



Pictured: SGCH customers at the Ironbark Ave, Welcome BBQ.

CEO Message

Welcome to our first Keyhole for 2021. Our team had a busy start to the year with 136 new homes delivered across two sites. Talking to our new customers who have moved into these units affirms the significant life impact of having a safe, affordable and sustainable home. It is the key reason we are working with partners to provide more homes as we strive for great places for everyone. With most of our team now balancing a mix of working from home and back in the office, the start of 2021 has been an opportune time to revisit how we execute our strategic priorities and focus on the things that matter to our customers.

Our [Strategic Plan 2024](#) was launched in late 2019, we then cascaded this through business planning and aligning resources to drive our impact for the people and communities we serve. Like most organisations, COVID-19 caused disruption, though fortunately we appear to have weathered the worst of the storm and we are in a strong position to renew our focus.

Over recent months, we have tested and affirmed our strategy and honed our implementation priorities, asking “how do we capitalise on the disruption we see around us and have the courage to act?”

We have defined two key areas of focus:

- **Core services** – A safe and affordable home is the foundation for our customers to improve quality of life. We are focusing on the fundamentals of our services that help people find and sustain a home. This means investment in fundamental systems that



will improve efficiency and customer outcomes, particularly in the ways we work and how we harness technology to make it easier for our customers and staff, and

- **More sustainable, safe homes** – how we help more people through the provision of a sustainable, safe and affordable home. This means new partnerships and unlocking our capital strategy to pursue opportunities to deliver new social and affordable housing with partners.

We are in an exciting phase gathering input and ideas about the best way we can serve our customers and make sure we have the right resources focused in ways that deliver strong outcomes. I look forward to keeping you updated as we implement our plans, and as always I welcome your ideas and I appreciate your partnership.





SGCH customers, staff and Mr Gareth Ward MP, at Ironbark Avenue, Casula

Welcoming Ironbark customers

On Tuesday 2 March we hosted a welcome barbeque for customers at our latest development at Ironbark Avenue, Casula with Gareth Ward MP, Minister for Families, Communities and Disability Services.

Ironbark Avenue has 63 1- and 2-bedroom homes and was delivered under the Social and Affordable Housing Fund. Completed in February, Ironbark Avenue is now home to more than 100 new SGCH customers – 53 social housing and 10 affordable housing households.

Although only a couple of weeks into their tenancies, people are settling in well and enjoying the safety and amenity of their new homes.

*" I watched this place being built and thought I'll never live anywhere like that. Then I got the call! These places are big and comfortable and the service we get from SGCH is second to none " David**

** Name changed for privacy reasons*

Financed by the National Housing Finance and Investment Corporation (NHFIC), this development was built by long-term partner PBS Building. With works commencing in February 2020, the project has been delivered safely and on schedule through COVID-19, keeping hundreds of trades employed during the pandemic.

New Board Member: Barry Mann

We welcome Barry Mann to the SGCH Board of Directors. Barry will also serve on the People & Culture and the Development & Construction committees.

Barry has more than 30 years' experience in the property industry.

With expertise in urban renewal, property development, design and construction and infrastructure delivery, Barry has held senior executive roles with Lendlease and Stockland.

He also has local and state government experience and is the former Chief Executive of the NSW Government urban renewal organisation.

An experienced non-executive Director, Barry serves on the Boards of NSW Aboriginal Land Council Housing and Auckland Real Estate (AKL.ASX and AKL.NZX). He is also an Independent Advisor to the Board of Ingham Property Group and the Independent Chair of the Building Regulation Advisory Panel of the Urban Development Institute of Australia, NSW.





Pictured: Foyer Central and 28 City Road, Chippendale

Foyer Central and 28 City Road, Chippendale

Foyer Central is open! SGCH delivered our new purpose-built campus in February and our partners Uniting started welcoming students in March.

Foyer Central offers young people affordable accommodation in a self-contained studio, close to transport and employment and right in the heart of Sydney's central higher education district.

With the support of the NSW Government and City of Sydney and working with Uniting and Social Ventures Australia, SGCH redeveloped a former public housing site to deliver 53 apartments, break out and common areas and an onsite office. The site is also home to 20 additional studios that SGCH is managing as affordable housing.

Bringing together the capability, expertise and passion of many, Foyer Central provides a balance of independence and community that will support young people to have a bright future.

Foyer Central students will be supported by a dedicated, 24/7 team of coaches and coordinators, supporting them to build on their strengths, nourish their health and wellbeing, learn valuable living skills, engage in education and employment and connection to community and culture.

The foyer model is based on the principle that young people with a lived experience of the care system deserve a stable home, a supporting community, and the same opportunities to build on their strengths as their peers. Foyer Central has galvanised many partners around a common purpose and SGCH is proud to be part of this project that will change young lives.

Affordable Housing in Central Sydney

SGCH's 20 affordable housing studios at 28 City Road, Chippendale recently leased within four weeks of the building completion.

With more than 100 new affordable housing apartments coming in the City of Sydney at our new Gibbons Street site, we are keen to hear from any of our partners who want to find out more about affordable housing - for staff or clients of your organisation. Low to moderate income earners who are employed may be eligible for a discounted rent on a brand new apartment in the heart of Redfern.

If you'd like more information on SGCH affordable housing products, please contact Sally Engeler on 0413 921 492 or email sally.engeler@sgch.com.au

Nazha Saad memorial gathering

SGCH staff took the opportunity to host a small private celebration of the completion of Foyer Central along with the family of former SGCH CEO, the late Nazha Saad.



Pictured: Nazha Saad

Nazha's interest in and understanding of disadvantaged young people was a theme throughout her career, and continued at SGCH where she was instrumental in the development of programs, services and housing created with young people in mind.

The first youth foyer in Sydney was a passion project for Nazha and we were honoured to have the opportunity to remember her at the culmination of this important project.

Gibbons Street, Redfern

In December 2020 we topped out at 11 Gibbons Street, Redfern. The 18-storey, 160 apartment complex will be delivered in June and become home to social and affordable housing customers. Part of our commitment under the Social and Affordable Housing Fund, residents will receive tailored support to help them access opportunity and improve wellbeing.

With a mix of one, two and three bedroom units, this former City of Sydney depot site offers access to transport (across the road from Redfern Station), employment and education opportunities. The building will contain ground floor retail and commercial space, a local SGCH office and a community hub. Read more [here](#).



Pictured: 11 Gibbons Street, Redfern



Pictured: Scott Langford SGCH CEO, Michael Sukkar MP, Dom Perrottet MP, Gareth Ward MP, and Dale Connor - Lendlease Building CEO, at the topping out event for Gibbons Street.

Strive Tertiary

Our 2021 Strive Tertiary Scholarships applications are open until 31 March 2021. SGCH residents who are enrolled to study at uni, college or TAFE in 2021, can apply for a \$1,500 scholarship from SGCH.

Customers can apply [online](#) from 1 to 31 March 2021.

If you would like to be involved in supporting this important initiative or attending the networking event, please contact

strive.scholarships@sgch.com.au



Pictured: Recipients of the 2019 Strive Scholarship