



National Housing
Conference 2023

Major Concurrent 6: Housing systems and structural change

Jennifer Michelmore



A close-up, low-angle shot of a person's feet wearing grey and orange sneakers, walking on a vibrant rainbow-painted path. The path is composed of thick, wavy stripes of red, orange, yellow, green, blue, and purple. In the background, other people are visible, some wearing rainbow-themed clothing, suggesting a parade or community event. The scene is brightly lit, likely outdoors during the day.

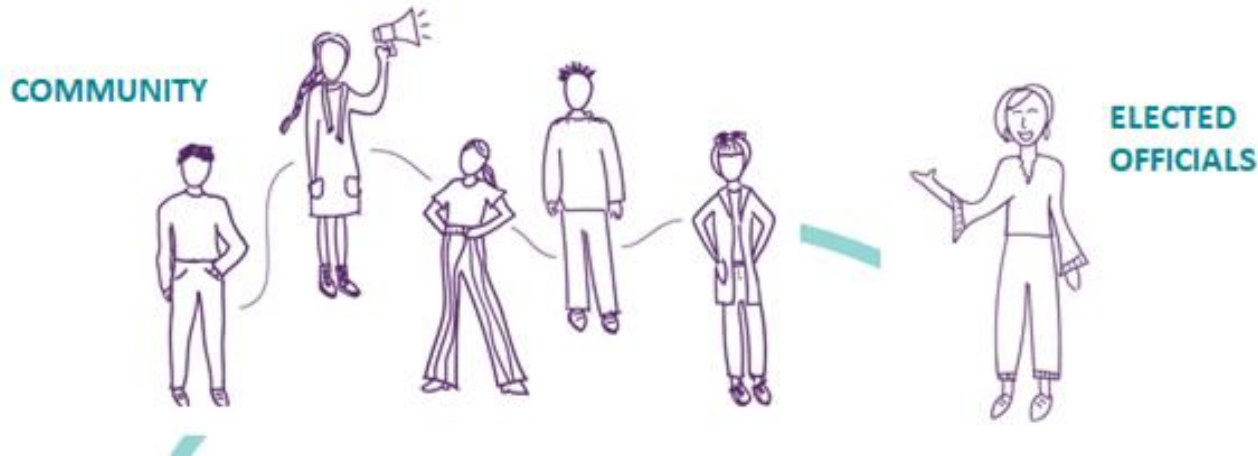
Are we change ready?

Jennifer Michelmore, CEO Studio THI

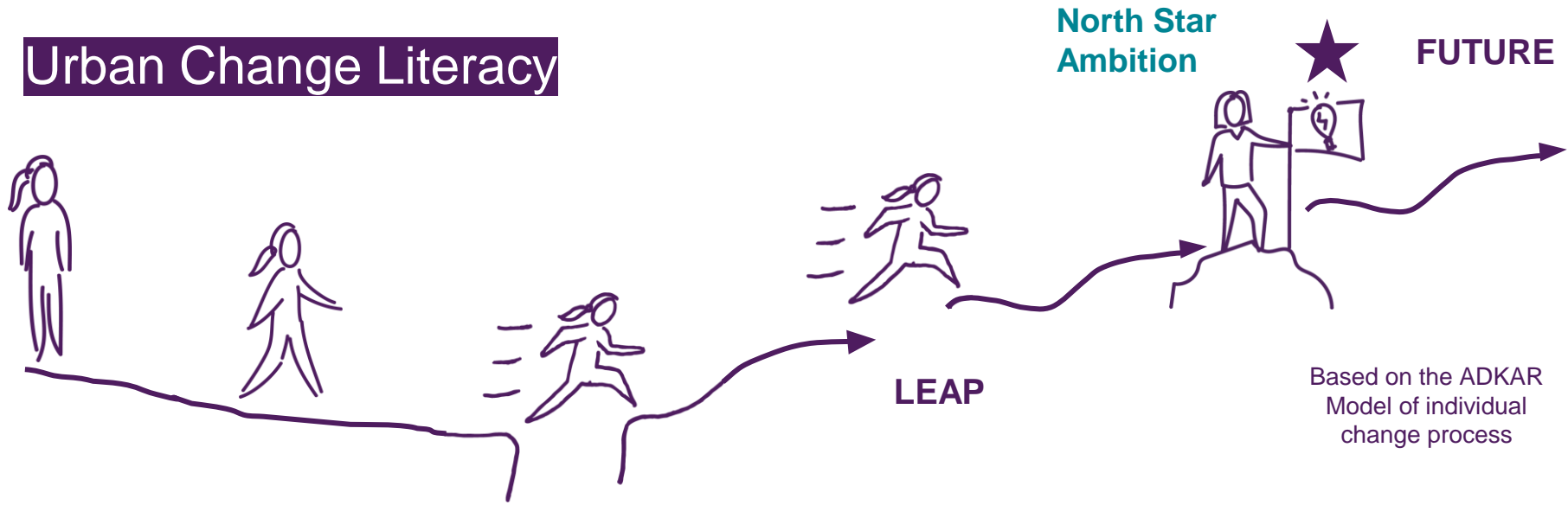
www.wearethi.org



Fostering community understanding, knowledge
(and ultimately) support for quality growth and
housing diversity is critical to
achieving sustainable and equitable cities



Urban Change Literacy



TODAY

Awareness & understanding of growth & drivers

LEAP

Ownership of the need for urban consolidation, increased density & housing diversity

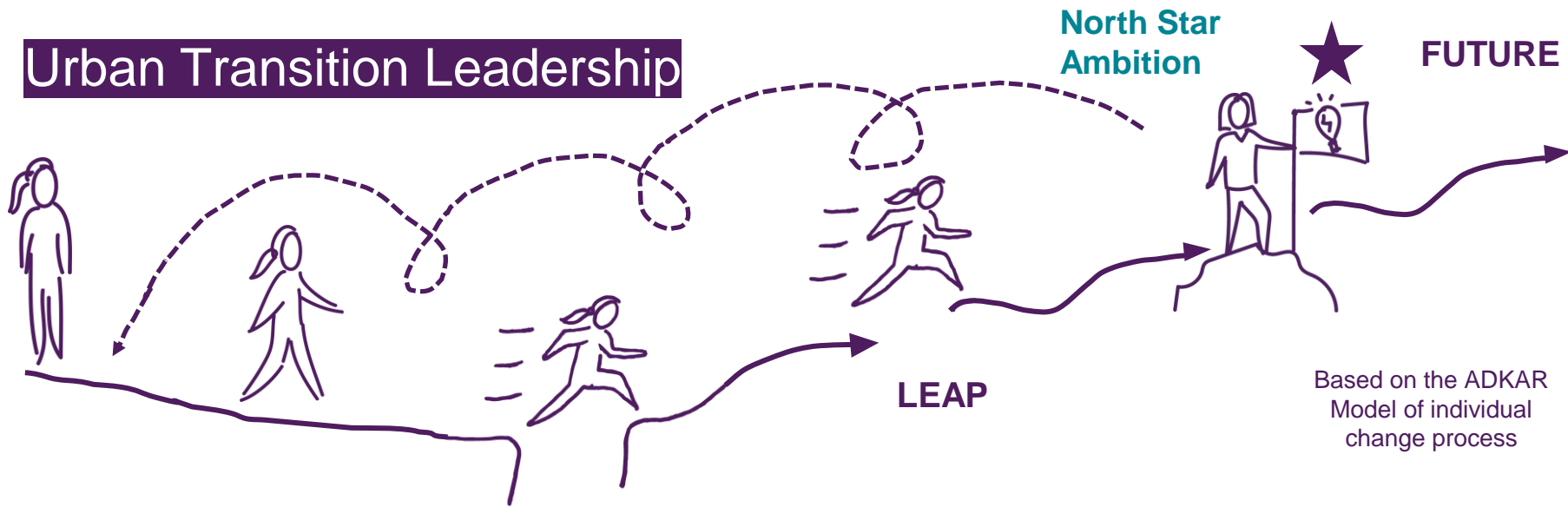
Knowledge of challenges and benefits of consolidation & key components of great outcomes

Ability to be part of solution formation as informed & future conscious citizens

Capacity to navigate change

City wide & project specific

Urban Transition Leadership



TODAY

Awareness & understanding of growth & drivers

LEAP

Ownership of the need for urban consolidation, increased density & housing diversity

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City wide & project specific

What is your community's leap?





Urban Change Readiness Index

An evidence-based research approach to identifying community and organisation preparedness for transformational urban change and housing diversity

Urban Change Readiness Index

Overview

Domains & indicators

Urban change literacy

Awareness
Sentiment
Knowledge

Place (re) attachment

Level of place attachment
Future place alignment

System actors' capacity & capability

Citizenship
Community capacity
Confidence in actors

Methodology

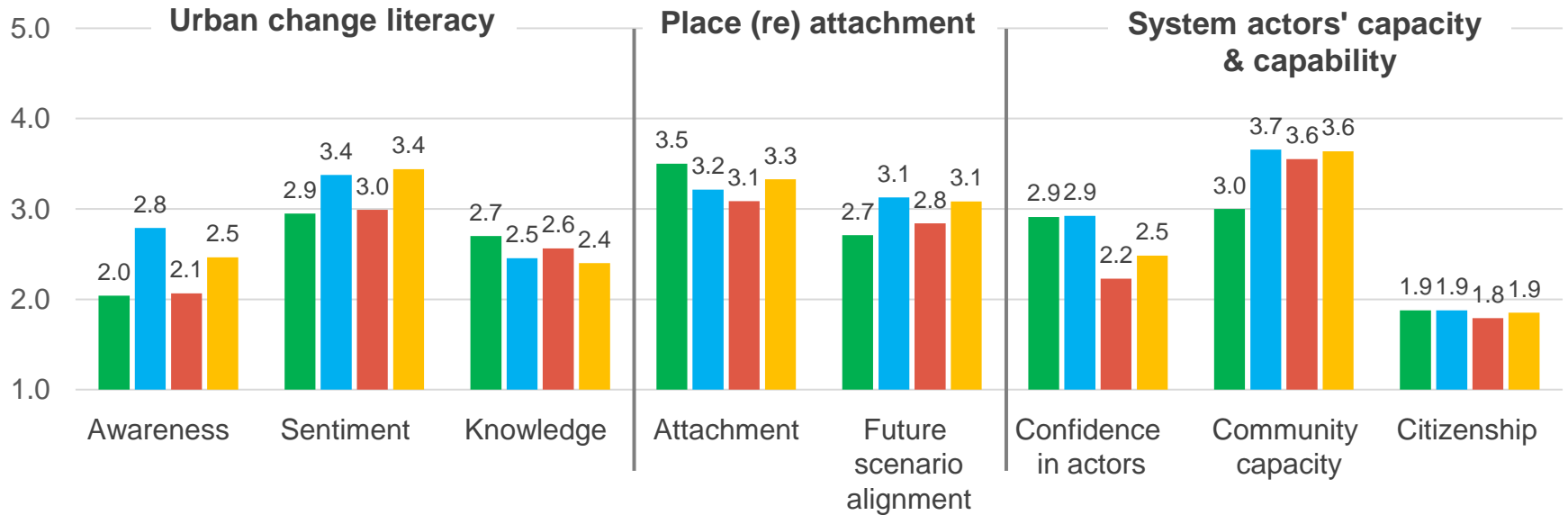
Data is gathered through a 30 minute online self-paced survey, tailored to LGA context
Distributed to a recruited & incentivised representative sample of 150+ community
Data translated into an Index outcome & insights report

Urban Change Readiness Index

Output

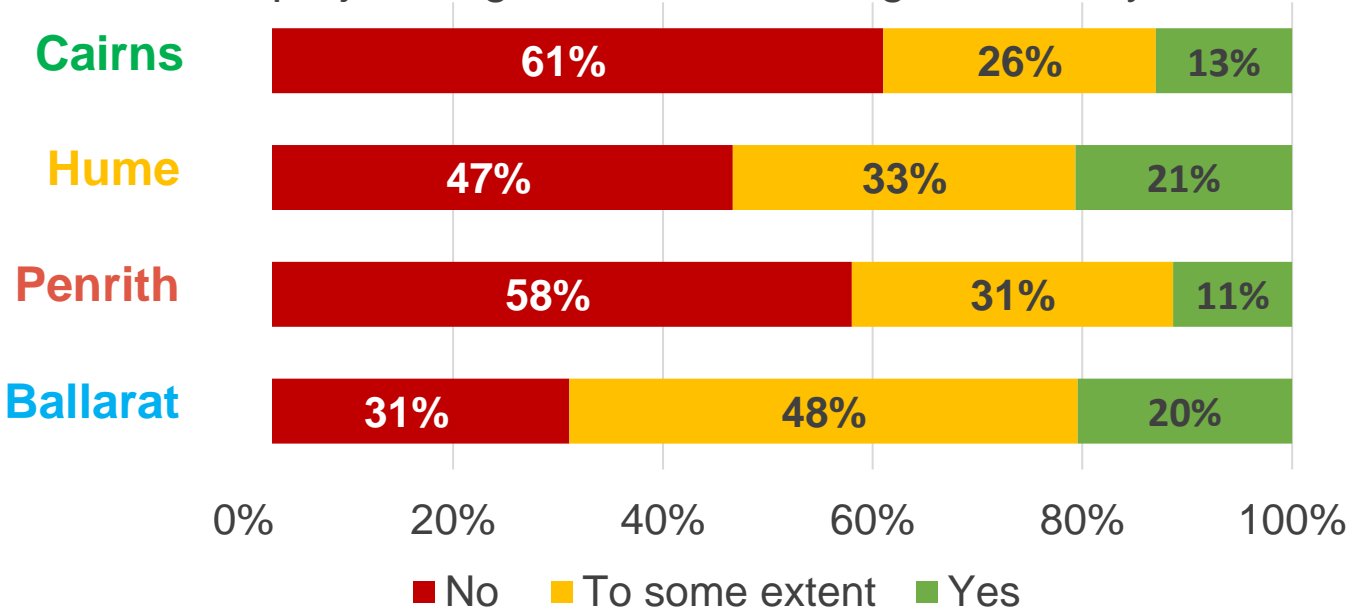


780 residents across 4 growing LGAs



Lack of awareness

Were you aware of your city's projected growth before doing this survey?



Feelings towards change



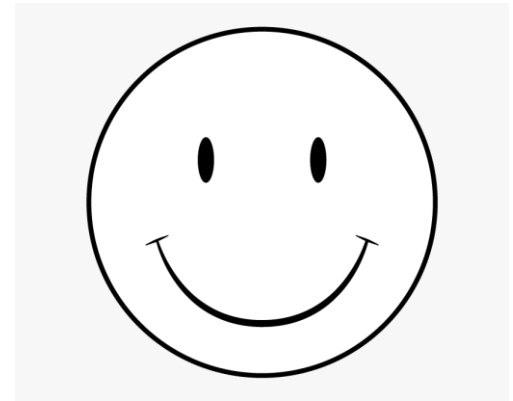
Fearful & angry

15.5%
10.7 %
16 %
8.3%



Anxious

48 %
33.3%
40 %
34.1%



Excited & confident

36 %
51 %
36 %
43.2 %



Understand whole-of-community benefits



I have personally benefited



I have been negatively affected



Most benefits are felt by new residents



Whole community has benefited



Whole community has been negatively impacted



Most benefits have gone to private developer

Cairns

22%

7%

17%

31%

5%

27%

Hume

30%

6%

12%

21%

4%

17%

Penrith

31%

12%

28%

30%

36%

8%

Ballarat

28%

6%

13%

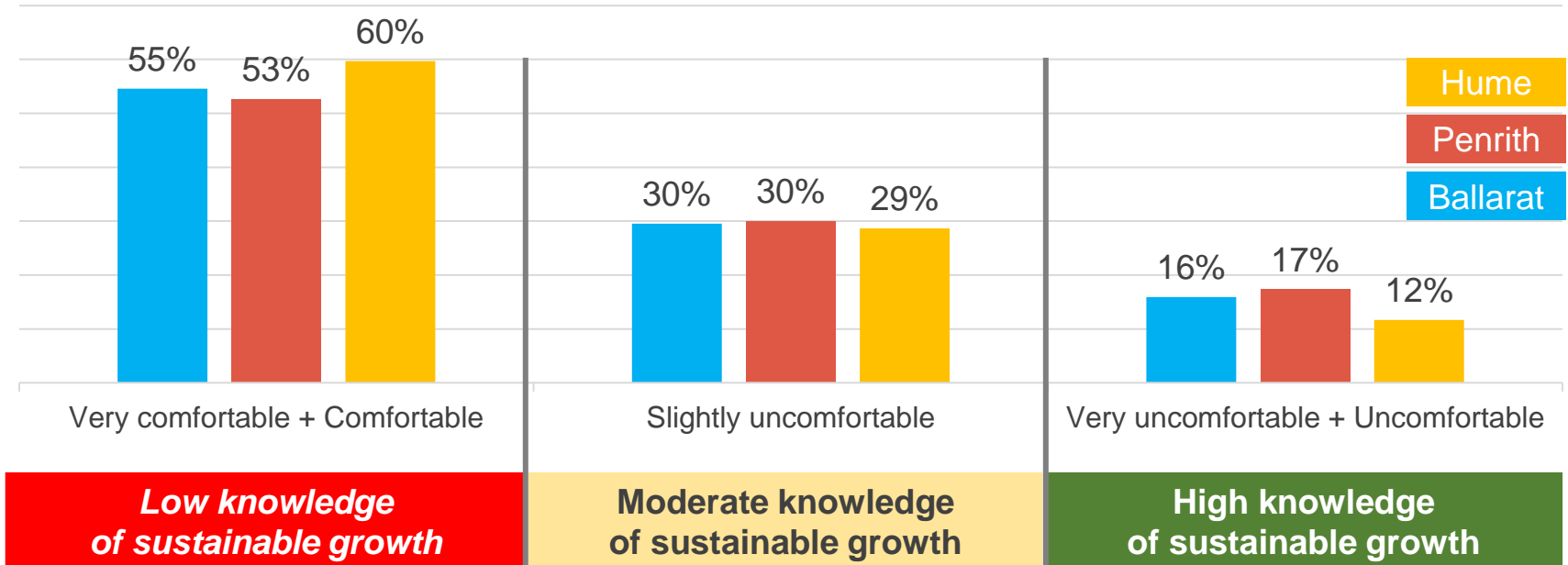
24%

2%

13%

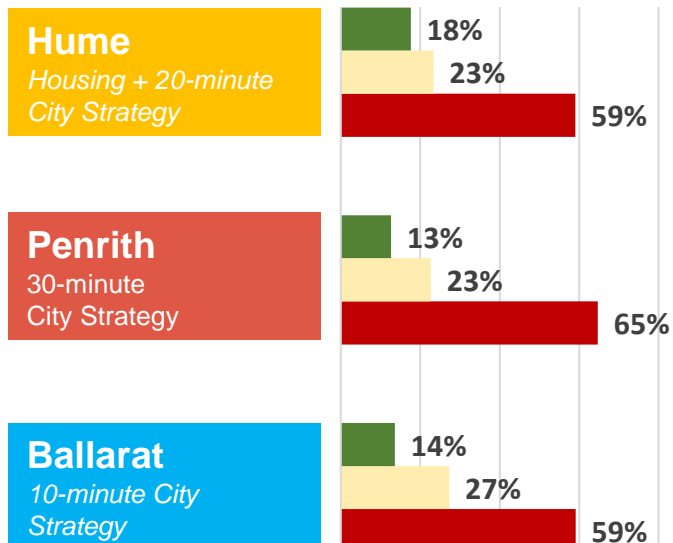
Limited mandate for consolidation

Are you comfortable with managing population growth via mostly detached housing on the edge of the city?

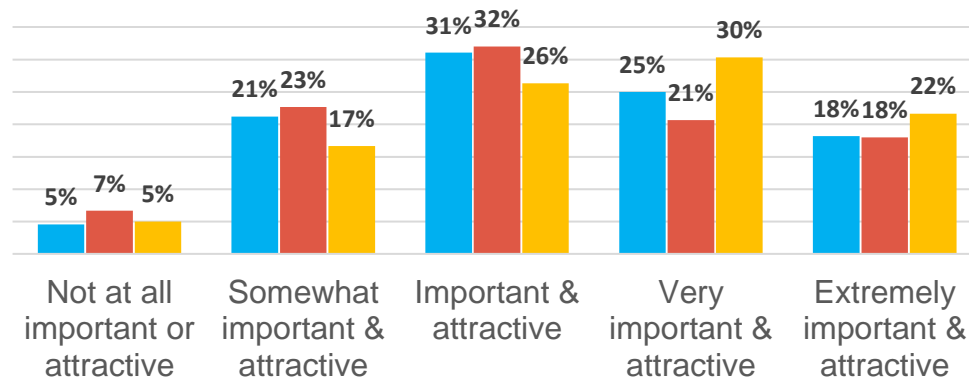


Endorse foundation strategies, once they know about them

Are you aware of the foundation strategies?



How important and attractive are the concepts in the strategies?



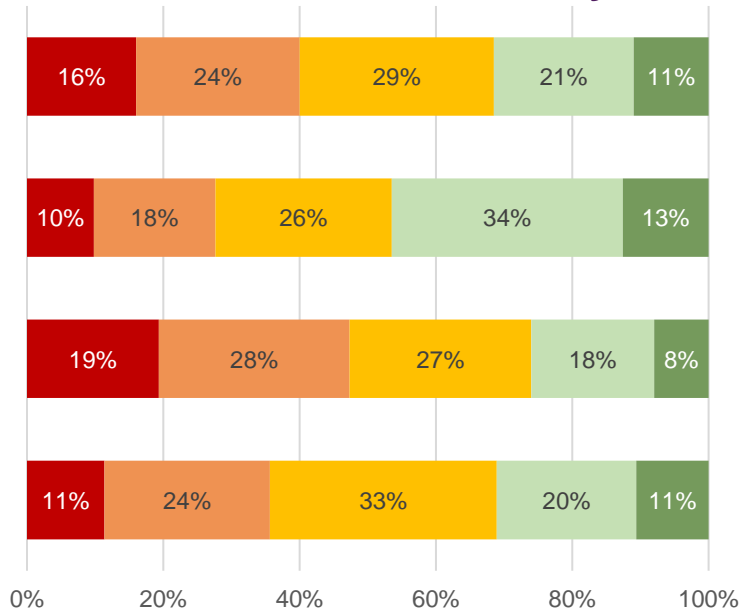
■ Yes ■ Somewhat ■ No

Change scenarios are 'sensible but challenging'

Higher density around major nodes

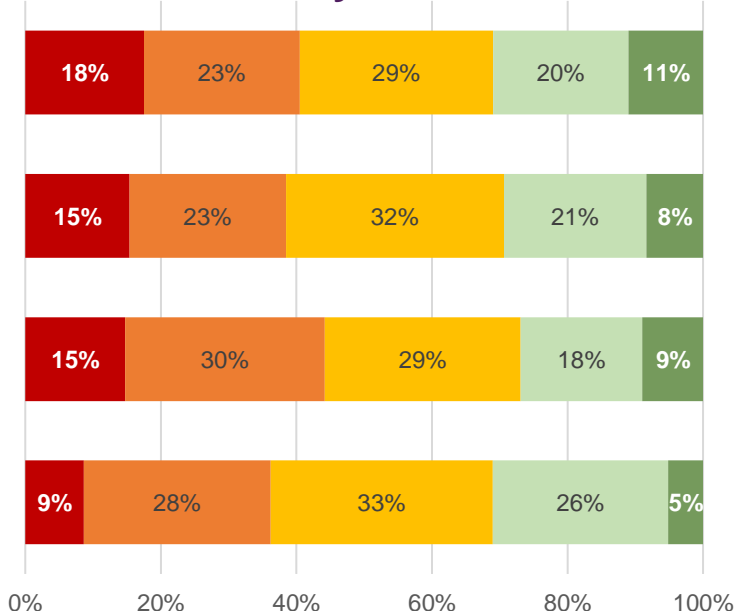


Scenario 3 in my LGA



Scenario 3 in my local area

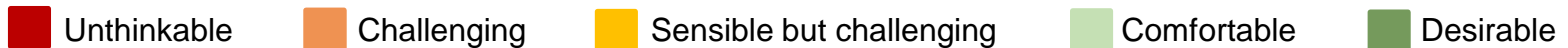
Cairns



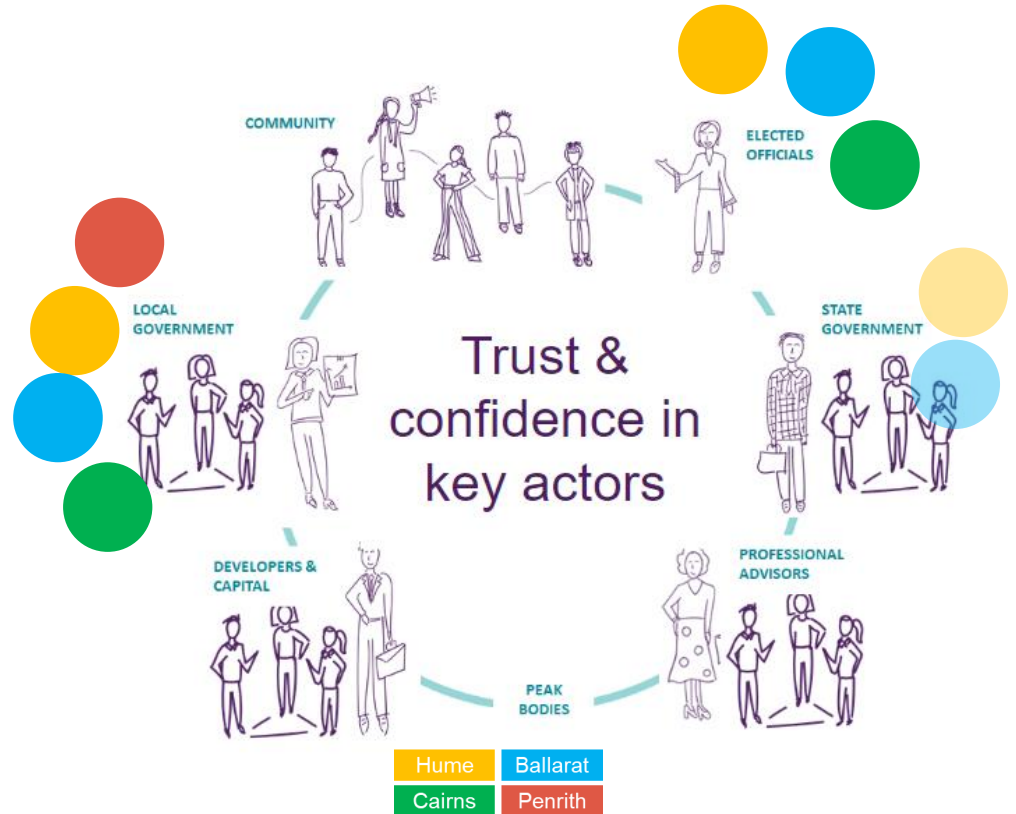
Hume

Penrith

Ballarat

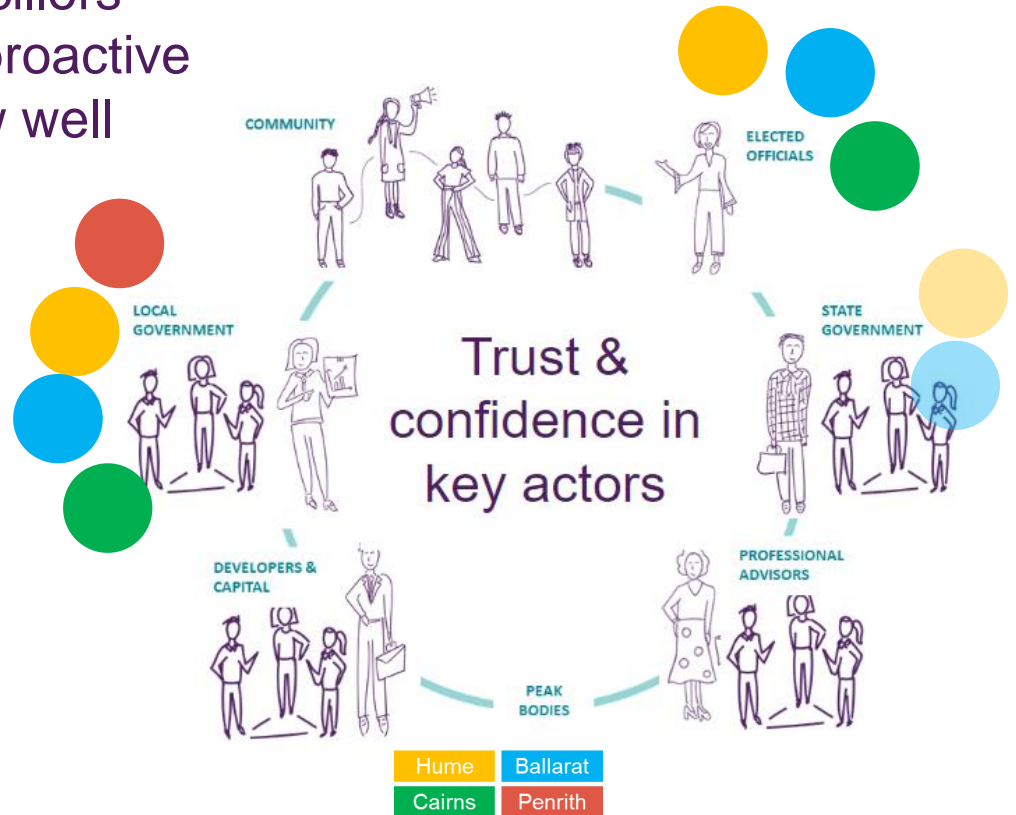


Trust in local leadership

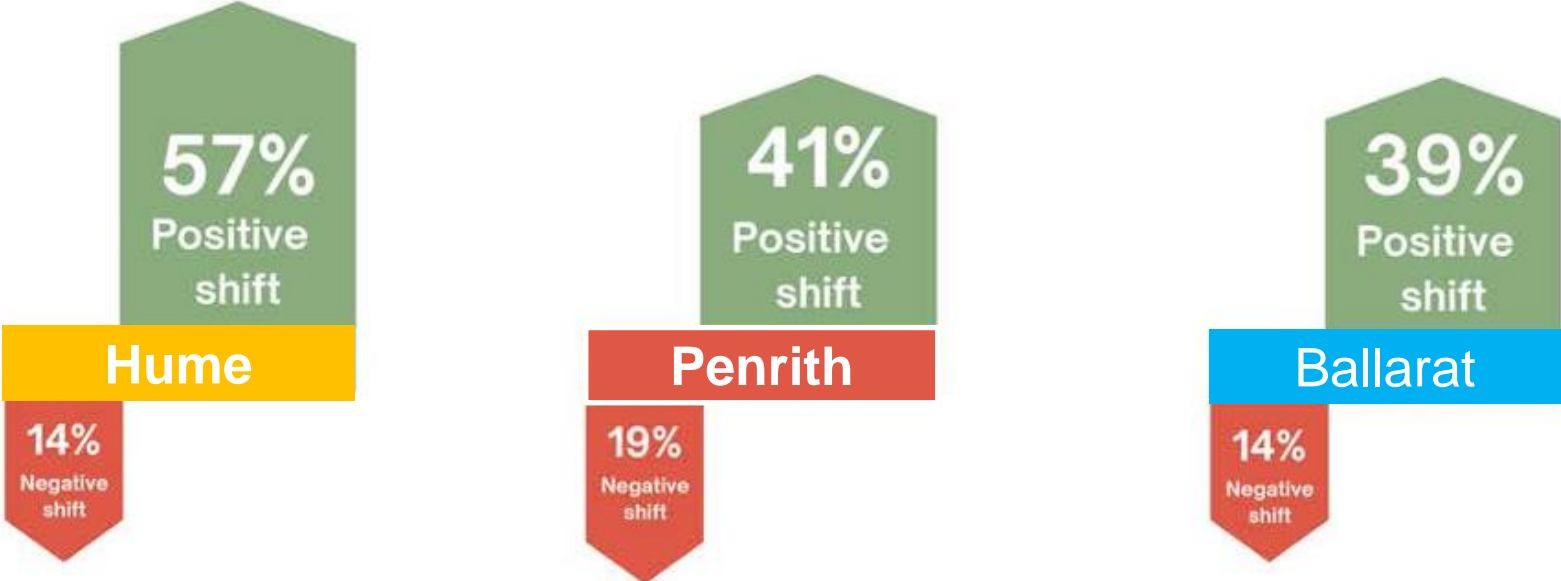


Trust in local leadership...

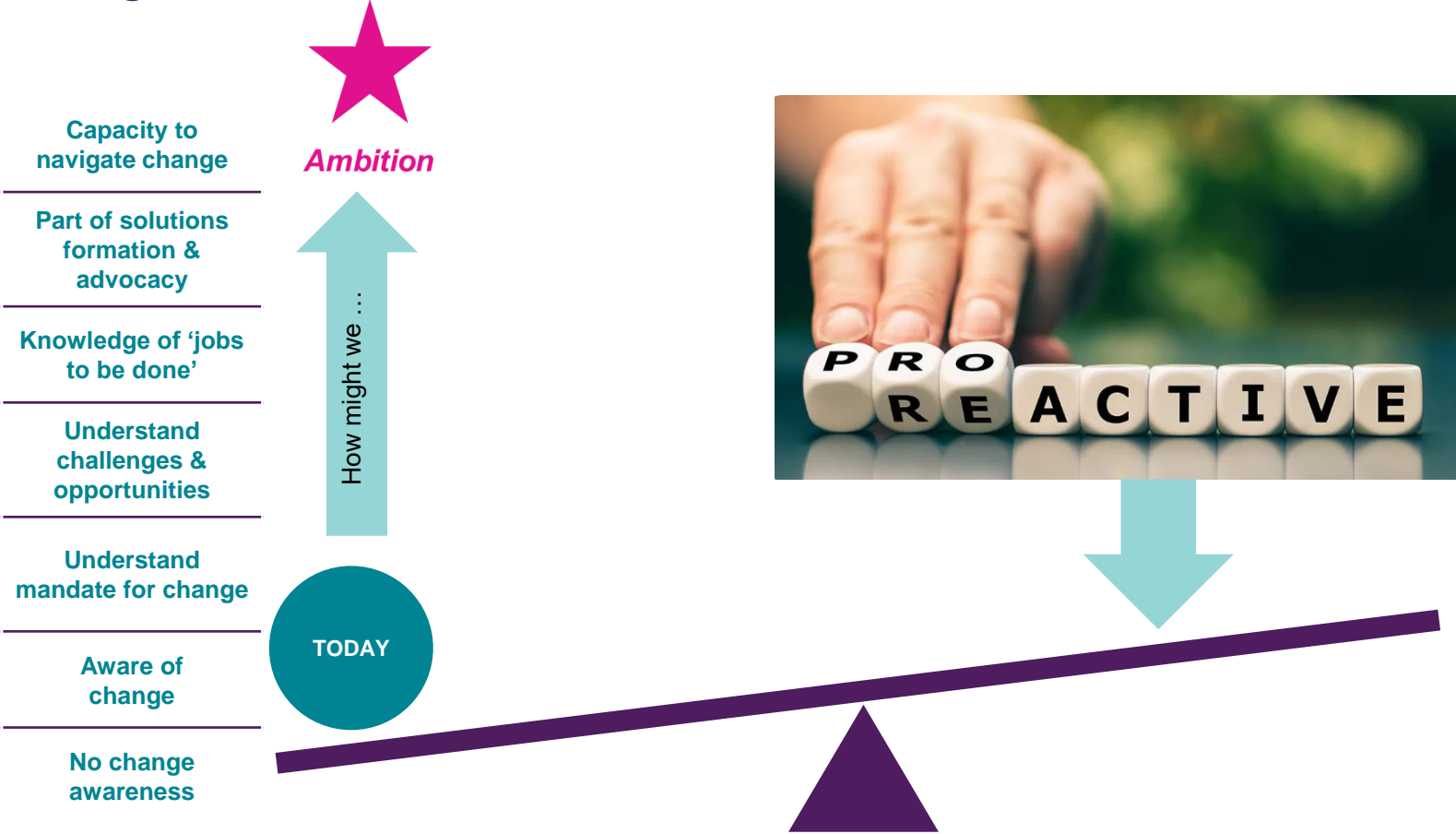
but 47% of LGA staff & Councillors do not feel equipped to lead proactive conversations on how to grow well



Education shifts sentiment



Shifting readiness



Growing Well in Cairns



Community Education & Councillor Training Program

Bespoke education resource set and training program to help shape generative conversations on urban change

The mismatch between the types of homes we have and what people need is growing

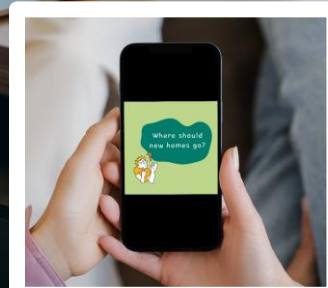
It's also important to have a mix of places to buy, rent, or stay in while visiting our city and house our most vulnerable community members.

And are walkable and well-connected by public transport.

As our population gets older and more people are choosing to have fewer children or live alone

Adding more community facilities and services such as libraries, community hubs and recreation centres, increasing opportunities for social connection and wellbeing

Great centres are the heart of a community and provide the foundations of a city's economic and social life.



Imagine you had a local community who were supportive of quality growth, urban consolidation and housing diversity... What could be possible?

