead Beer Store
- 15 Dana Patisserie
- 16 All Things Equal Cafe
- 17 Flour Child
- 18 Rocco St Kilda
- 19 Abbey Road Cafe
- 20 Cacciolina
- 21 Piccolina Galateria
- 22 Monarch Cakes
- 23 Hotel Esplanade
- 24 Republica
- 25 Stakehouse
- 26 Donovans

Parks & Recreation

- 27 St Kilda Beach
- 28 Alma Park East
- 29 Marina Reserve
- 30 St Kilda Botanical Gardens
- 31 Town Hall Reserve
- 32 Veg Out Community Gardens St Kilda
- 33 South Pacific Health Club
- 34 Zap Fitness 24/7
- 35 Fitness First Balaclava
- 36 BFT St Kilda

Entertainment

- 37 The Jackman Gallery
- 38 St Kilda Memorial Hall
- 39 Sunset Cinema St Kilda
- 40 Palais Theatre
- 41 Luna Park
- 42 Theater Works

Education

- 43 St Kilda & Balaclava Kindergarten
- 44 Papilio Early Learning St Kilda
- 45 The Avenue Children's Centre and Kindergarten
- 46 St Michael's Grammar School
- 47 St Mary's Primary School
- 48 St Kilda Primary School
- 49 Ripponlea Primary School
- 50 Gaulfield Grammar School
- 51 Mount Scopus Memorial College
- 52 St Mary's College

Health & Wellbeing

- 53 Chapel Street Medical Centre
- 54 Inkerman Medical Group
- 55 St Kilda Family Medical Centre
- 56 St Kilda Day Hospital
- 57 Chemist Warehouse Balaclava
- 58 Priceline Pharmacy Balaclava

Transport

- 59 Balaclava Station
- 60 Ripponlea Station
- 61 Tram 78
- 62 Tram 3, 67
- 63 Tram 16

A Taste of Local Life

Imagine mornings beginning with the rich aroma of freshly brewed coffee next door at Goose Coffee, followed by sunlit brunches at Rococo where plates are shared and flavours take centre stage. Afternoons unfold with gelato from Piccolina in hand, strolling past the buzzing energy of local cafes and boutiques. As the day winds down, the iconic Hotel Esplanade invites you in with live music and ocean breezes. St Kilda offers not just a place to live, but a lifestyle steeped in flavour, culture, and coastal charm — a daily invitation to savour the best of Melbourne's vibrant bayside.

(a)

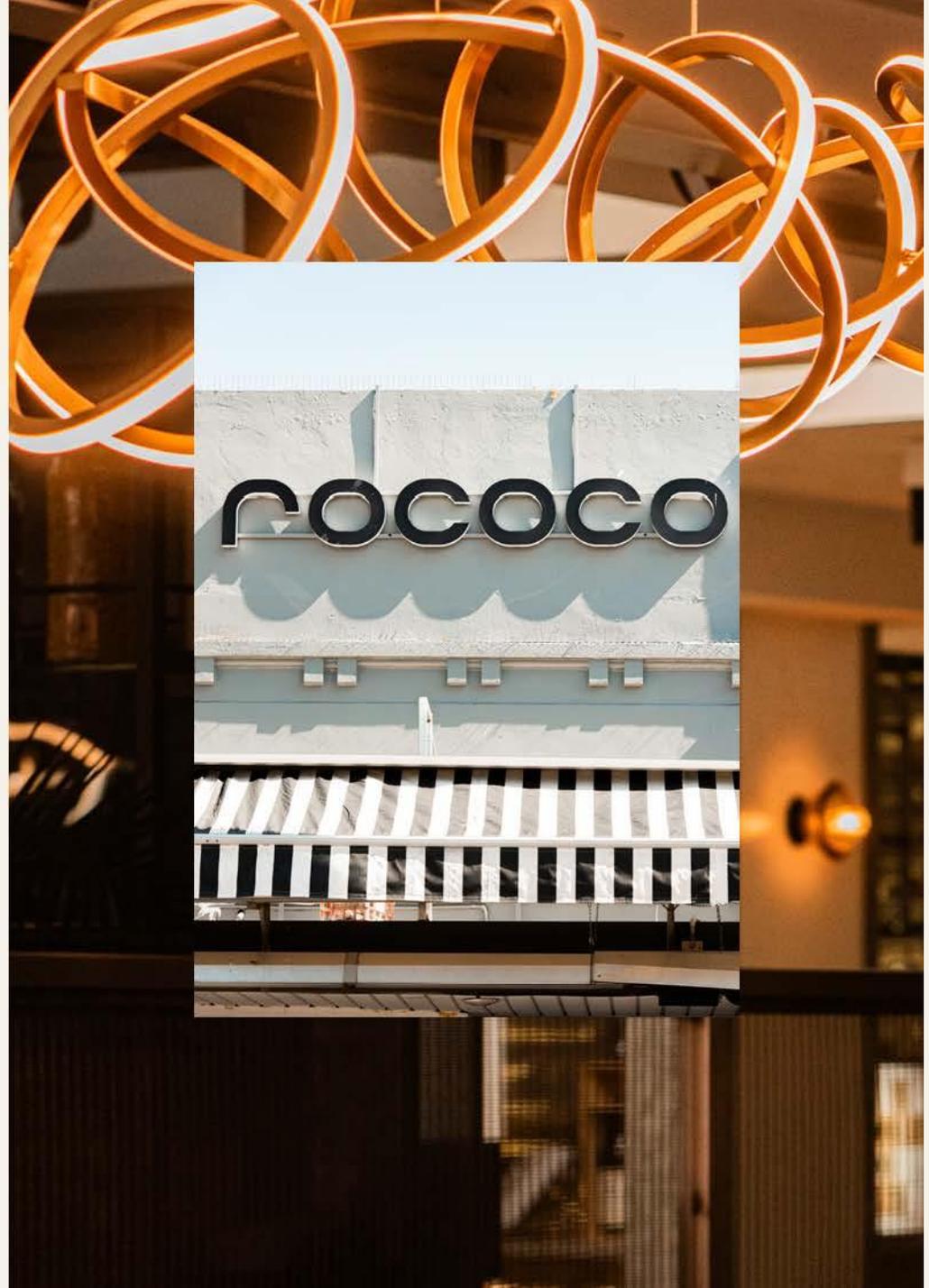


(b)

(a) Hotel Esplanade
(b) Wall Coffee
(c) Piccolina Gelateria



(c)





(a)



(c)

(b)



(a) Jode's Mediterranean Eatery
 (b) 95 Espresso & Bar
 (c) The Coffee Company
 (d) Dana Patisserie



(d)



The Soul of Seaside Living

From sunrise strolls along St Kilda Pier to the salty breeze and golden sands of St Kilda Beach, life here moves to the rhythm of the coast. Watch families laugh beneath the famous face of Luna Park, or unwind in the mineral-rich waters of the historic Sea Baths. Weekends are made for wandering — whether it's a picnic under the palms of Alma Park or a quiet moment among the blooms in the St Kilda Botanical Gardens. In St Kilda, nature, nostalgia, and modern lifestyle come together to create a place that feels like every day is a holiday.

(a)

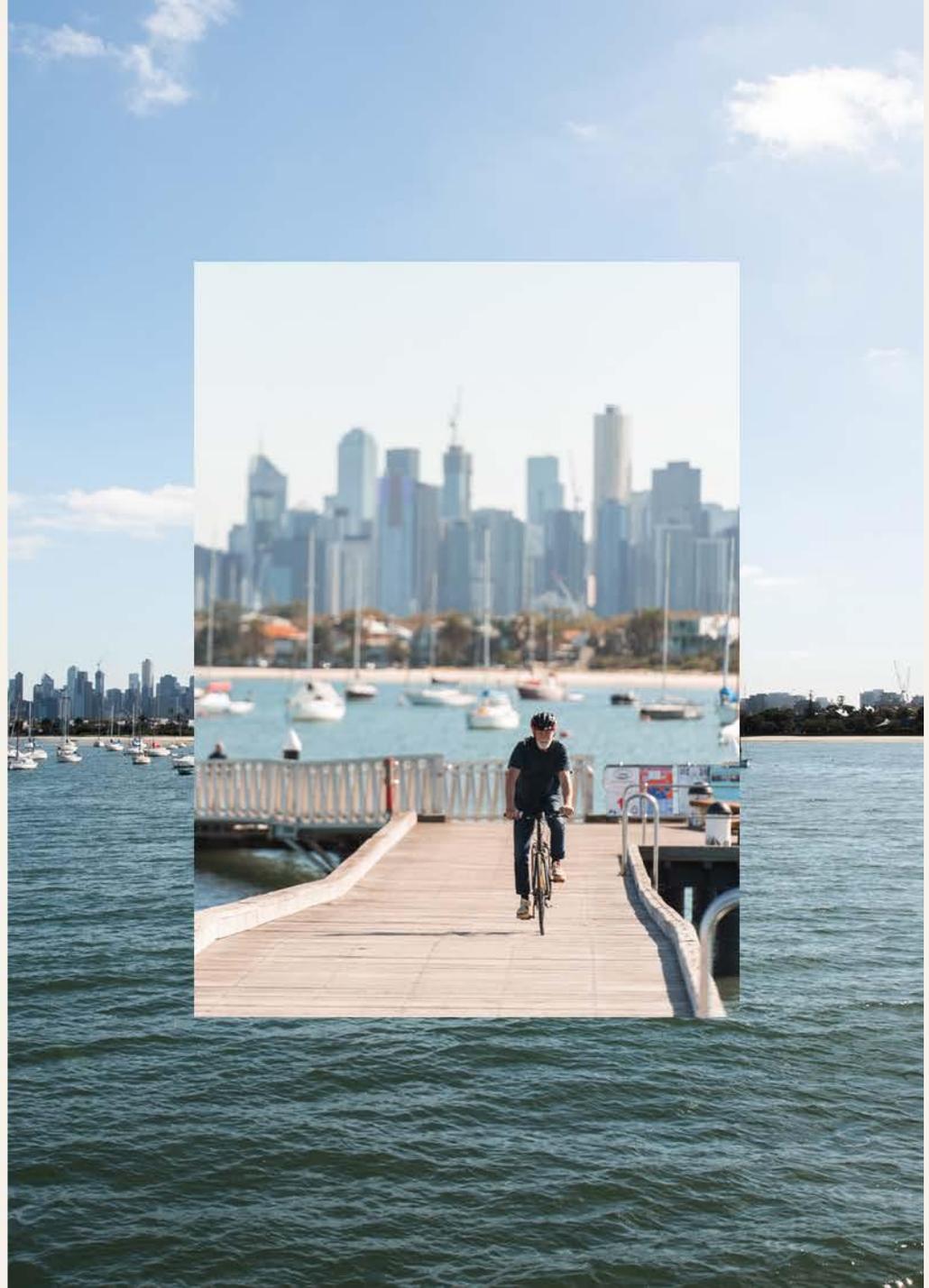


(b)



(c)

(a, b) St Kilda Pier
(c) St Kilda Sea Baths





(a)

Play, Perform,
and Stay Active



(b)

(a) Palais Theatre
(b) Luna Park

Beyond its natural beauty, St Kilda is alive with culture and activity. Catch a world-class performance under the ornate ceilings of the iconic Palais Theatre, or take in a sunset film at the nearby art deco Astor. Fitness enthusiasts will feel right at home with a range of local gyms, yoga studios, and scenic cycling routes that hug the bay. Whether you're taking a moment to recharge or planning a night out with live music and laughter, St Kilda offers endless ways to move, connect, and be inspired.

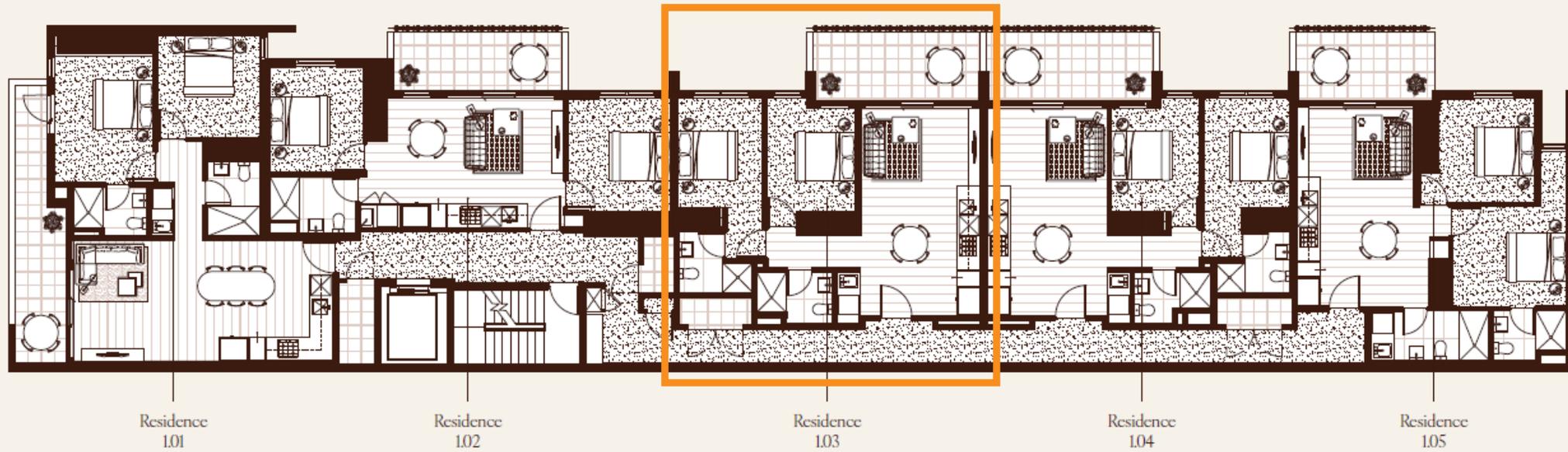
- (a) St Kilda City Hall
- (b) Carlo Catani Memorial Clock Tower
- (c) St Kilda Botanical Gardens
- (d) St Kilda Skatepark



Pakington Price List

Level	Apartment	Bedrooms	Bathrooms	Cars	Internal	External	Total	Price	\$/m2	Commission @ 5%	Rebate (GST Inc)	Total Commission
	number				area m ²	area m ²	area m2					
One	1.01	2	2	1	72	12.6	84.6	\$885,000	\$12,292	\$44,250	\$15,000	\$63,675
	1.02	2	1	1	58	9.6	67.6	\$699,000	\$12,052	\$34,950	\$15,000	\$53,445
	1.03	2	2	1	63	10.7	73.7	\$759,000	\$12,048	\$37,950	\$15,000	\$56,745
	1.04	2	2	1	63	10.7	73.7	\$759,000	\$12,048	\$37,950	\$15,000	\$56,745
	1.05	2	2	1	65	9.0	74.0	\$785,000	\$12,077	\$39,250	\$15,000	\$58,175
Two	2.01	2	2	1	72	12.6	84.6	\$895,000	\$12,431	\$44,750	\$15,000	\$64,225
	2.02	2	1	1	55	8.2	63.2	\$699,000	\$12,709	\$34,950	\$15,000	\$53,445
	2.03	2	2	1	61	8.0	69.0	\$769,000	\$12,607	\$38,450	\$15,000	\$57,295
	2.04	2	2	1	61	8.0	69.0	\$769,000	\$12,607	\$38,450	\$15,000	\$57,295
	2.05	2	2	1	62	8.0	70.0	\$785,000	\$12,661	\$39,250	\$15,000	\$58,175
Three	3.01	2	2	2	73.0	40.0	113.0	\$975,000	\$13,356	\$48,750	\$15,000	\$68,625
	3.02	2	2	1	72.5	12.3	84.8	\$899,000	\$12,400	\$44,950	\$15,000	\$64,445
	3.03	2	2	1	62.0	8.0	70.0	\$795,000	\$12,823	\$39,750	\$15,000	\$58,725
	3.04	1	1	1	49.0	11.0	60.0	\$589,000	\$12,020	\$29,450	\$15,000	\$47,395
Four	4.01	1	1	1	46.0	15.9	61.9	\$599,000	\$13,022	\$29,950	\$15,000	\$47,945
	4.02	1	1	1	55.5	8.0	63.5	\$615,000	\$11,081	\$30,750	\$15,000	\$48,825
	4.03	2	2	1	62.0	8.0	70.0	\$799,000	\$12,887	\$39,950	\$15,000	\$58,945
	4.04	1	1	1	49.0	8.5	57.5	\$599,000	\$12,224	\$29,950	\$15,000	\$47,945
Total	18.0				1101	209.10		\$13,674,000	\$12,408	\$683,700	\$270,000	\$1,022,070

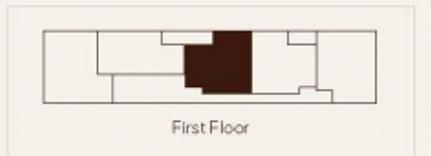
THE MOVE



\$759,000

- 2 bed 2 bath
- 1 Car
- Rental \$750 - \$800pw

Bedrooms	2	Internal Area	63 m ²
Bathrooms	2	External Area	10.7 m ²
Car Spaces	1	Total Area	73.7 m ²



THE MOVE