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Townsville Named Top Affordable Lifestyle Market

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Townsville has solidified its position as one of Australia's most attractive property markets, ranking sixth nationally in the MCG Four-Pillar Lifestyle Index and outperforming all other regions in Queensland. Southport, the only other Queensland location on the list, placed ninth.

The MCG Four-Pillar Lifestyle Index, compiled by MCG Quantity Surveyors using SuburbTrends data, evaluates regions based on four key lifestyle factors: beach access, natural environment, urban amenities, and family-friendliness. These criteria are combined

with long-term property value growth to provide a comprehensive ranking. Townsville topped the list in terms of affordability with a median house price of \$567,000, making it an appealing destination for budget-conscious buyers seeking lifestyle benefits.

MCG director Mike Mortlock highlighted that lifestyle features often form the foundation for sustained property price growth. “Townsville offers a much more approachable price point, but it still scores well on all the same metrics,” Mortlock said, pointing out that while many top-ranked suburbs are in expensive Sydney markets, Townsville stands out for its balance of value and lifestyle.

Over the past decade, Townsville has experienced steady property growth, with median house prices rising by an average of 8% per year. In the last six months alone, the city’s housing market recorded an additional 5% price increase. Analysts suggest this reflects a structural shift in the market rather than a temporary spike, with current prices approximately 50% above pre-2020 forecasts.

The city’s appeal extends beyond pricing. Local attractions such as The Strand waterfront, Castle Hill walking tracks, Jezzine Barracks, and the Riverway lagoons enhance the area’s livability and contribute to its strong lifestyle reputation.

Jools Munro, a real estate agent with Explore Property Munro & Co, emphasized that lifestyle and community are driving many newcomers to Townsville. “What you can buy in Brisbane for \$800,000, you can buy in Townsville for \$550,000, and you don’t miss out on life,” she said. “The lifestyle isn’t just about the ocean; it’s also about the bush and nearby country towns. We also offer sailing, golf courses, fishing, and freshwater lakes.”

Munro further noted that while affordability attracts many, it is the sense of community that encourages residents to stay. “It’s easy to find your place here, whether it’s through sports, arts, study, or social clubs,” she said. “There is strong demand for skilled, trade, and professional workers, so jobs are available.”

With its combination of affordability, lifestyle benefits, and economic opportunity, Townsville is positioning itself as one of Australia’s most balanced property markets. For homebuyers seeking both financial value and a quality lifestyle, Townsville presents a compelling option.