

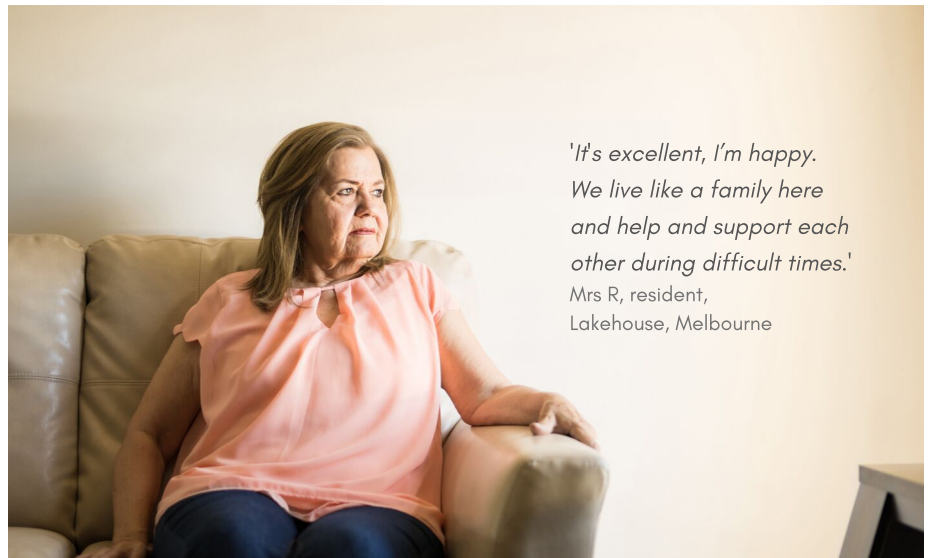
CASE STUDY

POP UP SHELTER LAKEHOUSE, VIC.

2018

“ Council hopes the Lakehouse success story will inspire other councils, community agencies, private organisations and governments to recognise the huge opportunities offered by using temporarily vacant buildings as a rapid response to alleviating homelessness. ”

Bernadene Voss
Former Mayor, City of Port Phillip (2018)



'It's excellent, I'm happy. We live like a family here and help and support each other during difficult times.'

Mrs R, resident,
Lakehouse, Melbourne

The Lakehouse is Melbourne's first Pop Up Shelter for women in need of temporary housing (2018)

THE NEED

Women over 50 are the fastest growing group of people experiencing housing instability in Australia - often as a result of pay inequity, little to no superannuation or savings, divorce, domestic and family violence and time taken as unpaid carers.

Adequate supply of social housing and affordable housing remains an enduring issue across Australia. Currently there are more than 40,000 applicants for social housing, on the Victorian Housing Register alone. (March 2019).

THE SOLUTION

- Utilise and repurpose a vacant aged care facility owned by CaSPA Care in South Melbourne, Vic, to provide short-term crisis or transitional accommodation for up to 30 women at a time, while the building awaits redevelopment approval.
- Private sector and Local Gov't donate professional services and goods for set-up, site preparation, building works, garden, fit out and furnishings. (\$300k estimated value)
- YWCA Housing becomes the lessee and tenancy provider. It also supports those being housed and connects them to additional community services.
- Additional project funds secured from State Government (DHHS) and Lord Mayor's Charitable Foundation for support staff for the women.
- YWCA is charged \$1 a year for use of the property. Building outgoings are recovered via below market rent paid by the women as sub-tenants.

EXIT STRATEGY

- A detailed strategy for the closure of the Pop Up is part of the original lease agreement. All those housed are to be transitioned by YWCA into public or community housing, private rental or supported to return to family or friends.
- The furniture and chattels will be redeployed to other housing projects to support more women.

OUTCOMES

One year after opening



51*
WOMEN
HOUSED

*Women housed July 2018 to September 2019

Of the women housed:

- 36% Secured public or community housing
- 8% Secured Private Rentals
- 33% Returned to family or are living with friends
- 8% Moved interstate or overseas

- Six new 'Pop Ups' in development in VIC and NSW.
- CaSPA agrees to extend lease till late 2020, ensuring many more women will be housed.
- YWCA has seen an increase in new donations of goods and services for its other properties supporting women.
- Housing All Australians has attracted significant interest from media, the private sector and government Awarded a City of Sydney, Alternative Housing Ideas Challenge.

COST

ITEM

Building Rent - p.a. (peppercorn)
Case Worker part time x 2 years
YWCA Tenancy Worker and costs
Outgoings - Insurance, power etc

PRICE

\$ 1
\$ 74,000
\$ 60,000
recovered via tenant rent

PRO BONO VALUE

Donated goods & services. \$ 300,000
Project planning, lease & tender.
Site prep, cleaning, garden, fit out, electrical, plumbing, painting and cabinetry. Beds, couches, furnishings. Bedding, towels, toiletries, utensils. Whitegoods: fridge, ovens, washing machines.

CONTACT US

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CASE STUDY

POP UP SHELTER LAKEHOUSE, VIC.

“ There's hundreds of vacant buildings waiting for redevelopment. It's another form of society's wastage while people are sleeping on our streets, on couches or in cars. It's not a long term solution. It's a temporary fix to a society in crisis. ”

Rob Pradolin
Founder, Housing All Australians



Newly renovated spaces at the Lakehouse - all provided pro bono by the private sector

BENEFITS FOR THE CONTRIBUTORS



- **CaSPA Care (property owner):** The cohort of older women being supported links directly to our mission. Enhanced social reputation. Raised profile in local community. Saved outgoings on security and insurance. Strengthened stakeholder relationships with local and state government.
- **YWCA Housing:** Ability to deliver more housing for women (our mission). Positive media coverage and invitations to present at key conferences. Won a 2018 Powerhouse Award for Innovation and Leadership. Increased corporate awareness of the issue and engagement with our organisation.
- **Metricon:** As one of Australia's leading home builders we were delighted to be part of this initiative and took immense pride in engaging our suppliers and staff to collaborate to support the proof of concept of this innovative housing solution. The model aligned well with our Alternative Housing business and commitment to nurturing relationships with organisations that have a positive impact in the community.
- **City of Port Phillip:** Tangible evidence of Council affordable housing policy in action. Provides a new and innovative model for local government to reduce street homelessness, achieving rapid results through re-purposing underutilised buildings.
- **Rob Pradolin (HAA):** The model has spurred national interest, with new pop ups underway. It's been instrumental in developing our charity 'Housing All Australians' to harness the ability of the private sector to address a chronic shortage of low income affordable housing.
- **VIC Govt DHHS:** The department is interested in innovation and supportive of collaborations between commercial, government and community sectors.
- **Rotary Albert Park:** We are so proud of this project. Our provision of volunteer support and goods e.g. linen, to those who need it most in our local community is everything Rotary stands for.

KEY LEARNINGS



- 1 **Industry contacts**
Critical role of a person with the contacts and respect of the property and building industry to secure probono goods and services.
- 2 **Project manager & governance**
One person or organisation to be responsible for project management and governance.
- 3 **Funding**
Identify and secure any funding gaps prior to implementation.
- 4 **Goodwill of the private sector and local government**
Without the generous donations of time, goods and services the Pop Up would not have eventuated.
- 5 **The Lease**
12 month lease with 2 x 6 month options to extend at property owner's discretion.
- 6 **Community Housing provider**
Appoint a provider with exceptional track record and expertise in the cohort to be housed. Clarify the tenancy and support services to be provided to those being housed.
- 7 **Property owner & local government**
Develop and maintain an open and trusted relationship with the property owner and local council.
- 8 **Probono inventory**
Record commercial value of goods and services provided.

RISKS & CHALLENGES



- The fact a project like this had never been done before meant there was no precedent.
- The property owner rightly needed to be assured of a) the cohort to be housed b) how the property would be managed and maintained, and c) the exit strategy. - in order not to impact on the building's future development plans. City of Port Phillip played a key role in this when negotiating the lease with the property owner.
- Mitigating any concerns from local residents about the project. This was addressed through community consultation and by housing a low risk cohort of women.
- YWCA Board approval of the project's viable lessee opportunity - financial and social.
- Unforeseen costs and work required to clean up and repair the site after being vacant for so long.
- Effective communication to ensure clarity across the partners - who is doing what, launch event procedures and project governance was a challenge.
- Ensuring a realistic time frame from compliance approvals, signing the lease with property owner, to getting the women into the house.