

NSW Land and Housing Corporation

Local area analysis

# Shellharbour

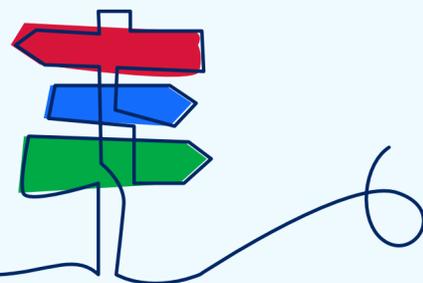


We're innovating housing to deliver more keys in doors,  
to provide people in need with a safe place to call home.

June 2023



# Table of contents



This is an interactive document. Navigate to any section by clicking on the contents list. Use the forward and back arrows in the footer. Return to the Contents page by clicking the document title in the footer.

<u>Our commitment to Aboriginal families and Country</u> .....	3
<u>The purpose of local area analyses</u> .....	4
<u>We're innovating housing to deliver more keys in doors</u> .....	5
<u>Why innovation is needed</u> .....	6
<u>How we're innovating housing</u> .....	7
<u>Our vision for the Shellharbour LGA</u> .....	8
<u>We are one part of a continuum</u> .....	9
<u>Before and after</u> .....	10
<u>Overview of the LGA</u> .....	11
<u>Tenant and waitlist information</u> .....	12
<u>Dwelling priorities and plans</u> .....	12
<u>Planning context</u> .....	13
<u>Community housing providers</u> .....	13
<u>Shellharbour social housing facts</u> .....	14
<u>More information</u> .....	16
<u>NSW Land and Housing Corporation – partnering information and contacts</u> .....	17

# Our commitment to Aboriginal families and Country

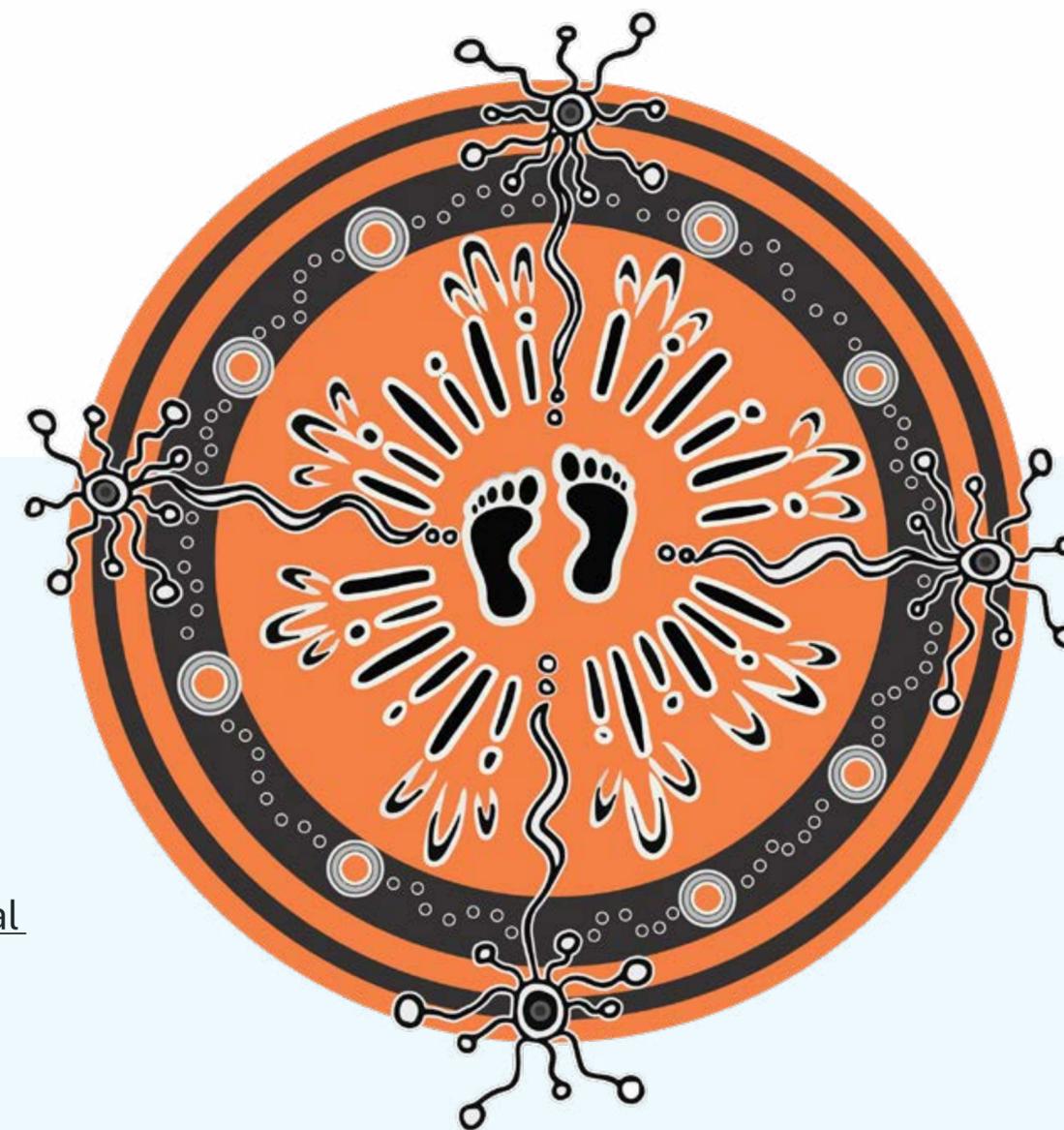
NSW Land and Housing Corporation acknowledges that we all stand on Aboriginal land.

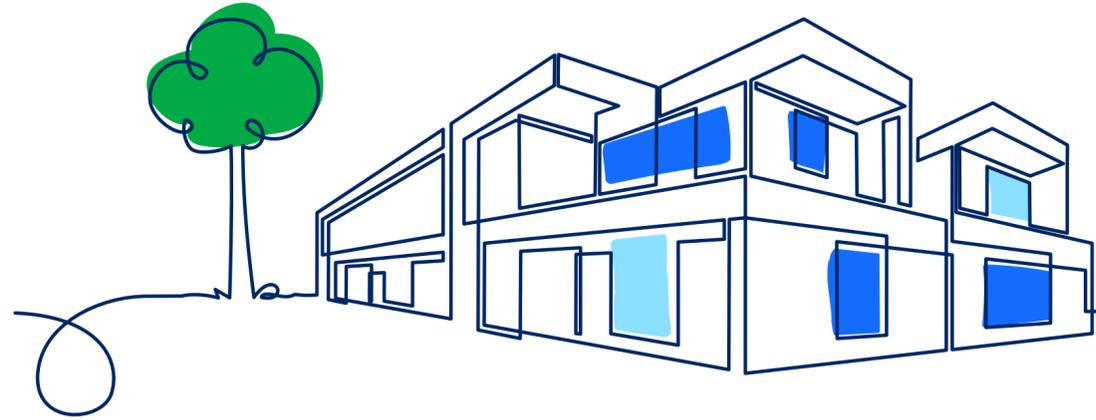
We acknowledge the Traditional Custodians of the land on which we live and work and pay our respect to Elders past, present and emerging.

We acknowledge this by demonstrating our ongoing commitment to building and sharing housing and communities where Aboriginal families are included socially, culturally and economically.

In delivering the local area analysis we will:

- show respect
- collaborate
- implement the principles of the Department of Planning, Industry and Environment's [Aboriginal Outcomes Strategy 2020–23](#) (PDF 3.45 MB)
- support the objectives of the [NSW Aboriginal Housing Strategy, Strong Family, Strong Communities 2018–28](#).





## The purpose of local area analyses

**The purpose of a local area analysis is to deliver on the long-term vision set out in NSW Land and Housing Corporation's Portfolio Strategy.**

The local area analysis is a place-based approach, providing a framework and direction to better understand:

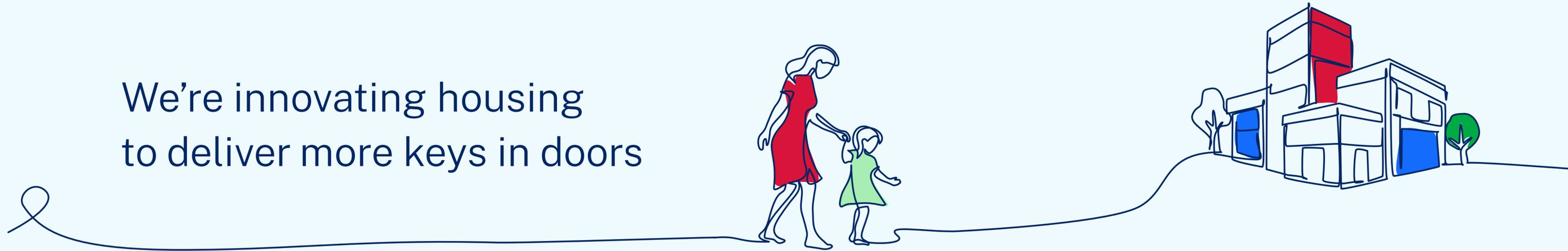
- what stock we have
- where stock is located
- the stock condition
- what opportunities are available for redevelopment.

It seeks to provide the link between the NSW Government's objectives for social housing, more localised planning and development decision-making, and opportunities for partnerships with councils, industry and the community housing sector.

The views of all our stakeholders are important to us and NSW Land and Housing Corporation is committed to continuing collaboration with our stakeholders and the community.

**For details on current projects in your LGA, please visit our website.**

# We're innovating housing to deliver more keys in doors



At NSW Land and Housing Corporation, our role is to actively grow and manage the supply of the right types of housing, at the right time, in the right areas, for people in need in our communities.

We're innovating to deliver more keys in doors and give more people in need a safe place to call home.

Our work supports the government's priority to reduce street homelessness. We work in every corner of our state, from regional NSW to the diverse metropolitan suburbs of Sydney, Newcastle and the Illawarra. Beyond the housing we deliver and maintain, our activities also create jobs and stimulate local economies.

# Why innovation is needed

We are growing and changing our portfolio to meet the needs of current and future tenants, providing the type of housing that is right for them, at the right time, in the right areas.

The purpose of social housing has changed significantly.

- In the 1960s, wages were the main source of income for 85% of tenants – now it accounts for just 7%.

- In the 1970s, 70% of tenants were couples with children – now they represent just 4%.
- In 2001, about half of new entrants to social housing had complex needs, now it is about two-thirds.

Delivering social housing is much more than providing people with a roof over their head. Having a safe place to call home supports people to pursue health, education and employment

opportunities, allowing them to thrive and strengthen our communities.

Today, housing is a safety net for people in need who can't otherwise afford to house themselves. The high demand for social, crisis, transitional and affordable housing continues to outstrip supply. Most tenants are older, past working age and live alone – 93% rely on the age, disability or another pension for income.



Figure 1. The changing purpose of social housing.

# How we're innovating housing

We're innovating by building relationships to fund the development of even more properties.

We create opportunities to collaborate with government and the Aboriginal Housing Office, and partner with industry, developers and community housing providers. This lets us use our collective strengths to innovate and accelerate a sustainable supply of housing.

We're also using data to better understand the needs of the people and families we assist, to design and deliver housing that is right for them.

The local area analyses are one of the ways we're using data, so that we can better understand the opportunities in our portfolio and plan for the future.



Figure 3. How NSW Land and Housing Corporation is innovating housing.

# Our vision for the Shellharbour LGA



**The NSW Government is committed to delivering more and better social homes and supporting the NSW economy and jobs through housing construction and manufacturing across the state.**

There are more than 1,750 social homes owned by the NSW Land and Housing Corporation in the Shellharbour LGA. LAHC's vision for social housing in the Shellharbour LGA includes delivering homes to better meet tenants' needs, located near shops, transport, services and jobs.

Around 1,000 of our homes are concentrated in one estate, with the remaining 800 scattered across the LGA, predominantly in older

established areas of Shellharbour, rather than newer housing release areas.

Renewal and deconcentration is a long-term objective. Our focus is on renewing under-developed land and increasing the number of homes. We will also 'recycle' assets that are not near transport and other amenities, or are not well located, so not in the best interests of our tenants.

We will reinvest locally into areas of high demand and need. As we renew and redevelop, more of our homes will be the right type, in the right areas, and fit seamlessly into streetscapes.

## ***What is deconcentration?***

*In the context of social housing, deconcentration is taking a strategic, innovative view to revitalise older areas. This requires a 'mixed tenure' model of planning and delivery for new housing. Mixed tenure describes an outcome where social, affordable and private housing is seamlessly integrated within a development or a neighbourhood.*

# We are one part of a continuum

To deliver on our vision for social housing, takes time, careful consideration, consultation, and collaboration.

So we're partnering more, and more often, with all stakeholders, and drawing on our collective strengths, to increase and accelerate supply.

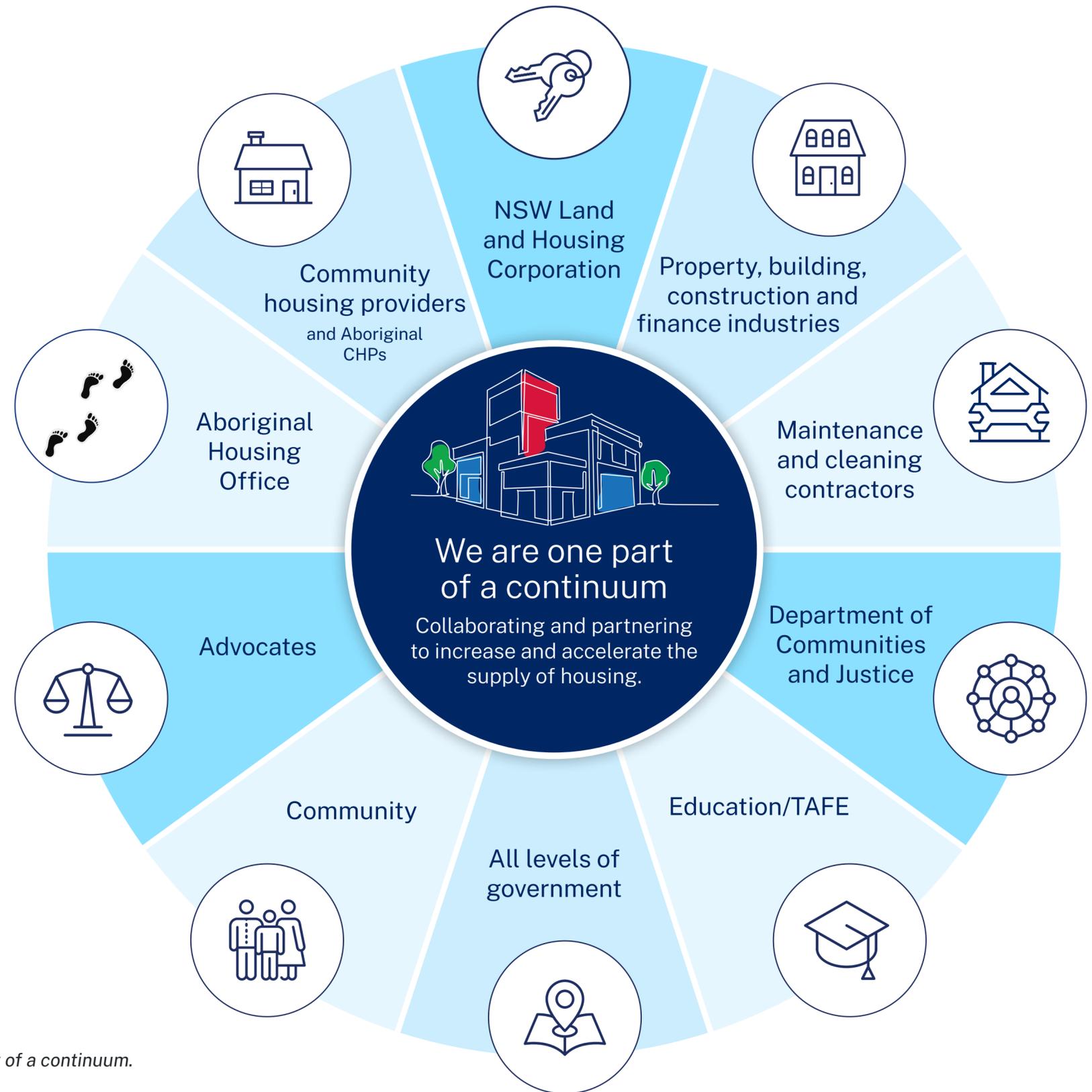


Figure 4. We are one part of a continuum.

# Shellharbour LGA

Before and after



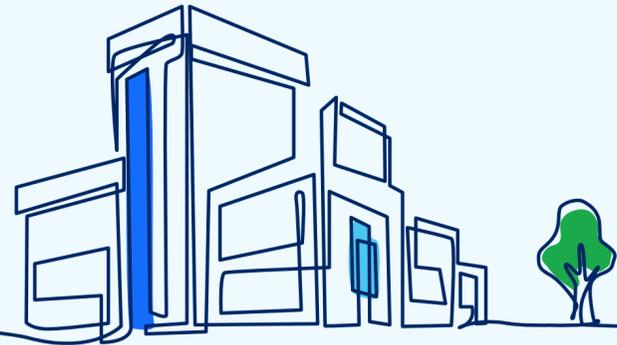
Before



After *Social housing in the Shellharbour LGA – safe, well-designed and appropriate.*

# Overview of the LGA

Shellharbour is located in the Illawarra Region of NSW, about 100 kilometres south of the Sydney CBD.



Shellharbour City encompasses a total land area of 147 square kilometres, an expanding urban area with significant rural areas, and some industrial and commercial land uses.

## Shellharbour features:

- a commercial district surrounding the Shellharbour City Centre
- Shellharbour Hospital and Shellharbour Private Hospital
- 3 railway stations along with public and private bus networks
- access to major roads including the Illawarra Highway and the Princes Highway
- tertiary education providers - TAFE NSW Illawarra Institute (Shellharbour Campus) and numerous primary and secondary schools.



# Tenant and waitlist information

In Shellharbour LGA, there is a large supply of **3-bedroom social housing cottages that exceeds the current demand of larger households and families on the waitlist.**

Under-occupancy of 3-and 4-bedrooms is higher than average when compared with other LGAs and there is an opportunity for improvement.

There is high demand for smaller 0–2-bedroom dwellings for existing tenants and households on the waitlist.

## Across NSW

- 78% of the priority waitlist is for dwellings with up to 2-bedrooms. The current portfolio, however, is 42% dwellings with 3 or more bedrooms
- 59% of current tenants are single-person households, of which 19.5% are housed in dwellings with 3 or more bedrooms

- 81% of current tenants are eligible for senior housing (including tenants receiving age pension and disability pension/carer pension). They would benefit from seniors living developments, which is housing built to meet the needs of older people or people with disability.

### ***What is under-occupancy?***

*Under-occupancy describes a situation where one or 2 people, perhaps having raised their family, remain in a 3-bedroom house. We are working on ways to address under-occupancy, so that people in need are in the right types of housing, at the right time, in the right areas.*

# Dwelling priorities and plans

We are prioritising building 1- and 2-bedroom dwellings that are well located close to transport and other amenities. A proportion of these will be seniors living and other forms of accessible dwellings.

You can see our [current projects in Shellharbour LGA and across NSW.](#)



# Planning context

Shellharbour Council's Local Strategic Planning Statement (LSPS) includes 'Planning Priorities' to deliver greater housing diversity and affordability, and to provide high quality and fit-for-purpose community services and social infrastructure aligned with growth.

Prepared in 2025, the Illawarra Shoalhaven Strategic Plan, which sits above the LSPS and Local Environmental Plan (LEP), is currently being reviewed. NSW Land and Housing Corporation is actively engaged with the Department of Planning and Environment to ensure that appropriate focus is given to social housing in the revised document.

There are no planned major infrastructure projects in the Illawarra that will affect future development controls.

Read more about [Council's strategic planning](#).



# Community housing providers

Approximately 100 dwellings owned by the NSW Land and Housing Corporation in Shellharbour LGA are managed by community housing providers (The Illawarra Community Housing Trust Ltd).

## ***What is a community housing provider?***

*Community housing providers are not-for-profit organisations that build and/or manage housing for eligible people who cannot access appropriate housing in the private market, as they usually have very low, low and moderate incomes. The Registrar of Community Housing regulates the community housing sector in NSW.*

*For more information, please visit the [CHIA NSW website](#).*

# Shellharbour social housing facts

Key facts	NSW Land and Housing Corporation	LGA	Regional NSW	NSW
Total population	3,264 (4.3% of LGA)	76,271	2.7%	0.9%
Median age of population	60 (main tenant)	39	43	39
Average household size (people)	2.0	2.6	2.4	2.6
Total dwellings	1,768 (5.9% of LGA)	29,862	1,281,551	3,357,790
Adjoining LGAs	Kiama, Wingecarribee, Wollongong			

Table 1: Comparing the Shellharbour LGA with Regional NSW and New South Wales.

NSW Land and Housing Corporation seeks to provide housing for tenants that best meet their needs now and into the future.

Of the more than 1,750 households in our dwellings in Shellharbour:

- around 48% have a single person
- around 45% are couples or other household types
- around 7% are families with children.

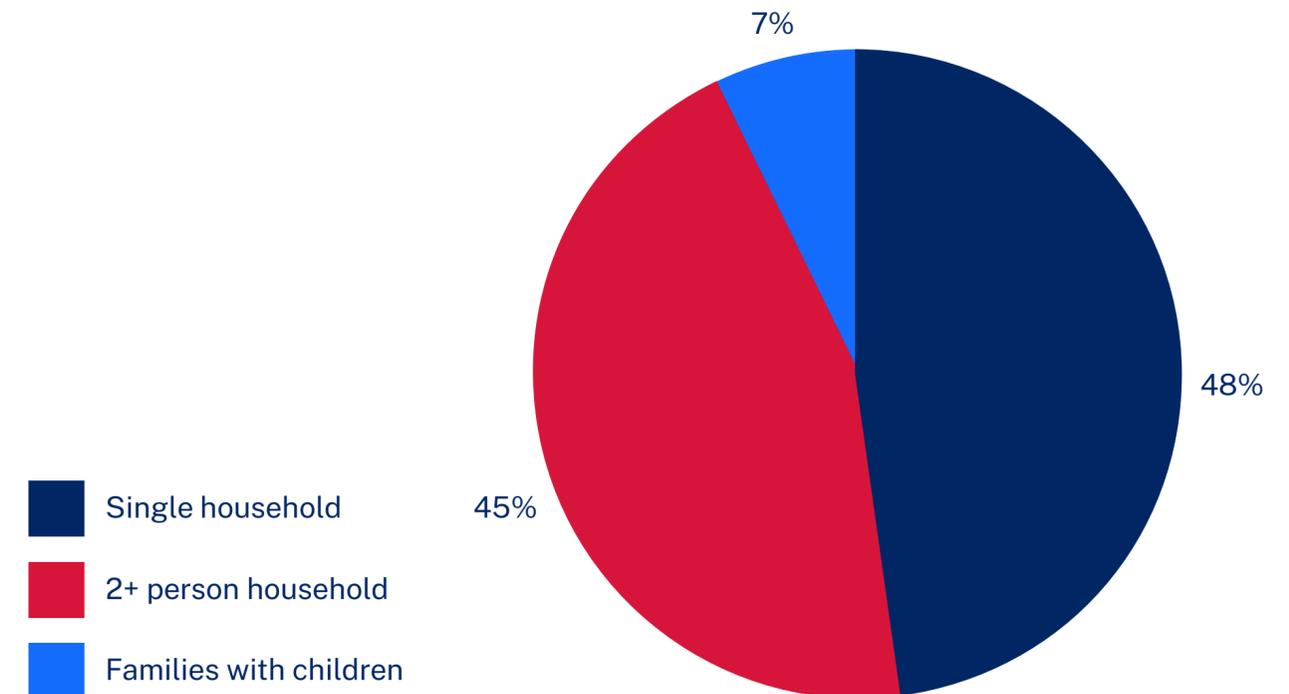


Figure 5. NSW Land and Housing Corporation household types in the Shellharbour LGA. Note: households can be more than one type.

Most of NSW Land and Housing Corporation's housing in the Shellharbour LGA comprises cottages built in the 1960s and 1970s. This was for a different time with different needs. Today, property maintenance costs are increasing (due to the age of the assets), so these properties are becoming less and less suitable, both for the tenants who live in them and for us to manage cost-effectively.

#### Age of social housing properties in Shellharbour

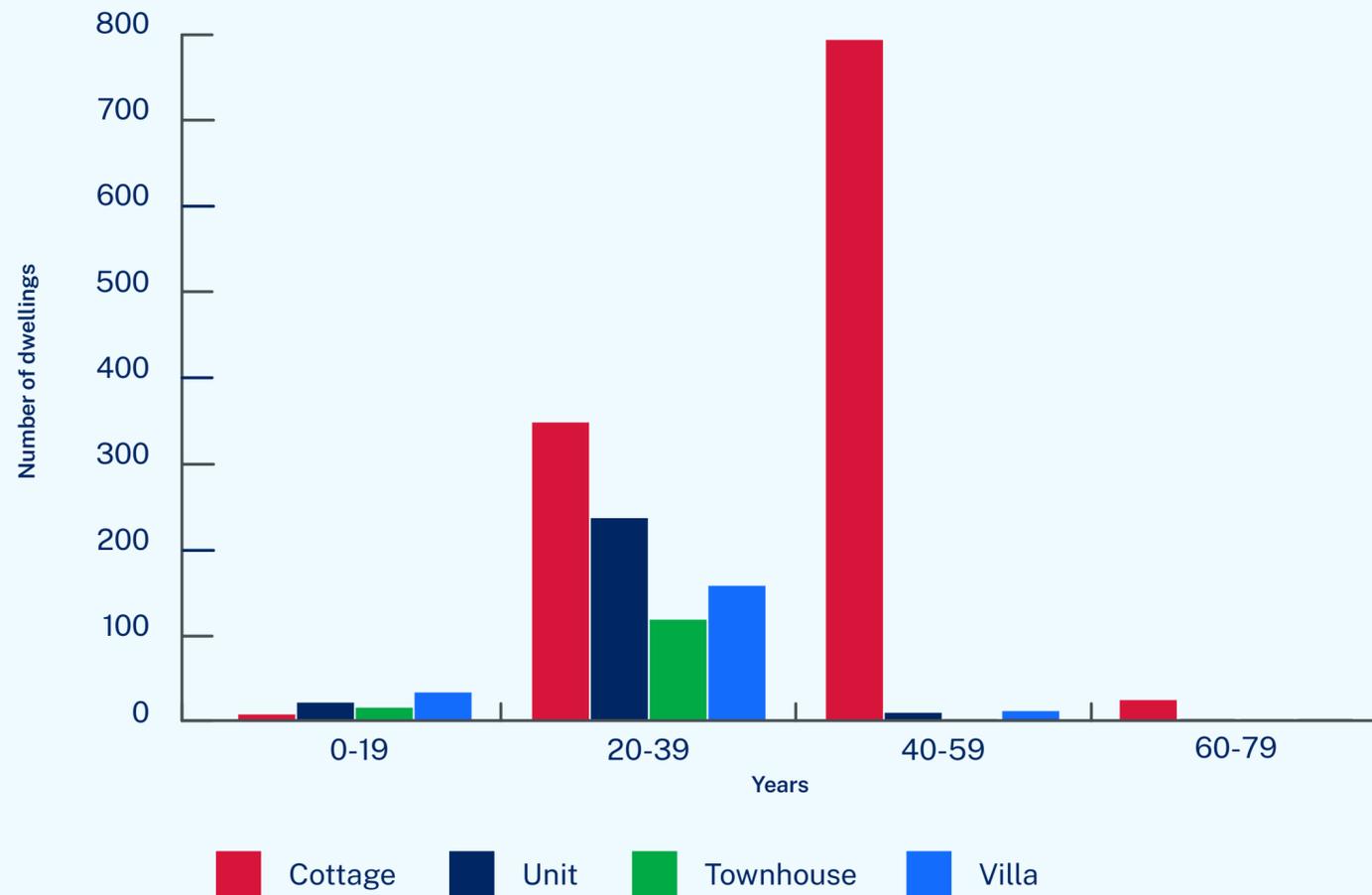


Figure 6. Age of NSW Land and Housing Corporation dwellings in the Shellharbour LGA.

Social housing is a safety net, as most tenants are older, past working age, live alone and rely on the age, disability or some other pension for income. The majority of existing dwellings in Shellharbour are 3-bedroom. The greatest demand, however, is for smaller dwellings for one or 2 people, and we are addressing this need.

#### Types of properties available in Shellharbour compared with waitlist

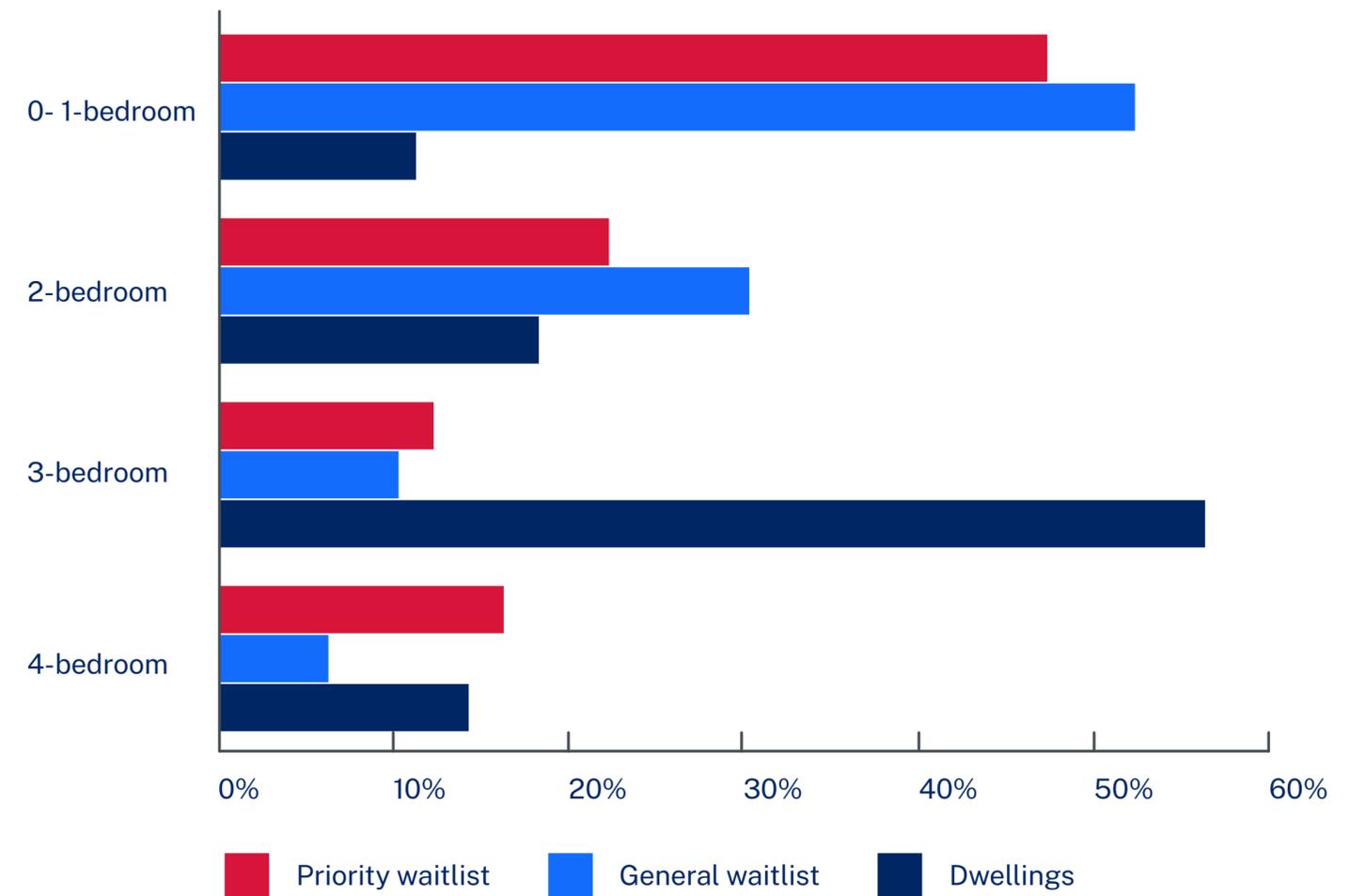
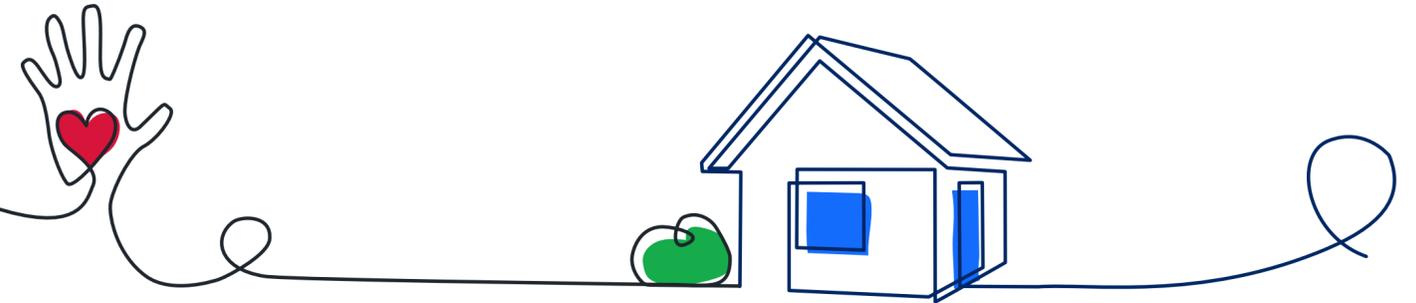


Figure 7. Types of dwellings available in the Shellharbour LGA, compared to the waitlist. Priority waitlist refers to applicants who have been assessed as having an urgent need for social housing.

## More information



NSW Land and Housing Corporation's purpose is to actively grow and manage the largest social housing portfolio in Australia.

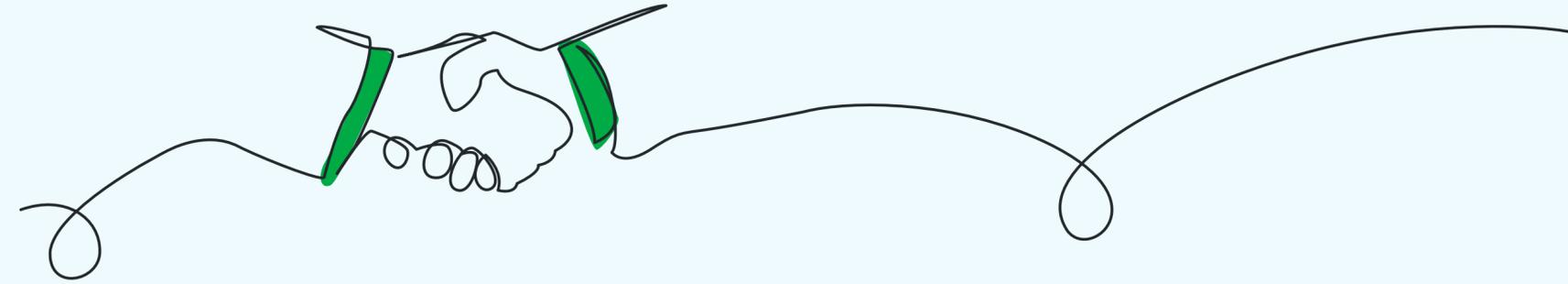
Delivering housing is much more than providing people with a roof over their head. Having access to safe housing assists people to pursue health, education and employment opportunities, allowing them to thrive and strengthen the communities where we live.

Our vision is to be an industry leader in providing well-designed social housing that is affordable, safe, well-located and adequately maintained – facilitating better quality of life outcomes for residents and neighbourhoods.

There are many views about how to best deliver social housing for the people of NSW. We welcome collaboration from our key stakeholders, including councils, community housing providers, tenants, private industry and the broader community.

If you would like to know more about the important work we are doing in your LGA, [visit our newsletter page](#) to subscribe for regular updates. We welcome all stakeholders and look forward to collaborative partnerships that will see an increase in and acceleration of the supply of the right types of housing, in the right areas, at the right time, for people in need.

# NSW Land and Housing Corporation - partnering information and contacts



Access further information by clicking on the links below

[NSW Land and Housing Corporation current redevelopments](#)

[NSW Land and Housing Corporation Portfolio Strategy](#)

[NSW Land and Housing Corporation Community Housing Provider redevelopment policies](#)

[NSW Land and Housing Corporation Sales Policy](#)

[NSW Land and Housing Corporation Good Design for Social Housing](#)

[NSW Housing Strategy 2041](#)

[Department of Premier and Cabinet's Unsolicited Proposal Framework \(PDF 777 KB\)](#)

## Contact

[NSW Land and Housing Corporation](#)

If you need housing, the [Department of Communities and Justice](#) can help.

Call ☎ [1800 422 322](tel:1800422322)

## References:

- LAHC – NSW Land and Housing Corporation (September 2022)
- ABS – Australian Bureau of Statistics (2021)
- DPIE – Department of Planning, Industry and Environment (June 2021)
- DCJ – Department of Communities and Justice (December 2020)
- CoreLogic (June 2021).

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**For more information and to contact us, visit**

[www.dpie.nsw.gov.au/land-and-housing-corporation](http://www.dpie.nsw.gov.au/land-and-housing-corporation)

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COVER IMAGE: Social housing in the Shellharbour LGA – safe, well-designed and appropriate.

