

**Housing Advisory Committee**

# ANNUAL REPORT

# 2023



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## Acknowledgement of Country

Frankston City Council acknowledges the Bunurong people of the Kulin Nation as the Traditional Custodians of the lands and waters in and around Frankston City, and value and recognise local Aboriginal and Torres Strait Islander cultures, heritage and connection to land as a proud part of a shared identity for Frankston City.

Council pays respect to Elders past and present and recognises their importance in maintaining knowledge, traditions and culture in our community. Council also respectfully acknowledges the Bunurong Land Council as the Registered Aboriginal Party responsible for managing the Aboriginal cultural heritage of the land and waters where Frankston City Council is situated.

# Chair's Report

Frankston City is a diverse community, and these differences are reflected in the places we call home. While access to safe and secure housing is one of the most basic human rights, having a place to call home is more than just having shelter, it is also about having a home that is adequate in meeting our needs. This will depend on a range of factors, including but not limited to cultural background, age, gender, disability, income, family composition, housing density preferences, proximity to services and community connections.

Frankston City Council's Housing Advisory Committee (HAC) enjoyed its inaugural year gathering essential information to better understand the housing needs of the Frankston City community. Through a carefully considered and Council endorsed work plan, the Committee's remit has been to provide advice to Council on matters across the housing continuum, from homelessness through to market housing affordability. This Annual Report sets out the Committee's accomplishments to date, work in progress and aspirations for 2024.

Background reports have been commissioned on facilitating good social and affordable housing outcomes and support services for vulnerable residents to prevent homelessness. The Committee heard presentations from experts on a range of topics including rooming houses, Frankston Winter Shelter, recommendations from the Frankston Zero Housing Forum & Roundtables, community housing and local council's land release projects. Members of the Committee also made three site visits to see firsthand different housing models and reflect on partnership projects.

Data and project ideas have been considered, which have also been used to provide feedback on Council's Housing Strategy Discussion Paper, contribute to discussions with the Strategic Housing & Homeless Alliance and align with the Regional Local Government Homelessness & Social Housing Charter Group. These discussions have contributed towards the establishment of a rooming house working group, a pilot project to establish a student social worker at Frankston City Library, auditing of vacant government-owned land

and the engagement of Common Cause Australia to develop a local government messaging guide to support community engagement on housing.

Significantly, this work has been happening in the context of a rapidly evolving national housing crisis and policy environment, including the welcome release of the Victorian Government Housing Statement. Here in Frankston City, we want to be informed about our community so that our municipality is well positioned to benefit from upcoming planning reforms and funding announcements and can meet the housing supply needs currently and for the estimated 9,000 people moving here by 2038.

On behalf of the Committee, I know we are all looking forward to more robust conversations and making recommendations about the types of homes our residents need both now and over the next decade.



**Cr Sue Baker GAICD**  
**Chair, Housing Advisory Committee**

# Executive summary

## Committee’s highlights of the year

Site visits to learn about different models of social and affordable

Learnings from local government land release projects and the Frankston Zero Housing Forum & Roundtables

Reports on the role of local government in social and affordable housing and homelessness

Information about housing affordability, community housing and rooming houses

Development of a roadmap for the Winter Shelter program

## Committee’s future outlook for housing in Frankston City



## Committee’s recommendations for action by Council in 2024

1	Develop a Draft Affordable Housing Policy for community engagement in 2024
2	Invest in relationship building, collaboration and key messaging to guide and facilitate good social and affordable housing outcomes
3	Use the audit of vacant government-owned land to identify opportunities for partnership projects to encourage developments in suitable locations that can accommodate social and affordable housing
4	Develop a community engagement campaign for delivery in 2024 to raise awareness of the anticipated housing growth and promote the benefits of social and affordable housing
5	Continue support for Winter Shelter to deliver an expanded and sustainable program in 2024, enabling the provision of safe and secure overnight accommodation for people experiencing homelessness and prevention of rough sleeping

# Our purpose and objectives

The purpose of the Housing Advisory Committee is to monitor, advocate and provide advice on local housing needs within Frankston City.

Our Committee functions to:

- Provide an important forum for discussion on matters relating to local housing challenges and opportunities within Frankston City.
- Consider qualitative and quantitative evidence and emerging trends relating to current and future local housing needs.
- Provide advice to Council on local housing needs at a strategic and policy level, as per the Council Plan outcome for a well-planned and liveable city.

## Objectives

- 1.1 To assist with the monitoring of data on local housing needs, supply and challenges relating to the local housing market.
- 1.2 To assist in the identification of opportunities and innovative solutions that facilitate sustainable housing supply to meet the housing needs of the current and future community within the Frankston City municipality.
- 1.3 To influence change through advocacy on local housing needs within Frankston City, including for a diverse housing mix, very low and low income earners and people with specific housing needs.
- 1.4 To develop and proactively support partnerships with the Strategic Housing & Homelessness Alliance, federal and state government, government funded agencies, community housing sector, developers and the community to facilitate investment and action that achieves housing outcomes within Frankston City.
- 1.5 To assist in the education of stakeholders on local housing needs within Frankston City.
- 1.6 To advocate for housing options that support local job growth and a skilled workforce to stimulate local economic activity, through the prioritisation of affordable housing for key workers close to where people work.
- 1.7 To provide advice to Council on the use of its property portfolio to meet local housing needs.
- 1.8 To make recommendations to Council on local housing needs of the current and future community within the Frankston City municipality.
- 1.9 To assist in the development of a Work Plan that supports actions to meet the housing needs of the Frankston City municipality; and to define priorities and responsibilities for actions.

# Our data dashboard

## Homelessness is on the rise in Frankston City



**785**  
Estimated  
homelessness count

**297**  
Living in marginal  
housing  
2021 ABS Census



**73**  
Estimated homelessness  
count of children under  
the age of 15

**83**  
Children under 15 living  
in marginal housing  
2021 ABS Census



**31**  
People sleeping rough  
Sept. 2023, Frankston Zero

Ranking 9<sup>th</sup> highest  
out of 31 Metro  
Melbourne LGAs for  
the rate of  
homelessness  
Per 1,000 population



**2,840**  
Homelessness services clients  
2021-22, Aust. Institute of Health &  
Welfare

Housing  
and  
income  
mix



**39.6%**  
Households with a  
mortgage  
Compared to 35.6% for  
Greater Melbourne  
2021 ABS Census



**24.2%**  
Households in  
private rentals  
Compared to 29.2%  
for Greater Melbourne  
2021 ABS Census



**2.6%**  
Households in social  
housing  
Compared to 2.3% for  
Greater Melbourne  
2021 ABS Census

**59.5%**  
Households earning a  
very low, low or  
moderate income  
Compared to 56.1% for  
Greater Melbourne  
2021 ABS Census

## Housing availability and affordability

**\$752,250**  
Median house  
price  
June 2023

**\$520**  
Median rental  
price  
June 2023

In the 5 years to  
June 2023, median  
private rentals  
increased by an  
average of 5.4% per  
annum in Frankston  
City compared to  
3.5% for Greater  
Melbourne

**10.6%**  
Mortgage stress  
Compared to 12.6%  
for Greater  
Melbourne  
2021 ABS Census

**34.2%**  
Rental stress  
Compared to 26.8% for  
Greater Melbourne  
2021 ABS Census



**3,382**  
Unmet need for  
affordable  
housing  
2021

**4,741**  
Number of people on the  
social housing waiting list  
for the Frankston area  
June 2023, Homes Vic



An estimated additional 9,000 new homes will be required by 2036

## Data headlines

### Population change is driving housing growth and demand for housing diversity

- Frankston City is experiencing demographic change in the composition of its households, increasing the demand for a **greater diversity of housing supply**, in particular **affordable smaller 1 to 2 bedroom dwellings**.
- This change is characterised by an upwards trend of **couples without children, lone person households and older singles**.

### The cost of renting and buying a home have been on the rise making it more difficult to find a suitable and affordable home

- The cost of both renting and buying a home has been on the rise in Frankston City, and at a greater rate than what is average for Greater Melbourne, **particularly for smaller dwellings**.
- With **59.5%** of all existing households in Frankston City **earning a very low, low or moderate income** (over 33,000 households) (2021 ABS Census), the current cost of living pressures combined with increasing housing unaffordability is creating economic challenges for the community. This is being felt most by **very low income households** who are finding themselves being **'priced out' of the private rental market** all together and **facing very long social housing waiting lists**, made even longer if they are in need of a smaller dwelling.
- In the 5 years ending June 2023, the .id Housing Monitor shows that **median house prices have increased by an average of 3.3% per annum** in Frankston City compared to an increase of 3.0% per annum in Greater Melbourne. The **cost of units have increased by an average of 2.3% per annum** compared to 0.6% for Greater Melbourne.
- Over the same time period, **median house rents have increased by an average of 5.4% per annum** in Frankston City compared to an increase of 3.5% per annum in Greater Melbourne. **Rents for units have increased by an average of 5.4% per annum** compared to 2.5% for Greater Melbourne.

### Housing availability and affordability for very low, low and moderate income households is limited, particularly for smaller dwellings and single income households

- In the 12 months to June 2023, there were **238 housing sales affordable for very low and low income households (9.4% of all sales)** and **1,077 sales affordable for moderate income households (42.2% of all sales)**. These figures drop for smaller 1 to 2 bedroom dwellings, with **221 housing sales of smaller dwellings affordable for very low and low income households (8.6% of all sales)** and **499 sales of smaller dwellings affordable for moderate income households (19.6% of all sales)**. For lone person and single parent households on very low and low incomes, less than 5% of total sales were affordable.
- In the 12 months to June 2023, there were **2,007 private rentals affordable for very low and low income households (67.8% of all private rentals)** and **2,854 private rentals affordable for moderate income earners (93% of all private rentals)**. However, this figure drops for smaller 1 to 2 bedroom properties, which are the most demanded, with **978 private rentals smaller dwellings being affordable for very low to low income households (33.1% of all listings)** and **910 private rentals smaller dwellings being affordable for moderate income households (30.7% of all listings)**. For **lone person households on very low and low incomes, less than 1% of private rental listings were affordable and 8.3% were affordable for lone person households on moderate incomes**. The Homes Victoria Rental Report for the June quarter 2023 showed that only 1.9% of all private rental listings in Frankston City were affordable to low income households receiving Centrelink incomes (equates to 1 property), compared to 6.5% in Metro Melbourne.

### The cost of living pressures and lack of suitable housing options is increasing vulnerability

- Rental stress measures the bottom 40% of the income distribution of households that spend more than 30% of total income on rental costs. This indicator is used as a proxy measure for unaffordability to indicate lower income households that are spending more on housing than they can afford and therefore may not have enough to pay for food, heating, medical costs or be able to live close to amenities or where they work.
- In 2021, **34.2% (4,599 households) of private rental households were living in rental stress**, which is higher than the Greater Melbourne average of 26.8%. Rental stress is being experienced differently by income level. **83.8% (1,632) of very low income households, 57.5% (2,136) of low income households and 25.6% (831) of moderate income households** renting privately were in rental stress.
- It is estimated that **3,382 households** in Frankston City have an **unmet need for affordable housing**, representing 6.4% of all households (id. Housing Monitor). Households on low incomes in rental stress, lone person households and families are among the most in need. Affordable housing is required when the private rental and home ownership market cannot meet housing need.

### Long waiting times for social housing is increasing the risk of homelessness

- The number of households on the social housing waiting list provides complementary information about the demand for social housing. Households on the waiting list are likely to experiencing housing stress or homelessness.
- As of June 2023, there were **4,741 people on the Victorian Housing Register (VHR) waiting list for social housing in Frankston City**. 2,706 of these were on the priority access list, meaning that **86.8%** of the households on the priority access list were waiting for **smaller 1 to 2 bedroom dwellings**.
- **Homelessness has been on the rise**, with a **68% increase from the 2011 to 2021 ABS Census**, increasing from 546 to 785. A further 68 people were found to be living in marginal housing (overcrowded dwellings, caravan parks and other improvised dwellings). Out of the 31 Metropolitan Melbourne Local Government Areas, Frankston City is ranked as having the 9<sup>th</sup> highest rate of homelessness (per 1,000 people).
- Ongoing cost of living pressures along with a shortage of social and affordable housing has been pushing people without a financial buffer to support them when faced with a crisis or job loss into homelessness.
- Whereas the majority of people experiencing homelessness are men, the proportion of women on the Frankston Zero By-Name-List is increasing at a faster rate, in line with the fastest growing cohort of people experiencing homelessness across Australia (women over 55).
- As of August 2023, there was a total of **31 people identified as rough sleeping** in Frankston City, down from 65 when the project commenced.
- Targeted initiatives do help to make a difference. In its first two years of operation (to August 2023), Frankston Zero successfully moved a total of **47 rough sleepers into long-term housing**.



# Our highlights of the year

The Committee met a total of seven times during 2023 to consider a range of issues across the housing continuum, from rough sleeping through to housing affordability. The Committee also undertook three site visits to learn about different models of social and affordable housing, from rooming houses to mixed-use developments. To assist with the implementation of our Work Plan, the Committee received two reports from independent consultants providing social research on supporting people experiencing or at risk of homelessness and advice on the role of Council in facilitating good social and affordable housing outcomes.

## Site visits



### **Dunlop Avenue, Ascot Vale**

#### **Social and affordable housing development**

Six 3-level buildings, mix of 200 homes with communal areas

**Homes Vic:** \$104m towards construction costs, land owner

**Build Pty Ltd:** Developer

**Hayball:** Architect

**Evolve Housing and National Affordable Housing Victoria:** community housing providers



### **Chesterville Road, Cheltenham**

#### **Mixed use development**

11 stories, 120 homes with communal areas, commercial use

**Homes Vic:** 80% of construction costs

**Pitard Group:** Investor and developer

**National Affordable Housing Victoria:** Community housing provider



### **Hamer Court, High Street, Kew**

#### **Rooming house**

Accommodation for 28 men in private bedrooms with ensuite bathrooms and communal areas

**City of Booroondara:** Land owner

**State Government:** Lease holder

**Servants Community Housing:** Community housing provider

## Reports

### **Background Report on Social and Affordable Housing**

**Karen Janiszewski, Urbanxchange Pty Ltd**

This Report was commissioned to provide strategic advice and guidance on how Council can facilitate good social and affordable housing outcomes for the municipality that meet local community need.

**Key findings for Frankston City include:** lack of housing diversity creating additional housing pressures; high levels of housing stress; decreasing housing affordability with more households being pushed into the rental market and more people on lower incomes being displaced; low income households cannot afford to live in Frankston City without government housing assistance; around an additional 2,600 social housing dwellings are needed, with around 20% of all new housing being affordable, in order to meet demand.

**Key recommendations for Council include:** needs to play a semi-intervention role in social and affordable housing at a minimum in order to facilitate good housing outcomes; proactive relationship building with Homes Victoria, community housing providers and developers; undertakes land auditing to influence supply of social and affordable housing outcomes in suitable locations; undertakes advocacy to state government; provision of materials for community housing providers and developers to provide guidance on desired housing outcomes; and supports social and affordable housing in the FMAC.

### **Background Report on Services for Vulnerable Residents Experiencing or at Risk of Homelessness and/or in need of Emergency Relief**

**Kathy Heffernan, Katlynx Consulting**

The Report was commissioned to undertake social research and provide advice and guidance on how Council can best support people experiencing or at risk of homelessness within a local government context.

**Key findings for Frankston City include:** significant increase in demand for emergency relief and homelessness support services since the pandemic, with services reporting they struggling to meet these increases within existing funding arrangements; rising cost of living and housing stress caused by lack of access to affordable housing are the major drivers for increased demand; high dependency on state government funding for the delivery of specialist homelessness services, with high dependency on donations and volunteers by emergency relief providers; service gaps include coordinated case management, financial counselling, support for young people, training for volunteers and community infrastructure.

**Recommendations for Council include:** advocacy for increased government funding for local specialist homelessness services; advocacy for youth accommodation; strategic work to support greater housing diversity; provision of training for emergency relief volunteers; explore options for opportunities to integrate shower, laundry and storage facilities for people experiencing homelessness into community infrastructure; explore library-based programs to support vulnerable residents; and support co-location opportunities in council-owned community facilities to enable more coordinated support services.

## Presentations

### **Recommendations from the Frankston Zero Housing Forum and Roundtables**

**Presented by Jackie Galloway, CEO Peninsula Community Legal and George Hatvani, Functional Zero Manager, Launch Housing**

The purpose of the presentation was to share ideas and foster collaboration on key local housing challenges relating to social housing, rooming houses, crisis accommodation and the private rental market.

### **The Winter Shelter program**

**Presented by Sam Clements, Manager Development Services, Frankston City Council**

Several presentations were made to consult with the Committee on the support being provided by Council to facilitate participation by church groups in the Winter Shelter project.

### **Recommendations for Council's involvement in social and affordable housing**

**Presented by Karen Janiszewski, Urbanxchange Pty Ltd**

The purpose of the presentation was to share the Report's key findings, which included data analysis on housing affordability, and recommended actions for Council for consideration by the Committee in the implementation of its Work Plan and advice to Council.

### **Overview of community housing and building relationships**

**Presented by Stephanie Ng, Policy Officer, CHIA Vic (Community Housing Industry Association)**

The purpose of the presentation was to provide the Committee with an overview of the community housing sector, social and affordable housing project feasibility, advice on how to partner with the community housing sector and to outline the assistance that CHIA Vic can provide to local councils.

### **Overview of rooming houses in Frankston City**

**Presented by Christian Martinu, Coordinator Environmental Health, Frankston City Council**

The purpose of the presentation was to provide the Committee with an overview of rooming housing within the municipality, and the role of Council in enforcing compliance.

### **Mornington Peninsula Shire Council's land release project for social and affordable housing**

**Presented by Chris Munroe, Manager Community Partnerships, Mornington Peninsula Shire Council**

The purpose of the presentation was to provide an overview of the Shire Council's land release projects for social and affordable housing developments, using a ground lease model, and to share learnings on the journey relating to the EOI process and community engagement.

### **Housing Strategy Discussion Paper consultation**

**Facilitated by Justine Aldersey**

The purpose of the session was to consult with the Committee on the Housing Strategy Discussion Paper to seek feedback on key housing issues and opportunities.

# Our reflections, challenges and future outlook

The Committee held a workshop in October to reflect on its learnings from the sites visits, reports and presentations received over the year, highlight the key challenges in what is a shifting and complex housing landscape and think through the future outlook for the municipality.

## Reflections:

- The high quality and sustainability of new social and affordable housing developments being delivered across the region through partnerships between Homes Victoria, developers, community housing providers and local government.
- The role for local government in relationship building, advocacy and community engagement in order to facilitate good social and affordable housing outcomes that are aligned with Council's strategic priorities, meet local needs and fit with the neighbourhood character of the local area.
- The demographic data, housing affordability analysis and understanding of the different social and affordable housing models can help Council to make informed decisions.
- The benefits to be enjoyed by a municipality from social and affordable housing are broad, which includes social, safety and economic outcomes for individuals, the broader community and the business sector.
- The Winter Shelter program has been a successful model of community-led action, helping to fill a gap in the provision of crisis accommodation locally.

## Challenges:

- Accommodating housing growth in an established municipality without any urban growth areas
  - 9,000 new dwellings needed by 2038 to accommodate an additional 20,000 people
  - 3,000 of these need to be rental properties
- Accommodating changing population needs through greater housing diversity
  - Single larger dwellings are the most common housing typology
  - Lone person households, including older singles, account for a significant and increasing proportion of households
  - Increasing need for rentals and housing for key workers, students and older singles
- Accommodating population needs for social and affordable housing
  - The scale of need resulting from disadvantage, unemployment and low income
  - Importance of affordable housing to allow students and key workers to live close to where they study or work
  - The cost of living and of finding somewhere to live keeps on going up
- Being ready to benefit from the upcoming planning reforms and fast-tracked housing development resulting from the Victorian Government Housing Statement
  - Greater inclusion of affordable housing in residential developments (at least 10% in those valued at \$50m and over)
  - Greater planning controls over Frankston City as a named activity centre to guide investment into the things that growing suburbs need, including affordable housing

- Unlocking underutilised and surplus government-owned land for institutional investors and developers as a trade-off for inclusion of at least 10% of affordable homes to be built across these sites
- Meeting community expectations and reducing stigma of social and affordable housing
  - Building relationships to manage community expectations alongside the implementation of state government policy reforms that will see increased residential development
  - Stigma attached to social and affordable housing (fear that it will concentrate disadvantage and be poorly maintained)

## Future outlook

- Accommodating housing growth and changing population needs
  - Council’s Housing Strategy is adopted (anticipated by 2025) to ensure that housing growth in Frankston City is well planned and accommodates our growing and changing population needs, that housing and development outcomes are in line with the values of the local community, and that new housing growth is being directed to areas that are close to public transport, jobs, retail, community facilities, open space and other services. There is an opportunity to develop an Affordable Housing Policy alongside the Strategy to respond to the community’s feedback on social and affordable housing.
- Positioning of the FMAC for housing growth
  - The planning scheme amendment for Council’s FMAC Structure Plan is approved by the Minister for Planning (anticipated by late 2024) and implemented to ensure that the FMAC is well positioned as the hub of the South East and set up to benefit as an identified activity centre for investment from the upcoming planning reforms being implemented through the Victorian Government Housing Statement and Plan Victoria.
- Partnerships to deliver high quality and sustainable housing outcomes
  - Council has strong relationships with the state and federal governments, developers, institutional investors, community housing providers, service providers and community groups to guide and facilitate high quality and sustainable housing outcomes for the municipality that align with Council’s strategic plans and the economic positioning of the FMAC. This includes support for community-led initiatives and innovative housing models.
- Delivering community expectations and values for their neighbourhoods
  - The community’s expectations and values for their neighbourhoods are being met, and there is an understanding and acceptance about the purpose of affordable housing and why it is important for enabling households on very low, low or moderate incomes to rent or buy.
- Suitable and affordable housing for key workers
  - New developments with affordable housing contributions are being supported in the FMAC and other key activity centres to improve access to suitable and affordable housing for key workers, ensuring that key workers can live close to where they work and businesses can attract and retain a skilled workforce within the municipality to support productivity and investment.
- Social housing providing pathways out of disadvantage and preventing homelessness
  - New social housing dwellings are being supported for people who are very unlikely to afford private rental market housing or who will find it difficult to be accepted into private rental due to a need for medical, age-related or other forms of support, providing pathways out of disadvantage, supporting long-term individual health and safety outcomes and preventing homelessness.

# Recommendations

At its workshop in October, the Committee reflected on its learnings, challenges and future outlook to think through the role that Council can play in facilitating good social and affordable housing outcomes for the municipality that align with Council's strategic plans. In its role to provide advice to Council on local housing needs, the Committee developed a series of recommendations for action by Council in 2024.

## **Recommendation 1:**

### **Develop a Draft Affordable Housing Policy for community engagement in 2024**

- The Committee recommends that Council develops a Draft Affordable Housing Policy for community engagement in 2024 to provide a clear Council position with the aim of guiding and facilitating good social and affordable housing outcomes for the municipality that are aligned with Council's strategic priorities, meet local needs and fit with the neighbourhood character of the area.
- An Affordable Housing Policy would assist Council to ready the municipality for the upcoming planning reforms and fast-tracked housing development resulting from the implementation of the Victorian Government Housing Statement, which identifies Frankston City as a designated activity centre. A Policy would provide guidance to State Government and institution investors, developers and community housing providers that are investing in Frankston City on Council's policy position and objectives for the provision of social and affordable housing, and encourage alignment with Council's broader outcomes and strategic plans (Housing Strategy, FMAC Structure Plan, Economic Development & Skilled Community Strategy and Property Strategy).
- The Policy would also enable the clear definition of social and affordable housing, setting out their differences and preferred housing models, including affordable housing for students and key workers, and guide and inform Council decisions and actions pertaining to social and affordable housing in Frankston City.
- The Policy would form part of the roadmap for housing growth to accommodate a growing and changing population, and economic positioning the FMAC. It is therefore recommended that the Draft Policy is developed alongside the Draft Housing Strategy, drawing upon the evidence collected through the Background Analysis conducted by Urban Enterprise and the community engagement on the Housing Strategy Discussion Paper.

## **Recommendation 2:**

### **Invest in relationship building, collaboration and key messaging to guide and facilitate good social and affordable housing outcomes**

- The Committee recommends that Council invests in relationship building and collaboration with key stakeholders during 2024 – including local MPs, state and federal governments, developers, institutional investors, community housing providers, service providers and community groups – to guide and facilitate good social and affordable housing outcomes for the municipality that align with Council's strategic plans and the economic positioning of the FMAC as the hub of the South East.
- To assist with this, it is recommended that Council develops a series of key messages that can be used to engage with key stakeholders to provide a narrative on why Frankston City needs a diverse mix of housing, which includes social and affordable housing, the scale and urgency of

the issue, what kind of housing is needed and the preferred locations, and a roadmap to outline Council's direction of travel.

- It is recommended that the key messaging is developed in early 2024 so it can be used for specific engagement opportunities with the key stakeholders throughout the year, including the Developer Prospectus and Developer Forum, and be used to assist with the development of the Affordable Housing Policy (Recommendation 1) and community engagement campaign (Recommendation 4).
- The timing for this recommendation is critical due to the upcoming policy and planning reforms from the Australian Government (Housing Australia Future Fund, National Housing and Homelessness Plan, Social Housing Accelerator, etc) and State Government (i.e. affordable housing targets embedded in the Housing Statement, Affordable Housing Investment Partnerships and release of surplus land, increases to the Social Housing Growth Fund, etc).

### **Recommendation 3**

**Use the audit of vacant government-owned land to identify opportunities for partnership projects to encourage developments in suitable locations that can accommodate social and affordable housing**

- The Committee recommends that Council completes the assessment from its audit of vacant government owned land in early 2024 to identify sites for developments in suitable locations that can accommodate social and affordable housing.
- This recommendation draws upon the unique position of local councils to combine its understanding of local community housing needs with its knowledge on land holdings, zonings and locations of activity centres and community infrastructure to enable robust assessments to determine the most suitable sites for developments that can accommodate social and affordable housing.
- It is recommended that the outcome to the land auditing process is used to assist with relationship building and collaboration (Recommendation 2) and implementation of the Affordable Housing Policy (Recommendation 1).

### **Recommendation 4:**

**Develop a community engagement campaign for delivery in 2024 to raise awareness of the anticipated housing growth and promote the benefits of social and affordable housing**

- The Committee recommends that Council develops a local community engagement campaign for delivery from 2024 onwards to raise of the anticipated housing growth and residential development that will be required to keep pace with population growth and Victorian Government's planning reforms, and to promote the benefits of social and affordable housing to the area, including how it relates to Council's strategic priorities to improve the liveability of the municipality.
- The Committee notes the opportunity for Council to use the local government messaging guide being developed by Common Cause Australia (commissioned by the South East Charter Group), which will be available in May 2024 to provide a practical guide to values-based engagement with the community on social and affordable housing.
- Despite growing understanding of the housing affordability crisis facing many areas across the country, many people still don't understand what affordable housing is, or the diverse range of people who live in it. The campaign would work to provide accurate information about

affordable housing, share case studies about people who lives in it, showcase examples of good design that fit with neighbourhood character, address wider concerns about affordable housing and communicate its benefits.

**Recommendation 5:**

**Continue to support Winter Shelter to deliver an expanded and sustainable program in 2024, enabling the provision of safe and secure overnight accommodation for people experiencing homelessness and prevention of rough sleeping**

- The Committee recommends that Council continues to support Winter Shelter to achieve its aspirations to provide safe and secure overnight accommodation for people experiencing homelessness and prevent rough sleeping.
- It is recommended that Council continues to provide advice and guidance to Winter Shelter in order to support its continued delivery, sustainability and expansion in 2024. This would include acting early in 2024 to commence the strengthening of relationships and provision of user-friendly advice and guidance on planning and building code requirements.
- It is recommended that Council makes budget available to enable Council to waive fees for the application of Temporary Occupancy Permits and provide some financial assistance to assist Winter Shelter with procuring reports by building surveyors and other technicians and minor building works to meet the required standards.



# Our annual progress report




Completed







Progress made, continue to 2024








Not prioritised in 2023, deferred to 2024



ACTION	COMMENTS	STATUS
1	<b>Assist with the monitoring of data on local housing needs, supply and challenges relating to the local housing market</b>	
1.1	<p>Develop a data dashboard to monitor and analyse local housing needs, benchmarked against other municipalities, providing an evidence-base to drive housing outcomes.</p> <ul style="list-style-type: none"> <li>In January 2023 Council contracted ID Pty Ltd to deliver the Housing Monitor for four years, providing an online dashboard of place-based data on local housing needs and affordability. The data is updated every six months and is available to the community free of use.</li> <li>Council is supporting Frankston Zero to collect real time data on rough sleepers through a By-Name-List. Monthly data reports are provided by Launch Housing (all data is de-identified). A snapshot summary of this data is shared on the Melbourne Zero data dashboard.</li> <li>Council engaged a consultant to undertake a comprehensive Background Analysis on current and future housing needs to inform the development of the Housing Strategy. This is available on the Engage Frankston page.</li> <li>Homes Victoria is sharing Data Dashboards with local councils to provide LGA data on social housing (for internal use only).</li> </ul>	 Completed




ACTION		COMMENTS	STATUS
1.2	Provide an annual housing monitor report for presentation to Council.	<ul style="list-style-type: none"> <li>An annual data snapshot has been completed and is included in this Annual Report.</li> <li>Whereas this action has been completed for 2023, it is an ongoing annual action and will continue into 2024.</li> </ul>	 Completed
1.3	Develop case studies on social and affordable housing developments, and who lives there, to provide context to the data and support community engagement activities.	<ul style="list-style-type: none"> <li>The Committee has undertaken a total of three site visits during 2023 and plan to complete more in 2024. Case studies have been written up from these site visits and will help to inform any future community engagement activities.</li> <li>CHIA Vic have released a series of case studies on social and affordable housing developments.</li> </ul>	 Progress made, continue to 2024
<b>2</b>	<b>Identify opportunities and innovative solutions that facilitate sustainable housing supply to meet the housing needs of the current and future community within Frankston City</b>		
2.1	Conduct a social research project on the homelessness service system and housing needs and develop an Options Paper to guide thinking on how Council can best support service and housing provision to meet local housing needs within the municipality.	<ul style="list-style-type: none"> <li>A consultant (Katlynx Consulting) was engaged by Council to undertake social research and deliver a background report on services for vulnerable residents experiencing or at risk of homelessness and/or in need of emergency relief. The research included a comprehensive stakeholder engagement activity and provided a set of recommendations.</li> <li>The report resulted in a Council resolution (September 2023) to deliver two 12-month pilot projects: a student social worker in Frankston Library to promote awareness of support services; and a program of free training for volunteers providing emergency relief for people experiencing financial hardship and homelessness.</li> </ul>	 Completed
2.2	Develop a preferred position on Council's role in social and affordable housing for recommendation to Council to assist with advocacy, partnerships and investment opportunities.	<ul style="list-style-type: none"> <li>The Committee has participated in consultation activities to contribute to the development of Council's Housing Strategy. It is anticipated that the Housing Strategy will support the development of an Affordable Housing policy and action plan (subject to Council approval).</li> <li>The Committee received a presentation from Mornington Peninsula Shire Council on its approach to social and affordable housing and to learn about its land release project for social and affordable housing.</li> <li>Council is developing a Safer Communities Policy and Strategy to provide strategic direction on how Council will work with its partners towards a safe and inclusive</li> </ul>	 Progress made, continue to 2024


		<p>municipality, which includes how Council plans to build partnerships to reduce and prevent homelessness.</p> <ul style="list-style-type: none"> <li>• This activity will continue into 2024 as an action to develop an Affordable Housing Policy.</li> </ul> <p>Consultant’s recommendations (Urbanxchange):</p> <ul style="list-style-type: none"> <li>• Council plays a role in facilitating social and affordable housing to facilitate housing outcomes. State and federal government need to be made explicitly aware of locations that could facilitate social and affordable housing.</li> <li>• Council supports social and affordable housing in the FMAC. The FMAC’s planned new residential growth provides an opportunity to seek social and affordable housing, with diversity of housing types and models (i.e. restricted purchase, rent-to-buy, shared equity, build-to-rent and social housing).</li> <li>• Council’s Housing Strategy incorporates social and affordable housing need to ensure all housing needs are met.</li> <li>• Council seeks a variety of tenure types that would be most readily applicable for developers, including affordable by design, restrictive affordable purchase and build-to-rent.</li> </ul> <p>Consultant’s recommendations (Katlynx):</p> <ul style="list-style-type: none"> <li>• Council develops social and affordable housing strategies to meet housing needs for 1 and 2 bedroom dwellings to provide an alternative to rooming houses.</li> </ul> <p>Frankston Zero Housing Forum recommendations:</p> <ul style="list-style-type: none"> <li>• Council clearly signals its intention to support an increase the supply of social housing in its strategic and planning documents, and in doing so advocate for the value of social housing, and to establish a policy position on its role in investing Council-owned land in social and affordable housing.</li> <li>• Council to build agreed ideas and strategic directions into its new Housing Strategy and the associated Affordable Housing Policy, Safer Communities Policy and Planning Scheme.</li> </ul>	
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ACTION		COMMENTS	STATUS
2.3	Develop preferred models of investment to improve Council's organisational readiness to take up housing supply opportunities. To include, but not limited to, models for the release, gifting, leasing and sale Council land, joint ventures and selling and acquisition of land.	<ul style="list-style-type: none"> <li>Officers commissioned Urbanxchange to prepare a background report on social and affordable housing with the view to recommending preferred models of investment and improve Council's organisational readiness to facilitate good social and affordable housing outcomes. The Committee is using this report to inform any advice that may be provided to Council.</li> <li>This activity will continue into 2024 as an action to develop an Affordable Housing Policy.</li> </ul> <p>Consultant's recommendation (Urbanxchange):</p> <ul style="list-style-type: none"> <li>Council releases land for social and affordable housing developments. To do this, agree upon: <ul style="list-style-type: none"> <li>The method for release (i.e. gifting, sale at a discount, lease of land or joint venture).</li> <li>The outcome it's seeking (i.e. increase supply of housing that targets women over 55, women and children, single disadvantaged and low to moderate income earners).</li> </ul> </li> </ul>	 Progress made, continue to 2024
2.4	Developed a preferred position to inform the assessment of planning applications for developments that include social and affordable housing.	<ul style="list-style-type: none"> <li>This activity will continue into 2024 through an action to develop an Affordable Housing Policy.</li> </ul>	 Not prioritised in 2023, deferred to 2024
2.5	Identify opportunities that can be explored with Community Housing Organisations and State Government for potential social and affordable housing development opportunities (i.e. land with planning permits from developers where construction has not commenced, vacant properties for temporary use, etc).	<ul style="list-style-type: none"> <li>Council officers have commenced an audit of vacant government owned land to identify sites suitable for social and affordable housing development. Next steps will include liaising with state and federal government and community housing organisations on potential opportunities.</li> <li>This will continue into 2024 as an action to complete a vacant land audit.</li> </ul>	 Progress made, continue to 2024




<b>3 Provide advice to Council on the use of its property portfolio and to meet local housing needs</b>		
<b>ACTION</b>	<b>COMMENTS</b>	<b>STATUS</b>
3.1 Assist with the identification of land that could be utilised for social and affordable housing developments, and to improve Council's organisational readiness to take up housing supply opportunities (for both large projects and small targeted projects).	<ul style="list-style-type: none"> <li>• Council officers have commenced an audit of vacant government owned land to identify sites suitable for social and affordable housing development.</li> </ul> <p>Consultant's recommendations (Urbanxchange):</p> <ul style="list-style-type: none"> <li>• Council considers undertaking an inventory of Council-owned land and note any land that is surplus to need or vacant (or even create air rights over a council carpark).</li> <li>• Council plans for social and affordable housing in suitable locations. Access to key amenities that would be considered essential for social housing includes supermarkets, schools, public transport, medical centres and community facilities/services.</li> <li>• Council seeks expert advice as and when needed, as the implementation of social and affordable housing is complex.</li> </ul> <p>Frankston Zero Housing Forum recommendations:</p> <ul style="list-style-type: none"> <li>• Council undertakes an audit to identify vacant land and potential availability for the development of future social housing, with the results shared with potential investment, development and service delivery partners to assess the feasibility of the sites.</li> </ul>	 <p>Progress made, continue to 2024</p>
3.2 Explore the opportunity to develop Prospectus' to support the attraction of partnerships with developers, land owners and community housing organisations to facilitate developments with affordable housing contributions.	<ul style="list-style-type: none"> <li>• Council has employed a Strategic Property Coordinator to undertake activities to support the attraction of developers, including a Developer Prospectus. This work is guided by the FMAC Structure Plan and Property Strategy.</li> <li>• In term of developer incentives for affordable housing, this will be explored through the development of an Affordable Housing Policy and action plan (pending Council approval).</li> </ul>	 <p>Progress made, continue to 2024</p>
<b>4 Influence change through advocacy on local housing needs within Frankston City, including for very low and low income earners and people with specific housing needs</b>		




ACTION		COMMENTS	STATUS
4.1	Develop a formal advocacy position on housing and homelessness (including homelessness accommodation) for recommendation to Council for adoption into Council's formal Advocacy Strategy.	<ul style="list-style-type: none"> <li>A Council endorsed submission was made to the Australian Government's National Housing and Homelessness Plan to advocate for policy leadership and guidance to improve the funding and supply of affordable housing.</li> </ul> <p>Consultant's recommendations (Urbanxchange):</p> <ul style="list-style-type: none"> <li>Council work with other municipalities to collectively advocate for social and affordable housing outcomes.</li> <li>Council plans and advocates for more smaller dwellings to match the changing demographics, including projected growth in couples without children and lone person households. Provide more opportunities for medium and high density development.</li> </ul> <p>Consultant's recommendations (Katlynx):</p> <ul style="list-style-type: none"> <li>Council advocates for an increase in government funding to enable agencies providing specialist homelessness services in Frankston City to meet increasing demand.</li> </ul> <p>Frankston Zero Housing Forum recommendation:</p> <ul style="list-style-type: none"> <li>Strategic Alliance to advocate to government for increases in the Commonwealth Rent Assistance and reforms to Residential Tenancies Legislation to prevent exclusionary practices.</li> </ul>	 <p>Progress made, continue to 2024</p>
4.2	Support the Youth2 Alliance advocacy campaign and develop a preferred position on: <ul style="list-style-type: none"> <li>Youth crisis accommodation</li> <li>Youth Foyer</li> </ul>	<ul style="list-style-type: none"> <li>The Youth2 Alliance undertook an advocacy campaign leading up to the Victorian State Election in 2022 to seek an election commitment, but were not successful. The Youth2 Alliance has not met in 2023, but plans to recommence in 2024.</li> </ul> <p>Consultant's recommendation (Katlynx):</p> <ul style="list-style-type: none"> <li>Council supports the Youth2 Alliance advocacy campaign to state and federal government for funding to establish youth crisis accommodation and a youth foyer. (KH)</li> </ul>	 <p>Not prioritised in 2023, deferred to 2024</p>

ACTION		COMMENTS	STATUS
4.3	Advocate for surplus federal and state government and private land to be assessed for its suitability for social and affordable housing developments and be allocated to meeting housing needs.	<ul style="list-style-type: none"> <li>Council officers have commenced an audit of vacant government owned land to identify sites suitable for social and affordable housing development. Next steps will include liaising with state and federal government and community housing organisations on potential opportunities.</li> </ul> <p>Frankston Zero Housing Forum recommendation:</p> <ul style="list-style-type: none"> <li>For the Strategic Alliance to advocate for any surplus government-owned land be used for opportunities to increase social and affordable housing supply.</li> </ul>	 <p>Progress made, continue to 2024</p>
4.4	Partner with the Strategic Housing & Homelessness Alliance to advocate to state and federal government on shared advocacy priorities, as appropriate.	<ul style="list-style-type: none"> <li>The Strategic Alliance has formed a working group on rooming houses, and plans to establish a further working group in 2024, which may result in the identification of advocacy priorities. There are opportunities for the Committee and Strategic Alliance to work collaboratively on these priority actions.</li> </ul> <p>Frankston Zero Housing Forum recommendations:</p> <ul style="list-style-type: none"> <li>That the Strategic Alliance undertake advocate to state and federal governments on the following: a) increases to the Commonwealth Rent Assistance; b) reforms to Residential Tenancies Legislation to prevent exclusionary practices; c) increase in social housing supply, particularly 1 and 2 bedroom dwellings; d) improvements to the accessibility of the Victorian Housing Register.</li> </ul>	 <p>Progress made, continue to 2024</p>
<b>5</b>	<b>Develop and proactively support partnerships with the Strategic Housing &amp; Homelessness Alliance, government agencies, community housing sector, developers and the community to facilitate investment and action that achieves housing outcomes</b>		
5.1	Support the implementation of the Strategic Housing & Homelessness Alliance 5-Year Work Plan and Frankston Zero, where it aligns with the Committee's objectives.	<ul style="list-style-type: none"> <li>The Committee has a number of shared priority actions with the Strategic Alliance, including data monitoring, land auditing, investment attraction, community engagement to destigmatise social housing and advocacy to increase social housing supply. There are opportunities for the Committee and Strategic Alliance to work collaboratively on these priority actions.</li> </ul>	 <p>Progress made, continue to 2024</p>

	ACTION	COMMENTS	STATUS
5.2	Support activities that strengthen relationships with community housing organisations and developers to facilitate opportunities to increase housing supply.	<ul style="list-style-type: none"> <li>The Committee has undertaken a total of three site visits during 2023 and plans to complete more in 2024. These site visits are a good way to build and strengthen relationships with community housing organisations. Relationships with developers are being strengthening through the work being undertaken by the Strategic Property Coordinator on the Developer Prospectus.</li> <li>To continue into 2024 as an action to build relationships to facilitate good social and affordable housing outcomes that align with Council’s strategic priorities.</li> </ul> <p>Consultants recommendations (Urbanxchange):</p> <ul style="list-style-type: none"> <li>Council is pro-active in building relationships with community housing organisations, particularly the registered community housing associations who are successful in attracting a large proportion of government funding for social and affordable housing.</li> <li>Council is proactive in building relationships with developers. This includes considering the needs of developers when developing policy on social and affordable housing for implementation into the planning scheme, and also provide a clear direction on the requirements to enable all parties to establish a clear calculable value and determine the commercial value of the contribution being requested (i.e. “xx per cent of dwellings provided at xx per cent discount of the current average annual price of a three-bedroom house within suburb”).</li> <li>Council plays a lead role in collaborating with Homes Victoria to increase housing supply and diversity in Frankston City.</li> <li>Council prepares guidance material for community housing associations, to provide guidance on specific housing models, design outcomes, sustainability measures, planning requirements and projects that would be suitable to the Frankston City municipality. This would signal to community housing associations and developers and housing associations that these kinds of development proposals will be welcomed and help to facilitate opportunities to attract investment.</li> </ul>	 <p>Progress made, continue to 2024</p>



ACTION		COMMENTS	STATUS
5.3	Support community involvement to promote engagement in local housing issues and encourage community-led solutions.	<ul style="list-style-type: none"> <li>The social research undertaken under Action 2.1 has resulted in a Council resolution to implement two 12-month pilot projects: a) a student social worker library-based program to support vulnerable residents, and b) a program of free training for volunteers to provide conflict de-escalation training for emergency relief volunteers.</li> <li>The Committee has supported the rollout of the Winter Shelter project within the municipality, providing overnight shelter in faith-based facilities for rough sleepers during the winter months.</li> <li>Committee members and Council officers have regularly engaged with the Seaford Housing Action Coalition to discuss local issues relating to homelessness and housing.</li> </ul>	 Progress made, continue to 2024
5.4	Build partnerships with neighbouring Councils to facilitate opportunities for increases in housing supply.	<ul style="list-style-type: none"> <li>The Committee invited Mornington Peninsula Shire Council to do a presentation on its land release project for social and affordable housing to share learnings.</li> </ul>	 Progress made, continue to 2024
<b>6</b>	<b>Assist in the education of stakeholders on local housing needs</b>		
6.1	Develop a community engagement strategy to engage the community and local business on the role of Council and the positives of new developments, including social and affordable housing.	<ul style="list-style-type: none"> <li>Council is participating in the South East Regional Local Government Homelessness and Social Housing Charter Group, who has engaged Common Cause Australia to develop a messaging toolkit for local government to change the narrative on social housing, building community acceptance of social housing developments and reducing stigma.</li> <li>CHIA Vic is producing resources on effective ways of building support for affordable housing, including videos showcasing social housing resident's stories.</li> </ul> Frankston Zero Housing Forum recommendation: <ul style="list-style-type: none"> <li>Council builds support for social and affordable housing within the local community through community engagement and communications campaigns aimed at de-stigmatising social and affordable housing.</li> </ul>	 Progress made, continue to 2024

		<ul style="list-style-type: none"> <li>The Strategic Alliance to lead work to develop and distribute educative materials aimed at countering stigma and reinforcing messaging around the harms of homelessness.</li> </ul>	
6.2	Leverage from relationships with people in the planning and development space who have a connection to Frankston City and can assist with promoting it positively and change attitudes.	<ul style="list-style-type: none"> <li>To be continued into 2024 as part of the action to develop a community engagement campaign.</li> </ul>	 Not prioritised in 2023, deferred to 2024
<b>7</b>	<b>Advocate for housing options that support local job growth and a skilled workforce to stimulate local economic activity, through the prioritisation of affordable housing for key workers close to where people work</b>		
	<b>ACTION</b>	<b>COMMENTS</b>	<b>STATUS</b>
7.1	Develop an evidence base to demonstrate the housing needs required to attract key workers.	<ul style="list-style-type: none"> <li>Council has employed a Strategic Property Coordinator to undertake activities to support the attraction of developers, including a Developer Prospectus. This work is guided by the FMAC Structure Plan and Property Strategy. This is likely to include needs relating to key workers.</li> </ul>	 Progress made, continue to 2024
7.2	Strengthen relationships with Chisholm, Monash University, Peninsula Health and local businesses to better understand student and key worker accommodation needs.	<ul style="list-style-type: none"> <li>Officers have engaged with Chisholm, Monash University and Peninsula Health to inform the development of the Housing Strategy.</li> </ul>	 Progress made, continue to 2024