Innovation in Affordable Housing Supply
Joint Ventures & Value adding Partners

- Harnesses the strengths of private and public sector expertise
- Leverages the Housing Authority’s significant land assets
- Aligns Government’s housing activities to deliver a broad range of policy objectives
- Provides opportunities for market leadership and innovation
- Opens new product and market opportunities and can unlock new client groups
Ellenbrook

- Early 1990’s negotiation and planning
- Frontier development in terms of location and delivery model for Government
- Drivers for Government –
  - Integrate public housing into private sector type development – 1:12
  - Access entrepreneurial approach by the private sector
  - Creating opportunities for first home buyers
  - Maximise Government land asset
  - Generate revenue for public housing
  - Land for public housing stock
- Over 20 years has evolved from a satellite development to World Class masterplanned community
- Consistently at the forefront of development and affordable housing innovation
Whiteman Edge

- Commenced 20 years after Ellenbrook market conditions were radically different
- Housing boom affordability was rapidly declining
- Corridor now represented one of Perth’s key development fronts for the next two decades
- Housing Authority was looking to
  - Continue to integrate public housing
  - Maximise Government land asset
  - Generate revenue for public housing
  - Land for public housing stock
- Build on experience in Ellenbrook and other JV’s to partner with the private sector to deliver affordable housing opportunities and innovations in an area of rapidly declining affordability and strong market competition.
Reflections on Experiences

- Government can partner with the private sector to deliver affordability and innovation in a commercial environment.
- Delivering good housing policy outcomes don’t have to come at a commercial cost.
- What’s critical for success?
  - Government must be clear on its strategic intents
  - Must be collaborative and enable innovation
  - Acknowledge, manage and embrace market risk
  - Be willing to try new things in a contained manner.
  - Identify strategically aligned partners
  - Acknowledge that it can add value by identifying how it can assist innovation success.
  - Ensuring appropriately skilled and creative people work with the private sector partners.