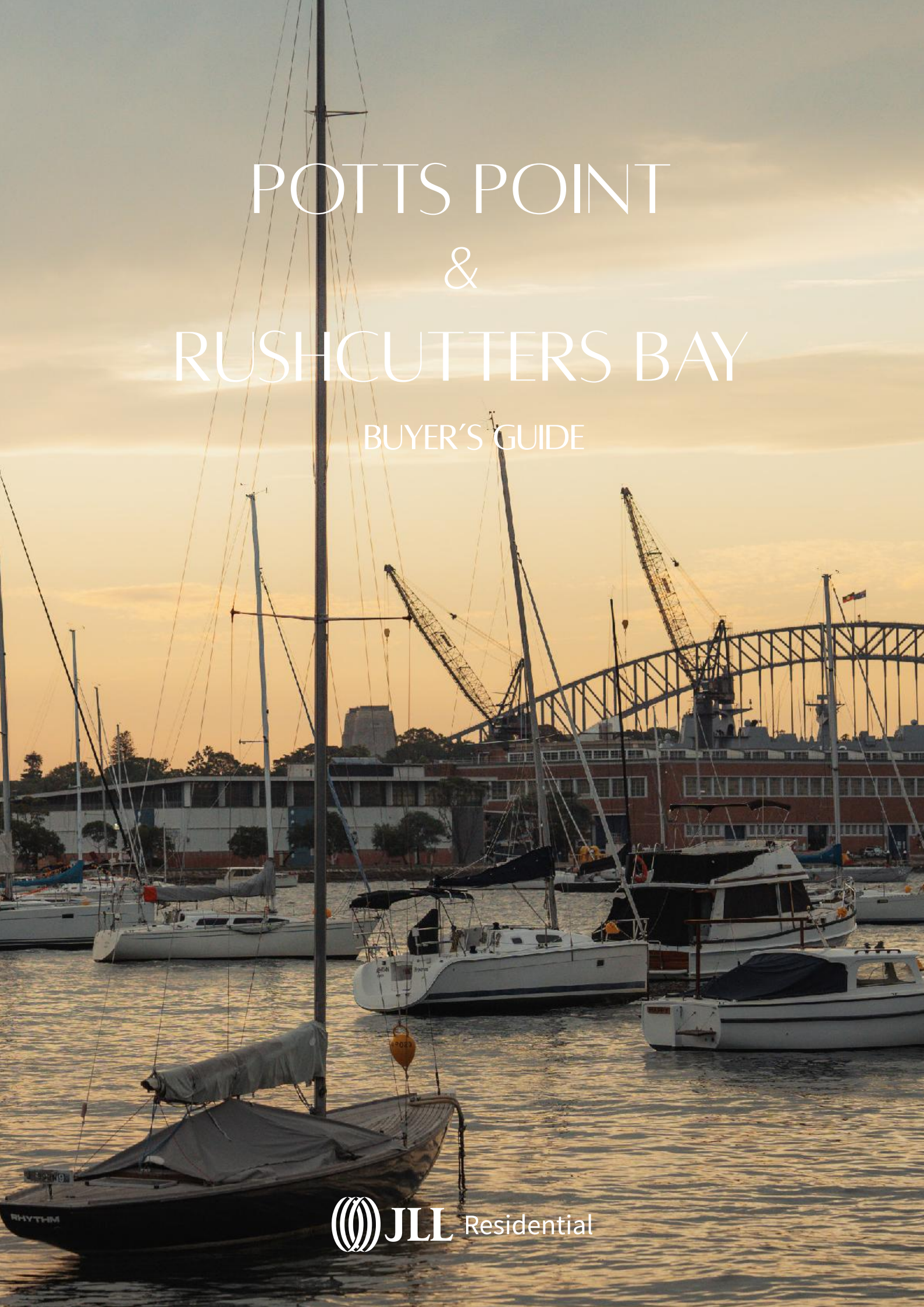


POTTS POINT & RUSHCUTTERS BAY

BUYER'S GUIDE



ABOUT THE LOCAL AREA

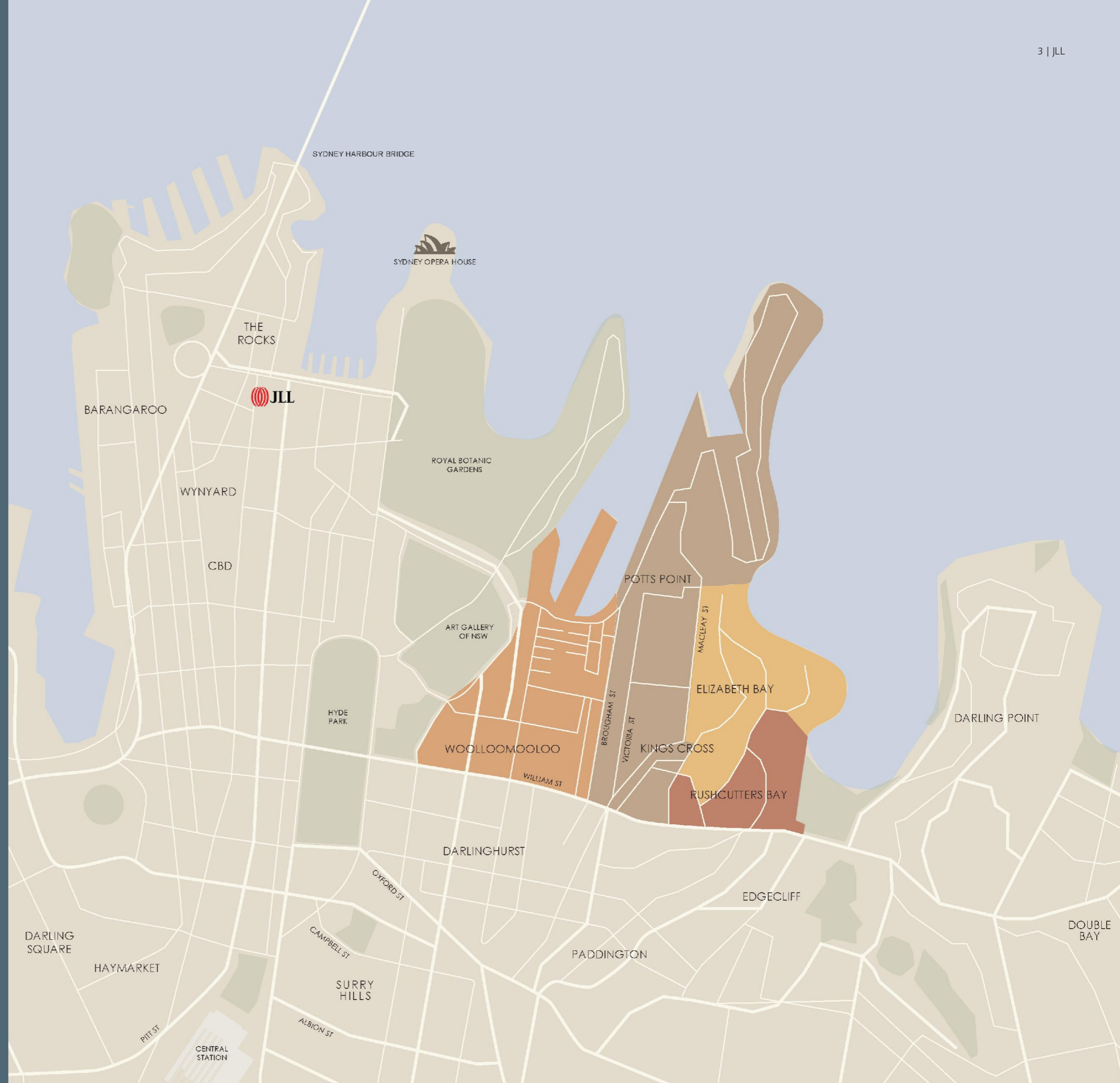
Nestled along Sydney's eastern shoreline just moments from the CBD, the interconnected harbourside enclaves of Elizabeth Bay, Rushcutters Bay, Potts Point, and Woolloomooloo form one of Sydney's most sophisticated and historically rich urban areas.

Elizabeth Bay, once the site of colonial secretary Alexander Macleay's magnificent estate in the 1830s, has evolved into an exclusive residential pocket characterised by its elegant Art Deco apartments and sweeping harbour views. The area proudly maintains its architectural heritage while providing residents with tranquil waterfront respite.

Adjacent **Rushcutters Bay** offers a perfect balance of natural beauty and recreation, centered around its expansive waterfront park and yacht-dotted bay. This leafy neighbourhood hosts the prestigious Cruising Yacht Club of Australia and provides abundant outdoor spaces for tennis, sailing, and waterside relaxation.

Potts Point, with its distinctive cosmopolitan flair, complements the area with its diverse culinary scene, boutique shopping, and nightlife options. The area's tree-lined streets showcase some of Sydney's finest Victorian terraces and Art Deco architecture, reflecting its evolution from a 19th-century aristocratic sanctuary to today's vibrant urban village.

Woolloomooloo, with its rich maritime history and working-class roots, adds a fascinating dimension to this precinct. From its origins as a crucial dockyard to its transformation featuring the historic Finger Wharf—once the world's largest wooden structure and now home to luxury apartments and fine dining—this neighbourhood represents Sydney's remarkable evolution.



REASONS TO PURCHASE IN THE AREA

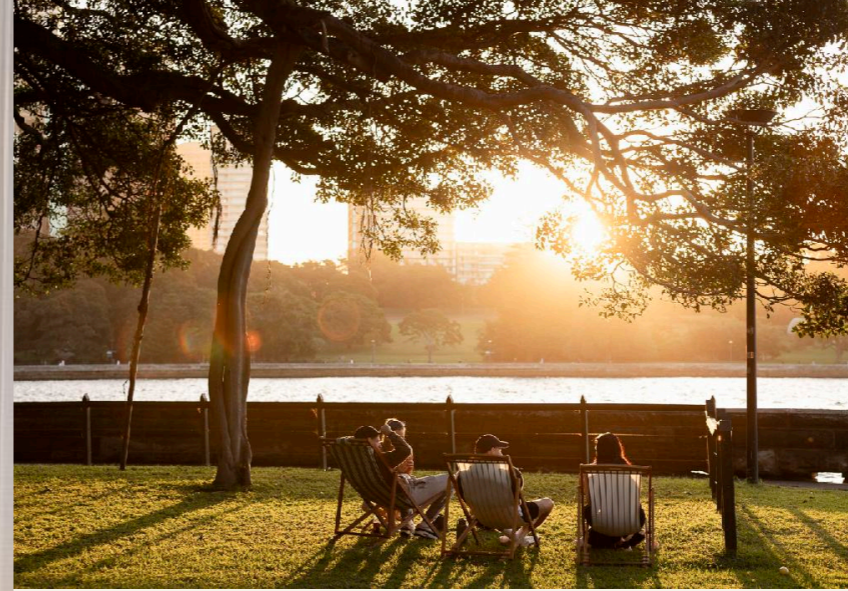
1 PREMIER LOCATION WITH EXCEPTIONAL LOCAL AMENITIES

- Vibrant urban village atmosphere with city convenience and neighbourhood charm.
- Acclaimed restaurants, waterfront venues, and sophisticated bars.
- Proximity to Sydney CBD, Opera House, Royal Botanic Garden and The Domain.
- Boutique retailers and specialty stores within walking distance.
- Stunning harbourside setting with waterfront parks, scenic walks.

2 STRONG RENTAL GROWTH AND INVESTMENT POTENTIAL

- 8.2% per annum rental growth in Potts Point over the past 5-year period to January 2026, outperforming the Greater Sydney area at 7.4% per annum.*
- High rental demand driven by the area's 64% rental population, significantly above Sydney's average (36%).*
- Limited new supply creating sustained rental pressure.
- Additional to medium-term rental growth, the median unit sale price in Potts saw 10.5% growth year-on-year to January 2026.*

*Source: Australian Census 2021, JLL Research



3 OUTSTANDING EDUCATIONAL ACCESS

- Prestigious educational institutions including St Vincent's College and Sydney Grammar School within 15 minutes' walk.*
- Selective schools like Sydney Boys and Girls High Schools within 30 minutes.*
- Four major universities within 30 minutes via public transport.*
- University of Notre Dame's Darlinghurst campus is accessible by public transport*
- Highly educated local population with 53% holding a bachelors degree or higher.**

4 EMERGING GROWTH POTENTIAL FROM THE PREMIUM SURROUNDING AREAS

- Kings Cross transformation into Sydney's premier dining and nightlife destination.
- Flow of demand from nearby ultra-premium postcodes as buyers seek comparable lifestyle at more accessible price points.
- Premium apartment market achieving strong prices with increasing interest from high net-worth individuals, downsizers, and expat Australians.
- Spillover effect from exclusive neighbouring suburbs driving future appreciation.

*Source: Google Map
**Source: JLL Research



SHOPPING AND LEISURE

Discover boutique retailers showcasing independent fashion designers, curated homeware collections, and specialty bookshops where quality reigns supreme. From Potts Point's high-end fashion and vintage treasures to vibrant weekly farmers' markets brimming with fresh produce and artisanal goods, every shopping excursion becomes a curated adventure in local luxury.

The harbourside promenade from Woolloomooloo Bay to Rushcutters Bay Park delivers spectacular water views for joggers and strollers alike. Tennis courts, sailing facilities, and picnic spots complement world-class attractions including the Art Gallery of NSW and Royal Botanic Gardens. Explore colonial heritage at Elizabeth Bay House and naval history along historic wharves, then unwind at boutique fitness studios and day spas where urban convenience meets harbourside serenity.



DINING AND NIGHTLIFE

The dining and nightlife scene across Elizabeth Bay, Rushcutters Bay, Potts Point, and Woolloomooloo represents some of Sydney's most diverse and sophisticated culinary experiences.

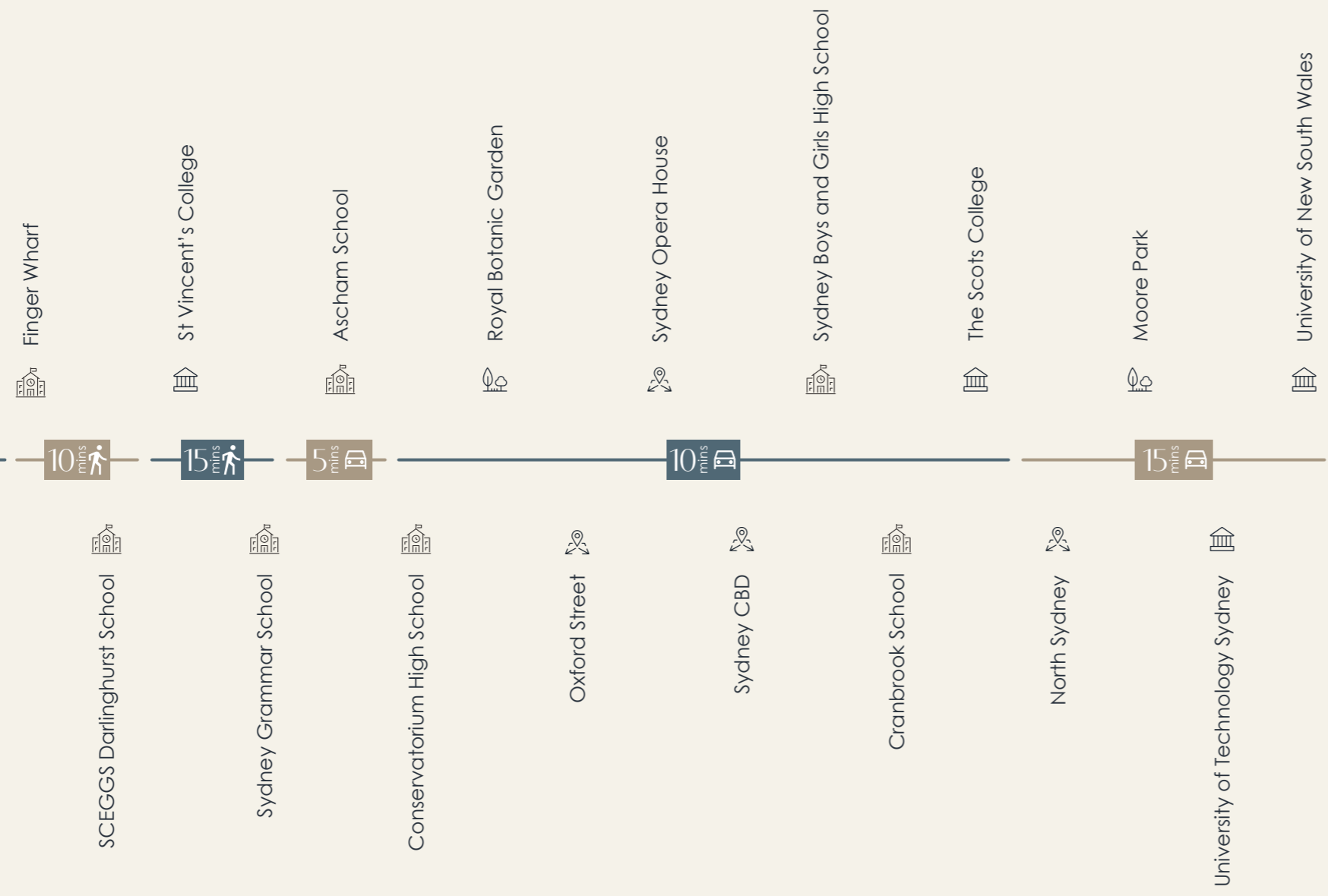
Potts Point leads as a gastronomic powerhouse, with acclaimed venues like **Franca Brasserie** offering refined French cuisine and **Small's Deli** serving cult-favourite artisanal sandwiches. Elizabeth Bay features waterfront establishments like the **Elizabeth Bay House Café** with harbour views and seasonal menus, while Rushcutters Bay offers sophisticated dining at **Regatta Restaurant** and authentic Mediterranean flavours at **Lina's Bistro**.

The historic **Woolloomooloo Finger Wharf** has become a premium dining destination with **Otto** and **China Doll** both a firm favourites amongst Sydneysiders. While Potts Point's laneways house hidden speakeasies and chef-led establishments. These neighbourhoods perfectly balance urban convenience with harbourside tranquillity, offering world-class dining steps from home while maintaining a village atmosphere.

The dining spectrum ranges from chef-hatted establishments along Macleay Street to beloved institutions like **Harry's Café de Wheels** (serving famous pies since 1945). The nightlife features elegant cocktail bars, intimate wine bars, historic pubs, and stylish late-night venues that have evolved from the area's colourful past into refined after-dark experiences for discerning locals and visitors.



POTTS POINT & SURROUNDS*



EDUCATION

The Elizabeth Bay, Rushcutters Bay, Potts Point, and Woolloomooloo area boasts exceptional educational access, with prestigious schools and universities within easy reach. Families benefit from proximity to renowned private institutions like **St Vincent's College** and **Sydney Grammar School**, both under 15 minutes' walk from Kings Cross Station. The area also provides convenient access to selective schools such as **Sydney Boys and Girls High Schools**, along with other esteemed private schools including **The Scots College** and **Kambala**.

For higher education, the precinct offers unparalleled convenience, with the **University of Notre Dame's Darlinghurst campus** just minutes away, while major universities including **UTS**, **UNSW**, and the **University of Sydney** all accessible within 30 minutes via public transport. This educational connectivity, combined with the area's cultural richness and safe village atmosphere, makes these harbourside neighbourhoods increasingly attractive to families and students seeking quality education within a sophisticated urban setting.

Source: Google Map *Journey times starting from Kings Cross Station

WHO LIVES IN THE AREA?

LOCAL POPULATION CHARACTERISTIC

61%

YOUNG PROFESSIONALS & MIDDLE-AGED PEOPLE

The median age is 39 in the area, higher than the LGA it sits in (34), and just above the national average (38).*

77%

FAMILIES WITHOUT CHILDREN

This is above the 67% of families without children in the city of Sydney LGA and is far above Greater Sydney (36%).*

65%

PROFESSIONAL SERVICES WORKERS

43% of these are professionals while 22% are in management.*

53%

HIGHLY EDUCATED PEOPLE

Who hold a bachelor's degree or higher, which is more than the Greater Sydney average of only 33%.*

*Source: Australian Census 2021





WHAT DOES THE PROPERTY MARKET LOOK LIKE?

LOCAL HOUSING CHARACTERISTICS

64%

MAJORITY RENT THEIR PROPERTIES

This is above the Greater Sydney area (36%) but equal to the City of Sydney LGA,* supporting strong rental demand.

41%

ONE BEDROOM DWELLINGS

This is closely followed by two-bedroom dwellings (32%), followed by studio apartments (15%).*

89%

ALMOST ALL DWELLINGS ARE APARTMENTS

Only 9% are terraces / townhouses, with virtually no detached houses in the area.*

50%

HALF OF ALL HOUSEHOLDS DON'T OWN VEHICLES

This is well below Greater Sydney, with only 9% of all households attributable to the ease of transport and connectivity.*

*Source: Australian Census 2021

PROPERTY MARKET PERFORMANCE

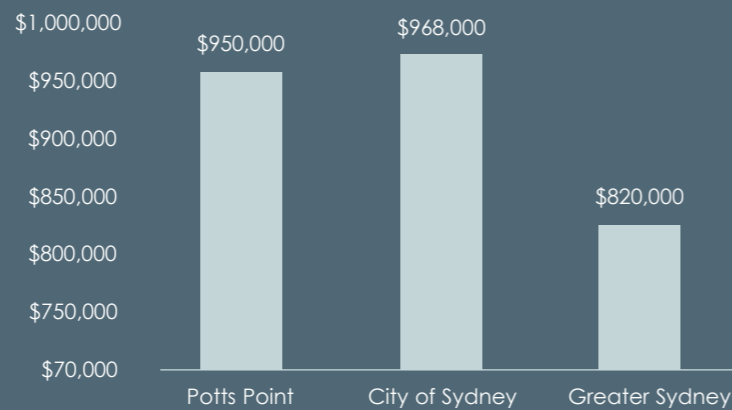
\$950,000

MEDIAN UNIT SALE PRICE OVER THE YEAR TO JANUARY 2026

The median unit price (new and existing stock) in Potts Point is 16% higher than that across Greater Sydney, and is tracking closely to the City of Sydney, the local government area it sits in. The area's limited availability of land for new developments restricts supply, increasing demand and prices. The affluent area, with significant views of the harbour also increases demand and prices.

Source: JLL Research

Median Unit Prices (As at Jan-26)



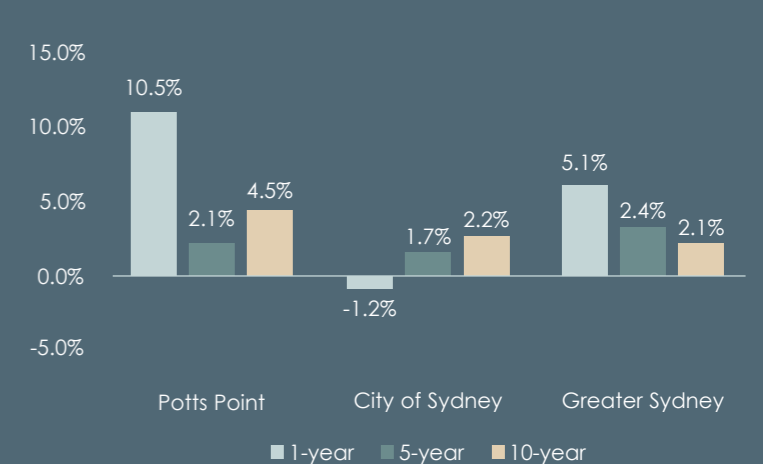
10%

ANNUAL GROWTH IN MEDIAN UNIT PRICES OVER THE YEAR TO JANUARY 2026

Over the 12 months to January 2026, Potts Point apartment values grew 10.5%, substantially outperforming Greater Sydney's 5.1% growth and contrasting sharply with the City of Sydney's 1.2% decline. This strong momentum is also seen in the longer term, with prices growing 4.5% annually across the ten years to January 2026, again significantly exceeding both comparative markets. This consistent outperformance underscores the enduring appeal and sustained demand pressures for Potts Point.

Source: JLL Research

Annual Median Sale price growth (As at Jan-26)





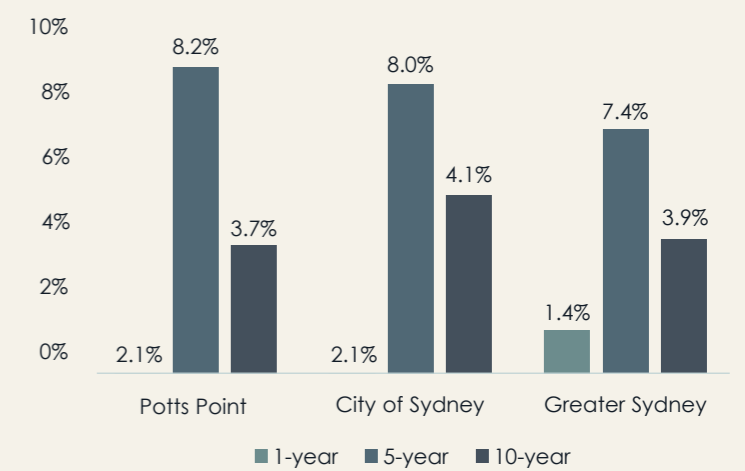
8.2%

ANNUAL GROWTH IN MEDIAN UNIT RENTS OVER FIVE YEARS TO JANUARY 2026

Despite seeing no rental growth over the 12 months to January 2026, Potts Point's performance aligns with the broader City of Sydney local government area. Over the longer term, rents have grown 8.2% annually over the past five years, again tracking closely with City of Sydney trends.

Source: JLL Research

Annual Median rental growth (As at Jun-25)





REASONS TO BUY AT POTTS POINT & RUSHCUTTERS BAY

1 SYDNEY POPULATION GROWTH OUTLOOK REMAINS STRONG

New South Wales recorded 1.2% population growth to June 2025, driven primarily by overseas migration which contributed 91,573 people. NSW attracts approximately 30% of all overseas migrants, who typically favor premium harbourside locations near the CBD. This sustained migration to Sydney's most desirable suburbs, combined with limited housing supply, creates intense buyer competition and ongoing upward pressure on property values in prestige areas.

2 HOUSING SUPPLY REMAINS HIGHLY CONSTRAINED

Sydney's inner precincts completed 2,500 new apartments across 17 major projects in 2025, up from 2,200 in 2024. Approximately 3,000 apartments across 25 projects are forecast for completion in 2026, with continued growth expected toward decade's end. Major apartment development remains limited in Sydney's eastern suburbs despite high demand, with most projects being smaller-scale and targeting the premium market. Limited development land availability constrains the pipeline, though upzoned sites are beginning to transact, suggesting larger projects may emerge in the 2030s.

3 LONG TERM APARTMENT DEMAND WILL UNDERPIN PRICING GROWTH

Sydney's median apartment sale price has surpassed \$800,000, with 4.5% growth driven by three-bedroom apartments which jumped 9.5% - the strongest growth since mid-2022.

In the rental market during Q4 2025, Sydney's median apartment rent increased 3.6% to \$730 per week, with three-bedroom apartments up 5.6%. The rental vacancy rate remained at 1.4%, well below the 2.3% long-term average, indicating high rental pressure.

New apartment leases increased to 52,700 in 2025 from 38,700 previously, while sales volumes recovered in the latter half of 2025, driven by first-home buyers and interest rate reductions.

READY TO MAKE
YOUR MOVE?
LET'S TALK.



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AVAILABLE OPPORTUNITIES



MUSE
POTTS POINT

34 Brougham Street, Potts Point

Muse offers 13 exclusive Potts Point residences with stunning city views, positioned moments from the area's renowned dining and cultural scene. Each home features luxury finishes by Mathieson, including custom joinery and premium materials that seamlessly blend indoor-outdoor living.



THE RUSHCUTTERS

51-57 Bayswater Road, Rushcutters Bay

Exclusive collection of 13 luxury residences in iconic Rushcutters Bay, moments from the water's edge. These ultra-luxury apartments offer refined living with access to harbourside parks, dining, and Potts Point, minutes from the CBD. Upper levels feature panoramic city views and timeless design.



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