



March 2013



2 Elliott St, Ashwood that will also house the PPHA office.

## Ashwood

In very exciting news, the Ashwood development is nearing completion and tenancing should be almost complete by the time the next newsletter hits your letterbox.

A key part of the Ashwood project is the establishment of a PPHA office in Ashwood. It is planned that the office will be open for business from 12 March 2013:

**Address:** 2 Elliott Street Ashwood  
**Phone:** 9568 4420  
**Maintenance:** 9534 5837  
**Urgent After Hours Maintenance:**  
0419 505 073

If you have any friends or relatives that might be interested in community housing, an application form can be downloaded from our website at [www.ppha.org.au](http://www.ppha.org.au).

## Welcome

Welcome to the March newsletter for PPHA. A short time ago, a tenant suggested that we look at providing articles on the history of community housing and the history of PPHA. That's an awful lot of history to cover, so we have decided to spread it over 2 issues. In this issue we will look at the history of community housing and its difference from public housing. In the next newsletter we will look at the history of PPHA. We hope that you enjoy this short journey into the past (for some of us it's a trip down memory lane).

If there is something that you would like to see covered in a newsletter, please don't hesitate to let us know, either via the [info@ppha.org.au](mailto:info@ppha.org.au) email or by calling Joy on 9534 5837.

## Penington Award

Each year the Penington Award is presented to a public or community housing tenant or group of tenants who are making an outstanding contribution to their community.

In 2012, four PPHA tenants had their contributions recognised and received Special Commendations for their voluntary work in their local communities. Congratulations to Corinne McLeish of Ashwood, Eddy Collyer of Balaclava, Kate Rockell of Balaclava and John Dawes of Port Melbourne. The Minister for Housing, Wendy Lovell, presented each with a framed certificate at an award ceremony in December.

PPHA congratulates you and thanks you for the real and positive difference you are making to the communities in which you live.

*"The building is beautiful and so beautifully located to my work and child's school."*

## *A thumbnail history of community housing in Victoria*

### **The start: HCV**

The following is an edited version of Renate Howe's history of the Housing Commission of Victoria (HCV).

The Housing Commission of Victoria (HCV) was established by the Victorian Government in 1938 to demolish and rebuild 'slum pockets' in the inner city. Displaced residents were moved to new housing developments built by the HCV such as Garden City at Port Melbourne.

After 1942 the HCV was responsible for developing regional and outer suburban housing estates where low-income families were located in proximity to expanding postwar industries in the northern and western suburbs. The HCV had constructed around 10% of Victoria's housing by the end of the 1940s. The Olympic Village at Heidelberg West, which was later used for public housing and the new town of Doveton in Melbourne's outer east, close to the General Motors-

Holden factory, were both innovative HCV developments.

In the 1960s the HCV responded to concern at the declining population in Melbourne's inner city and began an ambitious program of redevelopment. High-rise towers soon ringed the inner city, changing the nature of Melbourne's traditional low-rise urban form and drawing angry resistance from displaced residents and the new gentrifiers, young middle-class families moving into the inner city and restoring terrace houses. Coalitions of activist inner-suburban resident associations, local councils, ethnic groups, conservation organisations and trade unions eventually halted further HCV high-rise developments in the 1970s.

The Ministry of Housing (1984), replacing the HCV, developed more innovative and flexible approaches to the provision of social housing. With the decline of manufacturing industry in Melbourne and the changing nature of households the residents of former HCV estates changed

from working families to those largely dependent on social security benefits, with increasing poverty and marginalisation. The search for affordable public housing, which began with the slum-clearance charter of the HCV, is still a challenge for Melbourne.

Source: <http://www.emelbourne.net.au/biogs/EM00733b.htm>

### **The present: Community Housing**

During the 1980's, the then City of St Kilda was a forerunner in community housing, purchasing properties and managing them specifically to prevent local residents being forced out of the area as a result of gentrification,



The first property purchased by the City of St Kilda in 1986 and now managed by PPHA in trust for the council.

strata sub-division of existing low cost rental flats and escalating rents. At the same time, the Ministry of Housing began looking toward community organisations leasing and managing departmental properties on its behalf. By the mid 1990s there were several hundred community organisations managing government owned housing in Victoria under many different lease and funding arrangements. Some were large organisations with large portfolios and others were small organisations that might only have one or two properties. Whilst it was recognised that the community organisations were better placed to manage their housing with a personal touch and were more



Typical HCV development of the 40's & 50's.



HCV high rise of the 60's.

flexible in dealing with tenants with multiple needs, a government led 'rationalisation' began with the aim of reducing the number of organisations and to minimise the number of 'funding and/or leasing' options.

By the mid 2000s, it was recognised that as well as their more personal touch, a major advantage of community housing agencies over public housing was their ability to access

funds for capital development from sources other than government funding. In 2005, the Housing Act 1983 was amended, introducing a new system of regulation for non-governmental



The first HCV owned property leased to St Kilda Community Housing (now PPHA) in 1990.

rental housing agencies. The legislation established the Registrar of Housing Agencies as the regulator of registered agencies. All registered agencies must comply with pre-determined Performance Standards and demonstrate skills, expertise and resources to manage a viable social housing business. Any agency that chose not to register or did not meet the standards had their government owned properties re-distributed to other registered agencies.



A 2012 community housing development.

Registered housing agencies:

- are not-for-profit organisations
- own, manage and develop affordable rental housing for low income households
- provide a range of housing support and assistance to clients
- are viable businesses partnering with both government and the community
- have met registration criteria and meet ongoing regulatory compliance against performance standards

As part of the new regime, the newly registered housing agencies were structured into two tiers:

- **Housing associations** are expected to grow social housing by leveraging government funding and existing property portfolios. Housing associations must be companies limited by guarantee.
- **Housing providers** in addition to managing Director of Housing properties, housing providers may also manage and/or own other

properties. Housing providers can be companies, incorporated associations or co-operatives.

The types of community housing offered by the two types of registered agencies are:

- Rooming houses
- Transitional Housing
- Specialist services such as aged or disability housing
- Generalist housing for families, couples and singles
- Co-operatives

Nine years on and the community housing sector has grown rapidly in Victoria, currently employing around 1000 staff, managing nearly 17,000 tenancies, and having an asset portfolio of over 8,000 properties worth over \$2 billion. In an interesting twist, the housing for 'low-income workers' that was the HCV focus in the 50's is now renamed to housing for 'key workers' and is an integral part of the community housing agenda.

*"I love the security and stability of PPHA."*



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F: 9534 8636

E: [info@ppha.org.au](mailto:info@ppha.org.au)

W: [www.ppha.org.au](http://www.ppha.org.au)

## Footy Tipping

The PPHA footy tipping competition is enjoyed by the majority of staff and a number of tenants each year. Bragging rights go to the winner; or on payment of an optional \$20 entry fee you could win a prize. Usually prizes are awarded to 1st, 2nd & 3rd and the wooden spooner gets half their money back. The 2012 winner for both the prize and the bragging rights was a female tenant from South Rd in Moorabbin.

The number and amount of prizes are reviewed each year as the number of participants varies. The competition is conducted on-line but if you don't have access to a computer you can drop your tips in to the office or call them through each week. If you are interested in participating, call Joy or Maggie on 9534 5837.

You will need to contact us fast, the first game is on 22 March.

## PPHA Website

Have you looked at our website recently? It has been updated with pictures of some of our newest properties, some additional articles and the Strategic Plan. There is also a new menu item, 'Film' on the Publications Menu. Historical PPHA videos (Chez St Kilda and 10 Years On) have been converted to digital and can now be viewed from this menu.

Look us up at [www.ppha.org.au](http://www.ppha.org.au).



## Staff Changes

**Alan Datt**, after two years as Facilities Manager, has decided to move on. We wish him well in all his future endeavours.

**Phil Rayward** has again accepted a short-term contract position as a maintenance officer.

**Angela Hayes** has accepted a short-term contract in an administration position and will be assisting throughout the tenanting of the Ashwood development.



Neale Cousland / Shutterstock.com

## Alert: Spoofing

Protect your details. Be careful who you send personal information to. If you receive emails asking for personal information, check the address they come from and make sure it is a legitimate address from someone that you are happy to provide the information to. If in doubt, ring the person or organisation and check. If contact details are not provided be very wary.

If you are receiving returned emails that look as if they've been sent by you, your address or domain name has probably been misused, or 'spoofed', by a spammer. This means the spammer is pretending to be you by making their messages look as if it comes from your email or website address. The spam does not actually

originate from your computer, it just lists you as the sender.

Unfortunately, there is very little that can be done about spoofing. The problem will usually stop after a few weeks, without you taking any action. If it doesn't stop, report the matter to either of the authorities listed below. More detailed information on computer security is also available from these sites.

Australian Communications and Media Authority:  
[www.acma.gov.au](http://www.acma.gov.au)

Australian Competition and Consumer Authority:  
[www.scamwatch.gov.au](http://www.scamwatch.gov.au)

