



National Housing
Conference 2022

Think Tank: Workforce resilience and community engagement

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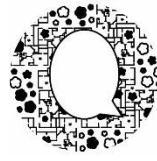
Q Shelter



The background of the slide is a green-tinted photograph of a city skyline. In the foreground, a large white geometric shape, resembling a stylized house or a speech bubble, is positioned on the left side. The city skyline includes several tall buildings and a prominent bridge with multiple arches spanning across a river in the lower right portion of the image.

Building community support for social and affordable housing

Queensland Shelter



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NHC National Housing
Conference 2022

“People don’t like development in general but they’re more averse to it when it’s affordable housing. It changes the tone and quantity of the complaints.”

While a proposal by the City of Sydney forcing developers in the inner city to contribute to building affordable housing could help boost the much needed supply, there’s still much to be done to get the community on board.

Kate Burke, 2017

“Don’t Put it Here!”

Dallas Homeless Housing
Plan Sparks Opposition
Ken Kalthoff - Jan 26



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Growth funding challenge

- Various national examples including Queensland where growth funding is available
 - Historical examples of organised community concerns about social and affordable housing causing reduced density of developments, relocation of sites
 - More subtle impact in targeting population groups that have more community support with impacts on housing choices for people who are more vulnerable and have less community support
 - If there is scope for growth in social and affordable housing then proactive, preventative work on building community support is needed
 - Long-game versus crisis management
 - Broader context is concerns about density and changing form of housing away from single detached dwellings to more intensified urban environments
 - Despite unprecedented general media about housing affordability crisis, opposition can still emerge
 - Increasing mainstream concerns about housing affordability are an important opportunity however.
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Vision for communities

- › Social and affordable housing developers create communities
- › They have significant opportunities for innovation in design and to shape the fabric of community relationships that emerge from well designed, diverse communities with supportive infrastructure
- › The interface between social and affordable housing developments and the broader community is a rich canvas of opportunities: provision of community space, re-imagined public facilities, stand-out gardens
- › Local procurement – reciprocal opportunities
- › Economic participation and social enterprises.



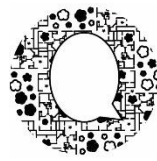


What drives opposition to social and affordable housing?

- Fear about negative impacts (such as property values, crime, traffic)
- Social proximity to the people who will be housed or assisted.
- Building design, siting and density
- No-growth views/preferences – build nothing anywhere
- The process undertaken including the level of community consultation and whether the community can/feels they can influence the result
- Underpinned by broader views about density, height and design
- Articulated concerns may not overtly name issues such as fear of social proximity.

Iglesias, 2002:90-91; Davison et al, 2013.



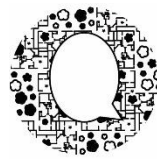


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Before Urban Renewal in Brisbane....

- Diverse populations in inner-city actively supported housing and social diversity
- Significant number of boarding houses
- Community consultation consistently documented support to retain existing social and affordable housing and to achieve new supply
- There was experience in co-location of diverse housing types and the people who lived there had social contact with each other and it seemed to reduce fear and built tolerance
- Reducing tolerance as populations changed signalling the importance of desirable locations because it can be hard to bring it back.





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A framework to guide responses

- › Developers of social and affordable housing: community developers (community development practice based on skilled dialogue, facilitating connections between people, structuring those relationships to achieve things we agree are important)
 - › Mindset: everything we do will have an impact: intentional practices (well) before, during and after a development can potentially contribute to improved community level networks and relationships, a sense of belonging and place recognition/memory (for everyone involved)
 - › Our intent should be:
 - › Build communities of belonging where diverse people are valued and where there is reciprocal contribution
 - › Build community support for organisations
 - › Build community support for housing projects
 - › Build the reputation of community and social housing across all regions and with the broader Queensland community.
 - › Beyond technically capable consultation or public relations towards active, skilled community building
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Addressing community concerns

- › Organisation and region-level approaches
- › Proactive rather than reactive (anticipate opposition and preventatively build support and capability)
- › Based on deep listening to all interests and concerns
- › Adopt a framework and plan that is embedded in organisational practice and regional partnerships
 - › Pre-planning and planning including understanding the communities we operate in
 - › Build support through identifying and involving leaders, champions, and current and prospective tenants
 - › Achieve excellence in design, service delivery and workforce development
 - › Intentionally amplify good news, create good news
 - › Respond to community concerns if they emerge with compassion and without stereotypes
- › An organisational and regional plan will guide what to do in relation to specific sites but be longer term, multi-dimensional and upstream.
- › Move away from PR, crisis management to early, effective work to anticipate opposition and actively work to prevent it or reduce its impact on growth.



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Examples



- Communitify Queensland
 - Community Patrons/Circle of Friends: funding, participation, an intentional community
 - Community Coffee Cart: front yard, all welcome, relationship driven.
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Examples

- › Expanding citizen-led responses
- › Significant bases of volunteers and philanthropists
- › Ways to leverage those contributions?
- › Enable those volunteers and philanthropists to have more intentional conversations to educate and engage others.



BEDDOWN



Examples

- › Q Shelter working to identify community champions and equip them to have intentional conversations in their communities about housing need, homelessness and solutions
 - › Q Shelter building a group of people trained as peers and people with lived experience of housing need and homelessness to positively impact community education and engagement.
 - › [Yes in My Backyard](#):
 - › **YES IN MY BACK YARD VISION:** We envision an integrated society where every person has access to a safe, affordable home near jobs, services, and opportunity.
 - › Legal instruments to defend housing
 - › Training Advocates
 - › Actively identifying supporters.
 - › [Yes in My Backyard Qld](#): good development including housing affordability.
 - › Tool kits for building community support (US, Australia).
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Consider developing a regional plan to build support for diverse communities

- › Queensland has regionalised networks addressing housing need and homelessness
- › There is an opportunity to have a region-level plan that anticipates opposition to social and affordable housing in order to build a proactive plan to build communities of belonging
- › Stronger if there is an agreed framework and plan across organisations and interests
 - › Intentional
 - › Upstream
 - › Preventative
 - › Agreed joint activities
 - › Working from your own vantage point with purpose
 - › Inclusive of citizens broadly and people with lived experience specifically.
- › Identify existing roles that can help with implementation (local government community development teams, libraries, community centres, service clubs)
- › Embedded roles in CHPs and other specialist organisations.



Thank you

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www.qshelter.asn.au

Thedeck.org.au

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