

# Aussies avoiding \$40 billion worth of jobs around the home

## hipages to help Aussies ‘Get It Done’ this leap year

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- **hipages research reveals 92% of homes have at least one outstanding project/job**
- **80 million repair and maintenance projects are outstanding in Australian homes**
- **The average household estimates it will cost \$5,000 for a tradie to fix all outstanding issues**

**EMBARGOED until 00:01, Thursday 27 February 2020 (Sydney, Australia)** – New research commissioned by hipages has revealed that Aussies have accumulated an astounding \$40 billion worth of maintenance work around the home over the past year, with most jobs put off for six months or more. This equates to 80 million outstanding repair and maintenance projects in Australian homes.

Whilst these figures are alarming, the start of a new decade is a motivator for ticking jobs off the to-do list. hipages, Australia’s leading online marketplace for trusted tradies, is urging homeowners to make the most of the extra 24 hours this year on 29 February 2020, and embrace the Saturday as ‘Get It Done Day’.

Stuart Tucker, hipages’ Chief Customer Officer says, “We know there are a variety of factors which delay us completing jobs around the home – whether it be lack of time, expertise or money. We want to show Australians how easy it is to ‘Get It Done’ with the help of trusted tradies from hipages and inspire everyone to make the most of their extra 24 hours this year. We’ve therefore dubbed 29 February 2020 as Get It Done Day!”

### **What are Australians putting off?**

The national study by YouGov Galaxy Research shows that we’re all in this together, with almost every household (92%) having at least one job that has been put off – with cleaning (73%), general home maintenance (67%) and gardening (63%) accounting for the largest volume of jobs on to-do lists. Whilst most households have multiple cleaning jobs to get done, 64% of these are only delayed for a maximum of three weeks, or less.

On the other hand more time intensive jobs, like painting, are more likely to be put off for over a year. Other projects that Aussies appear happy to postpone for six months or more are those where a tradie is required, including; concreting (2.3 million jobs), plastering (2.6 million jobs) and carpentry (3.3 million jobs).

“We know 79% of homeowners have used a tradie in the past 12 months, with full time workers more likely hire a tradie to help. Whilst most Aussies still turn to tradies they’ve hired previously (47%), or ones recommended by friends and relatives (47%), we’ve seen an increasing number of homeowners seeking on-demand tradies via hipages using our

simple three step process – post a job to the app, get connected with up to three tradies, book your preferred tradie to Get It Done,” says Tucker.

Looking across the states, Victoria has the highest proportion of households who have put off jobs for a year or more. These jobs include painting (19%), tiling (9%), plumbing (9%) and electrical works (9% for a year or more). This is followed by South Australian households who have delayed general home maintenance (16%), fencing (14%) and garden maintenance (12%) for a year or more.

Those in South Australia estimate that they would have the highest expense should a tradie fix all outstanding issues, at \$5,254 per household, whilst the national average is approximately \$5,000.

	Household (000's)	Value per household	Billion
<b>NSW</b>	2,606	\$5,048	\$13.2
<b>VIC</b>	2,038	\$4,911	\$10.0
<b>QLD</b>	1,563	\$4,947	\$7.7
<b>SA</b>	620	\$5,254	\$3.3
<b>WA</b>	810	\$4,937	\$4.0
<b>TAS, ACT, NT</b>	357	\$3,641	\$1.3
<b>TOTAL</b>	7,994	\$4,947	\$39.5

**Why are jobs being put off and what is the result?**

The most common reason cited by homeowners for putting off jobs is due to financial concerns (60%) with 44% of mortgage payers saying that not having money is a major cause of delay. 80% of homeowners, however, recognise there are consequences for putting off repairs and maintenance to the home.



“If you have a number of little jobs piling up, consider grouping the jobs by trade. Get an electrician to look at all lighting and fixture issues you may have at once or a plumber to get those jobs done in your bathroom, kitchen and laundry. Ensure you agree to all the jobs upfront with your tradie before they arrive,” he added.

Victorian homeowner, Sarah Ferris, understands the financial pressure of home repairs all too well. The roof of her home had deteriorated over 13 years, which she has delayed fixing for the past eight months due to the financial investment.

“I knew it would cost a lot to repair my roof, so I avoided the job as long as I could. Possums had snuck in causing sleepless nights due to the sounds of them scurrying around in the roof,” says Sarah. “When I couldn’t put it off any longer I got a loan from the bank and organised a tradie from hipages to fix my roof. I’m now getting plenty of sleep once again,” she added.



“If you can afford to, it’s best to manage maintenance and repairs as soon as possible, with a licenced professional, as this usually has the least expensive outcome. At hipages, we offer up to three quotes for any job posted, allowing you to choose a quote that fits within your budget from a trusted licensed tradie,” Tucker added.

### Getting the job done

hipages is encouraging Aussies to utilise the additional 24 hours granted in 2020, by dedicating the day to tackling jobs around the home, as part of ‘Get It Done Day’ on Saturday, 29 February.

hipages is also offering \$50 off your next job to help you Get It Done. There are three easy steps to redeem the voucher:

1. Download the hipages app
2. Enter voucher code GIDA50\*
3. Post a job and Get It Done!

“hipages has been providing Aussies with a better, smarter way to connect with tradies since 2004. With one job posted to hipages every 26 seconds we want to ensure all homeowners are tackling their to-do lists efficiently with the help of our trusted tradies,” says Tucker.

hipages recommend all homeowners follow these three simple steps to ensure the tradie they hire has the appropriate qualifications for the task at hand.

1. Request the licence – To make this process easier for consumers, hipages verifies and displays licence numbers on its Tradie Profiles.
2. Ask for examples of work – This will give you an idea of the standards you can expect.
3. Read online recommendations – On hipages, customers can leave ratings and recommendations, with tradies also given an average star rating based on client feedback.

Download the hipages app from the App Store or Google Play and Get It Done today:

<https://hipages.com.au/get-the-app>

For more information and inspiration: <https://hipages.com.au/homes/trends/get-it-done/>

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#### **Notes to Editors**

The survey was conducted by YouGov Galaxy Research amongst a nationally representative sample of 1,514 Australians 18 years and older. Fieldwork commenced on Thursday 14 November and was completed on Sunday 17 November, 2019. Following the completion of interviewing, the data was weighted by household size using the latest Australian Bureau of Statistics estimates.

#### **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.

The hipages app is available for download on the App Store and Google Play. [www.hipages.com.au](http://www.hipages.com.au)

\*T&Cs: Enter voucher activation code GIDA50 to activate voucher. Vouchers must be activated before 6 March 2020 and used before 31st March 2020. Only one voucher may be used per job. Jobs must be posted through the hipages “get quote” feature. Unused voucher amounts automatically expire, may not be applied to other jobs and are non-refundable. A minimum job spend of AUD \$100 applies per voucher. Tradies are third party providers and are not employed by, or representatives of, hipages. Full voucher terms and conditions can be viewed at [hipages.com.au/terms](http://hipages.com.au/terms).