

# Draft Affordable Housing Strategy Community Engagement Summary



May 2021

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# 1 Overview

Continued population growth and a strong property market is creating pressure on housing affordability and the inclusivity of the Bayside community. The Draft Affordable Housing Strategy 2021 is a document prepared by Bayside City Council to outline Council's response to an identified need for more affordable housing in Bayside.

The Draft Strategy is focused on four approaches: Advocate, Partner, Direct Intervention and Support, and Plan. Under these themes, a variety of actions have been set to be delivered over a four-year period to help increase the availability and quality of affordable and social housing in Bayside.

Affordable housing is housing that is appropriate for the needs of a range of very low to moderate income households, and priced so these households can meet their other essential basic living costs.

If the cost of housing is more than 30% of a household's gross income, they are considered to be in housing stress and may not be able to meet other essential costs like health care, utilities, and transport. By this measure, the 23.7% of our community that are in rental stress are considered to be at risk of losing their housing security.

The Draft Affordable Housing Strategy and Background Report identified the unmet need for affordable housing in Bayside and why we need to meet this need. Both documents explore the values of providing social and affordable housing and how this should be promoted to our community to raise awareness and support for the Strategy.

In February 2021 Council resolved to undertake community consultation on the draft Affordable Housing Strategy Background Report and Draft Affordable Housing Strategy.

Between 18 March – 25 April 2021, Council conducted a five-week engagement process to gather community, stakeholder, and industry feedback on Bayside's Draft Affordable Housing Strategy. Overall, there were 123 participants that took part in the engagement: 90 via the online survey; 5 written submissions; 25 via stakeholder workshops, and 3 direct enquiries (2 via email and 1 Q&A post).

A small majority of survey participants (56% average) expressed a level of support for each key strategic action, with the exception of height and car parking planning dispensations which 69% opposed.

Survey participants were fairly evenly divided on housing issues, which was also observed during community engagement on the Housing Strategy in 2019. Comments associated with survey responses found that while many were very supportive of the Strategy's intent, a similar number were concerned about possible impacts of affordable housing on the character of their neighbourhood, particularly if it is high-density. Some also believed that affordable housing does not belong in an affluent area, such as Bayside.

Just over half (52%) of survey participants considered affordable housing to be an issue in Bayside, with 25% saying the cost of living in Bayside does or sometimes affects their ability to meet other essential living costs. This is expected when considering the Bayside population profile, as 18% of Bayside households live on a very low income; 17% live on a medium-low income; 23.7% are considered to be in rental stress; and 9% are considered to be in mortgage stress. By contrast, almost half (44%) of Bayside households are in the highest income quartile.

**Figure 1: Level of support for key strategic actions**



## Next Steps

Council will consider this report on community and stakeholder feedback and the proposed Affordable Housing Strategy at its 15 June 2021 meeting.

## 2 Background

The Draft Affordable Housing Strategy 2021 is a document prepared by Bayside City Council to provide guidance as to how Council is responding to its community need for affordable housing. The Strategy is structured into four key themes/approaches: Advocate, Partner, Invest and Plan. Under these approaches, various actions have been proposed to help increase the supply of social and affordable housing in Bayside.

This Draft Strategy was informed by community consultation undertaken for the development of the Bayside Housing Strategy 2019. With the adoption of the Bayside Housing Strategy in December 2019, Council identified the need to have a more robust approach to advocating for and directly supporting an increase in the availability of affordable housing.

The preparation of the Draft Strategy also aligns with the continuous policy developments and funding programs of the Victorian Government, including the Big Housing Build initiative, *Homes for Victorians 2017* and *Plan Melbourne 2017-2030*. The Victorian Government also recently undertook community engagement on its *Discussion Paper – Establishing a 10-Year Strategy for Social and Affordable Housing* and is anticipating the release of a Social and Affordable Housing Compact.

Council endorsed a Draft Affordable Housing Strategy in February 2021 and resolved to undertake community and stakeholder consultation on the draft before adopting an Affordable Housing Strategy in June 2021.

## 3 Definitions and scope

The engagement program was designed to seek feedback on key actions in the Draft Affordable Housing Strategy, raise awareness of affordable housing issues, and measure the level of community and stakeholder support for proposed actions.

Consultation communication materials were designed to educate the broader Bayside community on what affordable housing is and why its provision and availability is important in all communities, including Bayside.

Engagement processes were designed to provide identified stakeholders and the broader community with the opportunity to provide feedback on the Draft Strategy. Several actions proposed in the Draft Strategy were tested to understand the level of community support and whether these actions should continue to be proposed, altered or removed from the Draft Strategy following the community engagement period.

The scope of the engagement was defined as follows:

### Negotiables

- Strategic actions under the four themes of Advocacy, Plan, Direct Intervention and Partner. Depending on the level of support, some of these actions can be reviewed, modified or removed.
- New actions to be delivered within the four themes.

### Non-negotiables

- The requirement for an Affordable Housing Strategy.
- The type of housing that the Strategy seeks to increase the supply of, i.e. only affordable and public and community (social) housing. Crisis and emergency and transitional housing and market rental and home ownership is not considered as part of this Strategy.

- The residential planning framework, where areas of change and preferred locations to support housing density and diversity are identified.
- Advocacy to State and Federal Governments for the renewal of existing ageing public housing estates in Bayside. This is a current and ongoing initiative.
- State Government changes to Victorian Planning Provisions.
- Service delivery/implementation of this project.

### Stakeholders and community

Draft Affordable Housing Strategy goals and actions are not site specific and have a wide range of stakeholders with varying levels of impact and interest.

This stakeholder assessment is a generalised understanding of sections of the community that have a connection to the project or matter. This information was used to understand the types of tools and techniques that will achieve the strongest and most effective outcomes for engagement and communication.

**Impact:** What level of change will the stakeholder / community segment experience as a result of the project/matter

**Interest:** What level of interest has been expressed or is anticipated

**Influence:** Reference to the IAP2 Spectrum.

Stakeholder	Impact	Interest	Influence
Community Housing Industry Association (CHIA)	H	H	Involve
State Government: DHHS, Homes Victoria	H	H	Involve
Housing industry stakeholders (developers, planning consultants)	H	H	Involve
Social and affordable housing providers	H	H	Involve
Inter-Council Affordable Housing Forum	M	H	Involve
General community	L	L	Involve
Individuals who regularly participate in engagement on housing and social issues	L	H	Involve
Local key workers	M	L	Involve
Resident interest groups	L	M	Involve
People with disability	M	M	Involve
Indigenous community / Traditional land owners	M	M	Involve
Lower socio-economic households	M	L	Involve
Young people (18 – 30)	M	L	Involve
Lone person and single parent households	M	L	Involve
Seniors (considering 55 - 70, and 70+ separately)	M	M	Involve
Services that work with community members experiencing homelessness/housing stress	M	H	Involve

## Level of engagement

Engagement on the Draft Affordable Housing Strategy was assigned at the 'Involve' level, and is consistent with Council's Community and Stakeholder Engagement Policy 2021 and Bayside's application of the IAP2 Public Participation spectrum.

Within this document, reference is made to stakeholder participants. These stakeholders are:

- State Government Departments; DELWP, DHHS, Homes Victoria,
- CHIA, MAV
- Housing industry stakeholders; developers, planning consultants
- Community groups; DAIAC, CDSC, BHARG, RAPWG
- Residential interest groups and service providers in Bayside; BayCISS, Salvation Army, Launch Housing, Monash Health, Victoria Police.
- Existing community housing providers in Bayside.

## 3.1 Glossary

Item	Definition
DEWLP	Department of Environment, Land, Water and Planning
DHHS	Department of Health & Human Services
CHIA	Community Housing Industry Association
MAV	Municipal Association of Victoria
ESD	Environmentally Sustainable Development
IZ	Inclusionary Zoning
Stakeholders	See above for stakeholder list.
DAIAC	Disability Access and Inclusion Advisory Committee
CDSC	Community Development Steering Committee
RAPWG	Reconciliation Action Plan Working Group
BHARG	Bayside Healthy Ageing Reference Group

## 3.2 Related Council documents and consultations

- Housing Strategy 2019
- Bayside Community Plan 2025
- Bayside Council Plan 2017-2021
- Bayside Community Vision 2050
- The Local Planning Policy Framework
- Improving Housing Affordability and Social Housing Options in the City of Bayside – Advocacy Action Plan, June 2018
- Regional Local Government Homelessness and Social Housing Charter 2020
- Healthy Community Action Plan 2017-2021
- Wellbeing for All Ages and Abilities Strategy 2017-2021

## 4 Consultation process

### 4.1 Consultation purpose

The purpose of the engagement process was to seek feedback on the Draft Affordable Housing Strategy and measure the level of support for its key actions. Feedback would inform the proposed Affordable Housing Strategy to be considered by Council in June 2021.

**Figure 2: Timeline and phases for Affordable Housing Strategy development**



### 4.2 Consultation methodology

The engagement process was open to all members of the Bayside community, including individuals or groups who live, work, play, study, visit, invest in or pass through the municipality. It was also open to key stakeholder groups in the government, housing, and development sectors.

The engagement plan considered the project's complexity, the level of change/impact, and reputational risks. This project was assessed as 'Involve' level of engagement on Bayside's application of the IAP2 Public Participation Spectrum.



The tools and techniques selected for this project were informed by the project content, stakeholders and type of feedback sought. The program was delivered digitally, due to the personal subject matter and unpredictable impacts of COVID-19 restricting drop-in sessions, as well as slower distribution of mail. Consultation was open for a five-week period to account for Easter and school holidays.

The following engagement activities were undertaken:



- Project information and feedback survey through Have Your Say, including opportunity to ask questions
- Liaison with community representatives: Community Development Steering Committee; Bayside Healthy Ageing Reference Group; Disability Access and Inclusion Advisory Committee, Reconciliation Action Plan Group
- One-to-one bookable meetings (in-person or via video subject to COVID-19 restrictions)
- Printed survey and consultation materials available on request.

The following table provides detail of each activity undertaken within the community engagement period.

**Table 1: Engagement activities and participation**

<b>Details</b>	<b>Activity</b>
<b>18 March to 25 April 2021</b>  <b>1,805 Visitors</b> <b>93 contributions</b> <b>89 contributors</b> <b>17 project followers</b>	<b>Online Engagement – Have Your Say</b> The online project pages included information on affordable housing and an open question and answer forum. The primary means of collecting feedback on the page was through a closed survey or upload of a written statement (Appendix 1).  90 contributions received via an online survey and two uploaded written statements. One participant asked a question in the Q&A.  The Engagement Plan Overview for this project was published and open for feedback, with no comments recorded (Appendix 2).  Book-in sessions to discuss the Strategy were available with no requests received.
<b>26 April 2021</b> <b>14 attendees</b>	<b>Presentation to Bayside Healthy Ageing Reference Group</b> Presentation outlining the purpose of the Strategy and the key themes and underlying actions.
<b>12 April 2021</b> <b>11 attendees</b>	<b>Presentation to Community Development Steering Committee</b> Presentation outlining the purpose of the Strategy and the key themes and underlying actions.
<b>Written submissions</b>  <b>3 via direct email</b>	<b>Stakeholders providing written submissions to Council</b>  Council received three written submissions revied via email in support. No submissions received opposed the Draft Affordable Housing Strategy.
<b>E-mail / Phone call enquiries</b>	<b>Correspondence to Urban Strategy department</b>  Council received two email enquiries and no phone calls in relation to the Draft Affordable Housing Strategy.

### 4.3 Communications channels and reach

The community and stakeholder engagement process aimed to raise awareness of affordable housing issues by reaching a large and diverse range of community members.

It is estimated that communications reached more than 28,000 individuals through channels, including:

- Social media, especially 'sponsored' posts to increase audience
- Digital advertising targeting key demographics and hard-to-reach groups
- Council's e-newsletter *This Week in Bayside*
- Direct emails and/or addressed mail to key stakeholder groups
- Video explaining affordable housing

The following table provides detail of each activity undertaken within the community engagement period. Results at 11.59pm 25 April 2021.

**Table 2: Communication tools and reach**

<b>Channel</b>	<b>Distribution</b>
<b>Have Your Say Engagement website</b>  <b>2,960 views</b> <b>2,560 visits</b> <b>1,805 visitors</b>	yoursay.bayside.vic.gov.au/affordable-housing <ul style="list-style-type: none"> <li>• Main project page: 2,513 visits; 1,789 visitors</li> <li>• FAQ and Q&amp;A: 33 visits; 21 visitors</li> <li>• Book a meeting: 1 visit; 1 visitor</li> <li>• Survey: 177 visits; 152 visitors</li> <li>• Engagement plan overview: 21 visits; 13 visitors</li> </ul>
<b>Council website news stories</b>  <b>830 views</b>	<b>Council website news stories</b> 18 March: bayside.vic.gov.au/news/have-your-say-affordable-housing Page views 482 7 April: bayside.vic.gov.au/news/blueprint-affordable-housing Page views 235 19 April: bayside.vic.gov.au/news/consultation-closing-draft-affordable-housing-strategy Page views 113
<b>Direct email</b>  <b>14,279 recipients</b> <b>562 e-mails to key stakeholder groups</b> <b>1,521 recipients through CHIA Newsletter</b>	<b>Have Your Say members</b> Email to members with interest in housing Sent 18 March 2021; 2,955 recipients; 1,341 opens; Clicks 240 Email to Housing Strategy subscribers Sent 26 March 2021; 39 recipients; 24 opens; 11 clicks <b>This Week In Bayside</b> 18 March: Sent to 8,068 recipients, opened 3,692, clicks 197 8 April: Sent to 8,105 recipients, opened 3,714, clicks 117 12 April: Sent to 8,149 recipients, opened 2,736, clicks 22 <b>Emails to stakeholder groups</b> <ul style="list-style-type: none"> <li>• 400 on the Healthy Ageing Database</li> <li>• 6 from the Reconciliation Action Plan Working Group</li> <li>• CHIA Newsletter reach was 1521 recipients</li> <li>• 10 members from the Disability Access and Inclusion Advisory Committee</li> </ul>
<b>Social media (organic)</b>  <b>&gt;5,500 reach</b>	<b>Facebook posts</b> 18 March, 12 & 19 April, impressions 3,096, organic reach 2,881, comments 4, shares 2, video views 666, engagement rate 16% <b>LinkedIn Post</b> 22 March, impressions 2,057, 644 video views, engagement 4%

### Instagram Post

18 March, Impressions 642, reach 591, video views 176, engagement 2%

### Twitter

22 March, Impressions 943, video views 60, engagement 1%

### Bayside Community Hub

19 April, potential reach 22,000 members

<b>Social media (paid)</b> <b>5,484 reach</b>	<b>Facebook posts targeting key audiences (under 32 years and over 65 years)</b>  Campaign from 26 March for 14 days, impressions 18,577, reach 5,484, comments 2, shares 3
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## 5 Participant profile

A total of 123 participants took part in the engagement: 90 via the online survey; 5 written submissions; 25 via stakeholder workshops, and 3 direct enquiries (2 via email and 1 via Q&A post). Workshop and correspondence participant demographics were not recorded and are not included in the table below, but their responses are included in section 6.1.6.

Table 3 shows a comparison of reported participant demographics (89, 73%) with the census profile of the Bayside community. While there was a spread of participation across age groups, it was not reflective of the Bayside profile, with participants aged over 50 years overrepresented. Participant's suburbs were broadly representative. Steps to ensure participants were part of Bayside's municipal community include geographic restrictions on sponsored social media posts.

**Table 3: Age, gender and suburb of online survey participants and population profile**

	Demographic	Bayside 2016 Census	Participants (%)
Gender	Male	47.6%	37 (42%)
	Female	52.4%	52 (58%)
	Unknown	-	-
	Other identity	-	-
Age	15-24	11.5%	1 (1%)
	25-39	13.6%	11 (12%)
	40-49	16%	19 (21%)
	50-59	14.4%	24 (27%)
	60-69	11.5%	19 (21%)
	70-84	9.9%	14 (16%)
	85+	3.7%	1 (1%)
	Undisclosed	-	-
Suburb	Beaumaris	13.5%	11 (13%)
	Black Rock	6.5%	7 (8%)
	Brighton	24.1%	16 (19%)
	Brighton East	15.9%	10 (12%)
	Cheltenham	3.7%	2 (2%)
	Hampton	13.6%	12 (14%)
	Hampton East	5.0%	3 (3%)
	Highett	7.2%	5 (6%)
	Sandringham	10.5%	11 (13%)

The online survey also asked for people's housing types, with most participants (56%) living in detached houses, 15% in town houses, and around one third living in units or apartments.

It was considered important to this consultation to have representation from a diverse range of stakeholders.

<b>Connection to Bayside</b>	<b>Survey participants (%)</b>
Bayside homeowner/ratepayer	75 (83%)
Bayside tenant	5 (6%)
Visitor to Bayside but live outside the area	6 (7%)
Own/operate a business in Bayside	7 (8%)
Member of a Resident / Community Group	18 (20%)
Aboriginal and/or Torres Strait Islander person	1 (1%)
Born overseas	11 (12%)
Arrived in Australia in past five years	0 (0%)
Speak a language other than English at home	4 (4%)
Person with a disability or a carer	3 (3%)
Person who has lived in public, community, supported housing	5 (6%)
Person who has experienced homelessness	3 (3%)
Person who is currently experiencing homelessness	0 (0%)
Work in the health/community services sector	12 (13%)
Work in the housing sector (developer/investor)	3 (3%)
Work in the not-for-profit sector	11 (12%)
Work in the government sector	10 (11%)
Prefer not to say	1 (1%)
Other	7 (8%)

### **First Nations Peoples (RAP)**

Representatives of the indigenous community and traditional landowners meet with Council quarterly through the Reconciliation Action Plan Working Group. Members of this group were provided with high level information on the Draft Affordable Housing Strategy at their meeting on 21 April 2021. An e-mail was also sent to the Working Group on 22 March 2021.

The Boon Wurrung Foundation was also emailed information regarding this consultation on 23 March 2021. One survey participant identified as Aboriginal or Torres Strait Islander.

### **People with lived experience of a disability**

At the time of preparing the engagement plan, it was anticipated that Council's new Disability Access and Inclusion Advisory Committee (DAIAC) would be established. The first meeting of the Committee was held on 12 April 2021. At this meeting, the group was informed of the Draft Affordable Housing Strategy and how to provide feedback.

Three online survey participants identified as having a lived experience of a disability. This experience was also reflected in their comments provided.

### **Residents living in social housing**

Five participants (4%) had or do currently live in public, community or supported housing and three participants have experienced homelessness. Twelve participants currently work in the health and community services sector.

Council presented to its Community Development Steering Committee and this group comprises of a broad section of professionals that assist vulnerable residents in the

community, including staff and volunteers from public housing estates and community groups in Bayside. Members of the CDSC were supportive of Council's Draft Strategy and understood that affordable housing is a priority advocacy action for many Victorian Councils.

### Older residents

Older residents were represented with around half of survey participants were aged over 50, including 17% of survey respondents aged over 70 years. Council also presented to its Bayside Healthy Ageing Reference Group, which contains representatives of Bayside's older population. There are 20 members of this group, and a database of more than 400 people. Council presented information on the Draft Affordable Housing Strategy to 14 members on the 26 April 2021, with one member also providing a written submission.

## 6 Consultation findings

The following section summarises community sentiment and feedback on the Draft Affordable Housing Strategy. Where there was more than one mention of a topic or item, the number of mentions has been specified in brackets. Themes apparent in the feedback are generally presented as statements in the tables. The statements represent a blending or synthesis of the verbatim responses.

The level of community and stakeholder support for key actions proposed in the Draft Strategy was measured through the online survey and written statements. This information was gathered to inform whether strategic actions should continue as proposed, or be altered or removed from the Draft Strategy. Participants were also asked to comment on each of the four themes of the Draft Strategy.

### 6.1 Feedback on strategic themes

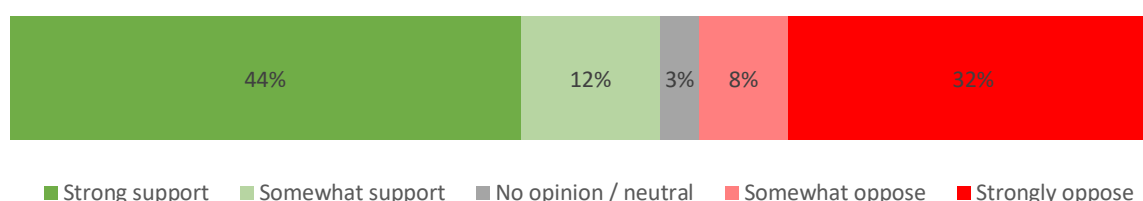
Feedback has been grouped under subheadings to align with the four key strategic themes of the Draft Affordable Housing Strategy: Advocacy, Partner, Plan, Direct Intervention & Support.

#### 6.1.1 Theme 1: Advocacy

*Local Government plays an important role in advocacy and can continue to build strong arguments to advocate for planning reform, increased resourcing and direct investment by federal and state government to increase the supply of social and affordable housing in Bayside.*

Participants were asked if they supported Council advocating for inclusionary zoning in the Bayside Planning Scheme. More survey participants (51, 56%) expressed support for this action than opposition (26, 40%). Few online survey participants had no opinion or were neutral (3, 3%)

**Figure 2: Level of support for Council advocating for inclusionary zoning in the Bayside Planning Scheme**



Survey participants (48, 53%) also provided comments on advocacy for affordable housing, which are summarised by sentiment and theme in the table below:

Sentiment	Community feedback
Support	<ul style="list-style-type: none"> <li>Needs to be a targeted approach to increase crisis accommodation and focus on women</li> <li>Council should collect a levy to fund affordable housing</li> <li>Advocacy for affordable housing is imperative/important to provide and is our social responsibility (6 mentions)</li> <li>All suburbs need a mix of affordable housing</li> <li>Support the renewal and redevelopment of social housing</li> <li>Ensure that affordable housing is not just provided as high density development and should be appropriate for all ages (4 mentions)</li> <li>Inclusiveness is important. A diverse and compassionate community should be an overall objective (2 mention)</li> <li>Disgrace it has taken Council this long to begin working on this issue</li> <li>Affordable housing should be provided on main roads with accessibility to public transport</li> <li>Affordable housing needs to be attractive and not 'downmarket' looking</li> <li>Need affordable housing for the younger population</li> <li>Supportive of actions if undertaken with full transparency</li> </ul>
Oppose	<ul style="list-style-type: none"> <li>Bayside is a desirable/premium place to live; don't support subsidising others (4 mentions)</li> <li>Shouldn't increase social housing; focus on keeping existing social housing dwellings up to date</li> <li>Affordable housing attracts problems</li> <li>Not a Council responsibility (3 mentions)</li> <li>Investing in an apartment where other apartments are bought under the National Rental Affordability Scheme can become a hassle</li> <li>Bayside will soon be full of apartment blocks and no longer an attractive place to live</li> <li>Affordable housing should be provided in areas of Melbourne where land is not so expensive. Rates are too high already</li> <li>Gives developers scope to take advantage in planning proposals; often doesn't provide for affordable options anyway</li> </ul>
General feedback	<ul style="list-style-type: none"> <li>Concern over the set brackets for household incomes categories as very low, low and medium income</li> <li>Strategy is very advocacy focussed; shouldn't be main approach</li> <li>Disgrace that very good affordable, detached housing will be demolished in Hampton</li> <li>Education and awareness is required so community is aware of disadvantaged groups</li> <li>Affordable housing needs to meet the standards of the suburb and should not be second rate</li> <li>Bayside has become unaffordable for many young and older people (2 mentions)</li> <li>Need a blend of appropriate housing for small households</li> </ul>



- Affordable housing should be provided as a combination of the Inclusionary Zoning being applied alongside public housing estates
- If I were in a lower socioeconomic category, Bayside would not be a place I could afford to live. Living costs are high here.
- Housing isn't the issue, it's the associated increase in crime, drugs and increase on resources
- Affordable housing shouldn't be provided in areas that are already crowded
- Covid-19 has taught us ventilation is key in any new construction and high density living is not appropriate

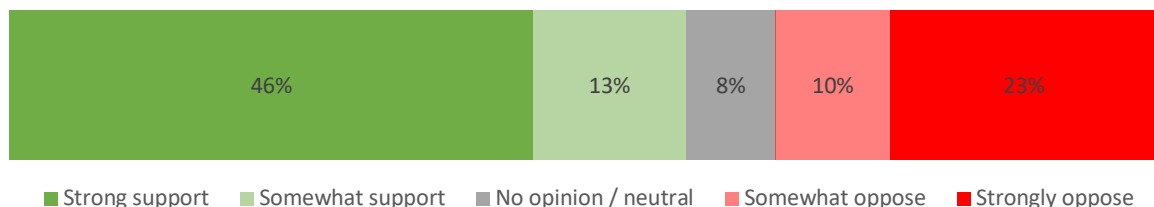
### 6.1.2 Theme 2: Partnership

*Increasing the supply of social and affordable housing cannot be solely undertaken by Council. This requires the collaboration of key stakeholders including the development industry, community housing agencies and providers and peak bodies that represent the not-for-profit sector. One of the key approaches to implementing the Draft Affordable Housing Strategy is through partnership to build relationships with interested parties to respond to the affordable housing crisis.*

Participants were asked if they support Council strengthening relationships with community housing agencies and other organisations.

More survey participants (53, 58%) expressed support for this action than opposition (30, 33%). Few online survey participants had no opinion or were neutral (7, 8%).

**Figure 3: Level of support for Council strengthening relationships with community housing agencies and other organisations**



### Homes for Homes

Homes for Homes is an independent, not-for-profit organisation established by social enterprise The Big Issue. Under the Homes for Homes initiative, homeowners voluntarily agree to a caveat on their property and make a tax-deductible donation at the time of sale of 0.1 per cent of the sale price (for example, a \$750 donation on a \$750,000 sale). As a voluntary initiative, the homeowner can opt-out of Homes for Homes at any time.

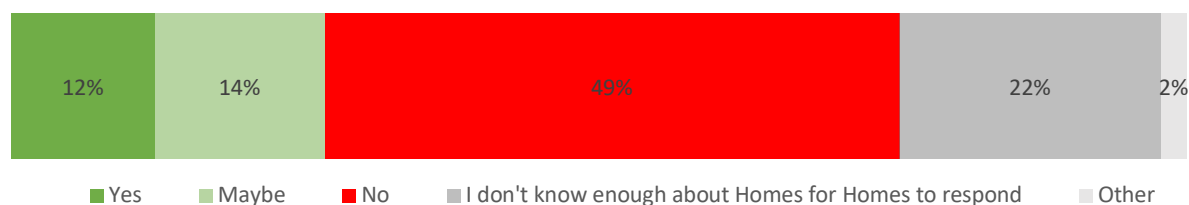
Revenue from the caveats is then aggregated by Homes for Homes in the state or territory in which they were raised to fund social and affordable housing projects.

Key actions in the Draft Affordable Housing Strategy are to promote and raise awareness of Homes for Homes, and consider processes to make a Homes for Homes contribution a condition of a planning permit, where it is not possible for a multi-dwelling development, such as an apartment complex, to include affordable housing.

Participants were also asked if they would consider making a voluntary donation to Homes for Homes as part of the sale of their house, if they were selling a property.

The most frequent response to this survey question was 'no' (44, 49%), although 20 (22%) said they did not know enough to respond. Eleven participants (12%) responded positively that they would consider making a donation and 13 responded maybe (14%).

**Figure 4: Consideration of making a voluntary Homes for Homes donation**



Participants (28, 31%) also provided comments on partnership actions, in general, which are summarised by sentiment and theme in the table below:

Sentiment	Community feedback
Support	<ul style="list-style-type: none"> <li>• Good idea – partnerships are important to have (3 mentions)</li> <li>• Partnerships are essential, however, there are things Council needs to further consider when undertaking partnerships, especially the location of social housing and the impacts of poorly designed housing to its residents being poorer health outcomes</li> <li>• It's a wonderful way to help support people who struggle to find affordable housing</li> </ul>
Oppose	<ul style="list-style-type: none"> <li>• Not supportive; can't see how this could happen in Bayside</li> <li>• The donation does not fund affordable housing completely, rather also funds salaries of workers at the Charity. There are better ways to raise revenue</li> <li>• Enter such partnerships at your peril</li> <li>• Would rather include a separate donation to Homes for Homes with other causes we support</li> </ul>
General Feedback	<ul style="list-style-type: none"> <li>• Important that donations made are reinvested into Bayside, rather than paying to have people relocated to other areas</li> <li>• State and Local Government need to take on more responsibility</li> <li>• I'd like to donate but don't have any spare money</li> <li>• I'd only support if I knew it was helping the very low income. Most definitely not if helping the moderate income</li> <li>• The donation amount is such a small insignificant figure. If only there was a way of making it mandatory?</li> <li>• A smart idea but need further information</li> </ul>



- Unsure, require further information (3 mentions)
- Approach does not see any real action by Council
- Suggestion to donate part of rates revenue annually instead
- Unsure if encouraging Homes for Homes as a private sale donation is something Council needs to be doing
- Tenants and their adherence to a tenancy agreement is paramount
- Government should be solving this tragic problem. Government should use its money more wisely on humanitarian projects
- Affordable housing needs to be provided as a mix of homes, units, flats etc across Bayside Welfare is a State and Federal Government duty

### 6.1.3 Theme 3: Plan

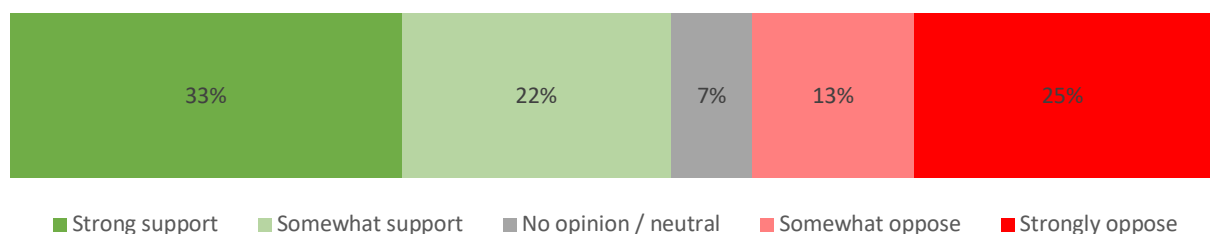
*Council can enhance its capability to encourage affordable housing by incentivising its inclusion in new development, promoting planning initiatives that seek to raise funds to support the provision of social and affordable housing, and by investigating the inclusion of new planning mechanisms that would support the increase of social and affordable housing in new developments.*

Participants were asked several questions in relation to action to deliver Theme 3.

Regarding planning mechanisms, survey participants were asked if they would support Council providing rate relief, exemptions, or planning dispensations for affordable housing providers.

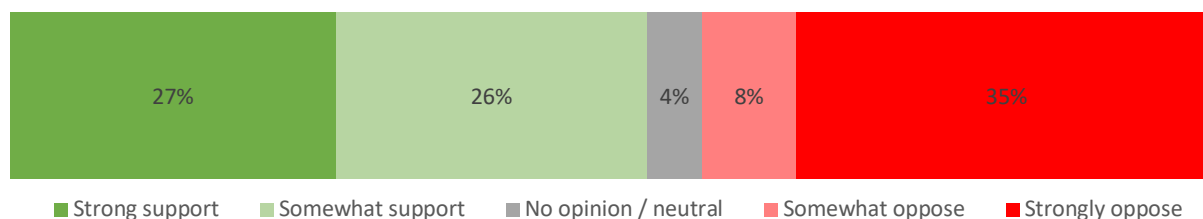
More survey participants (49, 55%) expressed support for this action than opposition (34, 38%). Few online survey participants had no opinion or were neutral (6, 7%).

**Figure 5: Level of support for Council providing rate relief, exemptions, or planning dispensations for affordable housing providers**



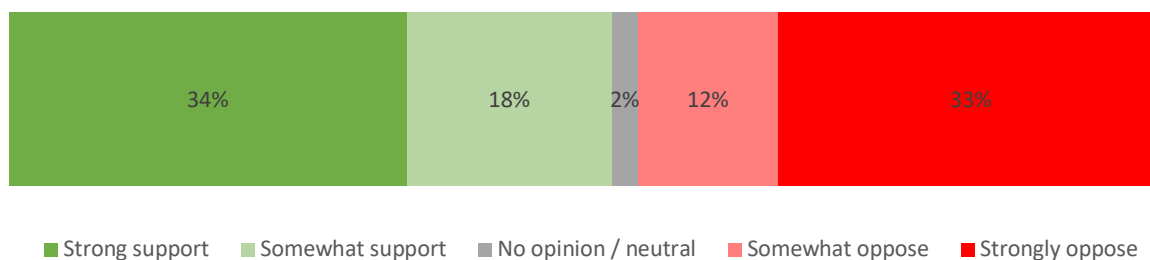
Participants were also asked if they would support Council expediting the planning process for developments that include affordable housing. More survey participants (47, 53%) expressed support for this action than opposition (38, 43%). Few online survey participants had no opinion or were neutral (4, 4%).

**Figure 6: Level of support for Council expediting the planning process for developments that include affordable housing**



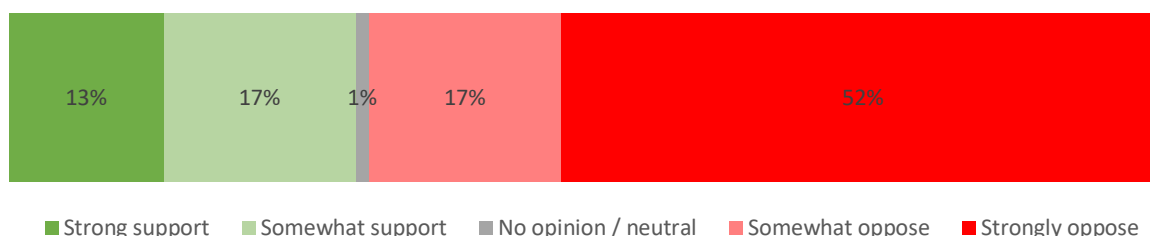
In regards to Council requiring affordable housing to be considered in planning applications for new multi-dwelling developments, such as apartment complexes, more survey participants expressed support (47, 52%) for this action than opposition (41, 45%). Few online survey participants had no opinion or were neutral (2, 2.22%).

**Figure 7: Level of support for Council requiring affordable housing to be considered in planning applications for new multi-dwelling developments**



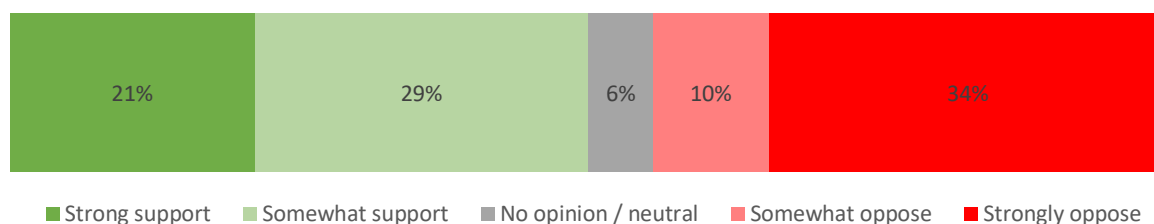
Survey participants were asked if they would support planning applications seeking height or car parking dispensations which include a significant proportion of affordable housing. This was the only action surveyed in which the clear majority of participants (69%) were opposed.

**Figure 8: Level of support for Council supporting planning applications seeking height or car parking dispensations which include a significant proportion of affordable housing**



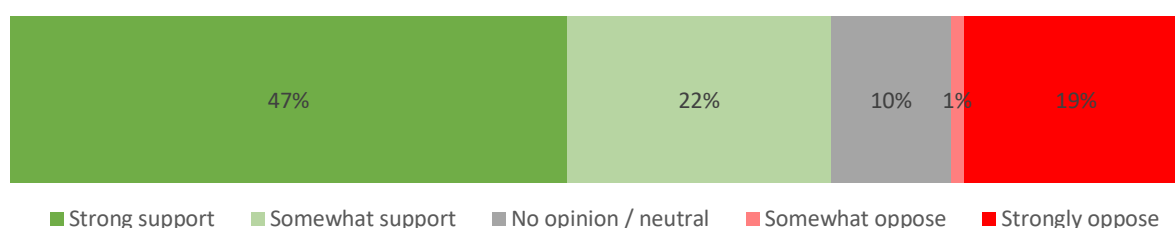
Survey participants were also asked if they would support Council requiring rezoning proposals to consider providing affordable housing, where appropriate. Half of the participants (45, 50%) in the online survey strongly supported or somewhat supported this action. Some participants (40, 44%) somewhat or strongly opposed this action, and few participants (5, 5.5%) had no opinion or were neutral.

**Figure 9: Level of support for Council requiring rezoning proposals to consider providing affordable housing, where appropriate**



When asked about Council encouraging new developments to include adaptable housing features to meet the changing needs of occupants over their lifetime, survey responses were the most positive of any action. A majority of survey participants (62, 69%) strongly supported or somewhat supported this action, with the lowest level of opposition recorded for any surveyed action (20%).

**Figure 10: Level of support for Council encouraging new developments to include adaptable housing features**



Participants (22, 24%) also provided comments on the Draft Strategy's planning actions, which are summarised by sentiment and theme in the table below:

Sentiment	Community feedback
Support	<ul style="list-style-type: none"> <li>• Every development must include a portion of affordable housing</li> <li>• Urge developers to create housing that caters to people with disabilities in all the housing options. Accessibility is hugely important (2 mentions)</li> <li>• Do not oppose to parking dispensations or higher developments if close to train stations. Do oppose higher developments in general suburban areas</li> <li>• Just do it!</li> <li>• Streamline planning processes. Current processes are bureaucratic and off-putting</li> <li>• Agree that affordable housing is important but concerned that all will be high density</li> </ul>
Oppose	<ul style="list-style-type: none"> <li>• Apartment blocks of affordable housing are not needed or wanted in Bayside</li> <li>• Would rather see rate reductions for overly taxed existing ratepayers</li> <li>• People with affordable housing support needs shouldn't be subject to issues like nowhere to</li> </ul>

park their cars - this is the wrong type of incentive because it pushes any pain from the developer to the individual

- Council going too easy on public housing and too hard on residents requesting planning permits
- 'Bayside will be destroyed by these plans'
- Developers don't need more leniency- Council needs to better support rate payers and locals and protect our streets and neighbourhoods from being turned into monstrosities

#### General Feedback

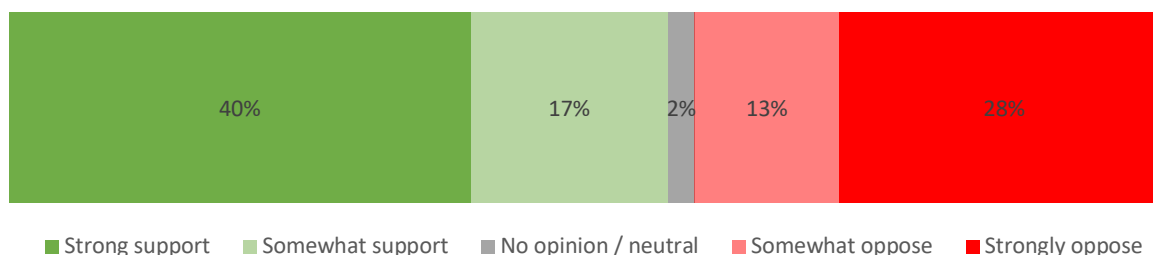
- Actions good in theory; may not work in reality
- Concerned that developers might take these opportunities to expedite processes, but the housing they include is basic at best and does not meet the needs of residents (2 mentions)
- As long as affordable housing isn't cheap and poorly designed and built
- Costs for providing affordable housing that is accessible is heightened – can will this cost be covered? Can State Government assist with stamp duty relief?
- Parking is important to provide, however, there is possibility to support sharing of vehicles / share ride schemes
- Remove subdivision restrictions
- Strategy should consider what the dispensations can look like for small-scale housing options, not only larger buildings. Temporary housing should have been discussed in the Strategy. The Draft Strategy should do more work outside of the 'advocacy only' model
- Character of Highett and Hampton have changed. These suburbs should not be required to carry all the load that is population growth and housing densities
- Neither support or disagree; opinion depends of the specifics of the planning dispensation
- Any planning discretions should ensure the neighbourhood is not impacted by substandard developments

#### 6.1.4 Theme 4: Direct Intervention & Support

*Council is seeking to investigate opportunities to invest in the provision of social and affordable housing by using its own land assets. Council will continue to identify initial needs and provide information and service options to people experiencing sleeping rough or homelessness, should they choose to receive a pathway to support.*

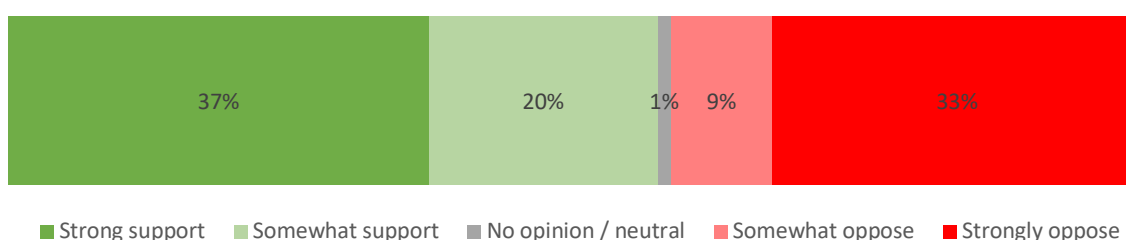
Participants were asked if they would support Council identifying public and private opportunity sites of future affordable housing. More survey participants (51, 57%) strongly supported or somewhat supported this action than somewhat or strongly opposed (37, 41%). Few online survey participants had no opinion or were neutral (1, 1%).

**Figure 11: Level of support for Council identifying public and private opportunity sites of future affordable housing**



When asked if they would support Council offering an advanced opportunity to affordable housing providers to purchase or lease Council-owned surplus land, more survey participants (51, 57%) supported this action than opposed (37, 41%). Few online survey participants had no opinion or were neutral (1, 1%).

**Figure 12: Level of support for Council offering an advanced opportunity to affordable housing providers to purchase or lease Council-owned surplus land**



Survey participants (28, 31%) also provided comments on the Draft Strategy's partnership actions, which are summarised by sentiment and theme in the table below:

Sentiment	Community feedback
Support	<ul style="list-style-type: none"> <li>Supports the action to offer an advance opportunity to affordable housing providers, as long as Council is true to its word</li> <li>Rather than only providing rate relief to housing providers, Council should extend rate relief to residents who can demonstrate housing stress</li> <li>A really constructive positive initiative by Council</li> <li>Building more affordable housing allows people to live in area and stay, and builds better outcomes for all residents</li> <li>Affordable housing is needed. So are facilities and services to cater for residents with special needs</li> </ul>
Oppose	No comments were received opposing the Draft Affordable Housing Strategy partnership actions.
General Feedback	<ul style="list-style-type: none"> <li>Council land used for affordable housing should continue to be used for affordable housing and not redirected to other purposes</li> </ul>

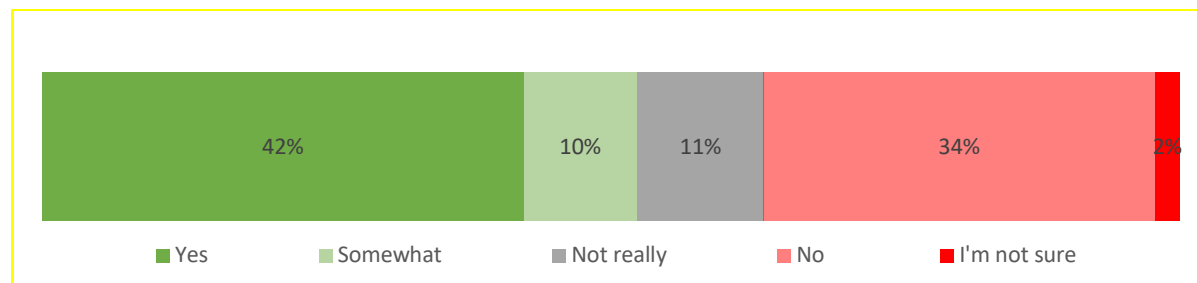
- Provide for a range of affordable housing models; not just large scale developments on main arterial roadways (2 mentions)
- Concern with the rate of poor service delivery in some of the public private partnerships that have occurred at the state and federal level in Australia. Whatever housing is provided, the provider must be accountable to tenants and that tenants voices are heard
- Rate relief is a good idea but concerned regarding planning dispensations. The affordable housing needs to be attractive and not infringe on neighbours
- Support would depend on what other options might be appropriate for the surplus site, eg ecologically sensitive areas, and green spaces are a higher priority
- Council should construct a series of tiny houses for people that are homeless

### 6.1.5 General Feedback – Affordable housing in Bayside

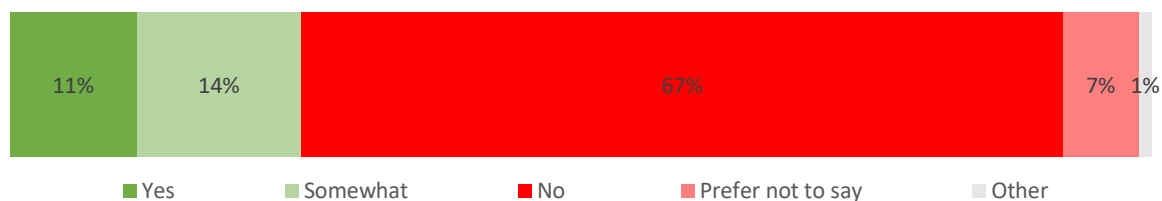
Two questions in the survey did not relate to specific actions proposed in the Draft Affordable Housing Strategy, but were asked to understand if respondents thought availability of affordable housing was an issue in Bayside, and if they had experienced challenges with the cost of living in Bayside.

Just over half (52%) of survey participants considered affordable housing to be an issue in Bayside, with 25% saying the cost of living in Bayside does or sometimes affects their ability to meet other essential living costs. This is expected when considering the Bayside population profile, where 18% of households live on a very low income; 17% live on a medium-low income; 23.7% are considered to be in rental stress; and 9% are considered to be in mortgage stress. By contrast, almost half (44%) of Bayside households are in the highest income quartile.

**Figure 13: Survey participant responses: Do you consider the lack of available affordable housing to be an issue in Bayside?**



**Figure 14: Survey participant responses: Has the cost of living in Bayside affected your ability to meet other essential living costs, such as health, food, utilities, transport?**



### 6.1.6 General Feedback – Affordable Housing Strategy

Survey participants were invited to provide comments on other actions Council could undertake to encourage the availability of affordable housing, with 47 comments received.

Topic	Community feedback on ways to encourage more affordable housing
Support	<ul style="list-style-type: none"> <li>Require portions of development to be allocated as affordable housing (7 mentions)</li> <li>Fast track or prioritise planning permits for developers who include affordable housing as part of their development (3 mention)</li> <li>Affordable housing should have high standard amenities and be located near main roads, public transport, services (6 mentions)</li> <li>Actively promote and champion good design for affordable housing</li> <li>Consider buying land to fund parks or additional affordable housing</li> <li>Advocate and work with Federal and State Government to address issue (3 mentions)</li> <li>Continue to raise community knowledge of need</li> </ul>
Oppose	<ul style="list-style-type: none"> <li>No more development</li> <li>Not a council responsibility (3 mention)</li> <li>Stop interfering (4 mentions)</li> <li>If you can't afford to live in Bayside then you shouldn't live in Bayside</li> <li>Affordable housing does not need to be in Bayside (2 mentions)</li> </ul>
General Feedback	<ul style="list-style-type: none"> <li>Stop selling houses to overseas investors which inflate the price</li> <li>Learn from other cities, countries and historic mistakes. Increase our knowledge on affordable housing (4 mentions)</li> <li>Allow for flexible, smaller scale housing and/or temporary housing types too, not just high density (6 mentions)</li> <li>Consider how climate change will impact the way we live</li> </ul>

- Improve engagement with the community (2 mentions)
- Advocate for laws to protect tenants and owners to provide opportunity for long term leases

Participants also provided general feedback on affordable housing and/or the Draft Affordable Housing Strategy, with 33 comments received.

<b>Topic</b>	<b>Community feedback on affordable housing and strategy</b>
Support	<ul style="list-style-type: none"> <li>• Require portions of development to be allocated as affordable housing (2 mentions)</li> <li>• Council should further consider how it can directly support those experiencing housing stress (i.e through rate reductions)</li> <li>• People on low to middle incomes offer an enormous amount of insight and positivity; we must champion their needs</li> <li>• Ensure affordable housing is inclusive, safe and well planned (3 mentions)</li> <li>• Affordable housing should be located near main roads, public transport, services</li> </ul>
Oppose	<ul style="list-style-type: none"> <li>• Council should not be forcing a social issue onto the community</li> <li>• Affordable housing does not need to be in Bayside (3 mentions)</li> <li>• Bayside is a desirable/premium place to live; don't support subsidising others</li> </ul>
General Feedback	<ul style="list-style-type: none"> <li>• Affordable housing is important, but it shouldn't be provided in already overcrowded suburbs (3 mentions)</li> <li>• No matter where in Melbourne...Housing isn't affordable. It needs addressing (3 mentions)</li> <li>• Affordable housing is important, but relaxed planning conditions could be exploited by developers</li> <li>• There needs to be more programs alike the National Rental Assistance Scheme</li> <li>• Stop demolition from occurring</li> <li>• Allow for flexible, smaller scale housing and/or temporary housing types too, not just high density</li> <li>• Council is behind the rest of the state and needs to address this issue now</li> </ul>

### **Feedback from Presentations to Community Groups: BHARG**

A range of specific concerns were raised during the consultation with the Bayside Healthy Ageing Reference Group.

<b>Topic</b>	<b>BHARG feedback</b>
Low income households	Members were interested in the demographic makeup of the 18% of households in the very low-income range, particularly how many households were occupied by women and their age.



Research	Members were interested in what other countries were doing in this space in particular European cities.
Advocacy to State and Federal Government	The group unanimously support Council advocating.
Guidelines for accessibility	Members were interested in accessibility standards and the need for strict guidelines for developers building large housing complexes. Developers need to factor in and address adaptability, accessibility, and mental health issues in their design. Housing development should also be close to transport, hospitals, schools and other key services and facilities.
Need for Strategy	Rather than Council coming up with their own strategy, maybe they should link in and work to State Governments plans
Inclusionary Zoning	Some members supported the idea of private rental / ownership and social housing mixed developments, whilst some members were critical of this option.
Planning mechanisms	The group opposed Council providing incentives for developers ie: fast tracking planning permits for developers who would include social housing in their developments.
Involvement	The members would have liked to be involved more in the community engagement phases.

### Written statement feedback

Five written statements were received regarding the Draft Strategy. All submissions outlined general support for the Draft Strategy. One submission supported Council's preparation of the Draft Strategy, however, highlighted that the Strategy missed several opportunities for action, financial commitment and expansion of existing services to address real needs.

Two submitters encouraged Council to set more specific targets, as this would support the proposed Bayside Housing Reference group's efforts in ensuring Bayside remains accountable and on track, and allow Council to measure success based on how many affordable houses were built in Bayside.

## 6.2 Project Evaluation

### Engagement Plan Overview

An 'Engagement Plan Overview' (Appendix 2) was published as a subpage on the Have Your Say website as part of the consultation on the Draft Affordable Housing Strategy. The Engagement Overview page was viewed 21 times (13 visitors, 1%) during the consultation period with no comments or questions received.

### Q&A tools

The Q&A forum received one question, which was responded to within the stated timeframe. The answer to the question was viewed by 2 individuals. The frequently asked questions on this page were viewed 33 times by 21 individuals.

### Participant reach and representation

Targets set for the reach, representation and participation, based on similar projects, were all exceeded.

While participants aged over 50 years were overrepresented, those aged under 50 contributed 35% of the survey responses, and all age groups over 20 years were

represented in feedback received. Participant's suburbs were also broadly representative of the Bayside population profile. Female participants were also slightly overrepresented, contributing 58.5% of the survey responses.

It was proposed that the engagement activities would attract at least:

- 1,500 visitors to the online engagement platform Have Your Say (exceeded, 1,805)
- 75 contributions (exceeded, 122 contributions)
- Representation from each identified stakeholder group (achieved)
- 25 project subscribers (not met, 17)

It was proposed that the communication activities would achieve at least:

- Email 25% open rate (exceeded, 55% average)
- All submissions within scope (achieved, 100%)
- Social media engagement 3% (exceeded, 16%)

The very high engagement rate on social media was driven by an animated video highlighting the need for affordable housing in Bayside.

The goal to raise awareness of affordable housing issues was achieved with communications reaching in excess of 28,000 members of the Bayside community.

All project deadlines were met and the engagement process was delivered within budget.

#### **Participant satisfaction and experience**

Survey participants were asked if they had the right information to participate, with 96.5% responding that the information was very (65.5%) or mostly (31%) easy to find and understand. Stakeholder workshop participants were also very positive regarding the presentation experience and information provided.

There was only one recorded negative correspondence received outside of the Have Your Say project webpage, which was received via e-mail and related to another project. No negative feedback was received on channel selection or engagement process.

## **7 Next steps**

Consultation on the Draft Affordable Housing Strategy has completed with feedback from community members and stakeholder groups to be considered for a proposed Affordable Housing Strategy. The proposed Affordable Housing Strategy will be considered for adoption by Council in its 15 June 2021 meeting.

The actions contained in the Affordable Housing Strategy will be delivered over the next four-years (2021-2025)

## 8 Appendix

### 8.1 Appendix 1: Have Your say survey questions

#### Affordable Housing Strategy survey

This survey will take approximately 10 minutes to complete. Your feedback will help us understand community views and the level of support for key actions proposed in the draft Affordable Housing Strategy.

Please review the Draft Affordable Housing Strategy, which contains the full list of actions, before completing this survey.

You can skip any question in the survey and there is an opportunity to leave general feedback at the end. If you prefer, you can also upload a written submission.

Housing is a basic human need. Affordable and social housing is core infrastructure for local communities. Affordable housing is housing that is appropriate for the needs of a range of very low to moderate income households, and priced (whether mortgage repayments or rent) so these households are able to meet their other essential basic living costs.

More than 1,000 Bayside households currently have an unmet need for affordable housing.

The Draft Affordable Housing Strategy aims to increase the supply of social and affordable housing in Bayside that can be developed and managed through registered housing providers and/or private developers.

Do you consider the lack of available affordable housing to be an issue in Bayside?

Required

- ☐ Yes
- ☐ Somewhat
- ☐ Not really
- ☐ No
- ☐ I'm not sure

Has the cost of living in Bayside affected your ability to meet other essential living costs, such as health, food, utilities, transport?

- ☐ Yes
- ☐ Sometimes
- ☐ No
- ☐ Prefer not to say
- ☐ Other

#### Strategic themes

In this section, we'll ask you a series of questions about the key actions under the Strategy's four themes: Advocacy, Partnerships, Support, and Planning.

It's important to note that Bayside City Council does not build, directly provide or manage affordable housing. Therefore, Council cannot directly deliver an increase of affordable housing but can assist by forming strong relationships with all levels of government, registered housing associations, developers and other housing industry stakeholders.

#### Advocacy

Council is a strong advocate to the State Government for the renewal of Bayside's ageing public housing estates. The Draft Affordable Housing Strategy aims to strengthen this advocacy.

A new initiative in the Draft Affordable Housing Strategy is to advocate to the State Government for state-wide mandatory inclusionary zoning.

Inclusionary zoning generally refers to statutory planning controls that require developers to incorporate certain facilities or features on their site, such as affordable housing.

Do you support Council advocating for inclusionary zoning in the Bayside Planning Scheme?

- ☐ Strong support
- ☐ Somewhat support
- ☐ No opinion / neutral
- ☐ Somewhat oppose
- ☐ Strongly oppose

Would you like to comment further on advocacy for affordable housing? [open comment]

### **Partnerships**

Council can't increase the availability of affordable housing alone. We need to build and strengthen our relationships with social and affordable housing providers and promote Bayside as a municipality that supports inclusive and affordable housing.

Do you support Council strengthening relationships with community housing agencies and other organisations?

Community housing agencies are not-for-profit organisations that provide and/or manage affordable rental housing for low income households.

- ☐ Strong support
- ☐ Somewhat support
- ☐ No opinion / neutral
- ☐ Somewhat oppose
- ☐ Strongly oppose

If you were selling a property, would you consider making a voluntary donation to Homes for Homes as part of the sale?

Council has committed to promote Homes for Homes, an independent, not-for-profit organisation, established by Australia's largest and most successful social enterprise, The Big Issue. Under the Homes for Homes initiative, homeowners voluntarily agree to a caveat on their property and make a tax-deductible donation at the time of sale of 0.1 per cent of the sale price (for example, a \$750 donation on a \$750,000 sale). As a voluntary initiative, the homeowner can opt-out of Homes for Homes at any time. The revenue raised from the caveats then funds social and affordable housing projects in the state or territory in which they were raised.

- ☐ Yes
- ☐ Maybe
- ☐ No
- ☐ I don't know enough about Homes for Homes to respond
- ☐ Other

Would you like to comment further on these partnership actions?

### **Direct intervention and support**

There are a few areas where Council can play a more active role in improving the availability of affordable housing, such as through rate relief or identifying sites that could include affordable housing.

Please select your level of support for these ideas:

Provide rate relief, exemptions, or planning dispensations for affordable housing providers

- ☐ Strong support
- ☐ Somewhat support
- ☐ No opinion / neutral
- ☐ Somewhat oppose
- ☐ Strongly oppose

Identify public and private opportunity sites for the provision of future affordable housing

- ☐ Strong support
- ☐ Somewhat support
- ☐ No opinion / neutral
- ☐ Somewhat oppose
- ☐ Strongly oppose

Offer an advanced opportunity to affordable housing providers to purchase or lease Council-owned surplus land

Council owns land for a variety of public purposes, including for health, education, community services, and recreation. However, the need for land or sites may change over time. If Council-owned land or sites are no longer required they may be sold or leased for better use.

- ☐ Strong support
- ☐ Somewhat support
- ☐ No opinion / neutral
- ☐ Somewhat oppose
- ☐ Strongly oppose

Would you like to comment further on direct intervention and support actions?

### **Planning**

To encourage developers to provide more affordable housing, Council has identified the following incentives or changes to the planning system.

Please select your level of support for these initiatives:

Expedite the planning process for developments that include affordable housing

The development would still be subject to a formal assessment process, but the Council planner would prioritise applications where affordable housing is proposed.

- ☐ Strong support
- ☐ Somewhat support
- ☐ No opinion / neutral
- ☐ Somewhat oppose
- ☐ Strongly oppose

Require affordable housing to be considered in planning applications for new multi-dwelling developments, such as apartment complexes

- ☐ Strong support
- ☐ Somewhat support
- ☐ No opinion / neutral
- ☐ Somewhat oppose
- ☐ Strongly oppose

Support planning applications seeking height or car parking dispensations which include a significant proportion of affordable housing

- ☐ Strong support
- ☐ Somewhat support
- ☐ No opinion / neutral
- ☐ Somewhat oppose
- ☐ Strongly oppose

Require rezoning proposals consider providing affordable housing, where appropriate

Rezoning generally occurs on underutilised land where a better and higher use of land has been investigated or is recommended to occur.

- ☐ Strong support
- ☐ Somewhat support
- ☐ No opinion / neutral
- ☐ Somewhat oppose
- ☐ Strongly oppose

Encourage new developments to include adaptable housing features to meet the changing needs of occupants over their lifetime

Adaptable housing is designed to be appropriate for people of all ages and abilities, for example a home that is wheelchair accessible.

- ☐ Strong support
- ☐ Somewhat support
- ☐ No opinion / neutral
- ☐ Somewhat oppose
- ☐ Strongly oppose

Would you like to comment further on your responses to planning actions?

### **Aims of the Strategy**

The aim of the Affordable Housing Strategy is to:

*Increase the provision of social and affordable housing in Bayside that is accessible and appropriately located, on both public and private land. This will be achieved through working with industry partners and taking a lead role in advocating to all levels of government to ensure that affordable housing outcomes in Bayside are improved.*

Based on the aims of the Strategy, what else could Council be doing to encourage more affordable housing to be built?

Would you like to make any other comments about affordable housing or the Draft Strategy?

### **About you**

This section contains questions to help us understand the sections of our community that have provided feedback. The information you provide is confidential and non-identifiable.

- Age Group
- Gender
- Household type
- Housing type
- Where do you live?

Do you identify as any of the following?

Please select as many as apply to you. This question is optional and will help us better understand your responses and if we are reaching different communities.

- ☐ Bayside homeowner/ratepayer
- ☐ Bayside tenant
- ☐ Visitor to Bayside but live outside the area
- ☐ Own/operate a business in Bayside
- ☐ Member of a Resident / Community Group
- ☐ Aboriginal and/or Torres Strait Islander person
- ☐ Born overseas
- ☐ Arrived in Australia in past five years
- ☐ Speak a language other than English at home
- ☐ Person with a disability or a carer
- ☐ Person who has lived in public, community or supported housing
- ☐ Person who has experienced homelessness
- ☐ Person who is currently experiencing homelessness
- ☐ Work in the health/community services sector
- ☐ Work in the housing sector (developer/investor)
- ☐ Work in the not-for-profit sector
- ☐ Work in the government sector
- ☐ Prefer not to say
- ☐ Other (please specify)

Did you have the right information to participate in this survey?

- ☐ Information was very easy to find/understand
- ☐ Information was mostly easy to find/understand
- ☐ Information was mostly hard to find/understand
- ☐ Information was very hard to find/understand

## 8.2 Appendix 2: Engagement Plan Overview

### Engagement plan overview

A summary of how we're conducting community engagement for the development of an Affordable Housing Strategy.

#### Project name

Affordable Housing Strategy 2021

#### Project objective

The Draft Affordable Housing Strategy 2021 is a document prepared by Bayside City Council to outline Council's response to an identified need for more affordable housing in Bayside.

The Draft Strategy is focused on four approaches: Advocate, Partner, Direct Intervention and Support, and Plan. Under these themes, a variety of actions have been set to be delivered over a four-year period to help increase the availability and quality of affordable and social housing in Bayside.

#### Project impacts

The lack of affordable housing in Bayside means that our residents face a higher risk of extreme lifestyle changes if their income or household changes, such as through a family breakdown or separation, temporary unemployment, accident or injury.

Anyone can need affordable housing if their circumstances change, so it is important that this type of accommodation is available within our municipality.

- 18% of Bayside households live on a very low income
- 23.7% of households renting in Bayside are in rental stress
- 9% of households are in mortgage stress
- 22.2% of local workers earn less than \$500 per week

- 59.5% of people working in Bayside live outside the municipality.

Without intervention, the shortage of affordable housing will only increase, strengthening the divide within the community between those that can afford to live in Bayside and those that are forced to leave the area to find more affordable accommodation if they face personal or financial hardship.

Actions from the Affordable Housing Strategy would be implemented over a four-year period.

The Strategy does not require Council to provide financial investment, nor invest in supplying and managing its own social or affordable housing developments in Bayside. Council does not provide or build affordable or social housing. Our role is to encourage and facilitate the provision of affordable housing through the planning system, partnerships and advocacy.

The Strategy also reinforces that new development that is of greater density and includes social and affordable housing will be directed towards activity centres and designated housing growth areas, with energy efficiency objectives already set within the Bayside Planning Scheme.

### **What information do we need from our community?**

We're seeking community feedback on our Draft Affordable Housing Strategy to raise awareness of affordable housing, understand community views, and measure support for our proposed actions.

What can the community influence?

- Strategic actions under the four themes of Advocacy, Plan, Direct Intervention and Partner. Depending on the level of support, some of these actions can be reviewed, modified or removed.
- New actions to be delivered within the four themes.
- Advocacy to or partnerships with yet-to-be identified organisations.

What can't the community influence?

- The requirement for an Affordable Housing Strategy.
- The type of housing that the Strategy seeks to increase the supply of, i.e. only affordable and public and community (social) housing. Crisis and emergency and transitional housing and market rental and home ownership is not considered as part of this Strategy.
- The residential planning framework, where areas of change and preferred locations to support housing density and diversity are identified.
- Advocacy to State and Federal Governments for the renewal of existing ageing public housing estates in Bayside. This is a current and ongoing initiative.
- State Government changes to Victorian Planning Provisions.
- Service delivery/implementation of this project.

### **Stakeholders and community**

This stakeholder assessment is a generalised understanding of sections of the community that have a connection to the project or matter. This information is used to understand the types of tools and techniques that will achieve the strongest and most effective outcomes for engagement and communication.

Impact: What level of change will the stakeholder / community segment experience as a result of the project/matter

Interest: What level of interest has been expressed or is anticipated

Influence: Reference to the IAP2 Spectrum.



<b>Stakeholder</b>	<b>Impact</b>	<b>Interest</b>	<b>Influence</b>
Community Housing Industry Association (CHIA)	H	H	Involve
State Government: DHHS, Homes Victoria	H	H	Involve
Housing industry stakeholders (developers, builders of affordable housing)	H	H	Involve
Social and affordable housing providers	H	H	Involve
Inter-Council Affordable Housing Forum	M	H	Involve
General community	L	L	Involve
Individuals who regularly participate in engagement on housing and social issues	L	H	Involve
Local key workers	M	L	Involve
Resident interest groups	L	M	Involve
People with disability	M	M	Involve
Indigenous community / Traditional land owners	M	M	Involve
Lower socio-economic households	M	L	Involve
Young people (18 – 30)	M	L	Involve
Lone person and single parent households	M	L	Involve
Seniors (considering 55 - 70, and 70+ separately)	M	M	Involve
Services that work with community members experiencing homelessness/housing stress	M	H	Involve

### **Selected tools and techniques**

The tools and techniques selected for this project are informed by the project content, stakeholders and type of feedback sought.

The unpredictable impact of COVID-19 restricts our ability for drop-in sessions, as well as slower distribution of mail.

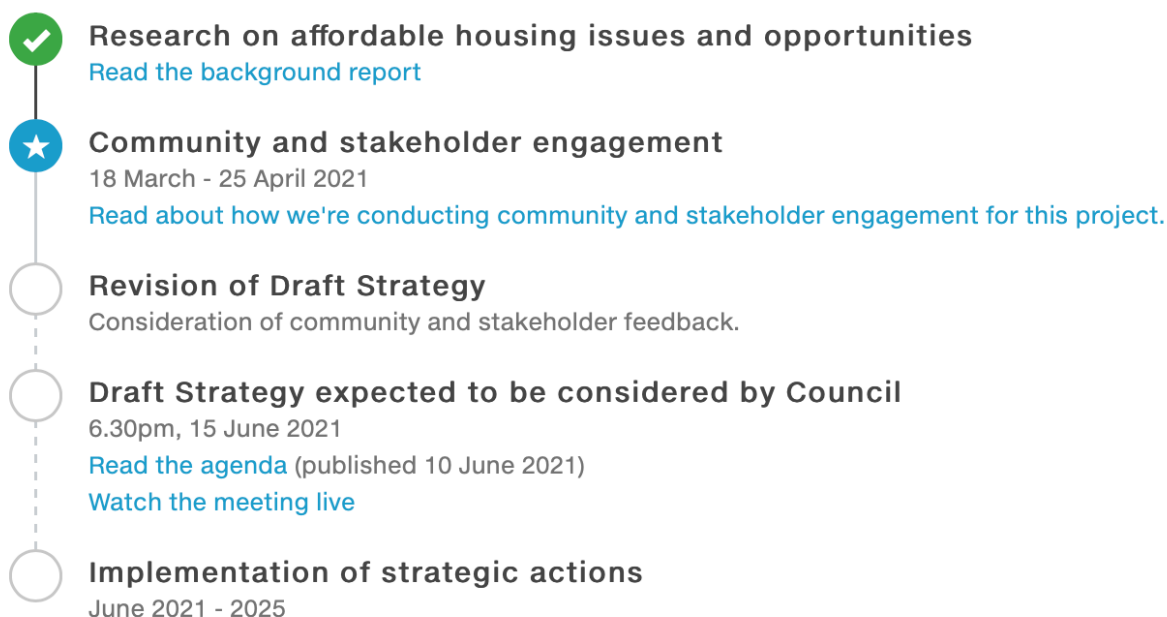
Key tools for communicating the project

- Social media, especially 'sponsored' posts to increase audience
- Digital advertising targeting key demographics and hard-to-reach groups
- Council's e-newsletter This Week in Bayside
- Direct emails and/or addressed mail to key stakeholder groups
- Video explaining affordable housing

Key methods for gathering feedback

- Online engagement through Have Your Say, including opportunity to ask questions, as well as provide feedback
- Liaison with community representatives: Community Development Steering Committee; Bayside Healthy Ageing Reference Group; Disability Access and Inclusion Advisory Committee, Reconciliation Action Plan Group
- One-to-one bookable meetings (in-person or via video subject to COVID-19 restrictions)
- Printed survey and consultation materials available on request.

## Timeline



## Decision-making process

The Policy is being informed by:

- Affordable Housing Background Report
- Community feedback
- Affordable Housing and Government industry stakeholders
- Related Policies and Plans, including:
  - Bayside Planning Scheme and associated Structure Plans for activity centres.
  - Bayside Council Plan 2017-2021
  - Bayside Community Plan 2025
  - Bayside Community Vision 2050
  - Bayside Housing Strategy 2019
- Improving Housing Affordability and Social Housing Options in the City of Bayside – Advocacy Action Plan, June 2019
- The Regional Local Government Homelessness and Social Housing Charter 2020
- The Local Planning Policy Framework

It is expected that Council will consider the results of the community engagement and final Draft Strategy at 6.30pm on 15 June 2021 at its Ordinary Meeting. The agenda, including the community engagement report and final Strategy, will be published on 11 June 2021 via Council's website. Project subscribers will be notified of the results of the engagement and the final Strategy at this time.

The 15 June 2021 Meeting of Council be live live-streamed via Council's website. Community members can also ask a question or request to be heard at this meeting.

## More information

If you would like more information please contact Rachael Hudson, Strategic Planner, on 9599 4368 or [rhudson@bayside.vic.gov.au](mailto:rhudson@bayside.vic.gov.au)