



OLIVER HUME  
RESEARCH

PLUMPTON (VICTORIA) -  
MARKET ANALYSIS REPORT

55 Southbank Boulevard

Southbank Vic 3006

Tel.: (03) 9669 5999

Fax: (03) 9669 5995

[www.oliverhume.com.au](http://www.oliverhume.com.au)

Email: [a.perkins@oliverhume.com.au](mailto:a.perkins@oliverhume.com.au)

**May 2010**

# TABLE OF CONTENTS

<b>1</b>	<b>INTRODUCTION.....</b>	<b>1</b>
<b>2</b>	<b>CITY OF MELTON.....</b>	<b>2</b>
<b>3</b>	<b>THE EMERGING MARKET / TARGET MARKET.....</b>	<b>4</b>
<b>4</b>	<b>PRICE TRENDS .....</b>	<b>7</b>
<b>5</b>	<b>THE COMPETITIVE FRAMEWORK .....</b>	<b>8</b>
<b>6</b>	<b>RESIDENTIAL TRENDS .....</b>	<b>9</b>
<b>7</b>	<b>CONTACTS .....</b>	<b>12</b>
	<b>APPENDICES.....</b>	<b>13</b>
	<b>2009 UDP MAP - WEST.....</b>	<b>14</b>
	<b>2009 UDP MAP - MELTON.....</b>	<b>15</b>
	<b>INVESTIGATION AREA - WEST .....</b>	<b>16</b>
	<b>MELBOURNE RESIDENTIAL LAND DIGEST - MELTON.....</b>	<b>17</b>
	<b>PRICING - CURRENT PROJECTS AS AT MARCH 2010: MELTON.....</b>	<b>18</b>
	<b>PRICING - CURRENT PROJECTS AS AT MARCH 2010: MELTON EAST .....</b>	<b>19</b>
	<b>CATCHMENT MAP - LAND - MELTON.....</b>	<b>20</b>
	<b>CUSTOMER SURVEY DATABASE - MELTON EAST, TAYLORS HILL AND CAROLINE SPRINGS .....</b>	<b>22</b>

**Disclaimer:**

The information has been produced as a general guide and does not constitute advice. We have relied upon information from sources generally regarded as authoritative. Whilst the information has been prepared in good faith and with due care, no representation is made for the accuracy of the whole or any part of the publication. No liability for negligence or otherwise is assumed for any loss or damage suffered by any party resulting from their use of this publication. The whole or any part of this publication must not be mirrored, reproduced or copied without written consent.

The report may encompass future forecasts of a range of variables, which can be affected by a significant number of unpredictable factors including social and economic conditions. It represents the best judgements and estimates, which can be made by Oliver Hume Research. No assurances can be given that the forecasts will be achieved.

This report should be read in conjunction with any other documentation prepared by the marketing agent and associated consultants. Note, there is no fee associated with the production of this report.