

AGENDA

Special Meeting

Thursday, 23 June 2022

commencing at 2.00pm

Council Chambers, 9 Pelican Street, Tewantin

**Crs Clare Stewart (Chair), Karen Finzel, Joe Jurisevic, Amelia Lorentson,
Brian Stockwell, Tom Wegener, Frank Wilkie**

“Noosa Shire – different by nature”

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2. REPORTS**1 NOOSA SHIRE DRAFT HOUSING STRATEGY**

Author	Rowena Skinner, Principal Strategic Planner Environment and Sustainable Development Department
Index	ECM / Subject / 13.06 Housing; 41.42 Noosa Plan 2020 ECM / Projects and Contracts / Amendments to Noosa Plan 2020
Attachments	1. Draft Noosa Housing Strategy 2. Consultation & Communications Plan 3. Reference Group Charter

EXECUTIVE SUMMARY

Noosa Council has recognised the Shire as being gripped by a housing crisis, which is having a significant social and economic impact on the community. In December 2021, Noosa Council endorsed a Housing Needs Assessment (HNA), a comprehensive technical report on the context of housing and households in Noosa Shire. That HNA, as well as other Council strategies and plans, has informed the drafting of a Housing Strategy for the Shire of Noosa, now presented to Council for endorsement for the purpose of community consultation.

The Housing Strategy seeks to set a clear plan for housing in Noosa Shire through to 2041 and provides for regular monitoring and review to ensure our actions and interventions advance us towards meeting the objectives therein, to enable housing choice, diversity and affordability to meet the current and future needs of the community.

Underpinning the success of the strategy will be the need for strong partnerships with the State Government, with Community Housing providers, private housing developers and with the Noosa Community.

In essence, the Strategy seeks to ensure there is the right amount of housing, of the right type and size, in the right place and with the right tenure, for our community.

RECOMMENDATION

That Council note the report by the Principal Strategic Planner to the Special Meeting dated 23 June 2022 and

- A. Approve the Noosa Shire Draft Housing Strategy provided at Attachment 1 for the purpose of community engagement in accordance with the Consultation and Communications Plan provided at Attachment 2;
 - B. Seek Noosa Shire community feedback on the draft Housing Strategy for a period of 3 weeks;
 - C. Authorise the CEO to establish a Housing Reference Group to work with Council on the implementation of the Housing Strategy and a range of housing issues; and
 - D. Appoint Cr Stewart – Mayor and Councillor Cr < > as the elected representatives to be on the Housing Reference Group.
-

REPORT

1. Context

In 2015 the newly released Noosa Social Strategy highlighted that median household incomes in Noosa were well below the Queensland average, and that median home purchase and rental prices were well above State averages. It showed that many residents were struggling to meet increases in costs of living, and shortages in affordable housing and limited housing diversity were contributing to homelessness and incidents of residents “sleeping rough”.

Several years later, the situation is arguably far worse, and the housing crisis is having a very real social and economic impact on the Shire. Despite Council seeking to encourage greater housing diversity there has not been any significant improvement in affordability, and increased demand especially since the outbreak of COVID19, has seen housing become even less affordable for a greater cross-section of the community. Additionally, businesses and essential government services are unable to attract and retain staff when local housing is unavailable for workers.

2. Purpose of Housing Strategy

This report brings forward for Council endorsement the first specific Housing Strategy for Noosa Shire. The Strategy sets a clear vision and establishes key outcomes and an action plan for Noosa Shire Council, about accommodating residents now and into the future.

The strategy will guide Council decision making, inform planning policy and Council actions and investment about planning for and achieving the necessary housing in Noosa, to ensure we cater for all housing needs and particularly those of the most vulnerable in our community.

The vision is to create an inclusive Noosa community where everybody has access to safe, secure housing.

3. Commitment to action

Given everyone has a role to play in ensuring that Noosa Shire continues to prosper and thrive as an inclusive community, there could be difficult decisions to make. Council should seek the ongoing support of the community in reaching its stated objectives. This will require conscientious engagement and strong leadership.

4. Outcomes and Actions

The Strategy outlines several key outcomes with actions against each. In each action Council takes on a differing role depending on the level of influence it can have and the level of investment and resourcing it wishes to make. For example, sometimes Council’s role is to advocate to other levels of government while in other areas Council can partner with private developers or community housing providers and even help deliver housing on Council owned land.

The outcomes addressed in the Strategy are as follows:

- a) Noosa Community benefits from industry expertise, local knowledge and world’s best practice in the housing sector.
- b) Sufficient housing is provided to accommodate the planned population of the Shire.
- c) New housing is located in areas that are accessible and well-connected to services, employment, and infrastructure.
- d) Development and redevelopment for housing is diverse, meeting varied and changing needs of people across their life
- e) Housing is available for all members of the Noosa Shire community, including individuals and households on low to moderate incomes.
- f) Housing is well designed and adds to the safety, security and wellbeing of residents.
- g) Housing is enduring and resilient to natural processes and changes, without putting people or property at risk of hazards.
- h) Sustainable tourism accommodation is facilitated where it is complementary to and compatible with other land uses, including housing, and maintains a community’s sense of place.

5. Planning scheme amendments

While every effort was made in the drafting of the Noosa Plan 2020 to facilitate a greater range of housing outcomes, we have seen some increase in diversity however there needs to be more in terms of housing choice. Consequentially various planning scheme amendments are recommended to incentivise and/or regulate the delivery of different housing products.

The Noosa Plan has strong statements about housing, affordability and the need for greater choice and diversity in the Strategic Statements, it is now proposed that these statements be supported by strengthening and improving provisions throughout the scheme to enable these outcomes to be achieved through the development assessment process and in working in partnership.

Officers have been working with the Department of State Development, Infrastructure, Local Government and Planning to progress 'Inclusionary zoning' in the Noosa Plan. Inclusionary zoning is a mechanism where governments use land use planning to either mandate or incentivise development to deliver a proportion of residential development to be affordable housing (social housing).

Specifically, these proposed amendments to the Planning Scheme will be reported to Council separately, however in broad terms include:

- clarification of different forms of housing, specifying clear definitions;
- selected zone changes to facilitate different forms of housing;
- Specific changes to require social housing outcomes on large sites in medium - high density residential areas and centres zones;
- Incentives / bonus provisions such as additional floor where larger proportion of developments in major centres deliver social housing;
- changes to the tables of assessment to allow for community or special needs housing in more areas;
- changes to the development codes to remove some requirements which are focussed on internal amenity and aesthetic outcomes and addition of some that are focussed on affordability and accessibility.

6. Housing Stakeholder Reference Group

One of the key actions of the Strategy is to establish a local Housing Stakeholder Reference Group with representation from all the following sectors:

- State member/s;
- Department of Communities, Housing and Digital Economy;
- QShelter;
- Registered Community Housing Providers;
- NDIS Specialist Disability Accommodation providers;
- Residential Care providers;
- Homelessness support services;
- Business and Tourism sector;
- Permanent Rental Property Managers;
- Local private housing developers.

This reference group will assist Council with implementation of the Housing Strategy. Officers from Strategic Planning, Community Development and Property Unit should represent cross-departmental involvement in the group. It is also recommended Council nominate the Mayor and one elected representative to be part of the group.

A Charter for this reference group has been drafted and is provided at **Attachment 3**.

Community Engagement and Consultation

Given the significance of the housing issue for our community, it is proposed that the Draft Housing Strategy go out for community consultation. This process will give our broader community an opportunity to comment and provide views on the strategy and specifically targeted consultation with key stakeholders involved in the delivery of affordable housing and in addressing the challenges of housing for our community.

The Community consultation will include the following:

- Draft Housing Strategy Published on “Your Say” Noosa for a period of 3 weeks.
- Targeted consultation with key stakeholders, focus groups and the proposed Housing Reference Group.
- Media statements and social media articles on key issues and the associated actions in the Housing Strategy.
- Officers available to discuss/ respond to Community enquiries and views on the Draft Housing Strategy.
- Letters will be sent to landowners of and adjacent to any properties proposed to be rezoned to enable housing outcomes.
- Specific engagement with relevant State Government agencies

Once the community consultation period is complete, officers will review all inputs and submissions and make appropriate changes to the Housing Strategy prior to reporting the outcomes of the consultation and proposed final Housing Strategy back to Council.

A Consultation & Communication Plan is provided at **Attachment 2**.

Previous Council Consideration

Ordinary Meeting Minutes, 17 February 2022, Item 4, Page 9

That Council note the report by the Senior Strategic Planner to the General Committee Meeting dated 14 February 2022 and agree to:

- A. Not proceed with any further investigation at 30 Toulambi Street for social or affordable housing;*
- B. Resolve to amend the Noosa Plan 2020 by having 30 Toulambi Street included in the Environmental Management and Conservation Zone;*
- C. Delegate to the Chief Executive Officer to finalise the details of a Memorandum of Understanding with Coast2Bay Housing Group to allow collaboration and investigations for social housing/affordable housing outcomes on Council owned land and other land or opportunities across the Shire.*
- D. Invite the Federal Member for Wide Bay to a roundtable meeting to discuss the implications of the phase-out of the National Rental Assistance scheme.*
- E. Prepare an updated Management Plan for Pinnaroo Park in accordance with the Noosa Bushland Reserve Strategic Management Plan and refer the consideration of this to the 2022/2023 budget process.*
- F. Acknowledge the commitment, dedication, local knowledge and years of volunteering work from the former Pinnaroo Park Community Bushland Care Group and adjacent residents who have assisted with management activities within the Reserve, including assisting with the control of environmentally damaging weed species, assisting with revegetation of denuded areas by planting local native species and for providing opportunities for community members to connect and become involved in the management of bushland values of the area.*

Ordinary Meeting Minutes, 16 December 2021, Item 8, Page 16

That Council note the report by the Principal Strategic Planner to the General Committee Meeting dated 13 December 2021 and

- A. *Endorse the Housing Needs Assessment as attached to the report for the purpose of informing a Housing Strategy for Noosa Shire;*
- B. *Resolve to prepare amendments to the Noosa Plan to advance housing diversity and choice;*
- C. *Authorise the Chief Executive Officer to commission detailed site investigations and scoping of opportunities and feasibility for the development of affordable housing on Council owned properties at:*
 - 1. *30 Toulambi Street, Noosa Heads; and*
 - 2. *62 Lake Macdonald Drive, Cooroy.*
- D. *Refer the cost of undertaking these investigations estimated at \$50,000 to budget review;*
- E. *Request the Chief Executive Officer of Department of State Development, Infrastructure, Local Government and Planning to provide notice about the process to follow for making amendments to the Noosa Plan 2020, under Section 18(3) of the Planning Act 2016; and*
- F. *Advocate to the State Government:*
 - a. *For a holistic review of all State property assets for their potential for short to medium term housing outcomes, including crisis housing, social housing and affordable housing; and*
 - b. *To work with Council to identify new opportunities for State housing investment in Noosa Shire*
- G. *That the Housing Needs Assessment and Housing Strategy further consider the specific housing needs for key workers and explore all opportunities for appropriately located accommodation types including analysis of whether the Industrial zones should provide for key worker accommodation.*

Ordinary Meeting Minutes, 15 July 2021, Item 1, Page 14

That Council acknowledges the current housing crisis is a priority issue for Council to address and

- A. *Request the CEO to urgently provide a report to Council on the range of short, medium and long term options available to Council to address the shortage of housing availability for permanent residents in Noosa with the report to include consideration of the following:-*
 - i. *details of what additional data and empirical research is required into the housing situation in Noosa;*
 - ii. *details of the Ministerial condition for the Noosa Plan relating to short term accommodation and the timing for Council's response to that condition; and*
 - iii. *what interim policy responses may be available to the Council in respect of the impact of short term accommodation approvals upon available housing supply.*
 - iv. *commissioning a report by an independent specialist consultant into the housing situation in Noosa*
 - v. *the opportunities and potential impact associated with adopting a Temporary Local Planning Instrument, including to facilitate auxiliary dwelling units in appropriate locations;*
 - vi. *opportunities and potential impact of brokering community housing and emergency housing options on council and community land which targets the most affected demographic groups (e.g. hospitality workers, essential/key workers in the health industry and single women over 50); and*

vii. *potential policy positions that advocate for more state and federal government investment in housing in the shire.*

- B. *Note that Council at its Ordinary Meeting of 18 March 2021 resolved to “update the Noosa Council Housing Needs Assessment prepared by Briggs & Mortar Pty Ltd in 2017 with regard to the provisions of Noosa Plan 2020 and the local housing situation and trends” and that this review shall address the supply of housing for permanent residents, and the impact short term accommodation has on this supply and inform the assessment of future development applications for short term accommodation.*

Ordinary Meeting 18 March 2021, Item 4, Page 14

That Council note the report on Potential Amendments to Noosa Plan 2020 relating to Housing Choice and Affordability by the Principal Strategic Planner to the Planning & Environment Committee Meeting dated 9 March 2021 and

- A. *Prepare amendments to Noosa Plan 2020 in line with the actions outlined in parts 2.1 to 12.1 of the report, in accordance with Division 2 of the Planning Act 2016; and*
- B. *Update the Noosa Council Housing Needs Assessment prepared by Briggs & Mortar Pty Ltd in 2017 with regard to the provisions of Noosa Plan 2020 and the local housing situation and trends.*

Ordinary Meeting Minutes, 17 December 2020, Item 1, Page 2

That Council note the Mayoral Minute provided to the Ordinary Meeting dated 17 December 2020, and:

- A. *Request the CEO to review existing Noosa Council land assets to determine if any such land would be appropriate for the development of social housing;*
- B. *Request the CEO to incorporate consideration of priority sector employee housing within the upcoming review of the Local Economic Plan;*
- C. *Request the CEO to bring forward a report to a future Council meeting identifying potential amendments to the planning scheme to accelerate the provision of suitable community housing;*
- D. *Council continue to negotiate with State and Local community housing providers in the development of an economically efficient model to achieve a mix of public, social and private affordable accommodation within community housing developments; and*
- E. *Council continue to work closely with State Member Sandy Bolton and her Housing Action Group.*

Finance

Currently the preparation of the Housing Needs Analysis and Draft Housing Strategy have been prepared internally, \$50,000 has been allocated in the current budget to advance investigations and feasibility for potential housing (social and affordable housing) outcomes on Council owned property at Lake McDonald Drive, Cooroy. Further funding has been proposed as part of 22/23 budget to advance these investigations.

Council will need to consider the ongoing investment in implementing the proposed Housing Strategy in future budgets.

While the Housing Strategy requires upfront commitments of staff time, investigation funds and potentially land assets, over time some returns (or cost neutrality) may be able to be achieved where there may be the potential to recoup rental income on housing, particularly if State grant funding can be leveraged.

Risks & Opportunities

Social housing is not specifically the responsibility of local government and Council will not be able to provide housing for everybody seeking housing in Noosa Shire. However, Council does have specific roles to plan for appropriate housing for its community, to regulate appropriate development outcomes and to advocate to other levels of government for the needs of its community.

This Housing Strategy considers the range of opportunities and roles Council does have and it is clear that to do nothing is likely to perpetuate the social and economic impacts the housing crisis is already having. More local families will be forced to leave the area, more businesses will close down and the quality of life for the community will suffer.

Council has already indicated a desire to be part of the solution and do what it can to make Noosa a more inclusive community where residents have access to safe and secure housing that suits their needs. Endorsing this strategy makes a clear statement to the community, to the housing sector and to other levels of government that housing is a priority for this Council.

Consultation

External Consultation - Community & Stakeholder

A draft version of the Housing Strategy has been shared with a small group of stakeholders including representatives of the Housing Action Group established by the State Member for Noosa. The strategy has also been peer reviewed by independent expert consultants in Affordable Housing. Review has also been undertaken by the past Executive Officer of National Shelter Inc. who has 40 years' experience in the community sector including roles with housing, homelessness, welfare and youth peak bodies in Tasmania, Victoria, NSW, Queensland and nationally.

Internal Consultation

The Housing Strategy has been prepared by Strategic Planning in consultation with the Development Assessment, Community Development and Property Sections.

Departments/Sections Consulted:

<input type="checkbox"/> Chief Executive Officer Executive Support	<input checked="" type="checkbox"/> Community Services X Director X Community Development Community Facilities Libraries & Galleries Local Laws Waste & Environmental Health	<input checked="" type="checkbox"/> Corporate Services Director X Financial Services Fleet ICT X Procurement X Property Revenue Services
<input type="checkbox"/> Executive Services Director Community Engagement Customer Service Governance People and Culture	<input checked="" type="checkbox"/> Environment & Sustainable Development X Director X Building & Plumbing Services X Development Assessment X Economic Development Environmental Services X Strategic Land Use Planning	<input checked="" type="checkbox"/> Infrastructure Services Director Asset Management Buildings and Facilities Civil Operations Disaster Management X Infrastructure Planning, Design and Delivery

Noosa Housing Strategy 2022

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Executive Summary

"We are facing a housing emergency that is having an impact on the economy, on our businesses and affecting the liveability of our communities" Mayor Clare Stewart 19 July 2021.

Noosa Shire Council is greatly concerned by the housing crisis currently gripping the Shire. This is having a significant social and economic impact on the community and requires action by all levels of government as well as the broader community. Recent factors such as bushfires, COVID19 and flooding have exacerbated an already pressurized housing market throughout the country and fiscal policy encouraging housing investment is pushing up demand. The Shire has a finite supply of developable urban land and housing supply is limited.

While not necessarily the responsibility of Local Government, Council wants to be part of the housing solution before these social and economic impacts worsen.

In December 2021 Noosa Council endorsed a Housing Needs Assessment (HNA), a comprehensive technical report on the context of housing and households in Noosa Shire. The HNA has informed this Housing Strategy, as have other Council strategies and plans. For

comprehensive background, the HNA is accessible at www.noosa.qld.gov.au/housing-strategies

This Housing Strategy seeks to set a clear plan for housing in Noosa Shire through to 2041 and provides for regular monitoring and review to ensure our actions and interventions advance us towards meeting the objectives set out in this strategy, to enable housing choice, diversity and affordability to meet the current and future needs of the community.

Underpinning the success of this strategy will be ongoing open partnerships with the State and Federal Government, with Community Housing providers, private housing developers and with the Noosa Community.

In essence this can be summarized as ensuring there is the right amount of housing, of the right type and size, in the right place and with the right tenure for our community.

Noosa Council also recognises and supports the Local Government Association of Queensland in calling for a National Housing Summit and a new national housing strategy in partnership with all levels of government as well as industry and community groups.

2. Introduction and Context

2.1 State of Housing

Queensland is facing a housing crisis with over 50,000 people on the state's social housing register and communities throughout the State experiencing very low rental vacancies. Neither the Commonwealth nor State Governments are going to be able to redress this problem in a brief time frame or without significant investment.

The housing crisis is seen by the current Noosa Council as one of the most significant challenges it is likely to face. Accordingly, like many other local governments, it is looking for ways to be part of the solution so that Noosa Shire may remain a safe, inclusive community, where diversity is valued.

It's estimated Noosa Shire is home to close to 57,000 people, around 60 percent of whom reside in Tewantin, Noosaville, Noosa Heads and the south-eastern coastal communities from Sunshine Beach to Peregrine Beach. The balance of the population live in the hinterland, mostly within the existing towns and villages of Cooroy, Pomona, Cooran, Kin Kin, Boreen Point and their surrounding settlements, including Noosa North Shore.

By 2041, Noosa's population is projected to reach around 65,000 persons. These will be distributed between coastal urban communities

and the hinterland. Different housing types and styles are needed throughout the Shire, to provide choices, ensuring people's housing needs are catered for, regardless of age, mobility, household size and budget.

Past and present planning instruments for Noosa Shire have been built around a carrying capacity philosophy. Most of the remaining planned capacity is to be located within the existing defined urban boundaries, rather than through significant outward expansion. Further development and redevelopment within urban boundaries will encourage under-utilised land to be used more efficiently, with associated efficiencies in infrastructure and service provision. While a low level of private housing growth continues, it is typically not affordable for low to medium income earners or first home buyers.

There is an imbalance between relatively lower paying employment opportunities, such as retail and hospitality sectors, and high housing costs, particularly where such jobs are concentrated such as Noosa Heads and Noosaville. Lower housing costs away from these areas is traded for increased travel costs. Many employers face challenges attracting and retaining staff as affordable housing is not available. This coincides with a loss of customer-focussed workers through recent

health directives when some workers were isolating or otherwise disqualified from attending work.

A high proportion of the housing in Noosa Shire is occupied by residents who are no longer in the workforce or who are employed outside the Shire. As residents retire and new retirees move to Noosa the proportion of housing available for the workforce decreases.

Noosa's population is expected to continue to age and will require specific responses to meet the housing, transport, health and wellbeing needs of elderly residents. By 2041, the proportion of residents aged 65 years and over is predicted to rise to around 30 per cent. Hence there is a need for additional housing suitable for the specific needs of empty nesters and elderly people.

There is likely to be increased demand for a range of smaller housing that suits sole person and couple households in locations with good public transport and access to services and facilities. Group households of domestic scale are also likely to increase in importance, including community residences with onsite carers. Integrating residential living such as aged care, social and affordable housing is needed to offset the isolation sometimes felt by some sectors of the community.

Understanding that developable land is finite, and the built form of Noosa Shire is already well established the optimum use must be made of the remaining capacity within the urban boundaries to increase housing choice.

2.2 Why we need a Housing Strategy?

The purpose of this strategy is to set a clear vision and establish key outcomes and an action plan for Noosa Shire Council, about accommodating residents now and into the future. It is a statement to the community of how committed Council is to being part of the housing solution.

The strategy will guide Council decision making, inform planning policy and Council actions and investment regarding planning for and achieving the necessary housing in Noosa, to ensure we cater for all housing needs and particularly those of the most vulnerable in our community. An increased level of commitment, resourcing and investment is necessary if Council is to have some impact on addressing the housing challenges.

3. Vision

The vision is to create an inclusive Noosa community where everybody has access to safe, secure housing they can afford.

Noosa Council is committed to:

- Facilitating different housing types and styles to ensure people's housing needs are catered for, regardless of age, mobility, household structure or budget;
- Prioritising affordable living for key workers in those industries which Noosa relies on as the economic engine room;
- Facilitating housing outcomes specific to each local area considering the needs of that community;
- Integrated and mixed housing for co-locating aged persons with other household structures (i.e families);
- Ongoing engagement with State and Federal governments in advancing social and affordable housing investment;
- Encouraging greater public and private investment in more social and affordable housing in the Shire;
- Partnering with registered Community Housing Providers and other not for profit organisations whose mission aligns with the vision of the Noosa Council Housing Strategy, with the aim of providing more social and affordable housing;
- Open dialogue and engagement with private developers, builders, finance sectors and Community Housing Providers that have clear long term interests in more affordable housing for rent;
- Exploring rates concessions for properties owned or leased on a long-term basis by registered community housing providers for social or affordable housing
- Exploring concessions on development costs (such as application fees and infrastructure charges) on a pro-rata basis where a proportion of the development will be for long term social or affordable housing;
- Identifying 'shovel ready' housing projects that are suitable for State and/or Federal funding;
- Planning Scheme amendments and policy development that support real change and outcomes for genuine social, affordable and inclusive housing; and
- Community engagements models and tools that keep the Noosa community involved and supportive of activity and actions arising from the Noosa Housing Strategy.

4. Community snapshot – a profile of Noosa Shire

This page needs various key stats depicted as pictograms.

Estimated Residential Population = 56,798 persons

Median age = 49.5 years

9,491 children up to 15 years of age

14,895 people aged 65 years and over

Number of households (2016 census year) = 20,147

24.6% of households are lone person households

3.8% of households are group households

Of 14,712 families (2016 census year):

49.2% are Couple family with no children

34.5% are Couple family with children

15.4% are One-parent family

2,737 residents needed assistance with a profound or severe disability

At Dec quarter 2021 there were:

7,825 recipients of the Age pension

1,598 recipients of the Disability support pension

2,055 recipients of Jobseeker

Median Residential Sale Price for 12 months ending 30 Sept 21) = \$940,000

- Detached dwelling = \$1,030,000
- Attached dwelling = \$823,500

Median weekly rent for 12 months ending 31 March 2022

- 1 bedroom flat/unit = \$388
- 2 bedroom flat/unit = \$540
- 3 bedroom house = \$675
- 4 bedroom house = \$793

36% of residential properties are not the principal place of residence of the owner

5. Housing and Council's role

5.1 Housing Needs

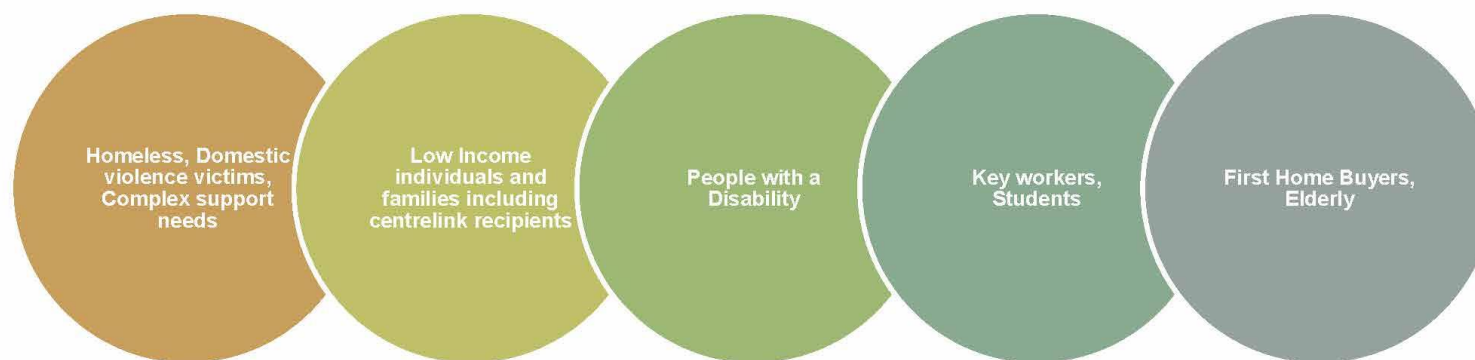
The range and types of housing have been described on a continuum, refer to Figure 1. This starts with a lack of housing, or homelessness, and includes emergency shelters, supportive or transitional housing, social or subsidised housing, cooperative housing, then to the broader market rental housing and home ownership. People in the first half of the continuum are broadly in need of assistance to secure safe shelter and these forms of housing require a subsidy of some kind. It can be argued that success relies on people moving along the housing continuum, however the reality is that many find themselves moving around in the spectrum but may not progress out of assisted housing.

Figure 1 Continuum of Housing



This strategy and associated actions focus on the unmet Housing needs in our community as illustrated in Figure 2

Figure 2 Unmet housing needs



5.2 Clarifying housing terminology

It is important to be clear about terminology and what is meant by each type of housing, there is often confusion or misunderstanding of these terms. Some are defined through State legislation and for clarity, throughout this document have the meaning outlined below.

Affordable Housing:	Housing that is appropriate to the needs of households with low to moderate incomes, if the members of the households will spend no more than 30% of gross income on housing costs. (Defined in the Planning Regulation 2017) As an example, housing subsidised through the National Rental Affordability Scheme (NRAS) Households spending greater than 30% of gross income on housing costs are considered to be living in housing stress.
Affordable Living	Affordable living means the total cost of living, including the dwelling cost or cost of renting a dwelling in addition to, the costs of living, including accessing employment, services, open space, family and friends. (Defined in the Qld State Planning Policy 2017)

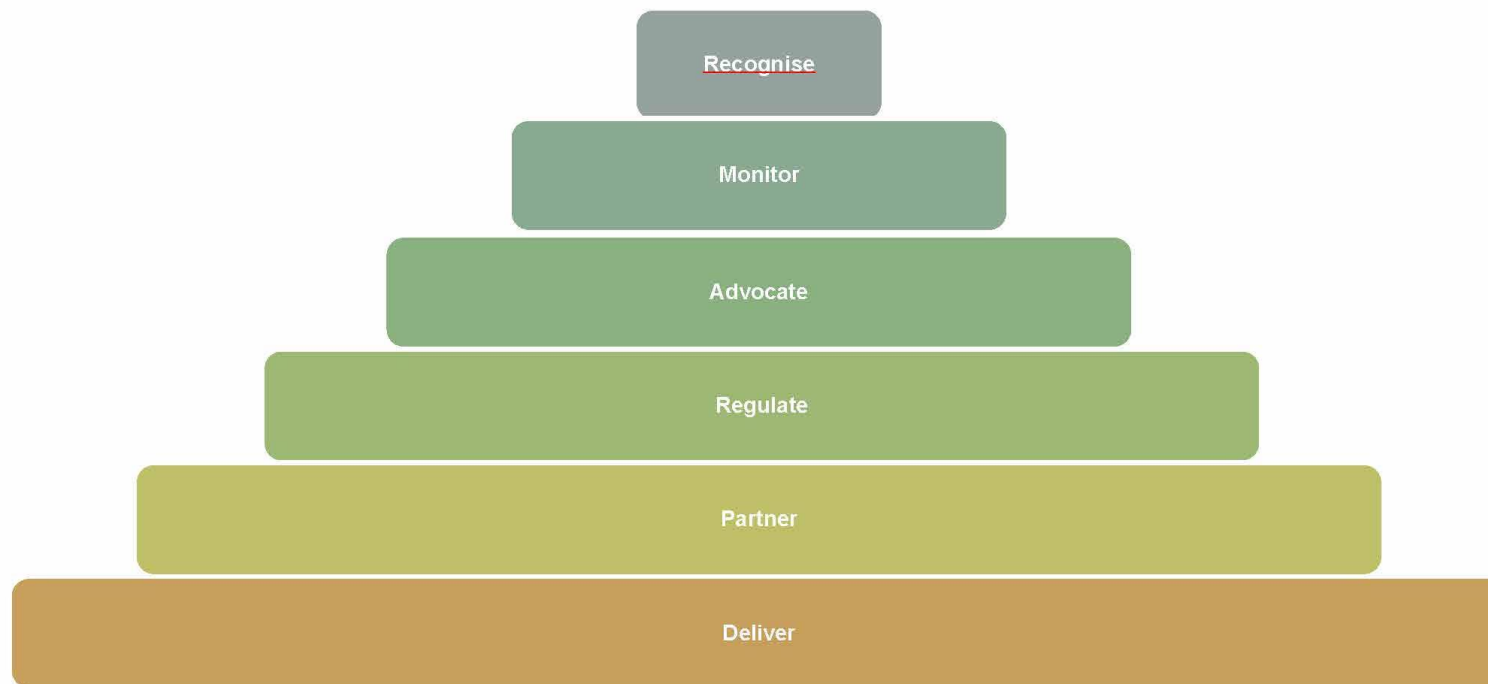
	Transport costs are a significant component of living costs, especially for residents further from established centres.
Social Housing:	<p>Housing for a residential use, other than crisis accommodation, that is either provided by:</p> <ul style="list-style-type: none"> the state as public housing, as defined in the Planning Regulation 2017; or an entity other than the state (e.g. a not-for-profit organisation or local government) as community housing. <p>(Defined in the Qld State Planning Policy 2017)</p>
Public Housing	<p>Housing provided by, or for, the State or a statutory body representing the State;</p> <ul style="list-style-type: none"> for short or long term residential use; and totally or partly subsidised by the State or a statutory body representing the State. <p>It includes services provided mainly for residents of the housing</p> <p>(Defined in the Planning Regulation 2017)</p>
Accessible housing	Dwelling/s designed to Liveable Housing Australia - Liveable Housing Design Guidelines Platinum level or National Disability Insurance Scheme (NDIS) Specialist Disability Accommodation Design Standard of fully accessible or high physical support.
Crisis accommodation	Provision of short-term accommodation to people who are homeless or at risk of homelessness, individuals or families escaping domestic violence or in crisis, to assist them to move towards independent living. It is not a replacement or duplication of other forms of social housing.
Build-to-rent	Residential developments focussed on providing secure, long-term rental tenancies rather than upfront sales. Build-to-rent provides an opportunity for discounted rental housing this can be achieved by the private sector or through partnering with government.
Key Worker	<p>Any employees in services that are essential to the functioning of Noosa Shire but who earn low to moderate incomes, and whose work role require them being physically present at a place of work rather than being able to work from home.</p> <p>This includes health workers, teachers, emergency services, personal support workers, transport workers, hospitality and accommodation workers, retail workers, tradespeople, and many others.</p>

5.3 Council's role

The housing crisis is seen by the current Noosa Council as one of the most significant challenges it is likely to face. Accordingly, like many other local governments, it is looking for ways to be part of the solution so that Noosa Shire may remain a safe, inclusive community into the future. The 2021-2030 Economic Development Strategy has acknowledged the need to collaborate on initiatives that improve accommodation options for workers, as without workers businesses struggle and essential services are depleted.

The level of involvement, or role Council plays will have a direct correlation to the quantum of resources Council invests in this challenge. The following figure outlines the roles Council can have and the equivalent level of resources.

Figure 3 Range of Roles



Recognise and Monitor – Council has recognised this challenge through the preparation of a comprehensive Housing Needs Assessment with a commitment to ongoing monitoring of the Housing situation.

Advocate – Council will advocate to other levels of Government for increased investment in and the supply of affordable housing in Noosa. Council will advocate for other levels of government to review their land holdings and make suitable land available for the provision of social and community housing. Council will also advocate for changes to policy and planning regulations to implement this Housing Strategy. Council together with the stakeholder reference group, will raise awareness about the need for social and community housing to meet the needs of our community.

Planner/ Regulator – Council will plan for the appropriate provision of housing and review and amend its planning scheme and associated policies to enable outcomes sought for housing choice, sustainable design, affordability, and diversity. Council will strategically plan for housing choice, affordability and diversity and ensure its decision making is informed by the Housing Needs Assessment and the Housing Strategy.

Partnering – Council will proactively partner with State and Commonwealth governments in the increased provision of social and community housing in Noosa. Council will partner with community housing providers, the not-for-profit sector, and the private sector to collectively address the housing challenges Noosa faces.

Deliver – Council will not become a direct housing provider however Council will partner with Community Housing Providers and other levels of government in the delivery of housing by reviewing and making available suitable land holdings and other resources to facilitate delivery of social and affordable housing.

6. Outcomes and Actions

6.1 Outcome – Noosa Community benefits from industry expertise, best practice and local knowledge in the housing sector.

Actions	Timing	Council role
A6.1.1 Establish a Housing Stakeholder Reference Group to ensure relevant community and industry sectors and decision makers are informed and represented.	June 2022	Partner
A6.1.2 Create an environment of collaboration with developers and building sector such that optimum solutions can be reached.	Ongoing	Partner
A6.1.3 Monitor other Australian local governments and relevant overseas examples as innovative approaches to similar problems arise	Ongoing	Monitor

6.2 Outcome – Sufficient housing is provided to accommodate the planned population of the Shire.

Actions	Timing	Council role
A6.2.1 Ensure additional housing meets the SEQ Regional Plan dwelling targets set by the State by- <ul style="list-style-type: none"> Continuing discussions with State government and utility providers about dwelling capacity. 	Ongoing	Advocate/ Planner Regulator

	<ul style="list-style-type: none"> Engaging with the State Government on the SEQ Regional Plan review. Ensuring appropriate land is zoned for housing development and reviewing the optimum density or capacity of land already zoned for housing. Incentivising the optimum use of the developable land that remains so that a greater number of smaller dwellings are delivered, rather than high end low density Ensuring new housing capacity is located in defined urban boundaries rather than outward expansion, with associated efficiencies in infrastructure and service provision 		
A6.2.2	<p>Develop a Housing Monitoring program that has clear targets for achieving a minimum supply of social housing over the next 5 years considering the number of applications currently on the social housing register and the number of people experiencing housing stress.</p> <p>Report the Housing Monitoring Program every two years. This may include a subscription to an outsourced monitoring program.</p>	2022	Monitor
A6.2.3	<p>Seek to encourage housing specifically suitable for workers close to places of work, having consideration to changes in employment trends moving forward. Work with Community Housing providers and developers/builders.</p>	Ongoing	Advocate/ Planner Regulator
A6.2.4	<p>Develop programs to encourage more efficient use of existing housing stock through means of sharing houses and encouraging secondary dwellings. Implement or support a program to accommodate key workers. Work with Industry on these programs.</p>	2022	Advocate/ Partner
A6.2.5	<p>Monitor residential land that is taken by visitor accommodation and the quantum of permanent residents living in established resorts and review the planning scheme and associated policies if required.</p>	2022 and ongoing	Monitor/ Regulator

A6.2.6	Ensure growth in housing and population does not adversely impact on the character, lifestyle and environment enjoyed by residents.	Ongoing	Advocate/ Planner Regulator
	<ul style="list-style-type: none"> • Growth is consistent with the capacity to cater for traffic and carparking, water and sewerage and other infrastructure. • Growth is not at the expense of sustainable care of the environment and management of waste • Growth is sympathetic to the heritage and character of local communities 		

6.3 Outcome - New housing is located in areas that are accessible and well-connected to services, employment, and infrastructure.

Actions		Timing	Council role
A6.3.1	Focus new housing within the urban boundaries and within established towns and villages	Ongoing	Planner
A6.3.2	Concentrate new housing in areas with good proximity to services and advocate for improved public transport in these areas. This includes as part of mixed-use development within centre zones as well as in residential zones and the Community Facilities zone close to centres.	Ongoing	Planner Regulator
A6.3.3	Ensure a high proportion of new housing is within 400 metres of activity centres, schools and public transport, assisting residents to be less dependent on private motor vehicles to access what they need.	Ongoing	Planner Regulator

A6.3.4	Ensure new housing is not located where it would have a reverse amenity impact on industrial businesses or other existing or committed business or infrastructure activities.	Ongoing	Planner Regulator
A6.3.5	Integrate new housing including affordable or social housing within the community and not cluster it in isolated areas.	Ongoing	Planner Partner
A6.3.6	Ensure housing designed for key workers is within proximity to employment, acknowledging that this includes homes of various sizes and tenure types.	Ongoing	Regulator
A6.3.7	Encourage large businesses and government departments that are developing or redeveloping their own land to include a component of employee housing for key workers.	Ongoing	Advocate
A6.3.8	Allow for live/work situations where it does not create reverse amenity concerns or reduce capacity of business and industrial precincts.	Ongoing	Planner Regulator

6.4 Outcome - Development and redevelopment for housing is diverse, meeting varied and changing needs of people across their life

Actions		Timing	Council role
A6.4.1	Strengthen regulatory provisions in the Noosa Plan which require delivery of social housing and more affordable housing, specifically seek inclusionary zoning. Initiate changes to the Planning Scheme to achieve	2022	Planner Regulator

	this through mechanisms such as development bonuses and incentives such as increased developable floor area or height in major centres.		
A6.4.2	Continue to work with the housing and homelessness sector and community service providers on wrap around services for people at risk of homelessness.	Ongoing	Partner/ Advocate
A6.4.3	Work with traditional owners to explore opportunities for traditional owners to return to country in housing that meets their needs. Identify opportunities and advocate for change to state legislation and regulatory frameworks to achieve this where appropriate.	2022	Partner/ Advocate
A6.4.4	Work with the owners of sites approved for aged care to ensure optimum outcomes are delivered in a timely manner.	Ongoing	Partner/ Advocate
A6.4.8	<p>Ensure a higher proportion of new housing is built to design standards that make it suitable and comfortable for seniors and people living with a disability. Through the Planning Scheme -</p> <ul style="list-style-type: none"> • Promote delivery of accessible housing and SDA housing design. • Review provisions for Community residences and Rooming accommodation to ensure they are not disincentivised (by modifying parking requirements or infrastructure contributions to match the needs of residents). • Review provisions for relocatable home parks to allow for small groupings of tiny homes. 	2022	Advocate/ Planner Regulator

6.5 Outcome - Housing is available for all members of the Noosa Shire community, including individuals and households on low to moderate incomes.

	Actions	Timing	Council Role
A6.5.1	Advocate to the Federal Government for a National Housing Strategy in recognition of the extent of the housing crisis.	June 2022	Advocate
A6.5.2	Advocate to the State and Federal Governments for additional investment in social housing delivery as per the State Housing Strategy and the charter of the National Housing Finance and Investment Corporation. In light of the Queensland Budget 2021-22 identifying \$38.5 million for social housing on the Sunshine Coast, advocate for at least \$6.5 million of that to be spent on social housing in Noosa Shire ¹ . Or at least \$40 million over a 5 year period.	Ongoing	Advocate
A6.5.3	Work with the State Government to review the zoning of State owned housing properties (and other uncommitted properties) to determine if there are any appropriate for a higher density zoning or redevelopment. Seek to zone suitable State owned land specifically for social and affordable housing through the Community Facilities zone appropriately annotated. Advocate to the State for redevelopment of existing older housing which represents an underutilisation of the site.	2022	Advocate/ Partner

¹ This is reflective of the proportional split of population between the two local governments that make up the Sunshine Coast.

	Advocate for the delivery of social housing in the most expedient manner whether that be by the State or through private/community sector with capital grants from the State.		
A6.5.4	Advocate to the State for mechanisms to deliver additional social housing such as the introduction of inclusionary zoning. Seek to amend the Noosa Plan to incorporate both requirements and incentives to achieve affordable and social housing outcomes.	2022	Advocate/ Planner
A6.5.5	Advocate to the State to amend the <i>Planning Regulation 2017</i> definition of a Dwelling house, so a Secondary dwelling can house a second household without any potential to be further subdivided.	2022	Advocate/ Planner
A6.5.6	Ensure residential development and redevelopment facilitates housing that is affordable for households on low to moderate incomes, including those who cannot access the private rental market.	Ongoing	Planner Regulator
A6.5.7	Prepare and publish a comprehensive guide to explain the different planning requirements for and incentives for housing choice.	2022	Planner Regulator
A6.5.8	Review planning scheme provisions to ensure more affordable models of housing are not over-regulated or dis-incentivised. <ul style="list-style-type: none"> • Review provisions for relocatable home parks / tiny homes. • Review provisions for rooming accommodation including parking requirements and infrastructure contributions. 	2022	Planner Regulator
A6.5.9	Amend or reduce car parking requirements for sites already well serviced with public transport or for residential uses with lower parking needs such as social housing and rooming houses.	2022	Planner Regulator

A6.5.10	Remove site layout and design requirements that would add to the cost of building housing but have negligible impact on persons outside the site.	2022	Planner Regulator
A6.5.11	Prioritise the delivery of housing over the delivery of car parking. Review garaging requirements within the planning scheme so they are not unnecessarily adding to the cost of housing.	Ongoing	Planner Regulator
A6.5.12	Investigate opportunities to make available Council owned land for housing that is desperately needed and currently lacking within Noosa Shire such as social housing, affordable housing, or crisis accommodation. Identify two or more Council-owned land sites (both coastal and in the hinterland) that can be made available and commence formal investigation in Cooroy, Tewantin and Noosa Heads. Undertake appropriate consultation with the local communities. Partner with Community housing provider(s) to seek State Government funding to support social and affordable housing and to deliver such housing on appropriate Council owned land.	2022 and ongoing	Partner Deliver
A6.5.13	Commence investigation of Noosa Heads Cooyar St property for integrated and mixed-use residential living (including families, aged care, people living with disabilities, key workers etc). Work with the State on including it within the Urban Footprint.	2022	Planner/ Partner/ Deliver
A6.5.14	Encourage and provide support to the community sector such as faith-based and community-based organisations to review their land holdings for potential community housing or transitional / crisis accommodation.	Ongoing	Planner/ Partner

A6.5.15	<p>Partner with the community and business sector to build community appreciation of social housing and affordable housing (including key worker housing) through a targeted and clear education and communication campaign.</p> <p>Share information and seek feedback through the Housing Stakeholder Reference Group.</p> <p>Publish the Housing Needs Assessment, Housing Strategy, and housing facts on the Council website in a manner that can be easily understood. Develop a sustained program of engagement that builds on understanding. Demonstrate how housing unaffordability affects the individual, as well as the broader community who rely on so many different services. Encourage the community to be part of the solution by sharing homes if possible or making investment properties available to residents.</p>	2022	Partner
A6.5.16	<p>Consider the range of opportunities for how Council can help support the delivery of more affordable housing through reduction or waiving of fees, charges or rates. For instance, where a development includes a component of social housing a proportional component of the fees and charges might be waived.</p>	March 2023	Planner Regulator
A6.5.17	<p>Facilitate the use of backpacker hostels for licenced rooming accommodation where they can be sufficiently serviced and review planning scheme in relation to both uses.</p>	March 2023	Planner Regulator

6.6 Outcome - Housing is well designed and adds to the safety, security and wellbeing of residents.

Actions	Timing	Council Role
A6.6.1 Advocate to State government for improved sustainability measures for all housing to reduce energy consumption and costs to households.	2022 and ongoing	Advocate
A6.6.2 Ensure new housing is located where it is appropriately serviced and offers safe convenient access to goods and services.	Ongoing	Planner
A6.6.3 Ensure vulnerable residents are not concentrated in isolated areas where they may be susceptible to poor social outcomes or at risk of natural hazards.	Ongoing	Advocate/ Partner
A6.6.4 Ensure Crime Prevention Through Environmental Design (CPTED) principles are adhered to in the delivery of housing, including social and affordable housing.	Ongoing	Planner Regulator
A6.6.5 Ensure residents have access to open space for recreation and amenity.	Ongoing	Planner/ Deliver
A6.6.6 Encourage a greater proportion of new housing to be built to accessible, or adaptable housing standards with lower ongoing maintenance costs (including water, heating and cooling costs).	Ongoing	Advocate/ Regulator
A6.6.7 Ensure new housing is not at the cost of the character and cultural values of the community.	Ongoing	Planner Regulator

6.7 Outcome - Housing is enduring and resilient to natural processes and changes, without putting people or property at risk of hazards.

Actions		Timing	Council role
A6.7.1	Advocate to the State and Federal governments to regulate, through the National Construction Code and Building Codes, for more financially and environmentally sustainable housing such as:	2022 and ongoing	Advocate
	<ul style="list-style-type: none">• Passive design to make the most of natural lighting, heating and cooling capacity• Less reliance on power and promotion of renewable energy• Water capture and reuse on site.		
A6.7.2	Ensure new housing is not located where it is adversely affected by natural hazards such as flooding, bushfire or subsidence.	Ongoing	Planner Regulator

6.8 Outcome - Sustainable tourism accommodation is facilitated where it is complementary to and compatible with other land uses, including housing, and maintains a community's sense of place.

Actions		Timing	Council role
A6.8.1	Protect appropriate sites for the development of significant tourist resorts. Negotiate for related affordable key worker housing to be provided in conjunction (or on-site) with tourist resorts.	Ongoing	Planner Regulator

A6.8.2	Prioritise tourism accommodation and needs of tourists in areas zoned Tourist Accommodation.	Ongoing	Planner Regulator
A6.8.3	Prioritise housing for residents and the needs of residents in other residential zones.	Ongoing	Planner Regulator
A6.8.4	Where tourist accommodation exists in residential zones, ensure it is managed in a way that protects the residential amenity of the neighbourhood, such as through the short-stay local law.	Ongoing	Planner Regulator
A6.8.5	Monitor the quantum of short-term accommodation in the Low, Medium and High Density Residential zones and consider making further tourist accommodation inconsistent if it is shown to be limiting the permanent housing opportunities.	June 2023	Monitor/ Planner
A6.8.6	Carry out compliance on self-contained secondary dwellings or granny flats which are unlawfully being let to short-term guests.	Ongoing	Regulator

7. Partnering

7.1 Reference Group

Establish a local Housing Stakeholder Reference Group with representation from all of the following sectors:

- The various Noosa Council Departments;
- Local State Members;
- Department of Communities, Housing and Digital Economy;
- QShelter;
- Registered Community Housing Providers;
- NDIS Specialist Disability Accommodation providers;
- Residential Care providers and Health sector;
- Homelessness support services;
- Business and Tourism sector;
- Permanent Rental Property Managers;
- Local private housing developers.

This reference group will assist Council with both implementation of the Housing Strategy and associated actions. It will not however be a decision making body.

7.2 Private sector

Council will collaborate with the private development industry on key sites and proposals that could deliver exemplary housing outcomes, meeting a need not currently available in Noosa Shire. This is not necessarily about increasing supply so much as ensuring that what is supplied is the optimum mix of housing choice, including social housing, affordable housing, build to rent housing, SDA housing etc.

Council will negotiate with private developers for the inclusion/contribution of social and affordable housing where major projects involve rezoning or value uplift.

Council may also partner with the private sector in the redevelopment of Council owned land by allowing for housing above Council owned infrastructure sites such as central car parks.

7.3 Community housing providers

Council will explore opportunities to partner with community housing providers, through head leases, land transfer or lease of assets to provide a range of housing outcomes on Council owned land. This may include a mixed residential outcome of social, affordable and market housing. Council will work with Community Housing providers to access

State funding through the Queensland Housing Investment Growth Initiative and in line with the Queensland Housing Strategy.

7.4 Community Sector Land Holders

Council will reach out to land holding organisations within the community sector, including faith-based and other community organisations to help with feasibility or land use considerations if they might include affordable housing on their properties.

8. Recommendations for Planning Scheme

The following amendments to Noosa Plan 2020, or at least further investigations are recommended:

8.1 Definitions

Add administrative definitions into Schedule 1 of Noosa Plan 2020 for social housing, public housing and accessible housing.

8.2 Zoning changes

8.2.1 Tewantin

Amend the scheme provisions for central Tewantin to facilitate housing choice in the form of multiple dwellings where they contribute to social housing, affordable housing and NDIS specialist disability accommodation.

8.2.2 Sunrise Beach

Investigate development / redevelopment opportunities at and adjacent to Sunrise Beach Neighbourhood Centre for social and or affordable housing units or mixed-use development. The shopping centre and adjoining road reserve land offer very good proximity to public transport, schools, future aged care, shops and community infrastructure such as the Noosa Aquatic Centre, tennis courts, skate park and sporting fields.

Land on Ben Lexcen Drive Sunrise Beach, opposite the neighbourhood shops could contribute to housing choice.

8.2.3 Cooroy

Subject to feasibility and cemetery expansion, investigate social and affordable housing outcomes on Council owned land at Lake Macdonald Drive.

In consultation with the State, review scheme provisions for vacant State land close to the centre of town, and at the edge of town in order to encourage integrated housing outcomes.

8.2.4 Noosa Heads

In consultation with the State and subject to urban footprint review, investigate the potential to rezone Council owned land at Cooyar St to allow a mix of social housing, affordable housing and special needs housing not otherwise available in the broader market. This might include the following land uses but only where the tenure and pricing is secured long term.

- Community residence
- Dual occupancy
- Multiple dwelling

- Relocatable home park
- Residential care facility
- Retirement facility
- Rooming accommodation

8.3 Short-term accommodation in Medium and High Density Residential zones

The limited opportunities for new development or redevelopment in these zones make it imperative new development makes best use of the land. Most existing development in the Medium and High Density Residential zones eventuated through historical approvals that allow for use as either visitor accommodation or permanent occupation. These approvals cannot be removed. Further commitment of residential sites to short term accommodation could only be done through scheme amendments.

Council is committed to monitoring the quantum of visitor accommodation in both the Medium and High Density Residential zones, observing how this is changing with time and what affect it is having on the availability of permanent accommodation.

If such monitoring reveals these zones are out of balance and the desired intent of the zones is at risk (i.e. they are no longer predominantly home to permanent residents), Council will seek to make

further short-term accommodation an inconsistent use in the Medium and High Density Residential zones.

8.4 Inclusionary Zoning

In consultation with the State, seek to require a portion of housing development within some zones to be social and affordable housing. Combine requirements with development incentives (bonuses).

8.5 Disability Housing

Council will support specialist disability accommodation in multiple housing and dual occupancy scenarios as well as community residences and shared homes. This includes amending the Community Facilities Zone to allow for these uses where they specifically meet the fully accessible or high physical support design criteria.

The uses could be made consistent where providing Specialist Disability Accommodation under the National Disability Insurance Scheme and performance criteria should specify the categories of SDA design expected.

8.6 Relocatable Home Parks

Review which zones relocatable home parks are consistent in. Small collections of tiny homes might for example be appropriate on State, Council or community owned lands. This would facilitate the parking of small manufactured homes where there are appropriate facilities and

services for residents, and casual surveillance, such as at sports grounds, provided it is properly managed and safety of residents can be assured.

Review the Special Residential Code to ensure relocatable homes are providing modest housing rather than large villas.

8.7 Carparking

8.7.1 Multiple residential development and rooming accommodation

Review Noosa Plan 2022 carparking provisions in relation to multiple housing, rooming accommodation and mixed use developments so they encourage a greater number of smaller units in well located centres.

8.7.2 Covered spaces

Review the provisions relating to covered car parking spaces for housing, as garaging adds to the cost of construction and ultimately housing.

8.8 Siting of rural dwelling houses

Review provisions that prevent houses in the Rural and Rural Residential Zone being established within 200 metres of adjoining land mapped as Agricultural Land Conservation Area.

9. Monitoring

Noosa Council is committed to continually monitor the housing needs of our community. As well as regularly seeking input through the local housing stakeholder reference group, relying on their 'on the ground' experiences, Council will undertake a review of this strategy in 2025. The implementation and action plan will be reviewed on an annual basis and a Housing Monitoring program will be established and reported on every two years.

Council will continue to monitor the impact of short-term accommodation on the availability of permanent residential dwellings.

Ensure the Planning Scheme provisions enable the needed housing types to be delivered efficiently, and advocate to the State Government regarding policies and funding to ensure every advantage is taken to pursue and support the community housing needs.

Regular monitoring of the strategy and associated action plan will occur to ensure this strategy's actions are pursued and the strategy remains current utilising new and updated data and changing community needs.

Regular monitoring will also review any changes made to the Noosa Planning Scheme, to monitor effectiveness and inform further changes or amendments if required.

ATTACHMENT 2



Consultation & Communication Plan – Housing Strategy

Strategic Approach

Noosa Council considers suitable Housing for its community is one of the greatest challenges facing our community. Council is seeking to address this challenge, preparing a Draft Housing Strategy, which outlines key issues and a range of actions to address these issues.

The Noosa Council Social Justice Charter (2018) states that Council is committed to implementing policies and providing services that decrease inequity and promote inclusiveness. Part of this is seeking an accessible, diverse community where there are affordable and available places for people to live.

Affordable Housing remains a key State Government responsibility, but Council and the community can determine its own destiny. To ensure Noosa Shire continues to prosper and thrive as an inclusive community, Council is seeking to work with all sectors of the community to help tackle the housing crisis within the shire.

Objectives

- To explain the extent and risks of the housing crisis in our community and some of the (local) contributing factors
- To heighten awareness of the connection between unmet housing need and—
 - o social sustainability;
 - o economic sustainability; and
 - o local quality of life
- To “demystify” and quell the stigma attached to social housing and affordable housing by personalising it through real life scenarios and messaging from prominent community members
- Increase awareness of the work of Community Housing Providers
- Encourage residents to consider how they could contribute to the solutions (such as renting out spare rooms or the downstairs flat)
- To obtain targeted feedback from those directly involved in delivering housing outcomes and use their support in communication
- Gather ideas from the community about where and how housing choice can be delivered.

Barriers & Opportunities

There are often fears from residents and local businesses/organisations about what changes social and affordable housing might mean for their neighbourhood. These fears are often based on misguided information regarding a project's impact. Our communications should seek to address some of these misconceptions.

“Social housing introduces the wrong element”

“This is the State’s Responsibility – swim in your own lane!”

“Couldn’t it go in Nambour, Yandina, Gympie?”

“If my neighbourhood includes ‘affordable housing’ then my property value must drop”

"What about the habitat trees of the endangered wildlife?"

"The streetscape and amenity of the area will be impacted"

"There'll be old cars parked all over the front yards and nature strip"

"We're already over-populated"

"Noosa just won't be the same anymore"

A clear, fact-based public information campaign is needed to better educate the community and help maintain clear, accurate messaging about the issue.

NON-NEGOTIABLES What are the elements that can not change and can not be influenced by engagement	NEGOTIABLES What are the elements that can change and will be influenced by engagement	INFORMATION NEEDED What information can be collected through the engagement process

Key messages

- Help us identify the type of housing suitable for Noosa and be part of the solution.
- Those reliant on affordable housing are great local people "just like you and me"
- Housing key retail and hospitality workers helps ensure good service levels and available staff for businesses.
- Housing (shelter) is a fundamental human need and should be prioritised over elements like car parking
- We need to make the best use of what little remaining urban land we have – this means there will need to be an "infill" component.
- Social and Affordable housing projects can be attractive, quality developments
- Community Housing Providers are professional and sensitive operators who have already changed the lives for many clients
- What can we do as a community to be more welcoming and inclusive?

Partners / Champions

To build support from the beginning, it is suggested Council identifies, recruits, and mobilizes local champions, through existing networks. These are likely to include:

- Business/community leaders (Tourism Noosa, Chamber of Commerce, Bendigo Bank etc)
- Recognisable and respected community members
- Community Housing Providers (Coast2Bay, YouTurn)
- Specialist Disability Accommodation providers (YoungCare, Endeavour)
- Support Services (Vinnies, Lifeline, Salvation Army, Sunny Streets, Orange Sky Laundry etc)
- State agencies many have useful resources for community engagement
- Recruit others who have either publicly supported social and affordable housing or who have put concepts forward in the past

Target audience

The key audience(s) will include:

- Land owners
- Renters
- Real estate / property managers

- Business operators (retail and hospitality sector)
- Business groups across the shire
- Tourism Noosa
- Land developers / property investors / builders
- Kabi Kabi people
- Community groups across the shire (eg Rotary clubs, Lions, Sunshine Butterflies)
- Lifeline, Salvation Army and other charity groups
- YouTurn
- Residents Action Groups

Content Timeline/Key dates

- Council endorsement of Draft Housing Strategy for targeted Community Consultation is anticipated June 2022.
- The Draft Housing Strategy will be professionally designed and published as an important Council document and strategy that is easy to read and understand.
- The formation of the Housing Stakeholder Reference Group will be an important step and key part of engagement. An initial meeting is planned to occur by early July.
- Consult community for a four week period commencing in July.
- Both community engagement and consideration of submissions is likely to occur concurrently with this State Interest Review. Any significant changes will require reconsideration by Council and consultation with the State.
- Noting detailed scheme amendments will also be out for community display for 2 months following State approval. (Likely to occur somewhere between late Aug – Oct 2022)
- Outcomes of community consultation on the strategy and any proposed changes will be reported back to Council in August-September.

Critical success factors

Community understanding and acceptance of affordable housing and social housing and awareness and understanding of the need for Council to act on Housing solutions as outlined in the Housing Strategy.

Evaluation

Outcomes of community consultation on the strategy and any proposed changes will be reported back to Council in August - September

Mechanisms of evaluation may include:

- Analysis of feedback and enquiries loop (calls/emails etc)
- Responses to social media posts
- Yoursay Noosa
- Housing reference group outcomes
- Kabi Kabi feedback

Timeline

Deadline	Activity	Target audience	Comms Tools	Commentary	Staff
	Media release	Community		Issue once Draft Strategy adopted by council. 2nd release issued to promote Engagement opening	
	Social Media posts	Community	Use business/ community champions	Initial post followed by one post a week during engagement program	
	Fact Sheets	Potentially impacted neighbourhoods	Letterbox Drops/ mail merge/ Yoursay Noosa	Uploaded to Yoursay Noosa	
	Noosa Council website banner	All users		Banner on website to encourage community input during engagement program	
	Your Say Noosa engagement – specific survey through Your Say on key aspects of the strategy			June -July	
	Your Noosa monthly publication			Story in Your Noosa to explain reason for strategy and its objectives – July edition Noosa Today	
	Pelican Newsletter	Council staff		Story to inform and educate council staff	
	Targeted meetings with key stakeholders – Housing Providers, State Gov't	State Gov (housing) Noosa Tourism Chamber of Commerce Locals in targeted		Discuss specific actions relevant to each sector/representative group	
	Housing Reference Group Meeting			Workshop in detail Draft Strategy and proposed actions	
	Direct conversation with Kabi Kabi	Kabi Kabi people and the State Govt.	Where and how do these discussions normally occur?	Understand specific housing needs	
	Council eNews	Broad community		Promote community engagement strategy in June edition of eNews	
	Customer Service	Customer Service/All Staff	iPan information for Customer Service (and other staff)	Have a clear list of objectives/FAQs in iPan for CS staff to refer to (and of course the option to transfer through to Strat Planning)	

ATTACHMENT 3



Draft Reference Group Charter

HOUSING STAKEHOLDER REFERENCE GROUP (HSRG)

Name	Housing Stakeholder Reference Group
Goals	To provide advice to Noosa Council and State Government representatives on the implementation of a Housing Strategy and associated actions.
Roles & Responsibilities	<p>The HSRG will provide an important forum for ideas and discussion based on experience. Recommendations will be reported to Council and relayed to other levels of Government for consideration as relevant or required.</p> <p>Specific responsibilities of the group include:</p> <ul style="list-style-type: none"> • to assist in implementation of the Housing Strategy and associated actions • to ensure the community, housing industry and not-for-profit sector are represented within local housing policy • to share information and learnings from "on the ground" experience and best practice • to ensure decision makers are informed about the housing situation and know what initiatives are underway • to raise community awareness about the need for social and community housing to meet the needs of our community • to assist in prioritising actions which offer the most efficient and effective solutions for the community, and which represent best use of public resources <p>The Housing Stakeholder Reference Group is not a decision-making body.</p>
Council's commitment to the group	Noosa Council is committed to working towards an inclusive Noosa community where everybody has access to safe, secure housing they can afford. In endorsing a draft Housing Strategy Noosa Council is committed to forming a Housing Stakeholder Reference Group and respectfully considering the views and recommendations of that group in making decisions that affect the regulation or delivery of improved housing choice within the Shire.
Timeframes	The first meeting of the HSRG would occur before the end of the 21/22 financial year.
Reporting to Council	The Housing Strategy will be subject to formal monitoring every two years. However in between, reports are likely to be presented on an as-needed basis when Council decision making is required (for example on planning scheme amendments, the commitment of resources or other major initiatives).

ATTACHMENT 3

Meeting Frequency	<p>It is envisaged that a greater time commitment may be needed in the initial establishment of the group, as Council releases a draft Housing Strategy for Community engagement, considers input, and finalises a Strategy and Action Plan.</p> <p>Thereafter meetings would be held on a quarterly basis with communication via email in between.</p>
Membership	<p>Membership of the group will include:</p> <ul style="list-style-type: none">• The Mayor• Cr XXX• CEO• Director Environment and Sustainable Development and Community Services• Officers from Strategic Planning, Community Development, Property and Community Engagement• The State Members for Noosa and Nicklin• Representation from:<ul style="list-style-type: none">- Department of Communities, Housing and Digital Economy;- QShelter;- Community Housing Industry Association and specifically local Registered Community Housing Providers;- NDIS Specialist Disability Accommodation providers;- Residential Care providers;- Homelessness support services;- Business and Tourism sector;- Permanent Rental Property Managers;- Local housing developers and planning consultants.
Date Adopted by Council	
Meeting Coordinator	Strategic Planning Project Officer

3. MEETING CLOSURE