



# Housing Hub Market Data Reports

The Housing Hub is a social enterprise of the Summer Foundation Ltd  
ABN 90 117 719 516

**Housing Hub**  
Find the home that's right for you



# Why partner with us?

- Valuable insights to help you decide where to build based on consumer behaviour
- Access current data on demand for a given location - data that shows what your potential customers are actually doing via search behaviour
- Access data on supply for accessible housing in a given location - up to date information on current listings from the website with the most listings right across Australia

The Housing Hub is the leading platform for connecting housing seekers of accessible housing with providers of accessible housing in Australia. Since our inception in 2017, we have had over 180,000 people use the website. The platform has strong monthly new user growth and return visits. We are attracting around 10,000 new users to the site every month, building a strong presence and connection with thousands of housing seekers across Australia.

The new Housing Hub platform was launched in August 2020. Since this time we have seen strong month on month growth in website users as well as the number of searches performed. This search data can provide valuable insights into what housing seekers are looking for.

We average over 10,000 searches per month and this is growing. People searching on the Housing Hub enter information about the type, location and features of a property they are searching for. This data can be used as an indicator of demand in a given location.

Our data report can be used as one input into the process of housing providers testing out a given location to understand what housing seekers are searching for and what other properties are currently available in that location.

Our platform also has the most property listings available for accessible housing then any other platform. Again this is growing every month.

# What we can do for you

## Market Data Reports

We have developed a market data report for accessible housing that shows both demand and supply indicators. We can run this report for a Local Government Area that you identify. The report will show data from the Housing Hub for a 90 day period. You can ask for data on either Specialist Disability Accommodation (SDA) properties or non-SDA properties.

This report will show you what Housing Hub users are looking for in a property in the location you specify. It will also show you information about properties that are available on the Housing Hub. This will show if demand and supply are aligned or if there is a gap between what people are searching for and what is being provided.

The data points included are as follows:

Demand indicators	Supply indicators
<ul style="list-style-type: none"> <li>Number of searches for this period</li> <li>Top 5 Suburbs searched</li> <li>Design category searches</li> <li>Occupancy searches</li> <li>Bedrooms searched</li> <li>Bathrooms searched</li> <li>Car Parks searched</li> <li>Support required searches</li> <li>Rent or Buy searches</li> <li>Lease term searches</li> </ul>	<ul style="list-style-type: none"> <li>Number of properties listed in this SA3</li> <li>Top 5 Suburbs with listings</li> <li>Design category of listings</li> <li>Occupancy of listings</li> <li>Bedrooms of listings</li> <li>Bathrooms of listings</li> <li>Car Parks of listings</li> <li>Support provided of listings</li> <li>Rent or Buy of listings</li> <li>Pipeline and Enrolled Dwellings as at November 2020</li> </ul>

An example report is shown here:

## Housing Hub

Find the home that's right for you

**Data report on SDA Properties in SA4 - Newcastle**  
 For the period: 22 Aug 20 to 22 Nov 20  
 Prepared for: Customer name  
 Generated on: 20 Nov 20

Includes the suburbs/towns of List the suburbs and towns in this SA3/LGA e.g. Adamstown, Adamstown Heights, Bar Beach, Beresfield, Birmingham Gardens, Black Hill, Broadmeadow, Callaghan, Carrington, Cooks Hill, Elmore Vale, Fletcher, Fullerton Cove, Georgetown, Hamilton, Hamilton East, Hamilton North, Hamilton South, Hexham, Islington, Jesmond, Kooraang, Kotara, Lambton, Lenaghan, Maryland, Maryville, Mayfield, Mayfield East, Mayfield North, Mayfield West, Merewether, Merewether Heights, Minto, New Lambton, New Lambton Heights, Newcastle, Newcastle East, Newcastle West, North Lambton, Rankin Park, Sandgate, Shortland, Stockton, Tarro, The Hill, The Junction, Tighes Hill, Wallsend, Warabrook, Waratah, Waratah West and Wickham.

### Demand Indicators

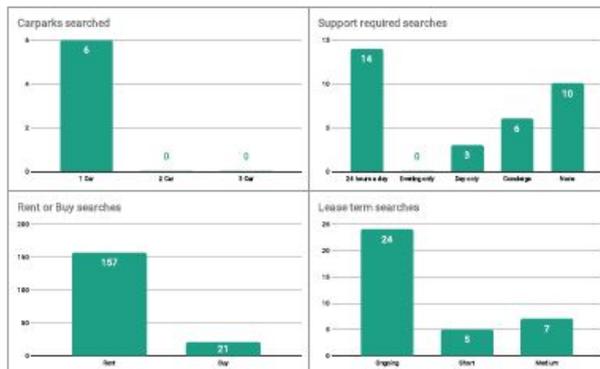
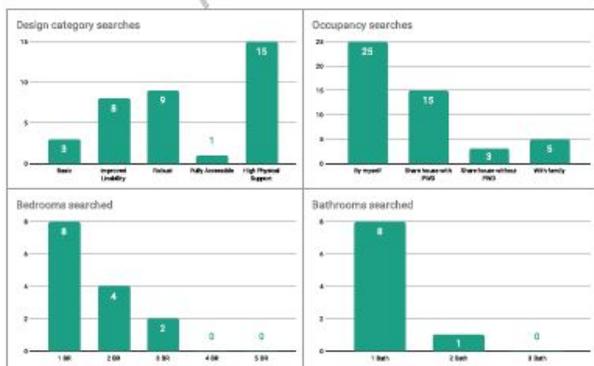
The following report has been compiled from search behavior data collected during the report period on housinghub.org.au where search behaviour may be an indicator of demand in a given location for various property types and features at the date this report is generated. This information should be used as a guide only and not an actual measure of demand in a given location or indication of future search behaviour.



**396**

Number of searches in this period

**Top 5 Suburbs searched**  
 Newcastle 289  
 Bar Beach 24  
 Wallsend 21  
 Wickham 16  
 Mayfield 14



### Supply Indicators

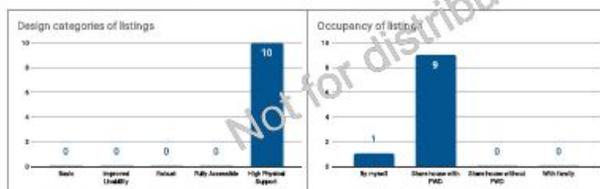
The following report has been compiled from listings data collected during the report period on housinghub.org.au where listings may be an indicator of supply in a given location at the date this report is generated. This information should be used as a guide only and not an actual measure of supply in a given location or indication of future listings.



**10**

Number of properties listed in this SA3

**Top 5 Suburbs with listings**  
 Wallsend 4  
 Maryland 2  
 Fletcher 1  
 North Lambton 1  
 Wickham 1





# Our organisation

The Summer Foundation began in 2006. We are working to solve the issue of young people having to live in aged care. Like everyone else, young people with disability should have the right to choose where they live and who they live with. They deserve to be properly supported to make these choices.

We think that the issue of younger people having to live in aged care can be solved within the next 5 years – if everyone works together.

To solve the problem, the Summer Foundation is focusing on four areas:

1. HOUSING – Australia needs a lot more housing that is suitable for people with complex support needs.
2. NDIS – young people living in aged care (or at risk of moving into aged care) need to have NDIS plans that reflect and support their goals.
3. PATHWAYS HOME – hospitals and health services need to work closely with the NDIS and other services to make sure that young people can return to living in the community when they leave hospital.
4. COMMUNITY & PRIMARY HEALTH – people’s health needs must be properly supported in the community. As people’s health goes down, their support needs go up, which is the reason many people with disability who used to live in the community end up in aged care.

We have established guiding principles for how we will do our work:

1. People with disability are at the centre of everything we do
2. We seek social change by leading in our sector to build sustainable and innovative products that give people with disability choice over where and how they live
3. We build confidence of the housing sector through collaboration, capacity building and tenancy solutions
4. Our work is aligned to Summer Foundation’s evidence base and approach
5. Our team engages validated learning, courage, collaboration and curiosity to achieve our vision

## For further information

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