

hipages brings trusted tradies to The Block 2019

Contact

DEC PR

hipages@decpr.com.au
(02) 8014 5033

hipages

Guillaume Papillon
Acting Head of Brand &
Communications
guillaumepapillon@hipages.
com.au

31 July 2019 (Sydney, Australia) – This year there will be new tradies on The Block thanks to [hipages](#), Australia’s leading on-demand tradie platform, today announcing its partnership with the Channel 9 renovation show as part of the highly-anticipated 15th season.

The partnership will see contestants on The Block’s 2019 series receive access to on-demand tradies from hipages for the first time. Contestants can engage local, licensed tradies through the hipages app, to help them complete their renovation tasks each week. The Block contestants will enjoy the same user experience as all Australians, receiving up to three quotes from local tradies which they can communicate with, book and pay for, all through the hipages app.

Jason Charles from Charles Bros Building Contractors is a hipages tradie on The Block this year, along with foreman Steve Ritchie, becoming the main builders for a team on the show. Speaking on their involvement, Jason says, “It’s an incredible opportunity to be part of such a popular renovation show and lend a hand to contestants. We’ve loved being able to showcase how hipages can help renovators get jobs done through our work on The Block.”

“We first signed up to hipages in 2016, and as our industry becomes more digitally savvy and ‘on-demand’, it’s become a truly valuable platform for us - helping us to grow our business and better engage with homeowners, with greater efficiency on both sides,” Jason continued.

Liana Dubois, Nine’s Director of Powered, says: “We’re thrilled to have hipages join The Block family in 2019, with a partnership that makes us perfect on-demand renovating companions. Our Blockheads will be able to fundamentally change the way they tradie, by seeking prompt support of trusted tradespeople, able to solve their immediate needs. The Block is demanding for our Blockheads, just as personal home improvements can be for Australians, but hipages puts solutions in the palm of your hand.”

This partnership comes to life as hipages celebrates another momentous milestone, with the six millionth job recently posted to its platform.

Stuart Tucker, Chief Customer Officer at hipages, says: “We’re really excited to bring trusted and immediately available tradies to The Block in 2019 - it’s set to be a fantastic season! For the first time, contestants will be able to arrange a tradie as easily and quickly as they can arrange their lunch delivery, on-demand. Over the past 15 years, we’ve helped more than 2.6 million Aussies get jobs done around their homes and it’s great to be able to showcase our app’s features and services to The Block contestants.”

The company has experienced significant growth in recent times with three million jobs posted to hipages in the past 2.5 years alone, and approximately 1.1 million jobs processed

in the last 12 months. Today, 135 jobs are posted to hipages every hour, a 400 per cent increase compared to five years prior.

To date, hipages has generated more than \$2.4 billion worth of jobs for Australian tradies and currently, more than 135,000 tradies around the country embrace hipages to easily connect with local Aussie homeowners, with around 400 new tradies joining the platform weekly.

The Block starts on Sunday 4th August on Nine and will air each Sunday at 7pm and Monday to Wednesday at 7:30pm.

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Notes to Editors

About hipages

hipages provides a better, smarter way to connect tradies and consumers to get the job done well.

They are on a mission to make home improvement effortlessly efficient. Our aim is to create a seamless experience for tradies and homeowners in place of the current unreliable - and unproductive - process that makes it a feat of mutual endurance.

hipages builds technology that solves the frictions of an industry ready for optimisation, by redesigning the tradie/client relationship and transforming the way trade businesses operate. To date, over two million Australians have changed the way they find, hire and manage trusted tradies to get a job done around their home.

hipages. Change the way you tradie.

The hipages app is available for download on the App Store and Google Play.

www.hipages.com.au