



Transforming Housing

Industry Workshop
The University of Melbourne, 17 October 2014

The Transforming Housing project team at the University of Melbourne, together with Carlton Connect, hosted an Industry Workshop on 17 October to seek input and discussion on the current project (2014-15), as well as proposed research which is the subject of an Australian Research Council (ARC) funding bid for 2015-18.

The workshop was attended by representatives from:

- **The design, construction and development industries** - Australand, Grocon, Hayball, and Hickory Group;
- **Industry peak bodies** - Australian Institute of Architects and Property Council of Australia;
- **State agencies and corporations** - Metropolitan Planning Authority, Office of the Victorian Government Architect, and VicTrack;
- **Private and philanthropic investors** - Industry Super, ISPT Super Property, and Lord Mayor's Charitable Foundation;
- **Local governments** – the Cities of Melbourne, Port Phillip, Darebin, Moreland, Whitehorse, and Yarra;
- **Community housing organisations** – HomeGround Services and Housing Choices Australia;
- **The architecture, design and planning industry** – 6 Degrees, Collie Group, SJB Planning, and MGS Architects.

The workshop featured a number of “provocations” – short presentations from representatives of a diverse range of relevant fields intended to stimulate thought and discussion followed by small group discussion that was then reported back to the workshop as a whole.

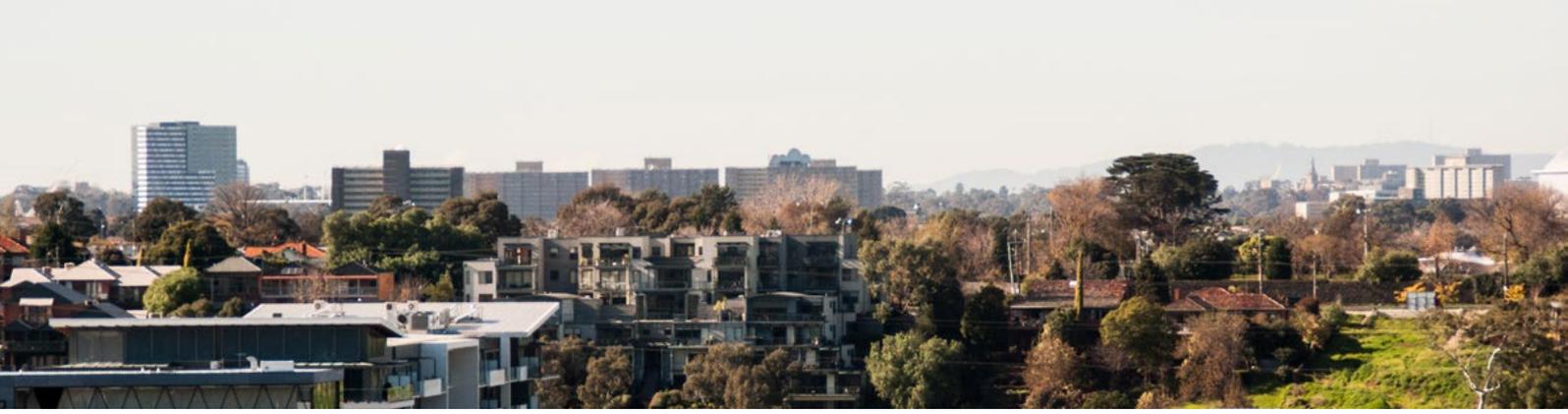


msd
Melbourne
School of Design

FACULTY OF
ARCHITECTURE,
BUILDING AND
PLANNING
www.abp.unimelb.edu.au

**Carlton
Connect
Initiative**





Workshop Format

The first set of provocations had a focus on the current context, and were delivered by:

- **Rob McGauran**, MGS Architects
- **Robert Pradolin**, Australand
- **Jim Dolkas**, VicTrack
- **Gary Spivak**, City of Port Phillip

Subsequent small group discussion explored the question:

What are the key things that need to be known before a Memorandum of Understanding for a Housing Exposition can be signed in June 2015?

The second set of provocations had a focus on innovation and change, and were delivered by:

- **George Argyrou**, Hickory Group
- **Judy Sutherland**, Housing Choices Australia
- **Dr Tom Alves**, Office of Victorian Government Architect.

These were followed by discussion on the question:

What are the opportunities that could be investigated through a three year project running from June 2015 – June 2018?

Clare Newton (University of Melbourne) gave a final presentation on mechanisms for change. She discussed the significance of initiatives such as design and ideas competitions in which she had acted as advisor/juror and the ARC-funded Future Proofing Schools project, as well as international examples such as the Scottish and Finnish Housing Expositions.

Next Steps

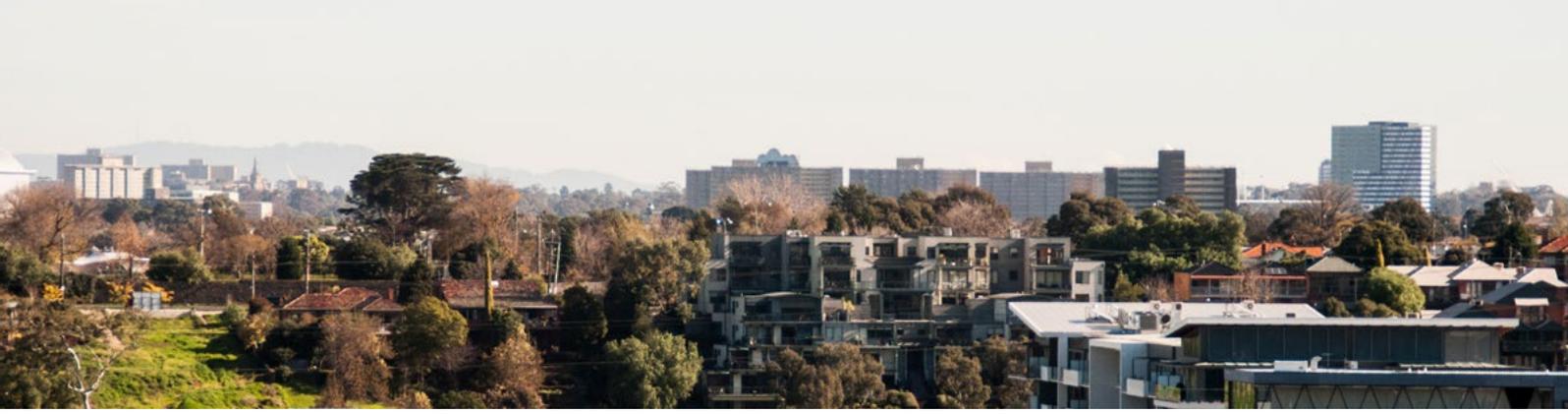
The next steps for Transforming Housing are to develop a series of background papers, including ideas and avenues for investigation discussed at this workshop, for a colloquium to be held in April 2015. These papers will cover:

- Land for affordable housing modelling;
- Planning and property law reform for value capture;
- Design competitions and housing expositions as change agents;
- Modelling investment opportunities for affordable housing.

Key ideas from the workshop discussion are summarised on the following pages.

Clare Newton discussing the significance of design competitions and housing expositions as mechanisms for change





Robert Pradolin of Australand presenting a “provocation” to workshop attendees

What are the key things that need to be known before a Memorandum of Understanding for a Housing Exposition can be signed in June 2015?

- A clear and agreed-upon definition of all terms and concepts, including what the objectives of the project are and what success would look like.
- What the roles and responsibilities of various partners would be, what the expectations of the partners would be, and what value they would get out of the process. This includes identifying who would own and manage the housing.
- What the mix of market rate and affordable housing would be in any project, and what types of tenants or residents would be housed.
- Finding ways to leverage private investment, including understanding the relationship between profit and risk, and what balance of equity and finance are required by developers to deliver desired outcomes.
- A full understanding of costs involved and how to transparently communicate this to all stakeholders.
- What the role of local and state governments would be and what type of government intervention might be necessary to achieve the project aims. This includes an understanding of what commitment government is willing and able to make.
- What dialogue between key partners would look like and how stakeholders such as developers and financiers could be incentivised to take an active role.
- A clear framework for design and delivery.
- How best to create certainty for all stakeholders.
- How to make the project replicable.



What are the opportunities that could be investigated through a three year project running from June 2015 – June 2018?

- Developing a “Solutions Competition” – finding successful models of development and finance rather than just a design competition.
- Developing cross-disciplinary conversations that don’t assume that the answer to any problem lies within a single discrete area.
- Identifying opportunities for value capture, including the role of government, what sites or precincts are appropriate, which assets can be leveraged and what facilities or infrastructure could be delivered.
- Determining and itemising costs involved in delivery of housing – marketing, labour, construction, etc.
- Identifying land for exposition sites and overcoming challenges of land availability.
- Investigating how to leverage off more profitable projects to help fund less profitable ones.
- Ensuring that improvements to affordability are not made at the expense of quality, amenity, or sustainability, keeping in mind that minimising living costs is important to affordability.
- Exploring possible linkages with other programmes, such as housing to be delivered through the National Disability Insurance Scheme.
- Exploring what longer term policy change might be possible at local and state government levels.

Discussion over morning tea

