"My home"

A housing solution for homeless people

Prospectus for philanthropic investment

December 2019



“MY HOME” SNAPSHOT



“ I am delighted to serve as Patron of “My Home” – an innovative programme that facilitates the private sector using public land, which would not otherwise be used, to provide low cost housing to homeless people until they are self-sufficient, in accordance with Housing First principles.

I believe that the public-private partnership model has much to offer in bridging the gap between housing need and housing supply for the many who find a home beyond their reach.”

Wayne Martin

Wayne Martin AC QC

The “My Home” project is an immediate response to providing housing for homeless people. It can be initiated in parallel with other housing options being considered.

This proposal is aimed at ending homelessness, not just managing it.

PREMISE

A major cost of providing housing is land.

Housing cost
– Land cost
= Achievable affordable housing

HOUSING FIRST SOLUTION = WORLD BEST PRACTICE

If someone has permanent, secure, safe place they can call home, then chances of progressing to an independent, decent and dignified quality of life are significantly increased.

Global precedents show that Housing First has an 80% success rate i.e. people do not regress back to homelessness.

KEY OBJECTIVES

- Alleviate the urgent need for longer-term housing
- Provide permanent, low-cost housing that homeless people can call “My Home” until they are self-sufficient and no longer see themselves as a homeless person.

“MY HOME” SNAPSHOT

PPP + CHP MODEL

A Public Private Partnership (PPP) structure enables us to remove the cost of land from the housing development cost. Plus a Community Housing Provider (CHP)

The “My Home” project model is based on:

- Utilizing vacant State government owned land which has been flagged for long term future use, such as road widening, rail system expansion and drainage. Other potential land providers: Church, not-for-profit organisation, private entities.
- Private sector corporations, foundations, individuals fund the construction of the housing.
- CHP, initially Foundation Housing, manages the properties and tenants as well as maintenance and collections of rents. It also acts as a conduit to support services.

PROS OF PPP

- No funding required from State government
- State government retains ownership of land
- Government land streamlines the planning approvals process
- Demonstration of government and private sector working together for the community good
- Can continue to roll out housing supply for years in other metro and regional areas using same model
- Significant saving of cost of housing supply
- CAN BE ACTIONED IMMEDIATELY.

IMPLEMENTATION

- The State Government leases land at a peppercorn rent to CHP (Foundation Housing).
- Private sector contributes tax deductible funding for the construction of small single resident dwellings on the leased State government land.
- Lightweight domestic construction significantly reduces project costs compared to multi-storey medium or high rise construction. Housing can be produced quickly and efficiently.
- Upon completion, CHP (Foundation Housing) becomes manager of tenancies and properties
- “My Home” brings all parties together and facilitates project to completion of construction.

OUTCOMES

The aims of the “My Home” project are to:

1. bring government, corporate sector and community together to provide an efficient, low-cost housing option for homeless people.
2. provide flexible, efficient and cost-effective housing solutions for homeless people.
3. provide an opportunity for long term housing to enable a homeless person to re-engage with the community and become self sufficient
4. demonstrate the importance of good design and sustainable practices for low-income affordable housing.

6 enable better access to support services by virtue of a fixed address.

7 have 150 homes completed and occupied within 12 months of signing of land leases.

PHILANTHROPIC INVESTMENT

“My Home” is an opportunity come together with the State government (PPP) to significant increase the urgently needed supply of housing for homeless people.

Cost of 1 x 31m2 house = $95,000

Cost includes allowance for amortised site works.

Investments are gifted to a Deductible Gift Recipient (DGR) and are tax deductible.

Initially, we are seeking investments to fund 150 homes = $14,250,000

WHY IS "MY HOME" NEEDED?

THE PROBLEM

We know there are at least 9,000 people experiencing homelessness every night in Western Australia. Over a year, WA's specialist homeless services are assisting over 24,000 people.

The situation for these people could be rough sleeping on the streets; in parks; in their car; in squats and other forms of temporary lodging; couch surfing; or living in boarding and rooming houses without private facilities and security of tenure.

Refuges, halfway houses and emergency shelters are only a temporary day-by-day support for homeless people.

There is an urgent need for permanent, low-cost, housing to enable homeless people to get back on their feet and aspire to a decent quality of life. A place which they can call "My Home".

WE URGENTLY NEED HOUSING

The Western Australian Alliance to End Homelessness recently released a ten year strategy to end homelessness. Affordable, accessible housing was identified as the number one priority needed to end homelessness.

Investment in permanent housing is a key driver in enabling people to find employment, undertake training and regain a self-sufficient life.[1]

In Australia, there is an unprecedented growth in the number of people experiencing homelessness. This could be through personal circumstances but the increasing costing of housing is making it more difficult to rent in the private market.

Financial stress occurs when the cost of accommodation is 30% or more of the individual's income. People on Keystart or other social benefits simply cannot afford to pay private market rent.

Meanwhile, vast tracts of land remain vacant in the Perth metropolitan area and regional centres, including land owned by statutory authorities, State and Federal governments, local councils, the Church and other organisations.

The State government is preparing a 10 Year Strategy for Homelessness which is due to be published later this year (2019).

However, there is currently no action by the State government to increase supply of housing for homeless people.

HOUSING FIRST MODEL

The Housing First model is widely accepted in Europe, USA, Canada and Australia as a best practice response to reducing homelessness.

We have examples in Finland and some US communities which have achieved, or are on their way to achieving, Zero Homelessness.

Housing First works on the premise that if someone has permanent, secure, safe housing and that they can call home, then chances of progressing to an independent, decent and dignified quality of life are significantly increased. Statistical evidence demonstrates that visits to emergency medical centres and other crisis services are dramatically reduced, which in turn reduces costs of providing these services.

Precedents show that Housing First has around 80% success rate, i.e. people do not regress back to homelessness, as well as significant reductions in clients presenting to emergency departments and dealing with the justice system.

In Australia, Housing First projects demonstrate that providing housing to homeless people can save the State government $13,000+ a year per in government provided services.

Housing First is easier for not-for-profit agencies to establish a relationship with homeless people and assist them to:

- Find employment
- Undertake training
- Manage medical and social issues
- Rebuild dignity, self-worth
- Regain a self-sufficient life

The WA Alliance is supportive of the Housing First model.



WHY IS “MY HOME” NEEDED?

CASE STUDY 1

Meet Gaye.

She is 57.

No children.

Two years ago, her husband left her unexpectedly.

There were no assets to divide. They rented their home. He took the car.

She was emotionally shattered by his sudden departure.

She consoled herself by curling up on the sofa, drinking, smoking and watching Foxtel.

Gaye is a hairdresser. She worked from home. A cash business.

She continued to pay the rent. Her work suffered. Her clientele dwindled.

Within six months she was missing rent payments. She believed that no one wanted to employ an aging hairdresser and the techniques she had learned 40 years ago were superseded

Soon after, she was homeless.

Earlier in her life, Gaye grew up in a middle income Perth suburb, attended a private girls’ school, managed and owned several hairdressing salons.

She has no superannuation, no savings, no assets, no motivation to pull herself out of the dark hole she had descended into, no computer skills to enable her to job search, no email.

So what happened to her?



CASE STUDY 2

Meet Ross.

He is 29.

He has three children aged 2, 4, 6 years.

The mother of the children is a drug user and has been jailed several times for possession and attempting to sell drugs.

She is currently in jail.

The children are currently in foster care.

Ross desperately wants to be re-united with is children.

He has no police convictions and has never been a heavy drug user.

He has no training qualifications.

He is unemployed but eager to find work.

Ross is currently sleeping on his brother’s sofa. He does not have a place he can call “my home”.

His children will not be returned to him until he can show he permanent accommodation and an income sufficient to support his children.



“MY HOME” STRUCTURE

PROJECT MANAGEMENT

“My Home” Australasia Limited is an entity company limited by guaranteed. We are a facilitator for housing and land developments to accommodation disadvantaged people experiencing homelessness. homeless people.

The directors are:

Michelle Blakeley (Chair)

Kathleen Gregory (Secretary)

Ben Martin

The “My Home” Project Control Group (PCG) oversees the management of the project and liaison between stakeholders including parties entering into legal agreements or contracts:

- The landowner (leasor)
- The land leasee (CHP)
- The client
- The builder
- The donor
- The property manager (CHP)
- The property owner

RISK MITIGATION

The following risk identification and mitigation tactics have been programmed into the project:

- Project Control Group consisting of experiencesd professionals in project management property development construction and social housing management
- Project Control Group to meet regularly to identify risk and mitigation to inform the project program
- Procurement of building contractor using standard industry procurement practice
- Quantity Surveyor will be engaged to prepare a Bill of Quantities for each site
- WAPC participation in identification and suitability of land options
- Local council planning officers and WAPC officers will be involved in preliminary discussions to identify and mitigate planning policy road blocks.
- Managers of *50 Lives 50 Homes* project will be invited to work with Foundation Housing on management logistics and lessons learned
- Legal advice from Fremantle Foundation to develop clear requirements for all parties, terms and conditions and contractual agreements
- Review of all design by Office of the State Government Architect
- Liaise with RUAH’s 50 Lives 50 Homes managers to provide support services and post-occupancy tenant management

“MY HOME” LAND

The intent is to integrate the housing into local community by providing clusters of dwellings which are perceived as home units with landscaped grounds.

The land lease agreements between the Department of Communities and the CHP (Foundation Housing) is for a minimum of 10 years. The agreement includes a clause that, if the government requires to use the land during the lease period, the houses will be relocated to another site.

The government maintains ownership of its land and its contribution to the project is to make unused land available at a peppercorn lease.

We currently have WAPC confirmed sites at

Berwick Street, Victoria Park

North Fremantle

Maddington

Woodbridge

Other landowners could be the Church, local councils, philanthropic foundations, private sector, CHPs and formal organisations.

The State government is currently identifying land options at Armadale, Midland, Rockingham and Perth. It is intended that, as land is made available, the “My Home” PPP will continue to provide housing across the Perth metropolitan area and regional Western Australia.

SITE REQUIREMENTS

WAPC have been asked to identify land which is:

- close to public transport
- easy walk to retail for basic provisions
- surrounded by a residential area
- 10-15 year land lease with right to extend
- unencumbered by costly latent conditions

WAPC SITE 1

BERWICK STREET, EAST VICTORIA PARK



Land & Area	C/T & Owner	Zoning MRS/TPS	Services Available	Comments
Lot 1 (257 Berwick St,) **895m2**	C/T 1251/595 WAPC	Urban & ORR (MRS); Residential R30 & ORR (Town of Victoria Park LPS 1)	All available	Close to all facilities including shopping (Park Centre), medical, education and public transport (bus) stop 65m



WAPC SITE 2

CONGDON STREET, NORTH FREMANTLE





Land & Area	C/T & Owner	Zoning MRS/TPS	Services Available	Comments
Portions Lots 5 & Lot 6 Congdon St) **Appox. 2000m2**	State of WA (PTA) C/T 1283/954 & C/T's 1283/951 & 1287/25	Railways (MRS) & Railways (City of Fremantle LPS)	All available gas and sewer need 40 m extensions from Stirling Hwy	North Fremantle town centre. Public transport available North Fremantle train Station 175m from site. Site will ultimately be impacted by the proposed Curtin Ave to Stirling Hwy bridge and new access roads.

WAPC SITE 3

ALBANY HIGHWAY, MADDINGTON



Land & Area	C/T & Owner	Zoning MRS/TPS	Services Available	Comments
Public Road (Albany Hwy - unconstructed) Appox. 8082m2	State of WA	PRR (MRS) & PRR (City of Gosnells LPS)	All available	Currently dedicated public road. Land required for MRS and future grade separation of Albany Hwy over the passenger railway. Near Gosnells Town centre (2km). Public transport (bus) available stop 60m from site



WAPC SITE 4

DEVON ROAD, WOODBRIDGE



Land & Area	C/T & Owner	Zoning MRS/TPS	Services Available	Comments
Ptn Lots 1,2,3,& Lots 4 &178 (Devon St) **Appox 3600m2**	C/T's 1538/777 & 778 WAPC	Parks and Recreation (MRS & LPS)	All available	Close to all amenities including shopping and medical Public transport available 600m from Woodbridge train station. Within the Parmelia main gas line corridor. Gas pipe itself in Devon Street. This may be a fatal flaw to this site or the developable area will require reducing to provide greater setback.



“MY HOME” HOUSES

Fundamental to the house designs are

- response to context - the houses will be sympathetic to the appearance of surrounding houses, albeit a smaller footprint, so they belong in the neighbourhood
- 30m2 house footprint with bed, living, bathroom and kitchen spaces plus verandah which enable independent living
- shared facilities on each site, including outdoor living spaces, laundry, storage, vegetable gardens and visitor parking
- demountable houses if the land is required for development by the landowner. (Clause written into lease agreement- another site will be provided.)
- cost efficient using lightweight prefabricated domestic construction
- 'flat pack' panel system which is demountable so houses can be move to another site if necessary
- time efficient building schedule using prefabricated, lightweight domestic construction
- thoughful design based on a contemporary aesthetic and rigorous design principles
- low maintenance, easy to clean with robust materials and fittings
- secure lock-up with own key. A sense of “My Home” is important. For some residents, this will be their forever home.
- energy efficient – solar PV panels, passive solar design principles
- water efficient, rainwater tank supply
- houses fitted out with basic furniture and equipment, bedding, cutlery, crockery, storage
- achieves Platinum Liveable Homes’ standards
- universal access homes
- the base housing unit can be adapted to suit the needs of specific occupant groups such as single parent with a child/children. Cost will vary accordingly.

DESIGN INTEGRITY

“My Home” houses demonstrate that high quality construction, thermal comfort and energy efficiency are achievable in compact, low-cost housing.

- Passivhaus principles
  - ✓ insulation
  - ✓ airtightness membranes
  - ✓ double glazing
  - ✓ minimise thermal bridging
  - ✓ fresh air exchange
- Livable Homes Platinum Standard = Universal Access
- Locally sourced timber products and other materials
- North facing winter solar access
- Solar PV panels
- Rainwater tanks

THE CONSTRUCTION

Design and construction will be undertaken using industry standard client/consultant, client/contractor agreements.

Construction will demonstrate a balanced approach providing high quality, affordable housing incorporating:

- cost efficient construction
- materials, fixtures and fittings that optimise environmental and sustainability outcomes
- durable materials, fixtures and fittings
- prefabricated building systems which can be relocated if required
- utilise recycled building waste when possible.
- House specification includes:

  pre-fabricated timber stud wall panel system with R3.5 insulation, internal sealing membrane and external vapour barrier membrane

  timber roof framing

  concrete slab or timber floor cassette on screw piles (TBC)

  UPCV window and door frames

  double Glazing

  R6.0 roof/ceiling insulation

  metal roof sheeting

  timber derived wall linings

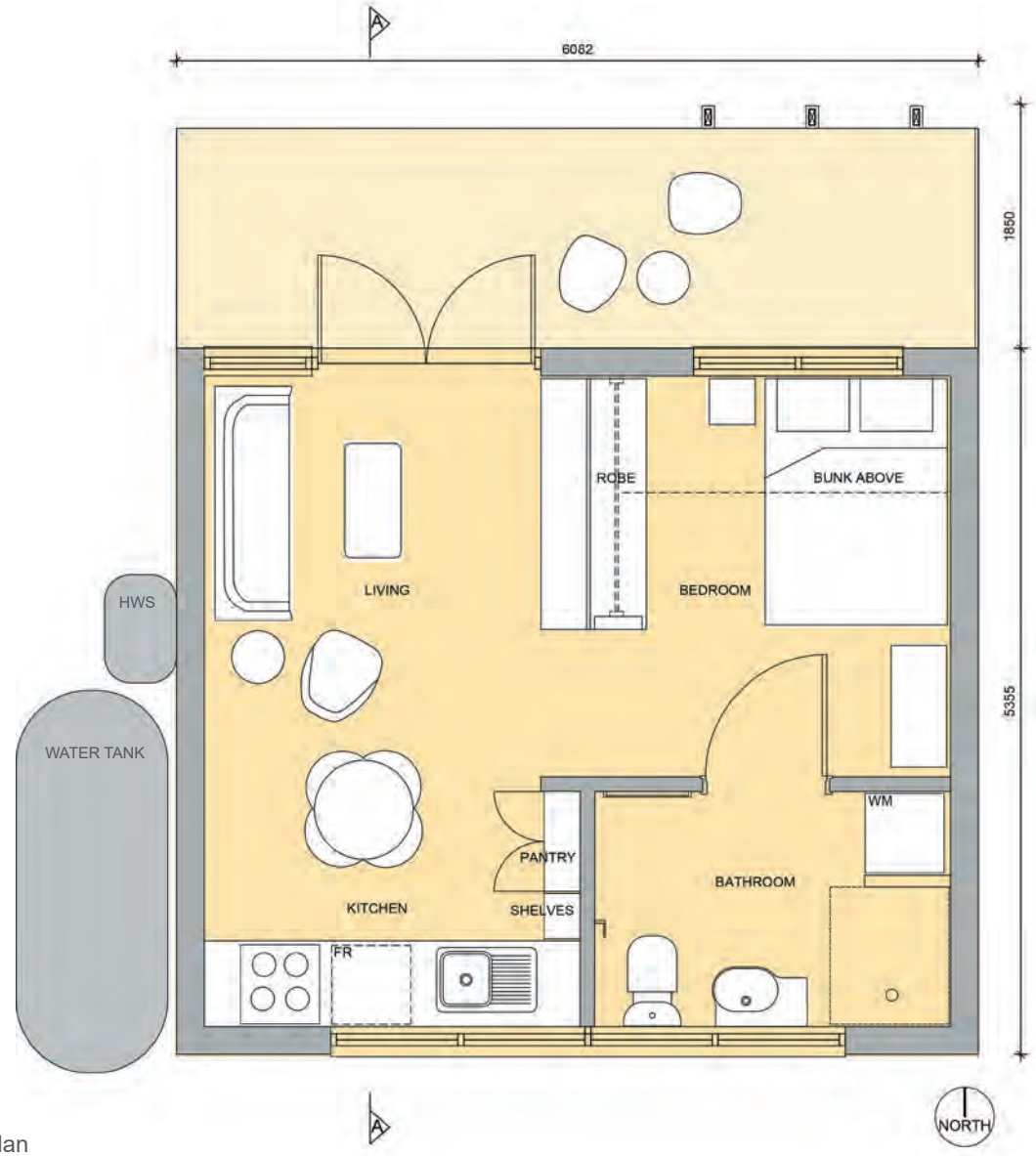
“MY HOME” HOUSES



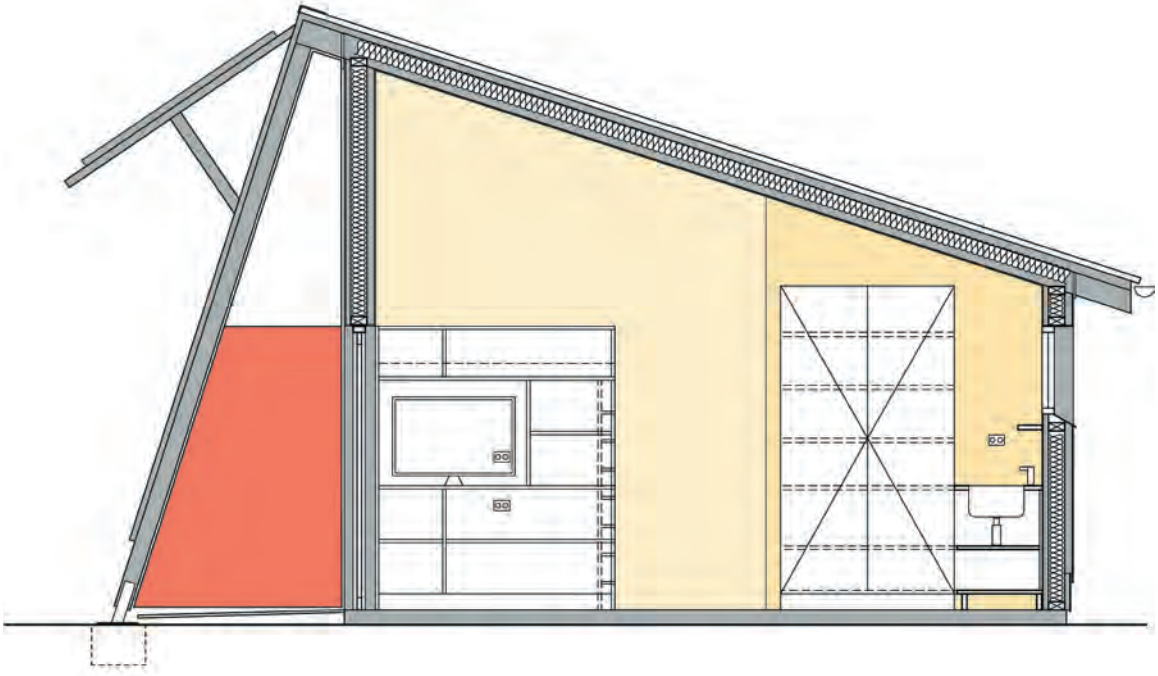


Example site with eighteen single-person homes

“MY HOME” HOUSES



31m2 Floorplan



Section AA

ON-GOING MANAGEMENT OF HOUSING AND TENANTS

TENANTS

- Needs-based priority
- Medium to minimal reliance on support services (chronic high-need homeless people require accommodation with 24 hour on site services)
- Available to various cohorts e.g. women over +55, older men, single parents, youths
- % of income paid in rent
- Tenant agreement with CHP

ONGOING MANAGEMENT

- The CHP (Foundation Housing) is responsible for the maintenance and general upkeep of the houses, payment of power, water and sewer connections
- Tenants pay for their electricity consumption (supplemented by on-site solar)
- Liaison for support services through RUAH and *50 Lives 50 Homes*
- Tenants are selected on a needs basis and demographic relevance to the location of the site as identified in collaboration with local councils.
- Tenants are required to pay Foundation Housing for rent at a 25% (nominal) percentage of their social welfare payment. Tenants sign a tenancy agreement with Foundation Housing.
- It is expected that tenants participate in the upkeep of the site gardens including the vegetable gardens, cleaning of the barbecue and general tidiness of the site.
- Tenants live in the houses for as long as required to regain independence and confidence to move into private market accommodation. For some tenants, their “My Home” house will be their forever home.

FOUNDATION HOUSING

Foundation Housing is WA’s largest registered community housing organisation, managing over 2,000 homes and 3,500 tenancies across Perth and regional WA.

It has been operating for twelve years and is a well established and trusted housing partner for Government, private developers and the not-for-profit sector, and is a Tier 1 registered provider with the Department of Communities. To achieve this accreditation, the organisation is required to meet a wide range of targets spanning areas such as Governance, Finance, Management and Systems.

Foundation Housing is governed by an independent Board of Directors with a range of skills that help guide the organisation’s strategic direction.

Foundation Housing is led by CEO Kathleen Gregory (AM), a highly respected and knowledgeable leader in the community housing sector, both in WA and nationally. (Kathleen is retiring 31 August this year. Her successor is Chris Smith who has been General Manager, Business Development at Foundation Housing.)

As an award-winning developer, Foundation Housing has delivered 120 new homes in the past three years, spanning apartment complexes, small scale single residential and medium density family homes.

The organisation manages an asset portfolio of over $650m and has ownership interests in more than $200m of assets. It also manages a large lodging house portfolio across Perth, providing homes for those exiting homelessness, as a step towards more stable and long term housing.

Foundation Housing provides a comprehensive management service covering all aspects of the housing spectrum including tenancy management, property management, allocations, tenancy support and community development.

Helping people to secure and retain their home is the core business. Clients are assessed at the point of allocation to ensure they have appropriate supports to sustain their tenancy and, where possible, to move through the housing continuum into other forms of independent housing.

All of Foundation Housing’s work is underpinned by strong partnerships across the public, private and not for profit sectors, recognising that far more people can be reached by working together instead of alone.

foundation HOUSING

PROJECT COSTS

COST PLAN

A Quantity Surveyor has prepared a Preliminary Magnitude of Costs including site works (amortised), professional services fees (amortised), full construction costs and fit out ready for occupancy of 1 x 31m2 house.

1 x house	=	$95,000
10 houses	=	$950,000
100 houses	=	$9.5 million
150 houses	=	$14.25 million
500 houses	=	$47.5 million

The Cost Plan assumes

- Planning approval (by WAPC) and building licence fees can be waived
- Professional services are provided at industry base fees
- GST exempt because client is Community Housing Provider (Foundation Housing)

Potential cost savings:

- Waiving of power/water/sewer headworks costs (up to +$50,000 per site)
- Building materials supplied in kind
- Building and fit-out products in kind
- Building contract pro-bono by construction company.

CONTRIBUTION OPTIONS

In order to maintain tax deductibility of donations, funds can be channelled in a number of different ways including, but not limited to:

1. CHP (initially Foundation Housing) DGR status
2. Fremantle Foundation via End Homelessness WA Foundation*. DGR Status
3. Donor's own charitable foundation.

We are asking contributors to participate in the "My Home" PPP through a range of funding options. You can nominate to fund

- by dollar figure, e.g. $100,000, $1million, $5million
- by site(s)
- by number of houses
- by donation of building materials and products to the value determined for a specified number of houses or sites
- by pro-bono building contract.



FUNDING OPPORTUNITIES

CONTRIBUTION OPTIONS

In order to maintain tax deductibility of donations, funds can be channelled in a number of different ways including, but not limited to:

1. CHP (initially Foundation Housing) DGR status
2. Fremantle Foundation via End Homelessness WA Foundation*. DGR Status
3. Donor's own charitable foundation.

We are asking contributors to participate in the "My Home" PPP through a range of funding options.

You can nominate to fund

- by dollar figure
  e.g. $100,000
  $1million
  $5million

- by site(s)
  i.e. all houses on a nominated site

- by number of houses
  e.g. 1 x house = $95,000
  5 x houses = $475,000
  10 x houses = $950,000

- by nominated item per house/per site
  eg cost of reticulation, cost of furniture fit out

- by donation of building materials and products
  i.e. per number of houses, per site(s)

- by pro-bono building contract per site(s)

CORPORATE BENEFITS

- Tax deductibility by gifting to a DRG status recipient
- Opportunity to be involved in a Public Private Partnership with government and private sector coming together to provide positive change
- Participation in a project which is demonstrating a Global Best Practice homeless housing model
- Participation in a project which is demonstrating Global Best Practice Passivhaus design and construction
- Philanthropic opportunity to give back to the community which has contributed to your corporate success
- Demonstrating leadership in community arena
- Tangible and visible evidence of your philanthropic investment through a "bricks and mortar" outcome. Immediate implementation. The "My Home" project can be actioned and in operation within 12 months of your contribution
- Marketing and publicity opportunities for your company's participation in the project
- Opportunity to foster/reinforce relationships with the AIA, MBA, HIA, OGA and local councils
- Discreet naming rights of site(s) available
- Contributors can nominate special needs groups which are particularly relevant to their interests such as homeless women over 55, homeless youth, homeless ex-tradesmen, site location.

HOW TO BECOME A PHILANTHROPIC CONTRIBUTOR

We appreciate that we are asking for a considerable investment in the “My home” project, and that such commitment is not decided without considered and careful review.

Please contact either Michelle Blakeley or Ben Martin for more information, answers to questions, explanation of any aspect of the project.

We can also arrange for you to meet with Dylan Smith, Executive Officer, Fremantle Foundation, or the relevant CHP CEO to discuss the financial details of your contribution.

We have the State government working with us, now we need the private sector to join in our PPP.

Thank you.

Michelle Blakeley

Michelle Blakeley, Architect

Telephone 08 9328 4143 Mobile 0413161641

Email mblakeley@optusnet.com.au

Ben Martin

Morphis Developments Pty Ltd

Telephone 0417 012 023

Email ben@morphis.com.au

* Funds can be gifted to the Fremantle Foundation specifying that the donation is to be directed via End Homelessness WA Foundation for the “My Home” project.

Fremantle Foundation Ltd is a charitable company limited by guarantee (ABN: 19 147 249 394) which acts as the “operational” organisation.

The Board of Directors of Fremantle Foundation Ltd also act as Trustees for the Fremantle Foundation Trust (ABN: 23 992 104 836). The Fremantle Foundation Trust is a Public Ancillary Fund with Deductible Gift Recipient 2 Status. Donations of over $2 to the Fremantle Foundation Trust are tax deductible.

Fremantle Foundation was established in 2010 to provide philanthropic advice and administration to individuals, families and businesses who are interested in giving effectively in their community.

A Funding Agreement between the Contributor and Foundation Housing formalises the terms and conditions for each party.

http://www.fremantlefoundation.org.au

PRECEDENTS

MELBOURNE

In early 2019, six tenants with a chronic experience of homelessness moved into the first six homes of the Harris Transportable Housing Project in Melbourne's inner west.

The project is a partnership between Launch Housing and philanthropists Geoff and Brad Harris, of Harris Capital, with additional funding from the Victorian Property Fund.

The project is using nine parcels of vacant VicRoads land in Footscray and Maidstone to create 57 homes for people with a chronic experience of homelessness.

This project demonstrates how unused government land can be re-purposed to create safe, stable homes for people who urgently need them.

Philanthropic Partners

- Harris Capital (Geoff Harris, Founder, Flight Centre), donated $4 million.

Victorian Government

- The Victorian Property Fund, who donated $3 million.
- VicRoads owns the land and subleased it to the Department of Health and Human Services (DHHS).
- DHHS is the primary lease holder.
- Project lead, property manager and non-profit agency assess, place and support tenants.

DESIGN AND CONSTRUCTION

The units are off-site in rural Victoria (Horsham) and transported by road to multiple sites in Footscray and Maidstone.

WHERE IS THE VACANT LAND THAT THESE UNITS WILL BE PLACED ON?

The project will be based in the inner west of Melbourne, on multiple sites close to public transport and amenities. The sites include landscaping (public and private); access to public transport, bike racks and private parking spaces; as well as communal spaces, courtyards and community gardens to encourage connectivity to neighbours on site.

WHO OWNS AND MANAGES THE LAND?

The units are situated on land owned by VicRoads, which has been set aside for future road widening. VicRoads has leased the land to the Department of Health and Human Services (DHHS) on a peppercorn lease of $1 per year. DHHS has then subleased the land to Launch Housing.

WHAT HAPPENS IF/WHEN VICROADS NEEDS THE LAND?

The initial five-year lease agreement has no end date and provides assurance that VicRoads will identify other land they own that could be suitable for the transportable units to be relocated, if the subject land is ultimately required for road widening. There is also a provision requiring VicRoads to give a minimum of 12 months' notice should they need to terminate the lease.





“MY HOME” DIRECTORS

MICHELLE BLAKELEY
BARCH (HONS), RAIA

Michelle is an Architect and Director of architecture practice, Michelle Blakeley, Architect.

She was a mature-aged architect student who moved from a career as Creative Director and Director in advertising and marketing in Perth and Sydney, to pursue her childhood dream to be an architect.

Michelle graduated with first class honours and has gone on to design and manage projects which have won Australian Institute of Architects awards for public buildings, urban design, sustainable design and heritage.

In her practice, she focuses on using design to create affordable housing with the belief that lower cost, compact housing does not mean compromising quality, comfort and joyful living spaces. She also teaches a Master’s design studio at UWA.

The “My Home” housing project was born after Michelle read about a homeless housing project in Melbourne (refer Precedents) and frustration that urgent action was needed to provide housing stock for homeless people.

KATHLEEN GREGORY, AM
BA - URPLAN, GRADDIPBUS

Kathleen recently retired as Chief Executive Officer of Foundation Housing. She held that position since 2006 and has worked in the not-for-profit sector for over 30 years.

Kathleen is an active representative on a number of social services peak bodies including Director, WA Alliance to End Homelessness and Chair Shelter WA.

She has previously participated as a founding Board member of national housing body PowerHousing, sat on the Property Council of Australia’s affordable housing roundtable and was a Board member of the Australian Institute of Housing.

In 2016, Kathleen was awarded an Order of Australia Medal in recognition of her work in the not-for -profit housing sector Under her leadership, Foundation Housing now provides homes for more than 3,200 West Australians desperately in need of housing.

She was named in Pro Bono Australia’s 2016 Impact 25 as one of Australia’s top 25 most influential people working in and around the social services sector.

BEN MARTIN
BEng, MBA

Ben is a Director of Morphis Developments Pty Ltd, a project and development management consultancy that specialises in land and housing development.

He has over 20 years’ experience in managing all aspects of property development.
Ben’s experience is particularly suited to the “My Home” PPP model including

- new acquisitions and due diligence investigations
- feasibility studies
- joint ventures, partnerships and other corporate structures
- overseeing the design and processing of subdivision applications, structure plans, scheme amendments, rezoning and other authority approvals
- negotiating with local government, WAPC and other statutory authorities
- negotiating developer contribution and infrastructure agreements with authorities
- preparation of project budgets, accounts, timelines and progress reports
- appointment and management of consultant teams and contractors during the construction phase.







"MY HOME" PROJECT CONTROL GROUP
(IN ADDITION TO DIRECTORS)

JACQUELINE BLENKINSHIP MCIOB

Jacqui is a Chartered Construction Manager and Certified Associate of the Asset Management Council, with over 30 years' experience in property development and asset management.

This includes over 25 years experience in developing and maintaining affordable housing in the UK, for not-for-profit organisations owning between 1,500 and 77,000 assets. She is an innovator who has written several research papers for the UK Homes and Communities, supporting sound policy development.

Jacqui held a board position with Mitre Housing Association who own 150 affordable homes across Cumbria and the Lake District National Park.

Since moving to Perth in 2013 Jacqui has successfully delivered major public sector infrastructure projects as well as complex commercial real estate projects.

Jacqui was an early pioneer of collaborative contracting bringing the multiplier effect of collaboration to the delivery of construction projects.

MARGOT MATTHEWS

BAppSc (ChemEng) Hons

Margot is the Chief executive Officer of LNG Marine Fuel Institute. She has 30 years technical leadership experience in blue chip resources companies including Woodside, Alcoa and Tronox.

Margot has a broad range of experience in strategy, technology/innovation and driving collaboration for impact. As an Adjunct Associate Professor she has lectured in Chemical Engineering at the University of Western Australia.

More recently she started up the not for profit COLAB.org that brought together 'build environment' professionals with community organisations in need of their pro bono services.

Margot has an Honours degree in Chemical Engineering from Queen's University in Canada.





START-UP PRO-BONO CONTRIBUTORS

Project Management	Ben Martin, Morphis Developments
Design development	Michelle Blakeley, Architect
Risk, governance and logistics	Jacqueline Blenkenship, Collectiveight
QS Services	Trent Costello, Total Cost Management
Town Planning	Charles Johnson
Civil Engineering	Phil Patterson, Pritchard Francis
Structural Engineering	Daniel Rose, Engenuity
Landscape design	Lisa Shine, Landscape Architect
BCA and Energy Assessment	Luke Kellett
Private Sector liaison	Michelle Blakeley, Ben Martin
Philanthropic investment	Dylan Smith, Fremantle Foundation
CHP and support services liaison	Kathleen Gregory
Design review	Geoff Warn, State Government Architect, Office of the State Government Architect
Construction	Brian Guinan, iSmart Building Group
	Peter Greenway, Highbury Homes
	Stuart Hawley, Bluerock Constructions
	Andrew Abbercombe, Serneke Australia
	Padraic Mellett, Offsite
	James Clarke (product supply liaison)

USEFUL REFERENCES

www.foundationhousing.org.au
www.shelterwa.org.au
https://ysaatio.fi/en/housing-first-finland
https://www.youtube.com/watch?v=k6DPjCmc3BM&feature=youtu.be
http://homelesshub.ca/solutions/housing-accommodation-and-supports/housing-first
https://www.endhomelessnesswa.com/strategy
https://www.pathwayshousingfirst.org
http://www.coalitionforthehomeless.org/ending-homelessness/proven-solutions
https://www.launchhousing.org.au/harris-transportable-housing-project
http://www.fremantlefoundation.org.au/

GOVERNMENT SUPPORT

Hon Simone McGurk MLA
Minister for Child Protection; Women's Interests;
Prevention of Family and Domestic Violence; Community Services

Our Ref: 74-09032

Michelle Blakeley
mblakeley@optusnet.com.au

Dear Ms Blakeley Michelle,

Thank you for your correspondence dated 29 June 2019 providing details of the My Home project proposal for homelessness housing.

It was a pleasure to meet you at the Victoria Quay workshop on Friday 28 June 2019.

As you are aware the Department of Communities (Communities) has commenced work on the 10 Year Homelessness Strategy (the Strategy). The Strategy will be co-designed in partnership with the community sector and will deliver a whole-of-government plan to address homelessness, with targeted approaches to support key cohorts. The Strategy will also look at innovative and sustainable solutions and ways to deliver services that better meet the needs of individuals and families experiencing homelessness.

Your proposal is a good example of the kinds of innovative partnerships with business and philanthropy that the Strategy is aiming to facilitate. I support the continued assistance being provided by the Housing Advisory Unit to progress your proposal.

If you have any further queries, please contact Mr James Yuen, Project Manager Housing Advisory Unit at Communities, by telephone on (08) 9222 4630 or email at James.yuen@communities.wa.gov.au.

Thank you for bringing this matter to my attention and for perseverance over the last two years to progress your proposal to this point.

Yours sincerely

HON SIMONE McGURK AM MLA
MINISTER FOR CHILD PROTECTION; WOMEN'S INTERESTS;
PREVENTION OF FAMILY AND DOMESTIC VIOLENCE; COMMUNITY SERVICES

- 7 AUG 2019

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