

# hipages back on the tools for The Block 2020

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## hipages

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**25 August 2020 (Sydney, Australia)** – [hipages](https://www.hipages.com.au), Australia’s leading on-demand tradie platform, today announces it will be bringing trusted tradies back to The Block as it reignites its partnership with the Nine renovation show, as part of the highly-anticipated 16th season.

The 2020 partnership will see The Block’s latest round of contestants being able to engage local, licensed tradies on-demand 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.

hipages can also reveal that 2019 Blockheads, Mitch Edwards and Mark McKie, will be coming on board as ambassadors for the platform. The professional property flippers will be sharing their tips and tricks with show fans and keen renovators via video and social content viewable across hipages channels, alongside insights from hipages tradies.

Speaking on the new role as a hipages ambassador, Mitch Edwards says: “We had such a hoot on The Block last year – of course there were plenty of drama-fueled moments for Mark and myself – but we were so thankful for the help from our “hipages angels” who always came to our rescue. We’re super excited to be working with hipages and sharing our thoughts on what (not!) to do when it comes to renovating!”

Coinciding with the commencement of The Block 2020, hipages have launched a refreshed creative campaign which brings to life just how easy the hipages app is to use. The “No Drama” campaign will showcase how the hipages platform takes the hassle out of repairs and renovation tasks. Whether it’s a home renovation, home maintenance project or an emergency repair, hipages takes all the drama out of home improvement by connecting Aussie homeowners with local trusted tradies ready to do the job.

Stuart Tucker, Chief Customer Officer at hipages, says: “We’re really excited to bring trusted and on-demand tradies back to The Block in 2020 - it’s set to be a fantastic season! We saw an extremely successful sponsorship of Nine’s The Block in 2019, which lifted hipages’ aided brand awareness 10 per cent.

“We have been helping Australians change the way they tradie for years, but this year we really want to take the drama out of renovating. With one job posted on the platform every 23 seconds on average, we are looking forward to helping millions of Aussies get jobs done in their homes and showcase just how easy our app is to use,” added Tucker.

Liana Dubois, Nine’s Director of Powered, says: “It’s fantastic to have hipages back for another year on The Block. As always, we anticipate a few dramatic moments for our Blockheads during this season, so enabling them access to on-demand tradies to save the day via hipages is a great solution.”

To date, hipages has been used by more than 3.5 million Aussies, with more than 36,000 tradie members around the country embracing hipages to easily connect with local homeowners.

The Block season commenced on Sunday, 23rd August on Nine and will air each Sunday at 7:00pm and Monday to Wednesday at 7:30pm.

The hipages No Dramas campaign which activates across TV, digital, and social media is live now.

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### **Notes to Editors**

#### **About hipages**

hipages is the online platform that connects Australia with trusted tradies to simplify home improvement. The platform is leading the way in helping tradies become more efficient through technology, growing the on-demand tradie economy and achieving hipages' mission to create happier homes.

The hipages app streamlines and improves the entire experience of coordinating a home improvement job. More than two and a half 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](http://www.hipages.com.au)