

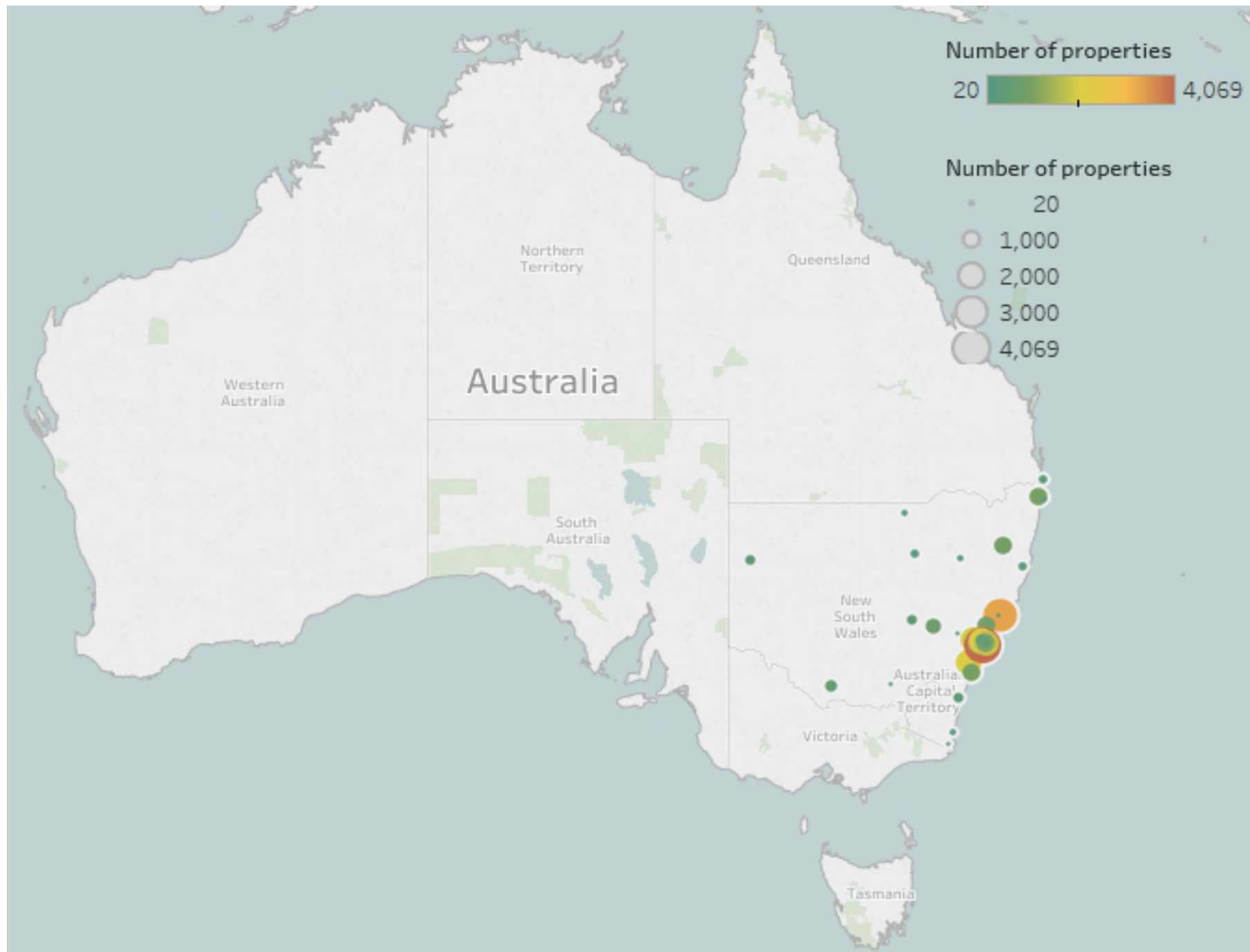


nsw Federation of
Housing Associations inc



Winning Community Acceptance to Affordable Housing

CHRA



Community Housing in NSW

- Below the radar
- Affordable Housing?
- Multi tenure estates?
- Complicated planning systems
- Opportunities out there

Community housing in NSW is growing every day.

▶ 45 community housing providers in NSW ▶ This includes all registered Tier 1 and Tier 2 providers in NSW

▶ The largest 20 community housing providers alone:



Manage over
32,500 tenancies



in 286 council areas



employing more than
900 people



& achieved a mean tenant
satisfaction rate of 87%
2015



“ We help our members to be effective businesses, build stronger communities & help tenants realise their dreams ”



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Why and what

- Extent of opposition – Hong Kong, congestion, bad neighbours, house prices nose dive, gentrification, fear of the unknown, why?
- Review of priority areas for affordable housing
 - Case law review, Housing market analysis and Economic analysis on redevelopment pressure
- Focused affordability review of urban transformation precincts
- Detailed case studies in most beneficial areas – including post completion surveys

Why and what

- Multi tenure estate design and management
 - UK and Australian case studies
 - Fear – tenants and surrounding community
 - Lack of examples
 - Target typical examples

Tale of three boarding houses

All Sydney

- Private built and managed
- Private developed, community housing provider bought into manage
- Provider developed and managed – Northern Beaches (means very posh)

Key Lessons

Understand your locality:

- Due diligence on likely site constraints (heritage, developable area, etc);
- Review demography against 'risk' factors' for community opposition:

Pro-active with host community including councils

- Offer benefits, involvement throughout

Key Lessons

The need for strong institutional support for affordable housing and boarding houses:

- 'Risk factors' would rule out many areas where affordable housing most needed
- Promote and showcase good examples in mixed communities
- Familiarity tends to breed acceptance?
- The value of community education?
- Evidence on house prices

Multi tenure design – East London



Key Lessons

Not an 'optimal tenure mix':

- Most sought to maximise Affordable Housing
- Dependant on viability and Council requirements

More important:

- Quality build and public domain
- Physical integration with urban fabric
- 'Tenure blindness'/equity of access
- Being clear about tenure mix in marketing

Key Lessons

Tenure configuration:

- Clustered or segmented preferred
- Management practicalities
- Differing fees/specifications
- Marketability?
- 'Pepper potted' can work with good management
- Segregated actively discouraged

Key Lessons

- Excellence in facilities management and maintenance is critical:
 - An integrated service and single point of contact important, OR
 - A clear agreement between responsible parties regarding longer-term commitment and standards
- Proactive tenancy management and accountability processes
- Maximise genuine community engagement throughout the process:
 - Each had very high levels of community engagement from inception to long-term operations

A final word

- *Vivo and So Stepney are surrounded by Council housing on most sides, and provide affordable and private housing off in the same buildings. I don't believe this has affected the marketability of private homes. On the contrary, there is strong and growing demand. Excellence in design and management is the key (estate agent)*

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