CASE STUDY

Launch HOUSING IT'S TIME TO END HOMELESSNESS

Community Housing INDUSTRY ASSOCIATION VICTORIA

VIV'S PLACE

An Australian-first apartment building tailored to women and children escaping family and domestic violence and homelessness

Launch Housing, in partnership with Uniting Vic.Tas, generous donors and the Victorian Government, welcomed its first families to their new home, Viv's Place, in August 2022.

Based in Dandenong, Viv's Place provides a unique combination of permanent housing and on-site wrap-around support services to provide a fresh start for up to 60 women and 130 children at risk of or escaping family violence and homelessness.

Family and domestic violence is the single biggest driver of homelessness in Australia. Viv's Place helps solve this problem by providing safe, purpose built and beautifully designed housing for families, along with on-site support services and 24-7 Resident Engagement concierge. From the first day families move in, they have a safe and permanent home to recover and rebuild, access to the support services they need and the opportunity to participate in the local community.

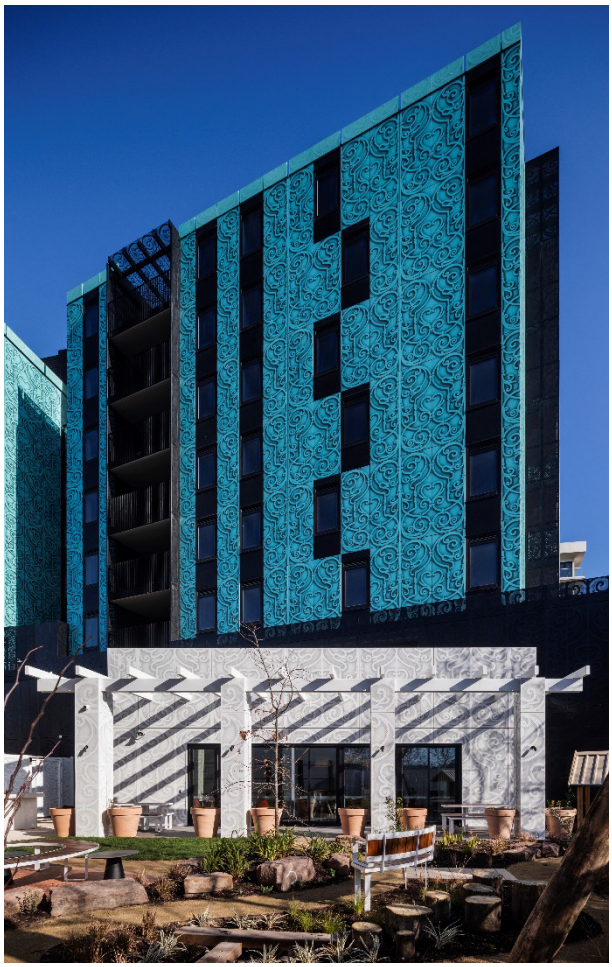
Viv's Place interior - children's play space

Viv's place interior - apartment kitchen

The building includes 60 apartments ranging in size from studios to 4 bedroom homes, with all studios providing a dual key functionality, for flexibility and ageing in place. Residents can also enjoy the communal kitchen and living spaces, children's play spaces, nature-play courtyard and family and child-specific services on site.

Viv's Place was initially anchored by donations from the Australian Nursing and Midwifery Federation, Lord Mayor's Charitable Foundation and Shine on Foundation, followed by Gandel Foundation and The Ian Potter Foundation, as well as a host of other generous donors.

Most significantly, Viv's Place will demonstrate the social and economic value of permanent housing - Mr Charles Goode AC, Chairman of The Ian Potter Foundation



Viv's place exterior - nature play courtyard

Viv's Place is based on a highly successful model in Broadway, New York, which has created supported communities in such apartment blocks over 30 years and supported thousands of people out of homelessness by giving them a permanent home and other help.

Access to housing and supports will allow women to find stability and foster a healthy family environment, creating new futures for children, who will be supported to stay in school and to reach their full potential.

About Launch Housing

Launch Housing is a Registered Housing Provider that provides long-term and transitional housing homes in metropolitan Melbourne for disadvantaged Victorians. Through initial assessment points in Collingwood, St Kilda and Cheltenham, Launch Housing also delivers a range of homelessness services including crisis accommodation, specialist supports and rough sleeping services. Launch Housing also operates HomeGround Real Estate, a social enterprise real estate agency that reinvests profit back into the community. In addition to Viv's Place, Launch Housing is mid-way through construction of the Bellfield Social Housing project, in Melbourne's inner northern suburb of Bellfield. The Bellfield project is being delivered through Victoria's Big Housing Build.

At Viv's Place, children are supported to attend school, maintain healthy relationships with family, friends and community, and lead a happy and healthy life - Bevan Warner, Launch Housing CEO

Viv's place interior - parents lounge

Launch Housing is a member of the **Community Housing Industry Association of Victoria (CHIA Vic)**, the peak body for the community housing sector in Victoria. CHIA Vic works to support the growth of community housing as the most effective and efficient means of ensuring more disadvantaged Victorians can enjoy the dignity of safe, secure and appropriate housing.