

Concurrent 14: Placemaking and community building

Trudi Ray



People

First.

Placemaking and community building

National Housing Conference 2023: A Way Forward
Trudi Ray, CEO, Haven Home Safe



Acknowledgement of Country

Haven Home Safe acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of the land and pays respect to their Elders, past and present.

A definition of placemaking

“Unleashing community power to build living, interconnected places together.”





Why HHS is investing in placemaking

The Victorian context

- Lowest levels of social housing stock at 3%
- Over 65,000 on the VHR
- Renter poverty and homelessness is rising
- The pandemic made the crisis worse
- Rental vacancy rates at record lows
- Asking rents rising fast
- Migrant rates increasing
- Victorian Housing Statement

What we're seeing

**“More than a home:
helping communities
shine.”**





Learnings

- Doesn't need to be expensive but requires:
 - Leadership, investment in a placemaking framework and dedicated staff time
- Success takes time
- Makes good commercial sense
- ESG value creation for investors.



Thank you

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