

NSW Land and Housing Corporation

Local area analysis

Maitland

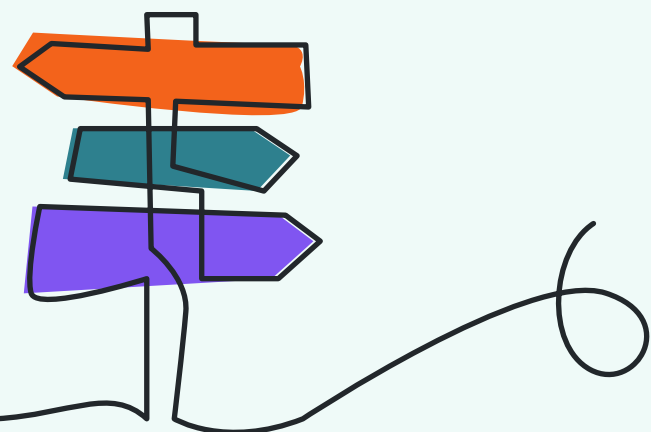


We're innovating housing to deliver more keys in doors,
to provide people in need with a safe place to call home.

May 2022



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.

- Foreword 3
- Our commitment to Aboriginal families and Country 4
- The purpose of local area analyses 5
- We’re innovating housing to deliver more keys in doors 6
- Why innovation is needed 7
 - Our business model 8
 - How we’re innovating housing 9
- Our vision for the Maitland LGA 10
 - We are one part of a continuum 11
 - Before and after 12
 - Overview of the LGA 13
 - Tenant and waitlist information 14
 - Dwelling priorities and plans 15
 - Planning context 15
 - Community housing providers 16
 - Maitland social housing facts 16
- More information 18
 - NSW Land and Housing Corporation – partnering information and contacts 19



Foreword

All across NSW, high demand for all types of housing continues to outstrip supply. The NSW Government is exploring every avenue at our disposal to lift barriers and create new opportunities to increase and accelerate the supply of housing, for all people.

That includes record investments in social and affordable housing across NSW and continued delivery against the State's first 20-year housing strategy, Housing 2041.

Through the NSW Land and Housing Corporation (LAHC), we're partnering to deliver new social, affordable, and private housing at the right time, in the right locations – housing that suits diverse needs, giving more people access to a place to call home.

Housing supply is a complex, interrelated system. All parts of the sector – local, State and Commonwealth government, not-for-profit,

private industry, developers and finance experts – need to work together to tackle the issues.

Resources like LAHC's local area analyses help us do just that. By capturing a holistic view of social housing in your local government area (LGA), this interactive resource will help you understand:

- How many properties LAHC owns in your LGA
- Local demand for social housing
- Impacts and/or influences on development and infrastructure in your LGA
- Where potential for redevelopment and renewal exists.

These insights will help us to partner more, and more often, to deliver more and better social housing where it is needed most.

We know our work helps people and families in need to feel valued, accepted and included. This mission motivates us to continually seek new ways to deliver more keys in doors, to provide people in need with a safe place to call home.

The Hon. Anthony Roberts, MP

Minister for Planning and Minister for Homes

Our commitment to Aboriginal families and Country

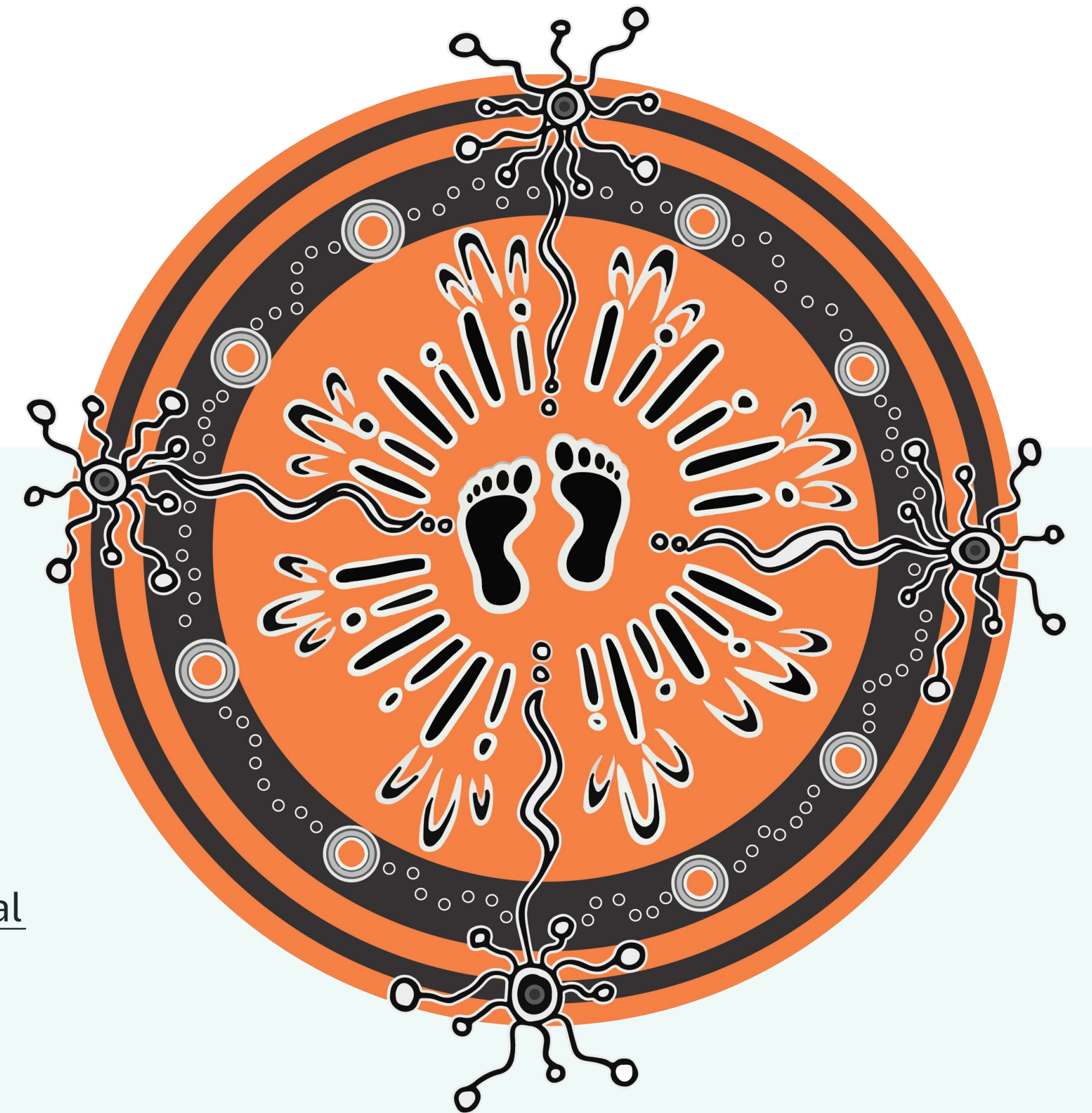
NSW Land and Housing Corporation acknowledges that we all stand on Aboriginal land.

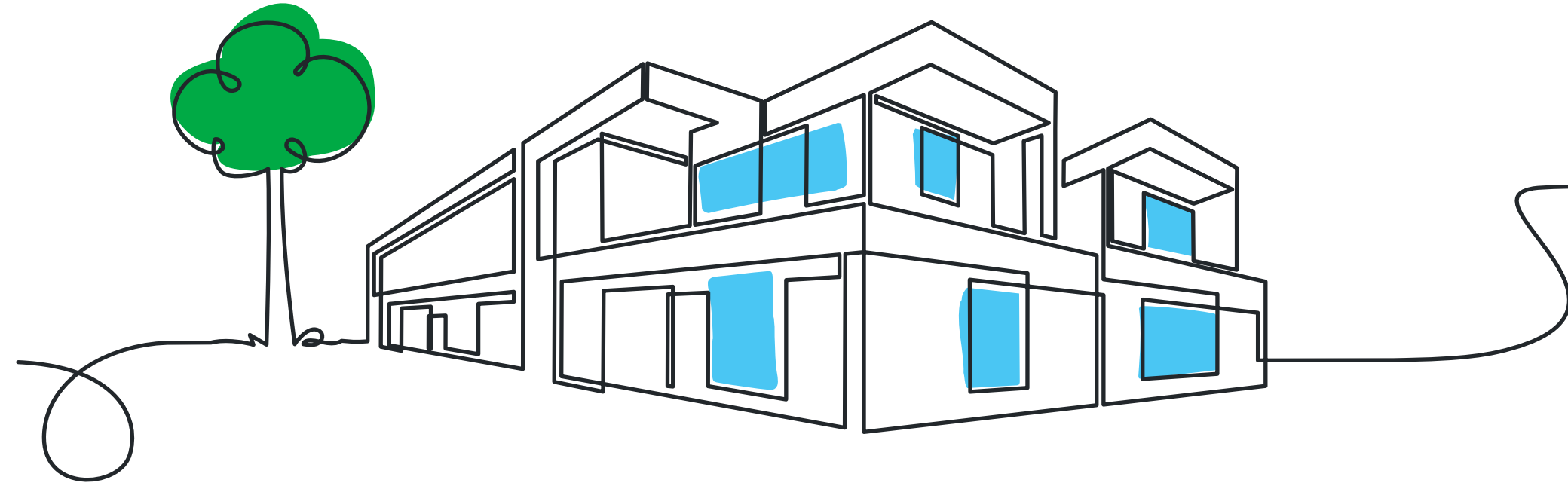
We acknowledge the Traditional Custodians of the land on which we live and work and pay our respect to Elders past, present and emerging.

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 the 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.

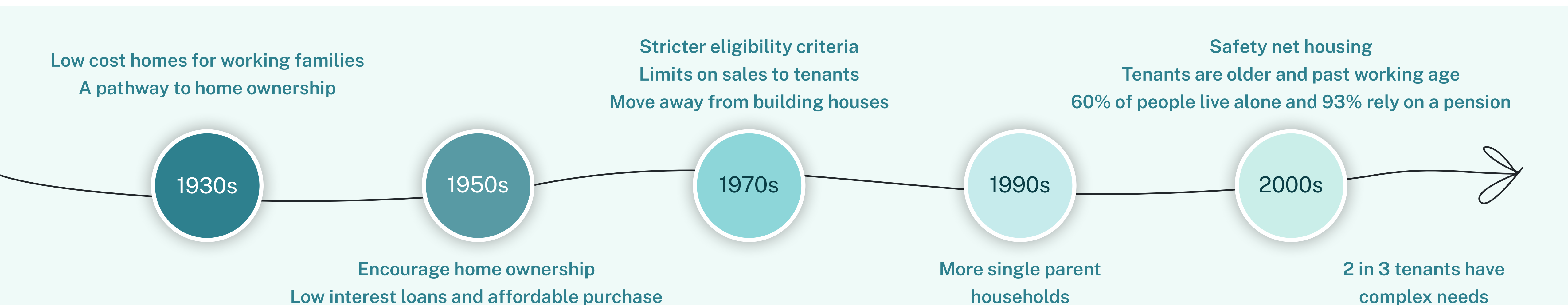


Figure 1. The changing purpose of social housing.

Our business model

NSW Land and Housing Corporation generates income to fund the development of new properties, and to renew and maintain existing properties. We do this in 2 key ways.

- 1. We receive rental income to fund everyday repairs, maintenance and management of existing properties.
- 2. We sell properties that are high value, costly to maintain or at the end of their lifecycle, to fund the renewal of existing properties and to develop new properties.

We spend more than \$1 million every day to maintain our properties, managing an incredible 640,000 requests every year for general maintenance.

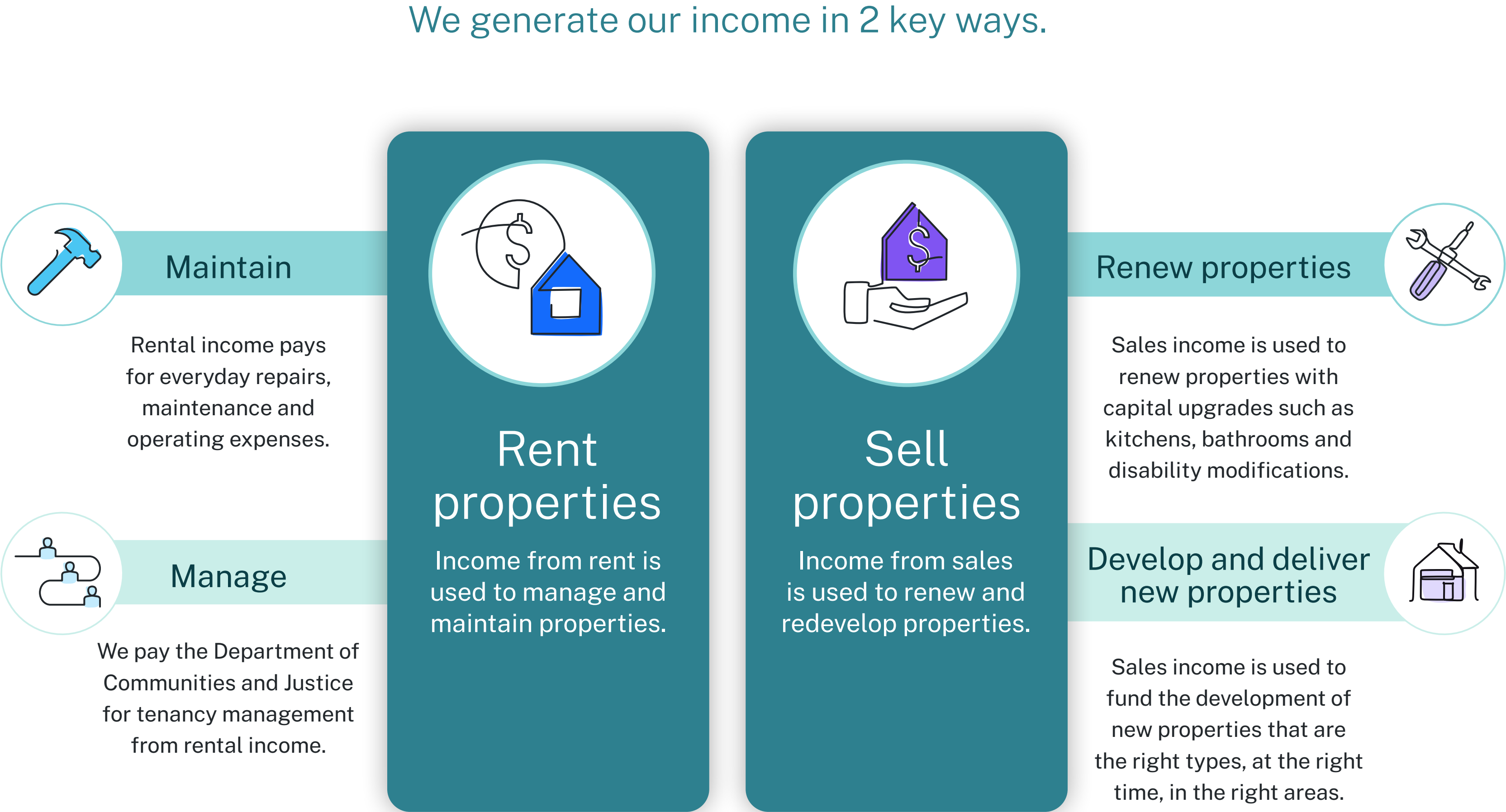


Figure 2. Business model for NSW Land and Housing Corporation.

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 Maitland LGA



The NSW Government is committed to delivering more and better social housing and supporting the NSW economy and jobs through economic stimulus across the state.

There are more than 1,400 social housing dwellings in the Maitland LGA. NSW Land and Housing Corporation's vision for social housing in the Maitland LGA includes delivering houses to better meet tenants' needs, located near jobs, shops, transport and services. Around 200 of our dwellings are concentrated in a single suburb or estate, with the remaining 1,200 dwellings scattered across the LGA, predominantly in

older established areas of Maitland as opposed to newer housing release areas. Renewal and deconcentration is a long-term objective. Along with renewing under-developed land and increasing the number of properties. NSW Land and Housing Corporation will be replacing older stock and strategically selling properties that are not near transport and other amenities, or otherwise not well located.

As we renew and redevelop, we want to ensure that our new social housing is the right type, in the right areas, at the right time, fitting 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.

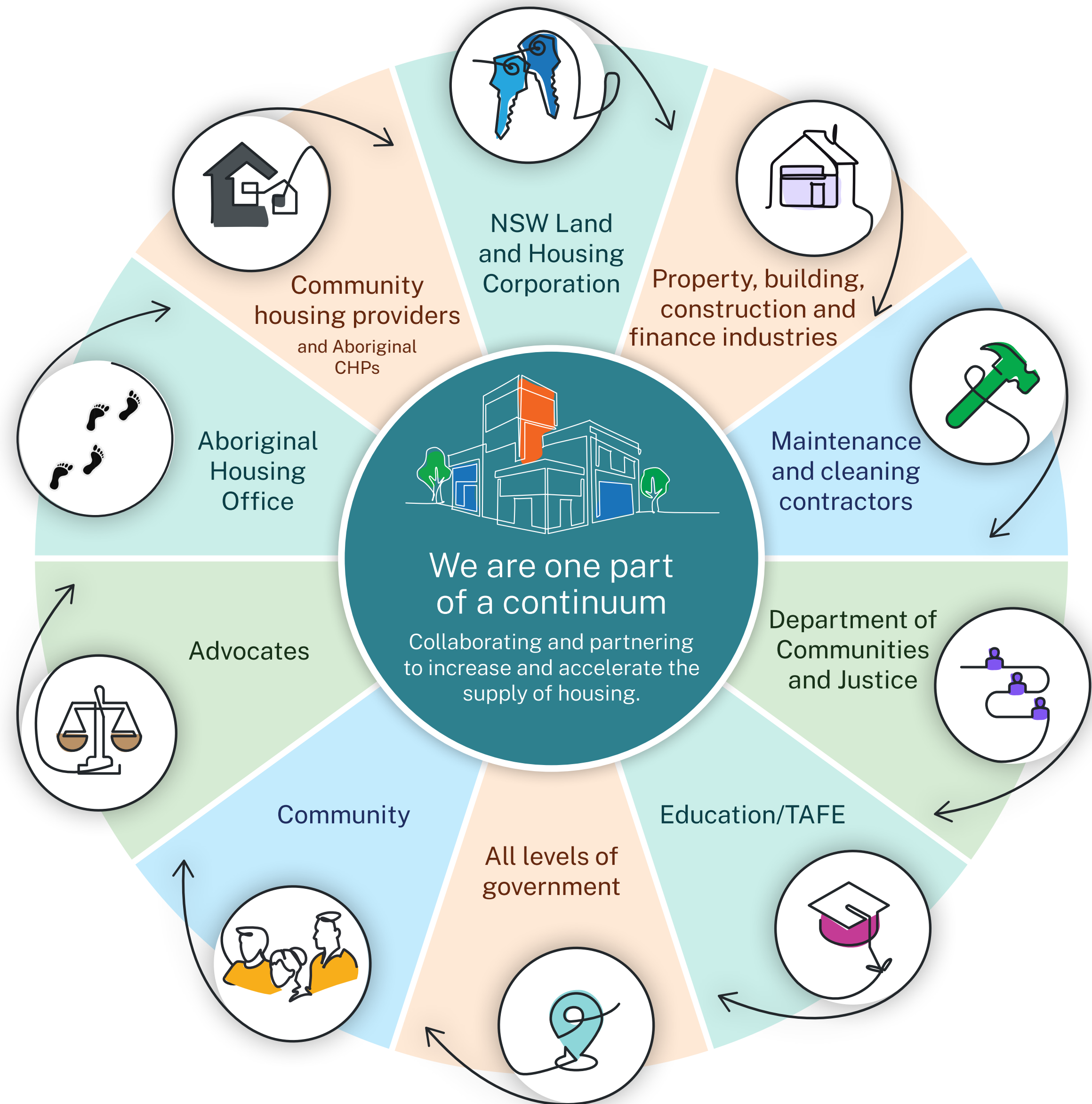


Figure 4. We are one part of a continuum.

Maitland LGA

Before and after



Before



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

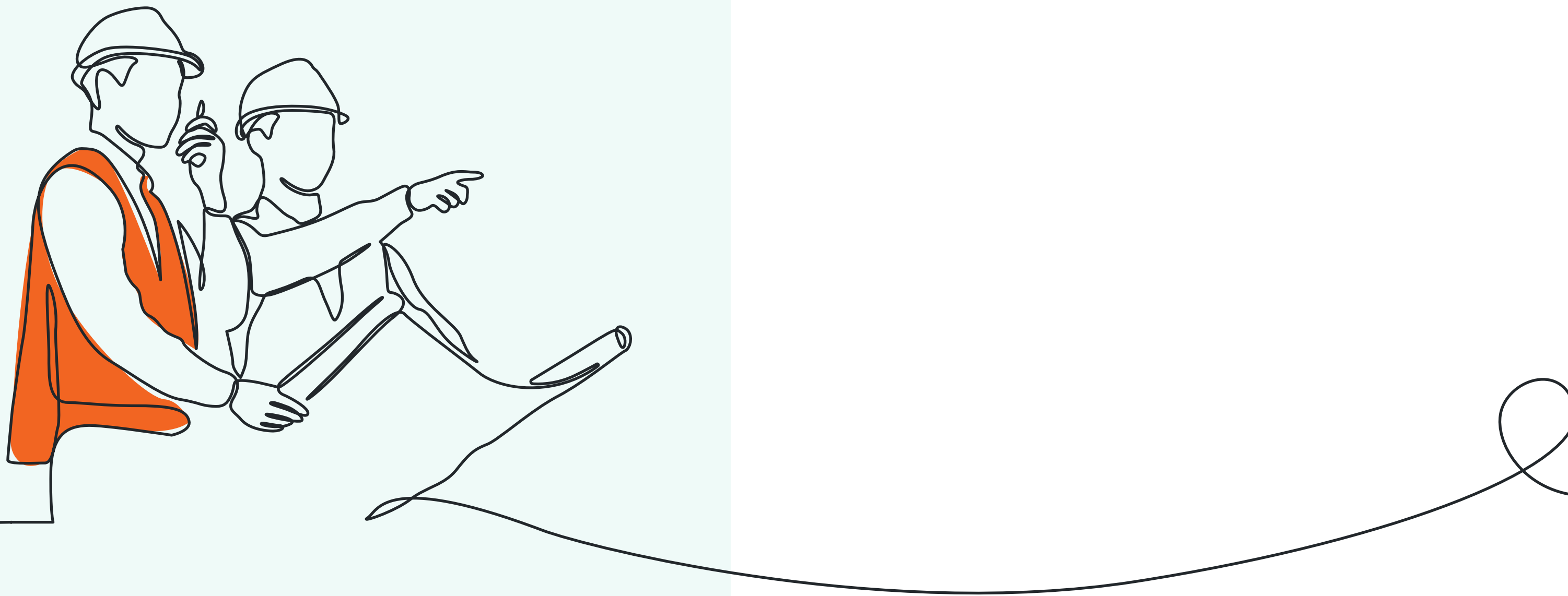
Overview of the LGA

Maitland is located in the Lower Hunter Region of NSW, about 160 kilometres north of Sydney.

Maitland encompasses a total land area of 392 square kilometres, including the main urban centre of Maitland, as well as substantial industrial, commercial, recreational, parkland areas and significant rural hinterland.

Maitland features:

- a major commercial district surrounding the Maitland city centre
- one public hospital - Maitland Hospital and one private hospital – Maitland Private Hospital
- 6 railway stations along with bus networks
- access to major roads including the New England Highway
- tertiary education providers include TAFE NSW Maitland
- numerous primary and secondary schools.



Tenant and waitlist information

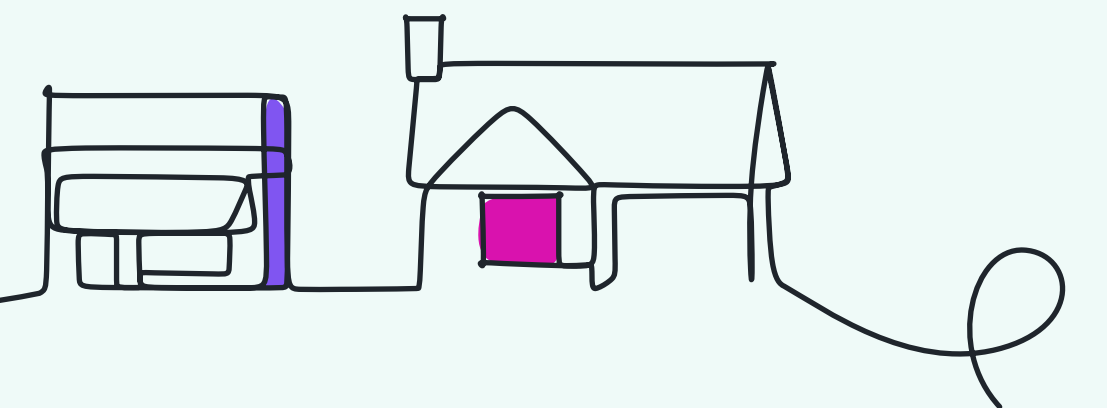
In Maitland LGA, there is a large supply of 3-bedroom social housing cottages that exceeds the current demand for larger households and families on the waitlist.

Under-occupancy of 3- and 4-bedrooms is lower than in other LGAs. There is high demand for smaller 0–2-bedroom dwellings for existing tenants and households on the waitlist.

- 84% of the priority waitlist is for dwellings with up to 2-bedrooms. The current portfolio, however, is 72% dwellings with 3 or more bedrooms.
- 37% of current tenants are single-person households, of which 40% are housed in dwellings with 3 or more bedrooms.
- 51% of current tenants 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 Maitland LGA and across NSW](#).



Planning context

As part of Maitland's strategic planning, they have an ambition to ensure that they grow in a sustainable way socially, economically and environmentally.

By 2040, Maitland has a vision to be a vibrant, liveable and connected city, where residents will live close to jobs and services. The city will leverage its assets including cultural heritage, rural landscapes, and natural environment. Maitland has a focus to deliver diverse affordable housing, as well as the delivery of infrastructure across the region.

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



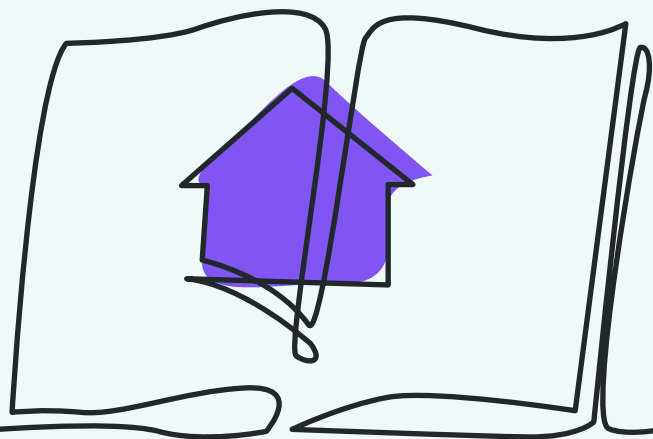
Community housing providers

Almost all the dwellings owned by NSW Land and Housing Corporation in Maitland LGA are managed by a single community housing provider, Hume Community Housing.

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](#).



Maitland social housing facts

Key facts	NSW Land and Housing Corporation	LGA	Regional NSW	NSW
Total population	4,086 (5.3% of LGA)	77,305	2.9%	1%
Total dwellings	1,409 (4.6% of LGA)	30,583	1,203,865	3,059,599
Adjoining LGAs	Cessnock, Dungog, Newcastle, Port Stephens, Singleton			

Table 1: Comparing the Maitland LGA with Sydney and New South Wales.

What is the Social Housing Management Transfer (SHMT) Program?

The SHMT Program is the transfer of management of around 14,000 social housing properties from the Department of Communities and Justice (DCJ) to community housing providers (CHPs) in certain locations across NSW.

Further information about the SHMT Program can be found [here](#).

Most of NSW Land and Housing Corporation’s housing in the Maitland 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 Maitland

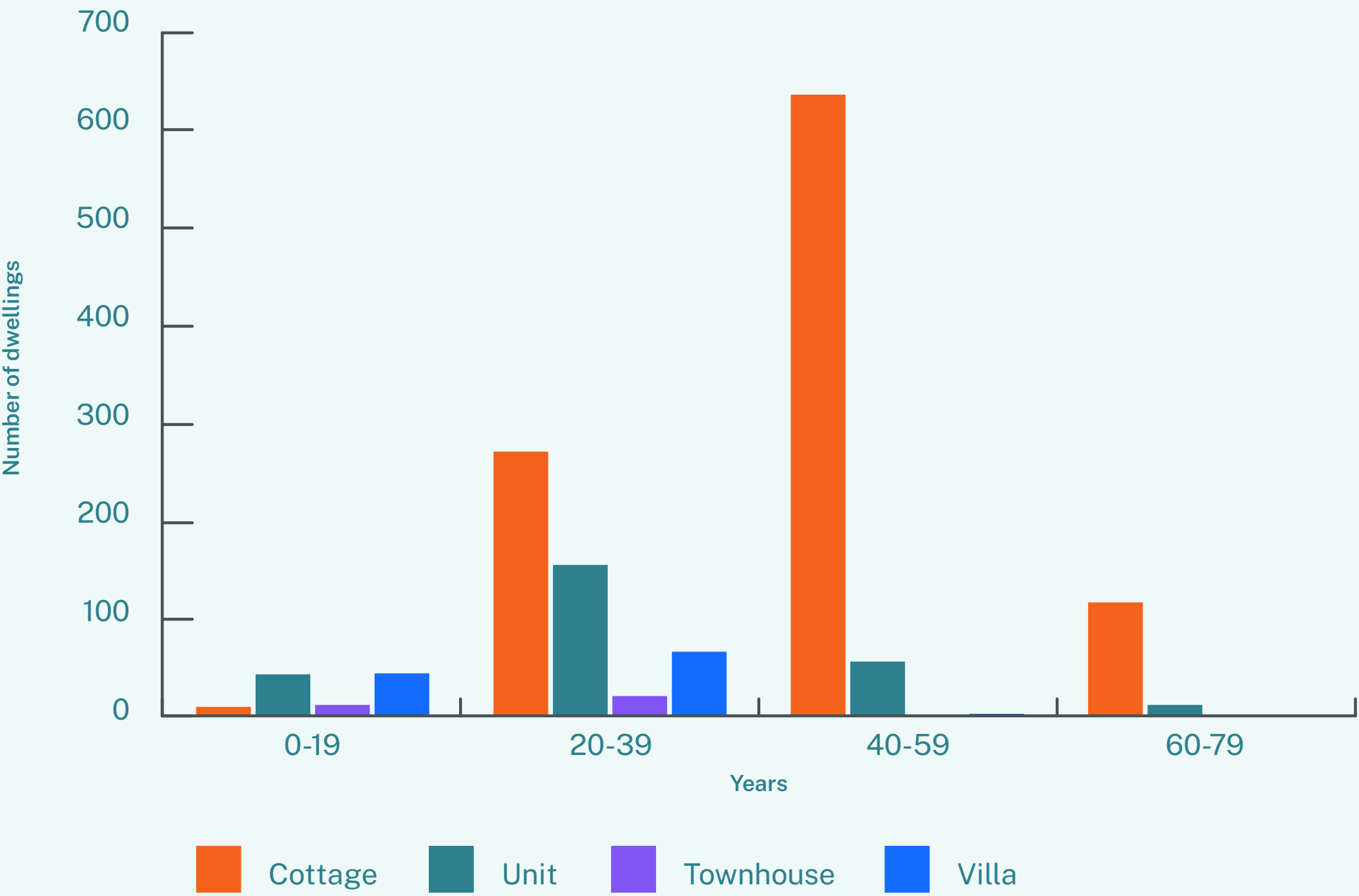


Figure 5. Age of NSW Land and Housing Corporation dwellings in the Maitland LGA.

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 Maitland 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 Maitland compared with waitlist

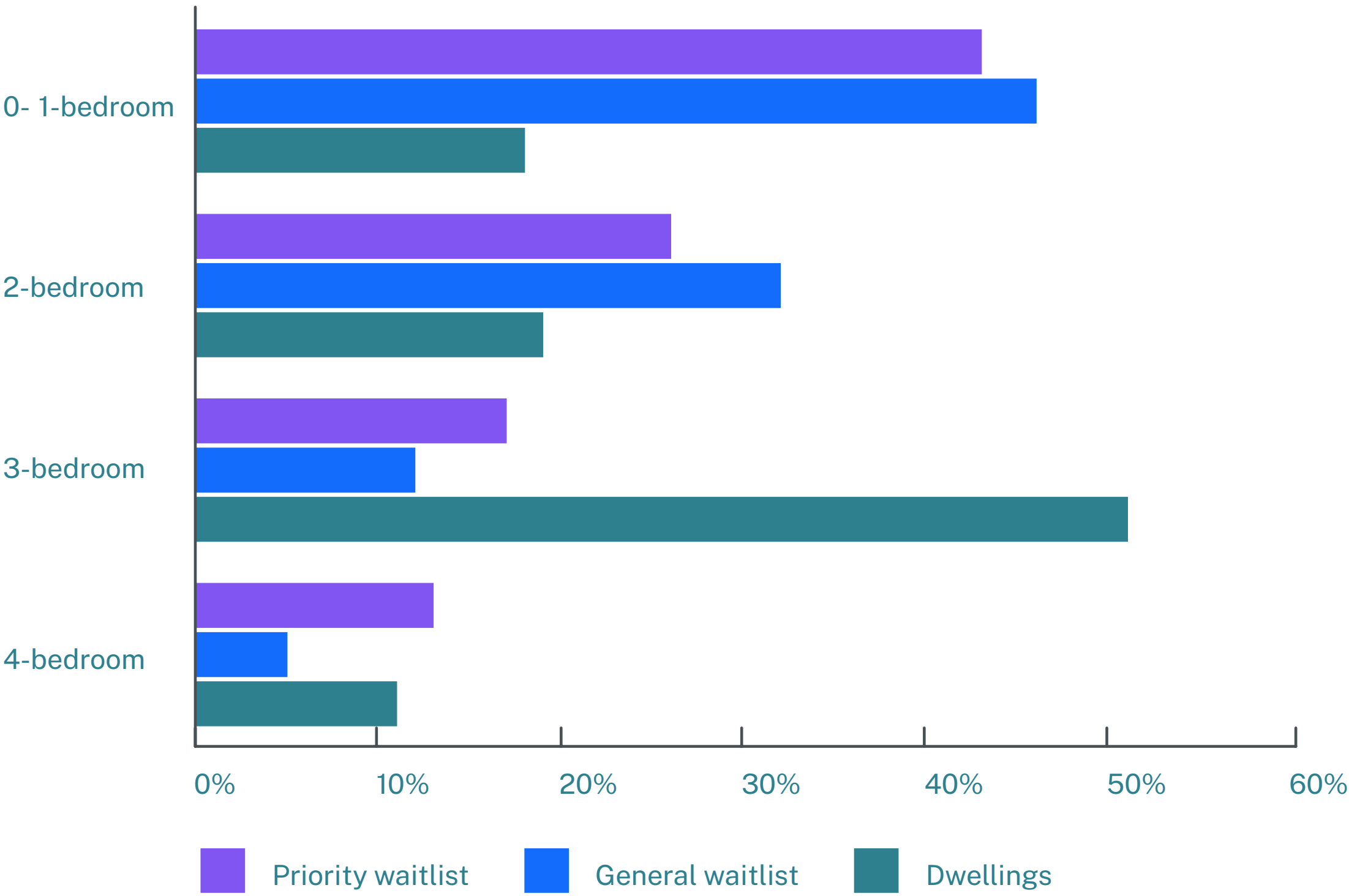
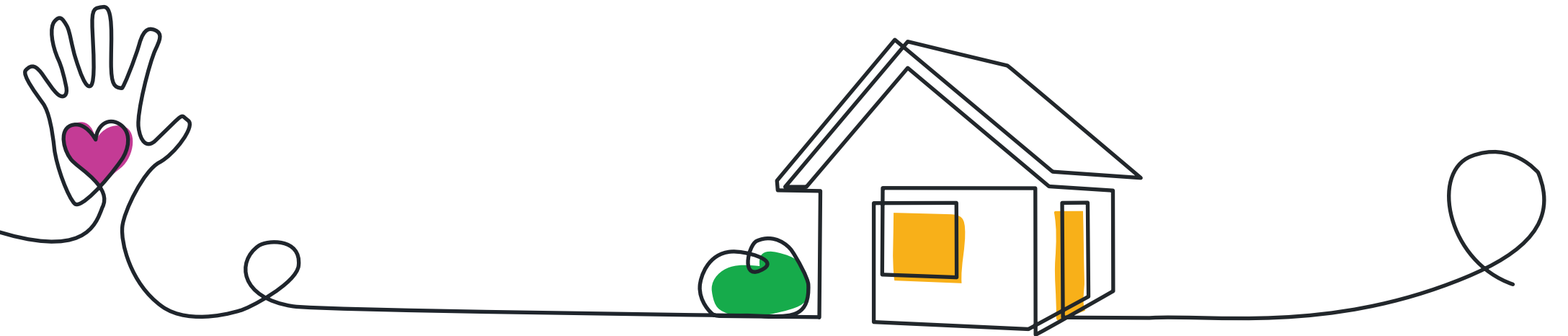


Figure 6. Types of dwellings available in the Maitland LGA, compared to the waitlist. Priority waitlist refers to applicants who have been assessed as having an urgent need for social housing.

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](#)

References:

- LAHC – NSW Land and Housing Corporation (June 2021)
- ABS – Australian Bureau of Statistics (2016)
- DPIE – Department of Planning, Industry and Environment (June 2021)
- DCJ – Department of Communities and Justice (December 2020)
- CoreLogic (June 2021).

Published by NSW Land and Housing Corporation

First published: May 2022

Department reference number: D21/1857922

For more information and to contact us, visit

www.dpie.nsw.gov.au/land-and-housing-corporation

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