

Concurrent 9: Towards better renting experiences

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Common Equity Housing Limited (CEHL)



Strengthening Member & Renter Voice



About CEHL

OUR PORTFOLIO

2119

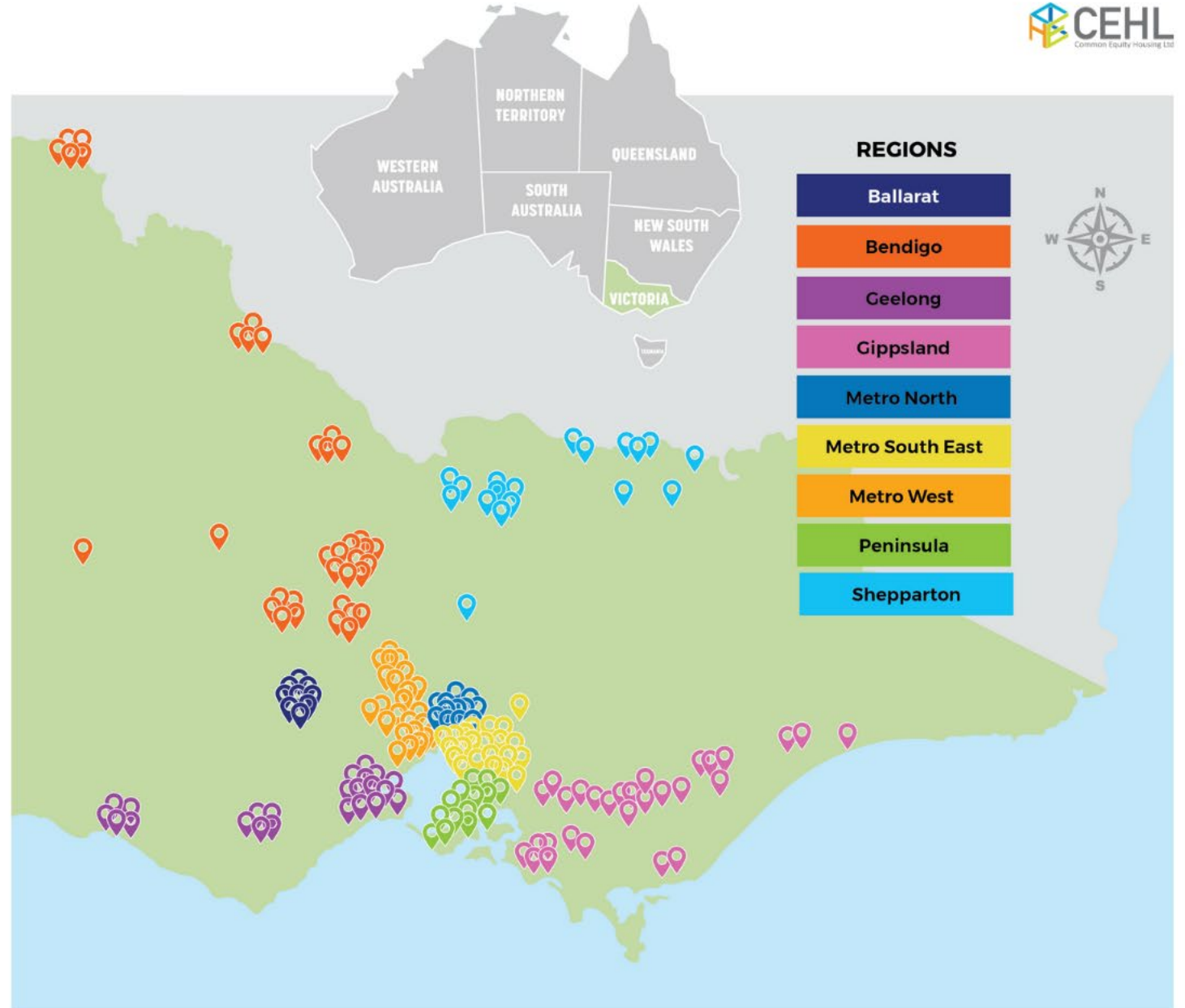
homes

60

different local
government areas

\$1.2bn

property portfolio



About CEHL

OUR MEMBERS & RENTERS

4214

people housed

90+

housing co-ops

25%

direct renters

59

years - median age

12

years - average
tenure

39

years - longest
tenancy (1984)



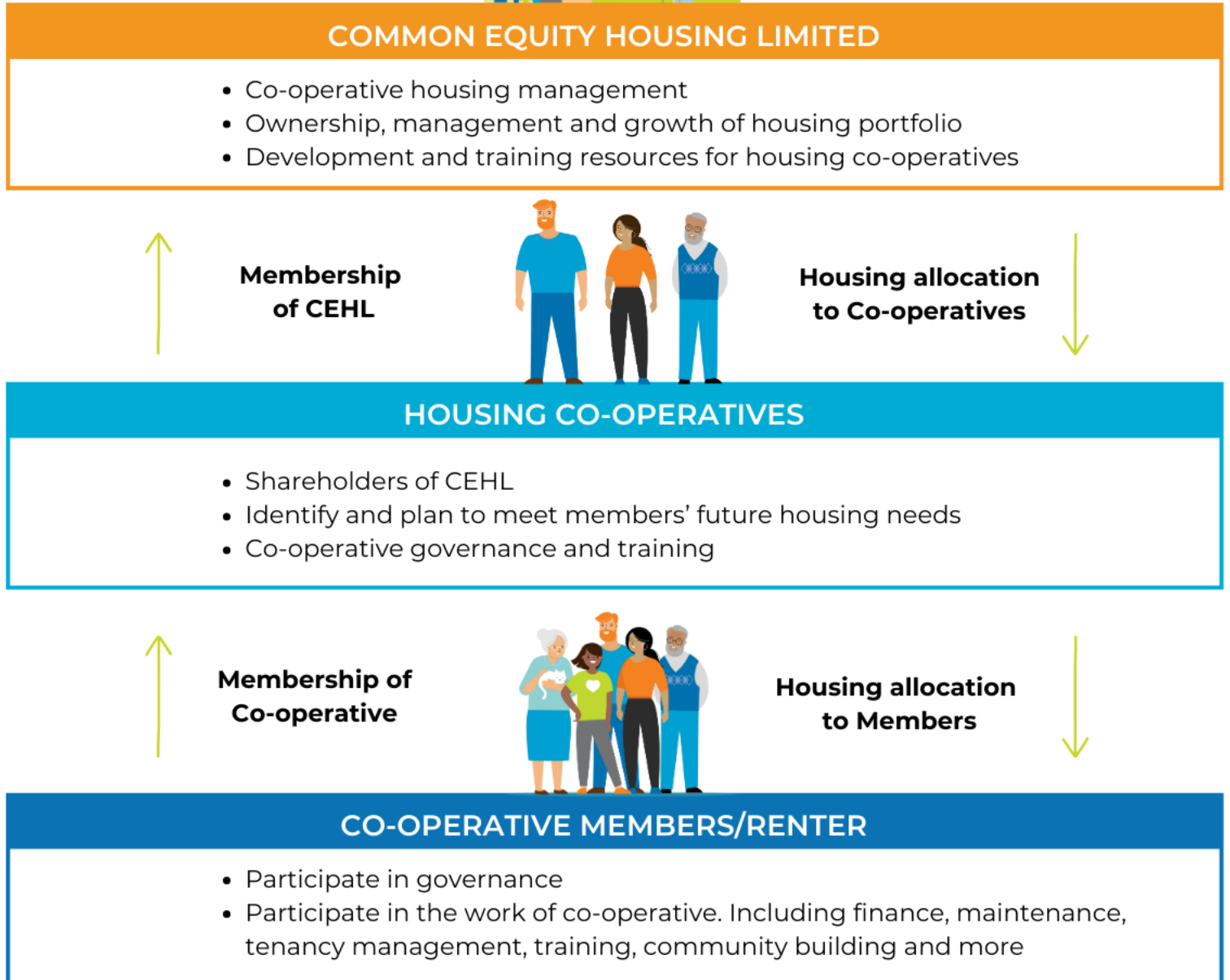
CEHL's Purpose

To partner with member co-operatives to deliver an effective, sustainable and member-led co-operative housing program.









How CEHL works



Covid & Technology

-  During COVID, like everywhere, our in-person connection with co-ops stopped and we turned to engaging via technology.
-  While technology-only engagement suited some members and renters, it left some behind because:
 - 15% have no email
 - 3% have no mobile phone
 - Up to 15% incorrect numbers at any time
 - Varying tech skills
 - Many are senior citizens, some in their 80's.
-  March 2022 survey – only 48% of members and renters were satisfied that their views are taken into account
-  CEHL had also failed to meet the required Housing Registrar performance standard for tenant and housing services. This is where this journey began...

How did we begin to strengthen Member & Renter Voice

New Managing Director Liz Thomas

- ✓ Commitment to listening
- ✓ New Engagement & Events Program rolled out



“Listening sessions”

🏠 8 regional workshops and 1 online session.

🏠 142 members and renters attended.

🏠 Small group discussions hosted by CEHL Board members & executives.

🏠 Open discussion led by members and renters (no agenda).

🏠 We asked the question ...
“How would you like to engage in future?”



What we heard from members and renters

“We have no impact on decisions.”

“We don’t feel heard.”

“Outcomes are not communicated.”








“We want less surveys and more face-to-face events.”

“We want to be involved in planning / delivering engagement.”




Next steps


Engagement pilot project 2022 - 2023

-  37 regional workshops – to foster an open, two-way dialogue
-  9 Engagement Coordinators – passionate members who guided engagement
-  CEHL ‘Better Together’ co-op conference – training, networking, sharing
-  Regular online activities – Hot Topic sessions, surveys and celebration events (like IWD)
-  Printed Co-operatively Speaking newsletter – featuring member and renter articles
-  Member Value Statement and Outcomes Framework – new policies
-  Co-op Voice Project – led by a committee of members

Moving forward ...

- 

Traditional engagement – printed regular newsletters delivered to every home with an opt out for those who prefer email.

- 

Increase in Co-operative Development Services Team – currently employing three new Co-operative Development Coordinators for increased connection between co-ops and CEHL (if you are interested find the roles on LinkedIn)!



CO-OPERATIVELY SPEAKING
Issue TEN | SEPTEMBER 2023 | Common Equity Housing Ltd

Rolling Out a New Member & Renter Housing Plan

The Member & Renter Housing Plan (MRHP) is a checklist of information designed to facilitate the exchange of essential housing information between CEHL and co-ops and between direct renters and CEHL.

The MRHP is a document to gather information on current and future housing needs. For example, members living in a family-size three-bedroom home, whose children have grown up and moved on, may wish to explore the option of a smaller two-bedroom unit within the same or a similar co-op. By indicating this in their MRHP, co-op members, renters and CEHL can explore opportunities that might suit the changing needs.

A successful pilot program of the MRHP was conducted with Larrakeyah, Seagull, FKN, Kakadu and Dwellers co-ops and in the Shepparton area. The pilot was a great opportunity to refine the MRHP template, ready for a rollout to CEHL members and renters throughout Victoria.

Regional in-person information sessions on the MRHP are being conducted throughout October, learn more on page 4.

Pictured left to right at the Shepparton pilot are Maria Licciarà, Jan Mirtschin, Rose Barnett, Leonie Mullana, Tracey Bruton, Derryn Smith, Sharon Jenkins, Alisha Campbell and CEHL Development Officer, Michael Ludlow.




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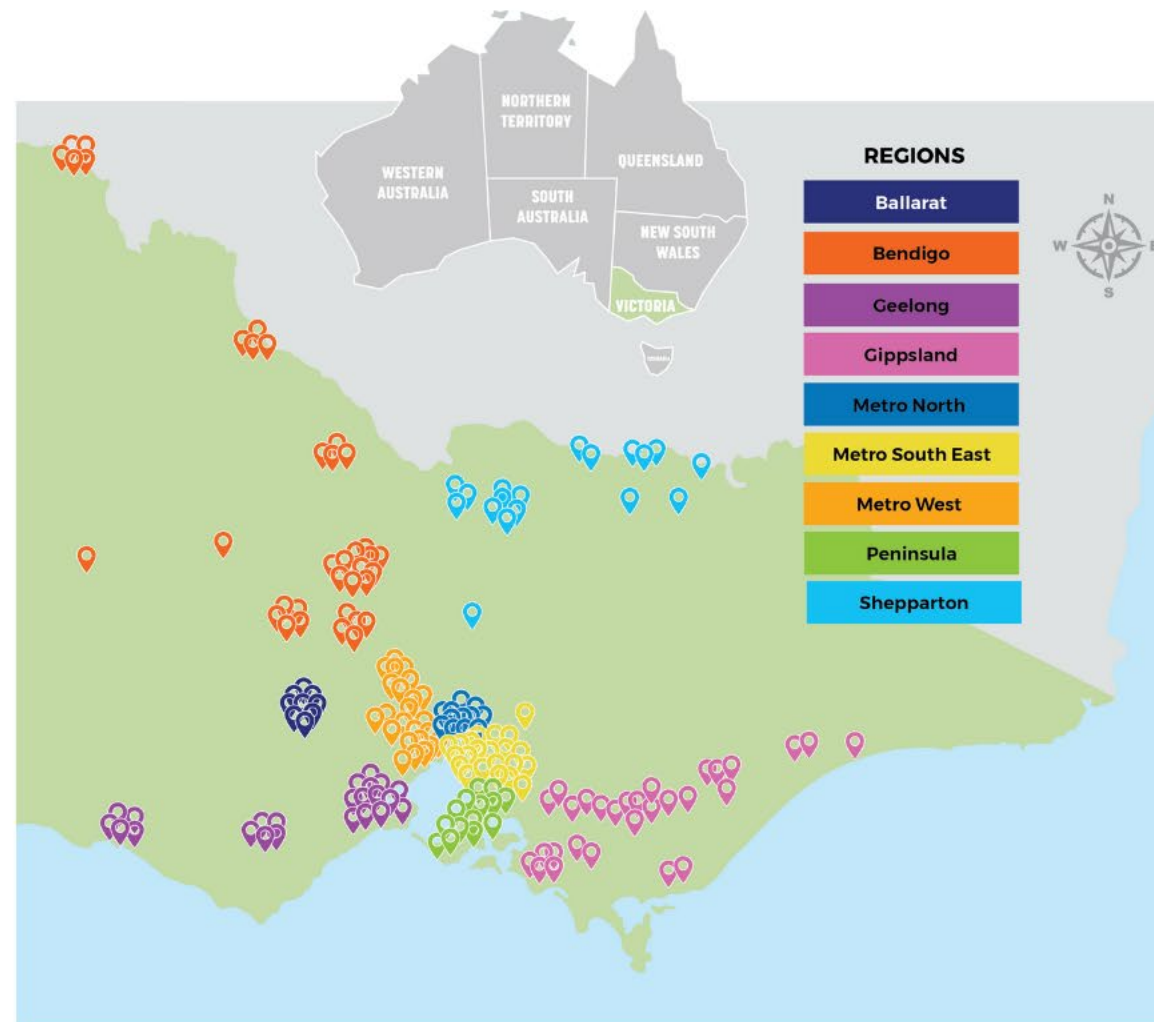
2. Message from Chairperson, Fiona Herman and Managing Director, Liz Thomas
3. Become a Director with the CEHL Board. An insight from Heidi Lee
4. Member & Renter Housing Plan
5. Sourcing New Co-op Members, Beyond the VHR. Kevin Thomas shares his experience.
6. New Developments
7. Transferring from VicWide back into a co-op. Why are inspections photos taken?
8. Member and Renter Survey Results
10. Board News
12. Upcoming Events
13. Member Recipe - Robyn Latham
14. Member Story - Bianca Venkov
15. Embracing Age-Friendly Changes

CEHL
Common Equity Housing Ltd
More Than Just Housing

Moving forward ...


Regional Service Teams

- 
 9 regions, each with their own dedicated CEHL team.
- 
 CEHL team will consist of maintenance, tenancy and co-op development team members, giving dedicated point of contact per region
- 
 Smaller regional events to connect co-ops



Moving forward ...

Establishment of a Member Value Statement

- 
 A dynamic document delineating the precise responsibilities of both Co-ops and CEHL, ensuring clear accountability for each party.



Member Value Statement

How do Co-ops provide value to their members?

- 
Affordable and secure housing – having housing that is affordable with an ongoing lease.
- 
Maintenance – co-op housing is well maintained.
- 
Influence – members have a say in how the co-op is governed, and how resources are used.
- 
Accountability – co-op leadership is accountable and transparent.
- 
Connection – feeling connected to members of your co-op and being part of a supportive community.







How does CEHL provide value to our Co-op members?

- 
Accountability – CEHL leadership is accountable and transparent.
- 
Communication – CEHL shares important and relevant information with members co-ops, in ways that are easy to access and understand.
- 
Co-op resources and support – member co-ops are provided with resources, policies and support, along with accurate and consistent advice.
- 
Training for members – CEHL supports learning and growth for members to be able to manage their co-ops.
- 
Maintenance – co-op housing is well maintained.
- 
Houses for members – CEHL manages a property portfolio, that allows co-ops to access new properties, or hand-back properties that are too expensive to maintain or no longer needed. CEHL secures funding and develops new housing that enables co-ops to grow.
- 
Advocacy – CEHL represents co-ops to the wider community and advocates for co-op housing.



Moving forward ...

Member & Renter Housing Plans

- 
 Simple & easy to complete 'Member & Renter Housing Plan' per household
- 
 Responds to each family, household and maintenance needs of the co-ops over time
 -  Down-sizing & up-sizing options
 -  Modifications to support aging in place
 -  Long-term maintenance planning
 -  Property development opportunities

CEHL MEMBER & RENTER HOUSING PLAN

This checklist of information, applied to each individual home over time, will gather specific information to assist in creating Member & Renter Housing Plans for all co-op members and ensure your housing is meeting your needs.

Date:.....

Your name:.....

Your co-op:.....

Number of bedrooms in your current home:.....

YOUR CURRENT PROPERTY ADDRESS:

Number: Street:.....

Suburb:..... Postcode:.....



| QUESTIONS | RESPONSES: |
|---|--|
| 1. Do you like your current home? | <input type="checkbox"/> YES <input type="checkbox"/> NO |
| 2. What do you like about it? | |
| 3. What do you dislike about your current home? | |
| 4. How would you rate your home on a scale of 1-10? | 1 2 3 4 5 6 7 8 9 10 |

What we've learnt ... our top 11

- ✓ Clear negotiables – setting expectations with renters
- ✓ Robust process – multiple ways to engage and provide feedback and collect data
- ✓ Ongoing communication – create the journey, close the loop
- ✓ Create safe spaces and support 'deep listening'
- ✓ Stakeholder analysis – understand cohorts & barriers
- ✓ Tools for managing individual renter enquiries / issues (e.g. escalation plan)

What we've learnt ... our top 11

- ✓ Organisational buy-in and growth – during planning, delivery and evaluation
- ✓ Engage early (e.g. ask renters how they want to engage)
- ✓ Fun & social engagement activities
- ✓ Collaboration – including member champions, foster relationships
- ✓ Accessible & easy to read engagement materials and methods



Reserve your place – fill out our online EOI

8 – 19 April 2024

2024 BCCM European Study Tour

European housing co-operatives study tour:
Copenhagen, Oslo, Zurich and Vienna

bccm.coop/studytour

Thank you

