



9.1 COUNCIL'S ENDORSEMENT OF THE EVERYBODY'S HOME NATIONAL HOUSING CAMPAIGN

EXECUTIVE MEMBER: TONY KEENAN, GENERAL MANAGER, COMMUNITY AND ECONOMIC DEVELOPMENT

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1. PURPOSE

- 1.1 To respond to a request from the Mayor about how Council might join the “Everybody’s Home” campaign.

2. EXECUTIVE SUMMARY

- 2.1 *Everybody’s Home* is a national campaign to seek measures from the commonwealth government to improve housing affordability. The campaign is auspiced by the Council to Homeless Persons and Homelessness Australia.
- 2.2 The campaign seeks five measures from the Commonwealth; 1. Support for First Home Buyers, 2. A National Housing Strategy, 3. A better deal for renters, immediate, 4. Relief for renters in chronic rental stress, 5. A plan to end homelessness by 2030.
- 2.3 The campaign has a broad range of partners - organisations which have contributed financially and supporters – organisations which have signed up as public supporters and have agreed to support and promote the campaign in their networks.
- 2.4 The following key stakeholders in the city of Port Phillip are partner organisation; Sacred heart, Housing First, Salvation Army, Southport Community Housing Group and Launch Housing. Start health is a supporter organisation.
- 2.5 A number of local governments are joining *Everybody’s Home* as supporters. To date the cities of Sydney, Adelaide, Lake Macquarie, Moreland and Ballarat have become supporters. This number is expected to increase as the campaign continues to reach out to Local Governments across Australia.
- 2.6 Supporting *Everybody’s Home* aligns closely with Council Plan Strategic Direction 1: *We embrace difference and people belong*, specifically 1.2 An increase in affordable housing. The Commonwealth Government has the greatest capacity to improve housing affordability over the long term though its taxation and policy levers, including the National Housing and Homelessness Agreement, the newly established National Housing Finance and Investment Corporation and Taxation Policy.

3. RECOMMENDATION

That Council joins the national “Everybody’s Home” campaign as a supporter.



4. KEY POINTS/ISSUES

- 4.1 Over the last 30 years Council has made a significant ongoing commitment to both understanding the affordable housing issue and developing solutions. Council has continued to recognise the importance of maintaining a socially diverse and inclusive community with the understanding that appropriate housing is important to maintain the health and wellbeing of all in the community.
- 4.2 There is no payment required to become a supporter of *Everybody's Home*.
- 4.3 Campaign supporters are organisations which have signed up as public supporters and have agreed to support and promote the campaign in their networks

5. CONSULTATION AND STAKEHOLDERS

- 5.1 The Homelessness Action Strategy was informed through broad consultation across the homelessness, community and health sectors as well as through public comment.
- 5.2 Council engages in on-going conversation with the three (3) local community housing, as has ongoing discourse with homelessness and related services.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 The *Everybody's Home* campaign is aligned to Council Plan Commitments and is in keeping with Council's commitment to social justice.

7. FINANCIAL IMPACT

- 7.1 The campaign requires no financial or participation commitment from Council. Financial supporters have their logo displayed on the campaign website, those who are not a financial supporter will not have their logo displayed.

8. ENVIRONMENTAL IMPACT

- 8.1 There are no environmental impacts as a result of this report.

9. COMMUNITY IMPACT

- 9.1 The *Everybody's Home* campaign supports objectives of Council's *Social Justice Charter* in seeking to address the rising cost of living and reducing disadvantage as well as acknowledging that human rights and social justice are inseparable in the realisation of a fair, just and inclusive community.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 The campaign is aligned with the directions of Council's *In Our Backyard 2015-2025* affordable housing strategy and draft Action Plan as follows:
 - 10.1.1 Recognition of the inter-relationship between homelessness and the supply of affordable housing.



10.1.2 A National Housing Strategy would be expected to highlight responsibilities and call on all three levels of government to contribute to addressing the affordable housing challenge.

10.2 The campaign is aligned with the directions of Council's Think and Act Homelessness Action Strategy 2015-2020 as follows:

10.2.1 Supporting awareness raising programs enhancing and promoting a broader understanding of homelessness and related housing stress.

10.2.2 Recognition that reducing and preventing homelessness relies on integrating planning and actions across all levels of government.

10.2.3 Council's commitment to advocacy to the federal government's future housing and homelessness strategies and policies aimed at retaining and expanding services and social housing locally.

10.2.4 Supporting the delivery of affordable housing to meet community needs which have been recently estimated over the next 7 years to require an additional 6000+ units of social and affordable housing in Port Phillip.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

11.1.1 If Council votes to endorse support of the Everybody's Home National Housing Campaign then a letter would be developed immediately outlining this decision.

11.2 COMMUNICATION

11.2.1 A media release will be developed to outline the intent of Council's support of the Everybody's Home National Housing Campaign. Council will also inform local stakeholders and partners of its support. This will include Sacred Heart Mission, South Port Community Housing Group, Star Health, Salvation Army and HousingFirst.

12. OFFICER DIRECT OR INDIRECT INTEREST

12.1 An officer involved in the preparation of this report has the following indirect interest by way of close association.

Tony Keenan, General Manager Community and Economic Development, was involved in early meetings to establish the *Everybody's Home* campaign whilst employed as the Chief Executive Officer of Launch Housing.

There is no financial or participatory commitment from Council to the *Everybody's Home* campaign, and there is no benefit, disadvantage, loss or gain to Tony Keenan if Council decides to join, or decides not to join, the *Everybody's Home* campaign.

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ATTACHMENTS 1. Everybody's Home Campaign Fact Sheet