HOUSE KEYS

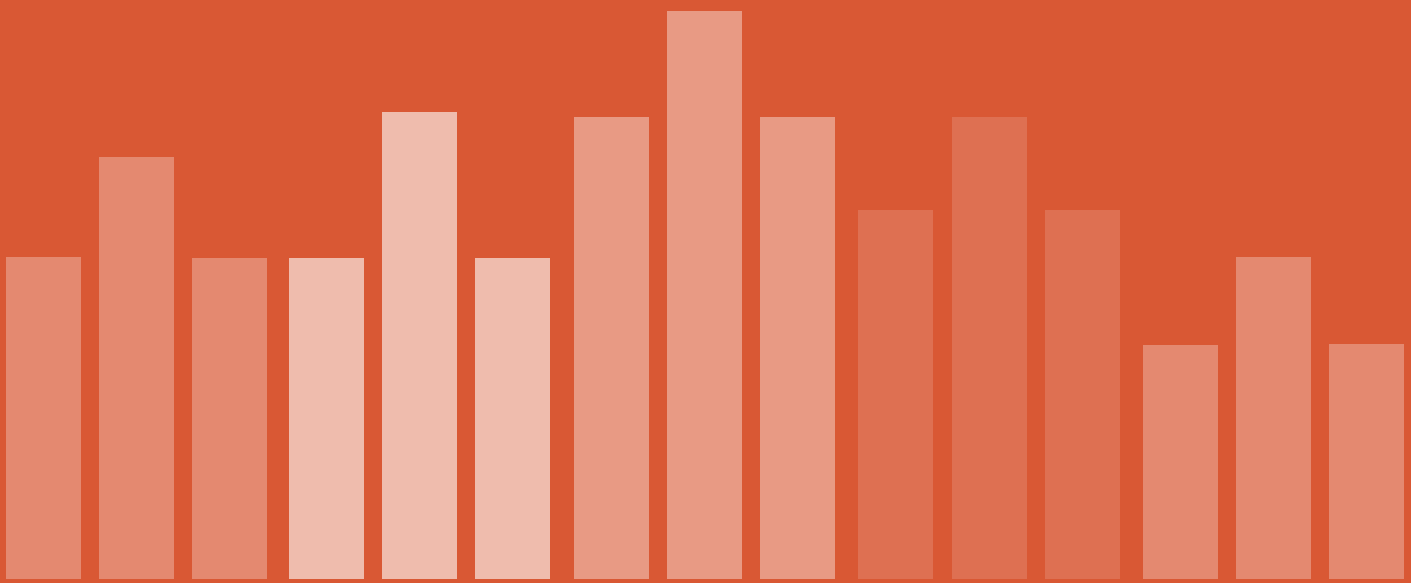**nsw Federation of Housing Associations inc**

House Key: Operations
&
House Key: Workforce

Unlocking community
housing's potential through
data-driven improvement

HOUSE KEYS

Community housing is the future of high quality, affordable housing. Our members are leading the way in innovative, low cost solutions for clients and tenants.

In June 2015 two new online tools developed for the community housing industry will set industry standards and allow providers to see how they compare with peers across NSW and eventually Australia.

House Keys comes in two parts, **House Key: Operations** and **House Key: Workforce.**

For a small investment, the deep data generated by House Keys will:

- help you make continual improvements in your service delivery
- give governments and developers confidence to invest in community housing
- help community housing grow its share of the social and affordable housing market

All community housing providers are encouraged to take part.

communityhousing.org.au/housekeys

By the industry, for the industry

House Keys has been developed in close consultation with community housing stakeholders via an industry reference group and specialist networks.

Throughout this process we've heard the clear message that community housing providers want detailed, reliable information to help them compare their costs and performance with peers and like organisations across the sector, over time.

House Keys is a tool for generating the data the industry wants about its own performance, which may be different to data collected by the regulator and by government.

"Industry led transparency and benchmarking are at the core of growing the community housing sector, driving continuous improvement and building confidence in our stakeholders that they can invest in the sector to increase affordable housing supply."

John Nicolades, Chief Executive Officer, Bridge Housing Ltd

Unlocking community housing's potential

Here in NSW, the community housing sector owns and manages more than 38,000 properties and we're growing every year.

I am immensely proud of the work our community housing organisations are doing to provide innovative, high quality, affordable housing across NSW, in our cities and our regional towns.

Like any modern sector, community housing needs to drive continual improvement if we are to continue to grow.

The success of comparative data projects in international markets like the UK is proof that community housing is hungry for business-focussed data that will help them make sensible business decisions.

In NSW our members are asking for a similar service – easy to access, personalised data that allows them to see how they compare to other providers in our growing sector and provide them with an in-depth analysis of their costs and their performance.

In developing the new tools we've consulted with industry groups, providers, specialist networks, housing managers, government and the industry regulator about what information will add most value to providers and the industry.

There are big opportunities for community housing over the next decade, as Australia's housing affordability crisis deepens.
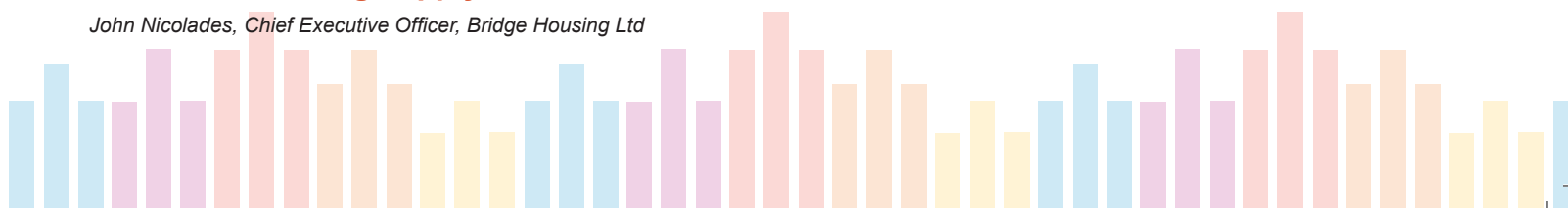
The newly elected NSW Government has promised a $1 billion affordable housing fund. Community housing must be front and centre in developing and implementing the solutions for more functional, accessible housing for our cities and communities.

Transparent, reliable data will give governments, investors and the community the confidence they need to be sure that community housing is a cost-effective and valuable part of the housing mix.

I'm excited about the development of House Keys and I hope you'll embrace this exciting new initiative. We would like to acknowledge the support of NSW Department of Family and Community Services for this important initiative through the Industry Development Strategy.

Wendy Hayhurst
CEO
NSW Federation of Housing Associations

Online comparisons at your fingertips

Comparing data...

House Keys allows you to:

- Benchmark your organisation against peers
- Check you are providing value for money
- Increase the quality of service to tenants
- Highlight areas of high performance
- Identify where you could make savings or improve customer service

Makes sound business sense...

You'll be able to use the data to:

- Generate tables, graphs and rankings
- Set realistic targets and KPIs
- Generate standard reports you can adapt
- Develop annual service improvement plans
- Enhance board and annual reporting
- Communicate to tenants

And will help community housing grow

The data will help CHPs:

- Make state-by-state breakdowns comparing the different types of providers
- Monitor and analyse changes over time
- Understand how community housing providers compare in the market place
- Have confidence in the industry as a whole
- Look at equity measures

House Keys gives you deep data in two separate fields

House Key: Operations

Key community housing indicators

Compare your organisation's performance against a suite of 100 key indicators. Indicators are grouped in areas like finance and asset management, but drill down to generate detailed data about:

Tenant and housing services
Arrears, occupancy rates, turnover, over/under utilisation

Service and Asset Management
Percentage of properties that meet state standard, percentage of repairs completed, maintenance costs

Development
Leverage targets, capital projects, CH units to be developed

Finance and efficiency
Employee expenses, operating expenses, bad debts, rental revenue per unit

Tenant satisfaction
Survey return rates, satisfaction with service or condition of property

Demographic information
Proportion of tenants in most need, tenants with disabilities, proportion of supported tenancies

Refer to *communityhousing.org.au/housekeys* for full list of indicators

House Key: Workforce

Understanding your workforce

The workforce is a major investment and resource for any organisation, as well as the key to its success. **House Key: Workforce** was developed in consultation with human resource experts and gives you a detailed understanding of how the size, mix and cost of your workforce compares with others in the sector.
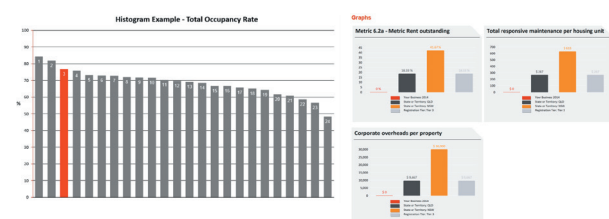
Understand your:

Workforce
Turnover, staff to property ratios, qualifications

Salaries, expenses and on-costs
Detailed salary comparisons for a wide range of community housing roles

Board remuneration
How many CHPs are remunerating directors and at what level

How it works

Easy to use

Data used in **House Key: Operations** is already collected from you by the Registrar of Community Housing, and by FACS. The Federation has developed consent forms so that you can request government to provide the selected data directly into House Keys - so the time you will need to invest is minimal.

You will need to enter workforce data into the **House Key: Workforce** yourself as the regulator does not collect this information. The portal is easy to navigate and once you have entered the information into the template provided, it will be easy to update as you go every year.

House Keys will allow you to log in and access your information at any time, through easy to navigate drop down boxes. You will be able to select your indicator, and your peer group. House Keys will provide you with comparative data for each indicator and your ranking for selected indicators. You can choose how you view your data – either in tables, graphs or with KPI traffic lights.

As time goes on you'll also be able to see trends by selecting data from previous years.

Confidential

Any information you provide will remain confidential. You will receive a log-in and password when you sign up to make sure one-else can access your data.

Only you...

Only you will be able to see your individual data and you will not be able to see individual data from other providers. Not even the Federation will have individual data about your organisation.

Neither government nor the regulator will have access to the site. Instead, we will publish aggregate data every year that will provide our stakeholders with information about how the sector is performing across all its key indicators.

Continual

House Keys will provide the most recent up-to-date annual data available for the community housing sector every year. After we have provided information for a number of years, you will be able to track your performance over time by selecting data from previous reports.

Cost-effective

The cost for participants will depend on the size and turnover of the organisation, ranging from a few hundred to a few thousand dollars a year.

It is anticipated that this investment will deliver returns many times over to participating organisations through identifying efficiencies and areas for improvement.

As participation in the scheme grows we can fund more comparison points and continue to develop and improve the system.

Coming soon...

Both House Keys, **House Key: Operations** and **House Key: Workforce**, will be available and online in June 2015.

We will keep you updated as a launch date approaches or you can sign up for more information here **www.communityhousing.org.au/housekeys**

	Ratio	Your Business	Feedback	
	Metric 6.2a - Metric Rent outstanding	20.00%	Your metric rent outstanding is in the bottom 25% of the sample.	🟢
	Total responsive maintenance per housing unit ($)	$300	Your total responsive maintenance per housing unit (in dollars) is in the middle 50% of the sample.	🟡
	Corporate overheads per property	$25,000	Your corporate overheads per property is in the bottom 25% of the sample.	🔴