

Situated 1.5km's South of Brisbane's CBD, Woolloongabba was originally known as "One Mile Swamp" and its early population consisted largely of Russian immigrants. The first sale of 32 perches (800m<sup>2</sup>) of land occurred in 1864. The first test match at the world famous Gabba cricket ground took place against South Africa in 1931 when Don Bradman top-scored with 226 in the first innings.

Up until the 1960's Woolloongabba was a thriving community based around its transport hub. When the rail depot shut down and construction on the South East Freeway began a lot of local businesses in the area moved out, leaving the suburb as a forgotten inner city gem.

There are pockets of prime residential areas, largely made up of heritage protected early period housing such as Queenslanders and workers cottages lined with weatherboard.

Woolloongabba is one of a number of inner city areas now benefiting from the Brisbane City Council's urban renewal planning. This has already resulted in the renewal of the Brisbane Antiques precinct on Logan Road and the area's now quickly becoming a popular destination for dining, cafés and modern apartment living.

Woolloongabba offers an excellent opportunity to live in Brisbane's inner city at an affordable price.

### the suburb's dwellings:

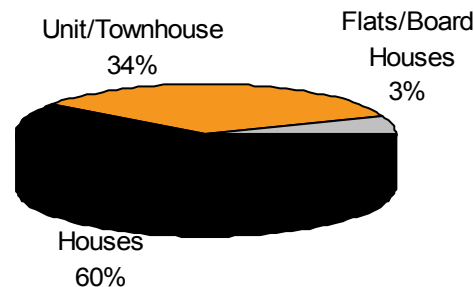
Considering its proximity to the city, it's surprising how many houses are to be found in the suburb. Currently there are 1091 houses and 626 apartments and townhouses. While some pockets of Woolloongabba have been extensively renovated, there are still a lot of original homes in the area. Under the urban renewal plan, parts of the suburb have been approved for further development and we can expect to see more apartment living in the area in the future.

### meet the 'Woolloongians':

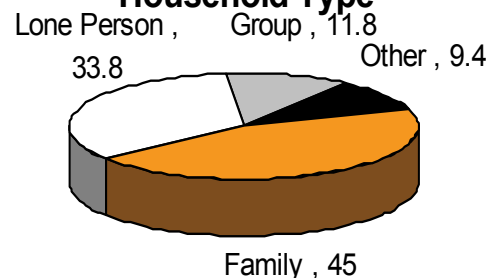
At the last census (2006) there were 3,917 residents though this number has likely increased with the development of new apartments in the area since that time. Australian born residents make up the majority of the population (61%) followed by Kiwis and those born in England. The Bureau of Statistics reports 53% of residents were renting compared to 30% in Brisbane as a whole. The largest occupational group is made up of professionals (27%) followed by admin and clerical professions, highlighting Woolloongabba's convenience to four universities and three major hospitals.



### Dwelling Type



### Household Type



### Resident Profile.....

Chloe Jang is studying at Griffith University and lives in a big two bedroom apartment in Woolloongabba. Surrounded by boutique shops and cafes, it's a great place to call home and less than a 15 minute walk to the heart of the city.

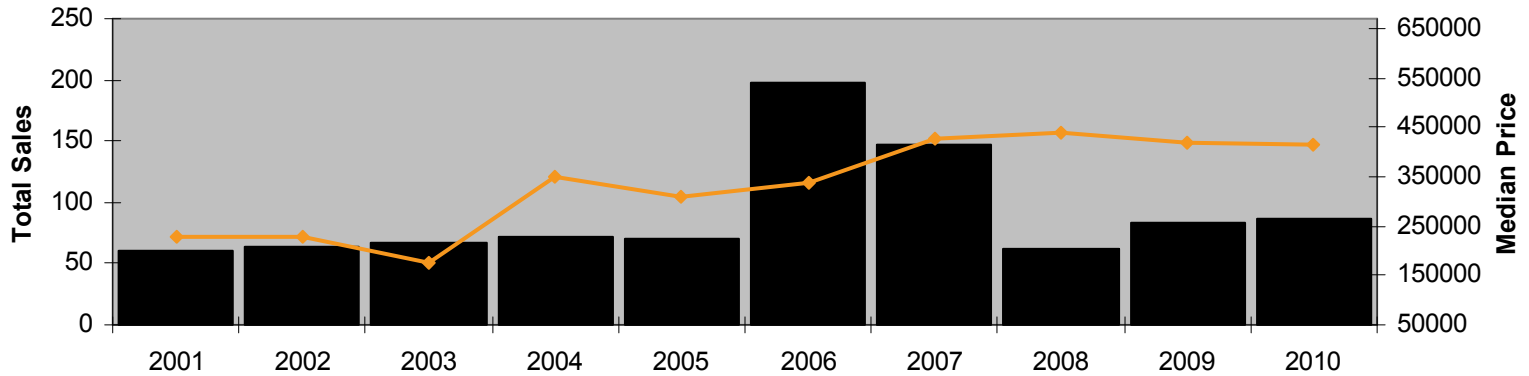
**What do you love about where you live?** It's close to the city and only 10 minutes away from South Bank Parklands. The Mater Hospital is close too, and there's plenty of Cafes and bars to enjoy.

**Your perfect weekend?** I love catching up with friends for a movie at South Bank, then off to the Morrison Hotel on Stanley Street for a steak and a couple of drinks. Mostly I just like to chill out and relax at home, but I enjoy knowing everything is right at my door if I need that.

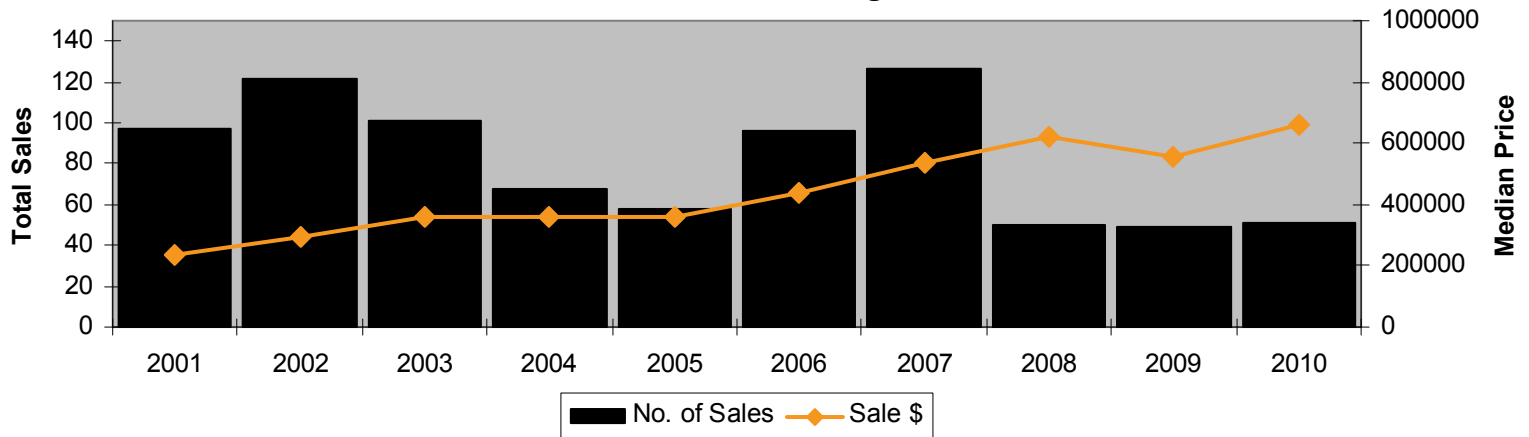
**Favourite local eatery?** Vespa Pizza is a favourite, again on Stanley Street, I think it's Brisbane's best for pizza. The Pizza Verde with the pesto chicken, artichokes and basil is simply delicious!

# Woolloongabba's Sales Market

## Sales & Growth Woolloongabba Apartments



## Sales & Growth Woolloongabba Houses



■ No. of Sales    ◆ Sale \$

Sales turnover was stronger in 2010 in the Gabba than for most inner-Brisbane suburbs, but was still one of the past decade's quietest years for house sales. Our on the ground experience suggests this is largely due to sellers holding off from going to market, and buyers are ready for good property. The median house price was up 19% in 2010 and there may be some catch-up happening, with buyers recognising the current discount on neighbouring suburb prices (e.g. Highgate Hill \$153,000 dearer). The 2011 stats will show that prices have softened. There's been general market uncertainty across Brisbane since January's floods and this suburb hasn't escaped the downturn.

New apartment sales have been almost non-existent largely due to a lack of projects commencing. There's been a lot for sale in "Gabba Central" (which currently makes up a big chunk of the suburb's supply) over recent months and this competitive market has seen some price drops.

### what's happening in Woolloongabba:

Transport infrastructure is really opening doors to Woolloongabba's future. The new Boggo Road/ Buranda Busway has strengthened the suburb's link to St Lucia's University campus via the Eleanor Schonell Bridge. The new CLEM7 tunnel speeds cars away from the city. And in an exciting peak into the future, a subway station is in future plans for the Gabba, just one stop from a new station in the lower CBD.

The Queensland Government also has plans for that same area based around a 10ha block bounded by Stanley and Vulture Streets and just a stone's throw from the cricket ground. The Urban Land Development Authority has been handed control of the block and may release parts of the site to the market as early as next year. The plan is to have a diverse mix of apartments, shops, parkland, restaurants and other commercial buildings. Read more at [www.ulda.qld.gov.au](http://www.ulda.qld.gov.au)

The most significant residential building project to have taken place recently is "Gabba Central" on the corner of Stanley and Ipswich Roads. Above a shopping centre, centrally located with easy access to public transport, it's an ideal of modern living. We'd expect more of this sort of offering in Woolloongabba in coming years.

**Last updated:** May 2011 **Sources:** ABS, RP Data, Ourbrisbane.com

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