



HSA & Your CSR Strategy

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How HSA Membership can boost your
Corporate Social Responsibility Policy



housing
supply
association

**Real Estate is not a socially benign commodity
– the planning, positioning and price of our
homes impact our physical and mental health
in ways no other structure or investment can.**

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What is covered in this document:

- 1** What is CSR
- 2** The HSA's aims
- 3** How HSA fits into your CSR strategy
- 4** The benefits of implementing HSA Membership as a part of your CSR policy
- 5** What support HSA provides for Members using HSA in their CSR strategy

What is CSR

There are hundreds of definitions of corporate social responsibility, or CSR. The Australian Centre for Corporate Social Responsibility believes the best comes from the International Organization for Standardisation's Guidance Standard on Social Responsibility, ISO 26000, published in 2010. It says:

Social responsibility is the responsibility of an organisation for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that:

- Contributes to sustainable development, including the health and the welfare of society
- Takes into account the expectations of stakeholders
- Is following applicable law and consistent with international norms of behaviour, and
- Is integrated throughout the organisation and practised in its relationships.

Does property development fit within this definition?

YES – Socially Responsible Property Development (SRPD) is defined as development that effectively recognises the social issues driven by the current economic climate and seeks to address these issues by incorporating solutions that have long term, measurable positive impacts for individuals and communities.

SRPD is increasingly being included in property development Corporate Social Responsibility plans. With the housing supply crisis at critical levels the Australian Property Development Industry is positioned to have greater input in policy direction and take greater responsibility for the social outcomes of future development. Not only is this responsible and admirable, but it makes good business sense.

The Housing Supply Association (HSA) – the first of its kind in Australia – speaks directly to Corporate Social Responsibility programs within the local housing supply industry. We encourage our Members to embrace social responsibility within their organisations – to consider the needs of residents when planning residential developments by consulting with government and the community to identify affordable housing targets and work to meet them.



The Housing Supply Association exists to:



Address the Australian housing crisis by working towards the Inclusion of affordable housing targets in new developments to ensure essential services workers can live where they work.

Key workers are people on very low, low and moderate-income levels. They are usually employed in essential frontline services such as health care, education, child care, aged care, emergency services and community services. Key workers are necessary for the normal functioning of a city and community.



Provide low to middle income first home buyers who are also an important part of the community fabric with access to affordable housing developments. An example would be a young couple with children who need to maintain links to community and family but can't afford to purchase or rent at market rate in the area in which they grew up.



Promote and influence policy direction that ensures the housing supply crisis is addressed not only by the incumbent Government but the industry that is, in the end, responsible for providing residential housing.

Why embrace SRPD?

The lack of planning for, and under-investment in residential real estate in urban areas specifically for key workers has long been a concern to social reformers.

Now, this critical social issue is being discussed daily by Government, the community, business and in the media. Various solutions have been tabled, yet very little action taken. This inaction clearly positions the property development industry, and its various stakeholders as an influential and powerful group. As an industry, those who finance, design and build housing are in a unique position to change the trajectory of Australia's housing market – **for the better**.

Altruistic? Yes. But there are other reasons to embrace SRPD and become a Member of the Housing Supply Association:



Socially responsible investors want to know whether developments are consistent with their values. Even without a development in the pipeline, by being a Member you send a strong message regarding your organisations' ethics and vision.



Access to Home Buyers Database. The HSA is unique in that we understand affordable housing development requires a line of communication between buyers and developers. We have an active list of buyers waiting to hear from you the moment you are open to sales. This can increase off-the-plan sales and lead to greater surety and reduced advertising costs.



Networking opportunities that can lead to greater reach and increased business. The Association has a unique vision – to streamline the approvals process and increase supply. By joining the HSA you will be a part of a community who share the same goals.



Improve employee engagement. Studies have shown only 13% of employees are engaged worldwide, in the USA alone the economy loses an estimated \$450-550 billion dollars every year due to decreased productivity from disengaged employees. Studies on CSR have proven a positive and significant relationship between CSR and employee engagement. (Glavas 2016).



Save money. When HSA forms a core part of your CSR strategy, your organisation will save money on positive brand building which is usually done through expensive community relations initiatives, media/PR, advertising and donations to charity. The HSA membership fee is minimal compared to the ongoing investments required in other areas to position brands as socially responsible and ethical.

Example statement of support for the HSA

'company' is a socially active organisation and we are committed to giving back to the communities in which we live and work. We understand and embrace the role we play in building strong and healthy communities – delivering not only tangible, bricks and mortar dwellings but social connection, population diversity, and access to essential services.

We support the work of the Housing Supply Association. The Housing Supply Association is the only Not-For-Profit in Australia that brings the property industry, government and the community together to address the housing supply crisis. The Housing Supply Association works to ensure essential frontline service workers can afford to live where they work and low to middle income first home buyers, who are also an important part of the community fabric have access to affordable housing developments.

Use this statement on your website, in your CSR policy, in your internal comms, on your marketing collateral or on your social media.

Statistics

The **Cone/Ebiquity Global CSR study of nearly 10,000 consumers** found that:

- Nearly all consumers expect companies to act responsibly
- Consumers are willing to make personal sacrifices for the greater good
- **90%** would switch brands to support specific cause
- **84%** deliberately sought out socially-responsible products
- **40%** of jobseekers now read a company's CSR report
- **64%** of consumers say they only pay attention to company CSR efforts if an organisation is going above and beyond what other companies are doing
- **31%** reward a company for operating responsibly by purchasing its products and/or speaking positively about it
- **88%** want companies to tell them what they are doing to operate responsibly and support important issues
- **87%** say it's okay if a company is not perfect as long as it is honest about CSR efforts.

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PwC's latest Global CEO Survey, released in February 2015, reveals that 64% of CEOs see corporate social responsibility as core to their business rather than being a stand-alone program.

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Deloitte's latest survey of nearly 8,000 millennials across 29 countries found three quarters want to work for companies that make a positive impact on society. Evidence also points towards to this group as being the most effected by the housing supply crisis, and therefore interested in hearing about tangible supports and solutions.

Becoming a Member of the Housing Supply Association positions your organisation as interested in the welfare of hard working average income Australians; as concerned about the housing and economic pressures they face and as committed to being a part of the solution.



Helping your CSR: What HSA Membership includes



Logo usage

Once your organisation is an active Member of the Housing Supply Association, you are encouraged to let your stakeholders know by using our logo.

To ensure the HSA maintains Brand integrity, be sure to follow the guidelines. If you would like to make use of our logo or other brand features in a manner not within the guidelines, you must seek our prior written permission beforehand.

Social Media engagement

HSA endeavours to promote the charitable and socially responsible efforts of its Members. We will post and re-post content to our social channels when our Members advise us of an altruistic effort they have made. In addition, HSA is open to collaboration and developing specific social content with HSA Members.

HSA Comment for your media release

"The Housing Supply Association is very pleased to welcome XX as an active Member. As our membership grows so too does our voice and we look forward to working together to address the many and varied issues driving the housing supply crisis." Bill Pickering, Chief Executive Officer, Housing Supply Association.

Employee engagement

If your organisation desires, HSA can send a representative team to present to your staff and/or key stakeholders about how the HSA Membership is going to help the wider community and why they should be proud to be part of an organisation tackling dire social issues. We can also provide you with brochures you can circulate internally which explain HSA and how employees can become engaged (such as via volunteering opportunities helping key essential service workers, contact us for more information).



Window sticker

All Members will receive a welcome pack that includes a branded sticker for use on your livery, within the office. More can be provided if required.

Want to know more?

Have questions about how to properly use our logo or other brand features, or need something not included here? Call (02) 8377 3951 or email members@housingsupplyassociation.org.au

Keeping up to date with current HSA news is easy – login into the Members area of the website to read articles, view research and white papers, watch videos and communicate directly with other association members. Be sure to follow us on social media and feel free to contact us should you need assistance developing and/or implementing your CSR strategy.

