

Media release

24<sup>th</sup> October 2016



## **RENT.COM.AU PARTNERS WITH WALK SCORE®**

Rent.com.au, Australia's number one website dedicated to rental property, has entered into a partnership with [Walk Score®](#), a tool which promotes walkable neighbourhoods for their economic, environmental and health benefits.

Rent.com.au's Chief Executive Officer, Greg Bader, said the partnering agreement with Walk Score® would deliver significant benefits for RENT's customers:

- Renters – can see the Walk Score for individual rental properties listed on Rent.com.au, before submitting an enquiry or signing a rental lease;
- Private landlords and agents – can see their property's Walk Score once the listing has been loaded to Rent.com.au. Renters who are informed about their area more likely to happily remain in their location for the longer term

### **Media Release**

#### **RENT.COM.AU PARTNERS WITH WALK SCORE® TO HELP RENTERS EVALUATE WALKABILITY AND COMMUTE TIME WHEN CHOOSING THEIR HOMES**

**A recent survey conducted by Rent.com.au revealed that 91 per cent of Australian Renters identified location as their number one criterion when choosing their next home, followed by access to public transport and proximity to the CBD.**

As location plays such a significant part in the rental search, Rent.com.au has partnered with Walk Score®; a tool that promotes walkable communities across several countries, in a bid to provide Australian renters with more information to make choosing a property easier. Walk Score® will feature on every Rent.com.au listing (around 80,000 properties, Australia-wide) and display a walkability score, a Transit Score and commute times.

Rent.com.au Chief Executive Officer, Greg Bader said Rent.com.au and Walk Score's® visions were aligned: "Our users are always looking for extra information to help determine the best property suited to their lifestyle. We love being able to deliver new features, such as Walk Score, to help our customers make smart and informed property decisions."

Walk Score's® Aleisha Jacobson said: "We want to make it easy for people to evaluate walkability and transportation when choosing where to live. The partnership with Rent.com.au delivers this vision at a property level, this will certainly help people searching for a home to make the right decision for them and for the environment."

The [Walk Score®](#) is a number between 0 and 100 that measures the walkability of any address, from zero being "car dependent" to 100 being "a walkers' paradise" where daily errands would not require a car. The score measures the distance from specific addresses to neighbourhood amenities, such as restaurants, schools, libraries and coffee shops.

The top 10 suburbs rated as "Walkers' paradise" in Australia are Melbourne City (VIC), Darling Harbour (NSW), Haymarket (NSW), Kings Cross (NSW), Darlinghurst (NSW), Surry Hills (NSW), Fitzroy (VIC), Carlton (VIC), Collingwood (VIC) and Chippendale (NSW).

Ms Jacobson said suburbs with a high Walk Score offer several health and economic benefits: “Walkability matters,” she said.

“It offers surprising benefits to our health, the environment, our finances, and our communities. Neighbourhoods with poor walkability are barriers to physical activity, while research has shown that people will walk more if they’re living in a walkable neighbourhood.”

Mr Bader said whether renters were renting, investing or working towards home ownership, they would notice the benefits of properties with a high Walk Score.

“As the country’s population grows and cities become congested, the importance of easy access for errands without total dependency on a car becomes a decision factor for many people,” he said. “In fact, we are seeing more properties with limited or even no parking being advertised, so Walk Score becomes a valuable guide”. Mr Bader said Rent.com.au was continuously looking for ways to better serve Australia’s growing renting population (around 7 million or 30 per cent of Australia’s population). “The market needs more advocacy and recognition,” he said. “Our focus is on building equity in this space. For us, Walk Score is the start of many innovations to come, designed to make the entire renting process easier and friendlier for all involved.”

*Rent.com.au has made it simple for Renters to factor walkability into their rental search. Renters can click on a property listing, look beneath the property description and add their commute destination (i.e. work) Walk Score® will then display the approximate time required to walk, drive or bike to the destination.*

Top ‘Walkable’ suburbs/state			
State	Suburb	Walk Score	Q3 Median rent
NSW	Haymarket	99.50	\$650
	Kings Cross	99.00	\$500
	Sydney CBD	97.39	\$520
VIC	Melbourne CBD	100.00	\$380
	Fitzroy	98.53	\$500
	Carlton	98.39	\$440
QLD	Brisbane CBD	97.49	\$400
	Fortitude Valley	97.35	\$440
	Spring Hill	96.01	\$430
WA	Northbridge	95.45	\$400
	Subiaco	90.19	\$435
	Perth CBD	89.77	\$380
SA	Adelaide CBD	94.33	\$340
	Glenelg	93.43	\$390
	Norwood	88.03	\$420
NT	Darwin CBD	87.00	\$470
ACT	Canberra CBD	88.67	\$430
TAS	Hobart CBD	89.09	\$330

#### About Rent.com.au

*Rent.com.au is the only national web portal in Australia that focuses solely on the growing rental property market, Rent.com.au was established in 2007 with a mission to connect renters with rental properties from both property agents and non-agent private landlords, creating the complete rental marketplace and providing tailored products and services to make the entire renting process easier and respond to the increasing needs of renters, as growing numbers of Australians choose renting as a conscious lifestyle and investment choice.*

#### About Walk Score®:

*Walk Score® rates any address based on its proximity to nearby amenities (grocery stores, restaurants, schools, public transit, etc.) and promotes walkable neighbourhoods for their economic, environmental and health benefits. Walk Score® delivers more than 20 million scores per day across a network of over 40,000 websites. Walk Score® is available for any address in Australia, the United States and Canada. Walk Score is a Redfin owned company.*

*\* The above ‘Walk Score’ has been calculated as an aggregate for all properties active on Rent.com.au*

-ends-

**For more information or to organise an interview please contact:**

Andrew Ramadge  
Account Director  
Media & Capital Partners

m 0413040695  
e [andrew.ramadge@mcpartners.com.au](mailto:andrew.ramadge@mcpartners.com.au)

## Appendix

### Walk Score Top 10 Per State

VIC Top 10	
Suburb	Walk Score
Melbourne City	100.00
Fitzroy	98.53
Carlton	98.39
Collingwood	97.96
Southbank	97.25
Melbourne	96.58
South Melbourne	96.03
Albert Park	94.83
South Yarra	94.36
West Melbourne	94.30

NSW Top 10	
Suburb	Walk Score
Darling Harbour	100.00
Haymarket	99.50
Kings Cross	99.00
Darlinghurst	98.76
Surry Hills	98.75
Chippendale	97.80
Bondi Junction	97.71
Sydney	97.39
Potts Point	97.13
Ultimo	97.09

QLD Top 10	
Suburb	Walk Score
Brisbane City	97.49
Fortitude Valley	97.35
Spring Hill	96.01
Milton	95.65
Brisbane	95.59
South Brisbane	95.21
Stones Corner	95.00
South Bank	93.75
Petrie Terrace	90.82
Paddington	90.49

WA Top 10	
Suburb	Walk Score
Northbridge	95.45
Subiaco	90.19
Perth	89.77
West Perth	86.12
Highgate	86.04
East Perth	85.06
Leederville	84.24
West Leederville	82.66
North Perth	80.00
Ardross	79.77

<b>SA Top 10</b>	
<b>Suburb</b>	<b>Walk Score</b>
Adelaide	94.33
Glenelg	93.43
Norwood	88.03
Hyde Park	86.63
Kensington	85.45
Unley	85.06
Stepney	85.00
Thebarton	84.75
Beulah Park	83.50
North Adelaide	83.10

<b>ACT Top 10</b>	
<b>Suburb</b>	<b>Walk Score</b>
Reid	91.50
Canberra	88.67
City	85.50
Acton	84.00
Kingston	81.13
Forrest	80.00
Braddon	79.63
Belconnen	75.80
Griffith	73.25
Turner	72.19

<b>NT Top 10</b>	
<b>Suburb</b>	<b>Walk Score</b>
Darwin City	87.00
Casuarina	79.00
Alice Springs	69.43
Larrakeyah	68.88
Wagaman	62.00
Coconut Grove	61.71
Alawa	57.33
Nightcliff	56.64
The Gardens	54.64
Parap	53.62

<b>TAS Top 10</b>	
<b>Suburb</b>	<b>Walk Score</b>
Hobart	89.09
Battery Point	86.00
North Hobart	85.25
Launceston	83.73
Glebe	76.33
New Town	71.33
West Hobart	69.90
East Launceston	69.75
Dynnyrne	68.00
Invermay	63.92