

# The Shape of Public Housing

## Shelter NSW

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**Bernie Coates**

Director, Community Building, Strategic Projects, Housing NSW





# Living Communities

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- The Living Communities Brand
- Significant community engagement
- Three Integrated Project Objectives
  - Improve the homes and public domain
  - Build community capacity
  - Improve the services and opportunities
- Projects
  - Bonnyrigg, Minto and Airds
- Partnerships
  - Private Sector
  - Councils
  - Human Services



# Community Engagement Principles

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- Engagement is a core product activity
- Engagement requires sustained effort
- Establish a local multi-skilled engagement team
- Have a dedicated project manager with full accountability for delivery of all elements
- Ensure professional communication and consultation
- Focus on good project leadership and good governance
- Develop an effective engagement toolkit, including strategies for NESB and hard-to-reach groups
- Invest in community skills, leadership and capacity building
- Realign client service
- Strive for continuous improvement
- Involve advocates and be open to ideas



# Communication Principles

- Write a communications plan addressing all stakeholders and key messages
- Regularly review effectiveness of communications
- Have a vehicle for regular project communication and key messages (e.g. newsletter)
- Communications need to be:
  - Accurate
  - Regularly distributed
  - Provided by trusted sources via a variety of channels
- Don't let communication vacuums develop (because people will make it up)
- Write Q and A answers to all possible questions
- Be clear about what residents can influence and what is not open for discussion
- Inform residents before the media
- Establish a forum for regular resident input
- Identify the 'face of the Dept' who is available to the community
- Consult regularly, and treat residents comments seriously



## More Information

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- Bernie Coates  
Director, Community Building  
Tel: 02 9268 3487  
[bernie.coates@housing.nsw.gov.au](mailto:bernie.coates@housing.nsw.gov.au)

### Papers:

- Coates/Judd/Kavanagh/Unsworth (2008): ***Telling the Story: Community Engagement In Bonnyrigg***
- Judd/Coates (2008) : ***Building Community Capacity in Housing and Urban Design in a Regenerating Suburb: The Bonnyrigg Experience***
- Cultural Perspectives Pty Ltd (2007) ***Review of Community Renewal and Engagement in Bonnyrigg***
- Paper available on website [www.housing.nsw.gov.au](http://www.housing.nsw.gov.au)