



# UDIA Property Feature coastal growth brings chance to develop

**THE** high growth along South Australia's southern coast provides an ongoing opportunity for developer AV Jennings, general manager Peter Jackson says.

Australian Bureau of Statistics data points to the area as the state's third-fastest-growing council area, and corporate data shows demand will outstrip supply for 10 years.

"We see continuing growth for Victor Harbor, through to Middleton and Goolwa," he says.

"We have seen serious growth and I think that is going to continue."

As more people make the "sea change", surrounding areas are ex-

pected to benefit as people move in to support that growth.

"As the retiree numbers have grown in these areas, the permanent population to service these numbers – the supermarkets, the mall – are also growing," he says.

"Goolwa and Victor Harbor will become major regional planning centres in the years to come."

The development of the 126-home development River Breeze, released this month, aims to capitalise on that upcoming demand. But Mr Jackson says the phenomenon extends beyond the sea change and into the realm of affordability.

Rising Adelaide prices are also driving demand in regional markets such as Murray Bridge.

"SA is experiencing strong population growth and strong demand in regional centres and there has been strong movement in median house prices," he says.

Advertising business owner Jennifer Short lives and works in Adelaide, but is looking to buy "down south" as a way of escaping the city.

"There are so many people moving down to Port Elliot and Goolwa and so many things to do," she says.

"I am looking at it as a weekender and to go down for the holidays."



Seachange  
Jennifer Short, who works in the city, wants to buy a holiday house on the coast