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FOUNDATION**
inspiring action for a fairer world



2018 HOMELESSNESS CONFERENCE

SHARING SOLUTIONS TO END HOMELESSNESS

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Keynote Address

Sally Hines

Chief Operating Officer, The Big Issue, Homes 4 Homes

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WYATT

phn
ADELAIDE
An Australian Government Initiative

democracyCo



Innovation in funding for social
and affordable housing.
Sally Hines, COO The Big Issue & Homes
for Homes

www.homesforhomes.com

HOMES FOR
HOMES
A social enterprise by **THE BIG
ISSUE**

Homes for Homes ...

- 1** Raises new funding
- 2** Invests funds to increase supply of social and affordable housing
- 3** Complements existing activity



The gap between supply and demand for affordable housing is growing



How will funds be spent ...

1

H4H receives donations (\$)

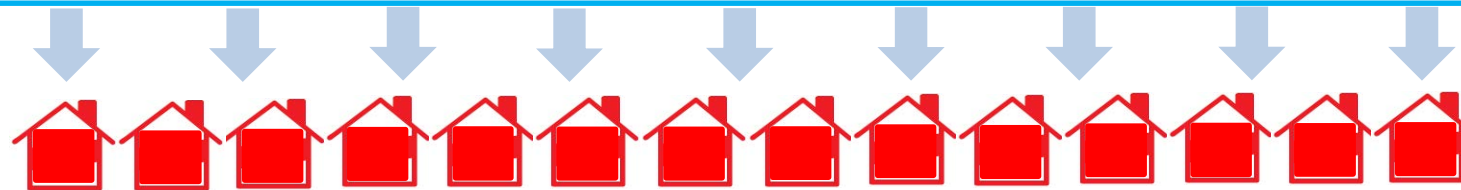
2

H4H allocates funds to specialist housing providers

- Via competitive tenders
- Guided by Housing & Investment Advisory Groups
- Funds raised in a state are invested in that state

3

Housing providers will deliver & manage housing



H4H funds increase supply of social & affordable housing

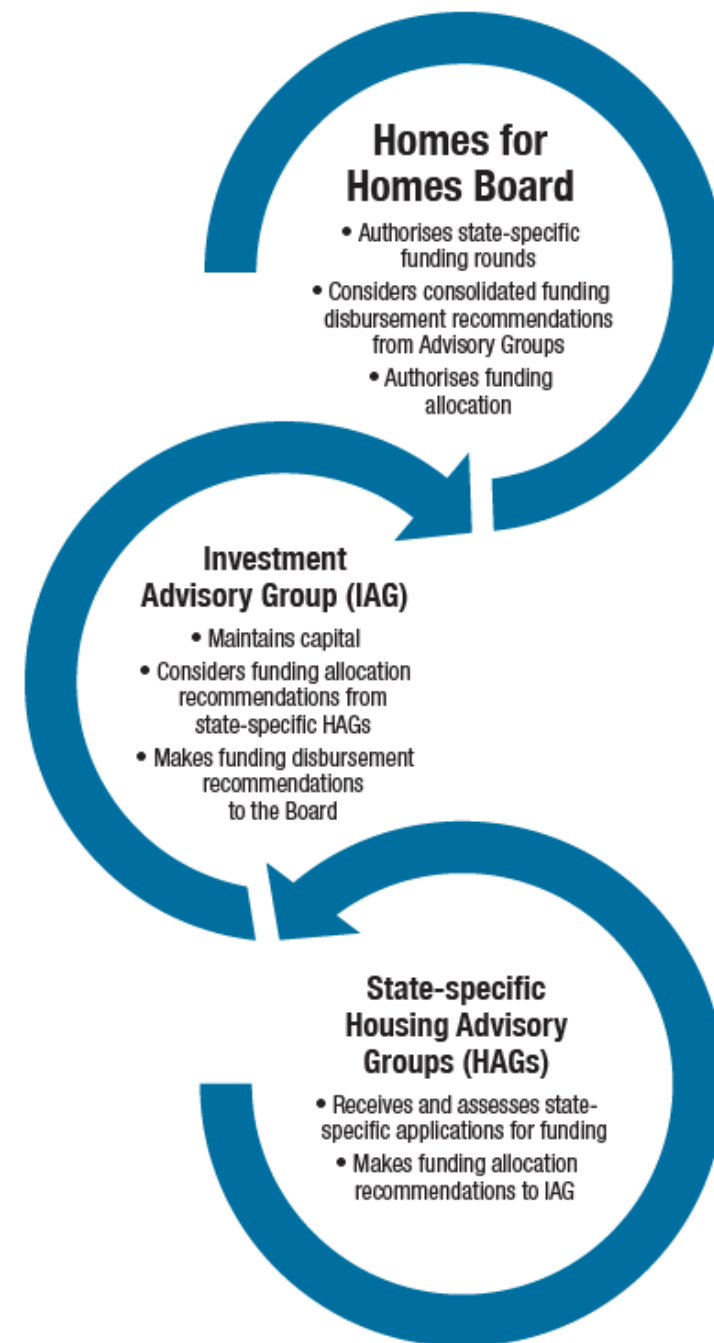
Core principles of spending funds ...

- 1 Independent
- 2 Increase supply
- 3 Fit for purpose
- 4 Housing outcomes
- 5 Encourage innovation and collaboration

Homes for Homes Governance

VIC Housing Advisory Group

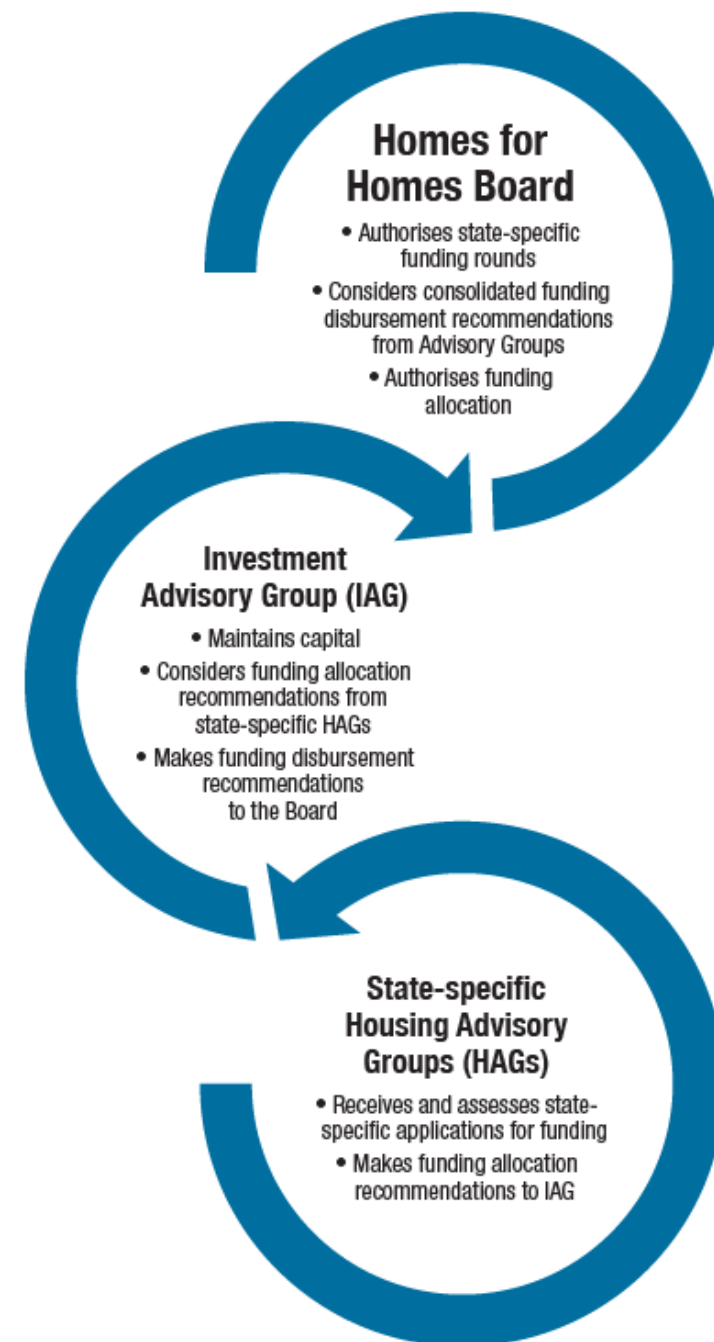
- Mike Allen, Independent Housing Adviser, former CE, Housing NSW
- Dr Owen Donald, Chief Commissioner, Victorian Building Authority
- Rob Leslie, Social Housing Consultant, former CEO, Yarra Housing
- Steven Persson, CEO, Homes for Homes
- Meredith Sussex AM, Chair, Ministerial Advisory Council, Fisherman's Bend Urban Renewal Area
- David Waldren, National Head of Design, Vicinity Centres



Homes for Homes Governance

ACT Housing Advisory Group

- Mike Allen, Independent Housing Adviser, former CE, Housing NSW
- Stephen Carson, CFO, Capital Airport Group
- Louise Gilding, Executive Director, Housing and Community Services Directorate, ACT Government
- Sandra Lambert AM
- Scott Langford, Group CEO, SGCH
- Steven Persson, CEO, Homes for Homes
- Sarah Phillips, Partner, Transactions, Ernst & Young
- Chris Redmond, CEO, Woden Community Service

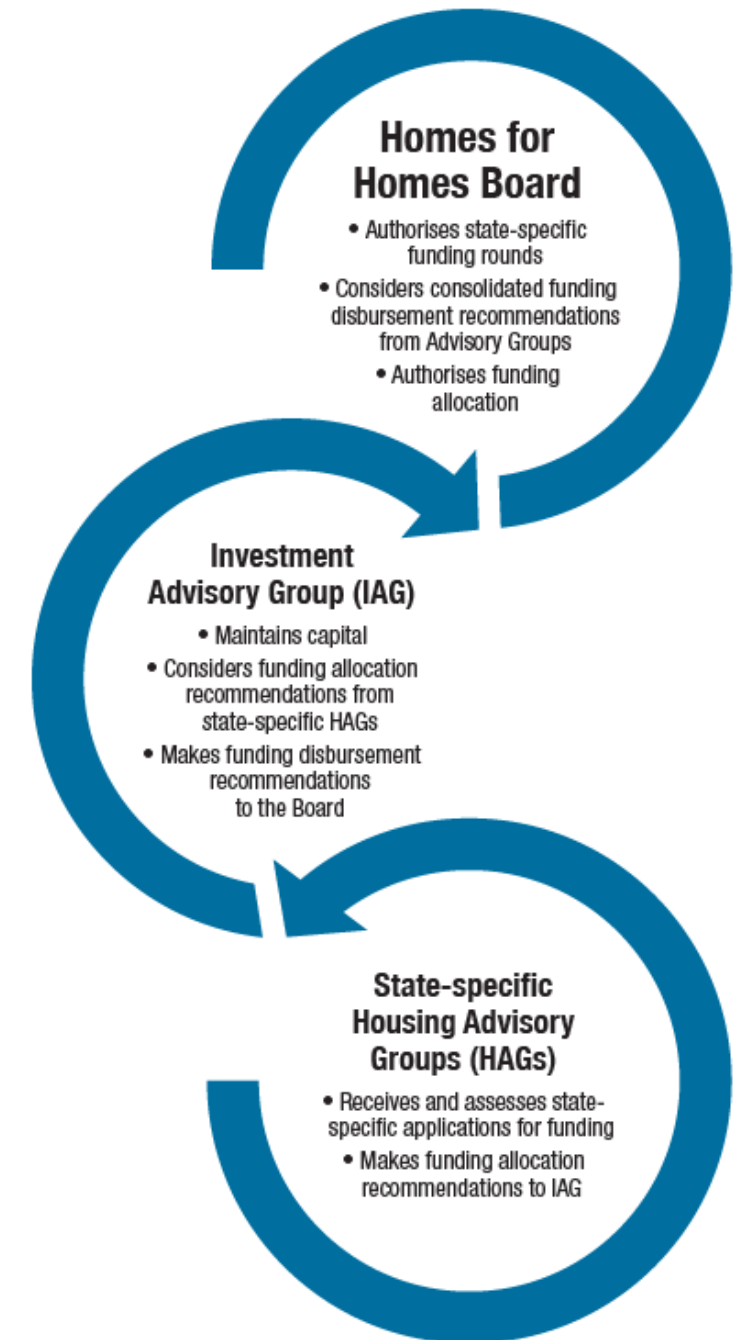


Homes for Homes Governance

Investment Advisory Group

Role: Advise the Board on guidelines for investment of funds held, strategies to maximise benefits of funds invested to increase housing supply and strategies to maximise overall scale and impact.

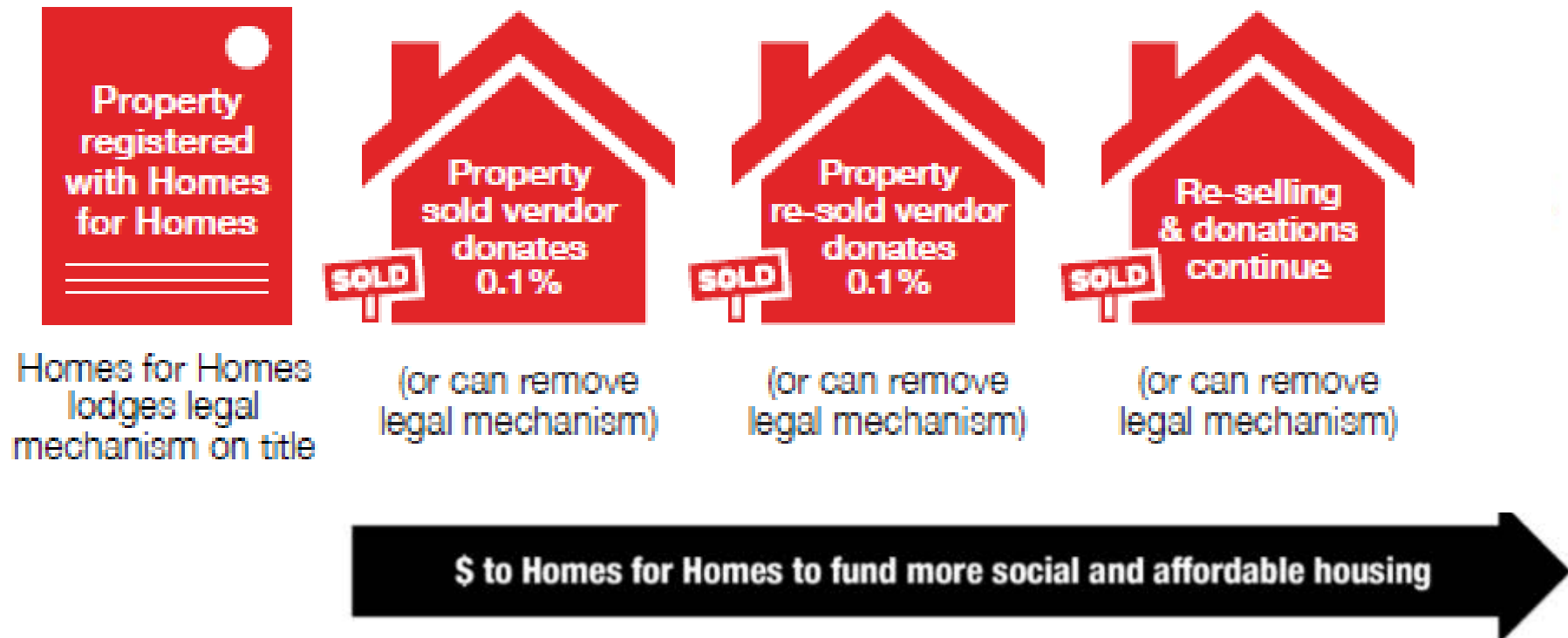
- The Hon Anna Bligh AC, CEO, Australian Banking Association
- Terry Campbell AO, Senior Chairman, Goldman Sachs
- Sonya Clancy, Chief People Officer, Bank Australia
- Sally Herman, Non-Executive Director
- Simon McKeon AO, Chancellor, Monash University
- Peggy O'Neal, Consultant, Lander & Rogers
- Andy Penn, CEO, Telstra
- Ian Smith, Founding Partner, Bespoke Approach



Projected impact ...


Projections (NAB Economic Assessment)

- ✓ Raise >\$1.8 billion



Developer interest & pipeline ...

Wholesale

- ✓ Builders, developers, urban renewal authorities
- ✓ Drives industry education
- ✓ Properties sold as 'opt-out'. Donations optional on first sale
- ✓  **greenstar** points available



"I appreciate being fortunate enough to have my own home and to be able to contribute, even in a small part."

Jessica Stotz,
Denman Prospect homeowner



"It's such a small contribution but a good one... it certainly hasn't cost us any sales."

Rick Meir, Sales Manager,
Blackett Homes

Building a coalition ...

- ✓ Philanthropy
- ✓ Legal
- ✓ Professional services
- ✓ Developers
- ✓ Banking & finance
- ✓ Governments
- ✓ Service providers
- ✓ Superannuation

*Facilitating
voluntary
participation by
property owners,
tenants &
service providers*

For further information visit: www.homesforhomes.com



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www.dunstan.org.au

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