

MEDIA RELEASE

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A social enterprise by **THE BIG ISSUE**

NATIONAL INITIATIVE TO BUILD SOCIAL & AFFORDABLE HOUSING

A new initiative with the potential to raise more than \$1.8 billion for social and affordable housing will be launched by social enterprise, The Big Issue, this week.

The Homes for Homes initiative will encourage homeowners and organisations involved in property transactions to donate 0.1 per cent of their property sale price to the initiative. For example, a \$500,000 property transaction would mean a \$500 donation at the time of sale.

Funds raised through Homes for Homes will be distributed to housing providers to build properties based on the areas of greatest housing need. This could include emergency housing for women and children, specialised youth housing centres and housing for low income earners.

The initiative is based on a US model developed by one of America's leading homebuilders, Lennar Corporation, which has been tailored to the Australian market by The Big Issue.

Lennar Regional President Jeff Roos and The Big Issue and Homes for Homes CEO Steven Persson will speak to developers and industry experts as part of a national roadshow to launch the initiative this week.

"We strongly believe that solving our critical lack of social and affordable housing cannot sit with one government or organisation alone, but requires the entire Australian community to be part of the solution," Mr Persson said. "Homes for Homes is a sustainable, long-term solution that will benefit all Australians by giving future generations access to safe, secure and affordable accommodation."

Conservative projections based on an initial one per cent uptake of Homes for Homes show the initiative would raise around \$1.8 billion over the next 20 to 30 years. This would see more than 2500 dwellings built, housing 6000 people. The initiative could raise much more depending on uptake.

Leading developers including Grocon and Capital Estate Developments have already signed up to Homes for Homes, committing housing stock from large scale developments.

The initiative has also received support from state and federal governments, the Australian Bankers' Association and major banks. Key business figures including Telstra CEO Andy Penn, Goldman Sachs Senior Chairman Terry Campbell and AMP Chairman Simon McKeon have put their weight behind the initiative as members of the Homes for Homes Investment Advisory Group.

A series of industry breakfast events from 21-25 September will provide information on Homes for Homes in Melbourne, Sydney, Brisbane and Adelaide. Homeowners and developers can find out more at www.homesforhomes.com.au

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Interview/ photo opportunities

- Steven Persson, CEO, The Big Issue and Homes for Homes
- Jeff Roos, Regional President, Lennar

About Homes for Homes

Australia has a shortage of more than 170,000 affordable houses, which is expected to increase to 600,000 houses by 2029¹ due to a severe lack of funding for new housing projects.

Homes for Homes is a new initiative developed by The Big Issue, which will generate a sustainable source of funds to build affordable and social housing. Under the model, homeowners and organisations involved in property transactions voluntarily agree to make a small tax-deductible donation to Homes for Homes when they sell their property. The donation is the equivalent of 0.1 per cent of their property's sale price.

This donation is made through a simple change to the property title, known as a caveat, at the request of the property owner. This caveat stays in place when the property is transferred to the new owner to allow a donation to be made every time the property is sold in the future. However, new property owners could also remove the caveat at any stage at a minimal cost if they do not wish to take part in the initiative. Funds raised from Homes for Homes will be invested with experienced housing providers to build more social and affordable houses.

Homes for Homes has received seed funding from a number of organisations including:

- The Australian Government
- South Australian Government
- The Danks Trust
- The Mercy Foundation
- The Snow Foundation
- The Charitable Foundation
- The Hugh D.T. Williamson Foundation

Building initiatives that participate in Homes for Homes can apply to the Green Building Council of Australia for up to two Green Star Rating points as part of the Social Enterprise for Affordable Housing Innovation Challenge. The challenge will be officially launched by the Green Building Council of Australia at an industry breakfast in Sydney on Wednesday, 23 September.

About The Big Issue

The Big Issue is Australia's most successful social enterprise, providing job opportunities for homeless and disadvantaged people. The Big Issue is best known for *The Big Issue* magazine, which is sold on the streets around Australia. Sellers buy the magazine for \$3 and sell it for \$6, keeping the difference. More than 10 million copies of the magazine have been sold in Australia since 1996, putting 21 million into the pockets of homeless and disadvantaged people.

¹ National Housing Supply Council