

THE REPORT

Geelong & The Bellarine Peninsula



FY27

JellisCraig



Welcome to The Report FY27

The Report FY27 by Jellis Craig is your definitive guide to the dynamic residential property landscape.

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Scan to explore
The Report by region



GEELONG & SURROUNDS

Marcus Falconer
Director & Auctioneer
Jellis Craig Geelong

Renee Reynolds
Director
Jellis Craig Geelong

Jeff Begg
Director & Auctioneer
Jellis Craig Geelong

We sat down with our Geelong directors to explore how the past year has unfolded and what lies ahead for the local property market.

How has the broader Geelong property market performed in the last 12 months?

Geelong's property market has seen steady performance compared to other regions of Victoria. There continues to be strong buyer interest, including from interstate buyers and investors. We have seen more investors active in our region due to rental price strength and demand, which has kept rental prices at a premium.

Which areas in and around Geelong look best placed for stability over the next 12 months?

Geelong West, Manifold Heights and Herne Hill are particularly well positioned,

largely due to their proximity to schools, public transport, sporting facilities and everyday amenities.

How do you expect the broader Geelong market will respond to further potential cash rate adjustments?

Investors may consolidate portions of their portfolios, depending on their short-term or long-term objectives. However, according to Census 2021 data, Geelong's population is expected to steadily grow by almost 100,000 people in the next 10 years, which suggests strong ongoing demand.





Newtown is seeing strong quarterly house price growth at 6.9%¹. What factors are contributing to this?

With a limited amount of quality stock, buyer competition has intensified, driving a willingness to pay a premium in this highly sought-after pocket. As a result, the remaining supply has become increasingly attractive.

North Geelong is seeing high rental yields at 3.6%². Why is North Geelong such an attractive suburb for investors?

North Geelong borders Geelong West, a suburb currently delivering strong rental returns. Given its proximity, growing number of renovated homes and new builds, the suburb is seeing increased rental demand. This has driven higher rental prices in the area and, in turn, strengthened overall yields.

What does FY27 and beyond look like for the Geelong property market?

We expect consistent results with no dramatic changes. Interest in the region will only continue to grow, and we are very optimistic about Geelong's future.

“

Geelong's property market has seen steady performance compared to other regions of Victoria. There continues to be strong buyer interest.

Contact
Jellis Craig Geelong

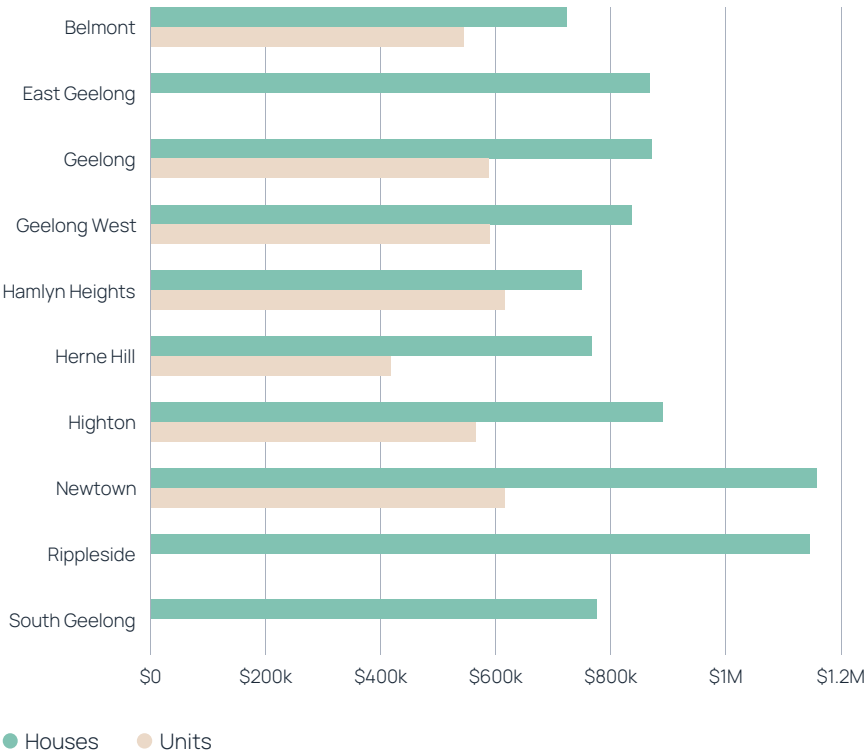


¹ Source: Cotality, 01/01/2026 - 31/03/2026
² Source: Cotality, 01/04/2025 - 31/03/2026

GEELONG & SURROUNDS

Median property prices¹

City of Greater Geelong



Median days on market²

City of Greater Geelong

Houses 32 days Units 35 days

Rental yield²

City of Greater Geelong

Houses 3.9% Units 4.3%

Current population³

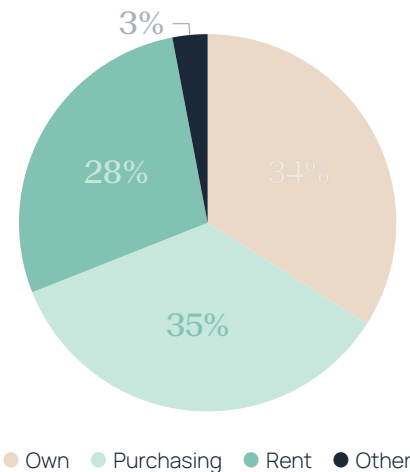
City of Greater Geelong

271,057



Ownership³

City of Greater Geelong



¹ Source: Cotality, 01/04/2025 - 31/03/2026
Where a suburb is split across a LGA, the whole suburb has been used to determine a median.
Where there are insufficient sales within a suburb over a 12-month period, a median price has not been calculated.
² Source: Cotality, 01/04/2025 - 31/03/2026
³ Source: ABS Census 2021 Data



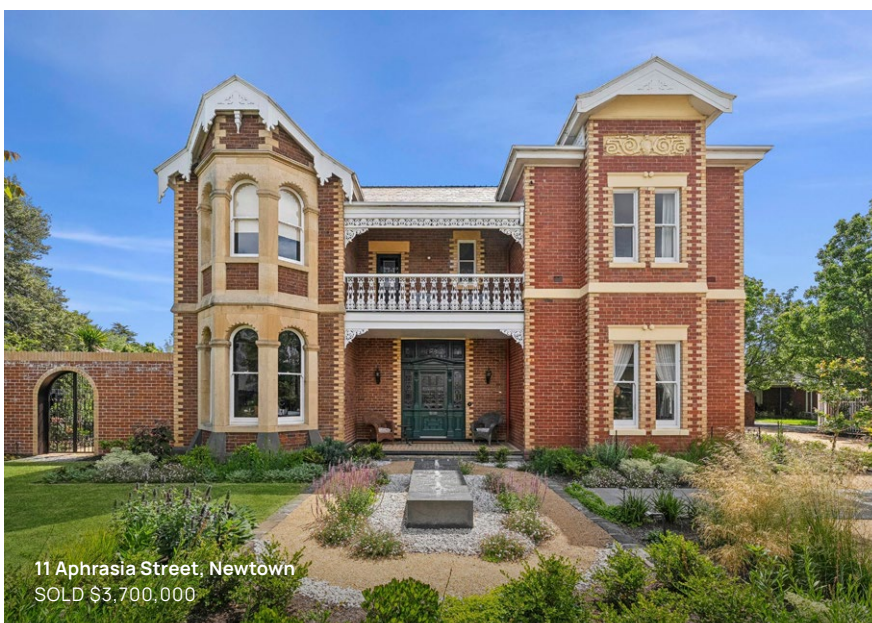
27 Stubbs Avenue, North Geelong
SOLD \$915,000

Dwelling type³

City of Greater Geelong



● House ● Semi detached ● Unit / apartment



11 Aphrasia Street, Newtown
SOLD \$3,700,000



Fast Five with Marcus Falconer

Favourite street

Alexandra Avenue, near Geelong Botanic Gardens and Eastern Beach waterfront.

Local secret

Lunan Avenue Park, discreetly tucked away in the small pocket of Drumcondra.

Memorable sale

11 Aphrasia Street, Newtown, one of the original homesteads of Newtown, built in 1873 by a prominent Geelong grain merchant.

Design focus

Warm minimalism – clean lines, texture, natural materials and earthy palettes, and nature-centric design bringing the outdoors in.

One to watch

The suburb of Fyansford offers a blend of heritage character and contemporary design.

BELLARINE PENINSULA

Andrew Ingham

Director

Jellis Craig Barwon Heads

We sat down with Andrew Ingham to explore how the past year has unfolded and what lies ahead for the Bellarine Peninsula property market.

How has the Bellarine Peninsula property market performed in the last 12 months?

The market has been stable with prices holding steady. The top end has softened slightly, while more affordable properties continue to perform well. The Bellarine remains a highly desirable lifestyle destination with solid long-term fundamentals and signs of renewed confidence. The rental market has continued to perform strongly, underpinned by sustained demand and limited supply. Properties are leasing quickly, rental values have strengthened across most segments, and we're seeing a notable increase in enquiries from owners transitioning from short-stay into long-term rentals.

Which suburbs on the Bellarine Peninsula look best placed for stability over the next 12 months?

Barwon Heads remains tightly held with a high owner-occupier ratio. The river, beach and village lifestyle continues to attract families, retirees and investors, and it has proven more resilient than many other coastal markets. Point Lonsdale has also remained stable, drawing downsizers relocating from Melbourne and locals seeking a quiet coastal environment.

How do you expect the Bellarine Peninsula market will respond to further potential cash rate adjustments?

We expect the market to remain steady, with potentially more Melbourne-based buyers looking to relocate for the lifestyle. Highly rated for liveability, safety, community and amenity, the Bellarine is well-positioned to remain resilient and maintain continued growth.



21 Thomson Drive, Barwon Heads
SOLD \$1,630,000



13 Stone Pine Court, Connewarre
SOLD \$1,815,000



We continue to see strong investor activity in Ocean Grove. What makes Ocean Grove such an attractive suburb for investors?

The data points to a materially stronger rental environment in Ocean Grove. For investors in the region, the perfect storm of renter competition, demand outpacing supply, and infrastructure improvement contributes to high yields and consistent rental income.

Victoria is on track to add 1.2 million residents over the next decade¹, with many flocking to regional lifestyle locations. What continues to drive buyers to the Bellarine Peninsula?

Affordability, wellness, lifestyle, safety and community, combined with direct access to Geelong, Australia's fastest-growing regional city.

What does FY27 and beyond look like for the Bellarine Peninsula property market?

We anticipate modest, consistent growth. Returning confidence will improve competition, support price growth and tighten days on market. With Geelong flagged as a top long-term growth region, the Bellarine is well-placed to benefit from the population and infrastructure gains ahead.

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The Bellarine remains a highly desirable lifestyle destination with solid long-term fundamentals and signs of renewed confidence.

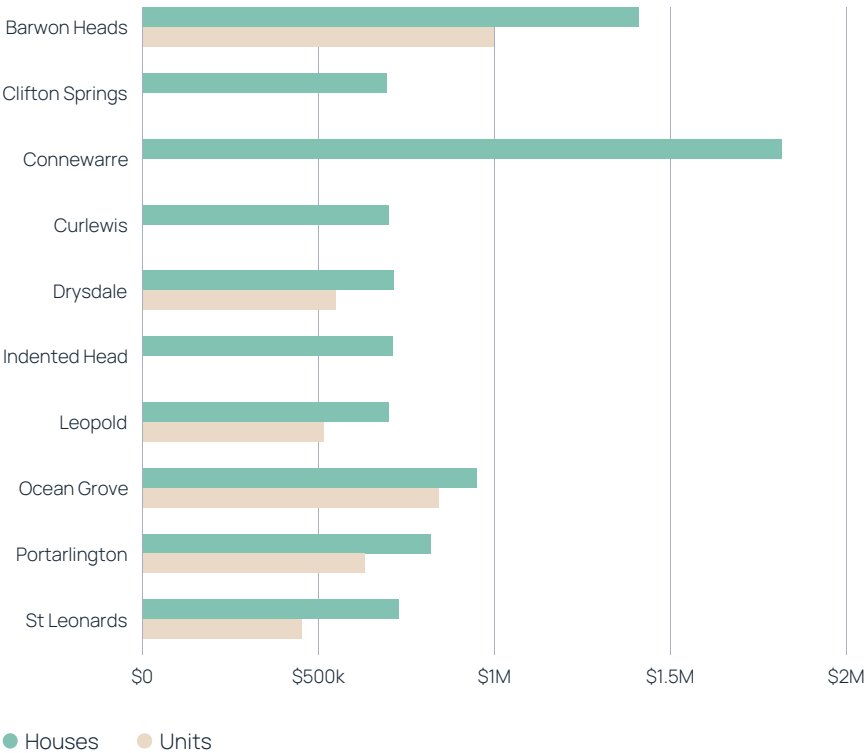
Contact
Jellis Craig Barwon Heads



BELLARINE PENINSULA

Median property prices¹

Bellarine Peninsula & surrounds



Median days on market²

City of Greater Geelong

Houses 32 days Units 35 days

Rental yield²

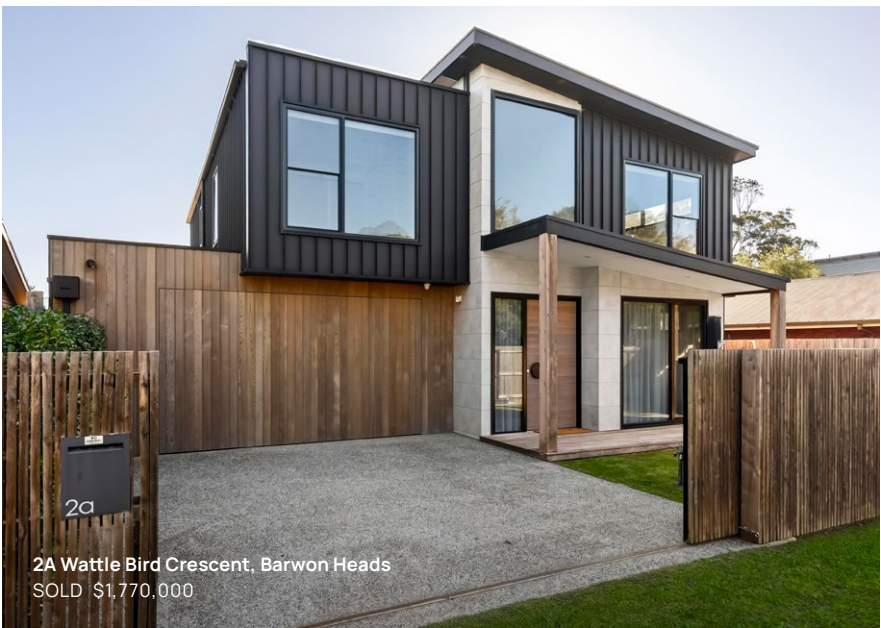
City of Greater Geelong

Houses 3.9% Units 4.3%

Current population³

City of Greater Geelong

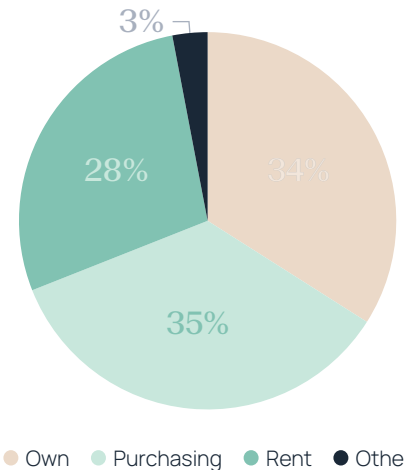
271,057



2A Wattle Bird Crescent, Barwon Heads
SOLD \$1,770,000

Ownership³

City of Greater Geelong



¹ Source: Cotality, 01/04/2025 - 31/03/2026
Where a suburb is split across a LGA, the whole suburb has been used to determine a median.
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³ Source: ABS Census 2021 Data



Dwelling type³

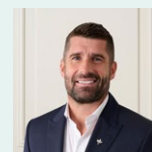
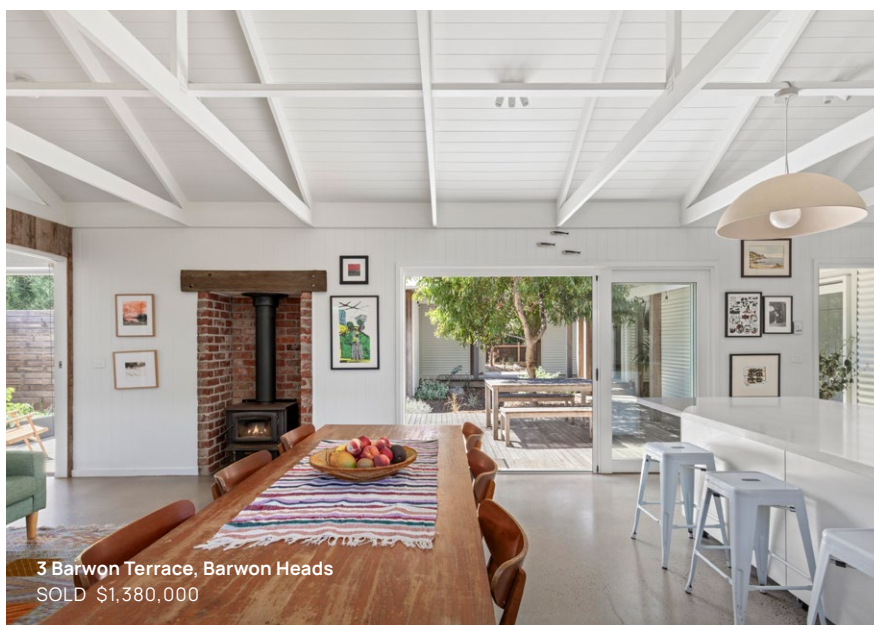
City of Greater Geelong

3%

86%

11%

● House ● Semi detached ● Unit / apartment



Fast Four with Andrew Ingham

Favourite street

Araluen Court, with its large blocks and direct access to Village Park and the Barwon River.

Local secret

The Barwon Heads Bluff walk offers amazing coastal scenery, and coffee at Annie's is a must.

Memorable sale

3 Barwon Terrace, Barwon Heads. Over 50 genuine buyers, two bidders, and the buyer knew the original owner, renowned architect Dr Phillip Roos.

One to watch

High-end townhouses with flexible floor plans.

IS THE MELBOURNE PROPERTY MARKET BEST POSITIONED FOR RECOVERY?



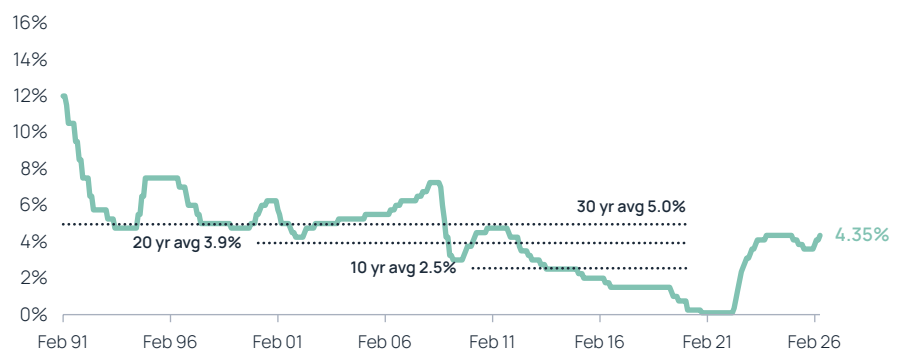
Gerard Burg
Head of Research - Australia
Cotality

With the Australian property market facing headwinds, it is easy to focus on negativity. However, in the past forty years, there have only been three distinct downturns lasting more than a year.

This historical data tells us that when the inevitable market recovery comes, Melbourne's relative affordability advantages and emerging demographic trends could see it poised for stronger performance than other Australian cities.

To understand the bigger picture, we dive into the five macroeconomic indicators that are driving the current property cycle.

RBA cash rate target and pre-COVID averages



Source: Cotality

Interest rates

While there were already signs of slowing demand in late 2025 due to broad affordability pressures, demand has slowed further since the Reserve Bank of Australia (RBA) started to lift rates once again. By its May meeting,

the RBA had fully reversed the cuts it had implemented in 2025, and the hiking cycle may not be finished yet. Two trends are key to understanding this decision to increase interest rates: inflation and unemployment.

Annual change in headline inflation



Source: Cotality, historical series is quarterly until Mar 2025 before changing to monthly.

Inflation and unemployment

Although headline inflation has been highly volatile over the past 18 months, with automotive fuels, electricity prices and housing costs all contributing to significant price movements, the RBA's preferred measure of underlying inflation has remained stubbornly above its target (of 2-3%). Meanwhile, unemployment has remained relatively low and stable, tracking broadly sideways at around 4.3% since April 2024. With persistent labour shortages across a range of sectors in the economy, such tightness in the labour market is seen as adding inflationary pressure, with the RBA targeting an unemployment rate above 4.5%.

Global uncertainty

A decline in demand has caused the national market to shift from robust growth in the latter part of 2025 to a noticeable cooling in recent months. Adding to this sense of uncertainty are changes to tax policy in this year's Federal Budget that look likely to lower overall investor demand, while households are also facing higher energy prices as a result of the Middle East conflict. When global uncertainty spikes, consumer confidence becomes the first casualty, forcing everyday consumers to reconsider major life milestones such as buying, selling, or investing.

Borrowing costs and capacity

There's little doubt that the RBA's recent rate hikes have had an impact on property demand across the country. Higher interest rates increase the monthly repayments of borrowers, while at the same time reducing the borrowing capacity of new borrowers. For a Melbourne household earning the median income, the three rate rises have reduced their ability to borrow by around 7%, equivalent to over \$58,500. Similarly, based on a typical 30-year mortgage with a 20% deposit, the mortgage repayment on the median Melbourne dwelling has risen by \$320 a month.

Melbourne's affordability advantages and demographic changes

While this represents an added burden for households, it is worth remembering that Melbourne has a sizeable affordability advantage over most other mainland capital cities, given the modest increase in home values over the past five years (a period where home values in Perth, Brisbane and Adelaide have rapidly increased).

“

As of December 2025, the median dwelling value in Melbourne was 7.1 times the median income, compared with over 10 times in Sydney, over 9 times in Adelaide and Brisbane and 8 times in Perth.

“

Melbourne's relative affordability advantages and emerging demographic trends could see it poised for stronger performance than other Australian cities.

Dwelling value to income ratio



Source: Cotality

As of December 2025, the median dwelling value in Melbourne was 7.1 times the median income, compared with over 10 times in Sydney, over 9 times in Adelaide and Brisbane and 8 times in Perth.

Similarly, mortgage serviceability in Melbourne is better positioned than in most other cities. Based on median dwelling values, a household earning the median income would contribute less than 39% of its income to servicing a new mortgage in Melbourne, compared with almost 55% in Sydney, almost 52% in Adelaide and 50% in Brisbane.

This affordability advantage may be slowly showing up in demographic trends. For the past three quarters, Victoria has recorded positive net interstate migration numbers, while the number of Australians moving to WA and QLD has been slowing. We have seen for some time affordability pressures lead to demand being deflected into lower value segments of the housing market. It is possible that Melbourne's affordability advantage, particularly given the pressure of rising interest rates, could see more residents from other states considering migration to Victoria.

Backed by historical trends of swift recoveries, and anchored by its relative affordability and population growth, Melbourne's market is well-positioned for an inevitable rebound.

STRONG FUNDAMENTALS AND A RARE BUYING WINDOW



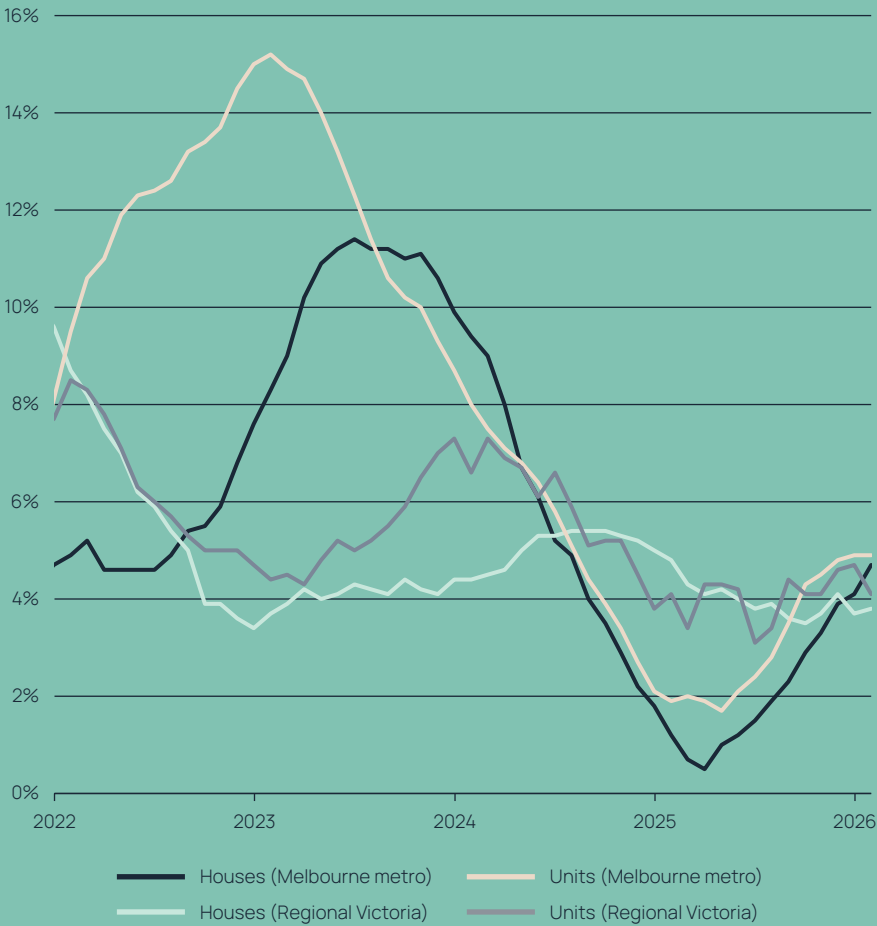
Eliza Owen
Housing Market Economist

Rental demand across Victoria increased steadily through the 2025-26 financial year, with tight supply levels and solid population growth expected to underpin further increases through the year ahead.

Despite hefty rent increases between 2022-2024 (averaging 7.9% annually), Melbourne's rental growth is accelerating again (Figure 1). According to the Cotality Rent Value Index, which tracks the change of combined rental values over time, Melbourne rents rose 4.8% in the year to May 2026, rebounding from a low of 1.0% in July 2025. Units led the charge, up 4.9%, with median rents hitting \$617 per week. House rents gained 4.7%, recovering from just 0.5% growth in July 2025, to reach \$671 per week by May 2026.

Regional Victoria also posted strong annual results, including a 3.8% surge in rents for houses and 4.1% in units.

Figure 1. Change in Cotality Rent Value Index (rolling, annual) - Melbourne



Source: Cotality

Indexed median rent values

Melbourne			Regional Victoria		
House	\$671		House	\$525	
Unit	\$617		Unit	\$424	

Source: Cotality, as at 31/05/26

Why the strong performance? On the demand side, wages growth has trended higher through the 2020s according to the Australian Bureau of Statistics (ABS), remaining elevated at 3.1% in the year to March 2026. The Fair Work Commission also announced a strong uplift to award wages (4.75%) and the minimum wage (6.0%) for the 2026-27 financial year. More money in the pockets of households usually translates to higher housing demand, and upward pressure on rents. Further to this, net overseas migration added around 89,000 people to Victoria in the year to September 2025, reinforcing demand. Both are contributing factors to boosting rental competition.

From a supply perspective, Cotality data shows vacancy rates tightened to 1.2% in Melbourne as of May 2026, down from 1.5% a year ago and below the national average of 1.7%. Rental bond data from the Victorian state government shows a 3.4% decline from the June 2023 peak to September 2025, suggesting a smaller stock of rentals.

Capital growth trends have understandably slowed into 2026, as interest rate rises and cost of living pressures re-emerge in the face of a

0.5% ↑

Home values, Melbourne
12 months to May 2026

7.8% ↑

Home values, Regional Victoria
12 months to May 2026

“

For investors, Victoria offers rare value with strong fundamentals.

global oil price shock. The Cotality Home Value Index, which tracks the combined estimated value of all dwellings in a market over time, saw Melbourne home values up 0.5% in the year to May 2026. However, regional Victoria remains a bright spot for growth, rising 7.8% in the same period. This is due to a strong internal migration trend, as regional Victoria remains an affordable, desirable option for many buyers.

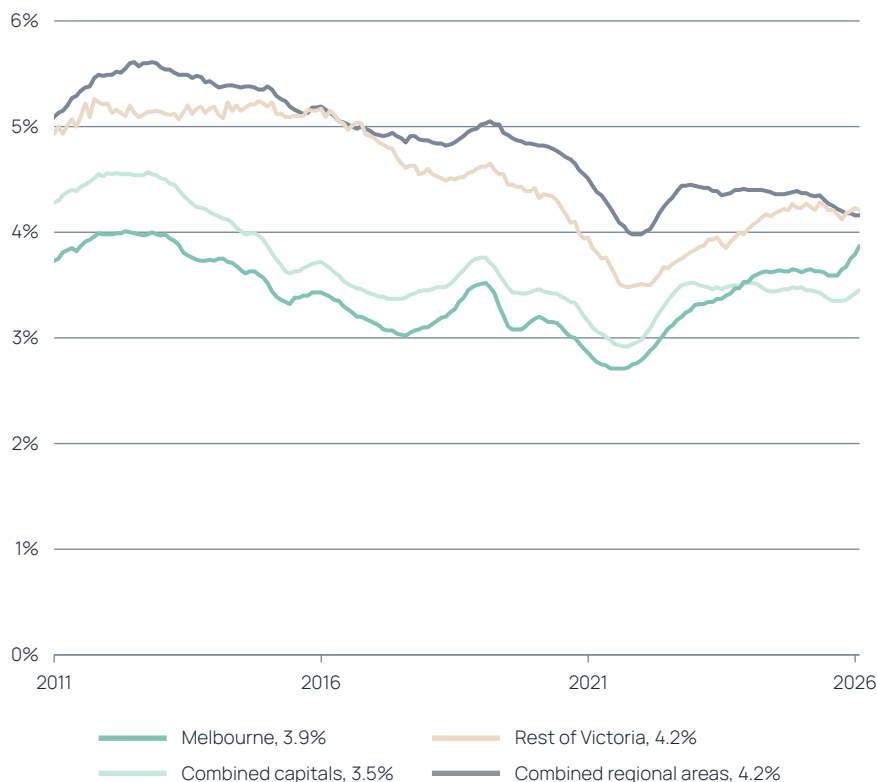
Gross rental yields, which are annualised rent divided by current home values, moved a little higher over the year, by about 20 basis points according to Cotality data. Thanks to affordable purchase prices and solid rent growth, Victoria's yields are now actually higher than the combined capital city figure, and on par with the combined regional rate (Figure 2).

Despite the uncertainty handed down with the Federal Budget and changes to taxation on investment property, the market data indicates solid fundamentals in the Victorian property market. The combination of rising rents, steady yields, and price stability signals confidence for both home buyers and investors. ABS data still shows decent investment activity, with 12,700 new investment loans secured across the state in the March quarter of 2026, up 29.3% on the year prior.

Melbourne isn't just any city; it's a proven global leader. The Economist Intelligence Unit's Global Liveability Index ranks 170 cities, placing Melbourne fourth globally in 2025. Despite ranking highest of the Australian and New Zealand cities featured on the list, it has the second-lowest median dwelling value behind Wellington, which ranked 20th. That's exceptional value for a world-class city.

For investors, this means Victoria offers rare value with strong fundamentals. A tight rental market and affordable purchase prices are inspiring confidence in this market despite an uncertain global economic environment and domestic tax changes. The window is open now, and those who act early stand to benefit.

Figure 2. Change in gross yields, Melbourne vs other regions



Source: Cotality

THE YEAR AHEAD FOR VICTORIA'S HOUSING MARKET



Andrew McCann
CEO, Jellis Craig

Three of the property industry's leading voices share their thoughts on what the next 12 months and beyond hold for Victoria's residential housing market.



Richard Temlett
National Executive
Director of Research,
Charter Keck Cramer

What does the economic landscape look like over the next 12 months?

Andrew: We're expecting a productive property market in Melbourne and Victoria. While we've had headwinds, including interest rate increases and global conflict, undersupply and population growth suggest those investing in property will be rewarded.

Eliza: Unexpected capital pressure in the Australian economy and events in the Middle East suggest the potential for stagnation. But for well-capitalised buyers, this will extend a window of opportunity, particularly in Melbourne.

What role will interest rates play?

Richard: Anticipated additional rate rises may have an impact across Sydney, Brisbane, Adelaide and Perth. Melbourne, however, with its large greenfield market and more affordable product, remains undervalued.

Andrew: Anyone in the market now has priced in another one or two moves in the rate cycle. Active buyers will press on, but we may see reduced depth of demand as the year progresses.



Eliza Owen
Housing Market Economist



Princes Bridge, Melbourne

“

The Cotality Home Index shows regional Victoria continues to perform well relative to metropolitan Melbourne, with Geelong and Ballarat standing out.

How will global instability shape the property and construction sectors?

Eliza: Australia is entering this period of global turmoil on very strong footing. The housing market is underpinned by strong financial pillars, and from a demand perspective, the market should remain stable.

Richard: Overseas investors see Australia as extremely attractive. The challenge is around construction and the cost of materials, which is having an impact on housing prices. This is more pronounced in apartments than greenfield projects.

Are planning reforms delivering on their promise?

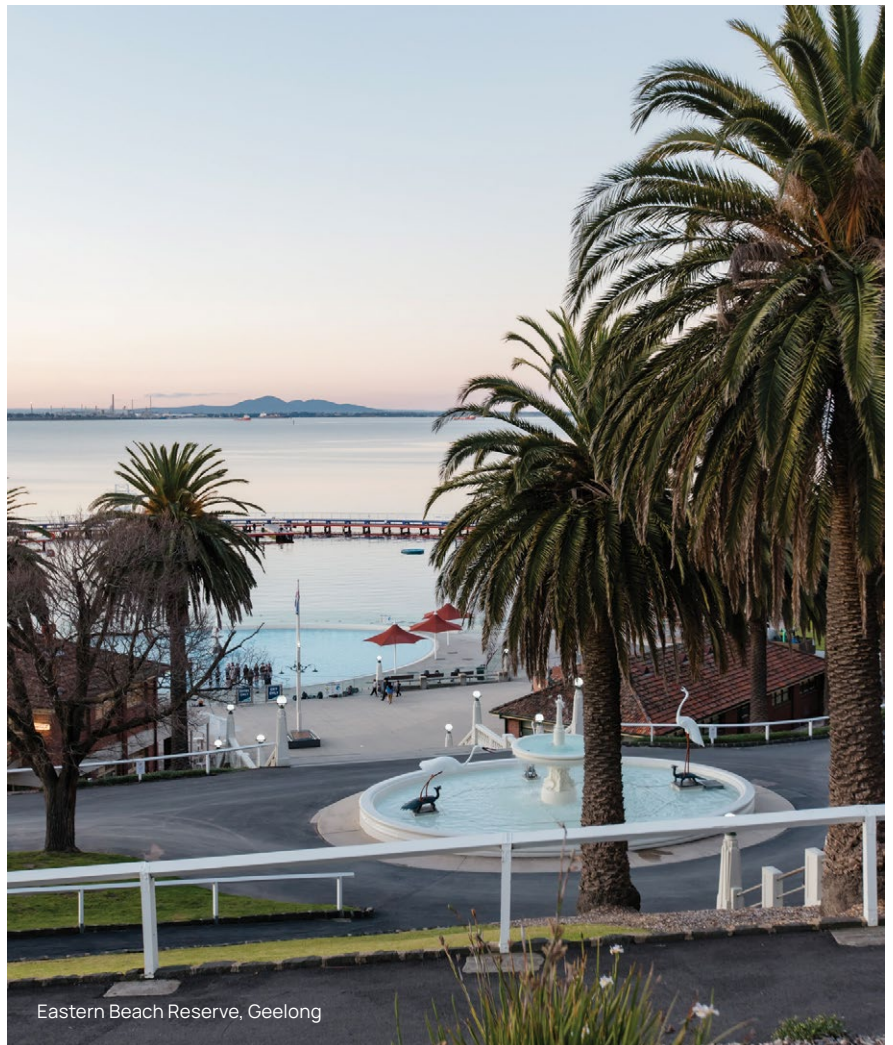
Andrew: The planning changes are positive overall, although we're not yet seeing them reflected in construction feasibility. It will take some time before we see big shifts in the market.

Richard: Planning reforms are being well received by the industry because they provide certainty. Reforms are sending the right signals to the finance and building industry that the state is open for development.

How are rental reforms and tax settings influencing investor activity?

Eliza: The investor market rebounded strongly in the second half of 2025. Despite higher taxes and rental reforms, Melbourne is undervalued and offers good rental yield growth.

Richard: As prices in Sydney and Brisbane continue to increase, Melbourne remains compelling - particularly in the apartment space. There is potential for both capital growth and rental yield in the right location.



Eastern Beach Reserve, Geelong

What is the outlook for the premium end of the property market?

Andrew: The premium property market is generally less impacted by interest rates. Transaction time has increased, but supply is shrinking, and while there's a shortage, it will remain a productive segment of the marketplace - though we're not forecasting significant short-term capital growth.

How will regional markets perform relative to Melbourne?

Eliza: The Cotality Home Index shows regional Victoria continues to perform well relative to metropolitan Melbourne, with Geelong and Ballarat standing out. These markets remain relatively affordable, supported by strong demographic appeal and solid long-term growth potential.

Andrew: In times of economic uncertainty, people look for more affordable options, and regional areas benefit - particularly places like Geelong, Central Victoria and the Mornington Peninsula.

What role will international buyers play?

Andrew: Given migration data and global instability, international buyers will continue to drive our market forward through rental demand.

Eliza: During the GFC, we saw a spike in overseas migration to Australia. People come to Australia for relative stability, and I can see the same dynamics supporting demand in the near future.

Our experts indicate that while challenges such as interest rate pressures and global uncertainty remain, Victoria is well positioned for continued stability through FY27 and beyond.

EMERGING DESIGN DIRECTIONS FOR 2026 AND BEYOND

From sculptural lighting and rich hues to wellness-led spaces, Australian homeowners are embracing a more individual aesthetic.

After years of restrained palettes and pared-back minimalism, this year's interior trends refuse to fade into the background.

Statement lighting, textured materials and a more expressive palette are appearing alongside playful patterns and restorative spaces designed to slow the pace of everyday life. The overall mood feels assured and distinctly personal.

The focus is reflected in new search data from Pinterest, analysing two years' of global search behaviour. In Australia, where 3.3 million people use Pinterest as a source of inspiration annually, "home" remains one of the platform's most-searched categories. Colour, architectural detail and a new decorative ambition are taking centre stage.



Bold graphic stripes make a striking statement in this richly layered space by We Are Duet. Photography by Anson Smart.

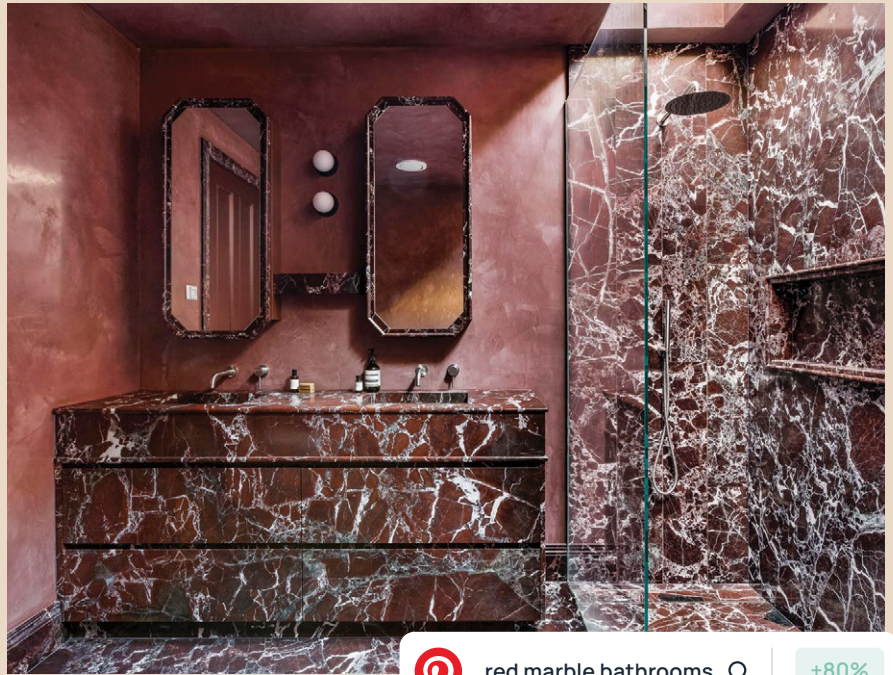
PATTERN PLAY:

Colour, contrast and character

Alongside a return to refinement is a more playful direction that embraces individuality. Graphic stripes, unexpected forms, and offbeat detailing create areas that are alive with energy.

The look leans into opposition, with the understanding that a statement piece lands best against a quieter backdrop. The approach is curated – bold moments animating otherwise grounded interiors.

At the centre of it all is colour. The 2026 palette moves beyond beige and soft neutrals towards shades with greater presence. Deep plum, earthy reds, rich greens and cool blues are appearing across joinery, upholstery and feature stone, bringing warmth and depth.



red marble bathrooms Q

+80%

ART DECO REDEFINED:

Glamour without excess

Art Deco references are returning in subtler, more contemporary ways. Arches, chevrons, and crisp linear repetition run through joinery, stonework and lighting, with edges finished in chrome or brass.

Lighting has become one of the clearest signatures of the trend. Searches for pendant lamps have increased 40% year-on-year, reflecting a growing

interest in sculptural pieces that visually anchor a room. Interest in antique bar carts has surged by 100%, while searches for red marble bathrooms are up 80%, according to Pinterest's 2026 design insights.

Taken together, they signal a collective hunger for spaces that feel considered, layered and a little indulgent.

WELLNESS BY DESIGN:

The home as sanctuary

For many homeowners, the question of how a space looks is now inseparable from how it feels to spend time in.

At Jellis Craig, we are seeing a rise in recovery and wellbeing features in homes, from infrared saunas and cold plunge pools to reformer studios, meditation rooms and quiet retreat areas integrated within the home. The shift reflects wider lifestyle changes, but also changing buyer expectations within the premium market. Spaces once considered a luxury outlier are now being woven into the architectural brief from the outset.

Warm materials and tactile finishes such as timber and microcement create environments centred on calm.

The demand is backed by data. According to realestate.com.au, searches for 'sauna' have increased 43% year-on-year, pointing to a shift towards homes that support wellbeing as much as aesthetics.



sauna Q

+43%

What ultimately ties these trends together is a growing confidence in self-expression. Australians are approaching interiors with greater freedom, mixing influences, layering materials and embracing homes that feel personal, deliberate and entirely their own.

HOW AI IS TRANSFORMING THE PROPERTY JOURNEY

Artificial intelligence (AI) is increasingly recognised as a transformative force in the property industry. For many real estate firms, the adoption of AI offers the promise of enhanced productivity, new capabilities, and improved outcomes for customers.

The businesses advancing are those that are asking better questions about where AI fits, where it fails, and where real humans remain irreplaceable.

A deep view of data

The property industry has always valued data. From suburb performance to median price growth, investor insights, and more. Buyers and sellers look at the numbers to gain an understanding of the performance of their biggest asset. AI tools now have the capability to not only read a complex dataset, but they can also write the code to visualise, analyse and then interpret the data for property seekers and sellers in minutes.

Examples of these sophisticated AI-modelling tools in practice are technologies that generate the estimated value of a home, based on comparable sales, local trends, and property data, available through the major property portals in Australia. Whilst no amount of technology can replace the nuanced knowledge of a local property expert, having access to an estimated price range can provide empowering clarity for sellers.

Underlining our findings was this:

Companies that are built around the customer will deliver more value by uniting AI with a humanistic approach.

Client interactions and engagement

AI provides the opportunity to improve client interactions in a multitude of ways. From accurate property matching based on consumer behaviour, to conversational search for property seekers, to a hyper-personalised two-way conversation about a property for sale at any time of the day. AI in the property industry is at the forefront of client interaction technology, ultimately benefiting buyers and sellers on their journey.

One specific example at Jellis Craig is our use of a chatbot-style feature that reads information such as a property floorplan, local amenities, photos, and more, and is then able to digest and interpret the information to provide property seekers with timely, accurate, and informative responses to their enquiries, 24/7 in over 58 languages.

Frictionless legal and compliance services

Regulatory requirements are becoming more complex in the property industry, placing greater operational demands on real estate firms.

According to entrepreneur and 'The AI Guy' Seth Watts, source-grounded AI can help address this challenge.

"By delivering fast, accurate answers directly linked to documents, AI can turn a tedious bottleneck into a seamless, error-free experience."

AI is helping remove the friction of legal sale documents by accelerating contract reviews, surfacing key legal risks and enabling faster, more informed decision-making.

Within an AI-enabled workflow, contracts move through a structured process. The system reads the document, extracts key terms, identifies risks and presents the matter to a lawyer for review, saving time while ensuring issues requiring human judgement receive appropriate attention.

By incorporating AI systems, buyers can act more quickly, access advice more easily and make better-informed decisions — a shift that benefits everyone involved in the transaction.



“

By delivering fast, accurate answers directly linked to documents, AI can turn a tedious bottleneck into a seamless, error-free experience.

What's next?

Most AI use today is still assistant-based. You ask a question; it helps with a task. The next shift is AI as an agent: software that runs on a schedule, watches a part of the business, and acts or alerts when something needs attention. This is the real promise of agentic AI: it watches the things you cannot watch all at once, then taps you on the shoulder when it matters.

For the property industry, the use cases for agentic AI are vast.

A buyer significantly increases their search behaviour and thus becomes a lead ready for agent interaction; a property management issue keeps recurring and quickly alerts a Property Manager so they can improve an investor or renter's experience; repetitive tasks are automated, thus saving time. If the right systems are in place, the opportunities for agentic AI are extensive.

What does AI mean for consumers in this industry?

The benefits are twofold. It frees up capacity for property professionals so they can spend time on the things that matter – servicing the needs of their clients. And it personalises and empowers Australians to make property moves with confidence.

EMPOWERING YOUNG MINDS WITH LIFECHANGER



Scott Watters
CEO, LifeChanger

LifeChanger was established in 2016 in response to the growing challenges preventing young people from leading full and meaningful lives. We spoke with CEO Scott Watters about the organisation's work creating lasting change, and how these principles can be recognised and applied within our own households.

What inspired you to establish LifeChanger?

I've always believed that if we reach young people early enough and create the right environment, we don't just support them, we can positively impact the trajectory of their lives. What I was seeing, both personally and professionally, was that too many young people were struggling silently and often didn't have the tools and support to navigate challenges.

LifeChanger was created to step in earlier. To equip young people with the social and emotional skills, support networks, and self-awareness they need before those challenges escalate.

LifeChanger launched its first program in 2017, focusing on empowering young people. Can you share more about your work within schools?

Our work in schools is centred around creating safe and engaging environments where young people can build confidence, connection, and self-awareness.

Our programs are evidence-based, grounded in positive psychology, and designed with a strength-based approach.

We deliver workshops that explore key areas like identity, resilience, relationships, and purpose; equipping young people with practical tools they can apply in their everyday lives. What makes our model unique is the integration of mentors. Young people and mentors break into small groups, helping to bring the learning to life in a more personal and meaningful way.

What practical steps can parents take at home to keep their children engaged and empowered?

The most powerful thing parents can do is just be there. It can be as simple as regular check-ins, shared activities, or being fully present in conversations.

As a dad of three boys myself, I know I don't always get it right. But I've learned that being there, listening, and staying curious about their world goes a long way.

It's also important to help young people build independence and confidence by allowing them to make decisions, make mistakes, learn from challenges, and recognise their own strengths.

At LifeChanger, we've developed resources and practical tools for parents that provide simple, practical ways to strengthen connection and have more meaningful conversations at home. One of these initiatives is the Parent Connection Kit, supported by the Jellis Craig Foundation. The Parent Connection Kit is a collection of practical and preventative wellbeing resources designed to help parents better connect and communicate with teenagers during some of the most formative and challenging years of their lives.



The Jellis Craig Foundation is proud to partner with LifeChanger, supporting youth mental health and empowerment through mentoring, personal development and mental health education in schools. Since our partnership launched in 2025, Jellis Craig staff have stepped forward as trained mentors, working alongside LifeChanger counsellors to help young people build resilience and self-belief. The Foundation is also proud to be supporting the rollout of LifeChanger's Parent Connection Kit.

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Foundation



What signs should parents be aware of when it comes to their child's mental health?

Often, the signs are subtle. Changes in behaviour, withdrawal from friends or activities, or shifts in mood, sleep, or appetite can all be indicators that something isn't quite right.

What's important is not to jump to conclusions, but to stay curious and open. If something feels different, it's worth having a conversation and creating time for your child to share how they're feeling.

Early awareness and open communication can make a significant difference.

As parents, how can we better support our own wellbeing while staying connected to our children?

Recognising that your own wellbeing matters is the first step. You can't pour from an empty cup.

Look after your physical and mental health, whether through exercise, connecting with others, or creating moments to reset. It helps you show up fully and consistently for your family. Modelling healthy behaviours is incredibly powerful – it gives young people the blueprint to do the same!

What is next for LifeChanger?

We're focused on strengthening our programs, growing our mentor network, amplifying youth voices and continuing to build meaningful partnerships so we can support more young people, particularly in communities that need it most.

Ultimately, our goal is to create a future where young people have access to the tools, support, and connection they need to thrive. We know that's worth fighting for.



To learn more about supporting LifeChanger's work or to sign up to the mentoring program, we encourage you to get in touch with the team directly.



Get in touch

The information in this document is for general purposes only and does not constitute professional advice. If you or someone you know is in crisis, experiencing emotional distress, or at risk of harm, please seek immediate help. Call 13 11 14 to reach Lifeline.



Jellis Craig Geelong | Jellis Craig Barwon Heads

Jellis Craig acknowledges and pays our respects to the Bunurong People, the Wadawurrung People, the Dja Dja Wurrung People and the Wurundjeri People as the Traditional Owners and original custodians of the lands on which Jellis Craig operates.