

"There is no price that can be placed on what this opportunity has given me. Thank you PPHA."



## History of PPHA

Back in the early 80's, the local residents of St Kilda were becoming alarmed at the impact of gentrification on their community. St Kilda, which had a long history of being a diverse community catering for all levels of society, found that land prices were soaring, rents increasing, local boarding houses and

private hotels were being sold off and blocks of flats were being sub-divided. Friends and relatives were being forced out of the area. With the sale of the Regal, Majestic and Waldorf properties to a developer, Shout, a local community newspaper pointed out 'These three hotels are home to 160 people who will

face eviction and homelessness in due course.'<sup>1</sup> Compared with South Melbourne and Port Melbourne, St Kilda had a relatively low level of public housing and high levels of housing need located in the private rental sector.

Instead of accepting the changes, the community acted. The community voice found expression through the St Kilda Community Group; Shout and the Rooming House Issues Group. Utilising the media, lobbying, and public awareness campaigns, local citizens put pressure on the council to do something to prevent long term and traditional St Kilda residents from being squeezed out. Ben Laycock, a cartoonist with Shout paraphrased Churchill with the line 'We will fight them in the cafes, we will fight them on the beaches and we will fight them in the cake shops.'<sup>1</sup> By 1985, the message was being heard loud and clear and by 1986 the advocates of community housing had a majority on the St Kilda Council. The direct provision of community housing by Council was considered an important and justifiable means to augment the State's role in providing public housing. Consequently, it was written in to the City of St Kilda Housing Policy to explore funding opportunities through the Local Government and Community Housing Program (LGCHP) of the Commonwealth Government.

In 1985, the St Kilda Housing Association Inc. (SKHA, the fore runner of PPHA) was established by the St Kilda Council to undertake property and tenancy management of its housing program projects. Between 1985-89 a total of 5 joint venture programs (between state govt., local council and SKHA)



were achieved with a yield of 75 units. The housing program became a tangible expression of a community culture supportive of social diversity and inclusiveness.

When the Cities of St Kilda, South Melbourne and Port Melbourne were amalgamated in 1994, the new post-amalgamation Port Phillip Council resolved to continue the direct provision and development of community housing. Although a young organization, by 1998, SKHA had accumulated sufficient net operating surpluses in its first 12 years to be able to purchase and develop its first property, augmenting the role of Council in addressing local housing need.

By 2000, new housing projects were located across the entire City of Port Phillip. A change of name to Port Phillip Housing Association (PPHA) in 2001 reflected the broader role across the municipality as well as foretelling the

expansion of PPHA into other areas. Prior to separation in 1951, the State of Victoria was known as the Port Phillip District of NSW. As PPHA spread its wings ever further, advancing into the Cities of Melbourne, Kingston, Glen Eira and Monash since 2007, the name Port Phillip Housing Association becomes ever more appropriate and reflective of our expanded area of operations.

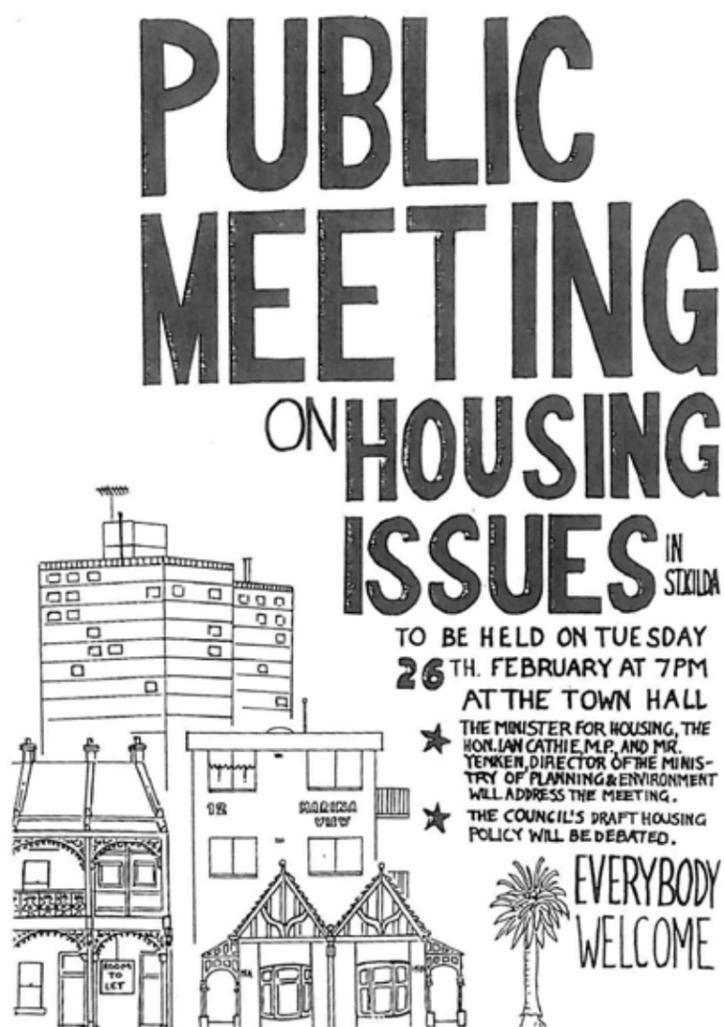
In 2005, PPHA was one of the first 5 organisations registered under the recently amended Housing Act 1983. As one of a small group of registered housing associations (only 8 by 2013), PPHA has access to capital growth funds from the State government for the development of community housing projects and has the ability to raise capital through private debt and leveraging off its properties.

Since the 2005 registration, the PPHA portfolio has expanded to a current total of 1024 housing units, a 67% increase in

size. PPHA is now a recognised developer as well as a manager of community housing. PPHA's current property portfolio is valued at approximately \$300 million and its award winning designs regularly feature in magazines such as the Australian Local Government Environment Yearbook.

Importantly, the aims of PPHA have not changed since inception: to provide secure, affordable and appropriate community rental housing for local residents with long-term links within the area. Our emphasis on 'local' is a high priority and one that we are proud to carry forward to other municipal areas. Having a community face and accessibility for our residents is important and we will continue to seek opportunities for further growth in areas where we have an established presence.

<sup>1</sup> Paul, Aron 2012, Room for Everyone, St Kilda Community Housing, Melbourne.



A poster advertising the 1985 public meeting on housing issues in St Kilda

Reproduced from Paul, Aron 2012, Room for Everyone, St Kilda Community Housing, Melbourne

Port Phillip Housing Association 2013 Portfolio						
	Cities of:					Total
	Port Phillip	Melbourne	Kingston	Glen Eira	Monash	
RH - Single Room	149					149
RH - s/c	122					122
1BR	224	23	45	25	148	465
2BR	92	45	20	3	52	212
Studio	3		10			13
3BR	34				8	42
4BR	5	14			2	21
<b>Total</b>	<b>629</b>	<b>82</b>	<b>75</b>	<b>28</b>	<b>210</b>	<b>1024</b>

"We are very happy to be in our new home – it marks the beginning of a bright new future."

PPHA: Suite 6, 22-28 Fitzroy Street St. Kilda P: 9534 5837 F: 9534 8636 E: info@ppha.org.au W: www.ppha.org.au

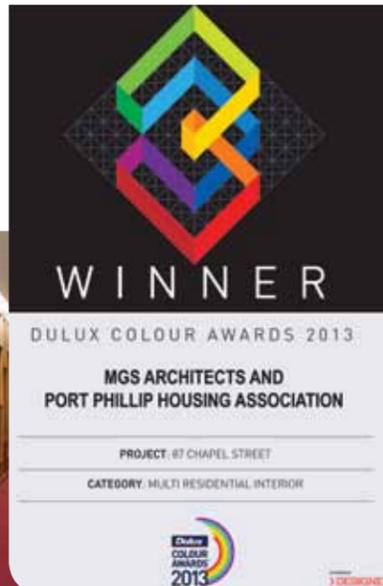


# Home News

June 2013

## Dulux Colour Awards

PPHA is proud that its development at 87 Chapel St, St Kilda was awarded the 2013 Dulux Colour Award for Multi-Residential Interior. Thank you to the MGS Architects for their designs and for promoting PPHA through this award.



## Staff Movements

Coming:

**Colin McEvoy** has commenced in the position of Asset Manager.



Colin McEvoy

**Kim Burnell** has commenced in a newly created position of Compliance & Service Coordinator within the Maintenance Department



Kim Burnell

**Jenny Barrass** has changed roles to Building Maintenance Co-ordinator from Maintenance Administration Officer.

**Angela Hayes** has accepted a full-time Tenancy Management Officer position. Once the tenanting of Ashwood has been completed, she will re-locate to the St Kilda office.



Angela Hayes

**Phil Rayward** has been appointed as a permanent PPHA Maintenance Officer at Ashwood.



Phil Rayward

Going:

**Peter Reade** left to follow his wife overseas for a couple of years, but hopes to return to PPHA when he comes back to Australia.

**Paul Dickerson** has decided to leave PPHA after almost seven years. We wish him all the best in his future endeavours and will miss his commitment to the team.



## Staff Commitment to Continued Improvement

Professional development opportunities for staff aim to ensure continuous improvement in skills, expertise and knowledge and feed in to the broader organisation with an anticipated flow on effect of improving all areas of service delivery.

To this end, over the past 3 months, various staff have attended training on:

- Community Leadership
- Residential Tenancies Act
- Preparing for VCAT
- Managing Rooming Houses
- Managing Complaints

## Electronic Readers and Flat Batteries

How do you know if the battery for your electronic fob (key) is going flat?

If the battery on your door reader is starting to get low, it will provide 4 (four) slow red pulses and emit a low pitched sound for approximately 4 seconds. If you notice either of these indicators, report it to PPHA maintenance and we will arrange to replace the battery for you. The swipe will not fail immediately and should still work for a few weeks, but once these indicators occur, it will fail at some point. When it fails you will be unable to access your unit until the battery has been replaced. Relying on maintenance to respond to a failed battery outside office hours may require a wait of several hours. So be proactive, pay attention, if your swipe starts to yell at you, it's time to call us: 9534 5837.



L to R Back: Phil Rayward, Angela Hayes, Amrit Crewe, Louise Daniel Front: Sabina Rosser

## Ashwood Office

PPHA is proud of its new buildings in Ashwood. The first tenants moved in to Elliott Street on 18 March and the building is now tenanted. A second building, 6 Power Ave was also completed with tenanting now well under way.

All the feedback from tenants so far has indicated that they are very happy with their new homes, the quality, the amenity and the stability that it offers them.

Located on the ground floor of 2 Elliott Street is PPHA's new eastern office. The office is open 5 days a week and is dealing with tenant matters, maintenance issues and is working towards strengthening PPHA's links in the community. The Ashwood office can be contacted direct on 9807 0010.

## Office Hours

St Kilda  
22-28 Fitzroy St, St Kilda  
Ph: 9315 6595 Fax: 9534 8636  
As from Monday 27th May, the office will be open to the public from 9am to 4.30pm, Monday to Friday. Phone calls will be answered until 5pm.

Ashwood  
Suite 2, 2 Elliott St, Ashwood  
Ph: 9568 4420 Fax: 9530 9706  
Open to public 9.30am – 4pm  
Monday to Friday.