360 Collective

Queensland rental demand is moving down the affordability curve

The opportunity is not just higher rents.
It is lower weekly-rent, income-producing rental supply.

House	> Townhouse	> Unit
Studio	> Micro-apartment	> Rooming accommodation

A short LinkedIn summary of the full investment thesis.

Three numbers behind the thesis

Different sources use different methodologies, but the direction is clear: tight supply and strong rent pressure.

0.8%-1.7%

Brisbane vacancy range

SQM March/April and Cotality Q1 2026

6.7%-7.8%

Brisbane annual rent growth

Cotality rental values and SQM asking rents

Up to 14.3%

Selected affordable unit market growth

Examples from Brisbane affordable unit markets

Source summary: Cotality Q1 2026; SQM Research March/April 2026; 360Collective paper.

360 Collective

Why smaller-format rentals matter

Affordability pressure changes tenant behaviour.

1

Lower absolute weekly rent

Tenants under pressure focus first on the weekly dollar amount.

2

Deep tenant pool

Essential workers, students, migrants, singles, younger workers and people priced out of conventional rentals.

3

Affordability substitution

As conventional rents rise, demand moves toward studios, micro-apartments and professionally managed rooming accommodation.

4

Limited competing supply

Planning, compliance, management intensity and finance unfamiliarity limit new supply.

5

Income-led valuation support

High occupancy and recurring income matter more as capital becomes yield-conscious.

360 Collective

The investment lens

This is not a speculative capital-growth argument.

It is an income-led rental accommodation strategy for a structurally undersupplied market.

New supply

Create rental accommodation rather than competing for established homes.

Affordability

Keep the weekly rent within reach of the target tenant pool.

Occupancy

Design for demand depth and professional management.

Yield resilience

Focus on recurring income, debt coverage and sustainable net performance.

The core opportunity sits where tenant affordability, supply shortage and investor income needs overlap.

The question for the market

Are micro-apartments and professionally managed rooming accommodation part of the solution to Queensland's rental shortage?

Or are they still too misunderstood by investors, planners and lenders?

Full paper:

Queensland Rental Market Investment Thesis

Prepared by Symon Peters | 360Collective

Read the full paper via the link in the post or first comment.