

What's happening in community housing?

managing tenancies and properties
supporting clients
building strong communities
delivering new housing
expanding into diverse service areas

Creating a sustainable community in Telopea

About the program

Hume Housing manages 152 units in three multistorey buildings in the Western Sydney suburb of Telopea, where it is successfully delivering a wide range of innovative community building and place making strategies.

Hume Housing commenced managing the units after they had undergone a \$40 million renewal from the Department of Family and Community Services (FACS). A key objective was to reduce the concentration of social housing in the area, with half the units remaining as social housing and the other half providing affordable housing for low income families.

About the provider

Hume Housing is a long established not-for-profit community housing provider, founded in 1994. The organisation has strong community relationships and a record of delivering excellent service to a diverse group of customers in western and south western Sydney.

Industry capabilities in action

Well before the completion of the redevelopment, Hume Housing worked with FACS to communicate to customers and community members about the project aims. This included targeted communications with local residents and businesses, such as open days held near the end of the building process.

Hume Housing took a creative approach to raising local awareness of the new opportunities to access the affordable housing component of the redevelopment, rolling out a ground breaking marketing program for the community housing industry. This included online ads on Domain and Gumtree, advertising at railways stations and roadsides, 'Refer a Friend' campaigns, and partnerships with local real estate agents. Social housing units were quickly tenanted by applicants from the centralised wait list.

In addition to social and affordable housing, two supported housing partnerships are being undertaken at Telopea. The first is the Parramatta Partnership Program, which has made five one-bedroom units available for supported housing, catering for high needs tenants with physical and/or intellectual disabilities. The second is the 'A Place to Call Home' program which has allocated ten units for priority approved customers to move directly into permanent housing. These programs both support the complex needs of customers and help maintain community diversity. Hume's skill in partnership and stakeholder management has ensured these programs continue to be a success.

Other community development initiatives undertaken at Telopea include:

- employing a Neighbourhood Officer as a well know face in the area
- establishing innovative customer involvement programs including: a Tenants' Voice advocacy, policy and service guidance committee; and block meetings to create social inclusion and engage customers to establish ownership of their new communal environment
- launching a new Community Learning Space, with outreach TAFE courses, employment preparation classes, English tutoring, financial literacy and social activities like exercise groups, creative arts workshops and supported playgroups
- establishing strong links with Parramatta City Council, community networks, local schools and businesses.

In a demonstration of its long term commitment to Telopea, Hume Housing has also brought together key stakeholders to develop a five year strategy for community outcomes in the area.

Key features

- Demonstrates a successful mix of social, affordable and supported housing
- Based on a place management approach
- Uses a suite of innovative and proven communications and engagement techniques
- Engages residents to become part of the community
- Builds on the strong partnership between Hume Housing and FACS, with the aim of ensuring delivery of later stage redevelopment plans
- Shows a long term commitment to the community

