

# Improving Housing Outcomes Summit, WA

## Planning & Designing Strategies for Affordable Housing & Urban Renewal



### INTERNATIONAL KEYNOTE SPEAKER:

Professor Francis K.W. Wong,  
Department of Building & Real Estate,  
**THE HONG KONG POLYTECHNIC  
UNIVERSITY**



### KEYNOTE SPEAKER:

Saul Eslake,  
Chief Economist,  
**ANZ**



### KEYNOTE SPEAKER:

Harley Dale,  
Chief Economist,  
**HIA**



### CHAIR:

Debra Goostrey,  
Executive Director,  
**UDIA (WA)**

### FEATURED SPEAKERS INCLUDE:

Roger Guinery, Director of Housing Policy,  
**DEPARTMENT OF HOUSING &  
WORKS**

Dorte Ekelund, Acting Director General,  
**DEPARTMENT FOR PLANNING &  
INFRASTRUCTURE**

Dr. Fiona McKenzie, Director of Housing  
and Research Institute,  
**CURTIN UNIVERSITY**

Professor Peter Newman,  
Director of the Institute for Sustainability  
and Technology Policy,  
**MURDOCH UNIVERSITY**

Ricky Burges, CEO,  
**WESTERN AUSTRALIA LOCAL  
GOVERNMENT ASSOCIATION  
(WALGA)**

Ken Marchingo, CEO,  
**LODDON MALLEE HOUSING  
SERVICES,**  
& Chair,  
**POWERHOUSING AUSTRALIA**

Hans Gerritsen, Manager,  
Housing Procurement & Development,  
**FOUNDATION HOUSING**

David Cant, CEO,  
**BRISBANE HOUSING COMPANY**

Nigel Satterley, Managing Director,  
**SATTERLEY PROPERTY GROUP**

Dean Brickell, State Manager WA,  
Property Finance,  
**SUNCORP**

Marisa Spaziani, Director,  
Community Services,  
& Judith Kenny, Acting Manager,  
Community Development,  
**CITY OF SUBIACO**

Karel Eringa, Executive Officer,  
& Jim Anthony, Policy Manager,  
**SHELTER WA**

Stephen Cummins,  
Senior Policy & Research Coordinator,  
**PEEL DEVELOPMENT  
COMMISSION**

Amy Kilpatrick, Principal Solicitor  
**CONSUMER LAW CENTRE, ACT**

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# Improving Housing Outcomes Summit, WA 2007

According to the UDIA's recent report, "Housing shortfalls could go from 23,000 currently to about 115,000 by 2010". If that prediction holds true, then the current socio-economic side effects we are currently seeing could be merely a blip on the radar compared to what is to come for WA in the near future.

Improving Housing Outcomes Summit, WA 2007 pulls together methodologies and case studies aimed specifically at improving the structure, effectiveness and design of WA housing policies and lays the foundation for a more stable housing future through the creation of realistic, innovative and manageable solutions.

This conference is this year's premier educational conference, a two day event, bringing the best minds from around WA and the country to design forward-thinking strategies that will go some way to fixing the Western Australian housing affordability crisis.

There has been plenty of finger pointing regarding how housing affordability has got to this point, but what is really needed NOW is a broad forum for both the public and private sector to collaboratively put their best foot forward. Improving Housing Outcomes takes a deeper look behind the standard land supply and release issues, interest rates and taxes and focuses on the creation of a wider spectrum of solutions.

Why You Should Attend this conference:

- Hear from **The Hong Kong Polytechnic University** about the relationship between housing affordability and economic development in mainland China and how it bears many lessons for WA
- Hear how **Foundation Housing** is implementing partnerships with the private sector to deliver housing more effectively
- Learn how the **Bowen Basin in Queensland** implemented a viable social housing strategy in an economic climate that mirrors WA's
- Hear **WALGA's** ideas on how all three tiers of government and housing associations can work effectively and strategically to deliver improved housing outcomes
- Get up-to-date on the state of affordable housing from **Shelter WA**
- Get the latest economic forecasts and likely housing trends from **ANZ, HIA** and **Suncorp**
- Get a better understanding of Master Planned Communities and their key role in the future of housing affordability in WA from **Satterley Property Group**

**Call +61 2 9229 1037 to register yourself and your team now!**

I look forward to meeting you in December.

Kind regards

Jordan Hooper



Conference Director  
IQPC Australia



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## Who Should Attend

This interactive forum has been developed for the following:

- Directors of Community/Social/Affordable Housing
- Town, Urban and Regional Planners
- Policy Officers/Advisors/Directors
- Land Developers
- Directors of Community/Sustainable Development
- Directors of Planning & Infrastructure
- Economists and Heads of Property Finance

**From all levels of government, property and land development, housing associations & all professionals concerned or impacted by the current housing crisis.**

## Conference Workshops:

- A** How to Put Affordable Developments out to Market
- B** How to Initiate Private Partnerships to Deliver Improved Housing Outcomes
- C** How to Prolong the Lives of Ageing Building Stocks
- D** The A-Z of Planning Green, Sustainable & Affordable Communities

Event Sponsor:



Department of Housing and Works  
Government of Western Australia

# Day One Agenda – Wednesday 12 December

## 8:30 Registration and Refreshments

## 9:00 Welcoming Remarks from the Chair

Debra Goostrey, Executive Director  
UDIA (WA)

### ISSUES IN HOUSING: THE BIG PICTURE

#### 9.15 International Keynote Address: The Relationship Between Housing Affordability & Economic Development in Mainland China: Comparing Regional Trends to WA



- Tackling housing shortages in Shanghai; Comparing symptoms of their housing crisis to WA
- The impact of the state's reduced role in housing provision on affordability and demand
- Investigating the success of the "provident fund for housing"; China's House Saving Scheme as a solution



Professor Francis K. W. Wong, Department of Building & Real Estate  
THE HONG KONG POLYTECHNIC UNIVERSITY

#### 9.55 Analysing the Long Term Impact of Unaffordable & Unavailable Housing

- Discussing who in the population is being displaced from housing
- The socio-economic ripple effects of unaffordable housing
- The challenge of urban and regional policy makers to achieve stable local populations, communities and workforce when housing and infrastructure supply are not adequately addressed



Dr. Fiona McKenzie, Director of Housing & Urban Research Institute  
CURTIN UNIVERSITY

#### 10.35 Morning Tea and Networking Time

#### 11.05 Easy Money Home Loans: A Cause of Housing Unaffordability and Consumer Detriment

- Description of the Australian Sub-Prime lending market
- Discussion about the use of low-doc and no doc loans and falling lending standards
- Predatory lending and predatory brokering practices in a rising market
- Suggestion for regulatory and policy responses

Amy Kilpatrick, Principal Solicitor  
CONSUMER LAW CENTRE, ACT

#### 11.45 The State of Affordable Housing in WA, 2007: A Shelter Report

Shelter WA presents its annual overview on the state of housing in WA in 2007 and will provide snapshot of the key indicators impacting low income earners and the factors limiting access to affordable housing.

Karel Eringa, Executive Officer  
Jim Anthony, Policy Manager  
SHELTER WA

#### 12.25 Lunch

### WORKING IN COLLABORATION

#### 1.25 How Housing Associations & the Three Tiers of Government Can Operate as Effective Strategic Partners

- The need for local authorities to recognise that they cannot and need not seek to achieve their objectives in isolation. Partnership is key
- Ending the blame game, finger pointing at the solutions instead of ourselves

- High level collaboration to tackle the key areas of housing need
- Partnering to drive community improvement, sustainability and innovative policy design
- Leveraging multi-disciplinary, multi-agency partnerships to achieve housing aims

Ricky Burges, CEO  
WESTERN AUSTRALIAN LOCAL GOVERNMENT ASSOCIATION (WALGA)

#### 2.05 Creating Strategic Joint Ventures and Other Private Partnerships to Deliver Improved Housing Outcomes

- Building effective, strategic and sustainable relationships that can deliver affordable housing
- Working with developers and adjacent communities to include amenities to assist residents: From toddlers to seniors
- Establishing innovative predevelopment, site acquisition and bridge loans to affordable housing developers



Hans Gerritsen, Manager, Housing Procurement & Development  
FOUNDATION HOUSING

#### 2.45 Afternoon Tea and Networking Time

### PLANNING AFFORDABLE HOUSING SOLUTIONS

#### 3.15 Reinvigorating Regional Housing Plans: A Peel Region Affordable Housing Plan Update

- The Plan: Taking a targeted approach to the Peel regional housing crisis
- The Process: Implementing strategic plans to keep housing supply in line with economic growth
- Working with local governments and key agencies to plan necessary housing
- New projects going to market

Stephen Cummins, Senior Policy and Research Coordinator  
PEEL DEVELOPMENT COMMISSION

#### 3.55 City of Subiaco: Strategies for Providing Social Housing in an Inner City Urbanised Locality

- The importance of policy and social responsibility for housing at a local level
- Translating policy into action; Making it happen
- Partnering for successful outcomes



Marisa Spaziani, Director, Community Services  
Judith Kenny, Acting Manager, Community Development  
CITY OF SUBIACO

### REINVIGORATING THE PUBLIC HOUSING SECTOR

#### 4.35 Being Positive Levers for Change: How NGO's are Developing & Managing Affordable Housing

- Affordable housing; What's missing from this picture?
- Scope of the problem; It's not just first home owners
- National problem; Disjointed state based responses
- Drawing it together; A national brand, PowerHousing Australia
- Partnerships; The possibilities; NGOs and the private sector
- Bring it on; What's needed, what we can do and what we are doing together

Ken Marchingo, CEO  
LODON MALLEE HOUSING SERVICES  
Chair  
POWERHOUSING AUSTRALIA

#### 5:15 Closing Remarks from the Chair and Close of Day One

# Day Two Agenda – Thursday 13 December

## 8.30 Registration and Refreshments

### 9.00 Opening Remarks from the Chair

Debra Goostrey, Executive Director  
UDIA WA

## THE ECONOMICS OF THE HOUSING CRISIS

### 9.15 Opening Keynote Address: The Unaffordable Truth: Putting Current Housing Affordability 'Solutions' Under the Spotlight

- Looking at the impact of the dramatic increase in purchasing power of buyers coupled with the absence of a net increase in housing supply
- Comparing the deterioration of housing affordability in the 80s to the present situation
- Flaws in current policy design which fuel demand and make the problem worse
- Alleviating pressure on interest rates by saving and redirecting windfalls from the resource boom
- Why current 'solutions' will continue to exacerbate the crisis
- 'Out-of-the-box' alternatives and likely scenarios

 Saul Eslake, Chief Economist  
ANZ

### 9.55 A Housing Industry Perspective: The Housing Affordability Crisis: Short Term Glitch or Long Term Impediment?

- Record low housing affordability; How much is cyclical and how much is structural?
- Will the affordability crisis pose a long term impediment to growth in the residential sector?
- What defines 'housing stress' and how bad is it?

 Harley Dale, Chief Economist  
HIA

## 10.35 Morning Tea and Networking Time

### 11.05 Emerging Trends in Housing Finance

- Increase in the First-Home-Owner's Grant, solution or a sure step toward even higher housing prices?
- State taxes and owner-occupier subsidies; Are we going to see a change?
- Trends in mortgage products and mortgage assistance for low income households
- Schemes in place for households in high cost areas

 Dean Brickell, State Manager WA, Property Finance  
SUNCORP

## URBAN PLANNING, DEVELOPMENT AND RENEWAL

### 11.45 Perth's Metro Strategy: Promoting New Investment Opportunities and Generating Urban Renewal

- Perth's shifting metropolitan strategy
- Rejuvenation of Perth's activity centres, more sustainable development in its new estates and new investment in provincial and suburban WA
- What is being done to facilitate investment and urban renewal in the suburbs, growth corridors and regional cities?

Dorte Ekelund, Acting Director General  
DEPARTMENT FOR PLANNING & INFRASTRUCTURE, WA

### 12.25 Master Planned Communities and their Role in the Future of Affordable Housing in WA

- The emergence of Master Planned Communities: A look at Amarillo and other planned satellite communities
- The broader regional benefits of masterplans

- Looking to Master Planned Communities as the state's answer to the housing affordability crisis and land supply shortage




Nigel Satterley, Managing Director  
SATTERLEY PROPERTY GROUP

## 1.05 Lunch

### 2.05 Best Practice Panel: Linking Transportation, Affordable Housing, Employment and the Environment

In this panel, a group of experts discuss the characteristics that need to be considered when planning, designing and building affordable, sustainable communities.

Panellists include:

 Peter Newman, Director, Institute for Sustainability and Technology Policy

 MURDOCH UNIVERSITY

Nigel Satterley, Managing Director  
SATTERLEY PROPERTY GROUP

 Dorte Ekelund, Acting Director General

DEPARTMENT FOR PLANNING & INFRASTRUCTURE, WA

## INTERSTATE INSIGHTS AND COMPARISONS

### 2.45 Alternative Approaches to the Affordable Housing Crisis

- Using the Brisbane Housing Company as a model as an innovative vehicle for the supply of affordable housing
- Examining other similar entities being established across Australia
- Reflecting the mutual interest of both State Governments and Local Councils in the delivery of affordable housing
- Delivering additional long term supply of affordable housing into the market
- Establishing essential tenancy management and support arrangements for tenants
- Financial benefits such as debt and equity financing

 David Cant, CEO

BRISBANE HOUSING COMPANY

## 3.25 Afternoon Tea and Networking Time

### 3.55 Social Housing Lessons from the Bowen Basin: A QLD Department of Housing Case Study

- Substantial expansion in the Bowen mining industry has created housing shortage
- A sustained strategy was developed to establish a long term social housing response with a focus on more effective asset utilisation
- Readdressing eligibility policies and accommodating the young and the elderly
- Regional impacts and broader social housing responses

Karen Wing, Service Delivery and Performance Commission  
QLD DEPARTMENT OF HOUSING

## BRINGING IT ALL HOME

### 4.35 Closing Keynote Address: Putting Home Ownership Back into the Hands of Western Australians

- The scale of the affordability challenge as it impacts on home ownership
- Current and emerging initiatives designed to help people achieve home ownership
- Potential for Federal, State, Local Government and private sector cooperation to put home ownership back into the hands of Western Australians

Roger Guinery, Director of Housing Policy  
DEPARTMENT OF HOUSING & WORKS, WA

## 5.15 Closing Remarks and Close of Conference

# A

## How to Initiate Private Partnerships to Deliver Improved Housing Outcomes

**Morning 8:30AM-11:30AM**

PPPs (Public Private Partnerships) have enjoyed considerable success in the UK and US and it looks like Australia will continue to move in that direction. But how do you successfully get them off the ground and what are the most important things that should be considered when looking to attract investment in social housing from the private sector? This workshop is designed to help Heads of Housing to design a framework to plan, build and launch effective PPPs that yield visible results.

**IN THIS WORKSHOP YOU WILL LEARN:**

- How to build effective, strategic & sustainable relationships with private partners that can deliver affordable housing
- How to attain faster and cheaper project delivery through PPPs
- How to establish innovative predevelopment, site acquisition and bridge loans to affordable housing developers

- How to plan, prepare and negotiate a PPP contract

**About Your Expert Tutor:**

Hans Gerritsen has a background in Banking & Finance with emphasis on the property development field in his earlier role as State Manager Property Finance & Development Ventures with ESANDA, an arm of the ANZ Banking Group. In 1996 Hans moved to the Community sector as CEO for Perth Inner City Housing Association (City Housing). During his period with City Housing the housing stock of the Association was expanded from 125 units to in excess of 300.

Upon the merger of City Housing to form Foundation Housing Ltd, Hans elected to go back to a production role and in his present role has responsibility for a capital works program of some \$40m and is working with the private development sector in an effort to deliver continual affordable housing components in major land developments.

# B

## How to Put Affordable Developments out to Market

**Afternoon 12:30PM-3:30PM**

The rapid increase in the lack of affordable housing has been at crisis point for quite some time. Land supply, government fees, taxes and charges are but some of the compounding issues that contribute with the availability of affordable developments. More and more individuals and families are being forced into unsuitable accommodation and in some cases turned away from crisis housing. In this session Gary Prattley will outline strategies and plans that can enable developers, local governments and community/social housing providers to construct and deliver affordable developments out into the market.

**IN THIS WORKSHOP YOU WILL LEARN:**

- How to effectively deal with affordability constraints
- How to develop strategies for local governments, developers and housing providers that enable lower income earners to enter the market
- How to ensure developers can make a profit through affordable housing
- How to provide safe and suitable rental housing for low-middle income earners

**About Your Expert Tutor:**

Gary Prattley, National Planning Director, Macroplan Australia. Gary has 35 years experience in planning and urban development throughout Australia and New Zealand. Gary joined MacroPlan in February 2006 to take on the role of National Director of Planning and to establish a permanent office for MacroPlan in Sydney.

He has been responsible for running the planning systems in Tasmania, the ACT and Western Australia. In 2001 Gary left his role as Chief Executive of the Western Australian Ministry for Planning to take on the challenging role of Executive Director Metropolitan Planning in Sydney. And in the last five years he has had a leading role in shaping Sydney's future development.

Gary has chaired the National Planning Officials Group for a number of years and has an extensive network across Government and Industry in Australia and brings tremendous experience in strategic and planning process to the MacroPlan Team through his role as National Director of Planning.

# C

## How to Prolong the Lives of Ageing Residential Building Stocks

**Evening 4.00PM - 7.00PM**

This workshop will look at innovative and practical strategy design for prolonging and reinvigorating ageing residential building stock for reuse as affordable housing. Based on an 18 month research project in Hong Kong in 2005, attendees of this workshop will evaluate the main legal, social, economic, management and technological issues associated with repairing and converting ageing building stock.

**IN THIS WORKSHOP YOU WILL LEARN:**

- How to identify practical solutions to maintain a safe living environment
- How to prolong the lives of target buildings on a sustainable basis
- How to deduce lessons relevant to the future of new residential developments

**About Your Expert Tutor:**

Professor Francis Wong is Head of the Department of Building and Real Estate (BRE), as well as Director of the Research Centre for Construction and Real Estate Economics (RCCREE) of the Hong Kong Polytechnic University. He has more than 27 years of both academic and practical experience, and has published more than a hundred papers.

He obtained his BSc (Hons) in Building from the Brighton Polytechnic, MSc in Architecture from the London University, and his PhD from the South Bank University. He is a Fellow Member of the Chartered Institute of Building (FCIOB), a Fellow Member of the Hong Kong Institute of Construction Managers (FHKICM), and a Fellow Member of the Hong Kong Institution of Engineers (FHKIE).

# D

## The A-Z of Planning Green, Sustainable and Affordable Communities

**Evening 5:30PM - 8:30PM**

This workshop will take a step-by-step look at green and sustainable building design. Attendees will get an insight into the optimum design, building, renovation, operation and reuse of housing stock in an eco-friendly and resource-efficient manner and learn how this impacts affordable housing. It will also take a deeper look at the primary objectives of green and sustainable housing developments and assess what aspects of planning should be taken into account when planning, launching and managing affordable, sustainable communities.

**IN THIS WORKSHOP YOU WILL LEARN:**

- Why we need to create more green and affordable housing
- The new mantra TOD, POD and GOD: Transit oriented development, Pedestrian oriented development, Green oriented development
- How does affordable housing fit into this package?
- What are the planning mechanisms to make this happen?

**About Your Expert Tutor:**

Peter Newman is the Professor of City Policy and Director of the Institute for Sustainability and Technology Policy, at Murdoch University.

In 2006/7 he was in the US as a Fulbright Scholar at the University of Virginia Charlottesville, examining innovations in sustainability in US cities, regions and states. This is based on comparative work he did in Western Australia at the political level when he worked with the Premier of WA from 2001 to 2004 to develop the State Sustainability Strategy; this was the first state in the world with such a strategy, covering 42 areas of government. He is well known in Perth for his work in rebuilding Perth's rail system which is now seen as a model for modern cities. He is the Chair of Habitat for Humanity in WA. Peter's academic work includes his book with Jeff Kenworthy 'Sustainability and Cities: Overcoming Automobile Dependence' which was launched in the White House in 1999 and his 2001 co-authored book is called 'Back on Track: Rethinking Australian and New Zealand Transport.' Peter is the author of the chapter on Greening Urban Transportation in Worldwatch Institute's 'State of the World, 2007'.

# Improving Housing Outcomes Summit, WA

Two Day Conference: 12 & 13 December 2007  
Pre & Mid Conference Workshops: 11 & 12 December, 2007  
Rydges, Perth

## BOOKING FORM

C \* T S

### TO REGISTER BY PHONE, FAX OR EMAIL

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