

# 2018

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## AUSTRALIAN WOMEN IN RENOVATING & PROPERTY SURVEY REPORT



## KEY FINDINGS

### Boosting Retirement Savings Is Our Main Motivation For Renovating

According to the survey results, over a third of responders (36.79%) are renovating and investing in properties to boost their retirement income. Almost equal in responses include investing and renovating properties to make up for a financial setback (17.92%) and to replace the income lost from a job they were unhappy in (17.61%). Other reasons were boredom (8.18%) and to help their children (6.29%).

### We Trust Our Local Real Estate Agent Over Any Other Source Of Property Information.

Real estate agents lead the way when it comes to being a trusted source of property purchasing information. Not far behind that are newspapers, property magazines, or television, and rounding out the top three were decisions made thanks to a “gut-feeling”.

### Brokers Trump Banks (Two To One)

Homeowners and investors seem to be willing to pay a bit more for property that they expect will deliver long term value. Over half of the respondents used a mortgage broker to finance their property purchase (50.46%). Nearly one quarter (23.22%) worked directly with a bank or credit union, and nearly 20% (18.58%) worked with both. Less than 5% hadn't obtained a loan, and 3.1% obtained financing through other means.

# Executive Summary

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Australian women have for many decades been involved in the building and renovation of their homes, though until perhaps the last decade or so most have taken a back-seat or design role in the process. These days however, they are more hands-on.

They are funding and supervising the renovations - often with an eye to their future financial security. They are drawing inspiration from glossy magazines and the ever-increasing number of building and renovating television programs.

Interestingly, most of our survey respondents (39%) are Australian women in the 45-54 year age group. While some are happy (excited even) to pick up a hammer or paintbrush, more are taking on a supervisory role, and managing the different trades.

Learning more about Australian women who renovate, and acknowledging their growing involvement in the building industry, is important for industry bodies, trade groups, product marketers, local governments, and building materials suppliers.

# More tradespeople needed to meet renovation demands

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The demand for tradespeople has grown so much that there is actually a shortage of qualified people to complete these home renovations. The New South Wales executive director of the HIA , David Bare, has said that there is a definite shortage of tradespeople at the moment, which he puts down to the renovation activity particularly in Sydney and Melbourne. Click [HERE](#) to read more about it.

'Wet trades', for example, he says are in very high demand, including bricklayers and tilers, but that shortages have started to emerge in the electrical and plumbing trades as well.

He agrees with the reasons put forward by Garrett, saying the renovation trend is due to rising house prices, low interest rates, stamp duty, and the other costs associated with moving.

Australia has historically suffered from shortages when it comes to skilled tradespeople and has continued to suffer from consistent state-wide and national shortages since 2007.

Go here to know more: <https://www.theschoolofrenovating.com/shortage>

By creating a network of reliable and accomplished tradespeople – particularly female tradies who are in high demand and short supply – we may be able to overcome many of the housing and renovation issues our country is currently dealing with.

# Introduction

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When it comes to our homes, women are becoming increasingly involved in property and renovation decisions. In fact, it turns out that Australian women have overtaken men in many of these respects.

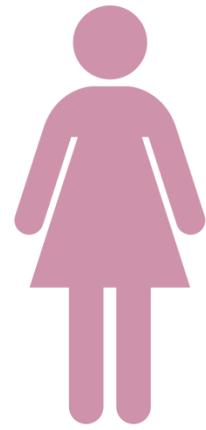
Statistics have already shown that Australian women are more likely than men to make property purchasing decisions. Westpac's annual Home Ownership Report 2018 surveyed over 1,000 Australian homeowners and first-time home buyers. The report found that:

8% of women versus 20% of men decided which home to buy to live in  
6% of women versus 13% of men determined which investment property to buy  
Women were more likely to make renovation decisions (29% versus 27% of men).

Australians are also increasingly opting to renovate their homes. According to Roy Morgan's Research, 62% of Australia's homeowners had performed some form of home renovation in 2016, up from 57% three years earlier.

Go here to read more on Roy Morgan's research: <https://www.theschoolofrenovating.com/roymorgan>  
It's also important to note that many of Australian houses were built in the 1980's, so with changes in lifestyle as well as outdated designs, many will be in need of updating in the years ahead.

# Who We Are As Renovators?



95%

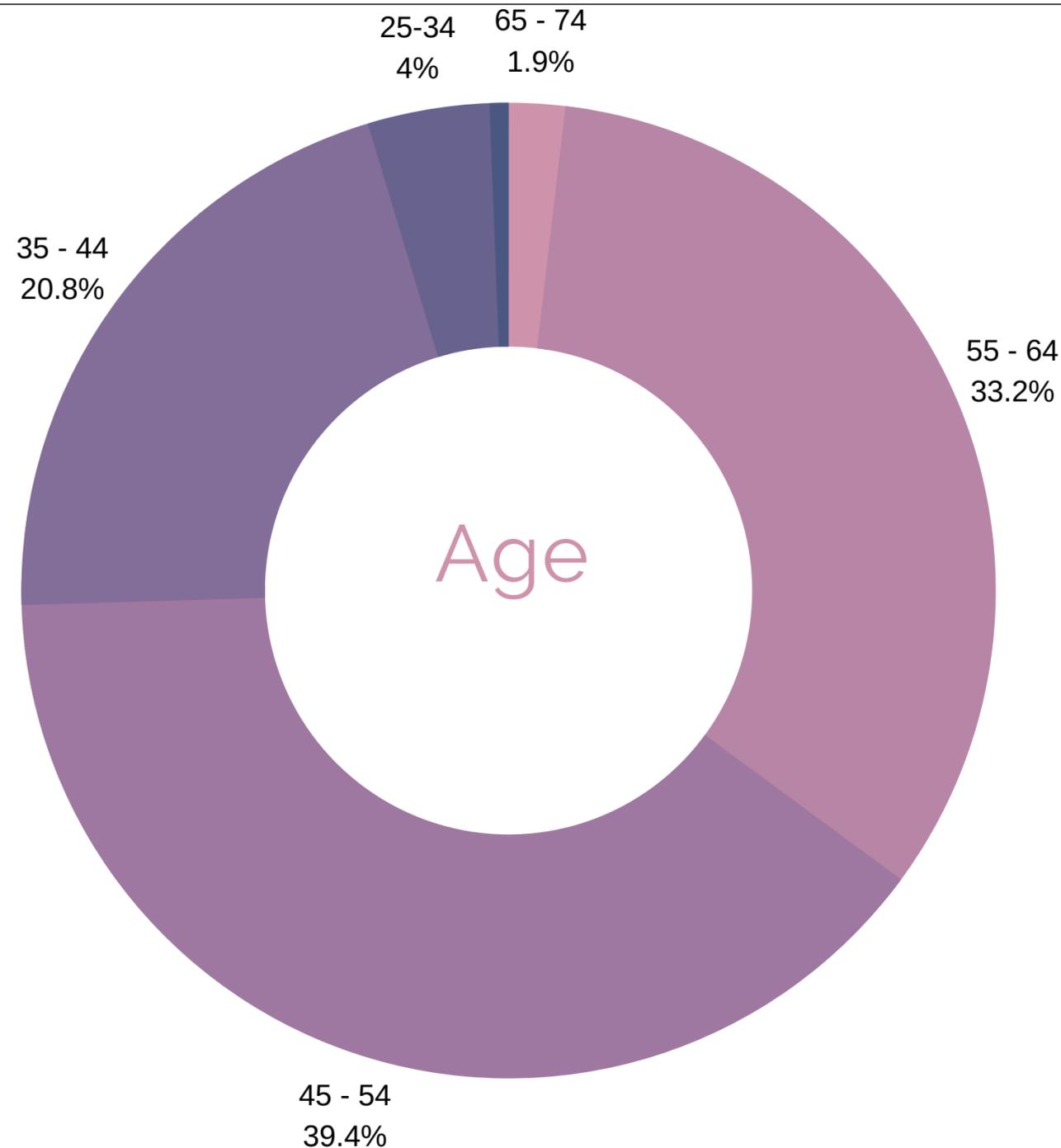
Women represented the vast majority of respondents to our survey, accounting for 94.77% (or 308) of participants.

Men accounted for 4% (or 13) of the participants.

1.23% chose not to disclose their gender.

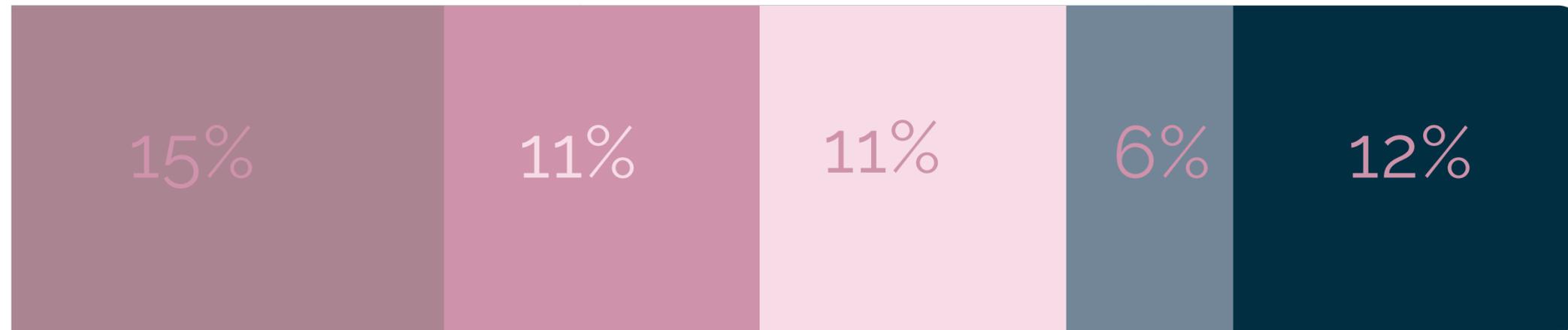


4%



The 45 to 55 years of age range (39.08%) represents the largest age group of respondents. The next largest age group were between 55 to 64 (32.92%) and then the 35 to 44 age group (20.62%). 4% were between the ages of 25 and 34, and a nominal amount was 65 to 74 (1.85%) and 18 to 24 (0.62%).

# INCOME



## INCOME LEGEND

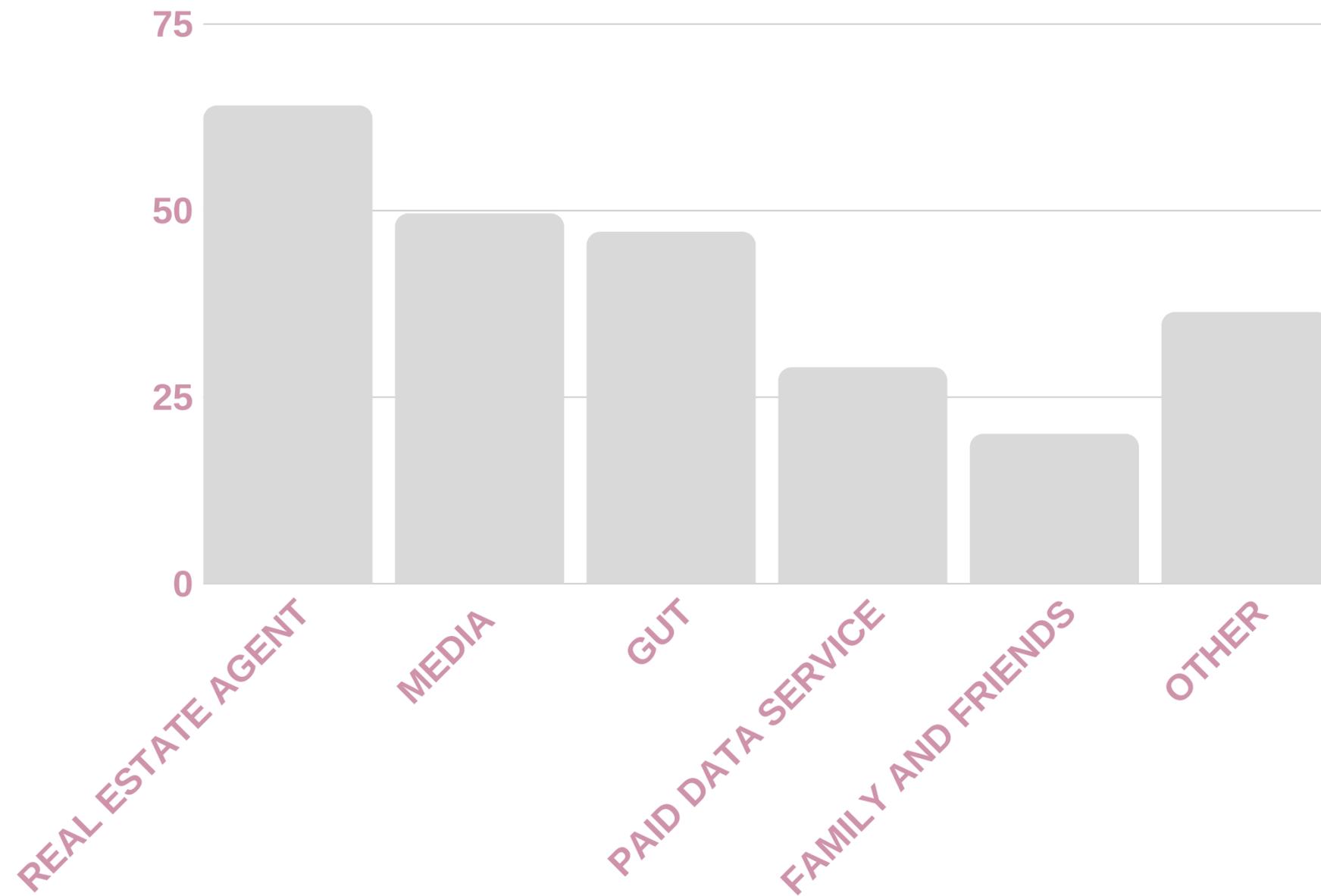


When it came to household income, those earning anywhere from \$100,000 to \$124,999 accounted for the largest group of respondents (15.12%).

Next were those within the \$50,000 to \$74,999 household income bracket (11.11%) and following that were those in the \$75,000 to \$99,999 household income group (10.80%).

The rest were fairly evenly distributed apart from those earning \$0 to \$24,999 (5.86%) and those choosing not to disclose their income (12.35%).

# How Property Buying Decisions Are Being Made



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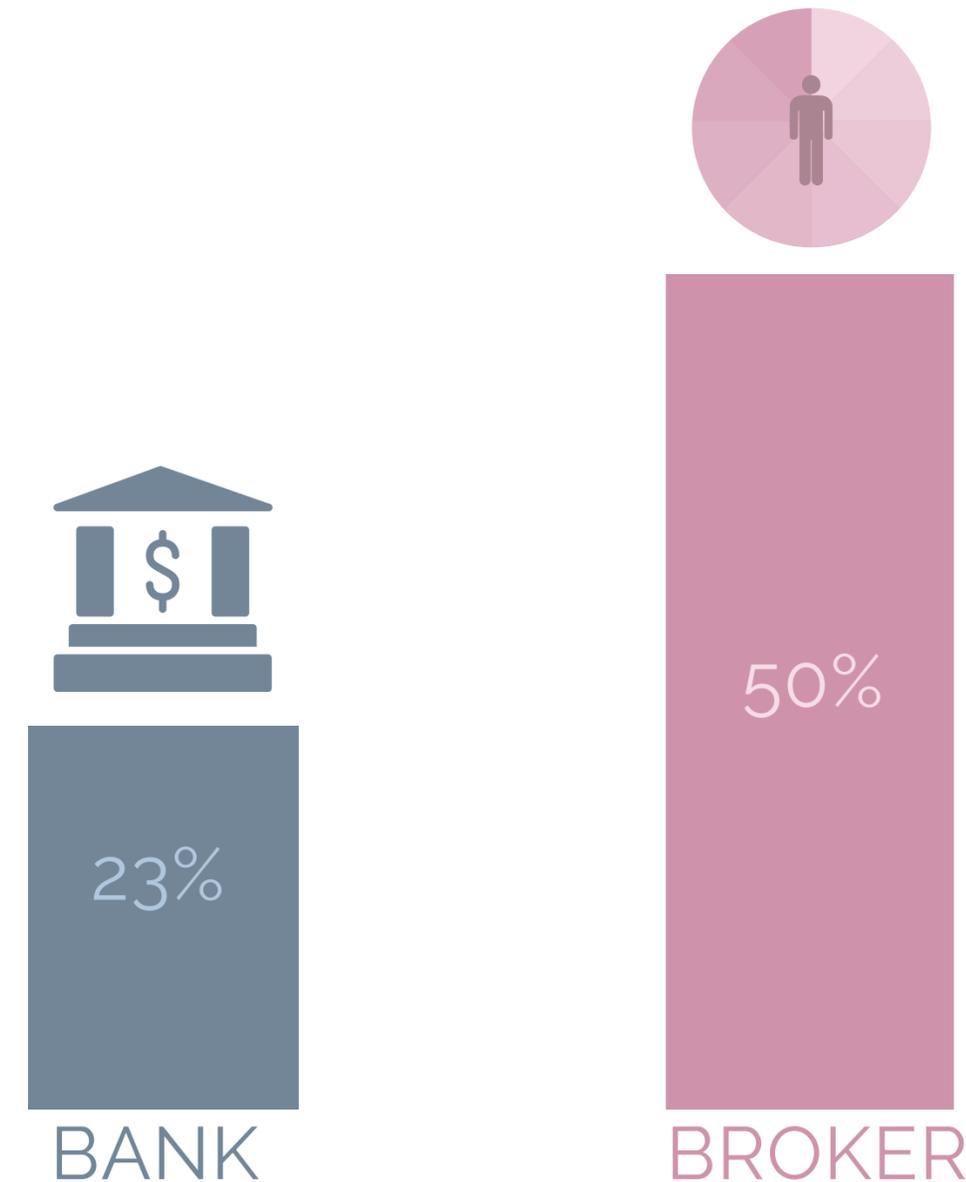
# How Property Purchases Are Being Financed

Homeowners and investors seem to be willing to pay a bit more for property that they expect will deliver long term value.

Over half of the respondents used a mortgage broker to finance their property purchase (50.46%).

Nearly one quarter (23.22%) worked directly with a bank or credit union, and nearly 20% (18.58%) worked with both.

Less than 5% hadn't obtained a loan, and 3.1% obtained financing through other means



# POPULAR REASONS FOR RENOVATING

Statistics show that more Australians are renovating their homes than ever before. Our respondents revealed their reasons for undertaking a renovation project:

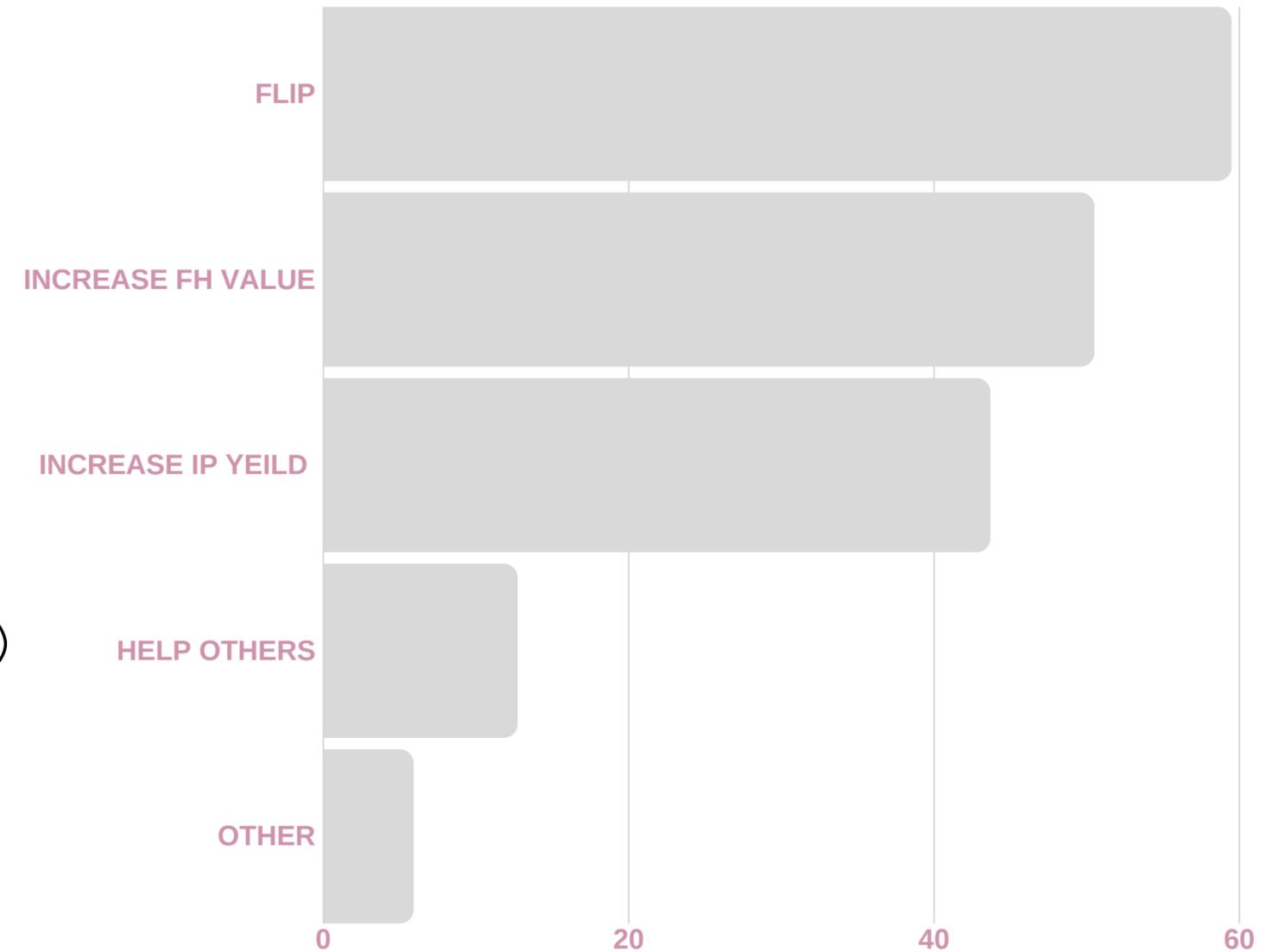
To buy, renovate and sell properties for a lump sum (59.44%)

To improve their home and increase its value (50.46%)

To improve the value and yield of investment properties (43.65%)

To improve the property for family and friends (12.69%)

Other (5.88%)



# RENOVATING STRATEGIES WE ARE GOING FOR

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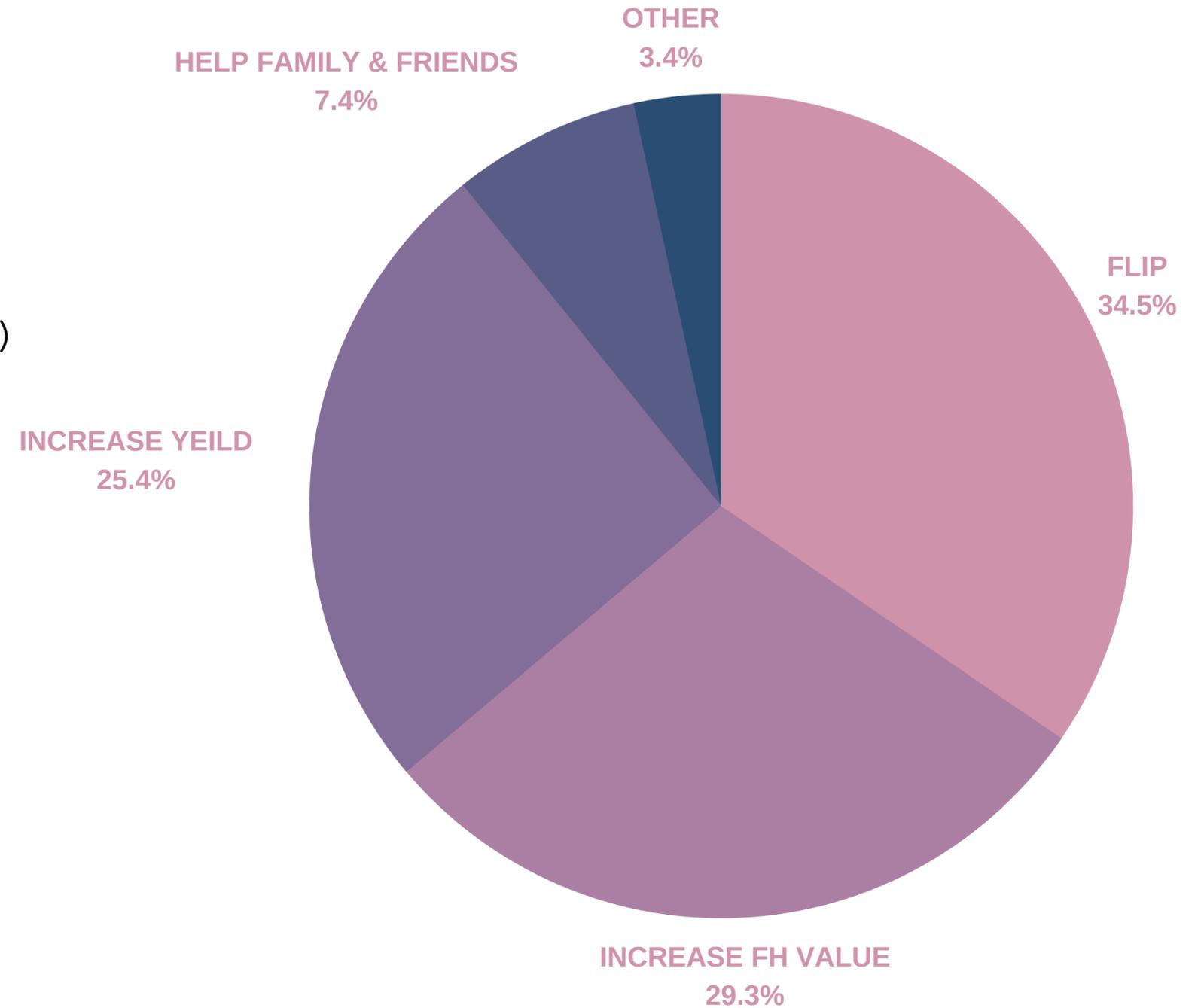
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# WHERE WE GO FOR INSPIRATION

## Our Fave Glossies:



29%



39%



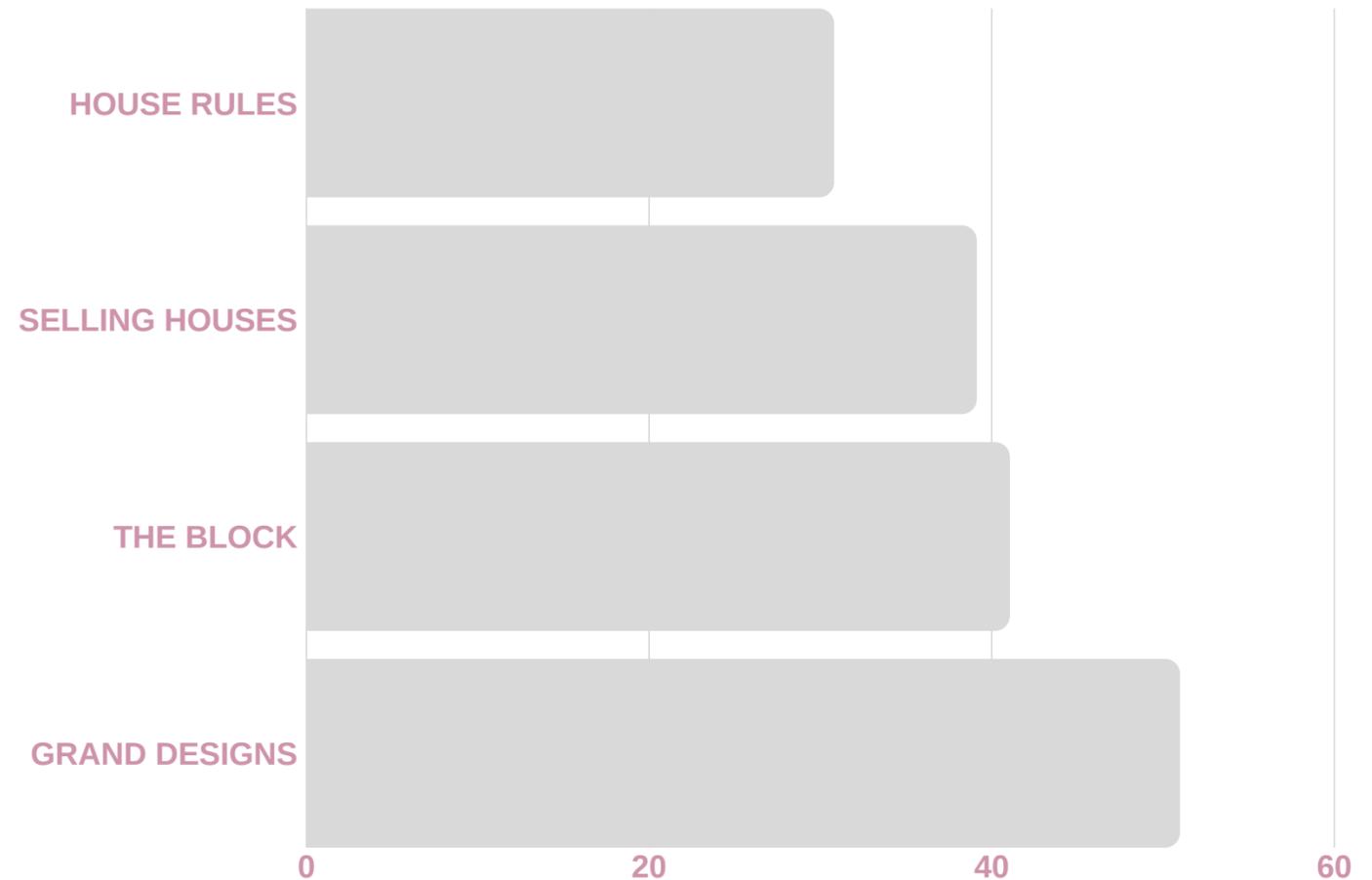
30%



37%

Perhaps because of their long-lasting glossy images, magazines reign supreme when it comes to being a source of inspiration for renovation projects, with 72.98% of respondents consulting more than one of them.

Television came in second place as a source of inspiration with 64.91% of respondents watching TV shows for renovation ideas and insights. Again, our respondents watch more than one of these, with the top four being:



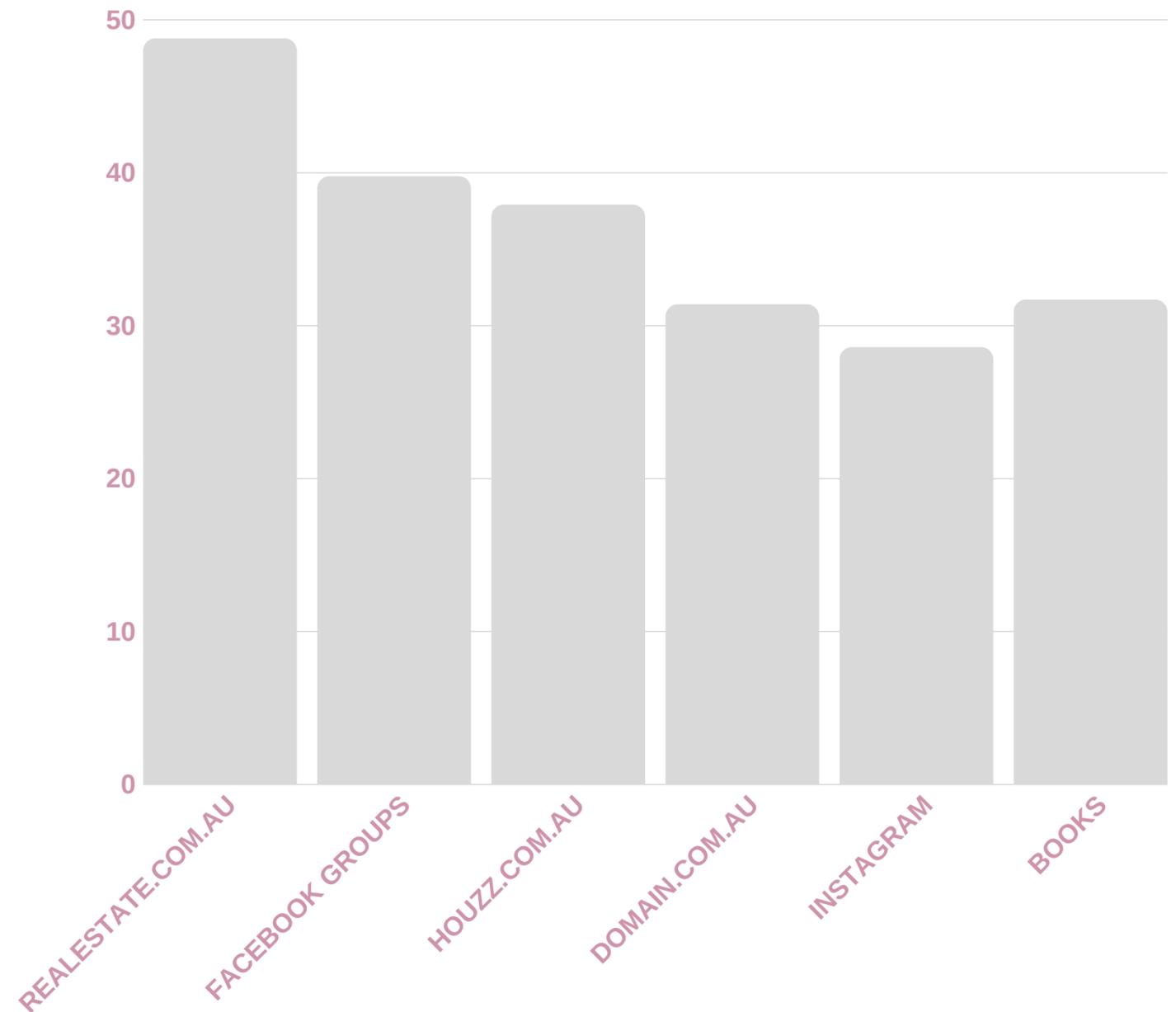
# WE LOVE ONLINE TOO

Outside of TV, our survey group looked to online media for inspiration.



Pinterest slid into third place with 61.49% of responses using the network for renovation inspiration.

Other online platforms consulted were:



# THERES NO LIMIT TO OUR ENTHUSIASM FOR RENOVATING

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As it turns out, a lot of us are excited to start renovation projects. On a scale of 0 (being unexcited) to 10 (thrilled to start renovating), the average rating among over 300 respondents was 8.4.



**EXCITEMENT FOR  
RENOVATING**

While renovating is of interest, it turns out the respondents were less interested in taking on the renovating themselves. The average rating, using the 0 to 10 scale once again with 0 being disinterested in DIY projects and 10 being overjoyed, was 6.2.



**INTEREST IN  
DIY**

**Many would argue that the excitement around renovating is a result of the portrayal of women renovators in reality television shows. However, the fact that many of us are flipping houses and doing it all again would say that many do get a real buzz out of these projects.**



## METHODOLOGY

The School of Renovating conducted an online survey of women renovators in Australia.

The survey link was sent to a qualified database with recipients asked to refer the link to others whom they believed qualified.

The survey was shared on relevant groups on social media platforms.

A total of 326 respondents qualified and participated in the 13 question survey.

# CONCLUSION

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Home renovations continue to be a growing consideration for Australian female homeowners and investors for a variety of reasons: current housing costs, lack of available housing, and for profit. Fewer first-time homeowners are expecting move-in ready homes, and more are seeing home renovations as a smart decision.

There is an abundance of opportunity for women to be active in the home renovation field, whether they wish to take a hands-on approach, to manage trades, or to appoint a supervisor to manage their projects. With these opportunities can come greater freedom, financial security, and satisfaction in their day-to-day lives.

That is why Bernadette Janson established The School of Renovating. Our community of female renovators embrace the creativity and flexibility that comes with renovating. We collaborate and support one another in our work, and we celebrate our accomplishments together.

To learn more about our active renovation family, we invite you to visit <https://www.theschoolofrenovating.com/about/>.

## ABOUT THE AUTHOR

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Bernadette Janson has always had a passion for transforming unsightly properties. When starting her journey into home renovations back in the 1980s, she was one of the very few women in the building industry and faced a number of unfair setbacks and challenges as she struggled to get established

She successfully navigated these troublesome times and has built a successful business with a mission to help other women renovators to enjoy a personally and professionally fulfilling life.

Bernadette now trains and mentors women and their partners to boost or replace their income through renovating.

She is also the host of the popular podcast She Renovates.

Bernadette thanks the participants of this survey



*Bernadette Janson*