



first national
REAL ESTATE
Hedland

2026 MARKET UPDATE

January - June





A WORD FROM SCOTT

As we close out the 2025 – 2026 financial year, it has been another active, consistent, and resilient period for the Port Hedland property market.

The March quarter saw Port Hedland lead regional WA, in house price growth with the median rising to \$590,000. In May, the Federal Budget introduced significant changes to negative gearing and capital gains tax, restricting concessions to newly built investment properties purchased after budget night. Nationally, this has introduced a degree of investor uncertainty. However, Hedland has never been a market where negative gearing was the primary driver of buyer decisions. With gross rental yields tracking above 10% and properties typically returning strong positive cash flow, investors come here for real yield, not tax offsets.

On the investment front, the region's pipeline remains substantial. Lumsden Point continues to advance at pace. This is transformational infrastructure for the Port. The multi-user facility is already attracting tenants across logistics, energy, and marine sectors. Rio Tinto and BHP have formalised collaboration on extracting up to 200 million tonnes of iron ore from their adjoining Pilbara operations. In addition, BHP advances large-scale, renewable energy projects and PLS confirm the expansion of its Pilangoora lithium mine.

The West End Voluntary Buyback Scheme formally closed at the end of 2025, with approximately 83% of residential properties reacquired. A structural plan for the precinct's future is expected later in 2026, and we will keep clients informed as this progresses. The challenges around new builds remain unchanged.

Together, these developments reinforce sustained growth, diversification and stability in the local economy.

On behalf of the team at Hedland First National, thank you for your ongoing support. We look forward to another productive year ahead in the Pilbara.

Scott Lowe



RESIDENTIAL SALES

The first half of 2026 saw the Port and South Hedland market shift towards more balanced conditions. Buyer demand remained strong, although purchasers became more selective and took longer to make purchasing decisions.

Owner-occupiers continued to dominate the market, while investor enquiry remained high due to the Pilbara's strong rental returns and low vacancy rate.

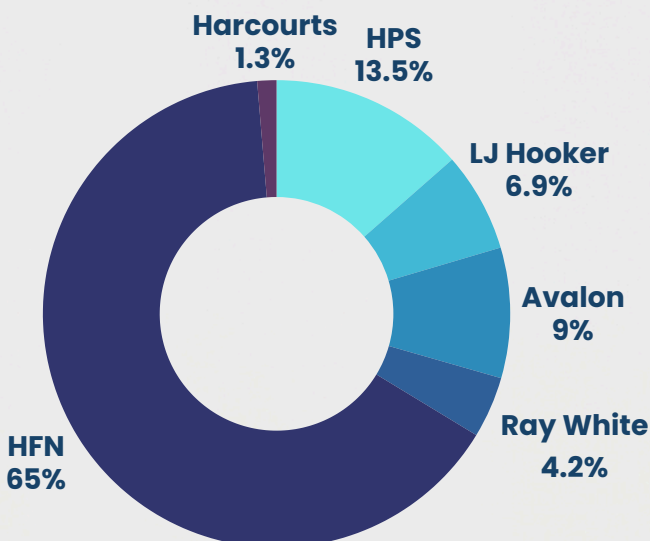
Vacant land also proved popular, offering buyers a more affordable entry point and greater control over building costs. Properties with higher holding costs, strata fees or maintenance requirements generally took longer to sell. However, limited housing supply and sustained buyer demand continued to underpin property values, resulting in a stable and resilient market.

119 **SOLD AND SETTLED (January - June)**
62% Investor Buyers **36%** Owner Occupiers **14** Land Sales

HIGHLIGHT SALES



JUL 25 – JUN 26



OUR PRESENCE IN THE LOCAL MARKET

Hedland First National continues to dominate the residential sales market in the Hedland region. Over the past 12 months, HFN has sold roughly two-thirds of all properties in Port Hedland (around 65 - 67% of the total sales) significantly more than any other agency. In South Hedland, HFN holds around 66% market share.

Source: REA

A WORD FROM THE AGENTS

"Buyer demand remains strong; however, purchasers are becoming more selective. Properties with higher holding costs, strata fees or maintenance requirements are taking longer to sell. Despite this, low stock levels across Hedland, together with a rental vacancy rate of around 1%, continue to support property values and overall market stability."

Danielle Collins



"Investor demand remains strong for properties offering solid rental returns and secure, long-term leases. As a positively geared market, the Pilbara continues to stand out, and the recent budget changes are expected to further enhance its appeal for investors seeking strong, sustainable returns."

Rick Hockey



"The Pilbara continues to demonstrate its resilience with the proposed tax changes having little to no impact on the region. Its unique market fundamentals, strong economy and some of the highest rental returns in the country, continue to attract significant interest from investors which is reflected in the consistent level of enquiry we are receiving."

Brooke Matthews



THE RENTAL MARKET

The Pilbara rental market has entered a period of stability after several years of rapid growth and exceptionally low vacancy rates. While demand remains healthy, the market is now showing signs of balance, particularly at the upper end of the rental spectrum.

Vacancy levels across Port and South Hedland have remained relatively consistent throughout 2026, providing landlords with confidence.



1% VACANCY RATE

108 LEASED in 2026

January - June

HIGHEST RENT PORT HEDLAND - \$2,300 PW

HIGHEST RENT SOUTH HEDLAND - \$1,900 PW

CURRENT AVERAGE DAYS ON MARKET - 30

While leasing activity has remained healthy, the market is showing a clear shift; tenants are becoming more selective, particularly when comparing older properties with homes that have been updated or better maintained.

Across our portfolio of residential managed properties, we leased 108 properties between January and June to date, reflecting stable turnover and continued movement in the market. This equates to an average of around 18 properties leased per month, which is a solid result across the first half of the year. January was the strongest month, with April showing a temporary slowdown before leasing volumes recovered through May and June.

A clear trend in the current market is that presentation is directly influencing leasing performance. Tenants are placing greater value on cleanliness, comfort, functionality, and overall condition. Homes that present well are generally attracting stronger enquiry, while dated properties with visible wear and tear are facing more resistance.

The first half of 2026 has reinforced an important message for landlords: steady demand is still present, but tenant expectations are rising. Properties that are well maintained, competitively priced and aligned with tenants expectations are best placed to lease quickly and retain quality tenants.

Tracy Simpson
Residential Department Manager



ASK OUR BDM

What is the current position of the rental market in the Pilbara?

As the financial year draws to a close, the Pilbara rental market is experiencing its most stable period in years. Vacancy levels across Port and South Hedland have held steady at 50–70 properties for nine months, even through the Christmas peak. Corporate demand has softened, particularly for executive homes above \$1,500 per week, likely due to budget cycles, earlier accommodation acquisitions, or shifts to FIFO arrangements. A clearer view of corporate activity is expected by mid–late July

What are the trends?

Owners of high-end homes should be prepared for longer leasing periods and may benefit from using this window to complete cosmetic upgrades or preventative maintenance. In contrast, demand for rentals under \$1,000 per week remains strong, driven by private tenants and smaller contracting companies, with many properties attracting multiple applications. Furnished units and apartments also remain popular, with activity expected to lift again from July.

Rental growth has moderated, with most renewals occurring at existing rates and increases generally modest. Twelve to twenty-four month leases remain the norm.

What advice do you have for landlords?

Maintenance pressures continue to challenge landlords due to ageing housing stock and contractor shortages, prompting a need for faster approvals on minor works to avoid delays.

With cooler weather providing temporary relief from condensation and mould issues, winter is an ideal time for air-conditioning servicing and preventative maintenance.

How's the remainder of 2026 looking?

Looking ahead, the market is expected to remain stable through 2026, with renewed corporate activity from July likely to strengthen demand at the upper end of the market.

Amy Deran

Business Development Manager

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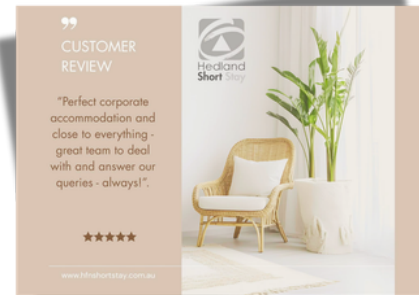
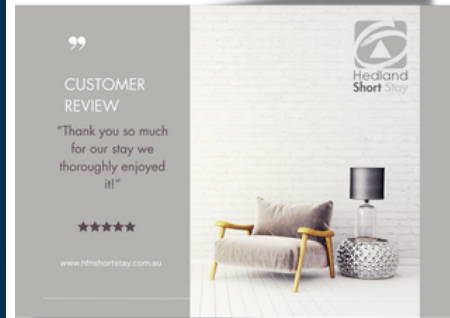
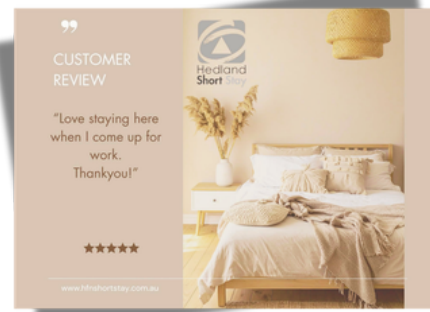
SHORT STAY

Our short stay department continues to grow. With demand from corporate travellers, contractors and visiting families seeking affordable, self-contained accommodation in Port Hedland.

Over the past six months, we have added four new properties to our portfolio, with a further three apartments set to launch soon. We continue to offer discounts for small businesses, not-for-profit organisations, returning guests and our landlords.

As the short stay industry becomes increasingly regulated, our team remains focused on compliance, managing all aspects of bookings, guest communication, maintenance, cleaning and advertising across major booking platforms. Strong occupancy rates and positive guest reviews continue to support the growth of our short stay division as we work to provide quality accommodation throughout the Pilbara.

For more information, visit www.hfnshortstay.com.au or email shortstay@hfn.com.au



STRATA

As we move through another busy year, we see the Pilbara strata communities showing real resilience and progress. More owners are actively engaging with their responsibilities, strengthening long-term planning and ensuring reserve funds are better understood and maintained. Despite rising costs across the region, some schemes have secured more competitive insurance premiums thanks to Hedland First National's work with an alternative broker — a strong reminder that reviewing options can genuinely pay off.

Councils and owners are increasingly proactive, collaborative and open to new solutions, helping strata schemes adapt confidently to changing conditions. With this momentum, the future for Pilbara strata communities looks optimistic, supported by good communication, informed decision-making and a shared commitment to protecting the value of each property.



Jamie Taylor
Strata Manager



Janine Ashworth
Strata Manager

COMMERCIAL SALES AND LEASING

Commercial activity in the Pilbara has maintained healthy occupancy levels, boosting confidence amongst owners and tenants.

We see a rise in tenants initiating conversations around contributing to upgrades - a positive indication of long-term commitment, creating opportunity to enhance asset value and lease security.

Although the challenge of maintenance costs remain, commercial property management continues to confidently lead, through proactive approaches in early detection of potential issues. This effective approach helps the owners save in significant costs, and will prevent disruptions, resulting in stronger tenant retention.



January - June
15 LEASED 7 SOLD



The commercial sales and leasing market is showing strong, positive momentum in 2026, driven by limited supply of quality properties and rising enquiry levels. This increased activity is supporting higher property values and continued rental growth. Both investors and owner-occupiers remain active, reflecting confidence in the region's long-term outlook. Leasing conditions are particularly encouraging, with tenants increasingly committing to longer-term leases, signaling stability and future business growth. Vacancy rates continue to fall, and most tenants are choosing to renew.

Where vacancies occur, they're often due to businesses expanding or purchasing their own premises - another clear indicator of regional strength. The market is well-positioned, with growing demand, sustained investment, and strong leasing fundamentals.



Mark Keogh
Commercial Property Manager



Andrew Russell
Commercial Sales + Leasing Consultant

ON THE SOCIALS WE POSTED...



We celebrated our success widely across our media platforms, particularly within both commercial and residential property management. Here are some of the highlights:



firstnational Hedland

RENTAL RESULT

\$1700 PER WEEK

1X1 STYLISH, MODERN UNFURNISHED 1X1

CORPORATE LONG TERM LEASE WITH TOP TIER TENANT

★★★★★

"I WANT TO THANK YOU SO MUCH FOR YOUR HARD WORK AND DEDICATION IN MANAGING OUR PROPERTIES AND KEEPING US UP TO DATE WITH ALL THAT HAS BEEN GOING ON. WE REALLY APPRECIATE THE EFFORT, CARE, AND PROFESSIONALISM YOU'VE SHOWN. THANK YOU FOR ALL THAT YOU'RE DOING FOR US."

JAMIE TE POHLE
Residential Property Manager
Hedland First National

firstnational COMMERCIAL Hedland

TESTIMONIAL

“

Andrew sold my quite unique property in Wedgefield and the process was quick and efficient.

I was also very happy with the price. Andrew was a pleasure to deal with.

”

Vendor, Wedgefield

www.hfn.com.au
0817 496 467
0817 496 467

★★★★★

"YOU HAVE ALWAYS DONE RIGHT BY ME, PROVIDING ME WITH REGULAR ONGOING UPDATES REGARDING THE SALES AND RENTAL MARKET, YOU ALWAYS GET BACK TO ME EVEN THOUGH I CONTACT YOU AT ODD TIMES, YOU PROVIDE ME WITH UNWAVERING SERVICE AND HANDS DOWN DO WHATEVER YOU CAN TO HELP ME, I REALLY APPRECIATE ALL YOUR HELP, ADVICE, AND SUPPORT OVER THE YEARS"

BOBBY TOWNSEND

Amy Deenan
Business Development Manager
Email: amy@hfn.com.au
Phone: 0817 496 467

★★★★★

"THIS TEAM TRULY DELIVERS.. YOU ALWAYS GO ABOVE & BEYOND! YOU DEMONSTRATE PROFESSIONALISM & COMPETENCE. YOU HAVE THE BEST TRADESPEOPLE WHEN THEY HAVE BEEN REQUIRED, HELPING MAINTAIN OUR STRATA TO THE HIGHEST STANDARDS. A MASSIVE THANK YOU!!!"

STRATA TEAM
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HEDLAND FIRST NATIONAL

NO 1 PM TEAM IN AUSTRALASIA

MEET THE MANAGERS

NICOLE HOLLINGSHEAD TRACY SIMPSON AMY DORAN

We're BIG in the PILBARA

www.hfn.com.au

★★★★★

"I HAVE HAD MAKENZY AS OUR PROPERTY MANAGER FOR AND I JUST WANTED TO LET YOU KNOW HOW GREAT SHE HAS BEEN. SHE IS A GOOD COMMUNICATOR. SHE RESPONDS TO QUERIES AND QUESTIONS. SHE IS EFFICIENT WITH REPAIRS AND FOLLOW UPS, SHE'S BEEN GOOD AT PROBLEM SOLVING; I HAVE A SENSE OF FAITH IN HER THAT SHE KNOWS WHAT SHE'S DOING. I LOOK FORWARD TO CONTINUING TO WORK WITH HER"

MAKENZY WILLIAMS
Residential Property Manager
Hedland First National

CITY WINNER 2026

ratemyagent

Agency of the year

PORT HEDLAND

In The Media

The West Australian

Rinehart's Hancock Iron Ore axes jobs across Pilbara

Mining billionaire Gina Rinehart's Hancock Iron Ore has started cutting hundreds of jobs across its Pilbara empire in a move the company...

Australian Mining

Rio Tinto marks eight billion tonnes from the Pilbara

Rio Tinto celebrated the shipment of eight billion tonnes of iron ore from the Pilbara, marking 60 years since first shipment.

Mining.com.au

Pilbara Gold eyes 'Super Pit of the north'

Pilbara Gold (ASX:PGL), formerly Kairos Minerals, has undergone a major strategic shift, not only in name, but in operational focus.

BHP

BHP, Rio Tinto and Caterpillar launch battery-electric haul truck trial in the Pilbara

BHP, Rio Tinto and Caterpillar have launched a trial of two Cat® 793 XE Early Learner battery-electric haul trucks at a mine-site...

BHP

BHP commits \$160m to Port Hedland in largest WA community investment

BHP commits \$160m to Port Hedland in largest WA community investment. An \$80 million upgrade to Hedland Senior High School is the...

Australian Broadcasting Corporation

Mining giant BHP's plan to go green was 'urgent', until it wasn't

Mining giant BHP quietly shelved billions of dollars of green projects despite promising the public it was committed to cutting emissions...

HFN News

Hedland First National attended the First National state awards in Perth, followed by the National Convention held in Vietnam in May.

We had the honors of presenting multiple awards and sponsoring our local organisations including Care for Hedland and the annual PHCCI Business Awards. Here are some snippets from the first half of 2026.

