Listings Snapshot
February 2022

Essendon

Rent   SDA   ☆

Quiet home in the suburbs

Reasonable Rent Contribution as set by the NDIA

🛏 2 Bedroom   🛁 2 Bathrooms   🚗 1 Cars

House   Fully Accessible   Bedroom Only

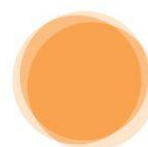Number of residents: 2

Posted 1 minutes ago   **Edited** 1 minutes ago

Suitability Score ❓

88%

🏷 My Preferences

Housing Hub
Find the home that's right for you

SUMMER FOUNDATION

Housing Hub
Listings Snapshot

Second edition – February 2022
First published – June 2021

Housing Hub
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www.housinghub.org.au/contact
The Housing Hub is an initiative of the Summer Foundation.

CITATION GUIDE

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DISCLAIMERS

The Housing Hub and the Summer Foundation have prepared this report in good faith based on information available to us at the date of publication. Information has been obtained from sources that we believe to be reliable and up to date, but we have not verified its accuracy or completeness. The Housing Hub and the Summer Foundation do not make any warranty, express or implied, regarding any information in the report, including warranties as to the accuracy, completeness or fitness for purpose of the information. The Housing Hub and the Summer Foundation are not liable to any person for any damage or loss that has occurred, or may occur, in relation to that person taking or not taking action in respect of any representation, statement, opinion or advice referred to in this report.

Contents

Introduction

Welcome to the second snapshot of listings data from the Housing Hub.

An updated version of the Housing Hub website was launched in August 2020. This update of the website was the result of co-design with housing seekers, housing providers and supporters of people with disability. The outcome is a feature-rich website with a user experience that is comparable to commercial offerings in the mainstream real estate market.

A key component of the website is a data model that helps match housing seekers to suitable properties. This data model relies on two sources of information: (1) data received from housing seekers, and (2) data about housing providers and their listings.

Data about housing seekers is collected when people with disability search for properties or create a profile on the Housing Hub. When creating a profile, housing seekers are asked a series of questions about where and with whom they would like to live, and what type of property features they are looking for. Housing seekers can then be alerted when new properties that match their preferences and needs are added to the website. The most recent Housing Seeker Snapshot report (Wellecke et al., 2021) provides an overview of this housing seeker data.

Data about housing providers and properties is collected when providers create a profile on the Housing Hub and make listings for their property vacancies. These listings can show detailed information about a property, such as property features, location, images and information about support services. By completing all fields on their listings, housing providers ensure that their listings are shown to the most suitable housing seekers.

The number of property listings and housing providers on the Housing Hub continues to grow rapidly, mirroring a rapid growth in housing seekers using the Housing Hub to search for a new home. Since the Housing Hub website was first launched in 2017, over 332,000 people have accessed the site to search for accessible housing, and over 7,000 properties have been listed. Currently, almost 2,000 properties are published on the Housing Hub, and over 1,300 housing providers have an active Housing Hub profile. As a result, the Housing Hub collects a significant amount of data on the current housing supply and demand for people with disability.

The current report provides up-to-date information about housing supply on the Housing Hub, extending upon the first edition of the listings snapshot report (Rathbone et al., 2021). By releasing the data contained within the listings snapshot reports, together with our companion report on housing seeker data, the Housing Hub aims to give both seekers and providers valuable insights into the accessible housing market.

About the Housing Hub

The Housing Hub is an online community of people with disability and housing providers working together to create accessible housing options.

The Housing Hub website is completely free to use for housing seekers. All the core features of the Housing Hub are also free to use for housing providers and professional supporters, and the site includes a number of premium features that providers and supporters may choose to pay for – see page 38 for details.

The Housing Hub lists properties for rent or sale that may be suitable for people with disability. Over 7,000 properties have been listed since the website was launched, and almost 2,000 properties are currently published as of February 2022. The Housing Hub features all design categories of Specialist Disability Accommodation (SDA), as well as many other types of accessible housing.

Housing seekers can search through the listings, or create a housing seeker profile by answering a few questions about where they want to live, what type of home they're looking for, what features they require and who they would like to live with. The Housing Hub will then show the seeker listed properties that are a good match for their profile. Each listing includes a 'suitability score', which tells the housing seeker how well the property matches their preferences. When creating a profile, housing seekers can also elect to be automatically notified when a property is listed that matches their housing seeker profile.

The latest version of the Housing Hub also has a suite of features aimed at making the site valuable and time-efficient for housing providers. These include the ability to easily duplicate listings, a revamped provider portal for managing listings and a branded landing page. All of these functions of the Housing Hub are free.

Generalised data resulting from housing seeker profiles and property listings on the Housing Hub provide insights into the demand and supply of accessible housing across Australia. With almost 2,000 properties currently listed and over 1,300 active housing provider accounts on the Housing Hub at the time the data in this report were generated, the insights are significant. Sharing the data gleaned from these interactions with the housing market enables the needs and preferences of people with disability to shape future development.

Terms Used

Seekers   (Housing) seekers are people who are using the Housing Hub searching for housing. Seekers are usually people with disability looking for accessible housing options.

Providers   (Housing) providers are the organisations or individuals who are offering accessible housing for rent or sale on the Housing Hub.

Supporters   Supporters are people who work with people with disability to support their housing search. Supporters include family members, support coordinators and allied health professionals.

SDA   Specialist Disability Accommodation (SDA) is housing for people with an extreme functional impairment and/or very high support needs. SDA is funded under the National Disability Insurance Scheme (NDIS). SDA has design features that maximise the residents' independence and reduce the amount of person-to-person supports required.

Profiles   Profiles are a set of data that seekers may choose to provide to the Housing Hub about the seekers' housing needs and preferences. This data enables the Housing Hub to suggest properties to the seeker that meet their needs and preferences.

Listings   (Property) listings are advertisements on the Housing Hub website for homes that are available for people with disability to rent or buy. Each listing on the Housing Hub is created and managed by the owner or provider of the property. Listings on the Housing Hub include various housing types, including houses, units/villas, apartments and rooms in shared supported accommodation (the latter are commonly known as 'group homes'). Currently, listings on the Housing Hub include all design categories of SDA and non-SDA housing options, as well as various other categories of housing for people with disability, such as Medium Term Accommodation (MTA) and Short Term Accommodation (STA). There are currently listings on the Housing Hub in all Australian states and territories

NDIS   The National Disability Insurance Scheme (NDIS) provides support to around 460,000 Australians who have a disability. People who receive support from the NDIS are referred to as NDIS participants. The NDIS funds a wide range of supports that are considered reasonable and necessary for participants to live an ordinary life, including home modifications for participants who require them to live more independently in their homes. For a small number of participants who have an extreme functional impairment or very high support needs, the NDIS may fund SDA. The NDIS is administered by the National Disability Insurance Agency (NDIA).

MTA   Medium Term Accommodation is housing that can be paid for using a type of core support funding called MTA funding, which is available to some NDIS participants. Housing accepting MTA funding is usually available for up to 90 days and will only cover the cost of the housing, not the support. [More information on the Housing Hub resources pages](#).

STA   Short Term Accommodation includes Short Term Respite Accommodation which offers short term housing and support and Short Term Holiday Accommodation which only offers short term accommodation. [More information on the Housing Hub resources pages](#).

Data

As well as its primary function of connecting seekers of accessible housing with housing vacancies, the Housing Hub has been built to collect data that will assist the market in developing housing that meets the needs of people with disability. As part of this aim, data is collected about providers and their property listings. Provider and listings data has been analysed in this report, along with website data on listing performance. These data sources are described below.

Provider data

Provider data is collected as providers create an account on the Housing Hub. To become a housing provider on the Housing Hub, an organisation provides information that is reviewed by a member of the Housing Hub team. This includes information about the provider such as their name, contact details, location and types of properties offered.

The current report includes data from all providers with an active Housing Hub account as of 31 January 2022. In total, this comprises 1,321 providers.

Listing data

After a provider account is confirmed, providers are able to create, edit and remove listings in their account. Listing data is collected as property listings are created by providers. This data includes information about each property, including features, images, property description, local area amenities and support provided. Since it was launched in 2017, there have been 7,351 listings created on the Housing Hub.

This report includes data for all listings that were published as at 31 January 2022 - 1,889 listings by 294 providers.

Performance data

Performance data is collected by Google Analytics as Housing Hub users interact with the website. This includes de-identified information on listings being viewed, enquiries being generated, the time users spend on the site and pages visited. It is important to note that Google Analytics data does not reveal the identity of any users. If you would like to learn more about Google Analytics, here is a useful article.

Using Google Analytics helps the Housing Hub team understand how the website is meeting the needs of users to continually improve its performance. Please note that the Housing Hub does not capture or view the content of any enquiries that are submitted to housing providers.

The current snapshot investigates the performance of listings during January 2022. Performance was defined as the total number of enquiries that a listing received during this time period. The total number of enquiries was calculated by summing how many times housing seekers (1) clicked to reveal the providers' phone number (a proxy for phone call enquiries), (2) clicked on the link to the providers' website (a proxy for website enquiries), and (3) completed the 'Contact Provider' form on the listing's website (email enquiries).

All listings with at least one enquiry were subsequently ranked by the number of enquiries they had received. The 20 listings with the highest number of enquiries and the 20 listings with the lowest number of enquiries were selected to compare elements of the highest and lowest performing listings.

It should be noted that numerous listings had received the same number of enquiries, making it difficult to determine which listings to include in the comparison. Where this was the case, a random number generator was used to randomly select listings. For example, there were more than 20 listings with only one enquiry. Thus, to determine the 20 lowest performing listings, a random number generator was used to randomly select 20 listings from all the listings that had received a performance score of 1.
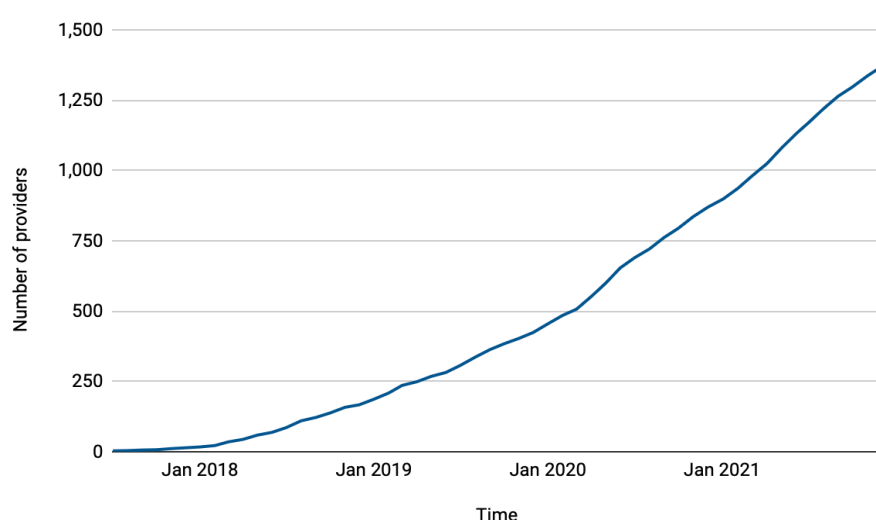
Housing Providers

Number of housing providers with an account on the Housing Hub

Below is an overview of the number of housing providers with accounts on the Housing Hub.

As at 31 January 2022, there were 1,321 housing providers with a Housing Hub account, which represents an increase of approximately 300 provider accounts since the previous listings snapshot (Rathbone et al., 2021). As can be seen in Figure 1, the Housing Hub continues to see steady growth in provider registrations, with an average growth rate of 4% per month in 2021.

Figure 1. Growth in providers with a Housing Hub account

Number of housing providers with current listings on the Housing Hub

In January 2022, there were 294 providers with active listings on the Housing Hub. The average number of listings per active provider was 6.4, which is similar to the average number of listings reported in the previous edition of the Housing Hub listings snapshot (Rathbone et al., 2021).

However, it is important to note that a small number of providers account for the majority of all listings on the Housing Hub. While 53% of all providers only have one or two listings, the provider with the most listings has 230 listings. Moreover, the top 10 providers by number of listings account for 34% of all listings, and the top 20 providers account for 49% of listings. This indicates that the average number of listings per provider is likely inflated and that there may be a high market concentration among housing providers on the Housing Hub.

Location of housing providers

58% of providers (n = 765) have told us which state or territory they are located in. These locations are shown in Figure 2. As can be seen, providers on the Housing Hub are located across all states and territories, though most providers continue to be located in Victoria (31%), New South Wales (31%), and Queensland (21%).

Figure 2. States where housing providers are located
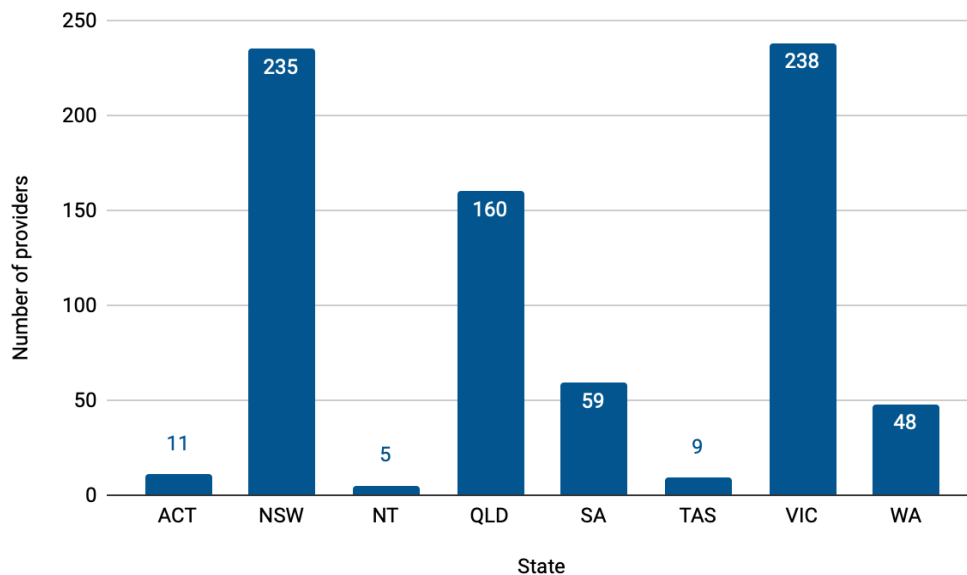
Type of housing provided

Providers also report the type of housing they will be listing. As shown in Figure 3, non-SDA providers are the most common provider type, with 42% of providers indicating they will offer non-SDA properties on the Housing Hub. SDA and short-term accommodation (STA) are equally often reported, with approximately one-third of providers indicating that they will offer these types of housing.

Interestingly, while NDIA data indicates that there have only ever been 376 active SDA providers as of December 2021 (NDIA, 2022), 423 providers with a Housing Hub account have reported that they will list SDA properties. While a small number of providers set up multiple Housing Hub provider accounts based on the divisions within their companies, this discrepancy also suggests that some providers on the Housing Hub have indicated that they will list SDA because they may consider becoming an SDA provider in the future but are not yet registered with the NDIA. Therefore, the large number of SDA providers on the Housing Hub may indicate a growing SDA market.

Figure 3. Type of housing provided
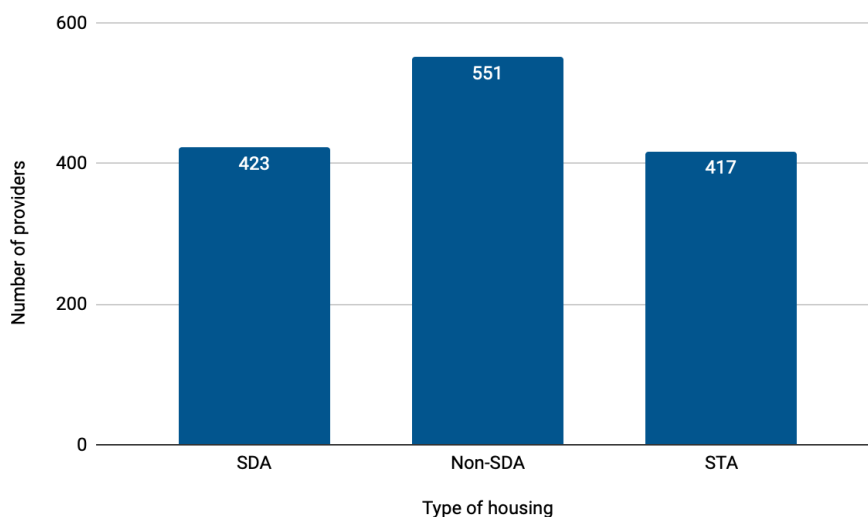
Note: Housing providers were able to select multiple housing types. STA = short-term accommodation.

Housing Hub Feature Highlight

When the latest version of the Housing Hub website was launched in August 2020, a new feature of a Provider Page was built in.

This feature allows providers to showcase their organisation with contact details, a logo, website link and a mission statement demonstrating their commitment to disability housing. 57% of providers have added a mission statement and 49% have added their website details, indicating increased usage of these features since the previous edition of the Housing Hub listings snapshot (Rathbone et al., 2021).

The Provider Page also allows providers to showcase all their properties in one place on the Housing Hub. Providers can use their unique Housing Hub Provider Page URL to direct housing seekers from their own website and marketing resources directly to their Provider Page. This reduces the need for providers to invest resources in creating duplicate property listings on their own website when they can confidently send seekers through to the Housing Hub to see all of their listings in one place.

Retrieved from: https://www.housinghub.org.au/provider-property-listing/11698

Housing Hub Listings

The following data shows information about published property listings on the Housing Hub.

Property types

The listings on the Housing Hub are for properties that are either for rent or sale. Similar to the previous Housing Hub listings report (Rathbone et al., 2021), almost all properties (99.7%) are for rent. Refer to Figure 4.

Figure 4. Properties for rent or sale
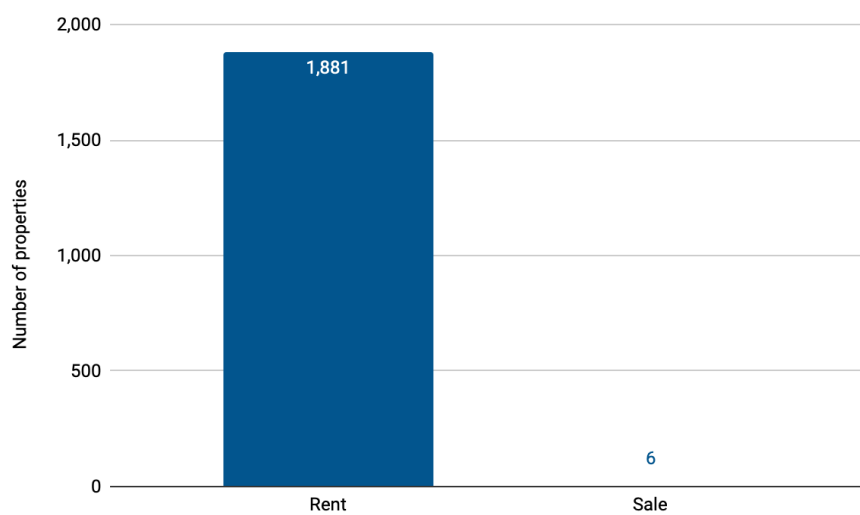
Of the properties for rent, 91% are offered on an ongoing lease, whereas a much smaller percentage (5%) are offered as Medium Term Accommodation (MTA) or Short Term Accommodation (STA). Refer to Figure 5.

Figure 5. Rental term
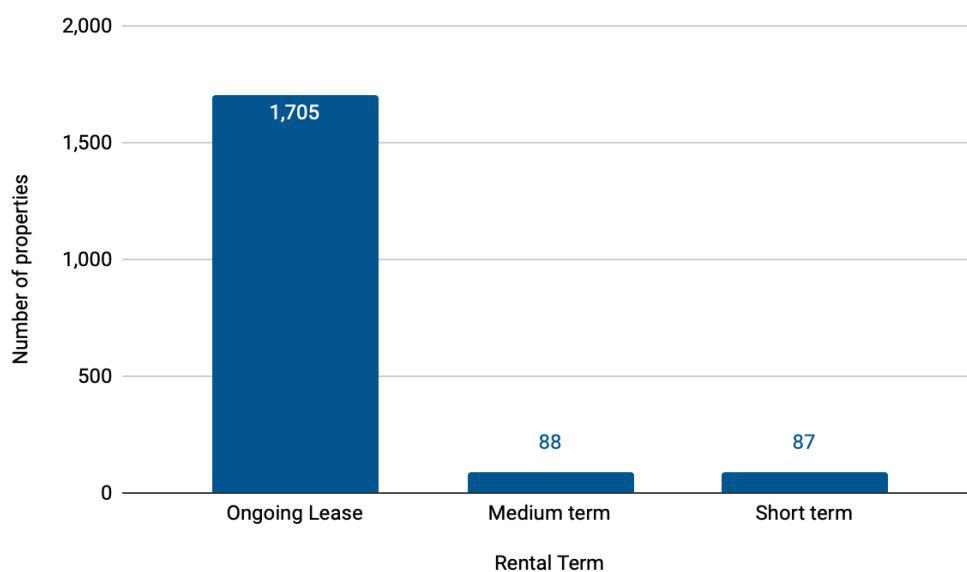
Properties on the Housing Hub are classified as either Specialist Disability Accommodation (SDA) or non-SDA housing. SDA is housing designed with features for people with very high support needs or an extreme functional impairment. SDA housing is funded by the NDIS for eligible people. To learn more about SDA, see the [SDA video series on the Housing Hub](#).

The proportion of SDA and non-SDA housing on the Housing Hub is shown in Figure 6. Over two-thirds of Housing Hub listings are for SDA properties, which is consistent with the proportion reported in the previous listings snapshot. This proportion also matches the large number of seekers on the Housing Hub that are likely to be SDA eligible (Wellecke et al., 2021), making the Housing Hub a strong platform for matching SDA housing with SDA eligible housing seekers.

Please note that Figure 6 represents the number of listings by type (i.e., non-SDA and SDA properties) and does not represent the number of providers by type (i.e., non-SDA and SDA providers), which is shown in Figure 3 above. While Figure 3 indicates that there are fewer SDA providers than non-SDA providers on the Housing Hub, reading Figures 3 and 6 together indicates that SDA providers have more property listings per provider than non-SDA providers.

Figure 6. SDA or non-SDA properties
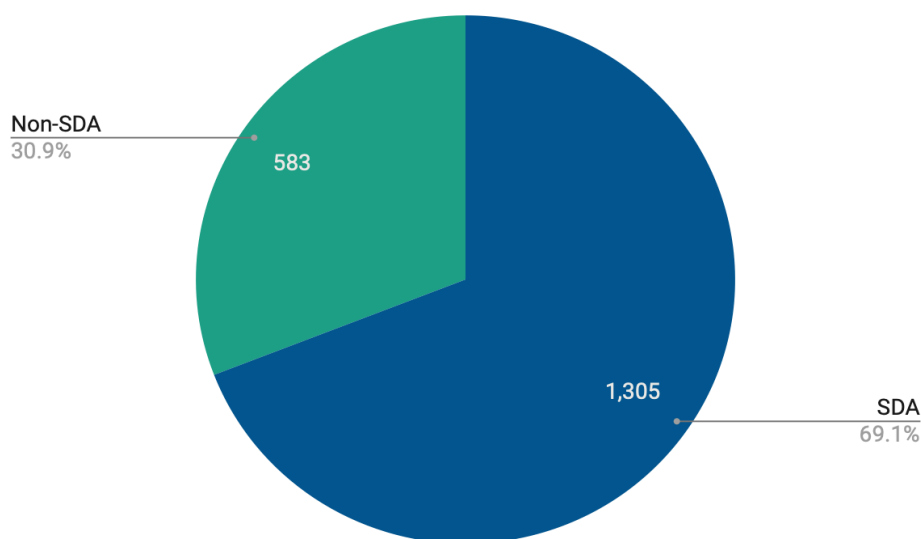
SDA properties

SDA properties are built to meet design standards across five design categories. The design categories of SDA properties listed on the Housing Hub are displayed in Figure 7. The most common design category listed on the Housing Hub was High Physical Support, comprising 44% of all SDA listings. This was followed by a smaller number of properties classified as Fully Accessible (19%), Improved Liveability (14%), Basic (13%), and Robust (11%). These proportions are consistent with the previous Housing Hub listings snapshot (Rathbone et al., 2021) as well as the most recent SDA supply report (Aimers et al., 2021), though the latter report indicated a larger proportion of Robust dwellings being in the pipeline.

Figure 7. SDA design category
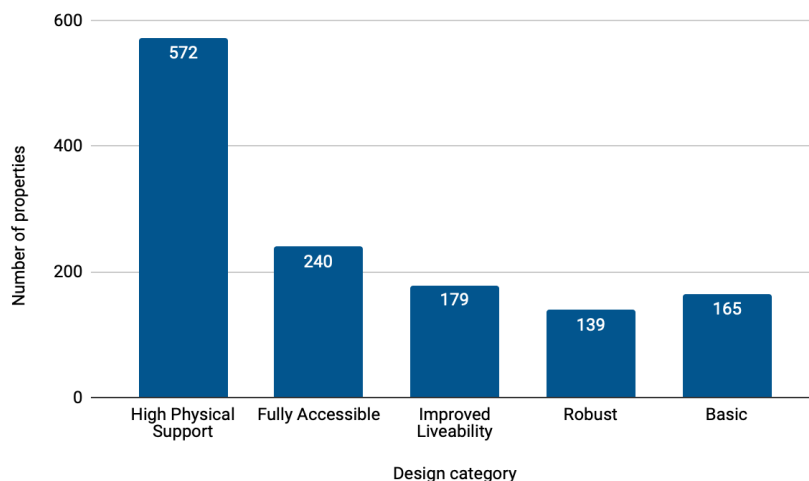
Each SDA property has a specified number of SDA eligible residents that can be accommodated in the dwelling. The previous Housing Hub listings snapshot (Rathbone et al., 2021) reported that SDA dwellings for 5 residents were the most common occupancy type. Now, 1-resident dwellings represent the most common type, comprising 23% of all SDA dwellings on the Housing Hub (see Figure 8). There has also been an increase in listings for SDA dwellings for 3 residents (22%). This suggests an encouraging shift away from larger, group-home settings and increased availability of SDA properties that enable independent living or shared living in smaller settings. Note that SDA properties accommodating more than 5 residents are being phased out and can no longer be built as new SDA.

Figure 8. Number of SDA dwellings by number of residents per dwelling
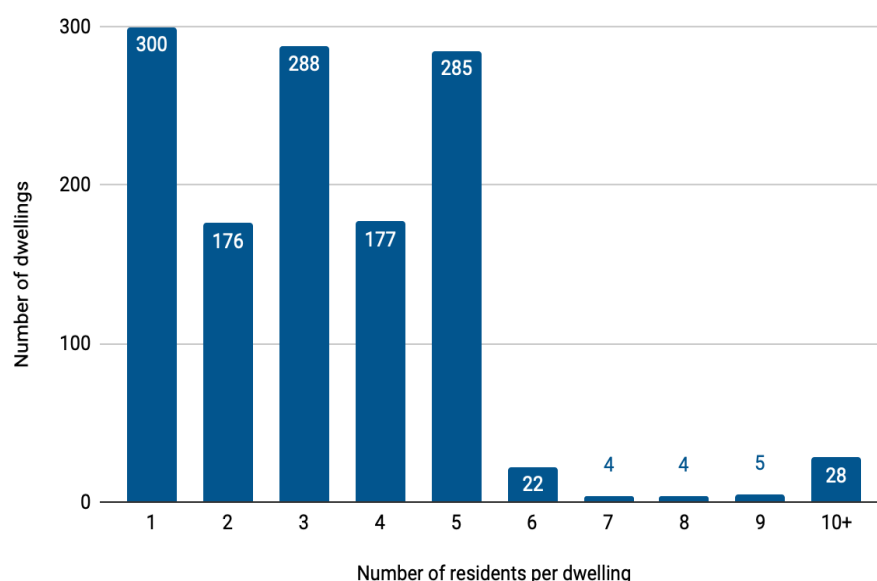
There are a number of property factors that determine the income the SDA provider will receive from the NDIS. The SDA Pricing and Payments guide (NDIA, 2021) describes these factors and sets out the amount of SDA funding that providers will be paid by the NDIS. People who wish to live in SDA properties must have adequate SDA funding included in their NDIS plan. Their NDIS plan will show the following:

- Design category – High Physical Support, Fully Accessible, Improved Liveability, Robust, Basic
- Building type – Apartment, Villa/Duplex/Townhouse, House, Group Home
- Number of SDA residents – 1 to 5
- Number of bedrooms – 1 to 5

The following table shows the different types of SDA listings on the Housing Hub, split by design category, building type, and the number of SDA residents. Note that some of the totals in the table below differ from the charts above, as not all SDA listings could be classified into the categories below due to missing data.

Consistent with the previous Housing Hub listings snapshot (Rathbone et al., 2021), High Physical Support Houses for 3 residents are the most commonly listed SDA type at 220 listings, followed by High Physical Support Apartments for 1 resident at 107 listings. However, it is encouraging to note that there has been a reduction in Housing Hub listings for larger, 5-resident group homes.

SDA properties by building type, number of residents and design category

Building type + Residents	Design category					
	Basic	FA	HPS	IL	Robust	Total
Apartment 1 Resident	0	46	107	32	not possible*	185
Apartment 2 Residents	1	10	30	7	not possible*	48
Villa / Townhouse / Duplex 1 Resident	3	3	48	3	30	87
Villa / Townhouse / Duplex 2 Resident	6	12	21	9	11	59
Villa / Townhouse / Duplex 3 Resident	9	15	18	8	14	64
House 2 Resident	7	11	48	16	44	126
House 3 Resident	67	59	220	46	23	415
Group Home 4 Resident	27	23	39	18	7	114
Group Home 5 Resident	43	60	40	40	9	192
Total	163	239	571	179	138	1,290

* The SDA Pricing and Payments guide does not allow for Robust dwellings in apartments.

Note: FA = Fully Accessible; HPS = High Physical Support; IL = Improved Liveability.

Non-SDA properties

Occupancy options for non-SDA properties are shown in Figure 9. Similar to the previous Housing Hub listings report (Rathbone et al., 2021), more than half of all non-SDA properties (59%) are share-houses, where tenants rent a bedroom. These are generally known as group homes, wherein people with disability not only share a home together but also share support services. Only 32% of listings are for whole homes.

It is interesting to note that 10% of listings indicated that tenants can choose whether they would like to rent a bedroom only or the whole property. In most of these listings it is unclear how the property can be converted from a group home to an independent living place, or vice versa. It is important that providers clarify how these options would be implemented for potential tenants.

Figure 9. Occupancy options in non-SDA properties
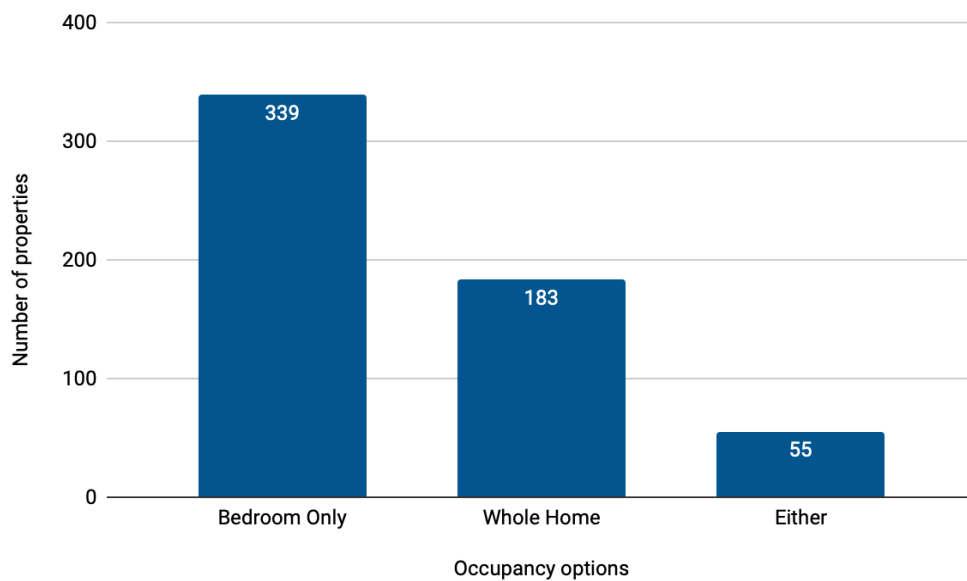
Support options in SDA and non-SDA properties

Person-to-person support is provided in both SDA and non-SDA properties. Figure 10 compares the support options offered in both SDA and non-SDA properties that are currently published on the Housing Hub. Given that there are more SDA than non-SDA properties on the Housing Hub, the support options across these two property types are compared using percentages.

As shown in Figure 10, most properties offer support 24 hours a day, though this is slightly more common in non-SDA (84%) than SDA properties (71%). This was followed by the option of onsite shared support, which was more common in SDA (35%) compared to non-SDA properties (18%). These proportions are similar to the previous listings snapshot (Rathbone et al., 2021). Moreover, they align with the support needs of Housing Hub seekers, who have frequently reported needing support 24 hours a day (Wellecke et al., 2021).

Figure 10. Support options for tenants in SDA and non-SDA properties
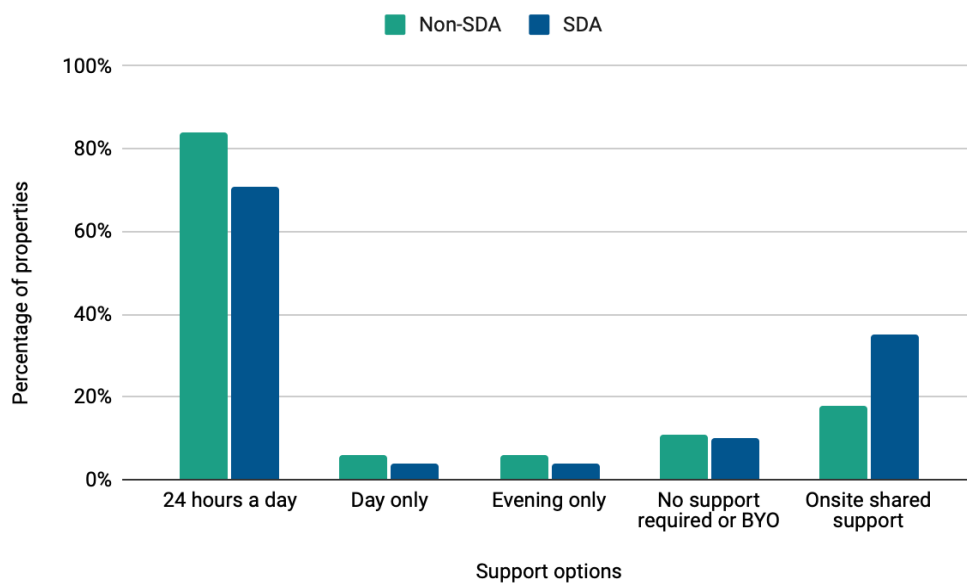
Note: A property could have multiple support options listed.

With the introduction of the NDIS, separating the provision of housing and disability services has been encouraged. A core principle of the NDIS is that people with disability should have choice and control over who provides services to them, but this is limited if a person's housing and supports are provided as a bundled service. Thus, it is expected that support providers will not own or provide the home that residents live in under the NDIS (Crabb, 2017).

It was anticipated that the transition to full separation of housing and support services would take some time. In the transition period, providers of both SDA and support were expected to provide tenants with two separate agreements and manage their conflicts of interest. However, even if SDA and support are being provided by two different entities, some SDA providers are forcing tenants to use a certain support provider to reside in their property, thus limiting tenants' choice. Furthermore, while the separation is being actively encouraged in SDA properties, it is less clear how the separation of housing and support in non-SDA housing will occur. Often, the provider of non-SDA housing also provides support in the property.

The Housing Hub is aiming to ensure that housing seekers can make an informed choice about properties to apply for by showing information on the support arrangements in each property. When creating listings on the Housing Hub, providers are asked about tenant choice over supports in their properties – see Figure 11 below.

Approximately 50% of SDA properties and 48% of non-SDA properties listed on the Housing Hub allow tenants to choose who delivers their core supports (that is, support with daily routines for getting dressed, preparing meals, accessing the community, etc). Choice over onsite overnight assistance providers is less common, particularly among non-SDA properties (28%). While these percentages represent an increase since the previous edition of the Housing Hub listings snapshot (Rathbone et al., 2021), it is concerning that still less than half of all listings offer choice and control over support providers.

It should be noted that these percentages might be deflated by some providers not providing adequate support information for their properties – this may change as more providers are encouraged to fully complete the support section on the Housing Hub.

Figure 11. Tenants choice of supports
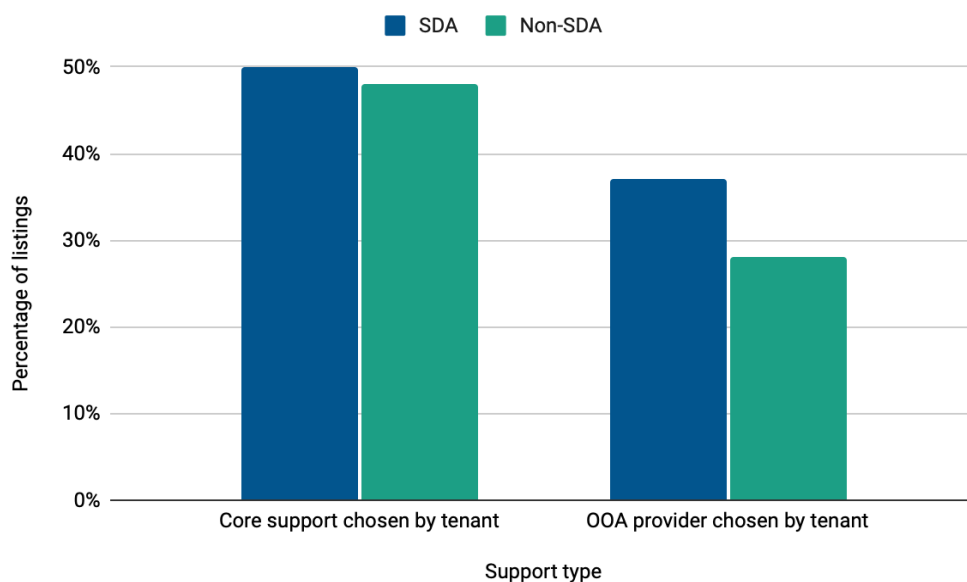
Note: OOA = Onsite overnight assistance.

Location of listings and housing seekers

Figure 12 shows the locations of all published listings. As can be seen, the Housing Hub has listings across Australia, in all states and territories. Consistent with the previous listings snapshot (Rathbone et al., 2021), most properties are located in the eastern states and South Australia, where the Housing Hub has a more established presence. Listings in these states are mainly concentrated along the coastline, though there are also some properties in regional areas.

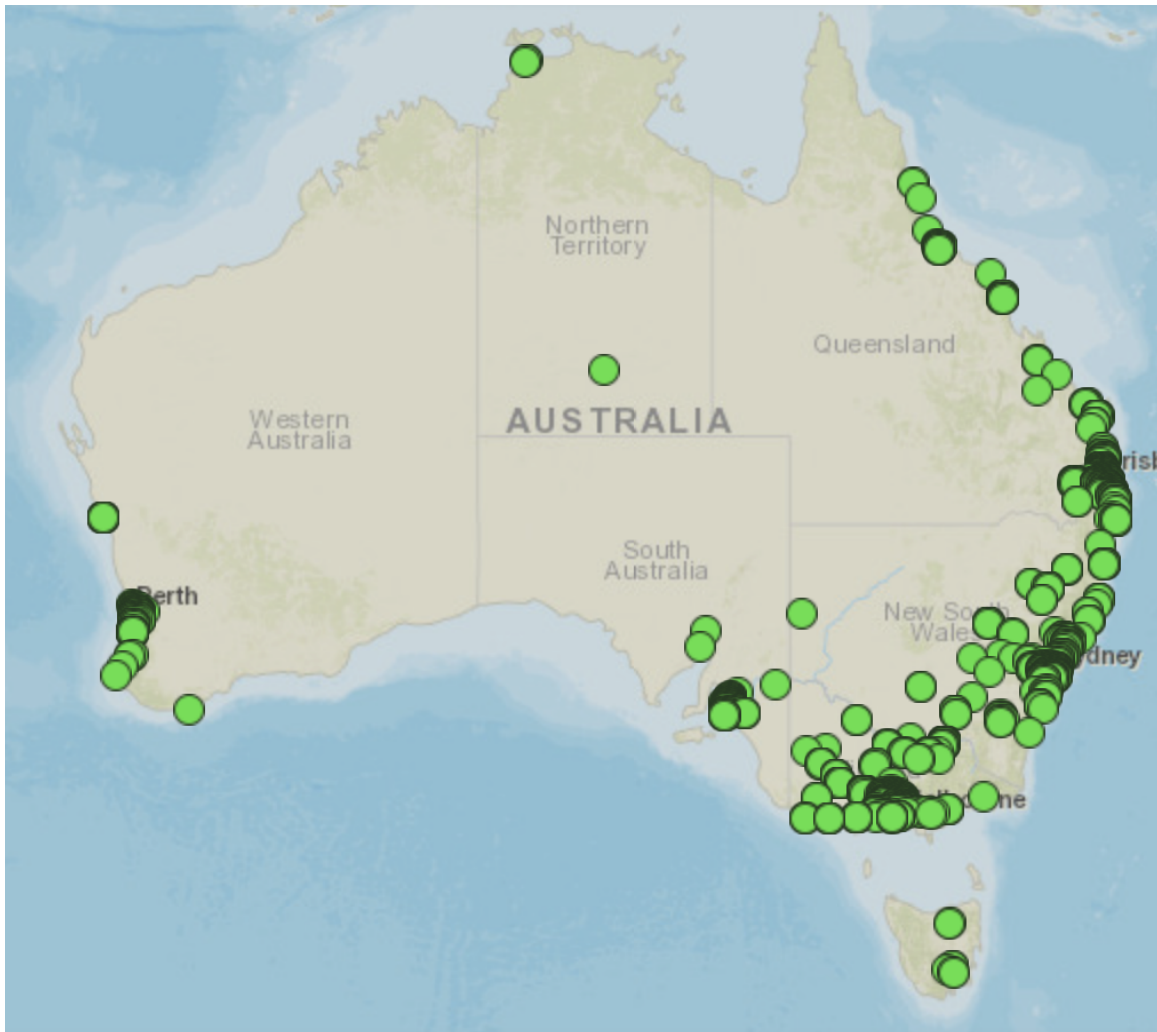Figure 12. Location of listings on the Housing Hub

Figure 13 below shows the same listings data in green, with seekers' housing location preference overlaid in blue. As can be seen, the majority of seekers currently using the Housing Hub are also looking for properties in the eastern states, thus aligning with the locations of available housing. However, as noted in the previous listings snapshot (Rathbone et al., 2021), the demand for housing in regional areas does not seem to be well-matched with available properties on the Housing Hub.

It is possible that housing will need to be developed for individuals in regional areas by directly connecting them to providers, enabling providers to build housing to the needs and preferences of housing seekers in these locations. To connect this demand with new supply, the Housing Hub intends to create a new feature where housing providers are able to promote their services and connect with housing seekers to build for people who have no options in their area. The Housing Hub is also working with housing providers who can commit to developing housing for people based on their needs – or building for demand. This represents a positive development in the SDA market, which has been largely supply led to date.

Figure 13. Location of listings on the Housing Hub and seekers' preferred living locations
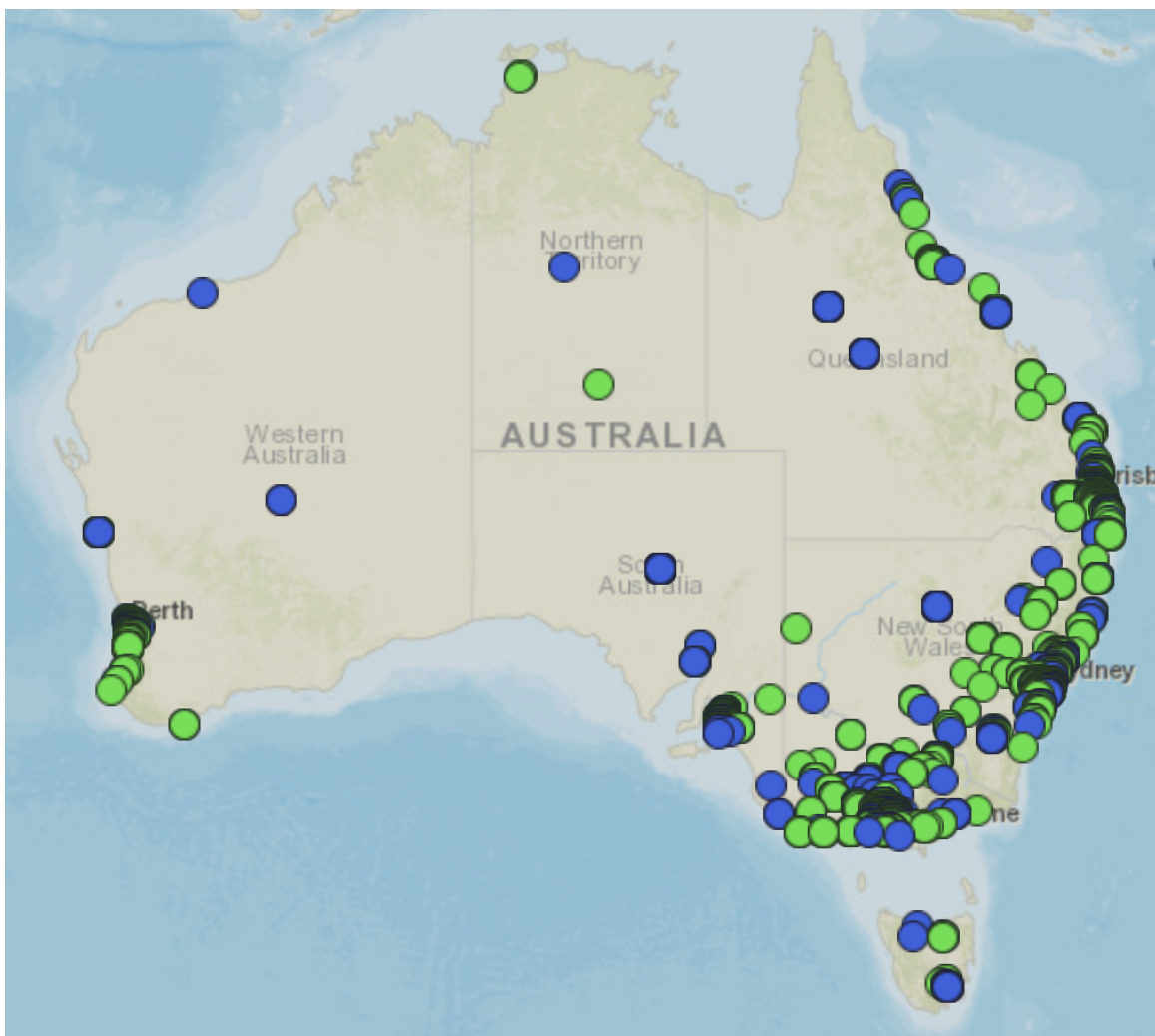
Property features

A review of the most commonly listed features on property listings was conducted and compared to the most frequently requested features by housing seekers (as reported in the latest Housing Hub seekers snapshot report; Wellecke et al., 2021). The comparison is shown below, with features that do not align between Housing Hub seekers and Housing Hub listings highlighted in blue.

Most reported features in listings

1. Cooling
2. Heating
3. Built-in wardrobes
4. Outdoor area
5. Dishwasher
6. Accessible features
7. Wheelchair accessible
8. Broadband internet available
9. Ensuite
10. Fire sprinklers
11. **Furnished**
12. **Doorway widths > 1000mm**
13. **Intercom**
14. **Emergency Power Backup**
15. Pets allowed

Most popular features in seeker profiles

1. Cooling
2. Heating
3. Outdoor area
4. Built-in wardrobes
5. Wheelchair accessible
6. Accessible features
7. Broadband internet available
8. **Parking**
9. Dishwasher
10. Pets allowed
11. Ensuite
12. **Private bathroom**
13. **Strong walls/doors/glass/soundproofing**
14. Fire sprinklers
15. **Lift in building**

Overall, features on Housing Hub listings align well with features that Housing Hub seekers are looking for. However, as reported in the previous listings snapshot (Rathbone et al., 2021), a few outliers show a mismatch between supply and demand (highlighted in blue in the table above).

In particular, providers commonly select the property features "furnished" and "intercom" for their listings, though these are not frequently sought after by housing seekers. Doorway widths >1000mm are also commonly listed but not frequently searched by housing seekers, though this feature is still worthwhile showing on listings as allied health professionals report it being useful when supporting people to identify new housing.

Housing seekers are frequently looking for lifts, parking, and strong walls/doors/glass/soundproofing, but housing providers do not commonly list these features. Making sure that dwellings are built to seekers' preferences and that listings contain the information that seekers are looking for is important to minimise vacancy-related costs.

Listing Performance

The end goal for housing providers is to tenant their property as quickly as possible with a person who wants to live there and is suited to the property. Understanding what elements of a listing are related to achieving this end goal is crucial for housing providers to improve the performance and success of their listings.

While time to tenant the property is likely the most direct measure of a listing's success, the Housing Hub does not currently have access to this data. However, Housing Hub data can indicate seekers' engagement with a listing, which represents a valuable indirect measure of a listing's performance. The related measures are:

- Number of enquiries through to the provider
- Number of times the listing has been viewed
- Time spent on the listing compared to others

An overview of these three measures was provided in the previous edition of the Housing Hub listings snapshot report (Rathbone et al., 2021). The current snapshot will further examine the number of enquiries, as the previous report indicated this to be one of the best measures for performance.

Overview of enquiries

Data was extracted from Google Analytics for the month of January 2022 to show the Housing Hub property listings with the most enquiries. The number of enquiries (that is, number of phone number reveals, number of provider website clicks, and number of completed messages via the contact the provider function) were summed to a total composite 'performance' score.

Analysis of this data showed that there were 606 listings that received at least one enquiry during January 2022. On average, listings received 2 enquiries. The listing with the most enquiries received 24 enquiries, while more than half of the listings (338) received only 1 enquiry.

Performance based on enquiries

The top 20 and bottom 20 listings by number of enquiries were compared to understand differences in their features and use of Housing Hub tools. The process for determining the top and bottom 20 listings is outlined in the description of the data sources on page 6.

The areas reviewed for each listing include the following:

- Location – metro or regional
- Property type – SDA or non-SDA
- Floorplan – is a floor plan provided?
- Brochure – is a brochure provided?
- Local area – is this utilised to show the distance to various amenities on the map?
- Support information – are all details provided? Listings that had no more than one missing field were considered as having provided all support information details. Listings that indicated that tenants can bring their own supports did not need to provide any further information to be considered as providing all support information details.
- Images – number of images
- Features – number of property features shown. Features that only apply to a certain building type (for example, lifts only apply to apartments) were excluded to enable a comparison across different build types.

Location

Figure 14 compares the geographical distribution across regional and metropolitan areas of the top 20 and bottom 20 performing listings. Among the top 20 performing listings, there are no listings located in regional areas, whereas there are 3 listings in regional areas among the bottom 20 listings. This suggests that lower performing listings might be slightly more likely to be located in regional areas. This is consistent with findings from the previous Housing Hub listings snapshot report, which concluded that location is a key factor in determining a listings' success.

Figure 14. Location of top and bottom performing listings
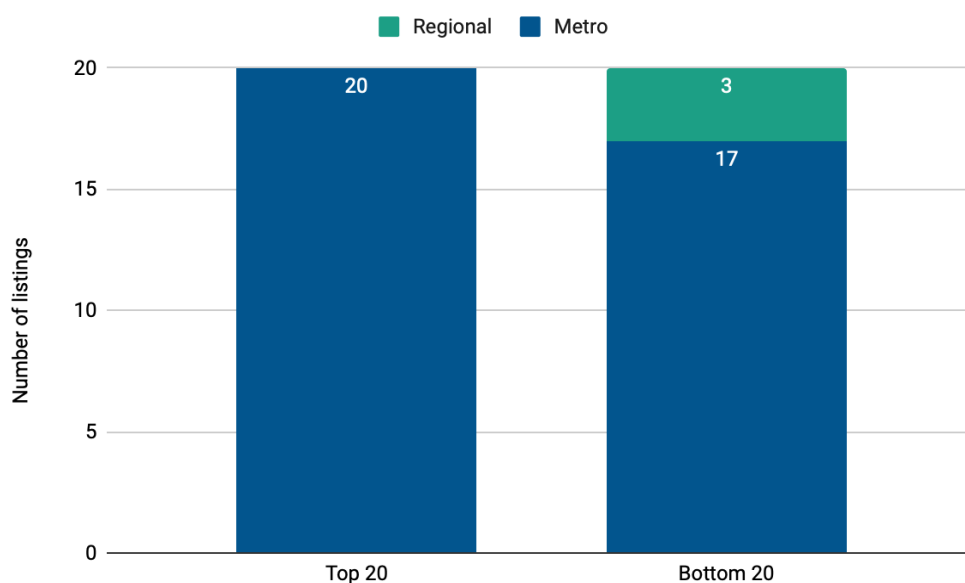
Property type

As can be seen in Figure 15, the top performing listings comprise a similar proportion of SDA and non-SDA properties as the bottom performing listings. Therefore, listings for SDA and non-SDA properties appear to perform equally well. This is an encouraging finding, as it suggests that aspects inherent to the property may not determine the success of a listing. Instead, the success of a listing may be more closely tied to elements of the listing itself (for example, how it is presented, how much detail it contains, etc.).

Figure 15. Property types of top and bottom performing listings
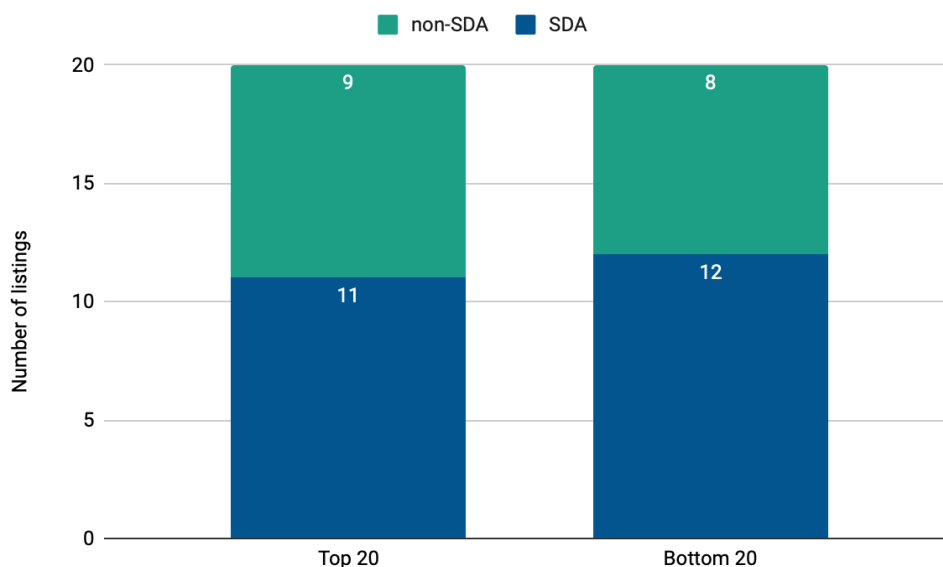
Floorplan

As shown in Figure 16, the frequency of using a floorplan seems to be similar in the top 20 listings (45%) and bottom 20 listings (40%), indicating that floorplans may not be a deciding factor in determining the success of a listing.

Figure 16. Use of floorplans among top and bottom performing listings
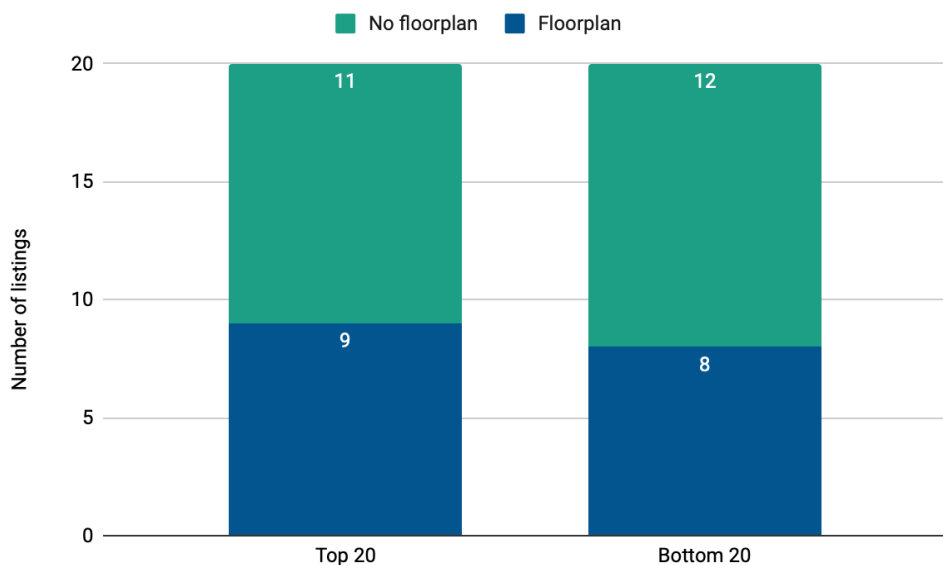
Brochure

Figure 17 compares the use of brochures among the top 20 and bottom 20 performing listings. Somewhat surprisingly, the top 20 listings appear to less frequently include brochures (20%) compared to the bottom 20 listings (65%).

Further review of the brochures from low performing listings indicated that some brochures lacked detail and did not add further information to what was already available on the listing on the Housing Hub website. Some providers also appeared to have attached files other than a brochure, such as a video of the property, which is already shown on the Housing Hub listing itself. It is possible that repeating the same information in different places distracts housing seekers from the main messages and detracts from perceived professionalism of the listing. If providers choose to include a brochure for their listing, it is important that the brochure is well developed and detailed to ensure it adds value to the listing.

Figure 17. Use of brochures among top and bottom performing listings
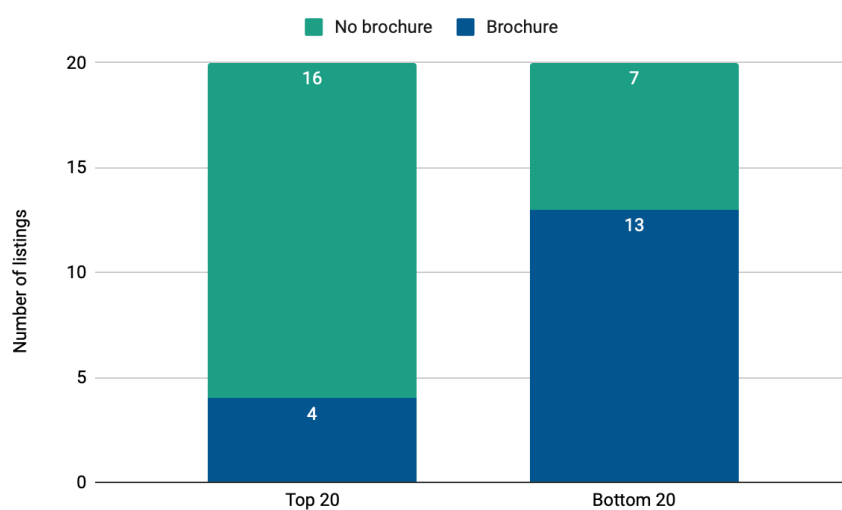
Local area

As can be seen in Figure 18, information about the local area (for example, the distance to amenities) is shown equally often between top 20 and bottom 20 performing listings (both 90%). Given that the local area is shown at a high frequency even among low performing listings, it is possible that this feature is a necessity rather than a factor boosting the performance of a listing. In other words, showing the local area of a property may not necessarily improve the success of the listing, but it is vital to include this information to compete with the quality of other listings.

Figure 18. Frequency of showing the local area among top and bottom performing listings
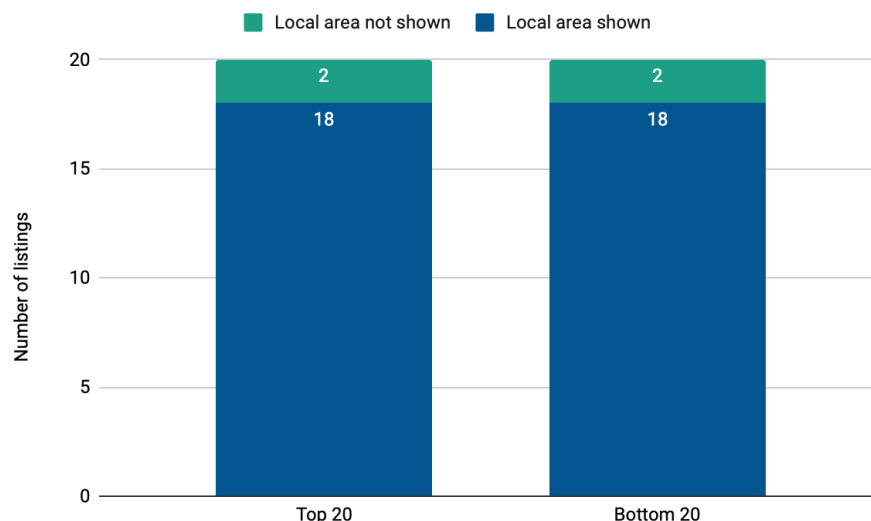
Support information

Figure 19 indicates that approximately one-third of both the top and bottom listings have detailed information about support at the listed property. Consistent with the discussion on pages 19 and 20 of this report, this indicates that support information is overall not frequently completed, and may not help distinguish the performance of listings.

However, feedback from housing seekers and their supporters consistently indicates that the support provided in the home and choice over core supports is one of the most important features in a listing. The Housing Hub strongly encourages all housing providers to complete all fields in this section to meet this information shortfall.

Figure 19. Frequency of completing support information among top and bottom performing listings
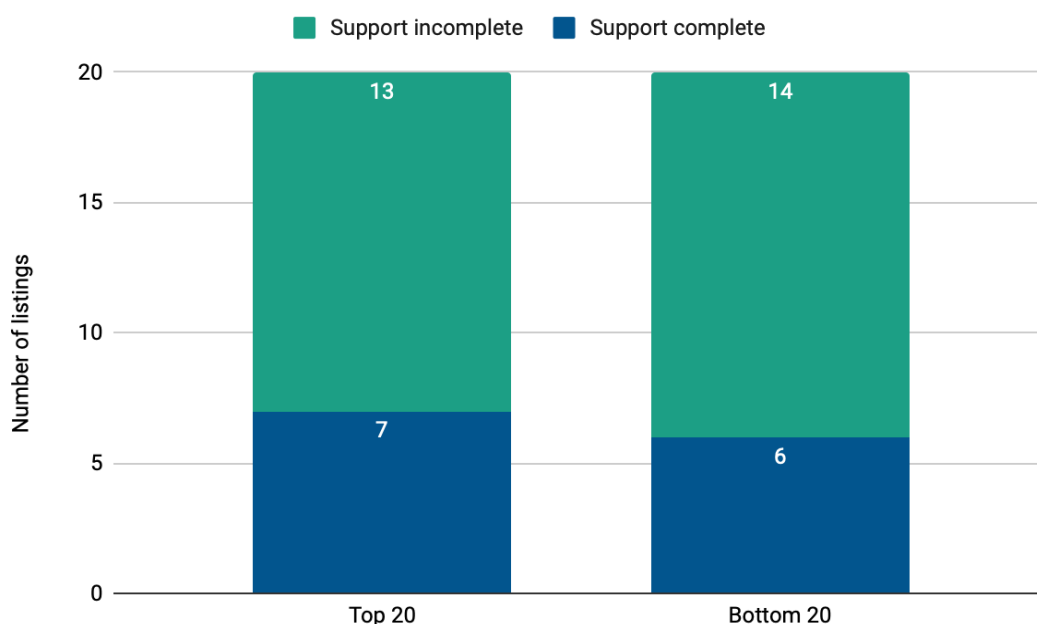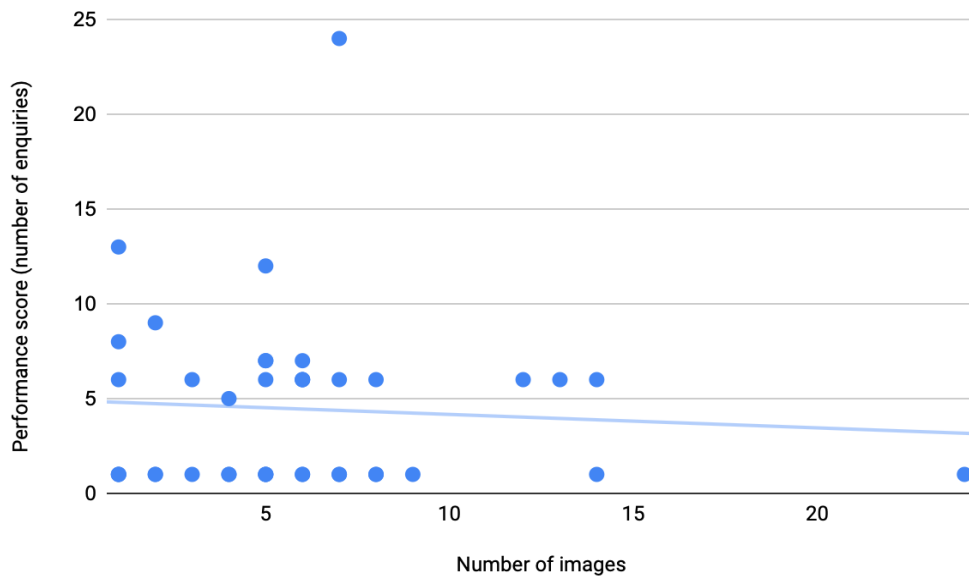

Number of images

The previous Housing Hub listings snapshot (Rathbone et al., 2021) revealed that the quality of images on property listings is related to the performance of the listing. To further explore this relationship, the current report investigated whether this relationship also extends to the number of images. A scatterplot comparing the number of images against listing performance scores is shown in Figure 20. As a reminder, the performance score was calculated by summing the number of enquiries for each listing.

As can be seen, there does not appear to be a strong relationship between the number of images and performance of a listing. However, there does appear to be a slight downward trend, whereby listings with more images have a lower performance. This suggests that simply including more images for a listing does not guarantee that the listing will perform better. Taken together with the findings from the previous listings snapshot, it appears that the performance of a listing may be related to the *quality* of images used, rather than the *quantity* of images.

Understanding what elements define a high-quality image of accessible housing, and what people with disability are looking for in images when determining whether a property is suited to their needs and preferences, are avenues for future investigation.

Figure 20. Relationship between listing performance and number of images

Number of features

The relationship between the number of features shown in a listing and the performance of the listing was also investigated – see Figure 21. In contrast to the number of images, there is a slight positive relationship between the number of features and the performance of a listing, meaning that listings with more features appear to perform slightly better than listings with fewer features.

However, given that this relationship appears to be relatively weak, it is possible that the performance of a listing is related not just to the *number* of features but also to *what* features are listed. It is important that the features on a listing match what seekers are looking for in a property. The comparison of property features and seekers preferences in this report on page 23 and data in the Housing Hub seeker snapshot (Wellecke et al., 2021) help provide an overview of important features to include in property listings.

Figure 21. Relationship between listing performance and number of features
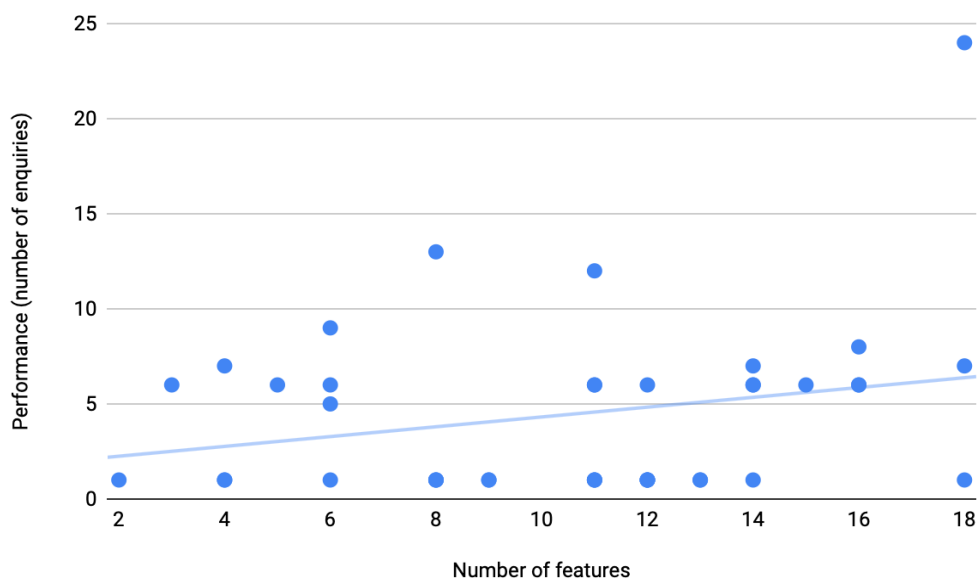
Housing Hub Feature Highlight

Providers are able to log into their portal to see their listings performance.

The portal shows the number of views, email enquiries and phone enquiries for each listing. This gives housing providers valuable information about how their listings are performing so they can update their listings as required to improve performance.

Properties

See below all the properties you have added to the Housing Hub.

Home / Provider portal / Your properties

Suburban living
Rent | SDA | Active

Reasonable Rent Contribution as set by the NDIA
78 Napier st, Essendon, VIC
2 | 2 | 1 | House | Fully Accessible
Expiry date: 21/11/2021
21 Views | 9 Enquiries | 13 Saves | 10 Reveals
Duplicate | Edit

Quiet home in the suburbs
Rent | SDA | Active

Reasonable Rent Contribution as set by the NDIA
22 Alisa grove, Ivanhoe, VIC
3 | 4 | 2 | House | Improved Liveability
Expiry date: 13/09/2021
37 Views | 6 Enquiries | 15 Saves | 6 Reveals
Duplicate | Edit

Example of a high performing listing

Regent Living Robust Single Occupancy Home - Unit 9

Preston, VIC, 3072

Reasonable Rent Contribution as set by the NDIA More info

*Plus 100% of Commonwealth Rent Assistance

*Plus 100% of the SDA funding in your NDIS plan

🛏 2 Bedroom   🛁 2 Bathroom   🚗 1 Car park

Whole Home   **Available** 11/10/2021

Regent Living Robust Single Occupancy Home - Unit 5

Read more

Suitability Score ❓

Find your best match.

Set your preferences in 'My preferences' below to find out your Suitability Score.

☑ My Preferences

SDA Information

SDA Design Category:	Robust
SDA Building Type:	Townhouse
SDA Location:	Preston, Vic
Onsite Overnight Assistance OOA:	Yes
SDA design certification number:	-
Number of SDA Residents:	1

Housing Provider
AS Regent Enterprises

Property ID: -

Contact: ADAM

Phone: (03) ...Show full number

Website: www.regentliving.com.au

View Other Listings

Contact Provider
Your name*

Your email*

Your phone number

Your message*

Send Message

Property Features

Includes the following features

✓ Pets Allowed
✓ Outdoor Area
✓ Dishwasher

✓ Strong walls, doors, glass and soundproofing
✓ Ensuite
✓ Built-in Wardrobes

Retrieved from: https://www.housinghub.org.au/property-details/4185

Takeaways from this analysis of listing performance

Housing providers should ensure that quality listings are created in order to attract more interest from housing seekers for their properties. The above analysis highlights the following Housing Hub listing tools to generate more enquiries from housing seekers:

1. Fill out as many property features as possible, and ensure that the features housing seekers are looking for are highlighted. The Housing Hub has been designed to include listing features that assist both seekers and providers to find a good match quickly and easily. So when more features are utilised, searches perform better for seekers and providers receive enquiries from suitable seekers.

2. Focus on quality over quantity of images for property listings.

3. If including a brochure, ensure it is well designed and adds value to the listing on the Housing Hub website.

4. Be aware that listings in regional areas may receive slightly less enquiries than listings in metropolitan areas. Boost the performance of listings in these areas by using the above suggestions to improve the overall quality of the listing.

Housing Hub Listing Quality Service

The Housing Hub is now offering a free quality assessment service for listings on the Housing Hub. This service will help ensure that listings perform to their potential and are meeting the needs of housing seekers.

Each month, a report is generated that identifies Housing Hub listings that have missing data in key areas. Members of the Housing Hub team with personal experience of searching for accessible housing review these listings and develop recommendations for providers on how the listings may be improved. Providers are emailed the recommendations and supported via phone to make the recommended updates to their listings.

The Housing Hub is introducing this initiative to help providers get more out of the Housing Hub and to ensure housing seekers have access to the information needed to make an enquiry for a new home.

What does the data say?

This second edition of the listings snapshot report provides up-to-date data of housing providers and the accessible housing market on the Housing Hub. With over 1,300 housing providers using the Housing Hub and an average month-on-month growth of 4% of provider sign-ups, the data in this report can provide significant insights into the current housing market.

The data reviewed reveals the following about the providers and listings on the Housing Hub:

- The Housing Hub attracts providers from all states and territories in Australia, particularly the eastern states.
- The most common housing providers on the Housing Hub are non-SDA providers, followed by an equal number of SDA and STA providers.
- Almost all properties on the Housing Hub are for rent, with most of these being offered on an ongoing lease.
- 69% of listings on the Housing Hub are for SDA properties, with the predominant design category being High Physical Support (44%), followed by Fully Accessible (19%).
- 1-resident properties are the most common occupancy type for SDA on the Housing Hub, while non-SDA properties are most commonly offered as share houses (group homes).
- Both SDA and non-SDA properties frequently offer support for 24 hours a day. However, less than 50% of all properties enable tenants to choose their core support.
- The five property features most frequently listed on the Housing Hub listings are: (1) cooling, (2) heating, (3) built-in wardrobes, (4) outdoor area, and (5) dishwasher. All of these features are also commonly needed or preferred by housing seekers.

Providers list properties to generate quality enquiries from suitable housing seekers. This report provides an analysis of the relationship between the usage of Housing Hub listing tools and the number of enquiries for a listing. In conjunction with insights from the previous edition of the Housing Hub's listings snapshot (Rathbone et al., 2021), this analysis reveals the following suggestions to help boost the performance of listings:

- Fill out as many property features as possible, and ensure that these are matching housing seekers' needs and preferences.
- Focus on including quality images.
- Ensure that brochures are well-designed and add value to your listing.
- Pay particular attention to the quality of listings for properties in regional areas, as these tend to have a slightly lower performance than properties in metropolitan areas.

The findings in this report provide a snapshot of the current housing supply on the Housing Hub and can help providers to enhance the performance of their listings. It is hoped that this report, together with the Housing Hub's seeker snapshot report (Wellecke et al., 2021), provides a comprehensive overview of both supply and demand in the accessible housing market on the Housing Hub.

References

Aimers, N., Wellecke, C., Winkler, D., Rathbone, A., & Mulherin, P. (2021). *Specialist Disability Accommodation Supply in Australia*. Melbourne, Australia: Housing Hub and Summer Foundation. https://www.summerfoundation.org.au/resources/specialist-disability-accommodation-supply-in-australia-january-2021/

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NDIA. (2021, October 14). *SDA pricing and payments*. https://www.ndis.gov.au/providers/housing-and-living-supports-and-services/specialist-disability-accommodation/sda-pricing-and-payments

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Rathbone, A., Aimers, N., & Winkler, D. (2021). *Housing Hub Listings Snapshot*. Melbourne, Australia: Housing Hub and Summer Foundation. https://www.housinghub.org.au/news/listings-snapshot

Wellecke, C., Aimers, N., Rathbone, A., & Winkler, D. (2021, December). *Housing Seeker Snapshot.* Melbourne, Australia: Housing Hub and Summer Foundation. https://www.housinghub.org.au/news/housing-hub-data-snapshot-housing-seekers

Housing Hub services for housing providers

Generalised data resulting from housing seeker profiles on the Housing Hub can help build an understanding of the demand for accessible housing. With insights into what types of housing (and housing features) are desired in certain locations, providers can build to address demand with greater certainty. The Housing Hub regularly releases data insights to the market at no cost, while more detailed analyses are available to housing providers for a fee. For example, a data report on types of housing and features desired by seekers in a given Local Government Area can be developed on request.

For a fee, housing providers and vendors can promote a listing as a 'Featured Property'. Featured properties appear on the homepage of the Housing Hub website, and are promoted via the Housing Hub's social media channels and via email to our subscriber list of more than 8,000 people.

Providers can also advertise their organisation and link to their provider page on the Housing Hub through paid advertisements that appear as banner ads on housing seekers' search results.

The Housing Hub also offers a tenant matching service for SDA providers on a fee-for-service basis. The team identifies prospective tenants who may be a good fit for the SDA design category and features of the property, then supports prospective tenants to secure SDA funding and, if they wish to, apply for a vacancy at the property.

The Housing Hub's Lived Experience Facilitators are people with disability who currently live in SDA or other accessible housing, or are currently working towards a housing outcome that is right for them. Our team of Lived Experience Facilitators run regular information and capacity building events for people with disability, families and supporters. For a fee, the team can also provide expert support to housing providers and vendors who wish to learn more about the cohort of people they are developing for, co-design or get input into their future builds, get insights into the preferences of prospective tenants, or build the capacity of their workforce.

For more information on the Housing Hub's suite of services for housing providers and vendors, email: support@housinghub.org.au

Featured Homes

North Eastern Melbourne ☆	Sydney Sutherland ☆	Adelaide Central Hills ☆
Bundoora VIC	**Kirrawee NSW**	**Unley SA**
🛏 3 🛁 3 🚗 2 | Villa	🛏 1 🛁 1 🚗 1 | Apartment	🛏 3 🛁 2 🚗 2 | House

The Summer Foundation's role in the SDA Market

The following content aims to provide clarity on any perceived conflicts of interest between the Housing Hub team, Summer Foundation policy and research projects, and Summer Housing.

Summer Foundation

The Summer Foundation is a not for profit, established in 2006, that is committed to resolving the issue of young people living in aged care. The Summer Foundation commissioned two housing demonstration projects for younger people with disability living in, or at risk of admission to, nursing homes. The first project featured two apartments in Abbotsford, Victoria in 2013. The success of this first project was replicated with 10 more apartments in the Hunter region of NSW in 2016. The co-located apartment model was developed to enable people with high support needs (including young people in residential aged care and younger people at risk of entering residential aged care) to be able to live in their own apartment and be co-located to enable the cost-effective provision of support.

People with disability also need ways to effectively connect with housing that may be right for them. Recognising this deficit in the accessible housing market, the Summer Foundation created the Housing Hub website and an associated Tenancy Matching Service in 2017. The Housing Hub website is an online platform that supports housing seekers and housing providers to connect, and is free for both housing seekers and housing providers. Housing providers can choose to pay for premium listings and bespoke data reports. The Housing Hub has over 1,300 housing providers listing both SDA and non-SDA properties.

The Summer Foundation is not an SDA provider or a registered NDIS provider, and does not own any SDA funded apartments.

The Housing Hub's Tenancy Matching Service currently works with four SDA providers to identify potential tenants for new SDA projects in the pipeline. Those providers are Summer Housing, Enliven Housing, Insitu Housing and Lifebright. So far the Tenancy Matching Service has supported over 625 NDIS participants to receive a housing offer in new SDA, including 85 younger people in residential aged care. The Tenancy Matching Service is a social enterprise that operates on a cost recovery basis as part of the Summer Foundation's Housing Hub initiative.

Through the work of the Tenancy Matching Service, the Housing Hub Team is seeing hundreds of SDA eligible NDIS Participants going without support for accessing housing due to a lack of specialist dedicated housing support coordinators. As a result, a trial of a Support Coordination Service for home and living supports has been established. This is being undertaken in partnership with registered Support Coordination provider, Onside.

There are more than 15 different disability organisations providing shared support to tenants living in SDA apartments across Australia. The Summer Foundation is not an NDIS provider and does not have any influence on the selection of disability support providers in SDA funded apartments.

The Summer Foundation's position is that we want to see a whole range of dwelling types and housing options so that NDIS participants have a real choice. We do not have a vested interest in any particular dwelling type and promote the benefits of a diverse market with flexible support arrangements, tailored to the needs of individuals.