SEQ · GOLD COAST EDITION 2026

South AZ.
Developments.

THE REGION · THE COUNCILS · SHAPINGSEQ · PRIORITY DEVELOPMENT AREAS · THE VERTICAL SHIFT

South East Queensland — a study in growth, and how to rise with it.

The evidence behind the fastest-changing corner of Australia — and how South Az Developments turns well-located land into its highest and best use, from missing-middle communities to Gold Coast landmarks in the sky.

PREPARED BY

South Az Developments

WEB

southaz.au · gcprestige.au

A PROVEN TRACK RECORD

We've done this, again and again.

South Az Developments is the investment and development arm of our group, operating alongside GC Prestige. We have secured development sites right across South East Queensland — and turned them into delivered outcomes.

21	$200M+	$500M	445
DEVELOPMENT SITES SECURED	COMBINED ACQUISITION VALUE	ESTIMATED END PROJECT VALUE	NEW HOMES DELIVERED OR UNDERWAY

Through disciplined acquisition, structured due diligence and strong industry relationships, these sites have been transformed — or are being transformed — into hundreds of new homes across the region. It is direct evidence of our capability to identify value, secure complex assets and complete clean transactions for the owners who sell to, or partner with, us.

> "We know how to recognise value, navigate a complex site and deliver the strongest possible outcome from the land an owner holds."
>
> SOUTH AZ DEVELOPMENTS

A NOTE FROM OUR MANAGING DIRECTOR

The easiest decision you'll ever make about your land.

Your property sits in one of the fastest-changing parts of Australia. This document explains exactly why — and shows you that, when the time is right, realising that value can be remarkably simple.

We put this study together so you would never have to take our word for the growth happening around you. Inside you'll find the facts — the regional plan, the housing the State needs built, what each city council is doing, where the Gold Coast market is heading, and where the opportunity sits.

But the real message is simpler than all of that. We have spent years acquiring development sites right across South East Queensland, and through South Az Developments we are often willing to buy directly, or to partner with you. For you, that means no public campaign, no styling, no open homes, no waiting on the market — just a clear offer, a clean process, and certainty about when and how you are paid.

There is no obligation and nothing to prepare. Read the study, then let us come to you for a quiet, confidential conversation about what your property could become.

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MANAGING DIRECTOR · SOUTH AZ DEVELOPMENTS

INSIDE THIS STUDY

What you'll find, and where.

"The region must grow, the homes must be built, and much of that growth is going up. Your land may be exactly where the State — and the market — wants it."

01 · THE OPPORTUNITY, IN BRIEF

Why this study, and what it means for you.

If you own land in South East Queensland, this document has one purpose: to show you, with evidence, why your property may be worth far more to a developer than to the open market — and how simply that value can be realised with us.

South East Queensland is in the middle of a once-in-a-generation growth cycle. The Queensland Government's own regional plan, ShapingSEQ 2023, commits the region to absorbing 2.2 million more people and building almost 900,000 new homes by 2046. That housing has to go somewhere — and policy is now actively steering it onto well-located land through council schemes and state-led Priority Development Areas. On the Gold Coast, it is increasingly going **up**: a genuine supply crisis and a luxury-tower boom are rewriting what a well-placed site is worth.

2.2M	~900K	$55B	$200M+
MORE PEOPLE IN SEQ BY 2046	NEW HOMES NEEDED BY 2046	GOLD COAST ECONOMY — AUSTRALIA'S LARGEST NON-CAPITAL CITY	LAND WE'VE ALREADY ACQUIRED

The whole study in one line

The region must grow, the homes must be built, your land may be exactly where the State wants them — and through South Az we are ready to buy it, or partner with you, simply and certainly.

Three ways to realise value

We buy directly, take your site to our developer network through GC Prestige, or partner with you on a landmark project. You choose.

02 · THE REGION & WHY IT'S CHANGING

The forces reshaping the land around you.

South East Queensland is the fastest-growing region in the country. Before we look at your property, it helps to understand what is driving the value of everything around it.

02 · WHY SOUTH EAST QUEENSLAND, AND WHY NOW

A generational growth cycle.

South East Queensland is forecast to grow from around 3.8 million people to almost 6 million by 2046 — an extra 2.2 million residents who will all need somewhere to live. That single fact is reshaping the value of well-located land across the region.

People arrive faster than homes

Net overseas and interstate migration are the largest drivers of SEQ's growth. Demand for housing — and the land it sits on — is running well ahead of supply.

Government wants homes built

State and council policy is now explicitly geared toward unlocking land and speeding up delivery — a tailwind for owners of developable sites.

The Brisbane 2032 catalyst

In the lead-up to the Games, transport, infrastructure and housing investment across the Brisbane–Gold Coast corridor is accelerating, pulling forward the value of nearby land.

Your property, specifically

Position, land size, zoning and surrounding activity all shape what a site is worth to a developer. Understanding that — before you decide anything — is where the advantage lies.

You don't need to become a property expert to benefit from this growth. You simply need a buyer who understands it — and who can turn your land into a clean, certain outcome at the right moment. That is precisely what we do.

02 · THE PLAN DRIVING THE REGION

ShapingSEQ: the blueprint to 2046.

ShapingSEQ 2023 is the Queensland Government's statutory regional plan for South East Queensland. Fast-tracked after the 2022 Housing Summit to "unlock more homes, faster," it sets out how much the region must grow and where that growth will go — across all twelve SEQ councils, to the year 2046.

+2.2M	~900K	~1M	60%+
MORE PEOPLE BY 2046 (TO ~6M)	NEW HOMES NEEDED BY 2046	NEW JOBS TO BE CREATED	OF NEW HOMES TARGETED AS INFILL

In the words of the plan, Queensland's "golden decade of growth means we need more homes than ever before." Delivery is organised around five themes — Grow, Prosper, Connect, Sustain and Live — and a consolidation-led settlement pattern: the majority of new homes as infill within existing urban areas, the remainder in planned greenfield expansion. It also pushes the "missing middle" and targets roughly 34,500 new dwellings every year.

> "For a landowner, ShapingSEQ is the rulebook. It tells you where the State expects homes to be built — and that is exactly where development land carries the most value."
>
> SOUTH AZ DEVELOPMENTS

Source: ShapingSEQ 2023, South East Queensland Regional Plan (Queensland Government, effective 15 December 2023).

02 · SOUTH EAST QUEENSLAND AT A GLANCE

The snapshot.

The scale of what is coming, in a single view — ShapingSEQ's headline targets for the region to 2046. This is the demand reshaping the value of land right across the south-east corner.

+2.2M ADDITIONAL PEOPLE IN SEQ BY 2046	**1,600+** NEW RESIDENTS ARRIVING EVERY WEEK	**~6M** TOTAL POPULATION BY 2046
~900K NEW HOMES NEEDED BY 2046	**34,500** NEW HOMES REQUIRED EVERY YEAR	**973K** NEW JOBS TO BE CREATED

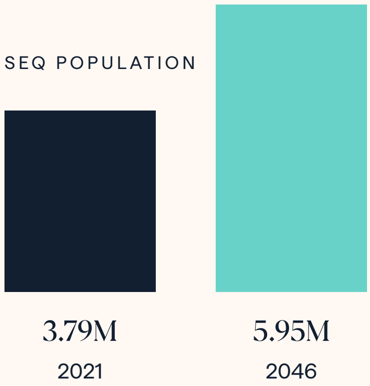
> "More than 1,600 new people a week, and almost 900,000 new homes to build. Every one of those homes needs land — and that is the opportunity sitting under your feet."
>
> SOUTH AZ DEVELOPMENTS

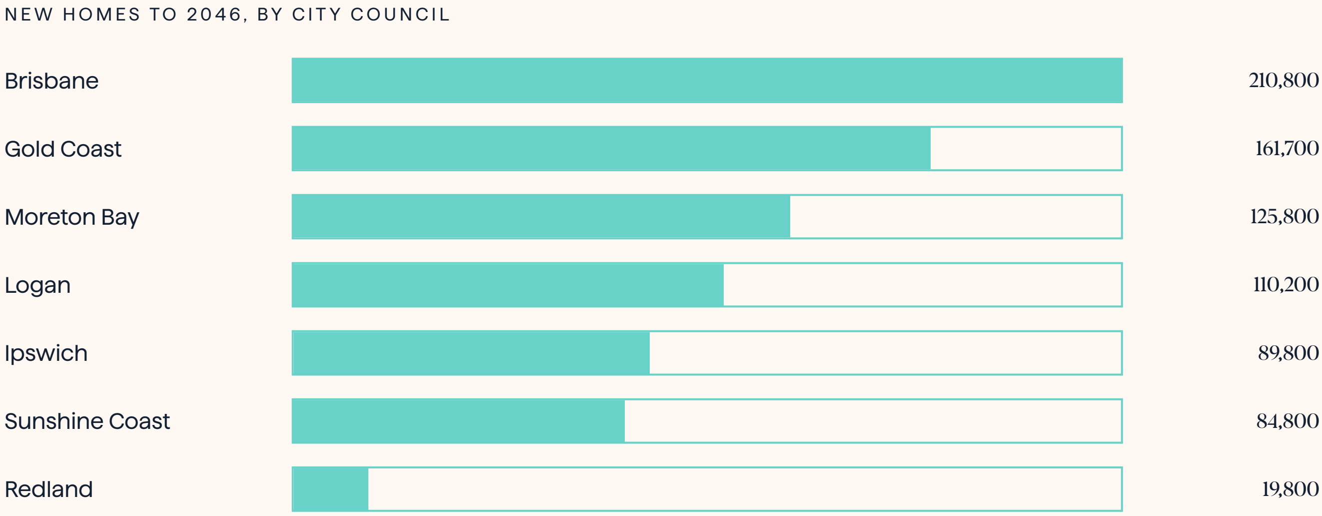
Figures: ShapingSEQ 2023, South East Queensland Regional Plan (Queensland Government). Visualised independently by South Az Developments.

02 · THE GROWTH IN NUMBERS

Demand you can chart.

Two trends tell the story — more people, and the homes they need. Between 2021 and 2046, SEQ's population rises by 2.2 million while its dwelling stock must grow by almost 900,000.





Source data: ShapingSEQ 2023 dwelling supply benchmarks (Queensland Government). Charts created by South Az Developments; figures indicative and rounded.

03 · THE GOLD COAST & THE VERTICAL SHIFT

The next chapter is vertical.

A maturing $55 billion economy, a population racing toward a million, and a coastline that can now only grow one way — up. Here is what that means for the land beneath it.

03 · THE GOLD COAST · OUR HOME MARKET

Momentum, meet maturity.

The Gold Coast is no longer a holiday town with a building boom — it is Australia's largest non-capital city economy, and it is growing faster than Greater Brisbane. For a landowner here, that shift changes everything about what a site is worth.

$55B
ECONOMY — UP 25% SINCE 2020/21; AUSTRALIA'S LARGEST NON-CAPITAL CITY

690K+
RESIDENTS TODAY — HEADING BEYOND 1M BY 2046

350K+
JOBS SUPPORTED ACROSS 83,000+ BUSINESSES

$19B
EXPORTS A YEAR — LED BY ADVANCED MANUFACTURING

> "The Gold Coast is moving from momentum to maturity — a diversified economy, a fast-rising population, and a housing task that increasingly can only be met by building up."
>
> GOLD COAST STATE OF THE CITY 2026

Source: City of Gold Coast, State of the City 2026. Figures rounded.

03 · THE VERTICAL SHIFT

Growth is going up.

The Gold Coast has run out of easy land. With the coastal strip built out and greenfield release slowing, the only way to house a population racing toward one million is to build higher — and a genuine supply crisis is now pushing values and rents sharply upward.

1,400
APARTMENT COMPLETIONS IN 2026 — DOWN FROM 1,900 IN 2025

~4,500
NEW DWELLINGS A YEAR THE REGION ACTUALLY NEEDS

1.1%
RENTAL VACANCY — A 3% RATE IS CONSIDERED BALANCED

+15,000
NEW RESIDENTS A YEAR ON THE GOLD COAST ALONE

Supply has collapsed

Completions are falling just as demand accelerates, with only a handful of projects certain to deliver in 2027. When supply falls this far short, upward pressure on prices and rents becomes inevitable.

Density is now policy

Council's "roadmap to one million" concentrates growth along the Southport–Surfers Paradise–Broadbeach spine, where analysts expect high-rise numbers to **triple** as densification ramps up.

The supertower era

A 101-storey skyscraper is approved at Southport — a marker of how high the city is now prepared to build, and how far the value of well-placed sites can stretch.

What it means for your land

A site once seen as a house block or townhouse yield may, in the right location, support a high-density outcome worth many times more. Knowing which is the first thing we assess.

Sources: City of Gold Coast State of the City 2026; The Urban Developer; industry market commentary, 2026. Figures indicative.

03 · THE ECONOMICS OF HEIGHT

Why the market is building skyward.

Scarcity has met affluence. Downsizers, investors and lifestyle buyers are competing for a shrinking pool of quality apartment stock — and developers with the right site are in a commanding position.

$836K
RECORD GOLD COAST MEDIAN UNIT PRICE

$920K
BROADBEACH MEDIAN UNIT — UP 6.4% IN A YEAR

7–11%
FORECAST DWELLING PRICE GROWTH, 2026 (SQM RESEARCH)

~5.3%
GROSS UNIT YIELDS — VS ~4.1% FOR HOUSES

The luxury end is running hot

At the premium tier, full-floor residences at Luxe Broadbeach open from around $4.95 million, while Le Rêve's half- and full-floor homes start at $7.45 million and have transacted near $8 million. A wave of 2026 launches — from Surfers Paradise to Kirra and Miami — shows sustained appetite for landmark living.

Rents underwrite the demand

Weekly unit rents sit near $580 and are forecast to climb a further 6–8% through 2026, with little relief until new stock lands in 2027. Tight vacancy plus rising rents is exactly the backdrop under which high-density development stacks up — and under which the land beneath it is most keenly sought.

> For an owner of a well-located Gold Coast site, this is the headline: the market is paying a premium for height, and paying it now. The question is no longer whether your land could support something greater — it's who you partner with to unlock it.

Sources: The Urban Developer; SQM Research; industry market commentary, 2026. Figures indicative and subject to change.

03 · OUR CAPABILITY

From land, to landmark.

Most agents can tell you what your land might sell for. We think in terms of what it could become — and increasingly, on the Gold Coast, that means going vertical. South Az Developments assesses every site across its full spectrum of potential, from a subdivision or missing-middle community to a high-density landmark.

We read the full ceiling

Planning scheme, height and density controls, overlays, aggregation with neighbours — we test what the envelope truly allows, not just today's use.

We run the feasibility

Indicative yield, end values, construction reality and market depth — so any position we take, and any offer we make, is grounded in numbers.

We bring the delivery machine

Backed by the full GC Prestige group — commercial, development and new-project sales — a site can be acquired, developed and sold under one roof.

We build the right team

Architects, town planners, builders and capital partners in our network are matched to the site — the "best of the best" assembled around your land.

> "Land acquisition is one of the hardest stages in any development — and it is where we excel. Our relationships, market intelligence and negotiation experience consistently secure the right outcomes."
>
> SOUTH AZ DEVELOPMENTS — LAND ACQUISITION

03 · PARTNERSHIP & PIPELINE

Bringing the best of the best to light.

Our ambition on the Gold Coast is simple: to partner with our network and with local property owners to create landmark projects the city is proud of. Your land can be the foundation — and you can share in what it becomes.

For property owners

Bring your land to a partnership and, instead of a one-off sale, share in the upside of a completed development. You stay involved in the story of a site you may have held for years — while we carry the capital, planning and delivery risk.

For our network

Builders, financiers, architects and co-developers partner with us on medium- to large-scale projects. We originate the sites and lead acquisition; together we assemble the team that turns them into landmarks.

WHERE WE'RE FOCUSED

The coastal spine

Southport, Surfers Paradise, Broadbeach and Main Beach — the density corridor where height is now expected.

Lifestyle beachside

Palm Beach, Burleigh, Miami and Kirra — where premium low- and mid-rise commands record prices.

The growth north

Coomera, Pimpama and Upper Coomera — greenfield and mixed-use scale on the M1 corridor.

If you own a site anywhere along these corridors — or think you might — start a confidential conversation. We'll tell you honestly what it could become, and how we'd bring it to light together.

03 · THE POWER OF AMALGAMATION

Worth more, together.

Some of the Gold Coast's most valuable development sites are hiding in plain sight — as individual units and neighbouring lots under separate ownership. Brought together, they can be worth far more than the sum of their parts.

Why it's worth more

A larger, regular parcel can support a bigger, higher-density building — often a tower — that individual titles never could. With large coastal sites now scarce, developers pay a premium for a combined, development-ready holding, and that premium flows back to the owners who made it possible.

How we make it happen

We identify amalgamation opportunities, approach neighbouring owners discreetly, and structure a fair deal that works for everyone. Then we either buy the combined site, or partner with the owners and build the new project ourselves — through the GC Prestige group.

Own a unit, not just land? You may still be sitting on a piece of a far bigger opportunity. If your block of units — or your home beside a neighbour's — could form part of an amalgamated site, that could be the easiest, and most valuable, decision you'll ever make about your property.

04 · THE PLAN IN DEPTH

Five themes shape every decision.

ShapingSEQ organises a 50-year vision into five themes. Together they decide where homes, jobs and infrastructure go — and therefore where land carries the most value.

Grow	Sustainably accommodating 2.2 million more people through a consolidated settlement pattern across four connected urban corridors — the theme that most directly drives demand for development land.
Prosper	Building a globally competitive economy — almost one million new jobs, anchored by regional economic clusters, knowledge precincts and major enterprise areas.
Connect	Moving people and goods efficiently, integrating land use with high-frequency public and active transport so growth concentrates around accessible, well-serviced locations.
Sustain	Protecting biodiversity, koala habitat, green space and the rural hinterland — the lines that define what can and cannot be developed.
Live	Designing better communities — good design, placemaking, health and wellbeing built into new neighbourhoods.

What it means for you. Of the five, "Grow" and "Connect" matter most to a landowner: they tell you the State wants more homes, built around infrastructure and centres. Land that sits in those places is exactly what developers compete for.

04 · THE PLAN IN DEPTH

Consolidation, and the "missing middle."

ShapingSEQ is deliberately consolidation-led: more than 60% of new homes are to be delivered as infill within existing urban areas, rather than sprawl on the fringe. For established suburbs, that changes what a block of land can become.

The plan's central housing idea is "gentle density" and the missing middle — the housing types that sit between the detached house and the high-rise tower: townhouses, terraces, dual occupancies, row houses and low-rise apartments. For decades these were hard to build. ShapingSEQ, and the council schemes following it, are rewriting the rules to encourage them — so a single house block in the right location can support several dwellings, and a larger holding can support many.

This is where rezoning and redevelopment "uplift" comes from. When the rules around your land shift to allow more homes, its value to a developer rises — often well beyond an ordinary house sale. Whether your site sits in a consolidation area, and what density it could support, is the first thing we assess.

A waterside "missing middle" community, South East Queensland.

60%+

OF NEW HOMES AS INFILL

~520K

ATTACHED DWELLINGS TARGETED

~345K

DETACHED DWELLINGS TARGETED

04 · THE PLAN IN DEPTH

Infrastructure is following the growth.

Homes are only as valuable as the infrastructure around them — and across SEQ, that infrastructure is being built out at pace.

The Brisbane 2032 Olympic and Paralympic Games are accelerating a generation of transport and city-shaping projects, with the Elevate 2042 legacy strategy extending the benefits well beyond the Games. Cross River Rail is reshaping inner Brisbane; the Coomera and M1 corridor upgrades are unlocking the northern Gold Coast; and rapid transport investment is concentrating growth around stations and centres.

To make sure homes are built where infrastructure exists — or is coming — the State released the SEQ Infrastructure Supplement (SEQIS) alongside ShapingSEQ. The effect for landowners is simple: sites near committed transport, services and centres are the ones developers chase hardest, because they can be delivered faster and at higher density.

Aerial over the Gold Coast growth corridor and skyline.

> "Accelerated infrastructure connections across the region — the Games are pulling forward investment that would otherwise have taken decades, and lifting the value of the land it reaches."
>
> ON BRISBANE 2032 · SHAPINGSEQ 2023

04 · THE PLAN IN DEPTH

What's protected — and what's not.

Not all land is equal in the eyes of the plan. ShapingSEQ sorts the region into regional land-use categories — and which one your land sits in matters enormously.

Broadly, land falls into the Urban Footprint (where urban development belongs), the Rural Living Area (low-density rural-residential), and the Regional Landscape and Rural Production Area — the protected hinterland of farmland, biodiversity, koala habitat, waterways and scenic landscapes the plan deliberately keeps from being urbanised.

That protection is exactly what makes developable land valuable. Because so much of the region is locked up for environment and rural production, the supply of land inside the Urban Footprint — and in the Potential Future Growth Areas being studied for expansion — is finite. Scarcity drives competition. Knowing which side of the line your property sits on, and whether it has a path into the Urban Footprint, is central to understanding its worth.

Carr's Lookout over the Scenic Rim — protected hinterland framing the region's growth.

The productive rural hinterland is protected from urban development.

05 · THE SEVEN CITY COUNCILS

Seven councils, one growth region.

Most of SEQ's growth — and almost all of its development opportunity — is concentrated across seven local government areas. ShapingSEQ assigns each a share of the region's new homes.

City council	Growth profile	New homes to 2046*
Brisbane	Infill / "grow up, not out"	**~210,800**
Gold Coast	Coastal density + greenfield north	**~161,700**
Moreton Bay	Major greenfield (Waraba)	**~125,800**
Logan	Master-planned greenfield	**~110,200**
Ipswich	Fastest-growing LGA	**~89,800**
Sunshine Coast	Lifestyle-driven, consolidation	**~84,800**
Redland	Constrained, PDA-led	**~19,800**
Seven-council total		**~802,900**

*Net additional dwellings, 2021–2046, per ShapingSEQ 2023 dwelling supply benchmarks. Figures indicative and rounded.

How to read the next pages. For each council we set out its growth posture, planning scheme, key corridors and precincts, and what makes the area attractive — or challenging — for residential development. It is the context that determines what your land could become.

05 · COUNCIL PROFILES — PART ONE

The metro engines.

City of Brisbane

~210,800 NEW HOMES

The region's largest market and largest absolute growth task. Council's strategy is explicitly "grow up, not out" — an infill-led posture in its Housing Supply Action Plan, including reform of low–medium density zoning to unlock townhouses and missing-middle homes. Growth concentrates in transit-oriented precincts, supercharged by Cross River Rail, Brisbane Metro and the 2032 Olympics. The trade-off: extensive pre-1947 character protections, flood overlays and community resistance to density.

Scheme: Brisbane City Plan 2014 · **Watch:** inner-city PDAs, Woolloongabba, LMR zone reform

City of Gold Coast

~161,700 NEW HOMES

Queensland's second-largest city and our home market, on a clear path toward one million residents. Growth splits two ways: coastal densification (high-rise along the Surfers Paradise–Broadbeach spine) and greenfield release in the north around Coomera, Pimpama and Upper Coomera. A new planning scheme is in development to guide the "roadmap to one million." Strong migration and infrastructure (light rail, M1 upgrades) are offset by finite greenfield land and coastal/flood constraints.

Scheme: City Plan (new scheme in development) · **Watch:** Coomera, Pimpama, Southport PDA, Parklands PDA

City of Moreton Bay

~125,800 NEW HOMES

The region's third-highest growth task, anchored by a flagship greenfield project: Caboolture West / Waraba — a ~3,000-hectare PDA planned as "Queensland's newest city," with around 30,000 new homes for roughly 70,000 residents over 40 years. The university-anchored The Mill at Moreton Bay (Petrie) adds an innovation and employment core. Council resolved in early 2026 to begin a new planning scheme.

Scheme: MBRC Planning Scheme 2016 (new scheme commencing) · **Watch:** Waraba PDA, The Mill, Morayfield

05 · COUNCIL PROFILES — PART TWO

The growth frontiers.

City of Logan

~110,200 HOMES

One of SEQ's fastest-growing corridors, carried largely by two of the State's biggest master-planned communities — the Greater Flagstone and Yarrabilba PDAs. Council is replacing its 2015 scheme with the modern Logan Plan 2025. Relatively affordable greenfield land and strong momentum; servicing pace is the main constraint.

Scheme: Logan Planning Scheme 2015 → Logan Plan 2025 · **Watch:** Greater Flagstone, Yarrabilba

City of Ipswich

~89,800 HOMES

Australia's fastest-growing city by rate, on track to roughly double in population. The new Ipswich City Plan 2025, backed by billions in trunk infrastructure, paves the way for ~100,000 new homes over 20 years. Around 70% of growth follows the Ipswich–Springfield corridor, with the Ripley Valley PDA and Springfield as dominant engines.

Scheme: Ipswich City Plan 2025 (new) · **Watch:** Ripley Valley PDA, Springfield Central

Sunshine Coast

~84,800 HOMES

Lifestyle-driven demand and a brand-new Maroochydore CBD make the Coast a standout. ShapingSEQ sets a consolidation-led split (minimum 60% infill), with growth at Caloundra South (Aura), Palmview and Beerwah East. Strong environmental protections and finite expansion land make well-located infill sites particularly valuable.

Scheme: Planning Scheme 2014 → new Proposed 2025 · **Watch:** Caloundra South, Maroochydore City, Beerwah East

City of Redland

~19,800 HOMES

The most constrained of the seven — bayside lifestyle with significant environmental limits (Moreton Bay Ramsar wetlands, koala habitat). Growth is steered into three PDAs: Toondah Harbour, Weinam Creek and the 890-hectare Southern Thornlands (declared 2025, ~8,000 homes). Scarcity of developable land is precisely what makes the right Redland site valuable.

Scheme: Redland City Plan 2018 + Housing Strategy 2024–2046 · **Watch:** Southern Thornlands PDA, Toondah Harbour

06 · PRIORITY DEVELOPMENT AREAS & GROWTH FRONTS

The greenfield growth fronts.

While the metro councils consolidate, much of SEQ's new housing is delivered on a handful of vast, master-planned growth fronts — each effectively a new city in its own right.

In the south, Logan's Greater Flagstone and Yarrabilba together plan for tens of thousands of homes; Ipswich's Ripley Valley is one of the largest greenfield master-planned areas in Australia. To the north, Moreton Bay's Waraba (Caboolture West) is planned as "Queensland's newest city," while the Sunshine Coast's Caloundra South (Aura) is a fully master-planned community of around 50,000 residents. On the Gold Coast, the Coomera–Pimpama corridor continues to release significant new land.

For landowners, these fronts matter two ways. If your land sits within a designated growth area, it carries direct development value on a known timetable. If it sits adjacent — on the next edge the city will reach — it often carries strong future value as the front advances. Both are positions we look for, and buy.

The rural–urban fringe at golden hour — where SEQ's growth fronts advance.

7,188 ha	4,680 ha	~2,900 ha
GREATER FLAGSTONE PDA	RIPLEY VALLEY PDA	WARABA PDA

06 · FAST-TRACK PLANNING

Priority Development Areas — the unlock.

A Priority Development Area, or PDA, is land declared by the Queensland Government for accelerated development. For a landowner, a PDA nearby — or over your land — can change everything about what a site is worth.

A bespoke rulebook

Inside a PDA a tailored development scheme replaces the ordinary council plan — often allowing more, and more flexible, development than would otherwise be possible.

Faster, more certain

Streamlined assessment — with a statutory 40-business-day decision timeframe — reduces the planning risk and time that normally weigh on development land.

Run by the State

PDAs are administered by Economic Development Queensland under the Economic Development Act 2012, coordinating planning and infrastructure to get homes built.

Why it lifts value

Speed and certainty are worth real money to a developer. Land in or beside a PDA is often the most sought-after in the region.

40 days
STATUTORY DECISION TIMEFRAME

Bespoke
SCHEME OVERRIDES COUNCIL PLAN

State-led
COORDINATED INFRASTRUCTURE

Source: Economic Development Queensland (EDQ) Priority Development Areas register. List indicative, not exhaustive.

06 · BRINGING IT BACK TO YOU

What this means for your land.

Everything in this study converges on a single question: what is your specific piece of land worth to a developer? A handful of factors decide the answer.

01 Location in the growth pattern

Is the site inside the Urban Footprint, within or beside a designated growth area or PDA, and in one of the councils carrying the biggest housing targets? Position is the single largest value driver.

02 Development potential & zoning

What does the current scheme allow — and where is it heading? Sites with capacity for missing-middle or higher-density redevelopment carry uplift well beyond their house value.

03 Infrastructure & access

Proximity to transport, services, centres and committed infrastructure lets a developer build faster and at higher density — and they pay for that certainty.

04 Site size, shape & amenity

Land area, frontage, aggregation potential with neighbours, outlook and natural features all shape what can be delivered and what it's worth.

You don't have to work this out alone. Assessing these factors is exactly what we do before we acquire a site — and we'll do it for your property at no cost. We bring you the answer, in plain English, along with a clear offer.

07 · THE REAL ESTATE ARM BEHIND US

A developer's eye. An agency's reach.

South Az Developments doesn't work alone. It sits within a full-service property group — GC Prestige, GC Prestige Commercial and GC Prestige New Projects — that can acquire your land, develop it, and sell the finished project. One team across the entire journey.

THE AGENCY

GC Prestige

A boutique prestige agency setting a new benchmark on the Gold Coast — Residential, Commercial and New Projects, with a live database of qualified buyers and investors.

COMMERCIAL & DEVELOPMENT

GC Prestige Commercial

Handles commercial assets and development sites across the region — the same desk that tracks what developers are paying for land like yours, every week.

PROJECT SALES & MARKETING

GC Prestige New Projects

Delivers project sales for completed developments — off-the-plan and new-project marketing that takes a finished site all the way to sold.

- **Real-time market intelligence.** Because the group sells across SEQ daily, we know what sites are achieving right now — not last year. Your appraisal is grounded in current evidence, not guesswork.
- **Buyers and developers on call.** An active network of developers, investors and joint-venture partners already buying in your area — so if your land suits the market, demand is there from day one.
- **Acquire, develop, sell — one roof.** From buying your land, to developing it, to selling the finished homes through GC Prestige New Projects — the full cycle sits within one group, from first confidential chat to settlement.

07 · OUR APPROACH

By the time we reach out, the homework is done.

We never approach an owner on a hunch. Long before we make contact, we complete detailed planning, feasibility and market analysis on a site — so when we do reach out, our interest is real, our numbers are grounded, and your time is never spent on guesswork.

THE WORK WE COMPLETE FIRST

- **Planning & zoning.** The current scheme, what it permits, and where the rules are heading.
- **Height, density & overlays.** The true development ceiling — and the constraints that shape it.
- **Feasibility & indicative yield.** What the site can realistically support, and what it's worth.
- **Live market evidence.** What comparable sites and end product are achieving right now.
- **Amalgamation potential.** Whether neighbouring titles could unlock something greater.

WHY IT MATTERS TO YOU

A real buyer, not a fishing trip

When we approach you, it's because the site already stacks up. You're being made a considered proposal — not quietly sounded out.

Grounded numbers, from day one

Our view of your land's value is built on planning analysis and current evidence, so the first conversation is credible, not speculative.

Your time, respected

Because the groundwork is complete, we can move quickly and give you clarity fast — no drawn-out guessing.

Our first conversation is never our first look at your land. That is the difference between a cold approach and an informed one — and it's why owners take our call seriously.

07 · HOW WE WORK WITH YOU

Three ways to win on your land.

Because we buy, sell and develop, you are never limited to one path. We recommend whichever delivers the strongest result — and the most certainty.

01

We buy it directly

Through South Az we purchase your property ourselves — speed, certainty and discretion, with no public campaign. A clean, direct transaction on terms that suit you.

02

We sell it for you

If the market is the better path, we take your site to our developer network through a structured, competitive process — positioning it for its highest and best use.

03

We partner with you

Contribute your land to a joint venture and share in the completed project — a materially stronger result for the right site, and you stay part of the story.

A DISCIPLINED ACQUISITION PROCESS

01 Identify. We continuously scan SEQ for sites with potential, using market intelligence and the group's daily presence to find opportunities early.

02 Qualify. We test the fundamentals — planning status, potential, constraints and indicative yield — to confirm what the site can support.

03 Engage. We engage directly and respectfully, and undertake thorough due diligence: planning, services, title, environmental and market.

04 Secure. We agree terms that suit you and secure the site — then position it for delivery, ourselves or with a partner.

Certainty over uncertainty. A direct sale removes the unknowns of a public campaign — no styling, no open homes, no waiting to see who turns up. You know the buyer, the price and the timeline up front.

07 · QUESTIONS, ANSWERED

Frequently asked questions.

Is there any cost or obligation to talk to you?

None. The initial conversation and our assessment of your land's potential are free, with no obligation to sell. You simply learn what your property could be worth.

Do I have to put my property on the open market?

No. Because we are a direct buyer through South Az, we can purchase your site without any public campaign. If a market campaign would serve you better, we can run one through GC Prestige — but the choice is always yours.

Could my site really support a high-rise?

Possibly — it depends on location, zoning, height controls and aggregation potential. Many owners underestimate their ceiling. Assessing it across the full spectrum, from subdivision to tower, is exactly what we do before making an offer or proposing a partnership.

I only own one unit — can I still be part of this?

Yes. Some of the best tower sites come from amalgamating a block of units or neighbouring lots into one parcel. If your property could form part of a larger site, we'll explain how an amalgamation could work — and what your share could be worth.

How quickly can you move?

Faster than a traditional sale. With our own intent to buy and a structured due-diligence process, we can progress from first conversation to agreed terms quickly, and settle on a timeline that suits you.

Will everything be kept confidential?

Yes. We deal with you directly and privately. Nothing about your property is made public unless and until you choose to go to market.

What if my land isn't "development-ready"?

Much of the land we acquire isn't — that's where our planning knowledge adds value. We assess future potential, not just current zoning, and factor that into what we can offer.

APPENDIX

A plain-English glossary.

A few planning terms appear throughout this study. Here is what they mean, without the jargon.

ShapingSEQ 2023	The Queensland Government's statutory regional plan for South East Queensland, setting growth and housing targets to 2046.
Urban Footprint	The area of the region where urban development belongs. Land inside it is where homes and centres are intended to go.
Consolidation / Infill	New homes built within existing urban areas — through redevelopment and gentle density — rather than on the fringe. ShapingSEQ targets 60%+ this way.
Expansion / Greenfield	New housing on previously undeveloped land at the edge of cities, usually as master-planned communities.
Missing middle / Gentle density	Housing between the detached house and the high-rise — townhouses, terraces, dual occupancies and low-rise apartments — that the plan actively encourages.
Priority Development Area (PDA)	Land declared by the State for accelerated development, with its own tailored scheme that overrides the council planning scheme.
Economic Development Queensland (EDQ)	The State body that administers PDAs and assesses development within them, under the Economic Development Act 2012.
Rezoning uplift	The increase in a site's value when planning rules change to allow more, or more intensive, development than before.

APPENDIX

Sources & important notes.

This study draws on official Queensland Government planning material and published market commentary. It is general in nature and provided to help you understand the region — not as advice on your specific property.

Regional growth, population, dwelling and jobs figures: **ShapingSEQ 2023 — South East Queensland Regional Plan**, Department of State Development, Infrastructure, Local Government and Planning, Queensland Government (effective 15 December 2023).

Per-council dwelling supply benchmarks: ShapingSEQ 2023 dwelling supply targets. Figures indicative and rounded; charts created independently by South Az Developments from the published data.

Gold Coast economy, population, jobs and business figures: **City of Gold Coast, State of the City 2026**.

Gold Coast apartment supply, pricing, rents, yields and forecast figures: published market commentary including **The Urban Developer** and **SQM Research**, 2026. Market figures are indicative, point-in-time and subject to change.

Priority Development Areas: Economic Development Queensland (EDQ), under the Economic Development Act 2012. PDA names, areas and dwelling figures are indicative and subject to change.

Council planning schemes: respective local government planning schemes; statuses current as at mid-2026 and change over time.

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Important. This document does not constitute an offer, valuation, or financial, legal or planning advice. All figures are indicative. Interested parties should rely on their own enquiries.

South AZ. Developments.

LET'S FIND A TIME TO MEET

A short, confidential conversation could change what your property is worth.

Call or email — we will come to you, at a time that suits. No pressure, no jargon, no cost to find out.

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