THE UNIVERSITY OF SYDNEY

Sharing Economy Symposium
University of Augsburg

A Multi-Disciplinary Landscape Analysis of the Sharing Economy in Australia

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Overview

1. Sharing Economy in Australia - Landscape
2. Multi-disciplinary research team
3. Selected organisations
4. Diagnostic tool
5. Analysis
6. Next steps

1. Sharing Economy - Landscape

- Much activity by organisations self-proclaimed as located within the sharing economy
- Insufficient information currently available to adequately monitor and assess developments in this field
- Headline issues relate particularly to drive for regulatory changes to facilitate ride-sharing and accommodation
- By end 2016 most states and territories will have adopted policies to approve new approaches
- Incumbents, mainly in taxi industry, resisting changes. Tensions between disruptors and some taxi groups established as cooperatives
- Traditional values for sharing economy widespread, including cooperatives, trade unions and indigenous culture
- Recognised as a source of increased economic growth

2. Multi-disciplinary research team

- Current participants
- 16 research staff (including 6 full professors)
- 6 academic disciplines
- Accounting,
- Business analytics (Operations Research)
- Entrepreneurship,
- Information Systems
- Marketing
- Organisational studies
- Future Work Packages to add Business Law (regulation, franchising), Economics, Finance, Government, Logistics and Transport

1-10 Diverse, purposively selected, self-proclaimed organisations from the Sharing Economy in Australia

	Company	Location	Description
1	Air BnB	International	People to rent out space to to make money and offer a more personal travel experience.
2	Airtasker	International	Services can be fulfilled by local contractors, who can be chosen according to ratings and reviews.
3	CoSeats	National	Noticeboard for people who want to save money and travel together can find each other.
4	Eat With Me	National/ International	A non-financial service that allows people to post notices so they can meet to share a meal with our members in their area
5	Etsy	International	An international online marketplace, primarily for home made and vintage goods.
6	Find a Car Park	National	Owners of unused car parking space can lease the space to drivers who need one.
7	Freecycle	Local/ International	Encourages environmentally friendly practices of giving away household items not used.
8	Freelancer	International	A way to hire freelancers to complete design and word processing projects; platform offers different models of bidding and supports different payment structures.
9	Givit	Local (QLD)	“virtual warehouse” where registered charities can request items for specific people and local members of the public who have these items can drop them off.
10	GoGet	National	Offers residents of some cities access to cars that are parked in “pods” near their homes through a subscription service.

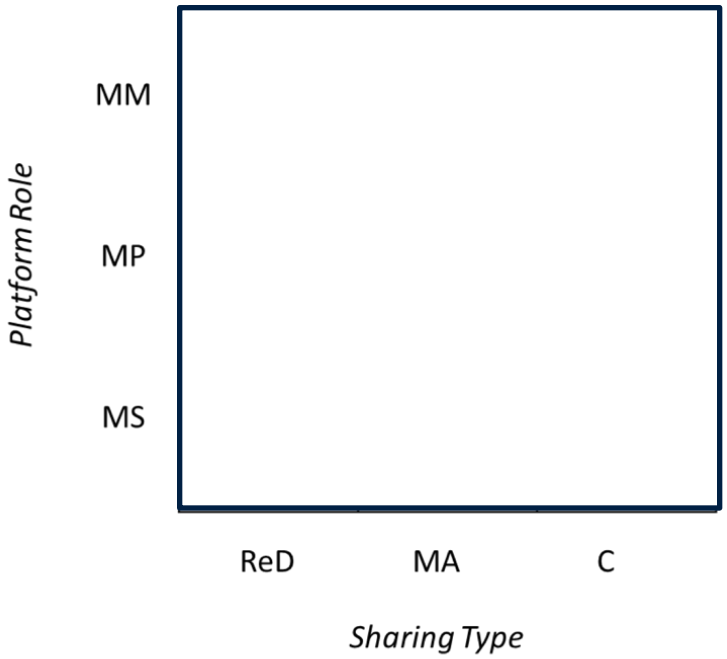
11-20 Diverse, purposively selected, self-proclaimed organisations from the Sharing Economy in Australia

11	Gumtree	International	An advertising site for people wanting to sell, buy, and give away goods and services in a specific area.
12	Help Me With It	Local (Brisbane)	A subscription volunteer service in Queensland based on establishing a sense of community.
13	HiPages	National	Home owners looking for a tradesperson in the area are matched with three service providers who provide quotes for the project posted on the site.
14	Mad Paws	National	Bringing pet sitters and pet owners together, with an emphasis on sitter profiles and reviews.
15	Modsie	National	Luxury fashion items can be sold and bought, the platform supports authentication and payment/postage process.
16	Open Shed	National	Facilitates local access to tools and utensils owned by neighbours, through visible displays and with payment and insurance support.
17	PopUp Brands	National	Retail spaces that are otherwise empty can be leased for short terms by retailers, potentially as a collective.
18	Society One	National	A financial service that uses a patented algorithm to match lenders and investors; the platform supports calculation of interest rates and execution of payment schedules.
19	Sydney LETS	Local/ International	A Community Exchange that allows members to trade their time and skills using a fictional currency, ideologically opposed to mainstream borrowing and lending practices.
20	Uber	International	Offers geo-matching between driver and passenger, facilitates transactions, reviews and ratings.

ShED Diagnostic Tool for Categorising Sharing Economy Organisations in Australia

KEY

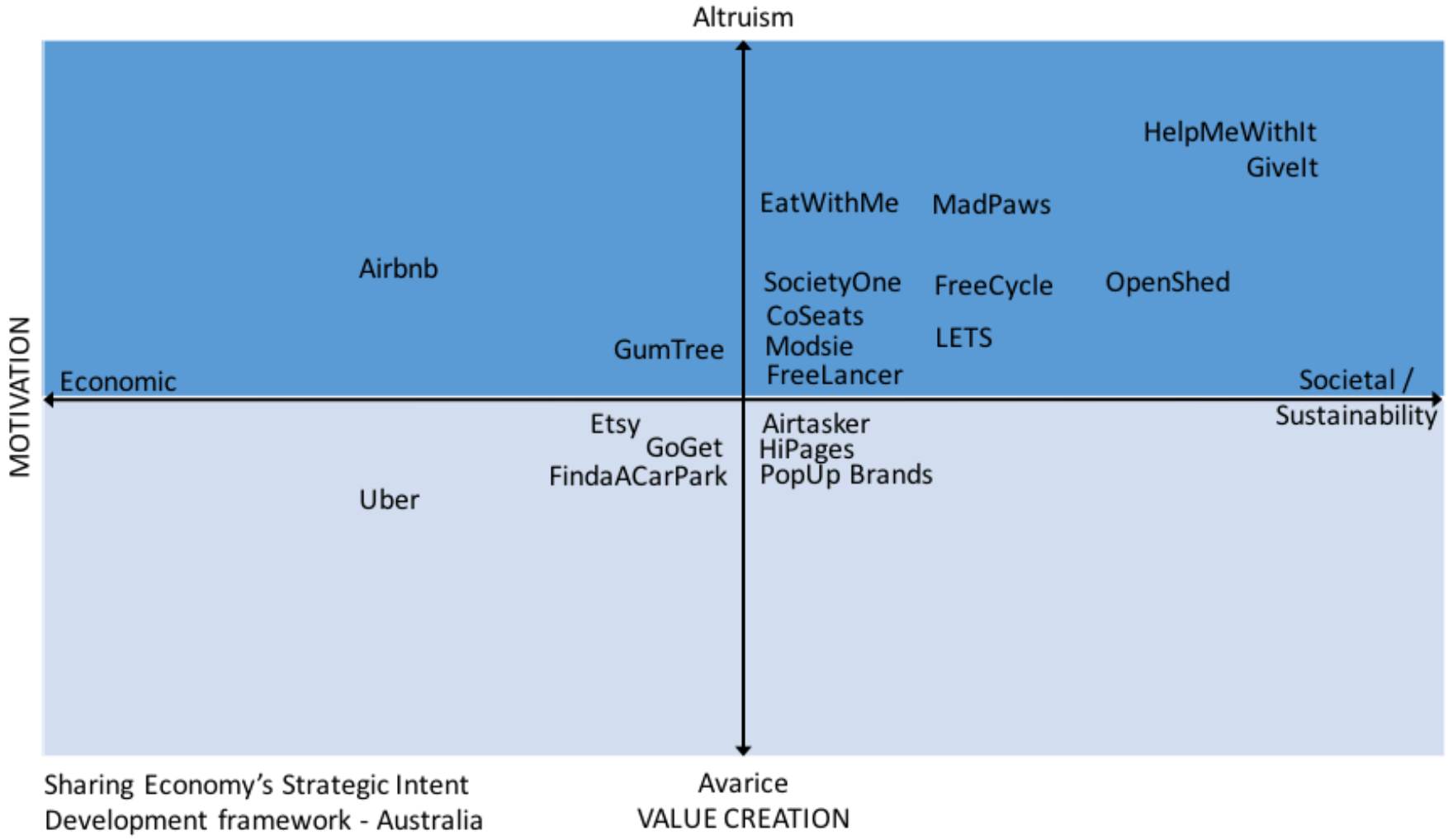
* = Primary focus
**= Secondary focus



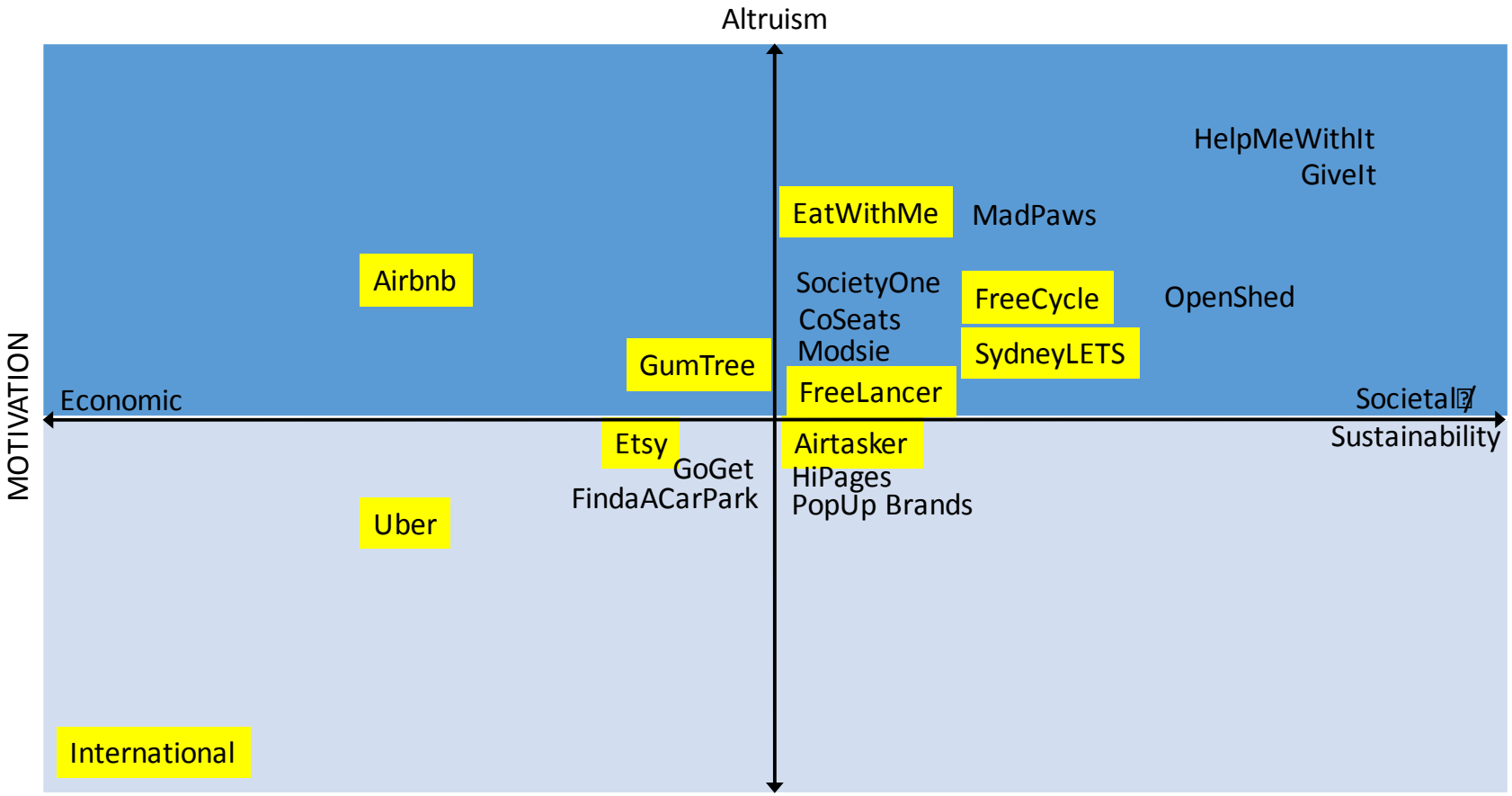
Three types of sharing activity:
ReD. Sharing as distribution/allocation,
MA. Sharing as mutual ownership,
C. Sharing as communication

Three roles for IS-enabled platform:
MM. Matchmaker
A *broker & coordinator* of interactions between two parties
E.g. HiPages, SocietyOne, Uber
MP. Market Place
A *caretaker and referee* facilitating transactions between providers & consumers of goods/services
E.g. Airtasker, AirBnB, MadPaws
MS. Meeting Space
An *enabler & moderator* of information of mutual interest to network members,
E.g. CoSeats.com, givit.org.au

6. Analysis – Value creation & Motivation

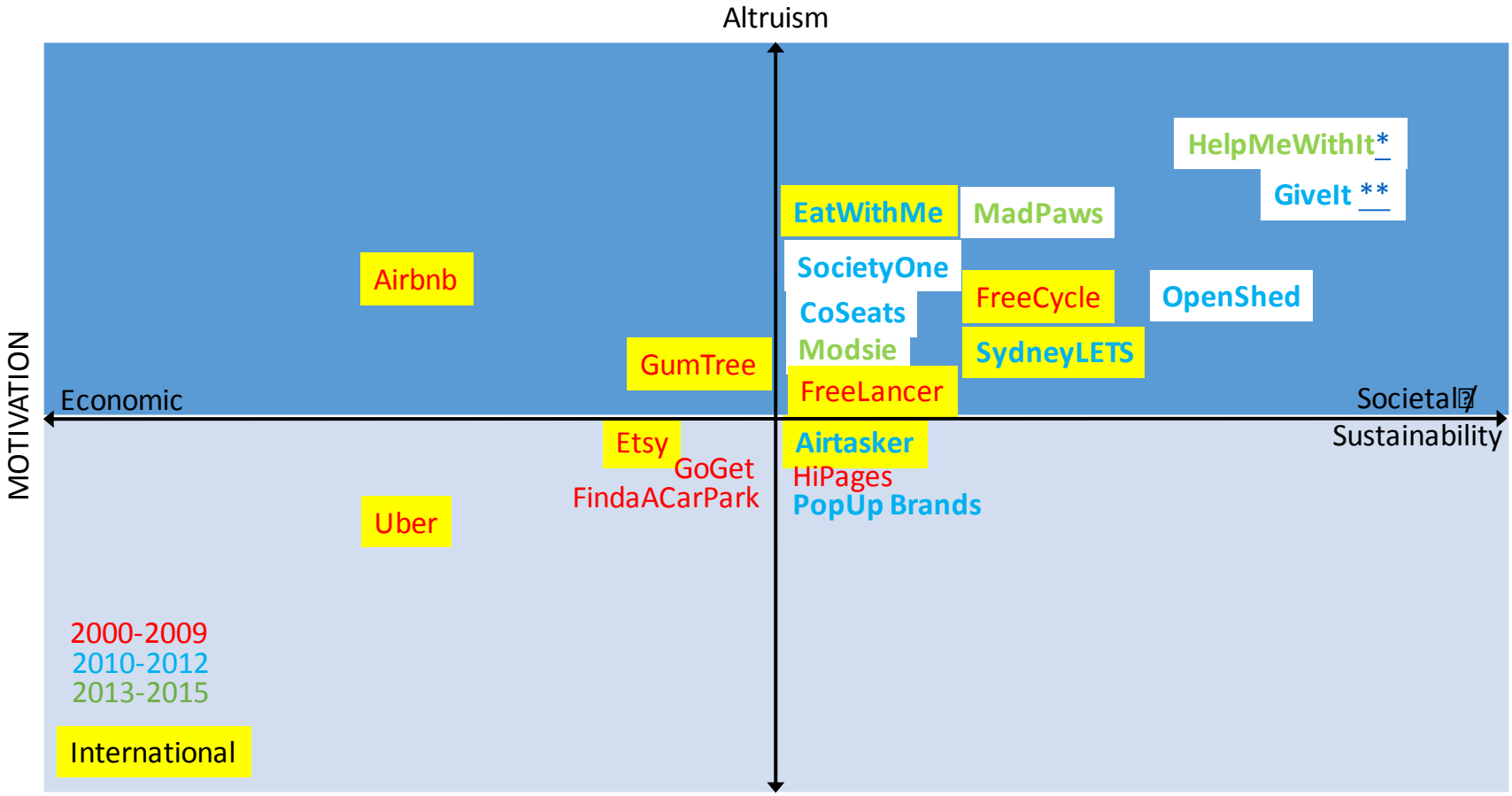


6. Analysis –International & Local



Sharing Economy's Strategic Intent
Development framework – Australia
International vs Local

6. Analysis - Change over time



Sharing Economy's Strategic Intent
Development framework – Australia
International vs Local over time

9. Next steps

1. Consistent with Work Packages 1, 2, 3
2. Broader investigations
3. More in-depth analyses
4. Increased alignment and collaboration between regional research groups