

Homes/
for / Homes



A promise to help end
homelessness



Why we need your promise

Every night 122,000 people in Australia sleep homeless. While another 1.5 million live in housing stress. They are our most vulnerable women and men, as well as young families, including over 28,000 children. Australia has a chronic shortage of social and affordable housing.

Everyone deserves a safe, secure and affordable home.

Having a place to call home is linked to well-being. It enables us to lead a positive life, to do things like wash and cook meals, hold down a job or attend school, and it affects how others see us too. So it should come as no surprise that homelessness results in greater dependence on social services.

Research shows that there is a deficit of more than 600,000 social and affordable homes in Australia. This is projected to be in excess of one million by 2036. The crisis can't be solved by any one organisation or government alone. Instead, this is a call for us all to come forward with a promise of support.

Homes for Homes

Homes for Homes is a simple promise that when a home sells, whenever that is, 0.1% of the sale price will be donated —creating social and affordable housing for those in need.

More homes mean less homelessness.

On a \$750,000 home that is a donation of \$750 to Homes for Homes to help create social and affordable housing for the most vulnerable people in our communities.

Also, it's not just residential property sales that can help end homelessness. The same promise can be made on the sale or lease of offices, retail outlets, build-to-rent projects and commercial property.

This gift is transferred as part of the settlement process so it's money you wouldn't normally see and therefore may not even miss, making it something that most of us could easily manage.

The property that you've sold or leased will remain registered with Homes for Homes, allowing for future donations whenever it changes hands again.



Here's how it works

Take part in one of Australia's most important social initiatives.



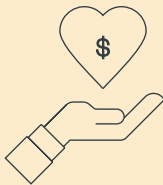
1. Homes registered

When you register your property with Homes for Homes, we will add a caveat or administrative advice in Queensland to your title as a reminder of your promise to donate when you decide to sell.



2. Properties sold

When you sell your property, it remains registered with Homes for Homes, giving the new owner the opportunity to donate when they sell in the future.



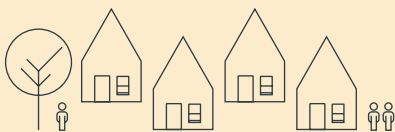
3. Funds donated

Through the settlement disbursement process, a tax deductible donation of 0.1% of the sale price is made to Homes for Homes.



4. Money granted

Your contribution is pooled with other Homes for Homes donations and granted to housing providers in your state or territory.



5. Homes created

The money raised through Homes for Homes is used to create social and affordable housing to help end homelessness.

Get involved



Homeowners, commercial property owners, renters and developers can all participate in Homes for Homes.



Registering with Homes for Homes

The first step is to register your participation on our website. If you rent, the donation is calculated at 0.1% of your monthly rent. If you own your property we will send you an email with your Homes for Homes Donation Deed to print, sign and return. Homes for Homes will then lodge a caveat or administrative advice in Queensland on your property title. This prompts a reminder of your promise to donate 0.1% of your property's sale price when it comes time to sell. Homes for Homes can also be applied to commercial leases. In this case, we provide a clause that can be added to the lease agreement. Register your property at homesforhomes.org.au.

What happens when you sell

You have already made the promise to donate 0.1% of your property's sale price to Homes for Homes. Now you can follow through with that and do your bit to help end homelessness. It's easy.

- Disclose participation of Homes for Homes in your Contract of Sale as a Special Condition.
- At settlement, 0.1% of the sale price will be donated to Homes for Homes as part of the disbursement process.
- Claim the tax deduction when you lodge your return.

What to do when you buy

If you purchase a property that is registered with Homes for Homes, it will not affect how much you pay. It also won't require you to make a donation at the time of purchase. It simply means that the vendor who has sold the property to you promised to donate 0.1% of the sale price they received to Homes for Homes. The caveat or administrative advice will then remain on the property title after you have taken possession. So when you sell the property in the future, you'll be reminded to donate to Homes for Homes too.

It's voluntary

Homes for Homes is a voluntary initiative. So if you ever wish to withdraw your home, simply contact us on 1300 767 918 or email enquiries@homesforhomes.org.au.

Where the money goes

Homes for Homes exists to create a new, sustainable source of funding for the social and affordable housing sector.

This four unit development by Women's Property Initiatives will house older single women who have assets that render them ineligible for social housing and with a limited income that prevents them from accessing a mortgage or owning a home of their own. This type of housing safeguards these women from homelessness.

(Grant round 1, 2018, Beaconsfield VIC)



Image by Studio Bright

In your state or territory

Donations from each property sale will remain in that state or territory and will be added to the growing pool of funds. Then, when sufficient money is raised in a state or territory, we will invite housing providers to submit proposals via an open grant process.

Funding social and affordable housing

We will rely on investment and state-specific housing advisory groups to review proposals and provide recommendations to the Homes for Homes Board. This ensures that our funds are always put to best use. Grant funds can be awarded to the not-for-profit or commercial sector.

A flexible, high impact approach

When a grant round opens, we encourage funding applicants to present us with projects in the specific state or territory. We are open to applicants applying for all or part of the available funds. In previous funding rounds, applicants have applied for as little as \$20,000 and as much as \$300,000 toward a project. In percentage terms, Homes for Homes commonly provides between 10–20% of the total project cost. The impact of our funding is amplified many times over.

1. Properties are sold

As part of settlement, 0.1% of the sale price is donated to Homes for Homes.

2. Money is pooled

With other Homes for Homes donations in that state or territory.

3. Funding rounds open

Expressions of interest are requested from social and affordable housing providers via an open grant process.

4. Applications reviewed

Independent housing advisory groups consider the applications and make recommendations for grant funding distribution.

5. Housing created

Successful applicants are granted funds to increase the supply of social and affordable housing.

6. People housed

To help end homelessness.

Our impact

Homes for Homes has granted over \$1.8 million to 21 social and affordable housing projects creating housing for more than 350 people. The more houses that register with us, the more funding we'll be able to grant.



Funded projects

Community Housing Canberra

\$300,000 granted which will see the development of a group home to enable people with mental illness to transition from living with ageing parents, to a more independent model with 24/7 support.

(Grant round 2, 2020, Page ACT)

\$100,000 granted toward the provision of 2 x 2 bedroom properties that will be tenanted by women who are transitioning from incarceration back into the community. Women from Aboriginal and Torres Strait Islander backgrounds as well as those with children will have priority placement in these residences.

(Grant round 3, 2021, Duffy and Scullin, ACT)

YWCA Canberra

\$100,000 granted to contribute to the creation of nine supported housing dwellings for older women, and women with children on low to moderate incomes who are experiencing family violence.

(Grant round 3, 2021, Ainsley ACT)

Havelock Housing Association

\$200,000 granted toward the purchase of a unit which will offer long-term affordable tenancies to matched pairs of older women.

(Grant round 1, 2018, Nicholls ACT)

\$150,000 granted to transform a former community centre into housing for a marginalised group of women.

(Grant round 6, 2023, Canberra, ACT).

HousingFirst

\$120,000 granted to the delivery of an apartment to house a person experiencing homelessness and a contribution to the build cost of 36 apartments purpose designed for pregnant women and their children.

(Grant round 1, 2018, St Kilda VIC)

Women's Property Initiatives

\$120,000 granted toward a four unit development. The units will house older single women who have assets that render them ineligible for social housing and have a limited income that prevents them from accessing a mortgage or owning a home of their own. These women often have to rent in the private rental market and see their savings rapidly deplete.

(Grant round 1, 2018, Beaconsfield VIC)



Aboriginal Housing Victoria

\$70,000 granted to contribute to the redevelopment of an underutilised dwelling into two long-term social and affordable housing units for Aboriginal tenancies.

(Grant round 2, 2020, Shepparton VIC)

Women's Housing

\$70,000 granted to contribute to the purchase of a unit that will provide affordable rental accommodation to women 55+ who have experienced domestic violence.

(Grant round 2, 2020, Box Hill VIC)

Habitat for Humanity Victoria

\$40,000 granted to support a six-star energy rated, three-bedroom house for a family living in housing stress.

(Grant round 1, 2018, Yea VIC)

\$20,000 granted to support another home in Habitat for Humanity's Yea development.

(Grant round 2, 2020, Yea VIC)

Kids Under Cover

\$100,000 granted to provide living space and bedrooms for young people at risk of homelessness

(Grant round 6, 2023, City of Casey VIC)

A promise to help end homelessness

Property Industry Foundation

\$100,000 granted to create units for young single women and their children.

(Grant round 6, 2023, Shepparton VIC)

Project Independence

\$50,000 granted to develop private units for residents with intellectual disability.

(Grant round 6, 2023, Philip, ACT).

Coffs Harbour Support Services

\$40,000 granted to repair an underutilised property for people with a disability after extensive hail damage.

(Grant round 5, 2022, Coffs Harbour NSW)

Housing Trust

\$40,000 granted to support the build of units for older women and women with children.

(Grant round 5, 2022, Wollongong, NSW)

Youth Futures

\$40,000 granted for the build of a 6-bedroom property, to be used as short-term crisis accommodation for young people.

(Grant round 5, 2022, Merriwa, WA)

YWCA WA

\$40,000 granted to support the transformation of a property into apartments for older women, family violence survivors and women at risk of homelessness.

(Grant round 5, 2022, Joondanna, WA)

Developers and property partners

The Fabric, a development of 300 lots by Mirvac in Altona North is registered with Homes for Homes.



Artist's impression. Indicative only and subject to change/development approval. Furnishings/artwork/light fittings/plants shown are not included.

The property development sector can support Homes for Homes by registering developments. It's a simple, no-cost solution that demonstrates your commitment to social sustainability.

Homes for Homes is a simple way to make a substantial impact at no cost

Registering a development with Homes for Homes shows you are taking a leading position on boosting the funding that flows to create new social and affordable housing stock in Australia.

It's a clear signal that you take corporate social responsibility seriously. Homes for Homes is an easy initiative to be involved in that requires no upfront investment.

People are becoming more socially conscious

Now more than ever, business leaders see social sustainability as crucial to competitiveness. While environmental sustainability has been top of mind in the property industry for well over a decade, the spotlight has now turned to social sustainability.

It is well understood, home buyers want — and will pay more for — sustainable features. Younger generations are entering the home buying market and this socially conscious group are looking for more than just green features, they are looking for properties that are socially sustainable.

Donations are tax deductible

Donations to Homes for Homes are tax deductible. After a donation is received, a tax receipt is issued to the donor.

Bonus Green Star Points

Registering your development with Homes for Homes allows you to apply for up to two Green Star points from the Green Building Council of Australia (GBCA) via their Leadership Challenge.

Using property for purpose

The property remains registered with Homes for Homes when it is sold, so the new purchaser has the opportunity to donate when they come to sell. The longer the promise remains, the more money that will be raised over time to help end homelessness.

You can take part

- Governments/urban renewal through to land, masterplanned communities or projects
- Developers who sell land only, house and land or apartments
- Builders who buy land and resell as 'house and land'
- Banks that resell properties as 'mortgagee in possession' and finance property
- Superannuation funds who finance, invest (own) and/or develop property.

Register in any form or at any stage

- Greenfield sites
- Redevelopment sites
- Land only
- House
- Townhouse
- Apartment.

Governance

Homes for Homes is a not-for profit company, limited by guarantee and endorsed as a Deductible Gift Recipient. Established by Australia's largest and most successful social enterprise, The Big Issue, Homes for Homes is robustly governed and benefits from the knowledge, expertise and networks of industry leaders.



Board of Directors

- Sonya Clancy AM (Chairman), Chief People Officer, Bank Australia
- Wendy Fromhold, Director, WFConsulting
- Paul Kearney, CEO and Founder, Kearney Group/ Oi Software
- Steven Münchenberg, Managing Partner and CEO, Blackhall and Pearl
- Carolyn Viney, Chief Development Officer, Vicinity Centres.

Investment Advisory Group

- The Hon Anna Bligh AC, CEO, Australian Banking Association
- Terry Campbell AO, Senior Chairman, Goldman Sachs
- Sonya Clancy AM, Chief People Officer, Bank Australia
- Sally Herman, Non-Executive Director
- Glenn King, GEO, PEXA
- Simon McKeon AO, Chancellor, Monash University
- Peggy O'Neal AO, Chancellor, RMIT
- Andrew Penn, Former CEO, Telstra
- Ian Smith AM, Managing Partner, Bespoke Approach.



Housing Advisory Groups

Homes for Homes establishes local area, state or territory specific Housing Advisory Groups upon the commencement of each grant round. The Housing Advisory Group is a panel of independent experts who make recommendations on grant funding applications on the basis of need and impact.

Legal Advisers

- Clayton Utz
- Corrs Chambers Westgarth
- Herbert Smith Freehills
- King & Wood Mallesons
- MinterEllison.

Proven to work

Embedding into projects

210 apartments in Market Square (image below), a joint venture between ICD Property and the City of Adelaide, are registered with Homes for Homes.

Home Apartments have committed several build-to-rent projects across VIC and NSW to Homes for Homes. Donations from these six initial projects are estimated to generate \$6m in donations across 30 years.

DevelopmentWA has incorporated Homes for Homes into their Montario Quarter project by including it in the selection criteria and favourably weighting those developers who commit to it.

“The Build-to-Rent model presents a new opportunity for Homes for Homes to work with Australia’s population of renters to support others in need.”

Christian Grahame, Head of Build-to-Rent developer Home



Awarded for innovation

Homes for Homes won the 2020 Urban Developer Award for Excellence in Industry Leadership and in 2019 won the Planning Institute of Australia (Victoria Division) prestigious President’s Award. PIA celebrated Homes for Homes as an inspirational example of innovation in increasing the supply of social and affordable housing. These awards are recognition of the success and excellence of Homes for Homes in the planning and property industry.

Commercial leasing

By adding a clause to its leasing agreement, St. George Barangaroo branch became the first commercial property to participate in Homes for Homes. The funds this raises will be pooled with other Homes for Homes donations in NSW and reinvested into social and affordable housing. But the benefits don’t stop there.

St. George’s participation in Homes for Homes helped the Westpac Group achieve a 6 Star rating from the Green Building Council of Australia (GBCA). This makes its Barangaroo premises the first bank branch and retail fit-out in Australia to be awarded the very highest Green Star rating.





Denman Prospect, Australia's first Homes for Homes suburb

After buying this suburb from the ACT Government, Capital Airport Group saw the potential for the Denman Prospect community to make a lasting difference.

Over a 20-year period, each of the suburb's proposed 4,000 lots will be registered with Homes for Homes, as and when they are released for sale. By doing so, 0.1% of every sale will then be donated to Homes for Homes, so it can be reinvested in social and affordable housing within the Australian Capital Territory.

It is estimated that Denman Prospect will generate over \$17 million in donations. In addition to a fraction of each block's sale price going to Homes for Homes, the developer is encouraging all purchasers to keep the caveat in place. This way, more donations can be made to Homes for Homes when it comes time to sell these properties again in the future.

“Committing to Homes for Homes is a simple way of generating recurring funding that will help stamp out homelessness.”

Stephen Byron, Managing Director, Capital Airport Group

“It's such a small contribution but a good one... it certainly hasn't cost us any sales.”

Rick Meir, Sales Manager, Blackett Homes

“I appreciate being fortunate enough to have my own home and to be able to contribute, if even in a small part.”

Jessica Stotz, Denman Prospect homeowner

Our partners

Property partners





Jema, Isla and Romel with the keys to their new home.

A home for this young family

The keys to the first home funded with the support of Homes for Homes were handed over to a young family in housing stress in 2019. Homes for Homes granted \$40,000 to Habitat for Humanity (Victoria). This covered 30% of the cost of building the home.

Being in danger had become an everyday occurrence for Jema, Romel and their little girl Isla. Their previous housing situation posed threats to their safety, including exposure to drugs and violence. But that has all changed thanks to Homes for Homes and those very first homeowners who have jumped onboard to register their properties to help people like Jema and Romel.

“With this new house our family can finally live peacefully and give Isla a normal, healthy, productive life,” said Jema. They even have plans to build a cubby in the backyard. Something they could never have dreamed of doing before. Jema and Romel’s story is proof that Homes for Homes is more than a promise, it’s long-term and life changing.

Industry partners



Community partners



Seed funders



Find out more

homesforhomes.org.au

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