


# REIMAGINING HOME INNOVATION PROJECTS

A FRAMEWORK FOR CREATING HOMES  
WITH OLDER SINGLE WOMEN ON LOW \$  
SO THEY CAN AGE WELL IN THEIR  
COMMUNITIES OF CHOICE 

SUPPORTED BY:

SHELTER WA  
CONNECT VICTORIA PARK INC  
LISA BAKER MLA MAYLANDS



dydennan  
NOV 2020


# REIMAGINING HOME

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OLDER  
SINGLE WOMEN  
ON LOW INCOMES

BEAUTIFUL  
AFFORDABLE  
SUSTAINABLE  
CONNECTED  
POWERFUL

HOMES  
TO AGE WELL IN COMMUNITY 

RESEARCH ENGAGE DESIGN BUILD

OLDER SINGLE WOMEN ARE ASSETS NOT  
BURDENS

September 2020

Hi, I'm Liz Lennon and I'm an older single woman on a low income with experience of homelessness and housing stress. Great way to stop conversation – anywhere!

I've worked in community development and social justice areas in WA and Ireland my entire adult life. Housing and homelessness were areas I worked in for more than a decade in Dublin and wider Ireland, and now I'm back in Australia I get to experience it all personally – Yah me. Older single women on low incomes are the fastest growing demographic experiencing severe housing stress and homelessness in Australia. Nothing like being part of a growing trend.

My personal and professional style has always been to try and understand the complexity that underpins issues, explore options for solutions, and then see what partnerships can be formed to make a real difference.

I've been trying to get the Reimagining Home research done since 2016. There's a special place in my imaginary bar for Shelter CEO Michelle Mackenzie, Lisa Kazalac, Connect Victoria Park CEO Luke Garswood and Lisa Baker MLA Maylands who supported this work. They're my kind of partners – value driven, respectful, intelligent and not afraid to take creative and innovative risks. Thank you for making my idea a reality.

In 2016 I asked myself-

**As an older single woman on a low income, what's important to me if I wanted to have a home and age well in my community? How could I, and other older women, be part of creating homes that connected us and made us feel happy?**

And so started my dive down a very deep rabbit hole of information and ideas and research. This summary shows you the high points of the bigger document I wrote – it's a good news/bad news kind of story. There's also a Look Book of 30+ examples of housing developments that include older single women on low incomes and other low income groups.

Next steps? Check out page 12 and how we can SIN together. Me? I'm going to have a glass of wine to celebrate this phase and then start planning for a RHIP pilot project in 2021 that will involve older single women, with collaborative partners, engaging, designing and building homes so they can age well in their communities of choice.

I created the Reimagining Home framework because making the complex look simple is important when you want to involve people to make a real difference. At the core are 5 elements that I believe we need to hug to our hearts if we want to create homes so everyone can age well in their communities of choice, regardless of their income;

**Beautiful | Affordable | Sustainable | Connected | Powerful**

**Beautiful design** – us poor people are allowed to live in beautiful spaces. Beauty is important and design, both built form and landscape, is a huge part of what makes us feel happy and connected and able to feel physically and mentally well.

**Affordability** – I explore affordability in terms of housing being a social, environmental and economic investment for the future. Poor design and building is just a bad investment – cost cutting can backfire.

**Sustainability** – it's not only good for the planet, it cuts energy and water costs for low income tenants and all residents. Front end investment in sustainability is vital.

**Community Connection** – once again design rules. If you connect design with place making and activation then you're creating homes, spaces and activities for everyone, regardless of their income. Creating connection to self and community is vital to ageing well.

**Partnerships** – when it's done well, it can change the world. It really is about finding people within organisations who get excited by value driven and innovative housing developments. We need more of that vision and innovation excitement to permeate all levels of government, community housing associations, developers, architects, planners, builders and residents. A common vision creates the energy and trust to keep moving forward, particularly when the guano hits the fan.

**Collaborative and deliberative housing** – I love the whole idea of including older single women in collaborative housing design and management because it respects our social, creative, activist and intellectual capital. Folks, it's all about power and you need to share it when it comes to real participation and engagement processes for design and governance of the homes we will live in.

**Tenure mixes\ density and rise** – mixed tenure housing developments appeal to me for many reasons including diversity mix and the fact that private sales can cross subsidise building social rental units. Once again, if you put resources into good sustainable design and place activation then mixed tenure housing at medium density can work. I also support the development of tiny home villages as long as residents have decent tenure and design is fit for purpose.

**Diversity** – if we don't understand diversity then we fail at developing homes that meet real needs. Older single women are not some homogenous group, they consist of women from different cultures and communities of identity. Take time to understand.



BETWEEN A ROCK AND  
A REALLY HARD PLACE

## A DREAM THAT KEEPS US GOING

## WHAT YOU CAN DO TO MAKE A DIFFERENCE

## UNLOCKING POTENTIAL & POSSIBILITIES

## THE NEED FOR COMPASSIONATE CHANGE

# AN ADVENTURE TOGETHER



4. 7  
Lysbarnack



# WHERE WE ARE TODAY

INVISIBLE

SILENT

WELL BEHAVED

• 164,711 [56%]

WA ♀ 55<sup>+</sup>

EARN < \$500WK

• 53,913 [19%]

EARN \$500-800WK

- 2016 ABS TABLE BUILDER -

• 2018 - 50,000 ♀ 45<sup>+</sup> IN WA

WERE ESTIMATED TO

BE AT RISK - 32,000 -

IN PERTH 50% WERE

AGED 55<sup>+</sup>

- 2020 DEBBIE FAULKNER + LAURENCE LESTER  
UNIVERSITY OF ADLAIDE - UNDERSTANDING THE  
POPULATION SIZE AND DEMOGRAPHICS OF  
OLDER WOMEN AT RISK OF HOMELESSNESS  
IN AUSTRALIA -

5A  
by leanne oct '20.

• IF YOU RENT YOU'RE TWICE  
AS LIKELY TO BE AT RISK  
OF AN OSW WITH A MORTGAGE

POVERTY DRIVES  
AT RISK OF HOMELESSNESS

LIFE  
THAT

SHOCKS  
↑ AT RISK

- BEING A LONE PERSON HOUSEHOLD THROUGH - DIVORCE | DEATH | NEVER MARRIED
- MALE | PARTNER VIOLENCE
- LOW PAID PART TIME WORK
- UNEMPLOYMENT - LOSING JOB
- ILL HEALTH
- LOW TO NO SUPERANNUATION | SAVINGS
- RENT INCREASES | EVICTION
- SEXUALLY TRANSMITTED DEBTS
- UNPAID WORK + CARING RESPONSIBILITIES

IF YOU'RE SINGLE + POOR, RENTING,  
A WOMAN AGED 55<sup>+</sup>, AS WELL AS  
ABORIGINAL OR CALD THEN  
YOU'RE AT V-HIGH RISK OF  
HOMELESSNESS





# WHERE WE ARE TODAY

BETWEEN A ROCK AND A HARD PLACE

## OPTIONS FOR HOME

UNSTABLE HOUSING	PRIVATE HOUSING	SOCIAL HOUSING	HYBRID HOUSING
<ul style="list-style-type: none"><li>• SLEEP ROUGH</li><li>• HOUSE SIT</li><li>• STAY WITH VIOLENT PARTNER</li><li>• LIVE IN HOSTEL</li><li>• STAY WITH FRIENDS/FAMILY</li><li>• LIVE IN CAR</li><li>• LIVE IN TENT</li><li>• LIVE OVERCROWDED</li></ul>	<ul style="list-style-type: none"><li>• OWN YOUR OWN HOME</li><li>• PRIVATE RENTAL</li><li>• RETIREMENT / LIFESTYLE VILLAGES</li><li>• CARAVAN PARK</li><li>• CO SHARING / CO LIVING</li><li>• BOARDING HOUSE</li><li>• BUILD TO RENT</li><li>• COHOUSING</li><li>• ECO VILLAGES</li></ul>	<ul style="list-style-type: none"><li>• PUBLIC HOUSING</li><li>• COMMUNITY HOUSING</li><li>• OTHER HOUSING PROVIDERS</li><li>• COOPERATIVE RENTALS</li><li>• AGED CARE HOMES</li></ul>	<ul style="list-style-type: none"><li>• COLLABORATIVE + DELIBERATIVE EG. COOPERATIVES; CO SHARING; COHOUSING; INTENTIONAL COMMUNITIES</li><li>• MULTI TENURE / MIXED USE DEVELOPMENTS</li><li>• TINY HOME VILLAGES</li><li>• BUILD TO RENT MULTI TENURE RENTALS</li></ul>
UNSTABLE HOUSING ISN'T A HOME IN 2016 1063 WA OLDER WOMEN LIVED IN UNACCEPTABLE SHELTER [2016 MYS TABLEAU WORK]	OSW ON LOW INCOMES CANT BUY A HOME LIVE IN HOUSING STRESS IN PRIVATE RENTAL CRA + JOB SEEKER TOO LOW	DEMAND EXCEEDS SUPPLY AGEING STOCK + NOT FIT FOR PURPOSE LONG WAITING LISTS	NOT ALWAYS AFFORDABLE TAKE TIME TO DEVELOP LOW SUPPLY PLANNING CHALLENGES

by lemmat '20



# AGEING WELL

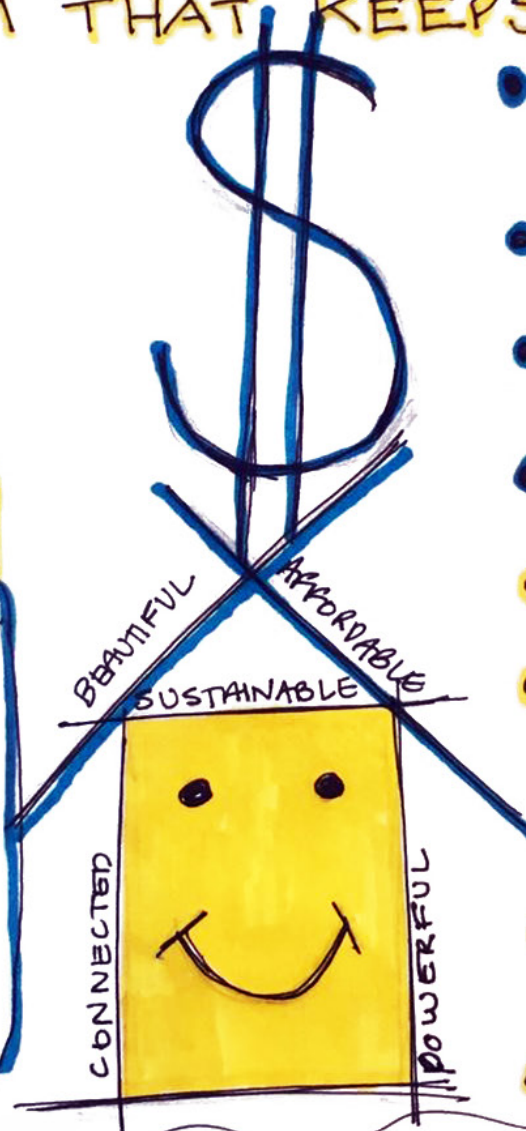
## THE TOMORROW WE WANT

A DREAM THAT KEEPS US GOING



WORLD HEALTH ORGANIZATION  
SOCIAL DETERMINANTS OF HEALTH

- DOMAINS FOR AGE FRIENDLY CITIES**
- 1. BUILT ENVIRONMENT
  - 2. TRANSPORT
  - 3. HOUSING
  - 4. SOCIAL PARTICIPATION
  - 5. RESPECT + SOCIAL INCLUSION
  - 6. CIVIC PARTICIPATION + EMPLOYMENT
  - 7. COMMUNICATION
  - 8. COMMUNITY SUPPORT + HEALTH SERVICES



- A LIVEABLE INCOME  
↑ CRA & JOBSEEKER  
FOR OSW 55-66 YEARS OLD
- INFO + SUPPORT SO OSW  
CAN CREATE SMALL BIZ
- CREATE COWORKING SPACES  
FOR OLDER PEOPLE
- UNDERSTAND THE DIVERSITY  
OF OSW & THEIR NEEDS
- SEE US AS ASSETS NOT  
BURDENS
- INVITE US TO WORK WITH YOU  
TO CREATE HOUSING DIVERSITY  
THAT'S BEAUTIFUL | AFFORDABLE |  
SUSTAINABLE | CONNECTED |  
POWERFUL
- MAKE INFORMATION +  
SUPPORT SERVICES (A+employment)  
MORE OSW FRIENDLY
- SUPPORT AFFORDABLE  
RENTALS



by Lennon Oct '20



# THE WICKED CHALLENGES TO OVERCOME

COMPASSIONATE CHANGE

## HOUSING CHALLENGES

- LAND SUPPLY + COST
- PATCHY FINANCING
- $\uparrow$  DEMAND  $\downarrow$  SUPPLY
- FIT FOR PURPOSE HOUSING SUPPLY LOW
- AGE + DESIGN OF SOCIAL HOUSING
- NO TO LOW SUPPORT FOR HOUSING INNOVATION
- PLANNING RED TAPE + COSTS

## STRUCTURAL + POLICY CHALLENGES

- GENDER PAY GAP
- AGE + GENDER DISCRIMINATION IN WORK PLACE
- POVERTY SHAMING

• POLICY NOT GENDER NUANCED

• AGED: HEALTH: HOUSING: HOMELESSNESS SECTORS SILOED

• LACK OF AGE SPECIFIC HOUSING + HOMELESSNESS INFO + SUPPORT SERVICES

- OZ TAX DISCOUNT SYSTEM - NEGATIVE GEARING + CGT
- LOW TO NO POLITICAL WILL AT FED LEVEL
- JOB SEEKER + PENSION BELOW POVERTY LEVELS
- NO NATIONAL HOUSING + HOMELESSNESS PLAN
- SOCIAL HOUSING SEEN AS WELFARE ISSUE AND NOT AN INFRASTRUCTURE INVESTMENT

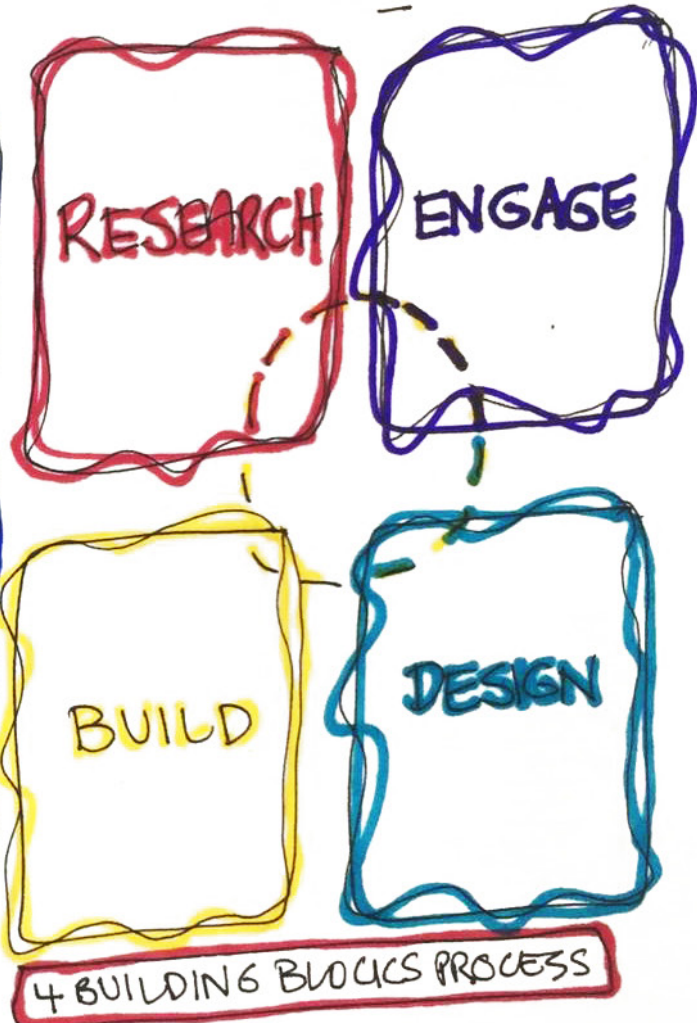
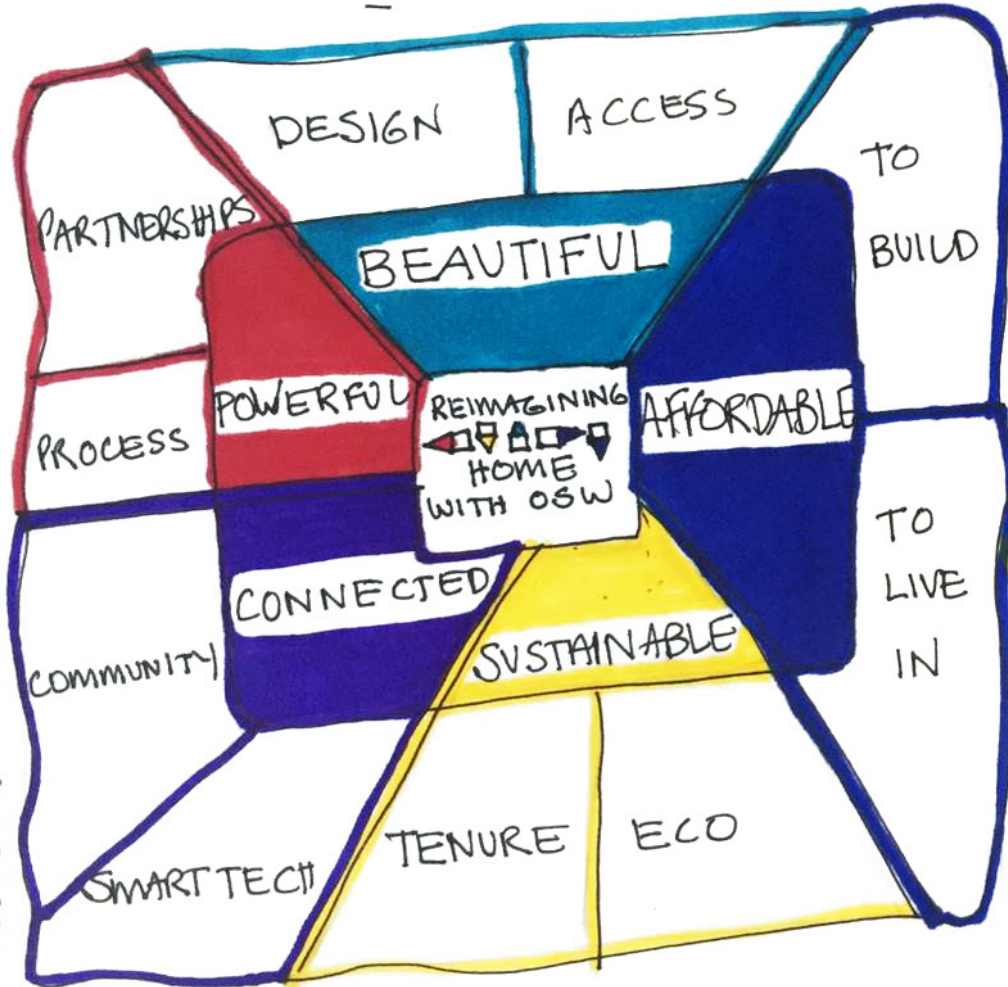
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# A LENS OF HOPE

INNOVATION & OPPORTUNITY POCKETS



SOLUTIONS THAT UNLOCK THE FUTURE

REIMAGINING HOME - A FRAMEWORK FOR CREATING COLLABORATIVE HOMES WITH OLDER SINGLE WOMEN SO THEY CAN AGE WELL



Uylenon Oct '20





# A LENS OF HOPE

## BEAUTIFUL

### DESIGN

- FOR LIFE + LIVEABILITY
- TO MEET DIVERSE NEEDS
- FOR DENSITY + RISE
- FOR SAFETY - CPTED CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN

### ACCESS

- CONTACT DESIGN FOR CONNECTION
- NDIS
- TO INTERNAL HOUSING COMMUNITY
- TO EXTERNAL COMMUNITY

101

## AFFORDABLE

### TO BUILD

- LAND-LEASE | GIFT | SELL
- INNOVATIVE FINANCING FOR SOCIAL: ECONOMIC: ENVIRONMENTAL BOTTOM LINES
- DESIGN DRIVEN MIXED TENURE: MIXED USE
- NEW BUILD OR REPURPOSE

### TO LIVE IN

- AFFORDABLE LIVING COSTS
- INCOME SUPPORT + MICRO/SMAU BIZ SUPPORT
- REVENUE SUBSIDY GAP
- ACCESS TO AFFORDABLE PRIVATE + SOCIAL HOUSING

## SUSTAINABLE

### TENURE

- PRIVATE RENTAL REFORMS + PROTECTION
- SECURE + LONG TERM
- FIT FOR PURPOSE
- HAVE A PET

### ECO

- FRONT END INVESTMENT IN SUSTAINABLE BUILDING: ENERGY: WATER
- SUSTAINABLE CITIES
- SUPPORT FOR INDIVIDUAL SUSTAINABILITY INITIATIVES
- SOCIAL: ECONOMIC: ENVIRONMENT IMPACT

## CONNECTED

### COMMUNITY

- AGE IN COMMUNITY NOT PLACE
- COMMUNITIES OF IDENTITY
- WALKABLE | CYCLABLE TRANSPORT LINKS
- PLACE MAKING + PROGRAMMING FOR CONNECTION

### SMART TECH

- FAST + AFFORDABLE INTERNET
- SMART TECH IN PUBLIC PLACES
- ASSISTIVE + SOCIAL TECHNOLOGY
- SMART SECURITY + HOME TECHNOLOGY

## POWERFUL

### PARTNERSHIPS

- TO BUILD BASIC HOMES FOR OSW ON LOW INCOMES
- LEADERSHIP + POLITICAL WILL
- SHARED RESOURCES + RESPECT FOR SKILLS
- RESOURCES TO INNOVATE + PILOT

### PROCESS

- INCLUDE OSW AS EQUAL AGENTS
- CREATE SHARED HOPE + FOCUS FOR ACTION
- BUILD TRUST + UNDERSTANDING OF DIVERSE NEEDS
- RESOURCES TO SUPPORT COLLAB PROCESS

by Lennon Per'zo



INNOVATION NEVER HAPPENS IN A COMFORT ZONE

# A LENS OF HOPE

## WHAT YOU BRING TO THE TABLE

### WA STATE GOVERNMENT

- FUND INNOVATION IN + PROCESS
- LEASE | GIFT | SELL LAND
- DESIGN WA; DEVELOPMENT WA; LIVEABLE NEIGHBOURHOODS; DEPT OF COMMS
- PARTNER WITH OTHERS • PROVIDES

### FEDERAL GOVERNMENT

- RESOURCES FOR INNOVATION + DEVELOPMENT
- NHFC — RESOURCE DIFFERENT SCALES OF
- FREE UP LAND

### LOCAL COUNCILS

- PLANNING INCENTIVES
- OWN LAND + BUILDINGS
- PARTNER ON INNOVATIVE DEVELOPMENTS + PROCESSES
- DEVELOP + SUPPORT CO HOUSING, TINY HOMES; COLLAB that's BASCP
- SUPPORT AGE FRIENDLY CITIES

### BANKS + INSTITUTIONAL INVESTORS

- FUND + SUPPORT INNOVATION
- FUND BUILD TO RENT + MULTI TENURE

### OLDER SINGLE WOMEN

- VALUE OUR SOCIAL INTELLECTUAL + CREATIVE CAPITAL
- WE'RE INTERESTED IN DEVELOPING TO AGE WELL

### RHIP & OTHER INNOVATIONS

### ACADEMICS RESEARCHERS

- PROVIDE DATA + RECOMMENDATIONS ON: ~ HOUSING + HOMELESSNESS
- ~ OLDER SINGLE WOMEN AT RISK
- ~ OLDER ENTREPRENEURS + DIVERSE NEEDS
- ~ BUILDING MATERIALS
- ~ ENGAGEMENT PROCESSES
- WE ETC

### COMMUNITY HOUSING PROVIDERS

- LINK TO OTHER SECTORS TO DEVELOP INNOVATIVE PROGRAMS + PROCESSES
- INNOVATE HOUSING OPTIONS - BASCP
- INVOLVE OSW AS REAL AGENTS FOR CHANGE
- PROVIDE / SUPPORT INFO / RESEARCH ON THIS; NEEDS; IDEAS

### PEAK BODIES - HOUSING + AGE

- ADVOCATE • BECOME COLLAB PARTNERS
- SHARE INFO • DEPTH OF SECTOR KNOWLEDGE
- RESOURCE INNOVATION

### PRIVATE HOUSING + CONSTRUCTION INDUSTRY

- COMMUNICATE YOUR CHALLENGES + OPPORTUNITIES
- TEACH US ABOUT PLANNING + DEVELOPMENT
- SUPPORT RHIP PILOT AS A CORPORATE SOCIAL RESPONSIBILITY PROJECT
- INNOVATE RE: MATERIALS; TECH; PREFABS

### ARCHITECTS

#### BUILT FORM + LANDSCAPE

- COMMUNICATE ABOUT GOOD DESIGN
- ENGAGE IN PARTICIPATIVE CONTACT DESIGN
- TEACH US ABOUT BIOPHILIC DESIGN

YOU HAVE A VITAL ROLE TO PLAY

LEVERAGING YOUR DIVERSE STRENGTHS

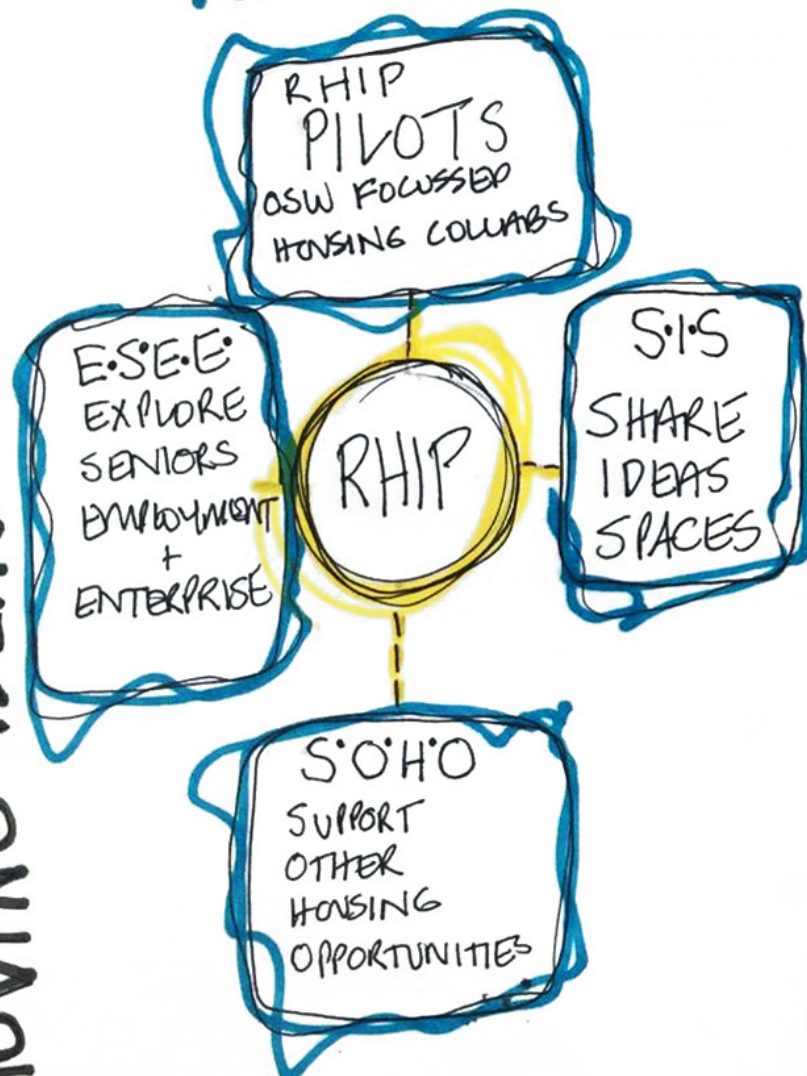
highland oct 2020



MOVING IDEAS TO REALITY

# BUILDING THE FUTURE TOGETHER

REIMAGINING HOME INNOVATION PROTECTS **RHIP**



## S.I.N

SUPPORT INNOVATION NOW

- 1 GO ON EMAIL LIST
- 2 GO SOHO
- 3 BE PART OF S.I.S
- 4 ASK MORE ABOUT HOW YOU COULD SUPPORT / PARTICIPATE IN THE RHIP PIVOT
- 5 SUPPORT ESEE
- 6 PROMOTE YOUR INNOVATION
- 7 INVITE OSW ON LOW INCOMES TO BE TRUE PARTNERS

## TOP BIG STUFF

THAT'S BEYOND ME

- FEEL FREE TO GRAB -
- 1 ADVOCATE FOR WA GOVT TO RESOURCE A SENIORS HOUSING INFO + SUPPORT SERVICE
  - 2 + REFOCUS CRA + JOB SEEKER FOR OSW 55-66
  - 3 DEVELOP A NATIONAL HOUSING + HOMELESSNESS STRATEGY THAT'S AGE | GENDER | CULTURE NUNANCED
  - 4 + INVESTMENT IN AFFORDABLE + SOCIAL HOUSING DIVERSITY | INNOVATION
  - 5 INVEST IN MULTI TENURE BUILD TO RENT APARTMENTS
  - 6 SORT OUT POVERTY SHAMING GENDER WAGE GAP + SEXIST AGISM IN WORKPLACE





**REIMAGINING HOME  
INNOVATION PROJECTS**

Supported by

**Shelter WA**  
**CONNECT Victoria Park**  
**Lisa Baker MLA Maylands**  
November 2020

