

Listings Snapshot June 2021

Essendon Rent SDA ☆

Quiet home in the suburbs Suitability Score ⓘ

Reasonable Rent Contribution as set by the NDIA

🚗 2 Bedroom 🚿 2 Bathrooms 🚗 1 Cars

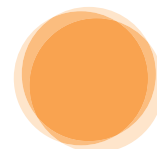
House Fully Accessible Bedroom Only

Number of residents: 2

Posted 1 minutes ago Edited 1 minutes ago

88%

[My Preferences](#)



Housing Hub

Listings Snapshot

Housing Hub

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The Housing Hub is an initiative of the Summer Foundation.

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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.

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Introduction

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

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

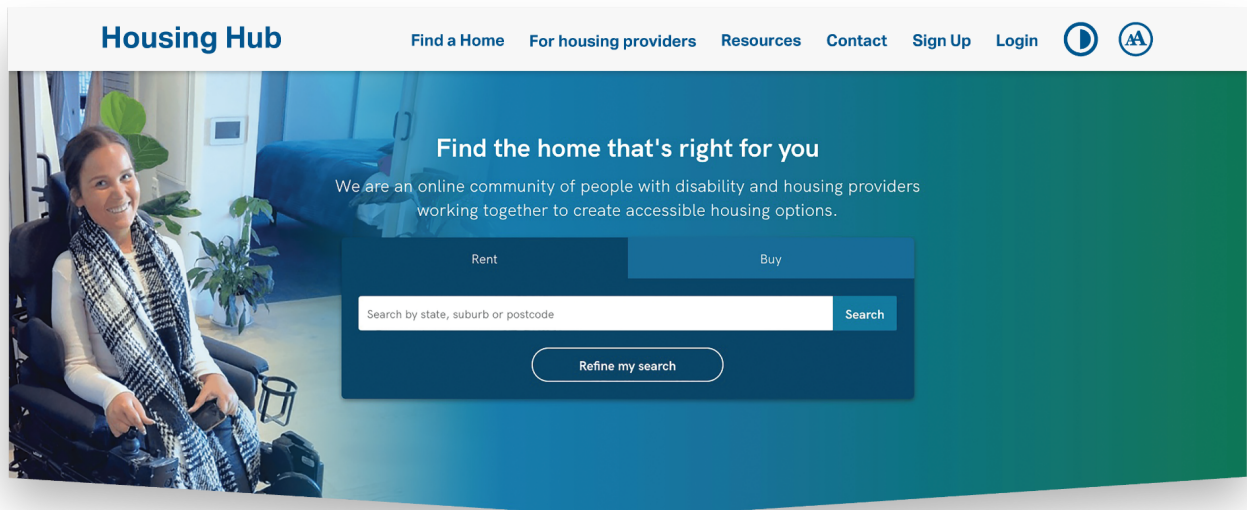
This version of the Housing Hub has a data model that it sits upon. People with disability can provide data about their housing needs and preferences and the website can then identify properties listed that are a close match. Through this, the Housing Hub takes the hassle out of finding a new home, as housing seekers can be alerted when new properties are added that match their needs and preferences, or can quickly and easily search via location, property type, support needs and property features. By completing all fields on their listings, housing providers ensure that their listings are shown to the most suitable housing seekers.

This version of the Housing Hub has a suite of new 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 the core functions of the Housing Hub are free for housing providers (and seekers), but a number of paid premium options are available for providers – see page 27 for details.

The number of property listings and housing providers continues to grow rapidly, mirroring a rapid growth in housing seekers using the Housing Hub to search for their new home.

Since the Housing Hub website was first launched in 2017, over 239,000 people have accessed the Housing Hub to search for accessible housing and over 4,500 properties have been listed. In the last six months alone, over 60,000 people have accessed the site. By any volume metric, the Housing Hub is the premium tool for property matching in the accessible housing market. Use of the Housing Hub continues to grow each month.

Housing providers make listings to attract enquiries from housing seekers who are searching for accessible housing. By releasing the data contained within this listings snapshot report, 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 free to use for housing seekers, supporters and providers.

The Housing Hub lists properties for rent or sale that may be suitable for people with disability. Over 4,500 properties have been listed since the website was launched and over 1,600 properties are currently listed (as of June, 2021). 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 are required 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 just how good a match the property is to 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.

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 over 1,600 properties currently listed – and 10,000 new users, around 65,000 page views, and over 1,400 enquiries generated to property owners per month (and growing) – the insights generated 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.

The screenshot displays a property listing on the Housing Hub website. The listing is for a property in Ivanhoe, VIC, 3079, titled "Quiet home in the suburbs". The property features 2 bedrooms, 2 bathrooms, and 1 car park. It is described as a "House" that is "Fully Accessible" and "Bedroom Only". The listing includes a "Suitability Score" of 86%, which is displayed in a circular gauge. The listing also mentions "Reasonable Rent Contribution as set by the NDIA" and "Plus 100% of Commonwealth Rent Assistance". The listing was posted and edited 1 minute ago. The website interface includes a navigation bar with "Find a Home", "For housing providers", "Resources", and "Contact" links. The listing card includes a "Download application form" button, a "Download brochure" button, and a "Print Listing" button. The listing also includes a "View score breakdown" button and a "My Preferences" button.

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. This is data about 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).
NDIS	The National Disability Insurance Scheme (NDIS) provides support to around 460,000 Australians who have 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 home. 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).

Data

The Housing Hub has been built to collate data that will assist the market to develop housing that meets the needs of people with disability. Data is also collected by providers to create listings. This data has been analysed in this report along with some website data on listing performance.

There are a number of data sources that have been used in developing this report. These are described below.

Provider Data

Provider data is collected as providers create an account on the Housing Hub. This includes information about the provider such as their name, contact details, location and types of properties offered.

Listing Data

Listing data is collected from providers as property listings are created. Listing data includes information about each property, including features, images, property description, housemates overview, local area amenities and support provided.

Performance Data

Performance data is collected by Google Analytics as Housing Hub users interact with the website. This includes deidentified information on listings being viewed, enquires 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 an easy to follow article](#).

Using Google Analytics helps the Housing Hub team understand how the website is meeting the needs of users and continually improve our performance.

Please note that the Housing Hub does not capture the content of any enquiries that are submitted to housing providers.

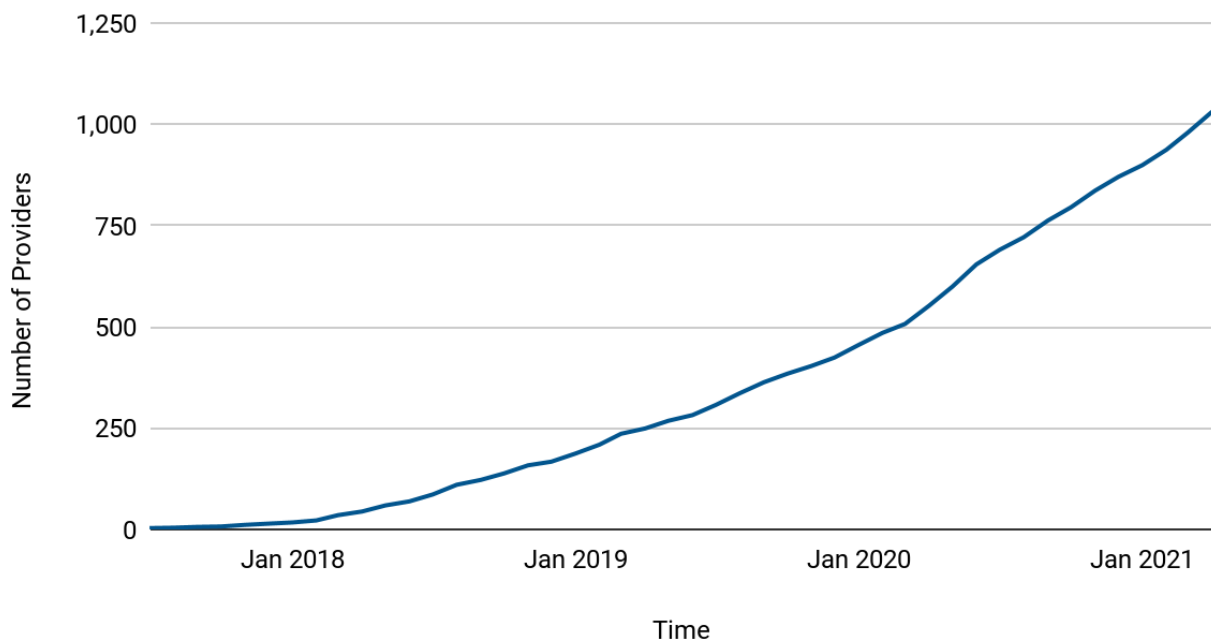
Housing Providers

To become a housing provider on the Housing Hub, an organisation provides information that is reviewed by a member of the Housing Hub team. Providers must agree to the terms of use for providers on the Housing Hub website. If an account is granted the provider is then able to create, edit and remove listings in their account.

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

In May 2021, there were 1,031 housing providers with a Housing Hub account. The Housing Hub has seen steady growth in provider numbers since it commenced in 2017. In the past 12 months, provider registrations have grown an average of 5% per month.

Growth in Housing Providers with a Housing Hub Account



In May 2021, there were 466 providers with active listings on the Housing Hub. The average number of listings per active provider is 6.3. The provider with the most listings has 294 listings; some providers only have 1 listing.

The top 10 providers by number of listings account for 27% of all listings, while the top 20 providers account for 38% of listings.

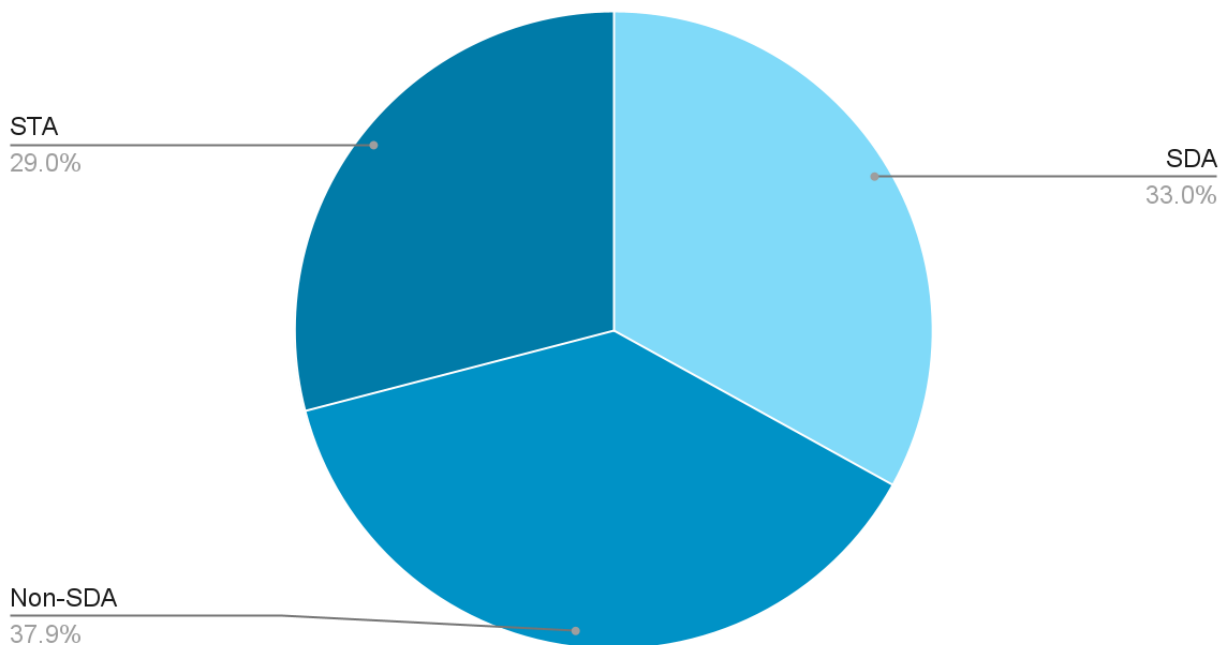
43% of providers have told us which State or Territory they are located in. The Housing Hub has property listings across all states and territories.

States Where Housing Providers Are Located



Providers report the type of housing they will be listing. This is shown below with a fairly even split across SDA, non-SDA and Short term Accommodation (STA).

Type of Housing Provided



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 allows providers to showcase their organisation with contact details, a logo, website link, and a mission statement demonstrating their commitment to disability housing. 41% of providers have added a mission statement and 39% have added their website details.

This new feature allows providers to showcase all their properties in one place on the Housing Hub. Providers can use their unique Housing Hub page URL to direct housing seekers from their own website directly to their Provider Page. This reduces the need for providers to invest resources in creating 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.

Youngcare

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Website: www.youngcare.com.au



Mission Statement


Youngcare is fighting for freedom of choice for young people with high care needs and their loved ones.

List view Map view Select sorting

7 properties found

Condon

Rent SDA ☆



13

Youngcare Townsville

Reasonable Rent Contribution as set by the NDIA

2 Bedroom 3 Bathrooms 1 Cars

Duplex High Physical Support Bedroom Only

Number of residents: 4

Posted 22 days ago Edited 22 days ago

Suitability Score

Find your best match.

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

My Preferences

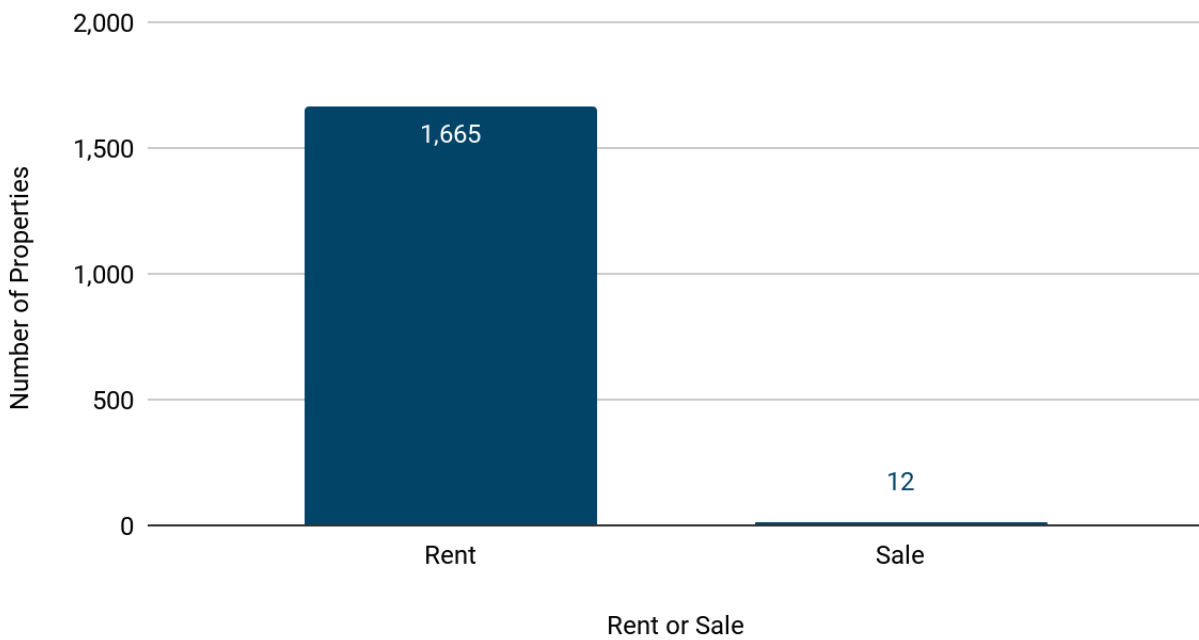
Housing Hub Listings

The following data shows information about the published property listings on the Housing Hub. This data was extracted on 7 May 2021.

Since it was launched in 2017, there have been 4,503 listings created on the Housing Hub. Currently, there are 1,679 listings on the Housing Hub and 466 providers have at least one listing published.

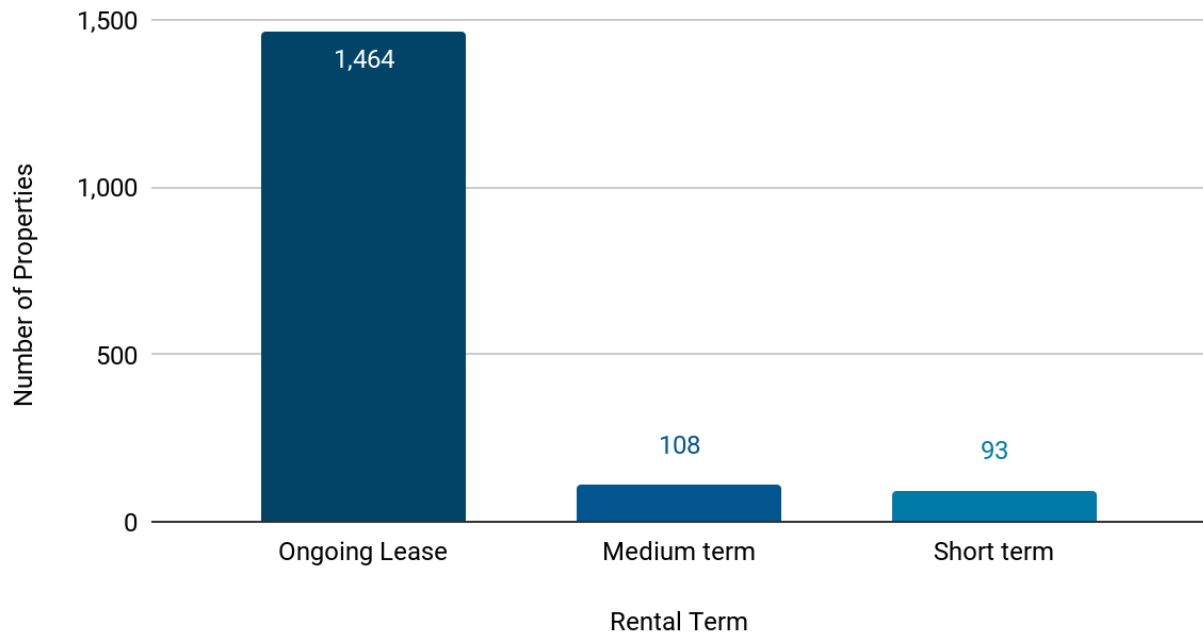
The listings on the Housing Hub are either for rent or sale. As can be seen below, 99% of the properties on the Housing Hub are for rent.

Properties for Rent or Sale



Of the properties for rent, 88% are offering an ongoing lease to tenants. 6% are offered as Medium Term Accommodation (MTA) and 6% as Short Term Accommodation (STA). MTA and STA are NDIS terms with defined meanings. [Our resource page on Short and Medium Term Accommodation](#) outlines these types of housing, which are funded by the NDIS.

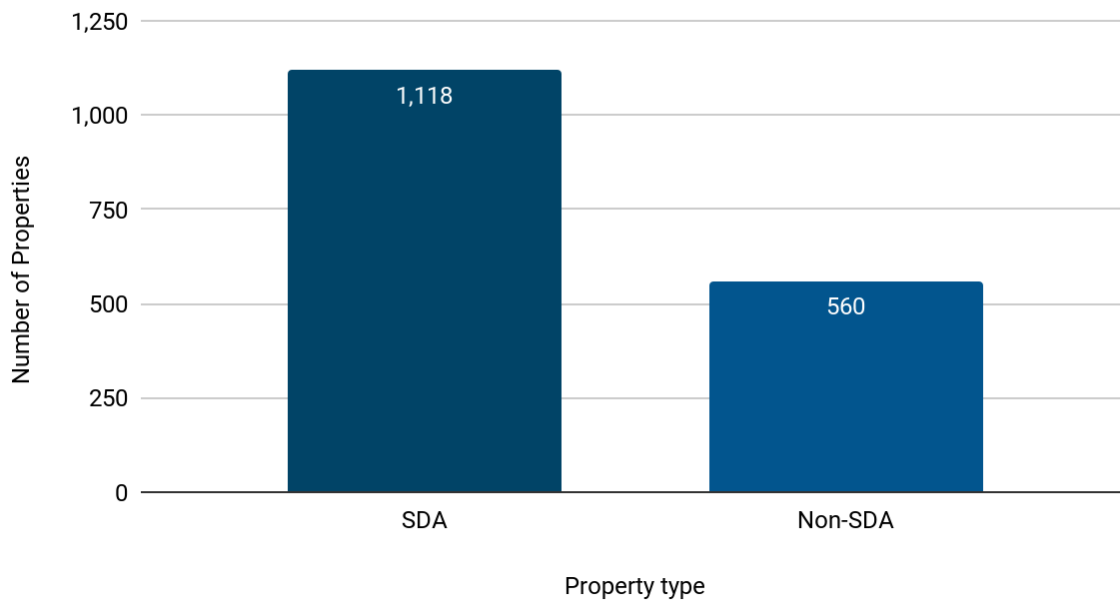
Rental Term



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. It is expected that only 6% of NDIS participants (around 29,000 people) will be eligible for SDA. To learn more about SDA, see our [SDA video series on the Housing Hub](#).

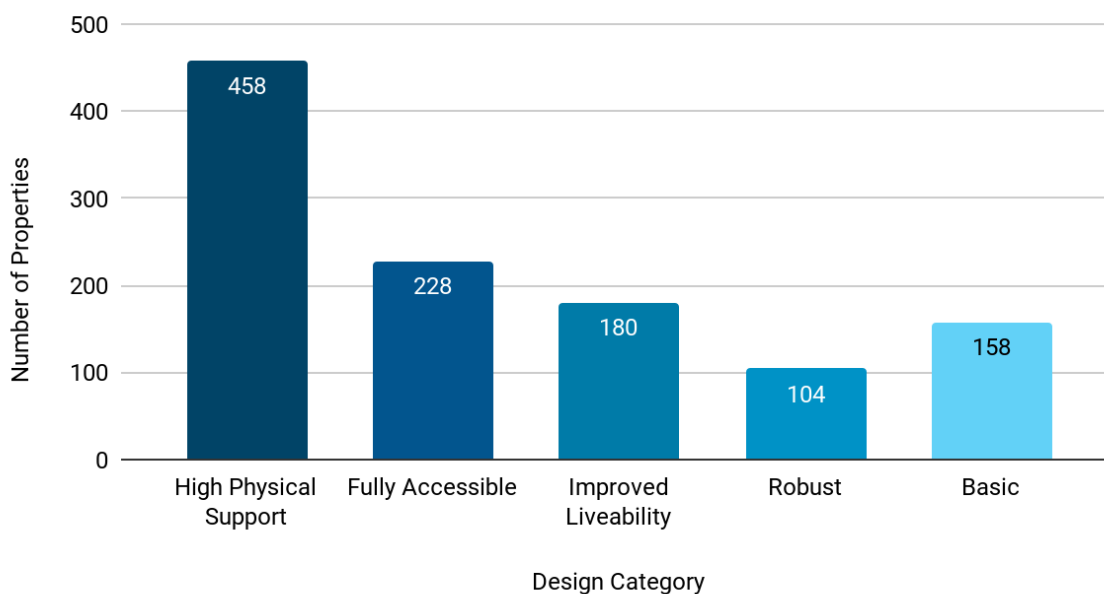
67% of properties listed on the Housing Hub are for tenants who are eligible for SDA funding.

SDA or Non-SDA Properties



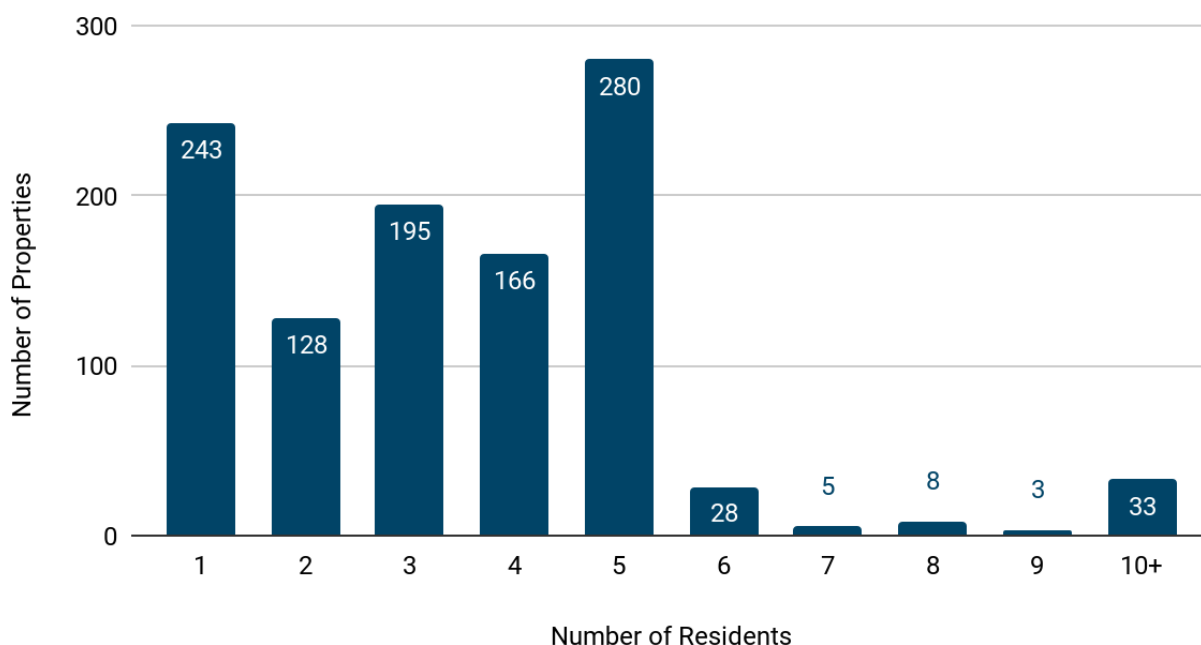
SDA properties are built to meet design standards across five design categories. 41% of the SDA properties on the Housing Hub are High Physical Support design category, followed by 20% Fully Accessible, 16% Improved Liveability, 14% Basic and 9% Robust. This is consistent with what was reported in the most recent SDA Supply in Australia report (Housing Hub, 2021).

SDA Design Category



Each SDA property will have a specified number of SDA eligible residents. The below shows the number of listings on the Housing Hub for each number of residents per property. As can be seen, 26% of SDA properties are for 5 residents, followed by 22% of SDA properties for one resident. Note that SDA properties with more than 5 residents are being phased out and can no longer be built as new SDA.

Number of SDA Properties by Number of Residents per Property



SDA properties have a number of elements that determine the income the SDA provider will receive from the NDIS. The SDA Price Guide describes these elements and sets out the amount SDA providers will be paid by the NDIS. People who wish to live in SDA properties must have the corresponding 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 types of SDA listings being added to the Housing Hub. The information in the table represents current vacancies on the Housing Hub by design category, building type and number of residents.

High Physical Support House for 3 residents has the most listings at 149, followed by High Physical Support Apartment for one resident at 89.

Note that some of the totals in the table below differ from the chart above, due to a lack of some data being available to classify some listings into the below categories.

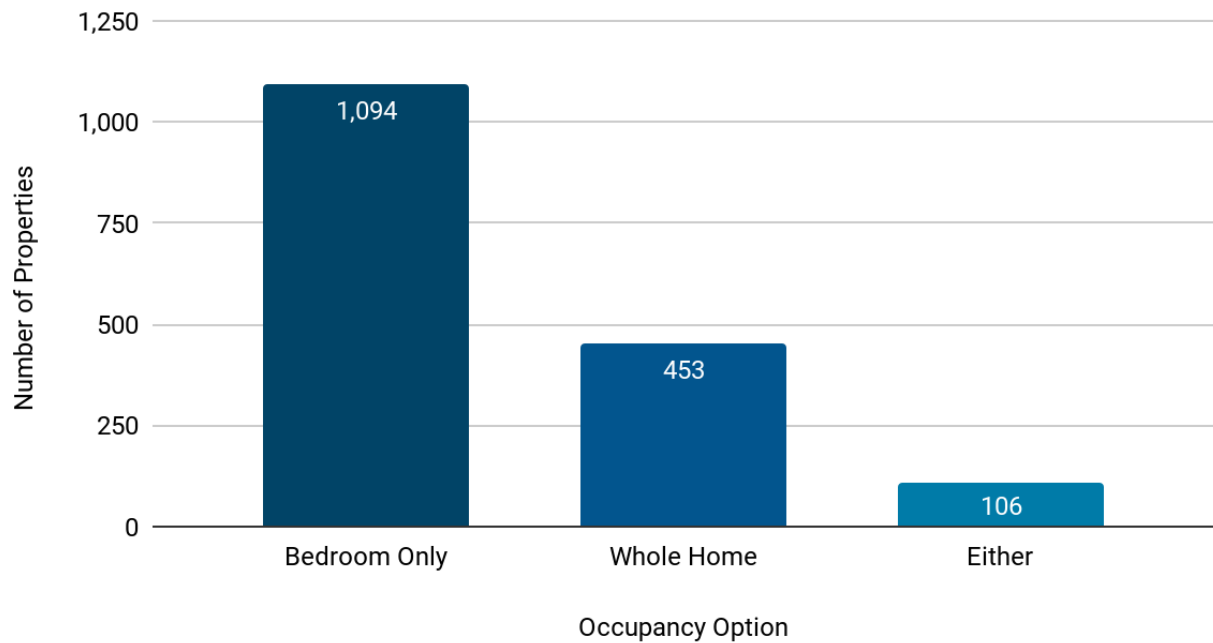
SDA Properties by Type, Occupancy and Design Category

Design Category / Building Type + Residents	Basic	FA	HPS	IL	Robust	Total
Apartment 1 Resident	1	36	89	23	not possible*	149
Apartment 2 Residents	0	10	34	5	not possible*	49
Villa/ Townhouse/ Duplex 1 Resident	3	10	36	6	23	78
Villa/ Townhouse/ Duplex 2 Residents	2	9	13	12	13	49
Villa/ Townhouse/ Duplex 3 Residents	4	12	15	7	13	51
House 2 Residents	13	13	36	12	15	89
House 3 Residents	51	53	149	54	28	335
Group Home 4 Residents	23	20	27	19	4	93
Group Home 5 Residents	46	60	53	40	8	207
Total	143	223	452	178	104	1100

* The SDA Price Guide does not allow for Robust dwellings in apartments.

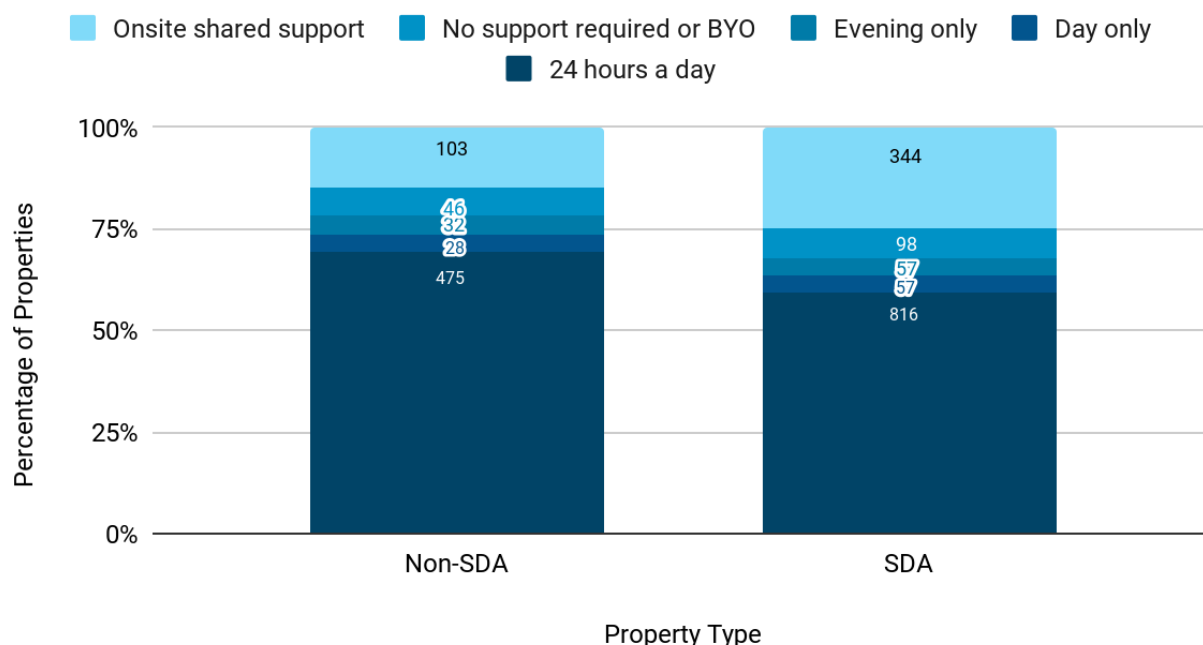
Non-SDA properties were also reviewed. The occupancy options for non-SDA properties show that 66% are offered as share houses where the tenant rents only a bedroom. These are generally known as group homes, wherein people with disability not only share a home together, but also share some supports.

Non-SDA Properties Occupancy Options



Support is provided in both SDA and non-SDA properties. Below is a comparison of the support options offered in both SDA and non-SDA properties currently available on the Housing Hub. It shows that non-SDA properties are more likely to offer support 24 hours a day (69%) compared to SDA (59%). Onsite shared support is more prevalent in SDA properties (25%) compared to non-SDA (15%).

Support Options for Tenants in SDA and Non-SDA Properties



With the introduction of the NDIS, separation of housing and disability services has been encouraged. Under the NDIS, it is expected that support providers will not own or provide the home that residents live in (Crabb, 2017).

A core principle of the NDIS is that people with disability should have choice and control over who provides their supports.

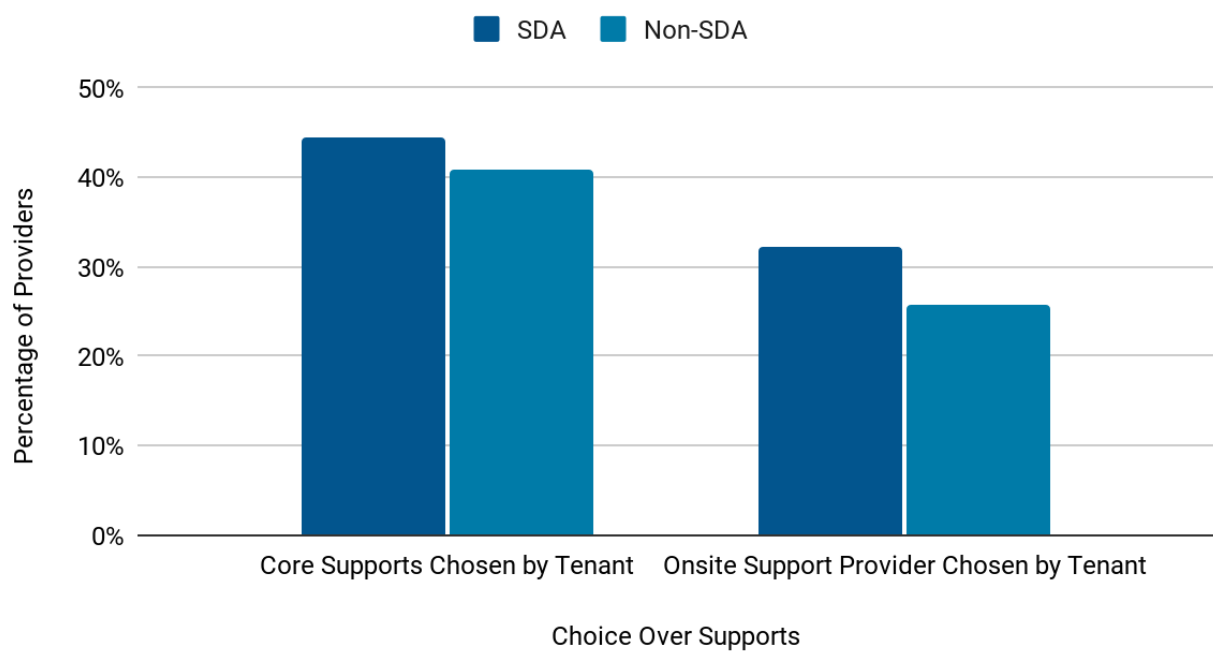
It was expected that the transition to full separation of housing and support services would take some time. In the transition period, it was anticipated that providers of both SDA and support would provide tenants with two separate agreements and manage their conflicts of interest. However, even if 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 over providers.

Further, while the separation is being actively encouraged in SDA properties, it is less clear how the vision of separation of housing and support in non-SDA will occur. Often the provider of non-SDA housing is the support provider who also provides support in the property.

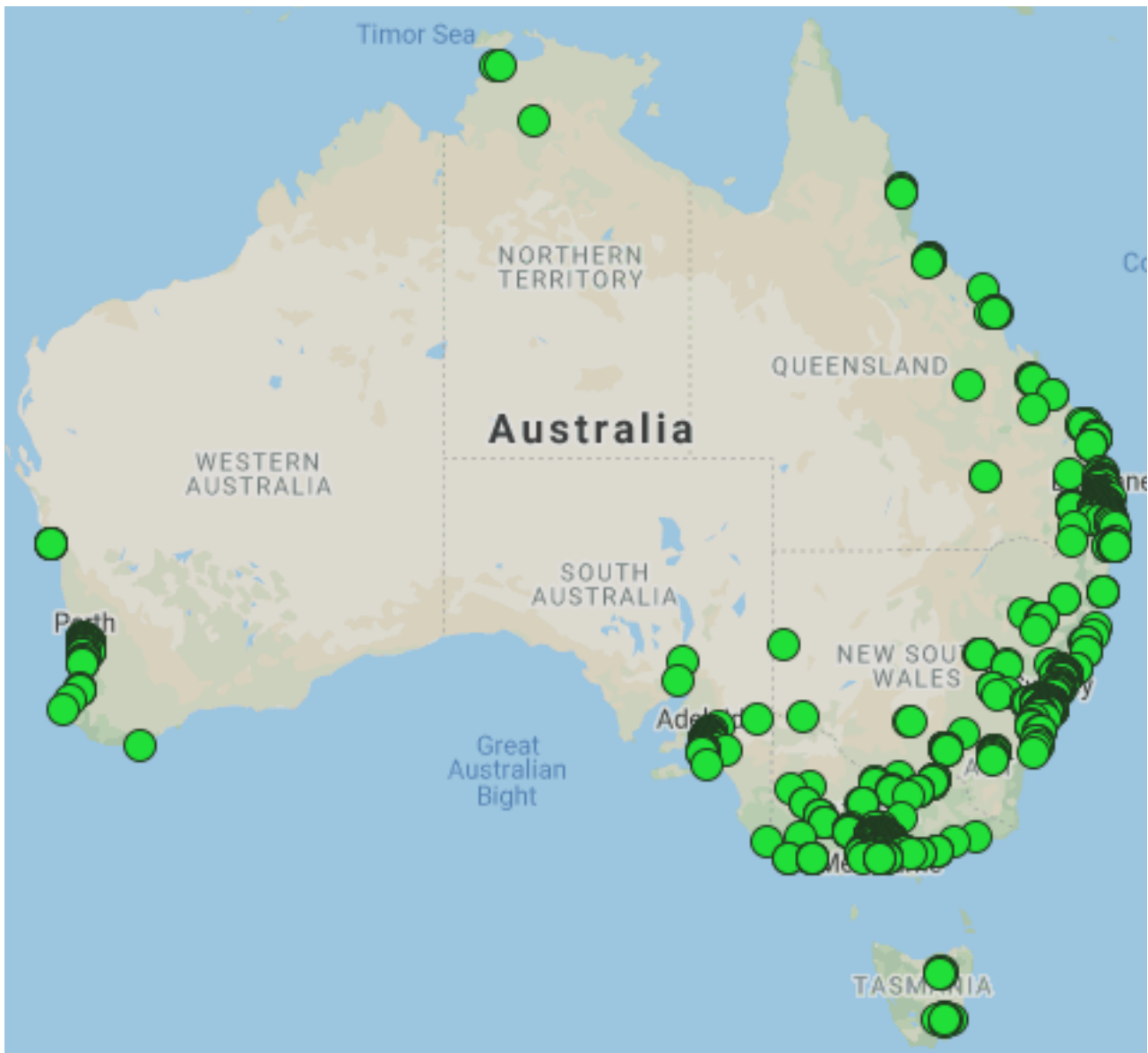
The Housing Hub is aiming to ensure that housing seekers can make an informed choice about properties to apply for by showing information on the support arrangements in each property. The Housing Hub asks providers to answer two questions about choice over supports in their properties when creating listings on the Housing Hub. The following chart shows responses to these two questions from providers of both SDA and non-SDA properties.

It is concerning that only 44% of SDA providers and 41% of non-SDA providers allow their tenants to choose who delivers their core supports (that is, support with daily routines for getting dressed, preparing meals, using the bathroom etc).

Choice Over Supports

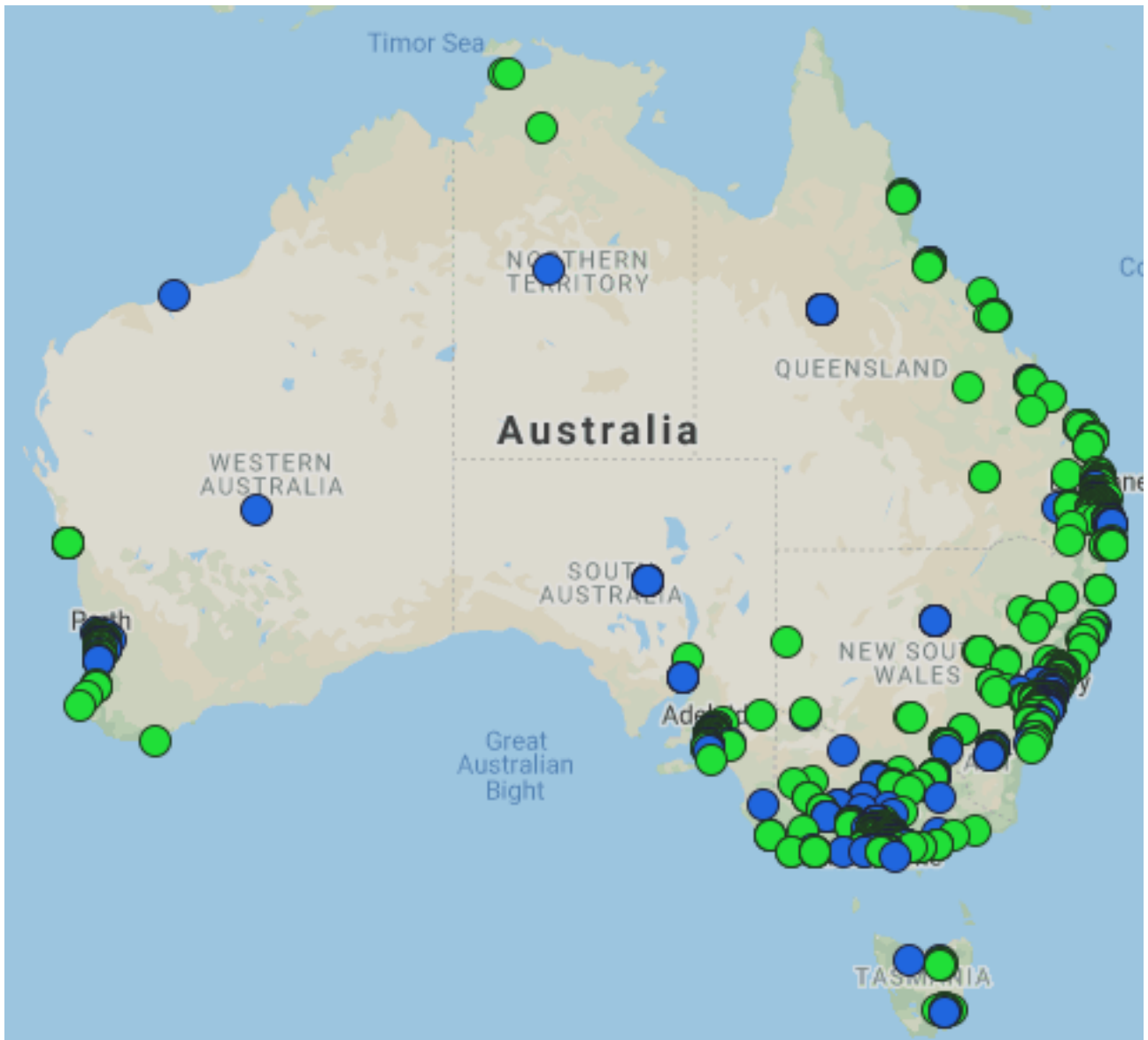


Listings on the Housing Hub are from across Australia, in all states and territories. The below map shows the locations of all published listings. Listings are concentrated heavily across the eastern states as these states have been using the Housing Hub for longer. Recent activity in regional WA and QLD has seen a growth in listings in these areas.



The following map shows listings again (green), and now with seekers housing location preference overlaid (blue). It shows that the majority of seekers currently using the Housing Hub are also in the eastern states, however recent activity by the Housing Hub team in regional areas has resulted in a wider distribution of seekers creating profiles. It can be seen that listings do not exist in some of these more regional locations and that housing will likely need to be developed for these individuals by connecting them to providers to build what they require.

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.



A review of the most cited features on property listings was conducted and compared to the most requested features by seekers. This shows good alignment between what seekers require and what providers are offering.

There are some outliers:

In the provider list, not seekers top preference	In the seeker list, not reported often by providers
Furnished listings	Pets Allowed
Doorway Widths > 1000mm. Likely that Wheelchair Accessibility covers this for Seekers. This is still worthwhile showing on listings as it's a feature that allied health professionals report being useful when they support people to identify new housing	Strong walls/doors/glass/soundproofing
Ceiling Hoist	Lift
Intercom	

Comparison of most reported listing features with features seekers require

Most reported features across listings

1. Parking
2. Cooling
3. Heating
4. Built-in Wardrobes
5. Outdoor Area
6. Dishwasher
7. Accessible Features
8. Wheelchair Accessibility
9. Broadband Internet Available
10. Ensuite
11. Furnished
12. Doorway Widths > 1000mm
13. Fire Sprinklers
14. Ceiling Hoist
15. Intercom

Top Features in Seeker Profiles

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



Listing Performance

Understanding the performance of listings on the Housing Hub is crucial for housing providers. The end goal is for housing providers to tenant their property as quickly as possible with a person who wants to live there and is suited to that property. To minimise vacancy-related costs, it is vital that listings contain the information that seekers require to achieve this end goal.

The most important elements of any listing are the location and property features. Having properties in the locations seekers require with the features they are seeking is the most important factor in the performance of listings. Seekers search for properties firstly by location and then by features such as:

- Rent or Buy
- Who seekers live with
- Support in the property
- Bedrooms, bathrooms and car spaces
- Rental term (ongoing, medium term or short term)
- SDA property type

To ensure good performance in searches, providers should therefore make sure that every field in the listing portal is completed for each listing. Other elements such as images, description, floor plans, and brochures are also important to be included.

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 valuable information to housing providers on how their listings are performing so providers can update their listings as required to improve performance.

The screenshot displays the 'Properties' section of a provider's portal. At the top, a blue header reads 'Properties' with the subtext 'See below all the properties you have added to the Housing Hub.' Below this is a breadcrumb trail: 'Home / Provider portal / Your properties'. Two property listings are shown, each with a photo, title, address, and performance metrics.

[Home](#) / [Provider portal](#) / Your properties

Suburban living
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

Quiet home in the suburbs
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

Analysis of all listings since August 2020 shows that the top 50 listings in terms of views, had an average of 594 views per listing and 9.2 enquiries per listing. This is compared to all listings, which averaged 72 views and 1.2 enquiries per listing.

To further understand what elements successful listings have in common, data was extracted from the Housing Hub in early June 2021 to review the listings viewed during the month of May 2021.

Success of a listing may be measured in a number of ways:

- time to fill – this is not data that the Housing Hub has access to
- number of enquiries through to the provider
- number of times the listing has been viewed
- time spent on the listing compared to others

Data was downloaded for the 500 property listings on the Housing Hub with the most views for the month of May 2021. There were over 36,000 views of property listings across these top 500 property listings (by number of views).

The average number of views across all 500 was 42 per listing. The top 10 most viewed listings for the month had an average of 156 views. The bottom 10 listings for the month had an average of 22 views.

Data for the month of May 2021 was also extracted to show the properties with the most enquiries that went to the provider – via both the Contact the Provider message service on the listings and the phone number reveal function. This shows how many housing seekers have emailed or called the provider to get further information about the listing. Analysis of this data showed that there were 602 listings that received at least one enquiry during May. On average providers received 2.3 enquiries. The top 10 had an average of 13 enquiries for the month. The bottom 10 had 1 enquiry each.

Further analysis was carried out to understand the usage of the Housing Hub listing tools (e.g., using images and floor plan, property features and location; see below) and whether this showed better performance. The top 50 listings in each of the following performance categories were reviewed to understand the tools they made use of:

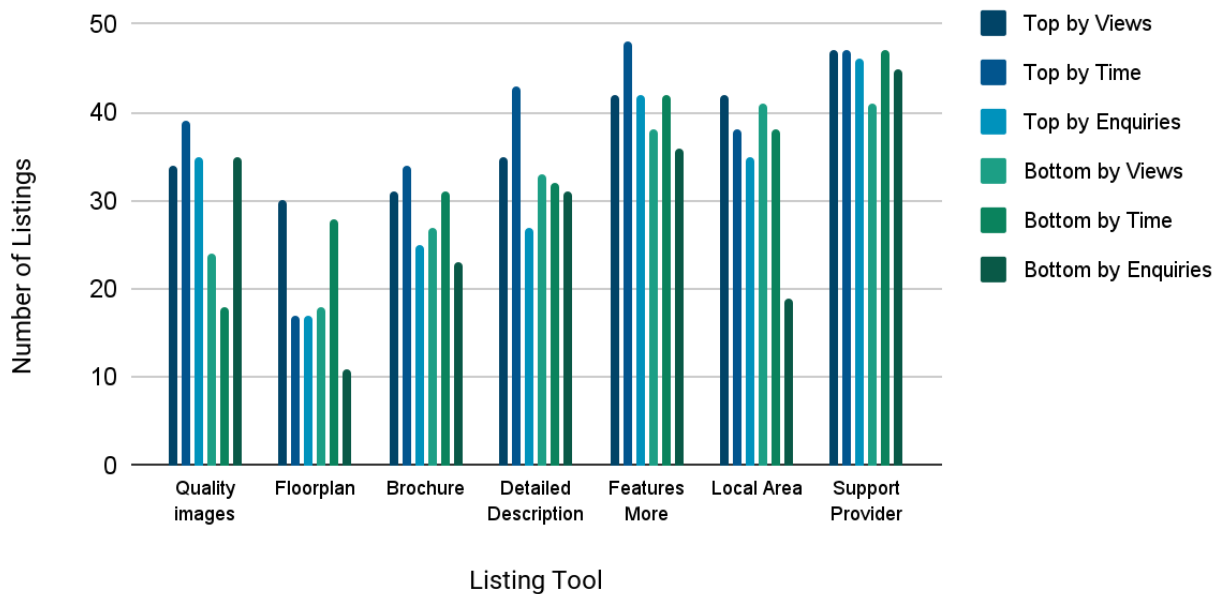
- Top 50 listings for views
- Top 50 Listings for time on listing
- Top 50 Listings for enquiries (phone and email)
- Bottom 50 listings for views
- Bottom 50 Listings for time on listing
- Bottom 50 Listings for enquiries (phone and email)

The areas reviewed for each listing include the following:

- Location – metro or regional
- Property type – SDA or non-SDA
- Images – is an enticing, high quality image used on the search tile and are there quality images on the listing?
- Floorplan – is a floor plan provided?
- Brochure – is a brochure provided with more detail about the property?
- Detailed description – does the description sell the opportunity, cover off on the surrounding location, flatmates, landlord, funding required and next steps?
- Features – are property features shown (at least 6)?
- Local area – is this utilised to show the distance to various amenities on the map?
- Support provider – are the details provided?

The following chart shows the results of this analysis.

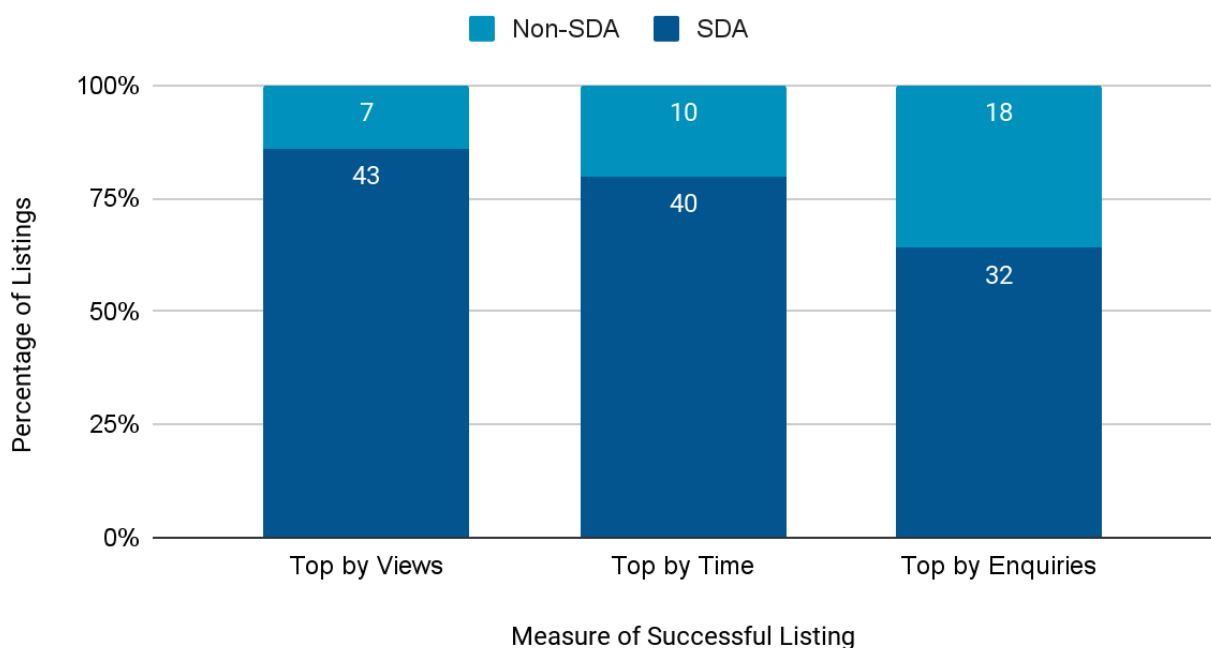
Use of Housing Hub Listing Tools by Top and Bottom Performing Listings



Top Performing Listings

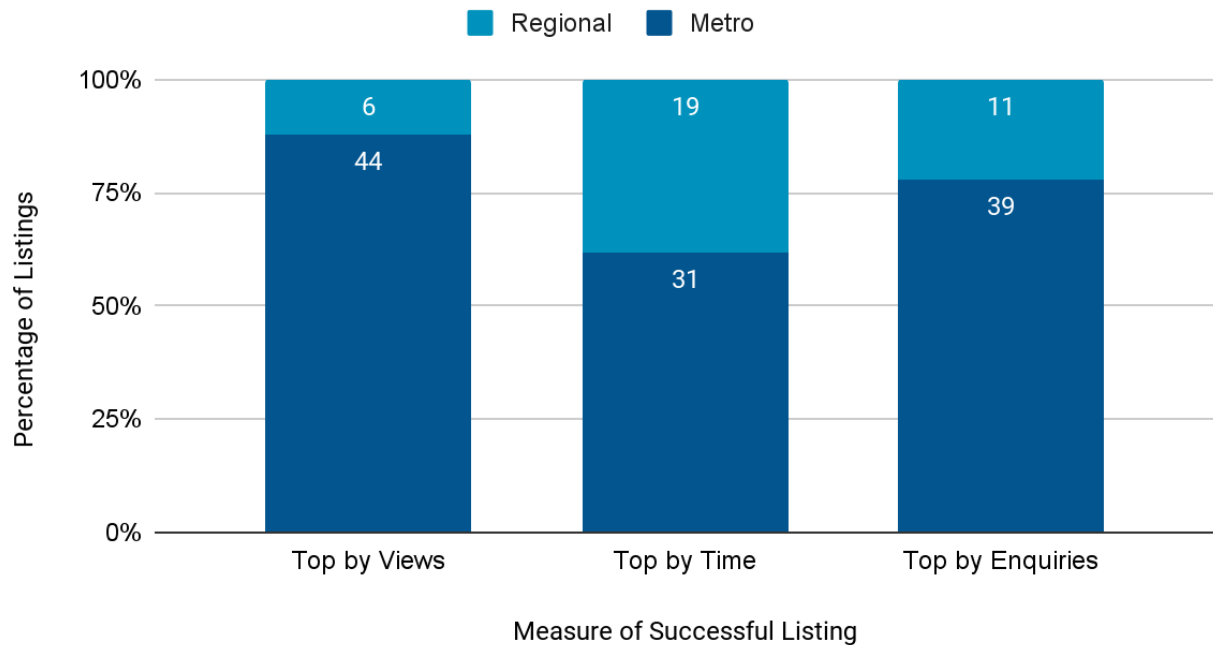
Over 75% of the top performing listings for Views and Time were SDA Listings. However, this did not translate to enquiries, with only 64% of listings with the most enquiries being SDA properties. One explanation for this difference may be that a high quality image encourages seekers to click on the SDA listings, but enquiries are more likely to result from the subsequent review of the content in the listing.

Top Listings by Listing Type



The top listings were also reviewed to identify if they were in metropolitan or regional areas. Over 75% of listings with top views and enquiries were in metropolitan areas. 62% for Time on listing were for metropolitan listings.

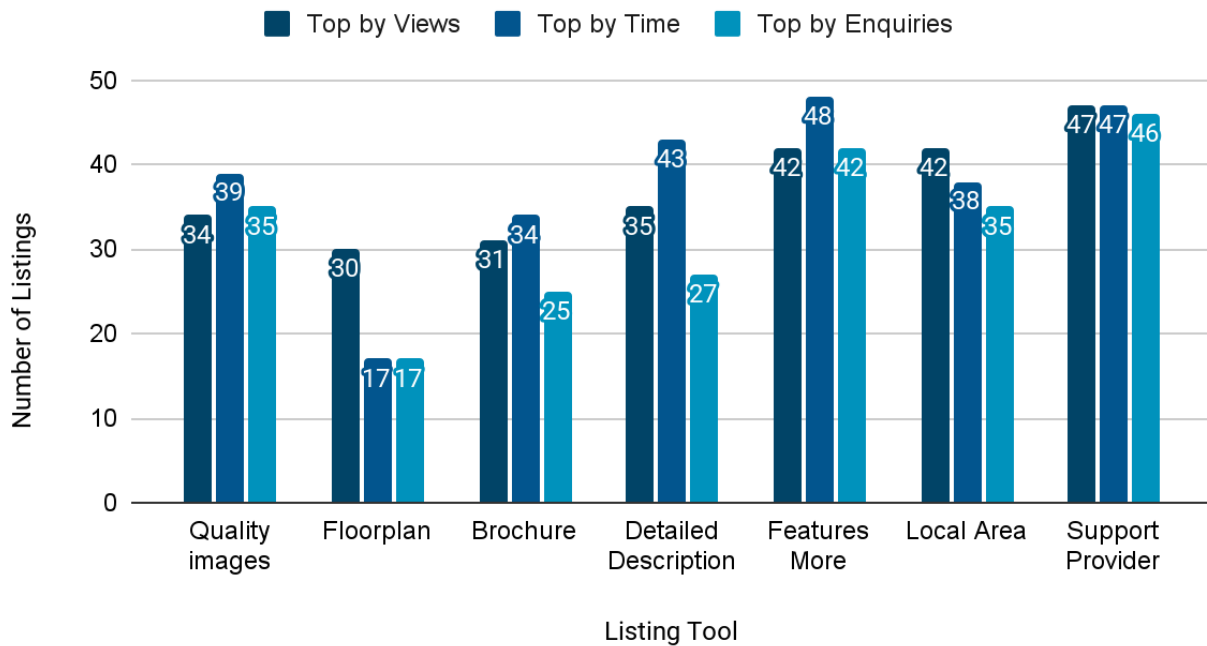
Top Listings by Metro v Regional



When looking at the top 50 results for each listing tool, the data indicates that the listings with the most enquiries have utilised the following features:

- Support Provider information
- At least six property features are included
- The Local Area section has been populated with local shops, transport and support services
- A quality image is used for the search tile and the listing contains further quality images of the property showing its features

Top Listings by Listing Tool



The top 20 performing listings in each of the 3 areas of views, time on listing and enquiries were further compared. This comparison showed that there were 5 listings in both top 20s for views and enquiries. Only two listings from the top time on listing group were in the top 20 group for enquiries. This suggests that views and enquiries are more related than time on listing and enquiries.

9 of the top 20 listings for time had no enquiries and 18 out of 20 were in the lowest half of listings for enquiries. Given enquiries are the end goal for housing providers, this suggests that time on listing is not a measure of a great performing listing.

This analysis has shown that there is not a strong relationship between time on a listing and the level of enquiries. It does show that listings with strong levels of views have similar use of Housing Hub tools as those with higher levels of enquiries.

Example of a high performing property listing:

AVAILABLE NOW - The Rise, Moonee Ponds - SDA apartments

Moonee Ponds, VIC, 3039

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

1 Bedroom 1 Bathroom 1 Car park

Whole Home Available 01/02/2021

One bedroom apartments still available!

In the heart of Moonee Ponds, this spectacular high rise apartment complex with its own accessible pool, and bbq common area, is the home to Guardian Living's newest specialist disability accommodation (SDA).

There are several one and two bedroom apartments spread throughout the beautiful high rise building directly in the middle of a brand new masterplan community.

The SDA apartments are specifically designed for people with physical disabilities.

The apartment building is located metres from Moonee Ponds Central shopping centre and the local train station.

All apartments are connected to a separate 24-hour carers apartment through smart technology.

Onsite service provider appointed is Annecto.

Apartments have been completed and ready for tenancy.

[Click here for a 3D tour](#)

**The floor plan provided is a guide only and will vary from apartment to apartment.*

Housing Provider
Guardian Living Australia P/L

Guardian Living
Australia

Property ID: Moonee Ponds
Contact:
Phone: 0473 ... [Show full number](#)
Website: <https://guardianliving.com.au/>

[View Other Listings](#)

Contact Provider
Your name*

Your email*

Your phone number

URL: <https://www.housinghub.org.au/property-details/796>

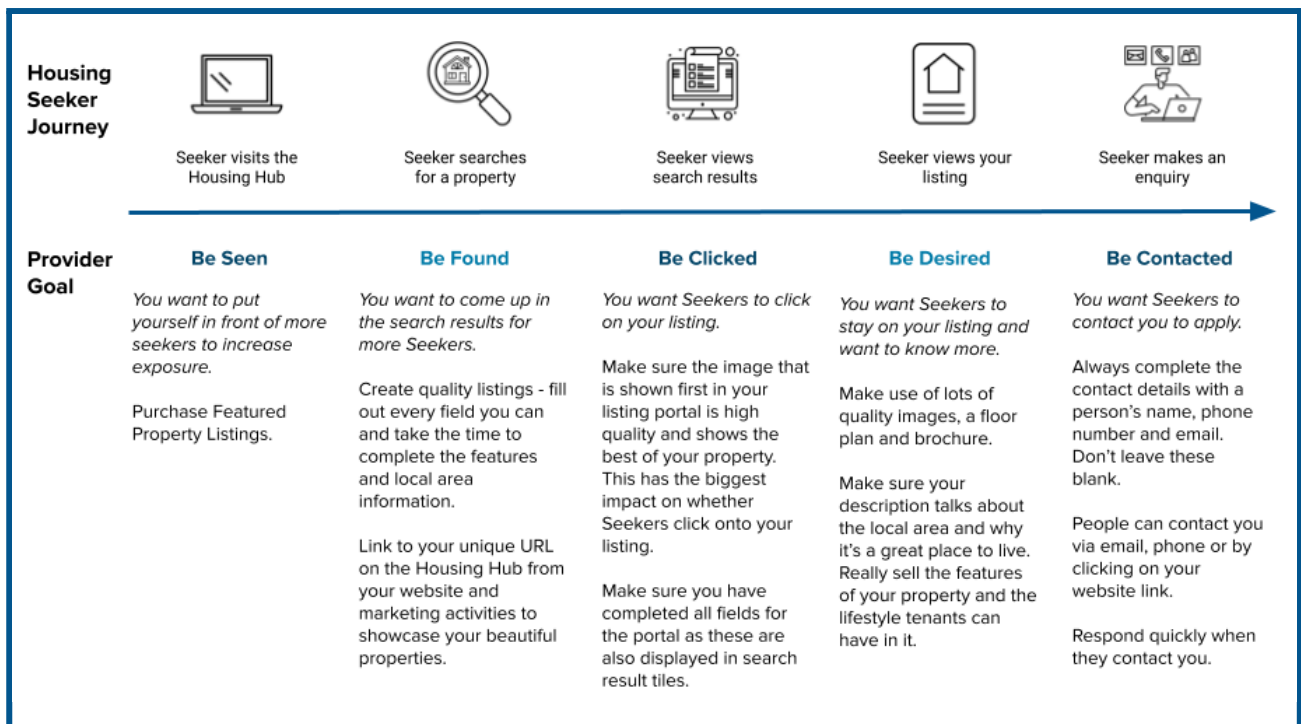
Takeaways from this analysis

Housing providers should ensure that quality listings are created in order to attract more views to their properties and utilise all Housing Hub listing tools to generate more enquiries from housing seekers.

1. Fill out all of the fields so seekers find you when searching
2. Have a quality image as your first image that shows the best of the property so seekers click on your listing and learn more – don't just show the outside of the property by default as this may not be your best image
3. Write a great description so that people can visualise themselves in your property, in that location and understand if it meets their needs so they are motivated to contact you
4. Make sure your listing looks great – you have a logo for your organisation to the right, you use clean formatting, you have filled out all parts of the listing

The Housing Hub has been designed to include listing features that assist both seekers and providers to find a good match quickly and easily. Where more features are utilised, searches perform better for seekers and providers receive enquiries from suitable seekers.

There are many factors that influence housing providers receiving enquiries from Housing Hub listings. These can be illustrated by understanding the seeker journey on the Housing Hub along with an understanding of ways to stand out.



What does the data say?

This snapshot of Housing Hub listings data shows that use of the site by providers across Australia continues to increase, with month-on-month growth of 5% in provider sign ups.

The approximate mix of housing providers on the Housing Hub is a third SDA providers, a third non-SDA providers and a third STA providers.

The website underwent a complete rebuild in 2020 and since then has seen steady growth in use by both housing providers and housing seekers. Significantly improved functionality and user experience was introduced to make searching for a home more efficient for seekers. Providers can now refine their listings through a series of fields to quickly highlight the features of their properties to Seekers.

The Housing Hub offers all providers their own unique URL, which can be used to highlight all of a providers listings in one place. This means that providers don't need to invest money in building listings into their own websites and instead can link to the Housing Hub from their own website to showcase their properties and the features they offer.

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

- The Housing Hub attracts providers from all states and territories in Australia
- 99% of listings are for properties to rent – of these, 88% offer an ongoing lease, with the balance being Medium or Short Term Accommodation
- 67% of properties on the Housing Hub are for SDA properties, with the predominant design category being High Physical Support (41%), followed by Fully Accessible (20%)
- 26% of SDA properties are for 5 residents, followed by 22% for single resident properties

Providers list properties to generate quality enquiries from housing seekers. Analysis in this report reveals that the listings that receive the most enquiries have utilised the following Housing Hub listing tools:

- Support Provider information is completed
- At least 6 property features are included
- The Local Area section is completed with local shops, transport and support services
- A quality image is used for the search tile and the listing contains more quality images of the property showing its features

In order to be found by housing seekers, providers should ensure that all listing fields are completed.

References

Crabb, A, (2017), *Separating Housing and Support Services – A Toolkit for Providers*. Melbourne: Summer Foundation Ltd.

<https://www.summerfoundation.org.au/resources/separating-housing-and-support-services/>

Housing Hub, (2021), *SDA Supply in Australia*. Melbourne: Housing Hub and Summer Foundation Ltd.

<https://www.housinghub.org.au/resources/article/report-sda-supply-in-australia>

Housing Hub services for Housing Providers

Generalised data resulting from Housing Seeker Profiles on the Housing Hub can improve your understanding of the current 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, while more detailed analyses are available 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, 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 5,000 people.

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 your property, then supports prospective tenants to secure SDA funding and, if they wish, to apply for a vacancy at your property.

For more information on the Housing Hub's services for housing providers and vendors, email support@housinghub.org.au. You can subscribe to the Housing Hub's monthly email updates for housing providers at housinghub.org.au/subscribe.


Featured Homes

North Eastern Melbourne ☆




Bundoora VIC
3 Beds | 3 Bathrooms | 2 Car Spaces | Villa

Sydney Sutherland ☆



Kirrawee NSW
1 Bed | 1 Bathroom | 1 Car Space | Apartment

Adelaide Central Hills ☆



Unley SA
3 Beds | 2 Bathrooms | 2 Car Spaces | House