

An overview of

City Of Greater Geelong

May 2025

red23

State of the market.

Gr. Geelong is currently home to 37 active land projects with a median land price of \$410,000 as of Mar'25, 1.2% fall over the last 30 days and an 22.4% decrease annually.

Gr. Geelong has a median land size of 420sqm, 20sqm larger in comparison to 9 months ago and slightly higher than the Metro. Melbourne median land size of 398sqm.

The median land price in Armstrong Creek is \$402,000, a decrease of 2.1% annually whilst the median land price in Leopold is \$332,000, an annual decrease of 5.3%.

The Gr. Geelong land market is poised for continued growth supported by strategic planning, infrastructure development and resilient buyer demand.



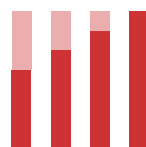
420m²

Median lot size,
March 2025.



\$410K

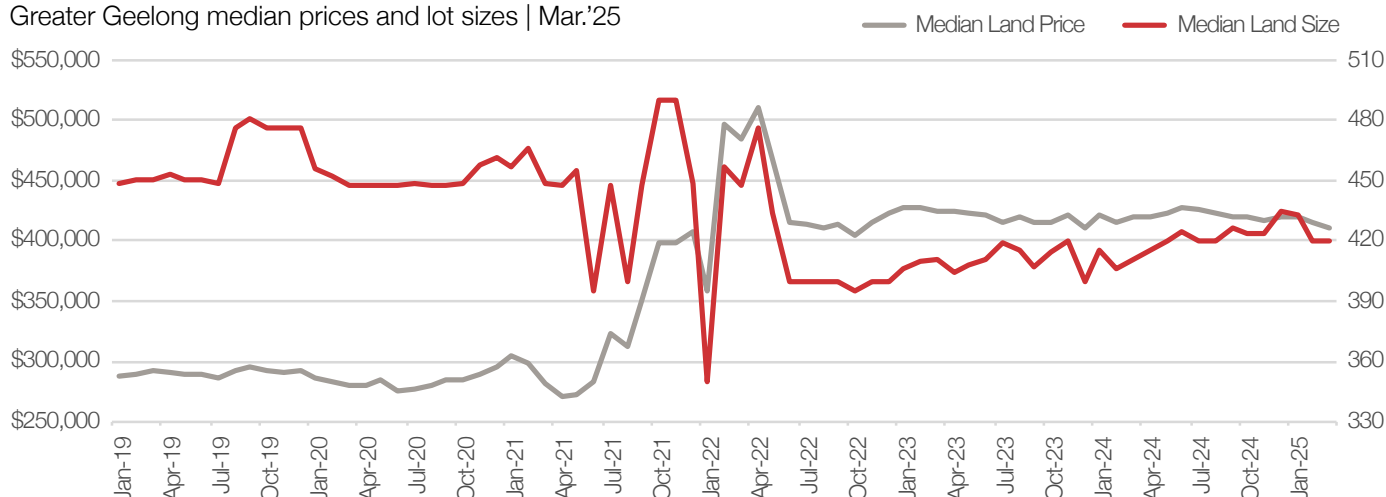
Median lot price,
March 2025.



\$402K

Median land price
in Armstrong Creek,
March 2025.

Greater Geelong median prices and lot sizes | Mar.'25



Planning to build your dream home? Before construction begins, it's important to consider a few key factors that will ensure your new space is comfortable, efficient, and perfectly tailored to your lifestyle.

Here are 5 considerations available for your new property.

1. Energy Efficiency = Happy Wallet
2. Smarten Up Your Space
3. Tailor Your Home to Your Personal Style
4. Security: Ensuring Peace of Mind
5. Prioritize Durability and Sustainability

Select materials that are not only durable but also environmentally responsible. Investing in a robust security system will provide long-term peace of mind for you and your family. Automated lighting and intelligent thermostats to security cameras and smart appliances, these systems can adapt to your lifestyle and daily routines. Opt for energy saving appliances, good insulation and windows that keep the heat in (or out)!

Lastly, your home should be a reflection of your unique preferences and needs.

441,984

Expected population by 2046.

Greater Geelong's population is expected to grow by 47% by 2046.

\$1,625_{pw}

Median weekly household income.

Lower than Greater Melbourne's median of \$1,866pw.

27%

Households renting.

Lower than Greater Melbourne's median of 29%.

\$520_{pw}

Armstrong Creek's median rent.

Houses in Armstrong Creek have a median rent of \$520 per week and rental yield of 4.1%.

Source: REIV (Mar.'25)

1,634

Residential buildings approved.

There were 1,634 residential buildings approved in the 2024-2025 financial year to date (February) whilst there were 3,376 in the 2023-2024 financial year.

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