

Draft Affordable Housing Policy Engagement Summary Report April 2025





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Executive Summary

This report provides a summary of the community engagement undertaken for Council's Draft Affordable Housing Policy (the Draft Policy).

The primary objective of the engagement was to gather feedback on the Draft Policy, ensuring there is broad community support for Council's proposed roles and that the policy that is both effective and inclusive.

The Draft Policy sets out Council's position and establishes a policy framework to guide and facilitate the increased supply of affordable housing in Frankston City. This will be achieved by enabling supply through Council's management of the local land use planning system, as well as through advocacy at various levels of government and partnerships with key stakeholders.

By implementing the Draft Policy, Council aims to contribute to a welcoming city where everyone has access to a safe, secure and affordable home.

The engagement process was guided by Council's Engagement Principles: purpose; informed; representative; supported; influence; and report.

Engagement overview

The community engagement on the Draft Policy was conducted from 21 February to 23 March 2025, and consisted of the following activities:

- An online survey.
- Four community pop-ups with intercept surveys.
- Six stakeholder workshops and meetings.
- Targeted email invitations.
- Broad promotion via a media release, Frankston City News, eNews, newsletters, posters and social media posts.

Key engagement statistics include:

- 792 Engage Frankston page views.
- 96 surveys completed.
- 820 new project alert emails sent.
- 56 downloads of the Draft Policy document

Engagement highlights

The feedback indicated broad community support for the Draft Policy and Council's proposed roles.

Key survey findings included:

- 84.4% agreed with the principle that affordable housing is essential infrastructure.

- 80% supported Council acting as a supply enabler.
- 81.2% supported Council taking an advocacy role.
- 75% supported Council acting as a partner.

Engagement recommendations

Based on engagement insights, key recommendations to strengthen the Draft Policy include:

- Enhance the accessibility focus, ensuring the needs of people with disability and older residents are embedded throughout the policy.
- Emphasise the importance of coordination between housing growth and long-term infrastructure upgrades to meet the needs of a growing and ageing population.
- Prioritise using underutilised or vacant land for housing to protect valuable public open spaces and community amenities.
- Promote education and awareness raising initiatives to build community support for affordable housing, especially during planning processes.
- Highlight the role of affordable housing in preventing homelessness and strengthen the importance of integrated services that support co-locating healthcare, social services, and employment support within affordable housing developments for holistic resident support.
- Acknowledge the gendered nature of housing insecurity and the disproportionate impact on Aboriginal and Torres Strait Islander communities.
- Explore developer contributions, support infill strategies, and incentivise mixed-use and higher-density projects (e.g., in the Frankston Metropolitan Activity Centre).
- Expand Council's advocacy roles to include advocacy for private rental reforms, increased homelessness funding, and unlocking of state-owned land for affordable housing development.
- Focus on partnerships and strategic planning, building partnerships with community housing providers, promoting public messaging, and integrate affordable housing as essential infrastructure in planning documents.

Next steps

The findings from this engagement report will inform updates to strengthen the Draft Policy ahead of presenting a final version to Council for consideration in June 2025. Following adoption, the policy will move into the implementation phase, with a clear framework for ongoing monitoring and regular evaluation to track its progress, effectiveness, and long-term impact.

1. Engagement Overview

1.1 Purpose

The purpose of the community engagement was to gather feedback on the Draft Policy before its adoption by Council. The engagement aimed to ensure strong support for Council's proposed roles, that it addresses community needs and concerns, and the policy is both effective and inclusive in its approach.

1.2 Objectives

The objective of the community engagement was to:

1. Inform the community about Frankston City's affordable housing needs and the roles and responsibilities for increasing the supply of affordable housing.
2. Inform the community of the Draft Policy's development to build understanding and support to enhance its implementation and effectiveness.
3. Consult with the community on the principle that affordable housing is essential infrastructure for a thriving community, seeking feedback on their level of support.
4. Consult with the community on Council's proposed roles in guiding and facilitating affordable housing – as a supply enabler, advocate, and partner – and seek feedback on the level of support for these roles.
5. Consult with the community on what they think is important for Council in supporting the delivery of more affordable housing in Frankston City.

1.3 Community Engagement Process

The community engagement was guided by the IAP2 Public Participation Spectrum, focusing on the levels of Inform and Consult. Following Council's endorsement of the Draft Policy, the engagement was conducted between 21 February and 23 March 2025. The engagement activities included:

- An online survey.
- Community pop-up events and intercept surveys.
- Stakeholder workshops and meetings.
- Targeted email invitations.

See Table 1 below for a summary of these activities.

Table 1: Engagement Activities

Activity	Description	Dates
Online survey and project page (<i>Engage Frankston</i>)	Provided community members with accessible, self-paced participation options and project information.	Fri 21 February to Sun 23 March 2025
Community pop ups and intercept surveys	Enabled face-to-face engagement, especially with residents less likely to engage online. Intercept surveys captured immediate feedback.	Hoyts Cinema Forecourt, Wells Street, Frankston – Wed 26 February, 11-1pm Frankston South Community & Recreation Centre – Wed 26 February, 2-4pm Seaford Community Centre forecourt – Thurs 6 March, 9-11am Banyan Reserve, Carrum Downs – Tues 18 March, 3-6pm
Online stakeholder workshops and meetings	Facilitated in-depth discussions with key stakeholders.	Housing and Homelessness Services Stakeholder Workshop, Tues 18 March 2025 Chisholm TAFE, Wed 26 March 2025* Bunurong Land Council, Mon 7 April 2025* Frankston Business Collective, Tues 8 April 2025* <i>* Undertaken outside of formal engagement period.</i>
In person stakeholder workshops and meetings	Supported detailed, collaborative conversations with local groups.	Youth Council and NextGen, Wed 5 March 2025 Positive Ageing Ambassadors, Tues 18 March 2025
Targeted email invitations	Reached stakeholders and communities who may not have seen online promotions.	Disability Access & Inclusion Committee Frankston and Mornington Peninsula LGBTQIA+ Collab. Frankston and Mornington Peninsula Family Violence Collab. Local developers Tertiary institutions Frankston Hospital Industry representatives

To support the engagement process, a Communications Plan was developed to ensure clear and consistent messaging, build trust in the process and encourage meaningful community participation. The communications activities included:

- A media release.
- Articles in *Frankston City News* and Council eNews.
- Social media posts on Facebook and Instagram.
- Posters with QR codes linking to the online survey.

See Table 2 below for a summary of these activities, and Appendix 1 for copies of the collateral.

Table 2: Engagement Strategies

Activity	Description	Reach
Media release	A media release entitled “A safe, secure and affordable home for everyone” was issued out on 25 February and published to Council’s website.	The media release resulted in two related news articles: Inside Local Government News (25 February 2025) – an online article was published under the title ‘Frankston releases draft affordable housing policy’ . Frankston Times (4 March 2025) – A small clipping appeared on Page 7 of the paper under the title ‘Housing Plan in the works’ . The article is estimated to have reached an audience of 28,320 readers.
Frankston City News	Promotion of the engagement project appeared in two different editions: A feature article (February/March edition) –entitled ‘A home for everyone’ was featured on page 19. Councillor Column (April/May edition) – Information about engagement appeared in Cr Sue Baker’s column on Page 7.	Delivered to approximately 60,000 households.
eNews	A story entitled ‘Imagine a city where everyone has a safe, secure and affordable home’ was featured in the March issue of the Frankston City eNewsletter , which was sent out on Tues 18 March 2025 .	The eNewsletter was sent to 3,384 recipients . 1,346 or 39.78% of those recipients opened the newsletter, with 4 total link clicks for Affordable Housing Policy Engagement page.

Social media	A Facebook post was shared to Council's channel on 25 February 2025 .	<ul style="list-style-type: none"> • 33,000+ followers • 7 reactions • 21 comments • 4 shares
	An Instagram post was shared to Council's channel on 25 February 2025 .	<ul style="list-style-type: none"> • 8,500+ followers • 35 likes • 3 comments • 4 shares
	A LinkedIn post was shared to Council's channel on 18 March 2025 targeting developers .	<ul style="list-style-type: none"> • 468 LinkedIn members • 9 Reactions • 1 repost
Posters	A promotional poster design was designed for this project.	Distributed to community centres and neighbourhood houses, Frankston City Libraries and Sports Clubs.

2. Who Participated

2.1 Overview

A total of ninety-six surveys were completed, with responses collected both online and through intercept surveys at community pop-up events. In addition, approximately thirty stakeholders participated in workshops and meetings, offering valuable insights to help shape the Draft Policy.

The survey respondents represented a broad demographic, providing a diverse range of perspectives. While the largest group of participants was women aged 35-49 years, the survey also included meaningful input from other key groups. Notably:

- 14% of respondents reported having a disability or long-term health condition.
- 10% spoke a language other than English at home.
- 10% identified as LGBTQIA+.

Geographically, the majority of survey participants were from the suburbs of Frankston, Seaford, and Frankston South – areas where community pop-up events and intercept surveys were held. These suburbs were well-represented, highlighting strong local engagement and interest and engagement in affordable housing issues.

Most respondents had a strong connection to Frankston City – whether as residents, workers, or regular visitors. A large proportion reported being homeowners (either outright or with a mortgage), indicating a vested interest in the future of the community and its housing landscape.

2.2 Survey

The characteristics of the survey respondents are shown in the figures below.

Figure 1: Gender - percentage

	Number
Woman	56
Man	31
Non-binary or gender diverse	3
Prefer not to say	5

Figure 2: Communities of Interest - percentage

	Number
Aboriginal and/or Torres Strait Islander	3
Part of the LGBTQIA+ community	10
Speak a language other than English	11
Person with a disability or long-term health condition	15
None of these	58
Prefer not to answer	8

Figure 3: Age Group - number

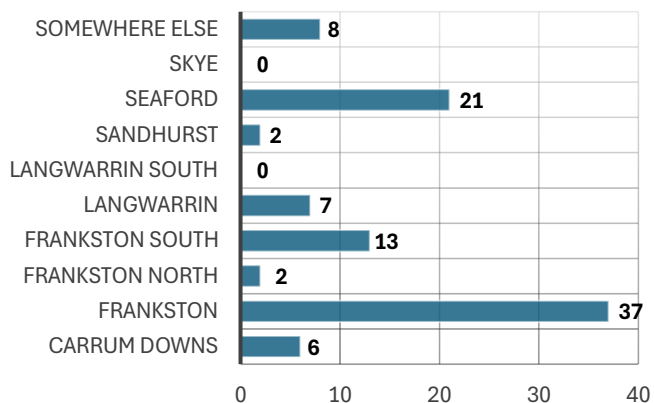
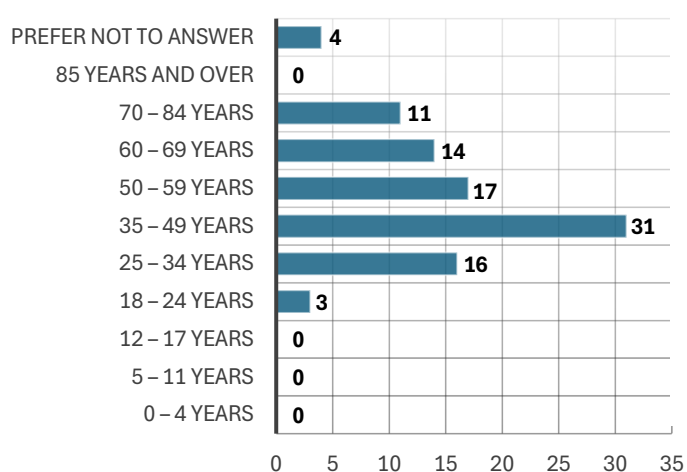


Figure 5: Interest in the Project – number

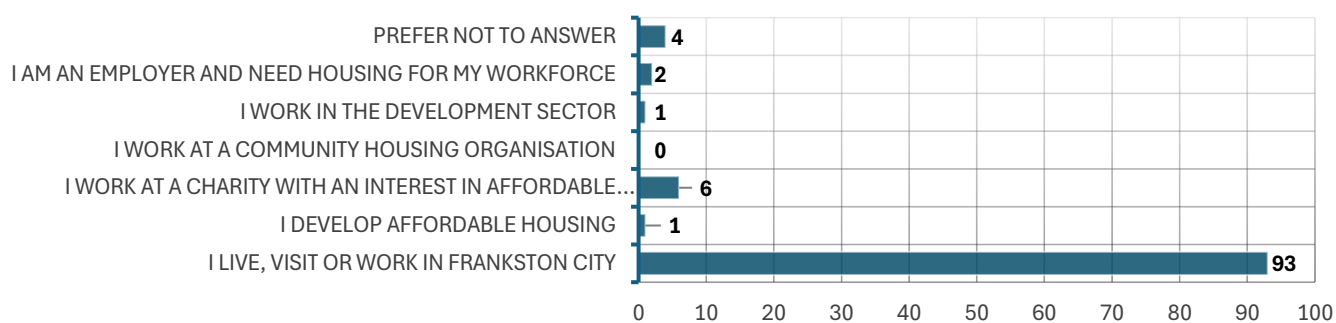
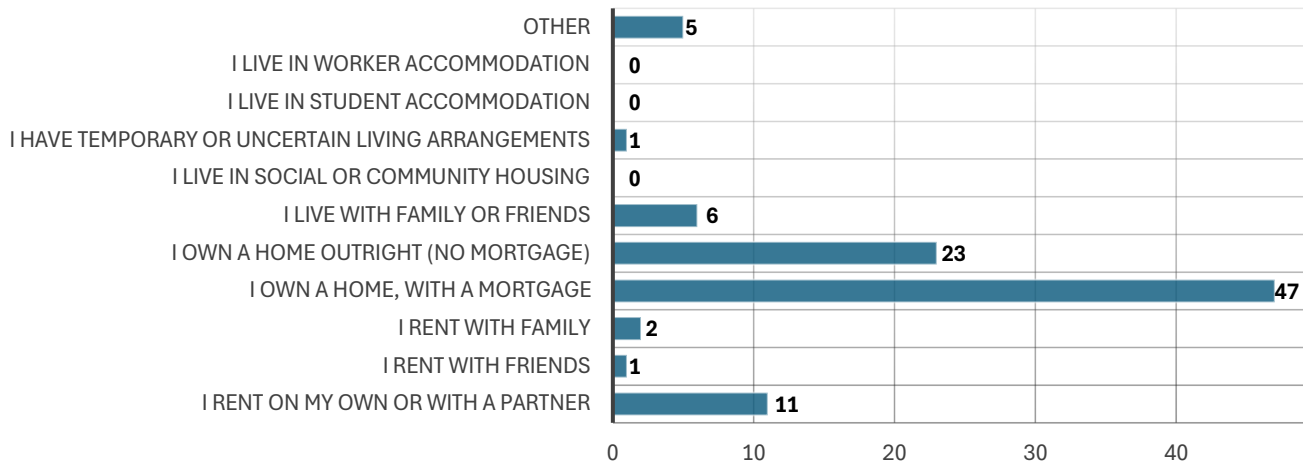


Figure 6: Living Situation – number



3. Engagement Outcomes

3.1 Overview

The community engagement program was designed to gather meaningful input on the Draft Policy prior to its adoption by Council. The goal was to ensure that the Draft Policy is widely supported, responsive to community needs, and both effective and inclusive in its approach.

The engagement process was structured around the following questions:

1. Do you agree with the statement that affordable housing is essential infrastructure for a community and economy to thrive?
2. How important is it for Council to guide and facilitate affordable housing through each of the following roles – as a supply enabler, advocate, and partner?
3. What would you like Council to do to support more affordable housing in the City through the Draft Policy?

In addition to the core questions, a long form survey, stakeholder workshops and meetings offered opportunities for participants to provide deeper insights. These additional questions were:

- What are the Draft Policy priorities for Council to action?
- What is needed to strengthen Council's proposed roles?

This combination of quantitative and qualitative input provided a well-rounded understanding of community sentiment and stakeholder priorities.

3.2 Affordable Housing as Essential Infrastructure

The Draft Policy was developed based on the principle affordable housing is essential infrastructure for a thriving community and economy. It proposes that a well-planned and liveable city with the right mix of essential infrastructure – including high quality and well-located affordable housing – contributes to the creation of better neighbourhoods, inclusive communities and liveability for everyone.

Draft Policy position

To help participants understand this principle, the following statements were tailored from the Draft Policy and shared during the engagement activities:

- Surveys and community pops-ups
“Affordable housing is essential infrastructure for our community and economy to thrive.”
- Stakeholder Workshops and Meetings
“Council’s vision is for a city where everyone is welcome and has a safe, secure, and affordable home. In achieving this vision, this policy acknowledges that affordable housing is essential infrastructure that is needed in our city so everyone can enjoy the long-term security of a safe and affordable home. Like other forms of essential infrastructure, high quality affordable housing provides an important foundation on which to build thriving communities and a productive local economy.”

Survey question

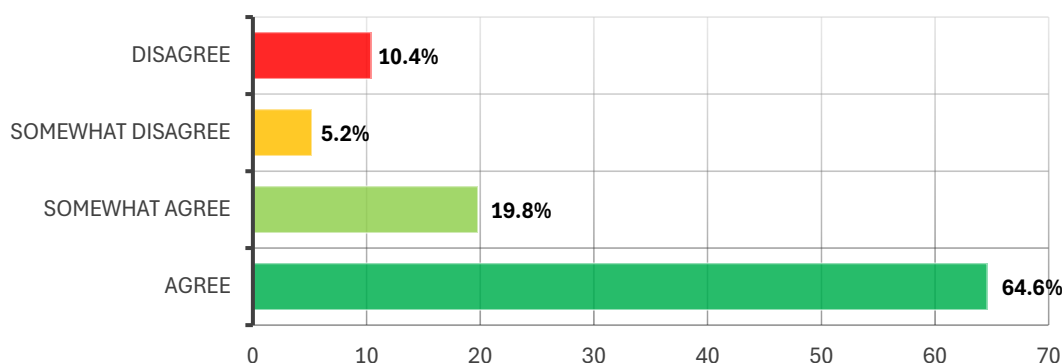
Participants were asked: “Do you agree with the statement that affordable housing is essential infrastructure?”.

The response options were: Agree; Somewhat agree; Somewhat disagree; and, Disagree.

Survey results

84.4% of participants were supportive and responded with “Agreed” or “Somewhat agreed”, and 15.6% responded “Disagree” or “Somewhat disagree” (see Figure 7).

Figure 7: Do you agree with the statement that affordable housing is essential infrastructure



Response	Number	Percentage
Agree	62	64.6%
Somewhat agree	19	19.8%
Somewhat disagree	5	5.2%
Disagree	10	10.4%

“Anything that Council can do to help this is very important.” Homeowner, 35–49-year-old female

“Considered reasonably allocated affordable housing helps all in the community from providing essential services to creating community culture.” Homeowner, 35–49-year-old male

While most of the participants who selected “Disagree” or “Somewhat disagree” also indicated that they did not see the Council’s proposed roles – as supply enabler, advocate and partner – as important, a number of respondents in this group did believe these roles were important. These participants raised specific concerns around:

- The way social and affordable housing is presented, along with the need for wraparound support services.
- Ensuring housing growth occurs in appropriate locations that do not encroach on open space.
- The risk of over-developing suburbs, leading to additional infrastructure pressures and challenges like limited on-street parking.

Key themes from stakeholder workshops and meetings

All participants in the stakeholder workshops and meetings expressed support for this principle (either “Agree” or “Somewhat agree”).

Key themes from Youth and Positive Ageing Stakeholder Groups:

- Mixed developments including affordable housing were seen as beneficial, particularly Frankston Metropolitan Activity Centre (FMAC).
- There policy is missing the term “accessible”—this is important to ensure the policy reflects housing that is inclusive of people with disability.
- While affordable housing was viewed as essential, some felt it must be developed in parallel with other infrastructure (e.g., drainage, utilities) to support population growth.
- Concerns were raised that open space and economic development should not be compromised when locating affordable housing in key areas like FMAC.

“The draft policy is missing the word “accessible”. This is essential for housing to be safe and secure and needs to be better reflected throughout the policy, along with a focus on housing for people with disability.” Positive Ageing Ambassador

“There is a need to focus on other essential infrastructure as affordable housing is developed so other needed infrastructure to match the population growth also gets delivered.” Youth representative

Key themes from the Housing and Homelessness Services Stakeholder Workshop:

- Housing is foundational for other aspects of a person’s life to thrive.
- Housing is essential as it’s a human right.
- Affordable housing is necessary to keep key workers and other employment opportunities in the same area.

3.3 Council’s Proposed Roles in Affordable Housing

While the Draft Policy acknowledges that the primary responsibility for the delivering of affordable housing lies with Federal and State Governments, it also recognises the important role that local government can play. Within its legislative and strategic powers, Council can support and facilitate the development of affordable housing by acting as a:

- **Supply enabler** – Leverage planning systems to accommodate housing needs and support a healthy housing market.
- **Advocate** – Advocate to state and federal government, landowners and developers for continued investment in affordable housing and for regulatory reform.
- **Partner** – Explore opportunities to invest in partnerships that facilitate affordable housing supply.

These roles enable Council to take targeted and practical actions within its scope of influence to encourage more affordable housing options across Frankston City.

Survey questions

Survey participants were asked to rate the importance of Council acting in each of the three roles, using the following options for responses:

- Very important
- Somewhat important
- Somewhat unimportant
- Very unimportant

To support informed participation, participants at community pop-ups and stakeholders in workshops and meetings were provided with a clear summary of each role. This included example actions Council might take, helping participants to understand what each role would look like in practice.

Survey results

There was strong support across all three roles. The percentage of participants who rated each role as either “Very important” or “Somewhat important” was:

- Supply enabler: 80%
- Advocate: 81.2%
- Partner: 75%

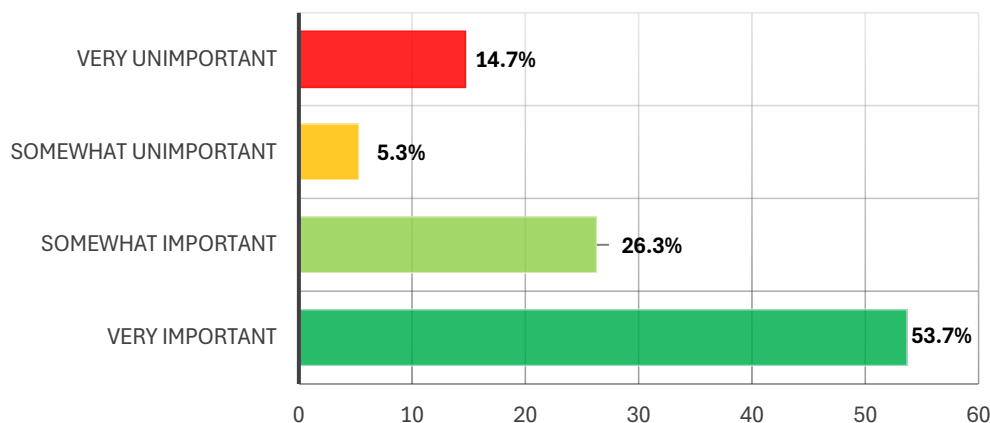
These results indicate broad endorsement of Council’s intention to be an active and supportive player in addressing affordable housing challenges within its jurisdiction.

3.4 Council as a Supply Enabler

Survey results

Participants indicated strong support for Council taking an active role in enabling the supply of affordable housing, with 80% of survey respondents rated this role as either “Very important” or “Somewhat important” (see Figure 8).

Figure 8: How important is it for Council to act as a supply enabler?



Response	Number	Percentage
Very important	51	53.7%
Somewhat important	25	26.3%
Somewhat unimportant	5	5.3%
Very unimportant	14	14.7%

“Investigate opportunities for unused government infrastructure to be repurposed or redeveloped into affordable housing.” Homeowner, 35–49-year-old male

Key themes from stakeholder workshops and meetings

Stakeholder feedback reinforced this sentiment. All participants in the stakeholder workshops and meetings agreed this role is important, rating it as either “Very important” or “Somewhat important”.

Key themes from Youth and Positive Ageing Stakeholder Groups:

- Preserve long-term planning integrity when offering development incentives; avoid measures like rate reductions that could compromise service delivery.
- Ensure community benefit when disposing of public land, such as preserving access and adequate parking.
- Promote equitable distribution of affordable housing. There is general agreement that it is best suited to areas just outside of the FMAC, like Beach Street, where access to transport and services is maintained.
- The development of affordable housing should not encroach on open space.
- Engage body corporates to improve housing accessibility, especially for older residents in unit complexes.
- Encourage standardised, low-cost design to keep housing affordable, along with accessible design (e.g. no steep driveways).
- Plan for accessibility and infrastructure alongside housing growth to meet the needs of an ageing population (e.g. crossings, roads, transport access).

Key themes from Housing and Homelessness Services Stakeholder Workshop:

- Reduce or exempt property rates for Aboriginal community housing and the broader community housing sector to increase revenue and enable reinvestment back into affordable housing.
- Release council-owned land and underutilised property for long-term lease to community housing providers for the development of affordable housing and develop a framework to assist with this process.
- Promote better in-fill development to enable housing growth near jobs, services and employment.
- Streamline planning permit processes for applications from registered community housing providers.
- Include an assessment of community need in planning permit applications for residential developments.
- Ensure alignment between local planning policy with Plan Victoria and the state government’s plans for activity centres.
- Encourage the development of smaller dwellings and alternative housing models, like rent-to-buy.

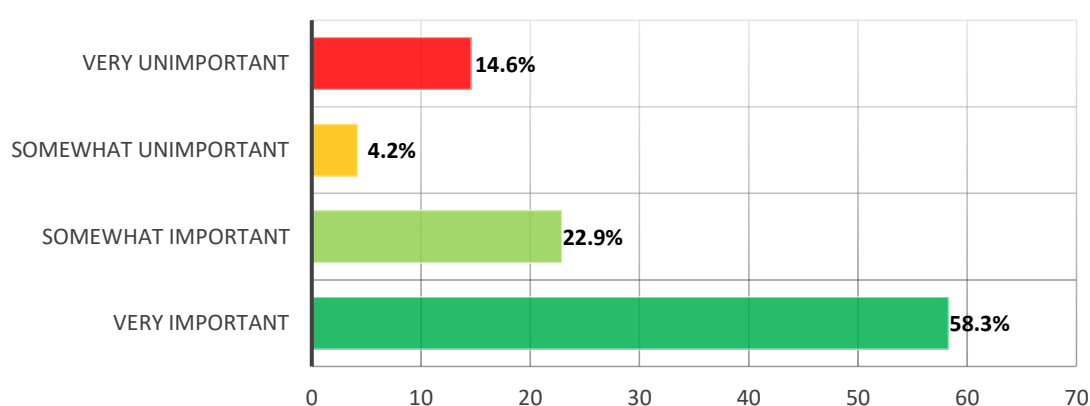
- Refer to the National Housing Supply and Affordability Council’s *State of the Housing System Report 2024* for policy guidance.
- Strengthen enforcement of rooming houses to prevent unethical behaviour in the housing sector.

3.5 Council as an Advocate

Survey results

Participants expressed strong support for Council adopting an advocacy role, with 81.2% of survey respondents rating it as either “Very important” or “Somewhat important” (see Figure 9).

Figure 9: How important is it for Council to act as an advocate?



Response	Number	Percentage
Very important	56	58.3%
Somewhat important	22	22.9%
Somewhat unimportant	4	4.2%
Very unimportant	14	14.6%

“Advocate to the government for better housing assistance for people who are working and in the moderate-income bracket but cannot afford to buy their own home. These families have to make big financial sacrifices to buy a home, and often have to make hard choices like choosing between having a baby and going on parental leave, or buying a home.” Renter, 35–49-year-old female

Key themes from stakeholder workshops and meetings

In addition to the survey, all participants in stakeholder workshops and meetings agreed on the importance of Council’s advocacy role.

Key themes from Youth and Positive Ageing Stakeholder Groups:

- Advocacy be conducted in partnership with industry, who have a good understanding of local opportunities and employment needs.
- Prioritise affordable rentals and student housing, with a strong emphasis on proximity to jobs, services, and transport.
- Locate student accommodation near key institutions such as Monash University and Frankston Hospital.

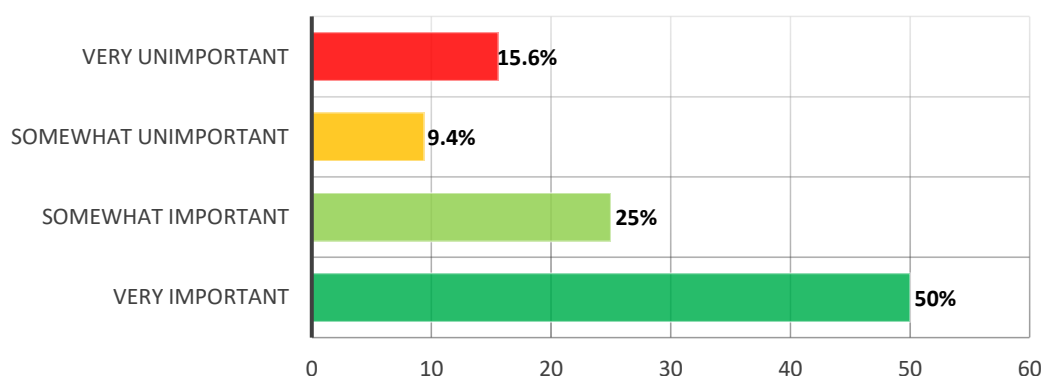
Key themes from Housing and Homelessness Services Stakeholder Workshop:

- Advocate to the state government for the transfer of public housing to community housing providers and to incentivise developers to deliver affordable housing.
- Advocate to the federal government for greater investment in national programs, including the *Housing Australia Future Fund* and *National Housing Infrastructure Facility – Crisis and Transitional Housing Program*.
- Adopt a more assertive advocacy stance—participants expressed the need for Council to "do more" in this space.
- Stronger language than "recognise" is needed to invoke real change in housing policy for Aboriginal and Torres Strait Islander peoples.
- Promote high-quality design standards to help counter negative community perceptions and opposition (NIMBYism) toward affordable housing developments.

3.6 Council as a Partner

Survey participants expressed strong support for the Council taking an active role as a partner in addressing housing needs. 75% of respondents rated this role as either "Very important" (50%) or "Somewhat important" (25%) (see Figure 10).

Figure 10: Importance of Council Acting as a Partner?



Response	Number	Percentage
Very important	48	50%
Somewhat important	24	25%
Somewhat unimportant	9	9.4%
Very unimportant	15	15.6%

“Set up information hubs in public locations with resources that will assist people to find housing, with support to assist people to get onto the Victorian Housing Register.” Homeowner, 35-19-year-old male

“Need to ensure that the necessary community infrastructure is provided that is required for new residential communities.” Homeowner, 25–34-year-old female

“Over 50s single story stand-alone units would be good.” Renter that is about to become homeless, 50–59-year-old female

Key themes from stakeholder workshops and meetings

In addition to survey responses, all participants in stakeholder workshops and meetings agreed that the Council’s partnership role is important.

Bunurong Land Council Aboriginal Corporation (BLCAC):

- The Bunurong Land Council Aboriginal Corporation (BLCAC) would like to see Council support a local partnership with Aboriginal housing providers and community health services to pilot housing models that provide short to medium term housing for Aboriginal and Torres Islander peoples who are experiencing or at risk of homelessness. The need is mainly for people experiencing homelessness who have complex needs and women escaping family violence. BLCAC has identified an opportunity to leverage from existing public or community housing stock.

Frankston Business Collective:

- Supports Council to partner with industry in its advocacy to state government on affordable housing needs, to support businesses to better attract and retain key workers.

Key themes from Housing and Homelessness Services Stakeholder Workshop:

- Partner with community housing providers when releasing land or underutilised council assets.
- Actively seek collaborations with community housing to expand crisis accommodation for women escaping family violence.
- Endorse and actively implement the Aboriginal Housing Framework through meaningful partnerships.
- Embed lived experience into decision-making processes.

3.7 Policy Actions

The Draft Policy outlines proposed actions to support Council in fulfilling its three key roles and effectively achieving the policy's objectives. Some examples of these proposed actions include:

- The planning scheme is responsive to our affordable housing needs.
- Our policies and strategies acknowledge that affordable housing is essential infrastructure needed for Frankston City to thrive.
- Create incentives to encourage the construction of affordable homes.
- Look for new ways to encourage more residential development, including other essential infrastructure required to enable the supply of housing.
- Advocate to the state government to introduce measures that encourage developers to construct more affordable housing.
- Advocate for state government to unlock more land for housing and deliver more projects that encourage development in our region.
- Build relationships with developers and community housing organisations to attract investment into the construction of affordable housing.
- Join forces with other councils and agencies to advocate for more affordable homes in Frankston City.

Survey question

Survey and community pop-up participants were asked an open-ended question: *“What would you like Council to do to support more affordable housing in City?”*.

This question invited free-text responses to capture a wide range of ideas and perspectives. The aim was to help Council identify any potential policy gaps and to inform the prioritisation of the proposed actions.

Survey results

The results have been grouped into key themes, with the most frequently mentioned themes being:

1. Planning for better neighbourhoods.
2. Better planning permit processes.
3. Planning for well-located housing growth in the right areas.
4. Supporting safe and well-resourced communities.
5. Promoting diverse housing options and more housing choice.
6. Raising awareness of our community's housing needs.
7. Access to support services for those in need.
8. Planning for services and infrastructure for communities to live well.
9. Encouraging innovation and new ideas in housing solutions.

10. Social housing to reduce risk of homelessness.
11. Regulatory reforms to protect tenant rights in the private rental market.
12. Offering incentives to attract investment into residential development.
13. More affordable homes, including in the Frankston Metropolitan Activity Centre.
14. Upholding high quality standards for affordable housing.
15. Utilising vacant properties and land.

Key themes from stakeholder workshops and meetings

During the Housing and Homelessness Stakeholder Workshop, participants were invited to highlight the most urgent and impactful policy actions needed. The ten actions emerged as the highest priorities:

1. Raise awareness of the need for more safe, secure, and affordable housing (*advocate*).
2. Partner with developers and community housing organisations with a proven record of delivering high quality affordable housing projects (*partner*).
3. Build relationships with developers and housing providers to attract investment into the construction of affordable housing (*partner*).
4. Advocate to state government to unlock land for housing and to encourage development into our region (*advocate*).
5. Assess community benefit when considering use of Council-owned land for affordable housing projects (*partner*).
6. Advocate to state government to introduce measures that encourage developers to construct more housing (*advocate*).
7. Council policies and strategies acknowledge that affordable housing is essential infrastructure needed for Frankston City to thrive (*supply enabler*).
8. Embed the Victorian Aboriginal Housing and Homelessness Framework into advocacy efforts.
9. Repurpose underused Council-owned buildings for housing (*supply enabler*).
10. The planning scheme is responsive to our affordable housing needs (*supply enabler*).

The most widely supported actions focused on advocacy and partnership, likely reflecting an understanding that the state government holds primary responsibility and resources for housing. Council is therefore seen as best positioned to advocate and facilitate, rather than directly supply housing. Support for partnership actions also mirrors current Council initiatives, such as collaborations through the Frankston City Strategic Housing and Homelessness Alliance and Frankston and Mornington Peninsula Zero.

Areas identified for strengthening the Draft Policy

Participants in the Housing and Homelessness Sector Workshop were invited to provide input on how to strengthen and improve the Draft Policy. The feedback highlighted several areas for enhancement:

- Promote community education and awareness raising on the need for affordable housing, especially during planning permit processes (*supply enabler*).
- Strengthen the role of developers in making contributions for affordable housing and provide clear guidance for private developers to navigate the requirements (*supply enabler*).
- Allocate Council budget to support partnerships with housing providers (*partner*).
- Acknowledge gendered experiences of economic insecurity in housing access.
- Acknowledge the disproportionate impact of homelessness on Aboriginal Victorians (Aboriginal and Torres Strait Islander peoples represent 20% of Victoria's homeless population), and the need for culturally safe housing.

Areas identified for inclusion in the Draft Policy

Participants in the Housing and Homelessness Sector Workshop were invited to share their views on any gaps in the Draft Policy, highlighting what was missing and should be considered for inclusion. Based on this feedback, the following additions were recommended:

- **Private rental reforms:** Acknowledge the private rental market's role in housing supply and explore ways to support long-term, affordable rental options. There is an advocacy and partner role for Council in identifying opportunities for securing people in safe and affordable long-term private rental housing and sustaining the tenancies for some of the most complex individuals (*advocate*).
- **Developer contributions for affordable housing:** Council should seek developer contributions for affordable housing for large developments, aiming for a specific percentage of land, dwellings for development value to go to registered community housing providers (*supply enabler*).
- **Inclusionary zoning:** Advocate for inclusionary zoning to mandate affordable developer contributions for affordable housing and explore the use of air rights on council-owned land to enable the supply of community housing (*advocate*).
- **Homelessness prevention:** Include the connection between housing and homelessness prevention and their interdependence.
- **Education and sector engagement:** Build the capacity of developers to understand Frankston City's housing needs and preferred design standards for affordable housing (*partner*).
- **Partnership facilitation:** Facilitate partnerships between developers and community housing providers (*partner*).

- **Grant funding:** Advocate for funding reforms to increase investment into the municipality to enable a more effective service response that includes better wraparound services for social housing tenants (*advocate*).
- **Stigma reduction:** Promote positive messaging around social housing and support for people experiencing homelessness (*advocate*).
- **Lived experience:** Involve people with lived experience in decision-making processes (*advocate*).

Innovative approaches from other Councils

Participants in the Housing and Homelessness Sector Workshop were asked to share ideas and best practices from other municipalities that could be adapted for Frankston City. Key suggestions included:

- **Eastern Affordable Housing Alliance:** The *Preventing Homelessness amongst Older Women* research project engaged older women with lived experience to shape strategies to prevent homelessness.
- **City of Greater Bendigo infill development:** Identifies various infill development opportunities within established areas, with a focus on areas well located to jobs, services and transport.
- **City of Port Phillip:** Long-standing partnerships with housing organisations like Housing First and focus on asset trusts.
- **Co-located services:** Housing developments like Common Ground integrates co-located support services.
- **Darebin City Council's MOU with Aboriginal Housing Victoria:** A replicable partnership model. (*Note: Tiny homes were viewed as unsuitable due to human rights concerns.*)
- **Leasehold model:** Councils leasing land to community housing providers to increase the affordable housing supply.

3.8 Community Concerns

Some feedback collected through surveys and community pop-up events reflected concerns about increasing the supply of affordable housing in Frankston City. These concerns primarily related to the following themes:

- **Competing priorities:** Some participants felt that Council should prioritise other local issues—such as community safety, vacant shops, waste management, and the maintenance of roads and public open spaces—over the efforts to increase the supply of affordable housing.
- **Impact on local amenity and infrastructure:** There were concerns about how increased population and higher-density housing could affect neighbourhood character, existing infrastructure, and the availability of street parking in residential neighbourhoods.

- **Social housing stigma and support systems:** Some feedback highlighted stigma associated with social housing and questioned the adequacy of service systems to meet the needs of social housing tenants.

4. Conclusion

The community engagement process for the Draft Policy has provided valuable insights into the priorities, expectations, and aspirations of residents and stakeholders regarding affordable housing in Frankston City. Feedback from surveys, community pop-ups, and stakeholder workshops indicates strong overall support for the Draft Policy and affirms that its direction aligns with the community's needs.

Importantly, this engagement has also highlighted specific areas where the Draft Policy can be strengthened to ensure it is both effective and inclusive. These areas are reflected in the engagement recommendations outlined below.

By incorporating these recommendations, Council will be better equipped to implement a policy that not only responds to current community needs but also contributes to long-term, sustainable solutions for affordable housing and homelessness in Frankston City.

4.1 Engagement Recommendations

The following recommendations are based on the community engagement findings and are intended to strengthen the Draft Policy by: better aligning it with local priorities; enhancing Council's effectiveness as a supply enabler, advocate and partner; and supporting a practical, inclusive, and holistic approach to affordable housing and homelessness in Frankston City.

Please note that these recommendations are **for consideration only** and will be incorporated into the final policy where deemed appropriate.

Recommendations for strengthening the Draft Policy

1. **Accessibility:** Strengthen the policy's focus on accessibility by explicitly including the needs of people with disability and older residents. The focus should be reflected throughout the whole policy, making accessibility a priority in all affordable housing initiatives.
2. **Integration with long-term infrastructure planning:** Strengthen the importance of aligning housing growth and long-term infrastructure planning, including other essential infrastructure and road upgrades. This aims to ensure that housing growth meets the needs of both a growing and ageing population.

3. **Protection of open space:** Strengthen the importance of preserving high value public open space and the focus on prioritising the use of underutilised or vacant land for residential development to avoid encroaching on parks and other community amenities.
4. **Community education and awareness raising:** Strengthen the importance of building community support for affordable housing, particularly during planning processes. This may include partnering with community housing providers and developers to deliver awareness raising activities.
5. **Link between affordable housing with homelessness prevention:** Reinforce the connection between affordable housing and homelessness prevention, highlighting the need for: the integration of homelessness support services with affordable housing projects; support for individuals transitioning from short to medium term housing into long-term secure affordable housing; and wraparound services for those in need. This should include a focus on women and children escaping family violence and people with complex needs.
6. **Gendered and cultural impacts:** Strengthen the gendered nature of housing insecurity and homelessness and acknowledge the disproportionate impact on Aboriginal and Torres Strait Islander peoples.
7. **Integrated service models:** Strengthen the importance of co-locating support services with affordable housing developments to provide holistic support for residents. This includes health care, social services and employment supports.
8. **Mixed developments in the FMAC:** Strengthen the opportunity for mixed-use developments in the FMAC.

Recommendations for additions to the Draft Policy

9. **Developer contributions (*supply enabler*):** Further investigate the potential for developer contributions to support affordable housing outcomes. This should include the development of a clear framework outlining expectations for contributions of land, completed dwellings or equivalent monetary value, particularly for large developments.
10. **Private rental market reforms (*advocate*):** Expand Council's advocacy role to include reforms supporting secure, long-term, and affordable tenancy in the private rental market. This could include advocacy for legislative reform and better tenant protections, such as rent controls, extended leases, and better tenant rights for populations at greater risk of homelessness.
11. **Support for the homelessness sector (*advocate*):** Explicitly call for increased government funding and reform of funding models for short-to-medium term housing, social housing, and wraparound support services to prevent homelessness.
12. **Infill development strategies (*supply enabler*):** Include a policy action that supports infill development projects as a means to increase local housing supply. This could involve the identification of suitable sites for higher-density infill development, offering incentives for developers to incorporate affordable housing into these projects and drawing upon

successful models from other municipalities – such as Greater Bendigo – to inform best practices and implementation strategies.

13. **Building community support for affordable housing (*advocate*):** Develop positive messaging to highlight the community-wide benefits of affordable housing, particularly social housing, helping to reduce stigma and promote understanding.

Recommendations for immediate policy focus post Council adoption

14. **Partnership development (*partner*):** Prioritise building partnerships with developers and registered community housing providers that have proven success in delivering high-quality affordable housing projects.
15. **State Government advocacy (*advocate*):** Advocate for unlocking state-owned land and policies that incentivise affordable housing development across the region.
16. **Education and awareness raising (*advocate, partner*):** Continue efforts to raise awareness of Frankston City's affordable housing needs.
17. **Strategic planning and development (*supply enabler*):** Update Council documents and planning frameworks to acknowledge affordable housing as essential infrastructure, and develop a framework for how Council intends to assess the community benefit of using council-owned assets that are surplus to its requirements (vacant or underutilised) for increasing the supply of affordable housing.

4.2 Next Steps

The findings from this engagement report will inform updates to strengthen the Draft Policy ahead of presenting a final version to Council for consideration in June 2025.

Following adoption, the policy will move into the implementation phase, with a clear framework for ongoing monitoring and regular evaluation to track its progress, effectiveness, and long-term impact.

Definitions

Affordable housing: Under the *Planning and Environment Act 1987*, affordable housing is a broad term describing housing (including social housing) that is appropriate to the needs of a range of very low, low, and moderate-income households and is priced (whether bought or rented) so these households can meet their other essential living costs. The income ranges for these households are set by the Victorian Government and reviewed annually to reflect median household income.

Affordable housing contribution: A contribution from a landowner or developer of land, cash and/or dwellings, negotiated through the planning system.

Community housing: Housing that is owned and/or managed by a community housing organisation. It comprises long-term rental housing that offers subsidised rent costing not more than 30 per cent of a total household's income. The community housing sector and Homes Victoria often work in partnership to deliver housing to those who need support. Some community housing providers specialise in helping specific groups, like Aboriginal and Torres Strait Islanders, people with disability, women, and older people.

Homelessness: The Australian Bureau of Statistics (ABS) definition for homelessness is when a person does not have suitable accommodation alternatives, they are considered homeless if their current living arrangement: a) is in a dwelling that is inadequate; b) has no tenure, or if their initial tenure is short and non-extendable, or; c) does not allow them to have control of, and access to space for social relations. People living in boarding houses (defined as commercial accommodation usually not self-contained but with private rooms) is counted as a homelessness operational group.

Registered community housing organisation: Community housing organisations are mission-driven, not-for-profit organisations that own, develop and maintain rental housing for people on low incomes, and specialise in housing the diverse range of tenants that require both social and affordable housing. Registered community housing organisations are regulated by the Victorian Government under the *Housing Act 1983*. The scale at which community housing organisations can develop, own and manage community housing differs across organisations.

Social housing: Social housing is a subset of affordable housing and is for people on very low to low incomes who need housing, especially those who have recently experienced homelessness, family violence or have other special needs. It is made up of two types of housing, public housing (owned and managed by Homes Victoria) and community housing (owned and/or managed by registered community housing providers). Social housing includes both subsidised short and long-term rental housing and calculated at no more than 30 per cent of the household's income to ensure that households pay an affordable rent. Social housing is accessed through the Victorian Housing Register.

APPENDIX 1

Project promotion poster with QR code



Frankston City

A home for everyone

Imagine a city where everyone has a safe, secure and affordable home.

As our population grows, so too does our need for affordable housing. We dream of a city where everyone has access to affordable housing and we've created a **Draft Affordable Housing Policy** to guide us there.

In the policy we outline the three key roles Council might take – as a supply enabler, advocate and partner – and we want your feedback!

Engagement closes 23 March 2025.

Have Your Say
For more information, visit engage.frankston.vic.gov.au or call us on 1300 322 322

Project information poster for community pop ups



Frankston City

A home for everyone

Imagine a city where everyone has a safe, secure and affordable home.

As our population grows, so too does our need for affordable housing – it's estimated that Frankston City will need over 8,000 more affordable homes by 2036.

Council has created a Draft Affordable Housing Policy to help guide the growth of affordable housing across Frankston City and we want your feedback!

What is affordable housing?
Affordable housing is a broad term used to describe housing (including social housing) that meets the needs of very low, low and moderate-income households and is priced so these households can meet other essential living costs.

Through the policy we hope to:

- Increase the number and quality of affordable homes.
- Ensure affordable homes are well located near services, jobs and transport.
- Ensure there is a mix of homes that accommodate different life stages, income levels and community needs.
- Be better positioned to support and partner with government and other stakeholders.

TEMPORARY HOUSING RESPONSES						SECURE LONG-TERM HOUSING SOLUTIONS					
Rough sleeping	Crisis and emergency accommodation	Private housing hotels	Community housing hotels	Transitional housing	Supported housing	Public housing (Homes Victoria)	Community housing	Affordable rental	Shared home ownership	Private rental	Home ownership
Homelessness			Social housing			Affordable housing			Market housing		
High						Low					

Level of Government Subsidy

Survey question poster for community pop ups



The poster is a purple rectangular card with four light blue rounded rectangular sections arranged in a 2x2 grid. Each section contains a title, a paragraph of text, and a question. Below each question is a dark blue button with white text for response options.

"Affordable housing is essential infrastructure for our community and economy to thrive."

Do you agree?

Agree
Somewhat agree
Somewhat disagree
Disagree

Council as a supply enabler

Leveraging planning systems to accommodate housing needs and support a healthy housing market. How important is it for Council to act as a supply enabler?

Very important
Somewhat important
Somewhat unimportant
Very unimportant

Council as an advocate

Advocating to government and those involved in the land development process for continued investment in affordable housing and regulatory reform. How important is it for Council to act as an advocate?

Very important
Somewhat important
Somewhat unimportant
Very unimportant

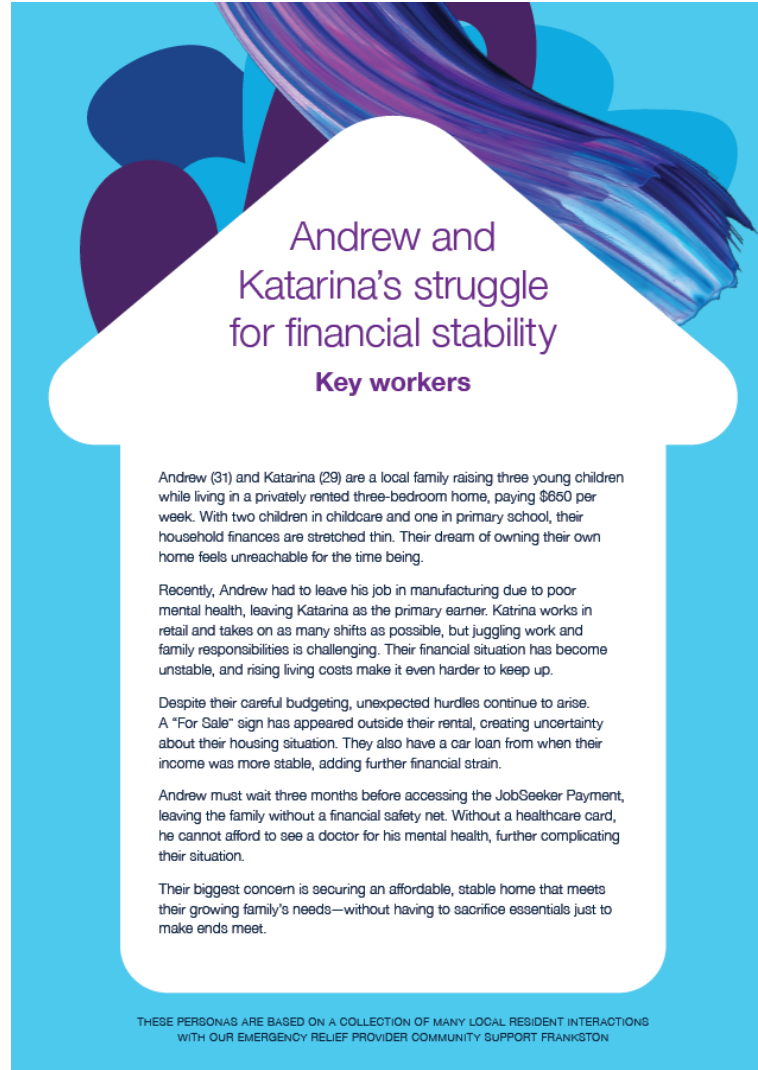
Council as a partner

Exploring opportunities to partner with others to help increase the supply of affordable housing. How important is it for Council to act as a partner?

Very important
Somewhat important
Somewhat unimportant
Very unimportant

What would you like Council to do to support more affordable housing in Frankston City?

Persona's posters for community pop ups.



The poster is a light blue rectangular card with a large white house-shaped graphic in the center. The graphic contains the title and subtitle for the persona. To the right of the graphic is a paragraph of text. Below the graphic is a large white rectangular box containing several paragraphs of text. The background of the poster features abstract purple and blue brushstrokes in the top left corner.

Andrew and Katarina's struggle for financial stability

Key workers

Andrew (31) and Katarina (29) are a local family raising three young children while living in a privately rented three-bedroom home, paying \$660 per week. With two children in childcare and one in primary school, their household finances are stretched thin. Their dream of owning their own home feels unreachable for the time being.


Recently, Andrew had to leave his job in manufacturing due to poor mental health, leaving Katarina as the primary earner. Katrina works in retail and takes on as many shifts as possible, but juggling work and family responsibilities is challenging. Their financial situation has become unstable, and rising living costs make it even harder to keep up.

Despite their careful budgeting, unexpected hurdles continue to arise. A "For Sale" sign has appeared outside their rental, creating uncertainty about their housing situation. They also have a car loan from when their income was more stable, adding further financial strain.

Andrew must wait three months before accessing the JobSeeker Payment, leaving the family without a financial safety net. Without a healthcare card, he cannot afford to see a doctor for his mental health, further complicating their situation.

Their biggest concern is securing an affordable, stable home that meets their growing family's needs—without having to sacrifice essentials just to make ends meet.

THESE PERSONAS ARE BASED ON A COLLECTION OF MANY LOCAL RESIDENT INTERACTIONS WITH OUR EMERGENCY RELIEF PROVIDER COMMUNITY SUPPORT FRANKSTON



Tina's search for a safe place to call home

Women and children escaping family violence

Tina (32) is a mother of two, expecting her third child, and navigating life after leaving a violent relationship. With no stable housing, she is couch-surfing between family and friends while desperately searching for a safe place to call home.


Her oldest child has significant health challenges, requiring regular specialist care. However, the only available social housing is in regional areas—far from her support networks, her children's school, and the essential medical services they depend on.

Despite her nursing job and strong financial management skills, Tina lacks the income to secure a private rental. She is spending \$200 per month on storage for her belongings while waiting for housing. Meanwhile, she is constantly being referred from one agency to another, unable to access the support she needs, and is rapidly losing hope.

Tina has a car, but financial strain is making even basic transportation a challenge. She needs to pay for registration, a service, and new tyres, yet she is already struggling to afford fuel for daily school runs.

Tina's greatest wish is simple: a safe, secure and affordable home where she can raise her children safely, without having to sacrifice essential care, education, or support networks.

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WITH OUR EMERGENCY RELIEF PROVIDER COMMUNITY SUPPORT FRANKSTON



Stella's need for safe and secure housing to support her health and wellbeing

Women over the age of 55 years

Stella (63) cannot find a private rental property that she can afford and the waiting list for social housing is long. Stella's only option has been to live in a rooming house paying \$280 per week—most

of her limited income. She faces multiple chronic health conditions and requires several prescriptions, adding to her financial burden.

Carrying past trauma, Stella does not feel safe in her current housing. She avoids using the communal areas due to poor hygiene standards, fearing they will worsen her health. Instead, she keeps to her room and prefers to shower at a community support facility.

A broken window in her room lets in cold air, further aggravating her health conditions. The landlord has informed Stella that she needs to cover the cost of fixing the window—an expense Stella cannot afford.

She is currently receiving the JobSeeker Payment, having been denied the Disability Support Pension due to the complex paperwork involved. Without the necessary resources to navigate the system, she remains stuck in financial and housing insecurity.

Once a hardworking individual, Stella now struggles daily to maintain her health and dignity in an environment that feels neither safe nor supportive. She urgently needs stable, affordable housing where she can live comfortably without fear for her wellbeing.

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Grant's story of survival

Single person households


Grant (41) lives in a rooming house, paying \$280 per week—65% of his JobSeeker Payment. Struggling with both mental and physical health challenges, he finds it difficult to maintain steady employment in sales. He sometimes self-medicates with alcohol and other drugs, which has further impacted his ability to secure private rentals, as he continually faces rejection.

Without a car, Grant's ability to search for work and housing is severely limited. His living conditions are poor, and he frequently experiences theft from other residents when he leaves his room. This is particularly challenging as his small bar fridge only holds a limited amount of food, forcing him to shop multiple times a week—an added burden on his already stretched finances.

Grant is on the Victorian Housing Register waiting list for social housing, but he is not on the priority list, meaning his wait for housing is long. Due to frequent moves, he has sometimes fallen off the register entirely, pushing him further back in the queue. The instability has worn him down, and he has accepted his situation as his "lot in life."

At this point, Grant has given up on searching for work and is barely surviving. His main hope is to access the Disability Support Pension to ease his financial strain. More than anything, he longs for secure social housing, where he can regain some stability and dignity in his life and feel optimism for his future.

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Henry and Mildred's changing financial and housing needs

Empty nesters and retirees

Henry and Mildred, a couple in their 60s, have always prided themselves on their financial independence. They own their four-bedroom home with a mortgage, and until recently, they managed their expenses comfortably. Henry worked in engineering, while Mildred was an active and dedicated community volunteer.

However, their lives took a sudden turn when Mildred was diagnosed with terminal cancer. She now requires full-time care, and Henry has stepped away from full-time work to be her primary caregiver.

With the loss of Henry's income and the rising costs of medical care, their once-stable financial situation has become strained.

Beyond financial concerns, Henry is also struggling physically. He has arthritis, making it difficult to manage the stairs and maintain their large property. As Mildred's condition progresses, the burden on Henry continues to grow, and they now find themselves in need of financial assistance.

Looking ahead, Henry knows that once Mildred passes away, their current home will be too much for him to manage. His hope is to purchase a smaller, affordable home that suits his needs—allowing him to regain stability and independence in his later years. It's also important to Henry and the stays local to the area to keep his connections to Mildred, services and places he knows.

THESE PERSONAS ARE BASED ON A COLLECTION OF MANY LOCAL RESIDENT INTERACTIONS
WITH OUR EMERGENCY RELIEF PROVIDER COMMUNITY SUPPORT FRANKSTON