

The background features a dark blue grid of human icons. Each icon is a simple black silhouette of a person inside a light blue circle. These circles are interconnected by a network of thin, light blue lines, creating a web-like structure that symbolizes collaboration and connectivity.

THE EMERGING COLLABORATIVE ECONOMY IN AUSTRALIA

STUDY BY VISION CRITICAL WITH COLLABORATIVE LAB
THANKS TO OUR PARTNER NINE! REWARDS

OVER THE LAST FIVE YEARS, an explosive number of businesses around the world have emerged that tap into the power of technology to enable people to connect with each other and share and exchange all kinds of assets from spaces to skills to stuff. Companies such as Airbnb, GoGet CarShare, Kickstarter and Coursera are changing how we access the things we need and want, and are part of what is now recognised as the 'collaborative economy'.

TO BETTER UNDERSTAND how this activity is occurring in Australia, Vision Critical partnered with Collaborative Lab, the leading global experts on the collaborative economy to the public and private sector, to conduct research into current behaviours and attitudes towards these

THIS REPORT DETAILS HIGHLIGHTS AND INTERESTING INSIGHTS FROM THE STUDY, AND SHOWS A PROMISING FUTURE FOR THE AUSTRALIAN COLLABORATIVE ECONOMY.

14% HAVE HEARD THE TERM
“THE COLLABORATIVE ECONOMY”



43% RELATE TO OR UNDERSTAND COLLABORATIVE ECONOMY BEHAVIOURS

LIKE...



AND CONCEPTS SUCH AS...

- ➔ BARTERING
- ➔ COMING TOGETHER FOR COMMON GOOD
- ➔ WORKING TOGETHER
- ➔ SHARING

61% AWARENESS OF COLLABORATIVE ECONOMY SERVICES IN AUSTRALIA



53% HAVE PARTICIPATED IN
SOME FORM OF COLLABORATIVE
ECONOMY IN THE LAST YEAR



VS



PEOPLE ARE OFTEN ONLY SHARING DIRECTLY WITH FRIENDS AND FAMILY
MEANING THERE IS A BIG OPPORTUNITY FOR TECHNOLOGY-ENABLED
PLATFORMS TO SCALE BEHAVIOURS

53% HAVE PARTICIPATED IN SOME FORM OF COLLABORATIVE ECONOMY ACTIVITY



CARPOOLING 34%
CAR SHARING 10%
RIDE SHARING 10%



P2P GOODS RENTAL 11%

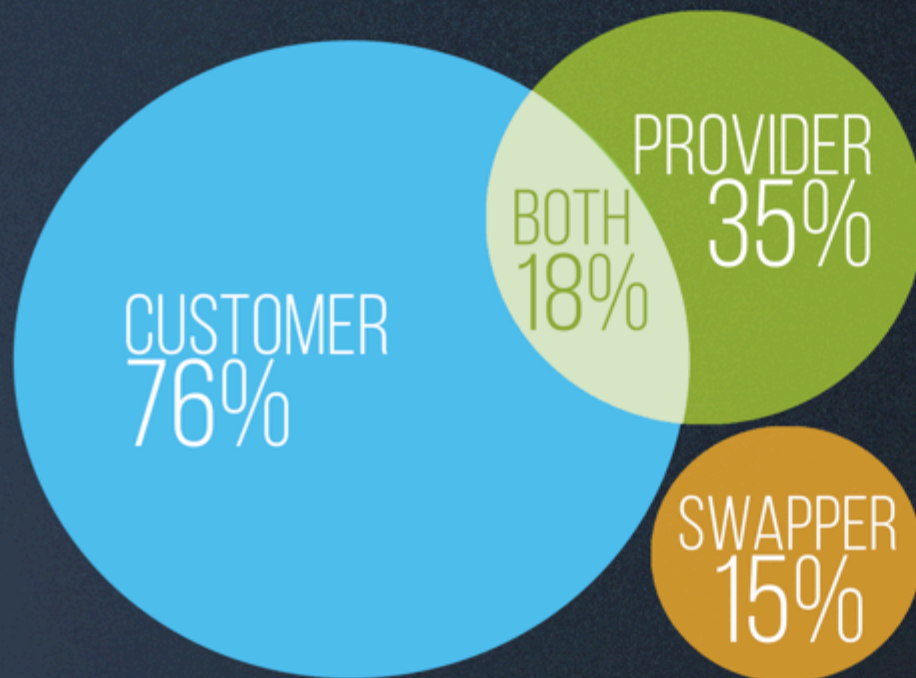


HOUSE SWAPPING 7%
HOUSE SHARING 22%



CROWDFUNDING 9%
P2P MONEY 8%

HOW ARE PEOPLE USING THESE SERVICES?



CUSTOMER: People who received a collaborative economy good or service in exchange for money.

PROVIDER: People who offered a collaborative economy good or service in exchange for money.

BOTH: People who both offered and received collaborative economy goods and services in exchange for money.

SWAPPER: People who swap and trade collaborative economy goods and services, without attaching monetary value to these items.

TAKEAWAY 1:

AWARENESS

- The awareness is there, and participation is emerging, with clear indication that it will grow.
- Technology is not being leveraged to its full potential, which could be a limiting factor in its current uptake.
- Understanding of how these platforms and services fit under the banner of the collaborative economy is limited and could result in lower awareness and uptake overall.

MOTIVATIONS FOR PARTICIPATING

- ➔ SAVING/MAKING MONEY
- ➔ TRYING OUT NEW SERVICES
- ➔ CONVENIENCE
- ➔ DESIRE NOT TO OWN
- ➔ VALUES OF THE COLLABORATIVE ECONOMY
- ➔ ENVIRONMENTAL REASONS
- ➔ ALTERNATIVE TO BIG CORPORATIONS

REPEAT USERS

% OF USERS WHO WOULD USE THESE SERVICES AGAIN



75%



65%



64%



60%

63% PLAN ON PARTICIPATING IN SOME FORM OF COLLABORATIVE ECONOMY ACTIVITY IN THE FUTURE



36%



36%

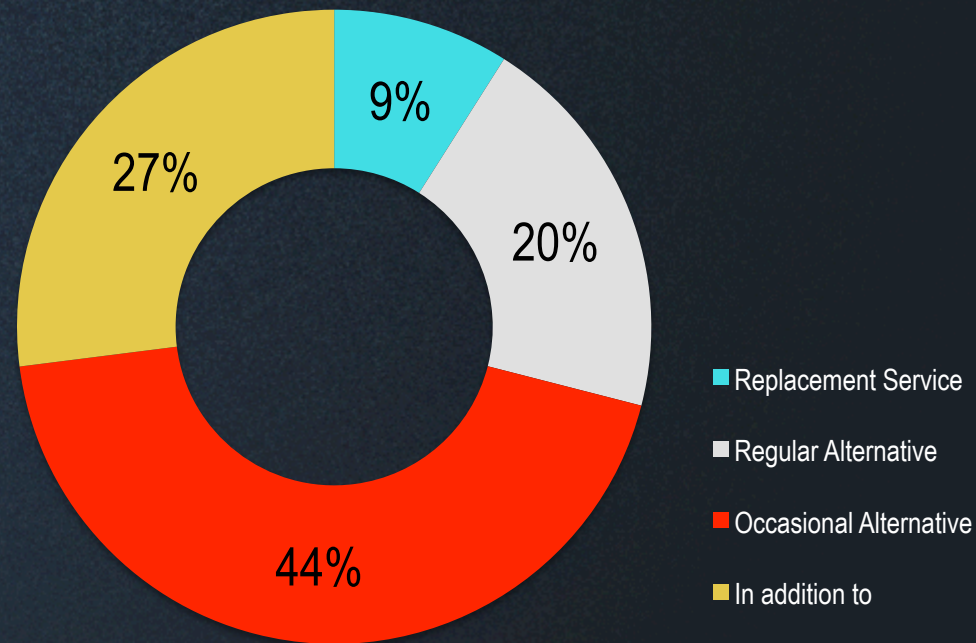


19%



18%

TAKING A PIECE OF THE PIE OR BAKING A BIGGER PIE?



TAKEAWAY 2:

MOTIVATIONS, NEW AND REPEAT BEHAVIOURS

- People are initially attracted to cost savings and convenience but motivation increases when users realize there are inherent social and environmental benefits to collaborative economy services.
- There is strong interest from new users to participate in the collaborative economy in the future, and an indication of increased usage from existing customers over the next 6-12 months.
- Activity is currently occasional or not a regular alternative behaviour, however as the awareness and uptake of technology platforms increases, it could become a replacement behaviour over time.

NEW USERS

63%

WOULD CONSIDER USING
COLLABRATIVE
ECONOMY SERVICES

37%

WOULD NOT
CURRENTLY CONSIDER
USING COLLABORATIVE
ECONOMY SERVICES

BARRIERS AND CONCERNS

CONCERNS OF THOSE WHO ARE OPEN TO USING COLLABORATIVE ECONOMY PLATFORMS (63%)



BARRIERS FOR THOSE WHO ARE NOT OPEN TO USING COLLABORATIVE ECONOMY PLATFORMS (37%)



WHILE 62% ARE NOT SURE
WHAT WILL HAPPEN



1 IN 3 BELIEVE THE COLLABORATIVE
ECONOMY WILL CATCH ON AND GROW

TAKEAWAY 3:

BARRIERS, CONCERNS AND FUTURE OUTLOOK

- While there is clear interest from new users, there are key concerns limiting uptake such as: awareness, education, trust and assurance of reliability.
- Those who have no interest in trying collaborative economy services may be converted if the concerns above are addressed in the future.
- While not a clear majority, there is confidence that the collaborative economy will continue to grow.
- The increased availability of technology, awareness of collaborative economy services and growing number of satisfied users will play a role in this growth.

LESSONS FOR YOUR COMPANY/INDUSTRY

1. The interest in and popularity of collaborative economy services is growing steadily – how is your organisation poised to get ahead and leverage this consumer shift?
2. Many collaborative economy ideas reimagine how assets can be utilized and transform the relationship with 'customers' – how can this lens help you identify new sources of value?
3. Trust and scale are critical in creating mass adoption of collaborative economy services – how can leading brands partner with startups, legitimising new behaviours and showing brand leadership?

TO LEARN MORE ABOUT THE COLLABORATIVE ECONOMY AND
WHAT THAT MEANS FOR YOUR BUSINESS OR INDUSTRY, VISIT:

WWW.THECOLLABORATIVELAB.COM

FIND OUT WHETHER YOU WILL THRIVE, SURVIVE OR DIVE IN
THE COLLABORATIVE ECONOMY.

PLAY NOW: [HTTP://CUSTOMERREVOLUTION.COM.AU](http://CUSTOMERREVOLUTION.COM.AU)

THANK YOU

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