

Victorian Public Tenants Association

# STRATEGIC PLAN

2019-2022







**ADVOCATING FOR  
PEOPLE LIVING IN,  
OR IN NEED OF  
PUBLIC HOUSING**

# ABOUT VPTA

## Our Vision

Safe, secure, affordable and accessible public housing for every Victorian who needs it.

## Our Values

### INTEGRITY

We treat all people with dignity and respect

### QUALITY

We always strive to do our best and improve the way we do things

### COLLABORATIVE RELATIONSHIPS

We work together to achieve optimal results

### RESPONSIBILITY

We commit to the actions we take to achieve the best possible outcomes for the public tenant community

### CLIENT FOCUS

We work towards improving the living environment for the public tenant community

## Our Purpose

To provide benevolent relief and social welfare support services, including counselling, advice, referral, representation and advocacy, for public housing tenants and those on the wait list; and to advocate on their behalf to improve and expand public housing for those who need it.

## Our Services

The Victorian Public Tenants Association (VPTA) is an independent, incorporated not-for-profit organisation, recognised as the peak body representing public housing tenants in Victoria.

We raise awareness of systemic and localised issues affecting public housing tenants and develop strategies to improve the broader public housing system across the state.

We work with relevant government bodies and agencies, community sector colleagues, and special interest groups to improve the lives of Victorians living in public housing and reduce the wait time to access a safe, secure place to call home.

## We strive to meet our purpose by:



Providing free and confidential telephone advice state-wide so that tenants know their rights and responsibilities, can resolve their housing issues, and/or be given appropriate welfare referrals.



Advocating on behalf of people living in, or in need of public housing, and providing opportunities for tenants' voices to be heard by decision makers.



Consulting with individual tenants, tenant groups, and all relevant services and community representatives to inform our advocacy.



Researching best practice housing policy, programs and initiatives to improve the public housing system and how it supports its clients.



Providing advice and consumer feedback to government decision makers on policies and programs impacting the public housing system.



Educating the wider community and stakeholders to better understand and appropriately respond to identified and emerging housing needs.



Advancing the interests of public housing tenants and waiting list applicants via storytelling, advocacy, and different media methods.



Doing all other things incidental to achieving and carrying out our purposes.



# STRATEGIC OBJECTIVES

## 2019-2022

### Deliver an effective service

# 1

- ✓ Provide direct service and referral pathways to improve housing outcomes for tenants and waiting list applicants
- ✓ Provide a supportive, accessible and prompt service for community members to seek assistance with navigating through the public housing system

#### Success indicator:

That the support provided is continually improved and tailored to meet the needs of our clients

### Engage tenants in decision making

# 2

- ✓ Maximise effective tenant engagement in the development of public housing policy
- ✓ Further embed tenant engagement and participation in our work and internal structures
- ✓ Support tenant voices to be heard more loudly in policy development, advocacy and public debate
- ✓ Seek greater direct feedback from tenants on systemic and region-specific housing issues
- ✓ Develop a visit schedule to ensure maximum feedback from tenants and service providers, particularly in regional areas
- ✓ Advocate for a better resourced and renewed tenant participation model

#### Success indicator:

That tenants are empowered and engaged in decisions that affect them



## Increase reach, awareness and impact

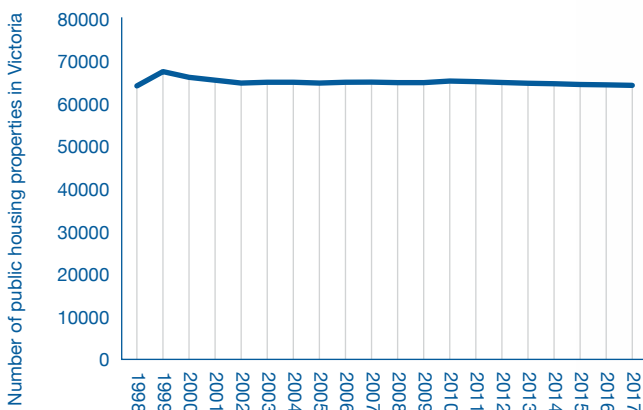
# 3

- ✓ Provide leadership in improving and expanding the public housing system in Victoria by developing, supporting and promoting evidence-based research, policy and practice
- ✓ Develop a media strategy and increase media output to communicate with tenants and educate the community on issues and opportunities in the public housing system
- ✓ Work in collaboration with sector colleagues to advocate for improvements in the housing sector, both locally and federally
- ✓ Expand our policy and research output to highlight opportunities, systemic weaknesses, and best practice both locally and internationally
- ✓ Influence public perception and government policy by harnessing the expertise of people living in public housing and those working to support them

### Success indicator:

That the VPTA has a strong, influential presence in the sector and broader community, with expanded reach and networks

### PUBLIC HOUSING GROWTH 1998-2017



Source: Productivity Commission Report on Government Services

## Grow our capacity

# 4

- ✓ Grow our workforce and volunteer capacity and capability to achieve greater output and tenant support
- ✓ Strengthen organisational capacity through effective workforce recruitment, retention and succession planning
- ✓ Upgrade our internal database system to more readily identify and analyse strategic trends and issues, both qualitative and quantitative
- ✓ Strengthen the organisation's governance structures by increasing expertise and lived experience on the Board
- ✓ Position the organisation to access broader funding opportunities

### Success indicator:

That the VPTA growth matches the demand for its services



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