



Launch
HOUSING

IT'S TIME TO END
HOMELESSNESS

OUR IMPACT

ANNUAL IMPACT REPORT
2021—2022



Acknowledgment of country

We acknowledge the Traditional Owners of the lands on which we live and work. As we create safe and welcoming homes, we honour the people of the Kulin nation and their enduring connection to their home we call Naarm, Melbourne.

We pay our respects to all First Nations Elders, past and present. And we urge all Australians to embrace the Uluru statement from the heart and what it asks of us



Inclusivity at Launch Housing

We are proud to be an inclusive organisation and support all efforts to build a more equal world, where individuals can live and work free from discrimination.

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WELCOME



Hello and welcome to this year's Impact Report. I'm thrilled you are here to discover the tangible impact that we are making in ending homelessness in Melbourne.

In this report, we're focused on two key themes, families and new beginnings, and the connection between housing and physical and mental wellbeing. We know that poverty and family violence drive homelessness and that housing is healthcare.

This year Launch Housing has been able to help over 15,000 people and are seeing some really tangible outcomes.

We are well positioned to see how, in collaboration with our partners and the broader community, we can scale up the programs that have the greatest impact, understand where we need to create more interventions and integrate our learnings on how to best support people.

None of the achievements you'll read about in this report would be possible without our partners, supporters, staff, and the voices of lived experience.

Please read on to understand more about the impact that we are making and how you can contribute to making Melbourne a world leading city in ending homelessness.



Laura Mahoney
Chief Impact Officer

[WATCH LAURA'S WELCOME](#)

2021—2022

OUR YEAR AT A GLANCE

Launch
HOUSING

IT'S TIME TO END
HOMELESSNESS



3,500

People provided with rental assistance, a 29% increase.

485+

People supported with health and wellbeing needs.

107

Children supported to attend school regularly, a 13% increase.

85%

Of young people leaving our Youth Foyers employed or enrolled in education.

33

Babies born in our Cornelia program.

46%

Clients exiting Launch Housing found secure housing, an 11% increase.

13.5m

Audience reached through print, radio, TV and online media.

15,000+

Melburnians supported with holistic housing and innovative support, education, youth and specialist services, including over 1,600 families.

OUR APPROACH CREATES CHANGE

At Launch Housing, our Theory of Change helps us to pursue our vision of zero homelessness in Melbourne by focusing on changes for people, communities and society. Using our Theory of Change as the basis for our impact measures help us understand what is happening right now, what we can do about it, and the solutions we can achieve together.

This year, our report has two themes; Families and New Beginnings, and Health and Wellbeing. The issue of homelessness connects with many other social issues and impacts. We've focused on these key themes as they are integral to helping us end homelessness. Learn more in the sections to the right.

This report measures the impact of our work from this year, FY21-22 and compares our outcomes to those of the previous year, FY20-21. You can read the outcomes of the previous year in our Impact Report 2021.

The evidence in this second Impact Report shows our services are on track to help end homelessness. This is our second Impact Report and, while not long enough to define long-term trends, monitoring our Impact Measures gives us an early indication of what is working, enables us to track short-term change and act on learnings to provide a more client-focused response. We continue to scale up the solutions we know work and continue to grow our impact.

Focus areas



Families and New Beginnings

Everyone deserves another chance and the best start in life. We provide children, families and young people security, safety, and the opportunity to start afresh and to build an optimistic future.



Health and wellbeing

Housing is healthcare. We provide people access to integrated health and housing supports as there is a strong relationship between health and homelessness.

[WATCH OUR THEORY OF CHANGE VIDEO](#)

IMPACT MEASURES



Our Impact Measures help us to bring our Theory of Change to life by defining measures of success.

We use these 10 Impact Measures to evaluate our performance and improve our services as we support people in their journey out of homelessness and into a better future. This would be possible without our partners, supporters, staff, and the voices of lived experience.



Safe and secure housing (1–6)



Early Interventions (7–8)



Scaling Change (9–10)



Safe and secure housing

We collaborate with the broader Specialist Homelessness Services (SHS) system in Victoria to provide clients access to stable, secure and suitable housing. We work hard to help clients find housing, support them to maintain their tenancies and are building new social housing to boost housing supply.

1

Increase in number of high acuity clients with secure housing

The journey out of homelessness is not always linear. Many of our clients require multiple engagements with Launch Housing services before they find their permanent home. We continue to support our clients throughout their journey and build trusting relationships to help them progress on their path out of homelessness.

433

High acuity clients assisted,
an 11% increase 13

13%

Return rate for our high
acuity clients housed



IMPACT MEASURE ANALYSIS - 1



SAM'S STORY

Impact Measure Analysis - 1

1

Increase in number of high acuity clients with secure housing

Our work contributes to the SDGs



We expect that people will move in and out of housing, and other services, over a period of time because of the various dynamics that impact their life: the homelessness services system, inadequate public housing, the competitive nature of the private rental market, and the complex issues clients face in their everyday lives.

Many of the issues that people experiencing homelessness face might be familiar to the broader community, for example, managing your diabetes every day. However, trying to manage complex conditions or poor health without a home is extraordinarily difficult and can quickly worsen the conditions people are dealing with, making everything even harder to manage. It's a spiralling cycle that can only be broken through a secure home in which to live.

Across Victoria, 105,510 people were supported by a Specialist Homelessness Service (SHS) from 2020 to 2021. And 64% of these were return clients.

Increase in the number of high acuity clients with secure housing.

This year, we assisted 433 high acuity clients to find secure housing, which is an additional 44 people, or 11%, compared to last year. This increase comes primarily from our Homelessness to a Home program clients who have been housed in our properties, or properties that we manage.

Number of high acuity clients who were housed last year seeking support this year, also called return clients.

For the first time, this year, we are recording the number of high acuity clients, previously housed, who have come back to our services. Over time, we want to see a decrease in the return rate for these clients and an overall increase in the number with secure and sustained housing.

We know that complex clients often need multiple engagements with the homelessness service system to make progress before they settle into their 'forever home' with longer term support.

We also know that a lack of appropriate, well-located social housing can make it difficult to find these 'forever homes', as many complex clients with a long history of homelessness need the permanency of social housing.

As social housing increases in the long-term and the housing first principles can be properly applied, we expect the number of people who have experienced long-term homelessness with the associated complexities to decrease.

After this, we expect instances of homeless to be brief, rare and non-recurring, and therefore make considerable progress to ending homelessness.

This year, Launch Housing supported 50 of the 389 high acuity clients who had been housed last year through provision of emergency accommodation and/or stays in our crisis sites. This is around a 13% 'return rate' and is likely to be an underestimate as clients may have sought support from other organisations. The long-term aim is to push this return rate down through sourcing of appropriate housing continued provision of ongoing support services for as long as needed.

We will continue to delve deeper into the 'return back into service' story to better understand the progress that clients make and the challenges they face maintaining their tenancies to enable us to provide a more client-focused response.

Sam's Story

Ending longterm homelessness with secure housing

By rapidly providing secure housing with case management, Launch Housing is enabling people who have experienced chronic homelessness to regain trust with services, experience new stability, and ultimately exit the cycle of homelessness.

Sam's support through the From Homelessness to a Home (H2H) program meant an interruption to the cycle of homelessness at a relatively early stage. With support from his H2H case manager, Sam has successfully maintained his first legal lease and is creating a life he is proud of.

Sam's story

22-year-old Sam left his family home when he was just 16 after experiencing a significant relationship breakdown with his parents. He initially lived with the family of a school friend but had to leave when the family moved interstate. At this point he had limited options.

"I guess after my parents kicked me out, I was pretty much in between couch surfing and squatting, living in abandoned houses. Then I was living in my mate's van for a while – I was all over the shop at that time."

Sam experienced many challenges due to his lack of stable housing, ending up in dangerous situations, including rough sleeping. He was living in a house where there was drug activity when things took a turn for the worse and he was incarcerated for four months.

Connecting with Launch Housing

Sam describes his period of incarceration as a difficult but a valuable time to learn about himself. Transitioning back into the community wasn't easy however, with Sam experiencing a period rough sleeping during the first Covid-19 lockdown. At this time, he was engaged by a Launch Housing outreach worker at the Melbourne Magistrates Court and supported into emergency motel accommodation.

Then in 2021, when Launch Housing became the largest support provider through the From Homelessness to a Home program (H2H), we assisted 420 households and individuals, including Sam, into long term supported housing.

"I was contacted by Launch and told I had been accepted for the Homelessness to a Home program. From there Andy [Sam's case manager] pretty much offered me any help that he could provide at all times."

Sam's goal at the beginning of his engagement with Andy was to regain a sense of independence. He was eager to engage with the H2H program and was housed quickly in a property head-leased by Launch Housing. This was the first time Sam had his name on a lease – a big moment for him.

"From that point my life started looking up a little bit. And now I'm pretty much working and paying bills – all the normal stuff."

"I've got everything. I've got Coles. I've got the train station. I've got everything I need – It's awesome."

The Impact for Sam

Since moving into his new home, Sam has consistently paid his rent on time, managed household bills and sought out necessary items. He takes pride in his apartment and has made it a home, not just a place to sleep. He has worked in the same full time job consistently and his drug and alcohol use has significantly reduced.

"It's a long time now that Andy and I been working with each other, and he's helped with plenty."

"We would catch up around once a month at a cafe – I'd get a hot chocolate, he'd get a tea. I guess it's just handy for him to be there for me because I haven't spoken to my parents for two years. I don't really have much support. It's good to have him there, to have someone I can call and speak to if I need."

Sam's participation in the H2H Program has disrupted his cycle of homelessness.

"It's given me a lot of independence – having my own private place. I think I feel more mature. I have more patience to consider and think about options and opportunities."

With support from his H2H case manager, Sam has successfully maintained his first legal lease for almost a year.

While the journey out of homelessness is not linear, Sam's story demonstrates the importance of housing first principles and how they can help reduce the experience and effects of long-term homelessness.

"Sam is a H2H success story and as his case manager I am proud of the progress he has made and his ability to accept support, as he was previously quite wary."

"Sam's experience is a good example of how stable housing can be the building block to other positive changes. I believe the H2H program came at exactly the right time for him to avoid cycling through insecure housing options and further problems with the criminal justice system," says Andy.

Sam is looking forward to creating further stability and independence in his life.

"I'm now able to sort out everything else, like fixing my credit history, being able to get my feet on the ground and start sorting out my future."

"I want to go and study some sort of engineering and follow that sort of career path. I applied for a course and I'm waiting to see where that goes."



Safe and secure housing

We collaborate with the broader Specialist Homelessness Services (SHS) system in Victoria to provide clients access to stable, secure and suitable housing. We work hard to help clients find housing, support them to maintain their tenancies and are building new social housing to boost housing supply.

2

Exits into housing exceed number of people sleeping rough

Nobody experiencing homelessness should have to sleep rough. The longer someone experiences rough sleeping, the more challenges they have to manage, and the harder it is for them to find and keep appropriate housing. Our client-centred programs like Functional Zero and Homelessness to a Home are working with people with a long history of rough sleeping to find good housing outcomes for them that are connected to ongoing support.

70

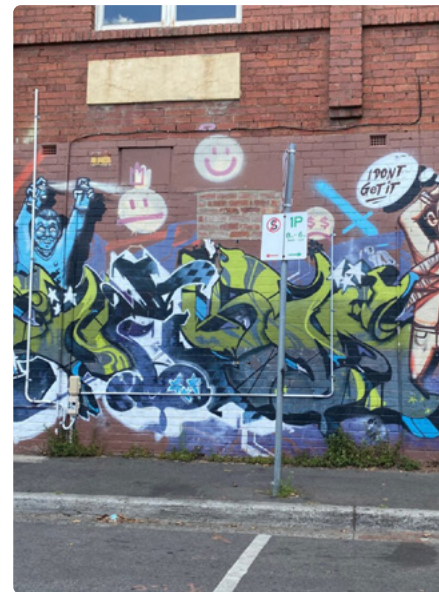
People on the BNL housed in the City of Melbourne

33

People on the BNL housed in the City of Port Phillip

15

Aboriginal and Torres Strait Islander peoples experiencing homelessness in the City of Port Phillip, the lowest number recorded



IMPACT MEASURE ANALYSIS - 2



OUR IMPACT IN PORT PHILLIP

Impact Measure Analysis - 2

2

Increase in number of high acuity clients with secure housing

Our work contributes to the SDGs



Rough sleeping is the most extreme form of homelessness. According to Australian Institute of Health and Welfare 2020-2021 data, around 6,500 people were experiencing rough sleeping in Victoria, but only about 800 people, or 12.6%, exited to some form of secure housing.

At Launch Housing, we have worked with people sleeping rough for over forty years. Over time, we have piloted different programs to see what works and we have learned what individuals need.

Our innovative approach means our housing rates have met or improved on the state average.

We know that people experiencing rough sleeping require help that suits their individual needs. Our Functional Zero Projects build a By-Name-List (BNL) that acknowledges every single person sleeping rough in a specific area.

Complementing this is the Victorian Homelessness to a Home (H2H) program that finds stable, long-term housing and offers health support that works for each person.

Through these programs we work closely with people currently sleeping rough to find housing and support. And in future, we can help people avoid the experience of rough sleeping through provision of safe emergency accommodation and quick transfers to long term housing.

Together, these programs will improve and ultimately end street homelessness.

Our Functional Zero Projects

Our Functional Zero Projects take a place-based collective impact approach to reduce the numbers of people experiencing rough sleeping by connecting with and getting to know every individual and adding them to the local BNL to provide a more focused and client-centred service response. Most of our Functional Zero clients have experienced chronic homelessness for an average of eight to fifteen years.

Functional Zero projects are locally focused and underpinned by a strong network of local service providers who work together and share data to provide a truly client-centred approach and to help build trust with clients who have often been moved from service to service over their many years of homelessness.

The design of Functional Zero means that we know everyone by name, understand their needs, and can provide an integrated service response. We can then genuinely work with them to help them find and sustain housing.

Functional Zero Projects operate in the Cities of Melbourne, Port Phillip, Frankston, Stonnington and Dandenong.

City of Melbourne

There has been an increase in the number of people added to the City of Melbourne BNL this year from 181 people to 253 people. Data from the BNL suggest that of the 558 people on the list, 12.5% successfully moved into housing. This outcome is an improvement from last year.

City of Port Phillip

There has also been an increase in the number of people added to the City of Port Phillip BNL this year, going from 36 people to 66 people. Out of the 173 on the list, 33 clients (19%) were housed this year and from those, 42% were housed via our H2H program.

Housing outcomes for Aboriginal and Torres Strait Islander peoples in Port Phillip are of great significance. The number of Aboriginal and Torres Strait Islander peoples still actively homeless has fallen to 15, the lowest number since the Port Phillip BNL began in July 2019.

Of the 15 people, only three are currently experiencing rough sleeping, with five people in transitional or head lease housing, and five people connected to the H2H program.

Prioritising Aboriginal and Torres Strait Islander peoples and consistently working as a coordinated service system to achieve positive housing outcomes for this community has made a big difference in the City of Port Phillip.

City of Frankston

The City of Frankston Zero project commenced in July 2021 and has had 131 people on the BNL since its inception. In Frankston, 17 BNL clients, or 13%, were successfully housed in the first year of the Zero project with 33% of those clients housed through our H2H program.

City of Stonnington

City of Stonnington Zero was re-funded for another year up until June 2023. Since January 2022, 18 people were on the BNL and 17% of those clients were housed.

Overall observations

There have been difficulties finding housing for people on the BNL across all four local government areas due to shortages of suitable housing and an increase in Victorian Housing Register applications across the state, increasing the waiting list for public housing.

In particular, the lack of all types of housing options in Dandenong and Frankston continues to be a challenge.

Even with these overall housing shortages, the program delivered significant outcomes for people across the four cities. In the cities of Port Phillip and Frankston, having access to H2H has helped provide good housing outcomes for 30-40% of their BNL clients.

There is also emerging evidence that monthly numbers of people sleeping rough in Port Phillip and Frankston have gone down with rates remaining lower than pre-pandemic.

In the City of Port Phillip, 33 people were sleeping rough at the end of June 2022 compared to 64 people in 2019. In the City of Frankston, 21 people were sleeping rough at the end of June 2022 compared to 65 people in June 2021.

To fully understand the extent of these trends, we will continue to build additional years' data and dive deeper into each Functional Zero Project context.

The collective impact in this project could not be achieved without a huge range of active and committed partners. Our partners include the four local councils who have provided financial and in-kind support, local service providers, community housing providers, regional networks, and the many partnerships we have with philanthropy and donors.

As an entirely philanthropic and local government funded program, the Functional Zero project is made possible through the generosity of:

- Estate of the late Ernest Lonsdale Brown
- Fred J Cato Charitable Fund
- Miss M K A Bell Memorial Fund
- Oliver-Affleck Fund

- Percy Baxter Charitable Trust
- Ross Trust
- The Blueshore Charitable Trust, managed by Australian Philanthropic Services
- The Bowden Marstan Foundation
- The Hutchins Family Endowment
- The John Robertson Grigor & Mrs Eva McKenzie Bequest Account Discretionary Trust
- The White Family Endowment
- Zig Inge Foundation

Homelessness to a Home

The Victorian Government's Homelessness to a Home (H2H) program has had a significant positive impact on people with chronic experiences of rough sleeping and homelessness and complex health needs.

H2H prioritises helping people with complex needs to move from hotels into more long-term housing. Being in hotels is a short-term measure that helps alleviate the immediate crisis situation many clients face, avoid extended rough sleeping, and start the provision of support services while appropriate housing is found.

H2H has been a huge and much appreciated step forward in homelessness services, allowing us to see the real-life impact of providing housing and support at a large scale. The program has also enabled the sector to develop a large-scale evidence-base for what type of housing and support services work best for people with complex needs.

The people we supported this year

The Launch Housing consortia made up of Launch Housing, MIND, Uniting Vic Tas, VACSAL, Cohealth and Bolton Clarke worked with 25%, or 449 of the H2H participants. There are 382 clients who are still being supported to sustain housing 18 months after the program began.

In addition to facing housing insecurity, our clients had complex health needs with rates of Alcohol and other drugs (AOD), mental health (MH) related issues and chronic illness much higher than anticipated. Of the 382 clients still receiving support:

- 84% (320 people) have dual diagnosis of AOD and MH challenges that impact their life and housing;
- 52% (199 people) have tri-morbidity of AOD, MH and a chronic illness, which is an indicator of early mortality;
- Around 245 clients have a recent history of family violence;
- 17% (64 people) identify as Aboriginal or Torres Strait Islander.

Impact Measure Analysis - 2

Our multi-disciplinary approach supports individuals' needs

Housing outcomes for H2H clients have been reinforced by the initiative's multi-disciplinary supports which meant that we could wrap tailored services around the person according to their needs.

Of the 382 clients still being supported, 345 have secured housing. Prior to H2H, they had been without housing for 10 years, on average:

- 141 clients have moved into public housing;
- 35 clients are living in general lease properties which were spot purchased or leased by Homes Victoria and managed by Launch Housing;
- 169 clients are living in head lease properties (Head Lease are privately owned properties where Launch Housing undertook the lease and then sub-leased to the client);
- 37 clients are unhoused.

A majority of our clients have maintained stable housing over the course of the program. These results demonstrate that creating stability for those who have been chronically homeless requires long-term, flexible and multi-disciplinary support that is attached to housing. Prior to this, our clients did not have access to private rentals and faced a waitlist of 64,000 people for public housing.

Due to the limits of available social housing, there is uncertainty about transitions for clients, particularly those in head lease properties, when their lease expires. While there are several projects in the pipeline through the Big Build, most of these are still 12-18 months away, making head-leasing still the only real option for many of these clients,

something that will be increasingly difficult in the tightening rental market.

A small number of clients participating in the Homelessness to a Home program were generously supported by Lord Mayor's Charitable Foundation to keep their housing when they were unable to continue paying rent due to participating in rehabilitation programs or similar. In normal circumstances, these people would have lost their housing, pushing them back into homelessness when they exited the program.

Thanks to our partners



A small number of clients participating in the Homelessness to a Home program were generously supported by Lord Mayor's

Charitable Foundation to keep their housing when they were unable to continue paying rent due to participating in rehabilitation programs or similar. In normal circumstances, these people would have lost their housing, pushing them back into homelessness when they exited the program.

Our Impact in Port Phillip

Launch Housing led approach makes real impact in Port Phillip

Launch Housing is leading a new approach to solving chronic rough sleeping and is already seeing results across four local government areas. Through the Functional Zero approach, local service systems are brought together to work in a coordinated and hyper-local way.

George Hatvani, Functional Zero Manager at Launch Housing, credits the reduction in rough sleeping in the local government areas of Port Phillip, Melbourne, Stonnington and Frankston to improved service coordination at the same time state resources were made available through COVID-19.

Learn more about the impact made by Functional Zero in Port Phillip in the following special ABC report.

[WATCH THE VIDEO HERE](#)





Safe and secure housing

We collaborate with the broader Specialist Homelessness Services (SHS) system in Victoria to provide clients access to stable, secure and suitable housing. We work hard to help clients find housing, support them to maintain their tenancies and are building new social housing to boost housing supply.

3

Increase in clients who have a positive transition into secure housing

We know that housing first works. When people have housing combined with the appropriate support, additional trauma is limited, and they have the best chance to recover, rebuild and break the intergenerational cycle of homelessness.

46%

Launch Housing clients who left our crisis, transitional and long-term properties had a positive transition into secure housing - an 11% increase.

30%

Of the women in our Cornelia Program moved into long-term secure housing.



IMPACT MEASURE ANALYSIS - 3



ILILI'S STORY

Impact Measure Analysis - 3

3

Increase in clients who have a positive transition into secure housing

Our work contributes to the SDGs



According to the Australian Institute of Health and Welfare 2020-2021 data, over 56,000 people were experiencing homelessness in Victoria when they presented at a Specialist Homelessness Service and 20% exited to some form of secure housing. Our positive transition rates into secure housing are more than double the state average.

Increase in clients who have a positive transition into secure housing.

Positive transition is defined as clients moving out of Launch Housing properties into a private rental, public or community housing, and/or finding alternative accommodation. A positive transition increases peoples' likelihood of sustaining the home.

We support clients to find secure housing through coordinated case-management, holistic support, and external advocacy. Of the 540 clients who exited Launch Housing properties this year, including our crisis, transitional and long-term properties, 248 people, or 46%, had a positive transition into secure housing.

This encouraging outcome is an 11% increase from last year and more than double the Victorian average of 20%. We have been tracking positive transitions more closely throughout the year and this is reflected in better data capture.

Our Cornelia Program helps pregnant women, new mothers and their babies with pathways to safe accommodation, social services, and compassionate health care to break the cycle of insecure housing.

To date, 50 women have been supported through this program. Out of those women, 15 of them have moved into long-term secure housing, two women are in private rentals, one woman was reunified with her family, six women moved into Housing First properties, and six women moved into public housing. An additional five women have been allocated to a Housing First property pending completion of construction.

Read more on this program.

Number of clients who had a positive transition last year seeking support this year (Return clients).

Of the 172 clients who had a positive transition last year, 14 clients or 8% were supported again this year by Launch Emergency Accommodation and Crisis Accommodation.

Over the next year, we will work closely with clients who are returning to our services after having a 'positive exit' to better understand the reasons for their unsuccessful tenancy.

Our impact would not have been possible without the support of our partners who helped people start fresh in their new housing by providing financial (brokerage) and in-kind support that allowed people to buy household and personal items needed when moving into a new home.



Marshall White Foundation donated to the Client Brokerage/Parachute Fund.



REA Group provided material aid to help our clients establish new homes.

Women and children were supported through the Women's Rapid Rehousing Program thanks to the generosity of the Gray Family Charitable Trust.

Thanks to our partners

Rotary Melbourne provided hampers for clients



to turn housing into homes.

Energy Australia and their generous employees



supported Women's Rapid Rehousing/Client Brokerage through Workplace Giving.

Ilili's Story



Helping new mothers find long-term stability

Launch Housing's coordinated teams work to transition clients out of temporary accommodations into suitable and sustainable long-term housing.

Recently, the work of multiple Launch Housing teams enabled an end to Ilili's experience of homelessness in just two months. She is now settling into her secure, affordable accommodation where she will be able to raise her child, due this October.

Ilili's Story

"Home is everything. If you don't have a house you can't be settled. I'm settled now. I want other people to hear me, to see me...I want people to know about these things (services available), they have to know. When good people surround you, that means a lot, it means everything."

Ilili arrived in Australia from Ethiopia on an orphan visa in 2015 when she was just 17 years old. Since arriving she faced significant barriers to finding stable accommodation, living for a short period with her sister, then moving between friends' houses, a stressful experience of uncertainty:

"I wasn't settled moving between family and friends. They don't want you to stay long because they've got their own life and they don't know how to support you. They'd ask 'how long?' and I wouldn't know."

In mid-2022 Ilili became pregnant and the father of her child cut off all communication with her. To make a difficult situation worse, Ilili felt severely unwell, rendering her unable to work. She experienced significant stress not knowing where to turn or if help was available.

"I feel like I'm struggling, but I don't know what is next? Always I'm asking myself, what is next, what is going to happen? I was worried about my pregnancy and not having any money."

Connecting with Launch Housing

Illili was aware of services available through Launch Housing from support her sister had received in the past, and in June 2022 Illili reached out for help at Launch Housing's Collingwood Entry Point (IAP).

Once Illili's situation had been assessed, teams worked rapidly to connect her with temporary accommodation and appropriate supports.

As a first step, Illili was referred to Launch Housing's Pregnancy Outreach Team who provide advocacy, case management, and care for pregnant women experiencing homelessness.

"I was really struggling, but after I saw Amy (Pregnancy Outreach Worker) and I talked to her, I felt a big relief."

Illili was then provided funding for temporary accommodation while waiting for a long-term housing option through Launch Housing's Northern Outreach Team.

Advocating for urgent housing

Illili with Amy from Launch Housing's Northern Outreach Team

Launch supported Illili with her immediate needs and applied to the Victorian Housing Register on her behalf to enable Illili to access permanent social housing.

As Illili's public housing application outcome was uncertain and could take an extended period, Amy, her Pregnancy Outreach Worker referred her to the newly established Cornelia Program.

The Cornelia Program launched in April 2022 and provides pregnant women experiencing homelessness with a safe place to live, with support through maternity and early parenting services.

Within weeks of presenting to Launch Housing, Illili was accepted into the Cornelia Program.

"[It was] emotional. You don't feel dependent on someone else, but you know someone cares about you. The people around me were very helpful. They had a lot of workers there for me— such nice people. I was so happy, feeling relieved and so much better."

A rapid permanent housing offer

On the same day Illili moved into her Cornelia Program accommodation, it was confirmed her application for permanent social housing was successful.

"Suddenly they offered me this house. This was what I had been looking for, for a long time."

Launch Housing teams moved quickly to coordinate Illili's transition from Cornelia to her new housing, organising for her apartment to be set up with all the essential furniture and appliances she needed, including a crib and essentials for her baby. Items were supplied by both Launch Housing and with assistance from the Rotary Inner Melbourne Emergency Relief Network.

"Whenever someone gets a public housing offer, we're always excited as it can take such a long time – sometimes up to 10 years. It was great we could set Illili up in her apartment before the baby came and that she and the baby would have everything they needed," Amy said.

Launch Housing's cross-team collaboration enabled a rapid outcome for Illili.

"Everyone knows how quickly things need to happen sometimes, so that collaboration happens quite naturally. We were able to be flexible even though we're working from different programs – we could each step in and provide Illili support at the right time."

The impact for Illili

Illili's support from Launch Housing provided a sense of safety and security desperately needed at a critical time, delivering a lifechanging outcome within just two months.

For Illili, the biggest relief she experienced was in gaining stability and housing security for her future child which will help her to rebuild their lives and break the cycle of intergenerational homelessness.

"I can focus more on the baby and myself and not worry about housing, which is a big thing," she said.





Safe and secure housing

We collaborate with the broader Specialist Homelessness Services (SHS) system in Victoria to provide clients access to stable, secure and suitable housing. We work hard to help clients find housing, support them to maintain their tenancies and are building new social housing to boost housing supply.

4

Increase in proportion of clients, who received rent or bond payments, with sustained housing

With rising rental prices across Melbourne and Australia, many affordable suburbs have become inaccessible to many people. Our Private Rental Assistance Program (PRAP) provides people financial assistance to secure a new rental property. It also helps people hold on to their existing housing until they can find their feet.

3,473

Clients received rental support this year, a 29% increase

6%

Return clients



IMPACT MEASURE ANALYSIS - 4



ANNE'S STORY

Impact Measure Analysis - 4

4

Increase in proportion of clients, who received rent or bond payments, with sustained housing

Our work contributes to the SDGs



With a highly competitive rental market, low-income renters either face increasing rates of housing stress or more severe housing stress. We expect many people will continue to experience housing stress over the next year.

Previously affordable suburbs are now out of reach for many; a trend that is sadly expected to continue without greater systemic intervention. This highly competitive rental market requires our ongoing financial investment and tenancy management support to help low-income renters maintain their tenancies and others to find new tenancies, circumventing the homelessness services system.

Launch Housing data indicate that clients, on average, paid 41% of their incomes on rent which pushed them closer into rental stress. By spending this high percentage of their incomes on rent, many people are just one crisis away from losing their housing. A car breakdown, illness, or a job loss could be the difference between having a home and being homeless. Our Private Rental Assistance Program (PRAP)

helps ensure that their entire lives are not disrupted by one crisis.

We know that, in addition to financial support, many of our clients need help with managing their tenancies. A rental property may be the first home in many years for some of our clients.

Programs such as PRAP Plus work to support people with at risk tenancies and prevent evictions by providing case management, care coordination, education around issues like tenants' rights and responsibilities, referrals and advocacy based on individual client situations.

Increase in clients, who received rent or bond payments, with sustained housing

This year, we supported 3,473 clients with rental payments to provide them with sustained housing. This is a 29% increase in the number of clients we have assisted.

There has been an increase in both rent in advance and rent in arrears payments for our clients.

This year, 121 more clients received Rent in Arrears support. The second half of the year saw a surge in rent in arrears payments which reflects the broader increases in rental prices across Melbourne. Melbourne's outer areas experienced even higher competition. People

were priced-out of previously affordable suburbs such as the CBD and Frankston which exposed them to increased rental stress.

This year, 323 more clients received Rent in Advance payments compared to the previous year.

Launch Housing also helped a group of Afghan asylum seekers and refugees in early 2022 with bond support. We are working closely with AMES Australia to ensure that newly arrived asylum seekers are supported with rental payments in the private rental market which keeps them out of the homelessness service system.

We will work closely with clients who are returning to Launch Housing services after receiving PRAP support in the past year to better understand the reasons for an unsuccessful tenancy and provide targeted support.

Number of clients who received rental support last year seeking support this year (Return clients)

This year, 150 people, or 6% of the clients, who received PRAP funding last year received some support again this year through our emergency accommodation and crisis services. This indicates a likely breakdown in their previous tenancy. Out of the 150 clients, approximately 80% had received Rent in Advance and Bond

support, while 20% had received Rent in Arrears support last year.

Our impact would not have been possible without the support of our partners, particularly the REA Group donations to the National Rapid Rehousing Fund.

Thanks to our partners



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Anne's Story

Preventing homelessness with private rental assistance

Private rental assistance is a critical intervention for people at risk of homelessness in an increasingly unaffordable rental market. Launch Housing's Private Rental Assistance Program (PRAP) supports people who are experiencing rental stress with financial assistance to both maintain existing tenancies and to establish new ones.

Anne's Story

In 2021 Anne, moved into a one-bedroom apartment in the city at \$290 a week. Seeking treatment for cancer at the time, Anne was unable to work and needed this affordable, well positioned apartment to access care at the hospital.

But just a year later, Anne's real estate agency advised that her landlord would be increasing her rent to \$400 per week, a 38% rise. She simply couldn't afford the hike but at the same time could not afford to move somewhere else.

"I was living paycheck to paycheck, paying for my treatments and I couldn't afford to save up the money to pay rent up front. It's not just rent up front, you've got to get bond, you have to pay for a removal man, you've got to pay for boxes...all these extra costs. I also had to get cleaners in and because I'm so unwell I couldn't do it all myself."

"It was just horrendous. I was in a panic. My mental health was shot and it wasn't good anyway. You just feel like a failure and I hate asking for help."

Connecting with Launch Housing

Anne quickly contacted every service she could think of, and after using the help service AskLzzy, discovered Launch Housing and was connected to the PRAP team.

"They said if you find a private rental to move into we can pay the rent up front, they also said they could assist with finding a property and put me on the Housing Register."

While Anne was searching for a new home, PRAP supported her to cover her rent. But the intensity of Melbourne's competitive rental market still posed a significant challenge.

"I know some people were just offering more money or six months rent or 12 months rent in advance. There's just that many people that are looking. At the same time, it makes me sick knowing there are so many properties out there that are just empty... it doesn't make sense."

After four challenging months, Anne found a suitable two-bedroom National Rental Affordability Scheme property which was \$100 cheaper than her current apartment.

"They [PRAP] paid for my rent up front, for my removal men. I didn't even know they would do that, it was just amazing."

Anne says the support and care she received from PRAP was a big relief.

"You feel heard. When you're being shut down, shut down, shut down and then you talk to someone and explain your story, and they tell you what they know and possibilities they can look into... Amazing. It made me cry. Just to be supported and helped was huge."

The impact for Anne

Affordable and secure housing is critical for everyone but for people like Anne who are suffering significant illness, housing is an indispensable component in their healthcare.

"I was thinking if I'm homeless, how could I get treatment? How am I going to go through an operation and heal? What do you do?"

Now in her two-bedroom home, Anne has a stable base to seek treatment and recover. The extra bedroom means she can have a friend stay to support her after surgery. Anne says PRAP prevented her from losing her house and kept her out of the homelessness services system.

"When it comes down to it, [PRAP's support] saved my life – because I wouldn't have been able to get help."

"It's so important to feel supported. Just to hear someone say, there is something we can do straight away takes such a weight off your shoulders."



Safe and secure housing

We collaborate with the broader Specialist Homelessness Services (SHS) system in Victoria to provide clients access to stable, secure and suitable housing. We work hard to help clients find housing, support them to maintain their tenancies and are building new social housing to boost housing supply.

5

Increase in the number of social housing dwellings owned or managed by Launch Housing

The supply of social housing in Victoria has not kept pace with population increases and demand. The private rental market is expensive, volatile, and often not suited to people with complex needs.

By owning and managing housing ourselves we can be more flexible and supportive in helping people keep and maintain their tenancies. This provides people with certainty, security, and the chance to re-build their lives.

1,209

Properties we manage or own.

19%

Increase from last year's stock



IMPACT MEASURE ANALYSIS - 5



PABLO'S STORY

Impact Measure Analysis - 5

5

Increase in number of social housing dwellings owned or managed by Launch Housing

Our work contributes to the SDGs



The Australian Institute of Health and Welfare 2020-2021 data indicate that the number of social housing dwellings in Victoria has decreased to 63,921 with around 64,000 households on the waitlist for public housing and a further 109,128 low-income households in rental stress across Greater Melbourne.

The Victorian State Government's \$5.3 billion Big Build initiative will deliver 12,000 new social and affordable housing dwellings over the next four years, which will increase the overall social housing stock, bringing it closer to the national average. While very welcome, this will not address the current housing need.

At Launch Housing, we currently manage or own a total of 1,209 properties which is a 19% increase, or 193 more properties than last year.

These properties consist of:

- 519 head lease, general lease, and long-term community housing stock;
- 64 studio apartments at Elizabeth Street Common Ground;
- 35 properties with the Justice Housing and Support Program;
- 531 transitional housing properties;
- 60 apartments at Viv's Place.



Pablo's Story



"My journey isn't a journey of perfection, it's one of resilience. I don't see myself as a criminal anymore. I don't see myself as a drug addict anymore."

Two years ago, Pablo was released from prison. He describes the past 8 years as some of the worst of his life – marked by significant loss, trauma, crime, and a crippling heroin addiction which masked profound grief.

Growing up, Pablo experienced significant challenges and awareness of a difference from his siblings – feeling like he was a "pain in the bum" to his family. Sadly, he was just 15 years old when he came across a dangerous form of relief from the symptoms of what would be in his adulthood diagnosed as ADHD.

"When I met heroin...that was like everything in one deal. It enabled me to concentrate to hold a conversation and do a lot of things. At the same time it got me into the wrong crowd."

Pablo describes he was living as a "functioning addict" for most of his young adult life until experiencing two significant losses – the breakdown of his marriage with the mother of his children, then the loss of a new love, who passed away unexpectedly at his home.

"That sent me a downhill spiral of my last 10 years. I hid behind my drug use and basically had to live a criminal life to be able to afford my drug use."

Pablo spent periods in and out of incarceration for 8 of his past 10 years. In the periods out of prison, he experienced homelessness.

Connecting with Launch Housing

When Pablo exited prison two years ago, he was required to undertake a Drug Treatment Order and was referred to Launch Housing for accommodation support. He moved into Launch Housing's Southbank Crisis Accommodation for holistic support.

"From the beginning I took the Order seriously. The best way for me to stay clean would be in supported accommodation or where I was at Launch in Southbank because of my mental health."

In 2021 Pablo engaged with Launch Housing's Justice Housing and Support Program – a housing and support program designed to reduce homelessness and re-offending among people sentenced to Drug Treatment Orders. He was provided rental accommodation in Brunswick, head-leased by Launch Housing.

"That was good because it felt more real than living in hotels, you know, it felt more like my own place. It was also important for me to move away from the St Kilda area. I'm less likely to run into my old haunt or into old friends or people from my past life. And that was exactly my worker's plan. They wanted to keep me local, but away from my old area."

Pablo says his relationships with his Launch Housing workers were significant as he could share his thoughts and concerns with them without judgement.

"Even when I haven't agreed with my case manager, I've always felt that they knew what was best for me. With my Launch Housing worker, I could be honest and open with her and, and not be judged."

Ongoing wrap-around support

In April 2022, as Pablo progressed toward the end of his Drug Treatment Order, his workers secured a permanent home for him within a Launch Housing owned social housing property in Coburg, providing long term stability with support. Having access to different types of properties enabled us to be flexible and supportive in helping Pablo find a suitable and affordable home.

Pablo describes this holistic support in all aspects of his life as helping him to get back on his feet and settle into his permanent home.

"When I think back on all the things that everybody helped me with, it wasn't just one. It wasn't just helping me organise my bills. It was also my connection with my kids, my connection with my grandkids, my ability to keep my place tidy and so many things that are important. It's all those things that I really learned with my [Launch Housing] worker, including making my place only mine. That was the help that I needed."

Pablo has now been living in his permanent home for 4 months and, just this September, graduated from his Drug Treatment Order.

"[My home] It's my little castle, isn't it? Yeah. Simple as that. It's where I'm safe. It's where my grandson is safe. It's where my granddaughter is safe. It's where me and my grandkids can pitch a tent in the living room and make pizzas on Saturday night and watch a movie on the telly. My place is everything to me. Having that security helps my mental health."

The impact for Pablo

For Pablo, the combination of affordable housing paired with Launch Housing support has enabled extraordinary positive changes including his reconnection with family, recovery from drug addiction, reengagement with the work force and freedom to enjoy life through music and connection.

"I can work out my problems here and look after myself. It's important that my house is secure, and affordable, so my rent doesn't take up 80% of my income. It's not only about affordable housing...I had to go through all the steps I went through with my worker to get to the positive place I'm in now."

"I don't see myself as a criminal anymore. I don't see myself as a drug addict anymore. Once my life became stable, I could make the decision to stop using drugs, to do something about it."

"I don't need the amount of support that I previously had. And what's more, I don't necessarily want it because I want my own space."

Pablo's home is critical to keeping him on track and has enabled him to secure and maintain work at a warehouse (accessed through a partnership with Launch Housing and CoAct). His boss provides flexible work arrangements and has been understanding of Pablo's court responsibilities.

"This job has changed my life in many ways. Mainly to have that feeling that I'm contributing and that I have something to offer – that I can work and I can pay taxes and I can contribute and I can be part of a team."

Pablo says his newfound stability is enabling him to better engage with his community and the past two years have been a journey of reconnection with family and friends.

"I'm in the position where I can invite my daughter out to dinner...and it's really nice to get a call from my son and hear "Hey dad, you wanna go watch, Collingwood play Carlton this weekend?" It's nice to get those phone calls."



Safe and secure housing

We collaborate with the broader Specialist Homelessness Services (SHS) system in Victoria to provide clients access to stable, secure and suitable housing. We work hard to help clients find housing, support them to maintain their tenancies and are building new social housing to boost housing supply.

6

Increase in the number of properties managed by HomeGround Real Estate (HGRE)

HomeGround Real Estate is Victoria's first social enterprise real estate agency which provides a way for socially conscious property owners to give back to the community and generate funds for homelessness services provided by Launch Housing.

All profits from HomeGround Real Estate (HGRE) are used to help end homelessness.

7.5%

Increase in properties managed by HGRE.

13%

Increase in property owners offering their properties at below market rent.



IMPACT MEASURE ANALYSIS - 6



PHILLIP'S FAMILY'S EXPERIENCE WITH HOMEGROUND REAL ESTATE

Impact Measure Analysis - 6

6

Increase in number of social housing dwellings owned or managed by Launch Housing

Our work contributes to the SDGs



With HomeGround Real Estate, property owners are provided with ethical property management so their investment property is professionally managed, and socially beneficial. HomeGround Real Estate is also a social enterprise, designed to end homelessness by investing 100% of the profits back into the community.

There was a 7.5% increase in properties managed by HomeGround Real Estate since last year.

HomeGround Real Estate also helps to boost the number of affordable private rentals available to low-income earners. According to the Anglicare Rental Report, March 2021, out of 32,288 new listings for metropolitan Melbourne, only 2% or 614 new private rental listings were affordable to people on income support.

Further, 48% of low-income households across Melbourne were in rental stress in 2019-2020 which is expected to further increase with the current rental market.

Through HomeGround Real Estate, property owners can elect to offer their property at affordable rates (10% or more below market rent) or social rates (30% of income plus Commonwealth Rent Assistance).

This year saw a 13% increase in the number of property owners offering their properties at below market rent, improving housing options for our clients. There was a 27% increase in social housing rents compared to last year.

Homeground Real Estate	2020-21	2021-21
Full market rent	195	191
Below market rent	62	70
Social rent	36	46
Head Lease	0	10
Total	293	315

Thanks to our partners



Our impact would not have been possible without the support of our partners such as the REA Group that provided advertising support to the HGRE.

Phillip's Family's Experience with HomeGround Real Estate

Launch
HOUSING

IT'S TIME TO END
HOMELESSNESS



HomeGround Real Estate is a social enterprise agency established by Launch Housing in 2014. It provides premium property management services for property owners and renters in Melbourne while creating impact through reinvesting 100% of the profits back into Launch Housing.

Through HomeGround, property owners have the option to rent out their properties at either full market rent or below market rent as an additional way to increase affordable housing stock in Melbourne. In the last financial year HomeGround experienced significant growth as more property owners chose an ethical path for their property management.

Property owner Beth Phillips has leased properties through HomeGround since 2015 and says this offers a new path for those already thinking about creating impact through their investment.

Why the Phillips family chose HomeGround Real Estate

Beth and her husband Andrew became aware of HomeGround Real Estate in 2015 when the ATO made a tax ruling specific to HomeGround. The ruling provided property owners with deductions for leasing properties at below market rents – an arrangement offering strong incentives to personally make a difference and increase affordable housing in the market.

"We started off just by renting out a couple of apartments – not a significant number of properties at that point."

But in recent years, Beth and Andrew have been able to significantly increase the number properties leased through HomeGround at both full market and social rents. This was made possible after the sale of their successful

business, which made a substantial impact on their circumstances.

"It was like a TattsLotto winning moment. And for about two months it felt great until we realised what our values really were.

"To be living in a country where there are so many super wealthy people and to think that there are people who don't have the basic right of shelter is really sad.

If we can't enable people of all different circumstances and backgrounds to live in a country of such prolific wealth like Australia, then where do we end up?"

The issue of housing stability and affordability is personal to Beth who grew up in foster care and children's homes. Having experienced the extreme ends of wealth and poverty, her perspective on inequality is unique.

"When I was a child, I was viewed as being at the bottom of the pile. People would gawk at me because I was a ward of the state and lived in government care, I was 'the problem.' Now I'm seen completely differently because my financial and family circumstances have improved but I'm the exact same person.

"I don't see someone's personal financial situation or the circumstances in the moment as an indicator of who they are. It's just a stage of life they're in and everyone has potential. Everyone has so much potential."

Choosing an ethical path for the investment of their wealth helped the Phillips align their investments with their core values. This is also something the Phillips family achieves through their business uncommon folk, driving social and environmental change.

The Phillips' Impact

The Phillips family's aim is to create a sustainable property management model where 50% of the properties in their portfolio are leased at a social rental rate. Profits from their full market rented properties will go into maintenance, ensuring properties are kept at a high standard for all renters. The Phillips are already leasing several properties at a social rate which are prioritised for people experiencing homelessness or escaping family and domestic violence.

"We figure that if we can set this up as its own sustainable entity, so we are not drawing on the limited philanthropic funds available, then this can become something that runs itself and provide for people who are at risk of homelessness."

HomeGround Real Estate Manager Samantha Gatherum-Goss says the Phillips are creating meaningful impact.

"The Phillips are enabling people to move into safe and secure, and well-maintained properties who may not otherwise have the capacity to afford those properties.

"These are people who may be leaving a domestic violence situation or people who are vulnerable for whatever reason. The Phillips are providing an opportunity for them to have secure housing. A lot of our rental providers do the same thing and they're just incredible."

The combination of social and full market rental properties in the Phillips portfolio enables a threefold impact says Samantha.

"You've got the income from their properties feeding into Launch Housing's mission, there's impact for people they're directly helping, and it's also taking people off the Victorian Housing Register," she said.

Another important factor for Beth is breaking down our siloed communities through the provision of housing in otherwise unaffordable areas.

"The housing we lease provides that – everyone's in different circumstances in these apartments. They're in different areas where people have a lot of different circumstances financially and probably socially. It's got benefits on a whole range of levels."

A simple switch to give back

Whether motivated by personal values or creating financial security, Beth believes investing in people and the environment is critical to our future.

"HomeGround is providing people the opportunity to really invest in impact. I know that there's been a massive period of growth for

HomeGround and I think that is a reflection on the fact that they're doing a great job, but also that the people are waking up to the fact that life isn't just about money, that there is other things that are of more value than how many zeros there are on the page on your bank balance."

For people considering making the switch to HomeGround Real Estate for their property management needs, Beth says there is no difference on an administrative level, the difference is in the quality of service.

"The people I've dealt with at HomeGround are working for something they believe in which enables them to do the job that much better than anyone else I've dealt with."

They are invigorated and empowered by the contribution they're making.

"If you wanna just dip your toe in the water, just dip your toe in the water, just let HomeGround manage your property at full rent. See how that feels and then work towards your goal of having impact through your property. There's no pressure to start out at a social tenancy."





Early Interventions

We help to break the cycle of disadvantage and homelessness for children and young people through interventions that have immediate impacts to create positive intergenerational change.

7 Increase in number of young people employed or enrolled in education after completing the Education First Youth Foyer

There is significant wage gap and employment rate between someone who drops out of school in year 10 versus year 12.

Our Education First Youth Foyer (EFYF) program is a targeted approach supporting young people to stay out of homelessness and provide them with training that builds foundational life skills for their future.

85%

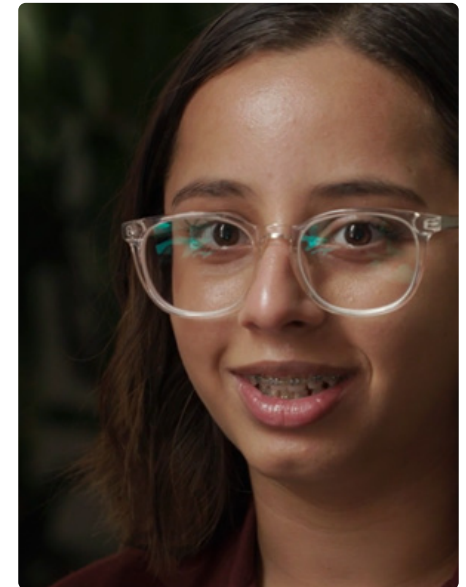
Of young people were either studying or employed at exit of our program.

65%

Of young people were enrolled in education when they exited of our program.



IMPACT MEASURE ANALYSIS - 7



SAKSHI'S STORY

Impact Measure Analysis - 7

7

Increase in number of young people employed/enrolled in education after completing the Education First Youth Foyer (EFYF)

Our work contributes to the SDGs



The Australian Institute of Health and Welfare 2020-2021 data show that of all young people who received assistance from Specialist Homelessness Services in Victoria, 24% were still enrolled in some form of study and 15% were employed by the end of their support. At Launch Housing, our rates are significantly higher than the state average.

The EFYF program equips young people with individual living skills through training while they are 'on campus'. The aim of the program is to keep young people out of the homelessness service system by equipping them with the right skills to maintain a tenancy, providing them with a strong foundation to complete or further their education, and helping them exit into affordable private rentals.

The program has experienced exit pressures as private rentals have become unaffordable to many young people. EFYF explores shared housing arrangements with other Foyer students as an alternative and affordable option, enabling young people to circumvent the homelessness service system.

Education and employment rates when young people leave the EFYF program are on track. The number of people enrolled in education upon exiting EFYF was 26 young people, or 65%. This is an increase to last year's 59% result.

Twenty-five young people, or 62.5%, were employed when they left the program. This is a 14% increase. Similar to last year, young people were employed as casuals in the retail and hospitality industries which are common employment pathways observed among other young people.

The EFYF program experienced high demand this year through referral requests for spots at the two Foyers. This highlights the need for additional Foyer support.

The Foyer Foundation in partnership with philanthropy and the government is investigating where the demand is to ensure future youth foyers are well located. The success of youth foyers is well recognised with one round of the Big Build dedicated to increasing the number of youth foyers across the state.

Thanks to our partners



Kangan and Holmesglen TAFEs hosted our Foyers on their campuses and provided the education for the program.



MCEC adopted inclusive recruitment practices to remove barriers to employment for Foyer students.



HoMie provided young people with the skills, confidence, and experiences to be more work-ready through retail training and education programs.



For Change Co. employed young people in their Homeplate hospitality training program developing their workplace skills and confidence.

Sakshi's Story

Foyers a launching point for young people

Education First Youth (EFY) Foyers work to break the cycle of homelessness by supporting young people, aged 16 to 24, to build a secure and sustainable future. With supported student housing, dedicated coaching, and a suite of opportunities and resources, EFY Foyers help youth to build the skills they need to lead fulfilling, independent and productive lives.

Launch Housing currently operates two Education First Youth Foyers – Holmesglen EFY Foyer based at Holmesglen Institute's Glen Waverley campus, and Kangan EFY Foyer based at the Kangan Institute in Broadmeadows.

[WATCH VIDEO HERE](#)

In the following video, Foyer Student Sakshi speaks about the impact the Foyers have made for her across two years of support.

"I never thought the support would be so extensive, so focused individually on what you can do as a person and what your strengths are and move you forward, like I've moved forward in within these last two years," – Sakshi.





Early Interventions

We help to break the cycle of disadvantage and homelessness for children and young people through interventions that have immediate impacts to create positive intergenerational change.

8

Increase in number of children participating in school or early childhood education

When children grow up in disadvantaged households, they are more likely to experience poverty and homelessness as adults.

At Launch Housing, we know that interventions that have immediate impacts on households are also likely to break the cycle of homelessness and disadvantage.

107

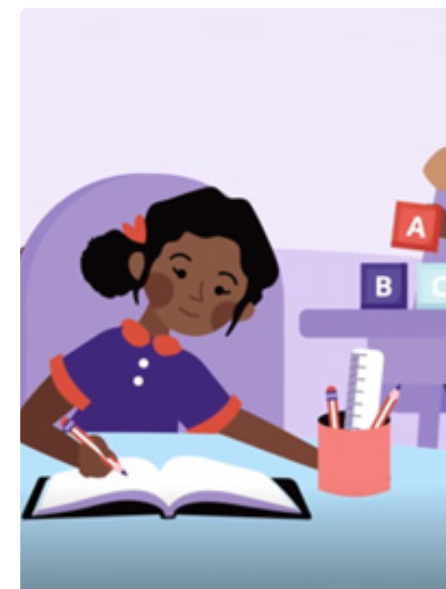
Children assisted this year, a 13% increase.

96%

Of the children not in school at time of referral to EPP were enrolled.



IMPACT MEASURE ANALYSIS - 8



KALEMI'S STORY

Impact Measure Analysis - 8

8

Increase in number of children participating in school/early childhood education.

Our work contributes to the SDGs



The Education Pathways Program (EPP) is one of the only programs providing targeted educational support to ensure children in crisis stay connected to school and kinder despite experiencing homelessness.

Our program was a finalist in the 2021 Victorian Early Years Awards, and was highly commended in the Commission for Children and Young People Protecting Children Awards in 2022.

In Victoria, around 37,000 children were supported by a Specialist Homelessness Service between 2020 and 2021.

This year, our program assisted 107 children. This is a 13% increase from last year, and only possible because of philanthropic support.

Fifty-two children, or 49%, were not enrolled in school at the time of referral to our program. And of those 52 children, 50 were subsequently enrolled. In total, the program supported 52 new enrolments; 15 kinder and early childhood education, 29 primary school and eight secondary school enrolments.

The EPP has assisted a greater number of children and families this year than previously anticipated. The program received both internal referrals, being Launch Housing clients, and external referrals from the Salvation Army, Uniting and other partners.

For the first time, the program had to turn down referrals which could indicate a growing demand for services. Being unable to accept referrals could further worsen a family's situation as they navigate the complex homelessness services system and manage their children's education.

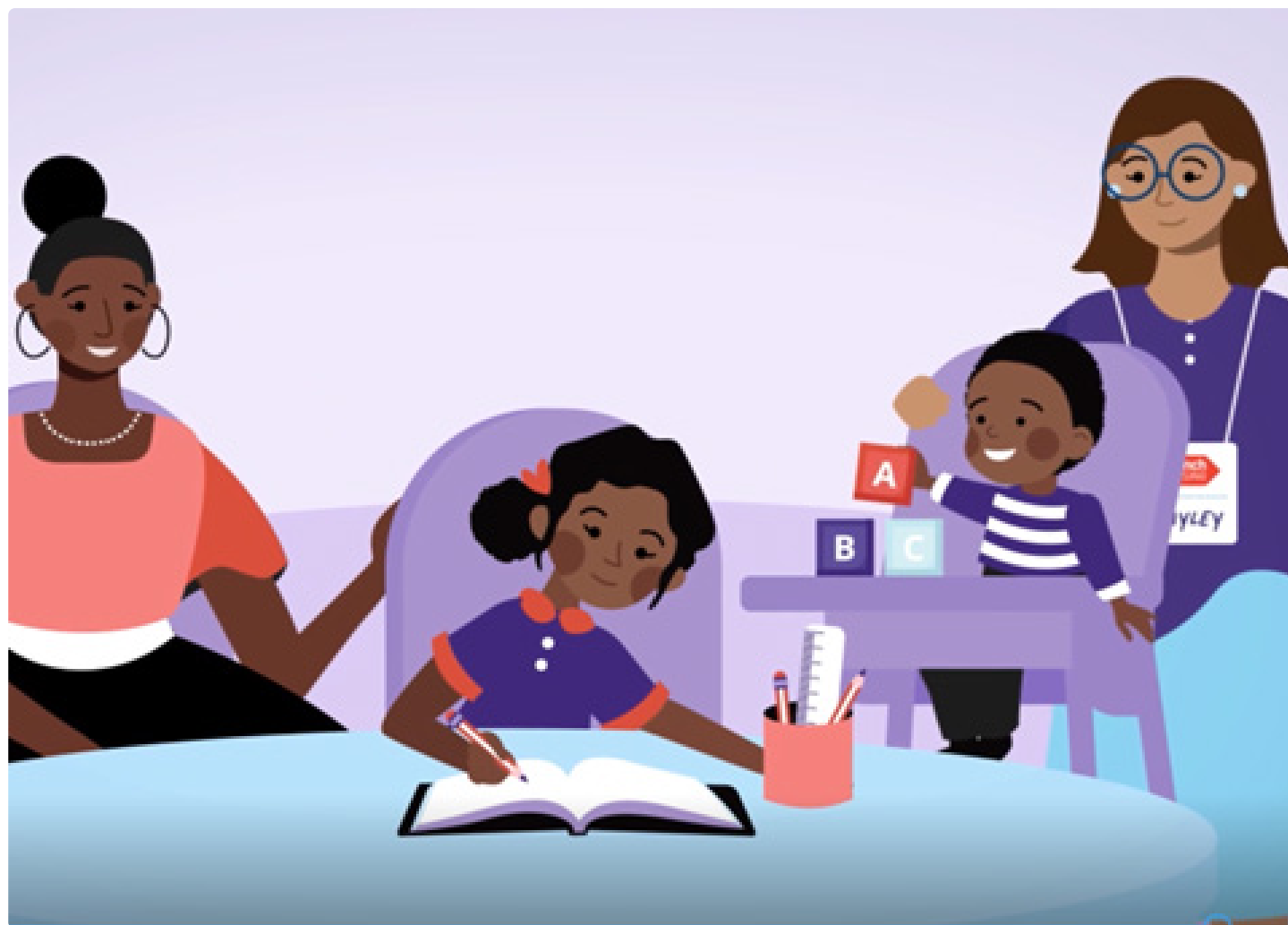


Kalemi's Story

Breaking the cycle of disadvantage for children

Launch Housing's Education Pathways Program supports regular school attendance, participation and wellbeing of children experiencing homelessness and family violence. The program specifically works to mitigate the negative effects of experiences of homelessness by supporting engagement or re-engagement with mainstream education.

Watch Kalemi's Story below which is representative of the experiences of many of the children we support. It was developed in consultation with Education Pathways Program workers who see the incredible impacts of support and early intervention for school age children every day.

[WATCH VIDEO HERE](#)



Scaling Change

To create lasting and sustainable change, we work with communities, partners and the broader system to shift attitudes around homelessness and mobilise the sector for collective impact.

9

Increase in acts of community engagement to end homelessness

10

Increase in partner support

Everyone has a role to end homelessness.

Central to our Theory of Change is engaging the community to call for the end of homelessness. As long as people expect that there will always be homelessness, it's hard to create sustainable change.

That is why we are increasing empathy in the community and empowering our partners to make lasting change.

13.5m

Audience reached across print, radio TV, and online media

7,300

Individual donations



IMPACT MEASURE ANALYSIS - 9 & 10



COLLABORATION FOR CHANGE

Impact Measure Analysis - 9 & 10

Our work contributes to the SDGs



9

Increase in acts of community engagement to end homelessness

We want society to understand that people don't choose homelessness and that it can be experienced by anyone. By reducing the stigma of homelessness and helping society see that homelessness should not be accepted, we can engage the whole community in making a difference in our city. Our community has a vital voice to advocate for the funding and services that we partner to deliver.

Through our work, we increase community empathy towards people experiencing homelessness. We work in partnership with those who are also committed to action, and we connect them with people with a lived experience of homelessness to create a movement for change.

Thanks to our partners



SHAPE, a commercial fit-out specialist who provided significant in-kind support in the refurbishment of our Southbank site, rallying an army of subbies who pledged their skills and time to transform 26 rooms.



Social Bums, toilet paper with purpose, who distributed our magazine, Our House, sharing stories and impact with their socially conscious customers.

Last year, we connected with an audience of over 13,500,000 by sharing lived-experience stories of tenacity, survival, and hope across print, radio, TV, and online media. With a total reach of over 5.5 million, our social media directly engaged 386,390 people, which is a 65% increase on the previous year.

Our advertising across social media, including YouTube, PBS, Triple R and The Big Issue, spread the message that Melbourne can be a world leading city in ending homelessness.

Through community focused campaigns we received donations from over 7,300 generous individuals, a 34% increase from the previous year.

10

Increase in value of partner support

We also engaged the community through events to raise the awareness of homelessness in Melbourne.

In the Roughin' It Challenge, Brooke Blurton, a proud Noongar-Yamatji woman, youth worker, mental health advocate, business owner and reality TV star, led almost 500 people to show their solidarity by giving up their creature comforts over a cold weekend in winter.

Last year, over 20 corporate partners supported the movement for change and added their own audience, staff and skills to champion for this change.



Neuron Mobility, who provided unlimited and free Neuron rides as part of a wellbeing initiative for our staff.

Collaboration for change

Our growing community of partners making impact to end homelessness

Launch Housing have a growing and committed community of partners who share our vision to end homelessness through collective action.

In 2022 Viv's Place opened – a purpose built building that provides permanent housing for up to 60 women and 130 children escaping family violence. Our partnership with Regenerate, an organisation committed to supporting family violence survivors with essential goods and services, turned the empty apartments into homes by donating time, linen, furniture, and homewares.

Regenerate's contribution

Regenerate's efforts at Viv's Place were monumental. In addition to purchasing every item, Regenerate and their army of volunteers managed the logistics and set up of each apartment – moving and assembling furniture, washing sheets, quilt covers and towels and making every bed.

Regenerate's efforts in numbers:

- Total items washed: 1410 (sheets, quilt covers, pillowcases, towels, face washers, and tea towels)
- Total beds made: 182 (42 queen, 18 double, and 122 single)
- Total number of whitegoods and appliances: 360 (washing machines, fridges, microwave, vacuum, toaster, and kettle)
- Total number of sofas supplied: 64
- Total number of items installed/placed in apartments: 11,786



Aligning goals

Launch Housing and Regenerate are aligned in the understanding that without a permanent home, it is incredibly difficult for people to connect with their communities, engage in work, go to school, or address trauma. Regenerate's decision to partner with Launch Housing stemmed from the desire to support our work in ending homelessness, alongside our specialist long term support for women and children.

"We were inspired to be involved with Viv's Place because of the program's aim of providing permanent homes and wrap-around support for women and children who had experienced housing insecurity and, in many cases, domestic abuse.

"Regenerate is passionate about supporting projects that provide safe, permanent homes for people who have experienced domestic abuse, and ensure children have a permanent home," they said.

Effective collaboration

An valuable aspect of Regenerate's contribution was working with Launch Housing teams to understand the needs of clients. One thing that struck our teams was the care and consideration that went into the selection of every item that went into the apartments – right down to the linen.

"You can tell the team really put the needs of the women and children at the centre of their decisions and wanted to create safe and comfortable spaces for them to recover and grow," says Launch Housing Partnership Manager Elle Holtham.

Regenerate described their aim was to set up each apartment as completely as possible to ease the mental and emotional load of incoming tenants.

"We focused on providing quality, durable furniture and whitegoods that used less energy and water. Our objective was for the arriving families to be able to move in and only need to bring personal items and food with them.

"We also removed all packaging material, connected the appliances, and preprogrammed all the televisions. We even provided toilet paper, because as parents, we all know as soon as you get home a child will need to use the toilet!"

Regenerate's staff and volunteers installed the furniture and home goods as quickly and efficiently as possible with the understanding there were vulnerable families waiting to move in.

"With every bed made came more reflections and thoughts of the families that would live there and the privilege they felt to be a part of it. It was wonderful to hear such empathy and desire for change from Regenerate's staff and volunteers. We hope that everyone involved in the set-up of Viv's place will go on to share what they saw and heard, and further build empathy in the community," Elle said.

The Impact

Regenerate's support was vital to creating spaces that feel like home for residents of Viv's Place.

"We just wouldn't have been able to give these families the homes they deserve without the support of a partner like Regenerate. In addition to the significant financial contribution, the time and effort that went into the end-to-end management of this project, solving logistical puzzles and supply chain challenges brought about by a global pandemic, was massive.

"We can't thank them enough for their support. You only need to walk into an apartment at Viv's to feel the love and kindness that was poured into each room," Elle said.

The impact of Regenerate's contribution was immediately felt by Launch Housing workers as they welcomed the very first Viv's place tenants.



THANK YOU

Everyone has a right to a home and it's our job to make that happen. However, we can't achieve this alone.

The outcomes we've achieved in this impact report are only possible through our strong partnerships with government, community organisations, philanthropy, business, supporters and our clients.

We want to thank our partners, funders and supporters who share our purpose to end homelessness. Together, our work at scale can make Melbourne a livable city for all.

Your generosity, commitment, and shared belief that things can be better for people experiencing homelessness means that we can work with individuals to help them change their lives. It also means that we can pilot programs and demonstrate pathways to evidence-based solutions that lead to long-term change for everyone.

Launch Housing would like to acknowledge the significant funding and support we received from the Victorian Government over the 2021-22 financial year.

As well as those organisations listed in this impact report, who make specific programs possible, Launch Housing's impact in 2022 would not have been possible without the support of:

We gratefully received gifts from:

The Estate of Jeanette and John Chester, The Estate of Doreen Margaret Turner, and generous individuals, families and foundations who would prefer to remain anonymous.



Bowness Family Foundation | Brian & Virginia McNamee Foundation | Chrysanthemum Foundation | Danny Wallis Philanthropic Foundation | Donald Fraser Family Fund, a giving fund of the APS Foundation | Estate of Doreen Margaret Turner | Estate of Jeanette and John Chester | Estate of the late Ernest Lonsdale Brown | Fade to Black Foundation | Fred J Cato Charitable Fund | Gill Family Foundation | Goldsmith Family Foundation | Gray Family Charitable Trust | Juno Fund, Kapsalu ReGenerative Fund, Meta Lazarus Fund, Peel Fund, RO Fund and Williams Fund, sub-funds of Australian Communities Foundation | Jack and Ethel Goldin Foundation | Jack and Hedy Brent Foundation | Jill Chapman Fund, Jones Family Fund, Michael Martin Fund and Miller Foundation Fund, Charitable Fund Accounts of Lord Mayor's Charitable Foundation | Junola Foundation | Miss M K A Bell Memorial Fund | Oliver-Affleck Fund | Percy Baxter Charitable Trust | Perpetual Foundation – The Hutchins Family Endowment | Perpetual Foundation – The White Family Endowment | Robin and Mary Lou Friday & the Friday-Ferrell-Hudson-Maher Family | Ross Trust | Shine On Foundation | Sunrise Foundation | The Arthur Gordon Oldham Charitable Trust, managed by Equity Trustees | The Blueshore Charitable Trust | The Bowden Marstan Foundation | The Brian M Davis Charitable Foundation | The Flora & Frank Leith Charitable Trust | The Gething-Sambrook Family Foundation | The Hutchins Family Endowment | The John Robertson Grigor & Mrs Eva McKenzie Bequest Account Discretionary Trust | The Marian and E.H. Flack Trust | The Orloff Family Charitable Trust | The Peter and Ann Robinson Foundation | The Pierce Armstrong Foundation | The White Family Endowment | The William Angliss Charitable Fund | William Angliss Charitable Fund | Zig Inge Foundation