

An overview of

City Of Whittlesea

May 2025

red23

State of the market.

Whittlesea is currently home to 20 active land projects with a median land price of \$400,000 as of Mar,'25, 0.5% fall over the last 30 days and no change annually.

Whittlesea has a median land size of 372sqm, 17sqm less than 9 months ago and higher than the Metro. Melbourne median land size of 398sqm.

The median land price in Donnybrook is \$364,000, an increase of 1.1% annually whilst the median land price in Wollert is \$368,000 with an annual decrease of 13.0%.

The Whittlesea land market is expected to experience continued growth due to government's development plans and infrastructure improvements.



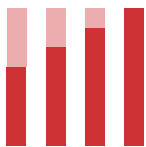
372m²

Median lot size,
March 2025.



\$400K

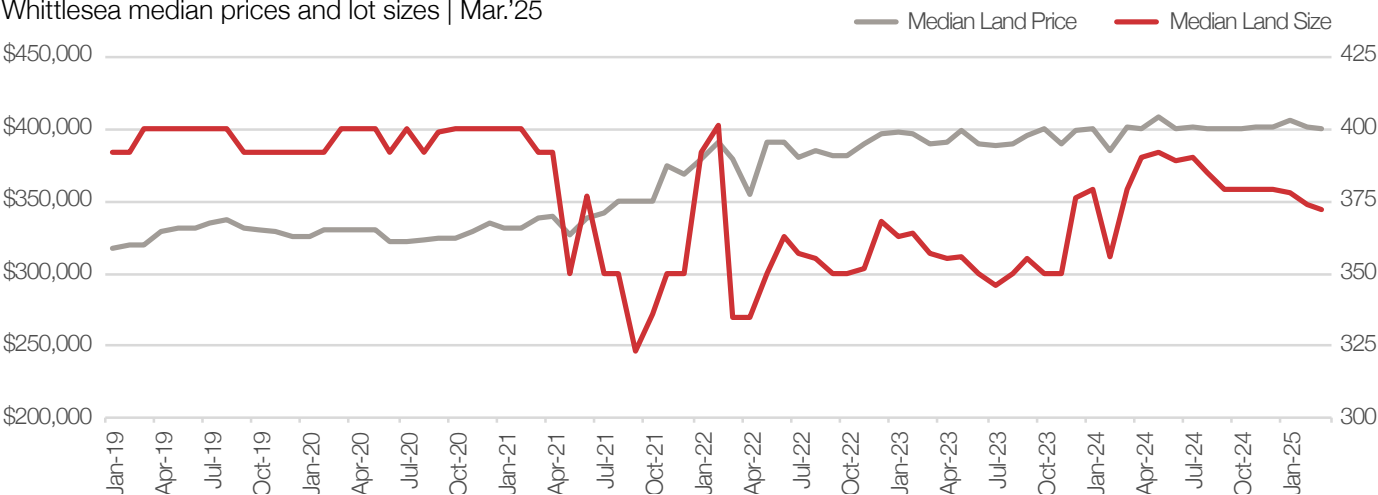
Median lot price,
March 2025.



\$368K

Median land price in
Wollert, March 2025.

Whittlesea 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.

382,896

Expected population by 2041.

Whittlesea's population is expected to grow by 56% by 2041.

\$1,802_{pw}

Median weekly household income.

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

24%

Households renting.

Lower than Greater Melbourne's median of 29%.

\$590_{pw}

Wollert's median rent.

Houses in Wollert have a median rent of \$590 per week and rental yield of 4.4%.

Source: REIV (Mar.'25)

2,073

Residential buildings approved.

There were 2,073 residential buildings approved in the 2024-2025 financial year to date (February) whilst there were 3,195 in the 2023-2024 financial year.

Level 1, Suite 5, 150 Chestnut St
Cremorne, VIC 3121
03 9540 0477
red23.com.au

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FB red23projectmarketing
IG @red23property
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