

HANZA's Ambition

Beris Campbell OAM

www.homeshare.org.au

4TH WORLD
HOMESHARE
CONGRESS
Melbourne 2015



The term AMBITION is used very deliberately in the title of this paper. Why you ask? Well after 18 years of involvement with the Homeshare world it has become very clear that the key to success of any Homeshare program is for its champions to be highly ambitious for the program in the same way you might be for a child.

Words like PASSION and COMMITMENT – PERSISTENCE, PATIENCE - also come to mind as very desirable qualities to have when taking on Homeshare.

This sounds a bit excessive when you are talking about a concept that instantly grabs everyone who hears about it as a GREAT IDEA. So why doesn't it sell itself? Why is it so hard to market? Why have many programs failed to thrive like undernourished babies?

I believe that one of the answers is a lack of ambition and a lack of committed champions. A doubter or even a slightly wet blanket, can spell doom for Homeshare. We have seen it happen too often. Homeshare here in Victoria, I believe, has been blessed with an amazing group of highly ambitious champions.

Back in November 1997 – our HANZA Secretary Carmel Hurst attended the International Association of Gerontology's Conference in Adelaide and listened to the UK's Homeshare legend, Nan Maitland, extol the virtues and benefits of the Homeshare program and challenged Australia to take up the cause.

Carmel took Nan Maitland's bait – hook, line and sinker because she realised that this was exactly what she had done for her own mother, who lived in Brisbane, Queensland, while Carmel was in Melbourne. Carmel set up a very successful Homeshare match for her mother with Kenny a student from Malaysia and because of this arrangement her mother stayed safely at home until she died.

So Carmel recruited a few of her colleagues who were all working in aged care and lit the fire in our bellies for Homeshare and we were off and running to find the funds to give Homeshare a go. And here we are EIGHTEEN years later still devoting our lives to Homeshare and periodically cursing our friendship with Carmel!

But seriously, I believe it has been the shared AMBITION for Homeshare that has been the key to our success. Commitment, persistence and that over worked word PASSION have played a huge part too. And we have been successful.

Our initial ambition was to test the Homeshare model Nan Maitland had described at the Gerontology Conference in Adelaide – and see whether it would work in Australia and, more particularly, in Melbourne.

It is important to note that this introduction of the concept was in the context of services for older people, rather than for university students and younger people seeking affordable housing and has significantly influenced the development of Homeshare in Australia so far. Of

more recent times the potential of homeshare in disability has gained traction. But more on that later.

VICTORIAN STORY

This group of health and aged care professionals recruited by Carmel became the Homeshare Victoria Steering Committee. The Committee guided the development of the pilot program and provided inspiration, expert advice, direction and moral support.

The Committee sought funds to implement a pilot homeshare program and by late 1999 placed itself under the auspices of Mecwa Community Care, a not-for profit organization based in Melbourne's inner south east suburbs, in order to provide a home for the program.

By early 2000, sufficient funds had been raised to start the pilot Homeshare program.

Starting up

In March 2000 I was appointed as the founding Homeshare Coordinator. Publicity and recruitment of householders and homesharers began almost immediately. The Victorian Minister for Health officially launched the Program in June. An evaluation consultant was selected in July and the process of recruitment, assessment, introductions, matching and support began to bear fruit with the first match made in July.

Homeshare Victoria continued to raise funds from trusts, foundations, local government and individual donations. Submissions were made to government including successful submissions to the Victorian Department of Human Services – Home and Community Care (HACC) program for Service development funds and subsequently Flexible Service Response grants; and submissions to the Commonwealth Department of Veteran's Affairs provided start up funds and later the funds to make our wonderful video.

In those first three pilot years:

- the program was carefully evaluated and success criteria were developed.
- An Economic Analysis was completed with positive findings of 'cost - benefits' and
- A detailed Planning and Operational Manual was developed drawing extensively on the models and manuals from the UK and USA.

Second Home

From 2003 Homeshare Vic – the steering group and Homeshare staff - moved to Wesley Mission Victoria. Wesley worked hard with the Homeshare team over the next few years to achieve a more secure financial footing for the program.

The Homeshare committee and staff had demonstrated clearly that a Homeshare program could be successful and sustainable in Melbourne. The program reached maturity and the peak of its development by 2009 when it was making and sustaining more than 30 matches in place in any month, and making and supporting more than 75 matches a year.

In 2008 *The Case for Wesley Homeshare* was put to the Victorian government which led ultimately to recurrent funds being granted and announced by the Minister for Health in March 2010 for the program to operate in the Southern Metropolitan Region of Melbourne.

Victorian Homeshare Expansion Project

By 2011 the Vic committee had become the committee of management of HANZA Inc – story below – which was ambitiously committed to promoting and supporting the development of Homeshare throughout Australia and New Zealand.

During 2012 HANZA worked with the Victorian Department of Health on a project to expand Homeshare across Melbourne. The service specification was developed and submissions were sought late 2012 to pilot Homeshare in the Eastern Metropolitan Region and North West Region.

This story will be presented to the Congress by the Victorian projects themselves.

Victoria has led the way in Homeshare development – particularly in aged care. However there are still lots of challenges ahead to grow and sustain the program and to find ways of making Homeshare accessible to people in regional and rural Victoria. Tentative steps were taken in the regional city of Geelong in the last couple of years. But this pilot program seems to have suffered the loss of its start up champion, which is fatal for Homeshare as mentioned above.

Some disability focussed agencies in Victoria have been making matches for younger householders with disabilities on a one by one basis which have been successful. This is very encouraging and should continue to grow.

HANZA STORY

By 2010 Homeshare programs were sprouting up around Australia and in New Zealand. The Vic program hosted the first National Homeshare workshop back in 2004. This was the start of Homeshare networking around the country. Over the next six years people came to study the Victorian program from every state, the ACT, and New Zealand. Vic staff went interstate to run training sessions and many came to us for training workshops. A second national meeting took place in 2006 co-hosted with NSW Homeshare (more on NSW Homeshare below). The Homeshare Australia Alliance – HAA – was formed at this momentous gathering! Interest emerged during the next year in New Zealand and as a result NZ was inserted into HAA to create HANZA!

The decision was made at the HANZA AGM in December 2010 to become a legal entity, an incorporated association, rather than remain a loose alliance of agencies committed to the development of Homeshare. The Vic committee was voted in as the founding committee of management of HANZA Inc. Here we are today about to hold our 5th AGM and achieving our greatest ambition yet of hosting the 4th World Homeshare Congress.

HOMESHARE STORY AROUND AUSTRALIA

Let's look at what is happening and what has happened around the country and look first at the success of the disability homeshare program in Canberra.

AUSTRALIAN CAPITAL TERRITORY - CANBERRA

Community Connections Inc. (CCI) was established in 1998 to provide an alternative case management and coordination service in the ACT. Community Connections offers an

innovative, personalised, and values driven coordination service that supports people with disabilities to build and maintain their independence at home and in the community. Trialing homeshare was a logical step forward for them.

HANZA, Homeshare International and Community Connections first got in touch with each other back in May 2012 when Community Connections had been offered 2 years pilot funding to start a Homeshare service for people with disabilities. They trawled the internet looking for information about Homeshare and found an abundance of not only information but people to contact and learn from. This story is a classic example of the value of networking, learning from each other and adapting what's 'out there' to suit the local context rather than re-inventing the wheel.

Three years on and Community Connections can now proudly boast to have built the most successful Homeshare program in disability in Australia. We will hear all about this in the workshop they are leading tomorrow.

NEW SOUTH WALES

Homeshare in NSW is a long and frustrating story which starts back in 1997 at the same Gerontology conference in Adelaide mentioned earlier.

Homeshare Vic and Homeshare NSW started at the same time in 2000. Both were inspired by the presentation to the International Gerontology Conference in Adelaide in 1997 by Nan Maitland of the London Homeshare program.

Both programs set up and developed neck and neck over the first couple of years. Both had very good staff who learned to do Homeshare matching and made successful matches.

Over the years from 2000 to 2009 the NSW program started and stopped 3 times. This is a VERY hard way to start up a new program, a new idea – especially for a concept like Homeshare that has to overcome a number of social barriers and educate the market before it is readily accepted and can grow. (International experience is unanimous in warning that establishing Homeshare takes a long time and requires patience.)

Each time Homeshare NSW started up it successfully made matches.

Insecure funding was the cause of pausing the program the first two times.

The third project was quite different. It was funded by a philanthropist through Social Ventures Australia. It was to be a 3 year project and started with great energy and enthusiasm. A business-like marketing approach was taken – intensive letter boxing, multiple presentations etc.

The evaluation of the program after 18 months found that it was doing well in the number of matches generated and very positive quality of life outcomes for the majority of participants. But the cost per match was assessed as relatively high. The number of older people expressing serious interest in becoming a householder was felt to be low. The number of matches

achieved, while close to the target, suggested that the market was small and the program did not have potential to have large scale impact.¹

So, just halfway through the project, it was decided to close the program.

This was a significant blow for Homeshare in NSW. It created an impression – and we have heard it said – that Homeshare was tried in NSW and it didn't work. At the time we expressed our disappointment vigorously and tried to challenge the conclusions but to no effect. Consequently we have this conspicuous blank on the Australian map of no Homeshare programs in NSW.

But there is new hope! In May this year Youth Action NSW launched a policy paper **Homeshare: an affordable housing alternative.**² The paper sets out to address the significant issue of the limited number of affordable housing options for young people in Australia's current economic and social climate, while at the same time we have the majority of older Australians, if given the choice, preferring to age at home, rather than move into residential facilities. The paper addresses the issues of housing that effect these two groups by proposing an alternative option for affordable housing for young people, based on the already existing international and domestic model of shared housing, known as 'Homeshare'.

It is HANZA's ambition to support and encourage this new interest in NSW and the Victorian and ACT programs have already helped promote Homeshare in the media campaign that accompanied the release of the policy paper. So fingers crossed!

QUEENSLAND

Interest in Homeshare in Queensland has been high for many years but efforts to raise funds to pilot the program have been frustrating. Four Queensland organisations are Associate members of HANZA and are keen to develop the program. In spite of scarce funds, two of them have made one or two matches and maintain their commitment to growing the program and their engagement with HANZA.

QCCN - Queensland Community Care Network's interest dates back to attendance at the first National Homeshare workshop held in 2004. This was followed up a few years later with a study visit to the Melbourne program by the Executive manager and one of the board members of QCCN. Although funds have been scarce, efforts to start the program and make matches have occurred and commitment is still strong.

Community Living Program (CLA) manages Homeshare Brisbane North. They have an informative website and have supported one or two matches of disability householders.

SOUTH AUSTRALIA

Interest in SA also goes back to the 2004 National Homeshare workshop. Uniting Communities, Adelaide and CARA (Disability Services & Support Organisation) were both represented at the workshop, became founding members of HANZA and remain so.

¹ *Measuring the success of an innovative intergenerational program: The Homeshare NSW example.* Fogg S, Nelson G, Anderson A, and Squires B, The Benevolent Society, Sydney, Australia July 2009

² *Policy Paper: HomeShare* Prepared by Anna Falkinder Youth Action & Policy Association (NSW) May 2015

Uniting Communities worked hard over several years to seek funds through the HACC (Home & Community Care) program to pilot and establish Homeshare. They were successful and a pilot started in 2009. Recurrent funding was granted in the 2010-11 funding round which allowed dedicated staff to be appointed and trained. HANZA provided the training and ongoing support.

The program was slow to start which was expected but then suffered from staff changes a year or two into development which set things back. Great effort by very talented staff went into regaining momentum but then a staff re-structure was required for the transition from the State HACC program to the Commonwealth Home Support Program which resulted in the decision to suspend the Homeshare program.

Uniting Communities is still committed to providing services which support older people to remain as independent as possible and will consider ways they may be able to offer the homeshare sort of support to people in the future.

CARA was another founding member of HANZA who took the trip across to Melbourne to study the Vic program in 2008. Their efforts have gone into the Co-tenancy program, a very close relative to a homeshare program.

CARA is pioneering this accommodation in South Australia. Co-tenancy is where a person without a disability pays minimal rent to share a house with a person with a disability, and provide agreed help, e.g. shopping, being home certain hours, some household tasks.

TASMANIA

Interest in Tasmania was sparked back in 2006 when the CEO of **Community Based Support South Inc.** visited the Vic program. By December of that year a coordinator was appointed and the program was off and running. As a lone worker program, the coordinator maintained regular contact with HANZA which provided the support needed. The coordinator also became a valued member of the HANZA Community of Practice. With little or no resources many great matches were made and supported until the middle of this year when Community Based Support had to put its Homeshare Program into abeyance due to funding changes and restructuring as a result of the introduction of the Commonwealth Home Support Program.

The CEO is still keen to continue the program on an 'ad hoc' basis and re-grow the program should interest emerge to warrant the cost involved.

WESTERN AUSTRALIA

Perth Home Care Services – PHCS- became the WA Homeshare champion back in 2008 following a visit to the Melbourne program. Barely a month later the Melbourne program crossed the Nullabour to run well attended workshops and training sessions with staff and potential homeshare program participants.

PHCS have done some great developmental work over the last 7 years including a project for Health Workforce Australia. This project enabled a thorough testing of Homeshare as a workforce model focusing especially on the two key roles of Homesharer and Homeshare Coordinator.

Perth's major focus has been on Homeshare's potential for younger people with disabilities. They have worked creatively to encourage people to participate actively in setting up their shared living arrangements and have achieved many great outcomes.

NORTHERN TERRITORY

Last but not least of Australia's states and territories is the NT. Until recently there has been no contact, interest or enquiries about Homeshare in the Territory. HANZA hopes to have created a spark of interest with recent discussions held with COTA NT and Carers NT.

NEW ZEALAND

Enliven Positive Ageing Service of Presbyterian Support Service, is one of the largest providers of support services in New Zealand. Enliven started researching Homeshare mid 2007 by contacting Homeshare International who referred them to the Melbourne program. A study visit to Melbourne followed and by November the Enliven Board approved the budget for the project. The program officially launched in July 2008, starting in Hawkes Bay (East Coast) where there is quite a high population of older people and a tertiary institute as well.

A Review conducted nearly three years later of key work areas of recruitment and assessment, the matching process, match monitoring and match closure, showed that Enliven Homeshare was performing successfully against the framework of success criteria established for the program.

So it came as a huge shock just 12 months later when HANZA received the news that the program was to close. In her letter to all notifying of the closure, Lorna Cowan, the General manager explained that the Homeshare service model was not viable in an area like Hawke's Bay which has a small population.

HANZA was disappointed that a longer period of time was not given to the program. But by the time the program closed HANZA had defined requirements for a Homeshare program to thrive and Hawke's Bay while it had a champion did not have the demographics, house stock or other critical requirements.

HANZA was encouraged to approach Presbyterian Support East Coast with the idea of promoting Homeshare in the more densely populated urban centres. HANZA has pursued (PSEC) and other prospects in New Zealand without success to date.

HANZA's ambition is to re-kindle interest in New Zealand if only to justify maintaining the NZ in our name! But seriously – we believe Homeshare should be tried again in one of the big cities and will continue to push for that to happen.

HANZA'S FUTURE AMBITIONS

Facilitating and Improving Homeshare practice

We have learned that Homeshare is labour intensive and complex. We maintain it is an advanced practice requiring skilled and experienced staff. Our ambition is to see a Homeshare Practice Scheme develop. An HPS would provide a framework of processes, policies and guidelines to support the continual development of Homeshare practitioners. We need more

people who know how to do Homeshare matching as either part of a dedicated Homeshare program or as a lone practitioner or even as an added skill set for a generalist case manager or care planner.

A Homeshare Practice Scheme would also provide the safety and quality framework that would increase the confidence of governments, agencies and clients in the services of Homeshare practitioners.

Extending the Homeshare market

As mentioned at the beginning of this paper, Homeshare's development in Australasia has been significantly influenced by starting in the aged care sector. This has limited the way the concept has been marketed. For instance statements in promotional material like - 'support to remain independent in your home,' and 'helping you stay at home longer' will only appeal to the small slice of the aged householder market that is thinking about, or having to think about, their care and support needs and alternatives to residential care.

Homeshare in CDC – Client/Consumer Directed or Centred Care

Homeshare playing a role in the 'Care' market is still, of course, HANZA's major ambition. As the National Disability Insurance Scheme (NDIS) and the Commonwealth's Home Support Program (CHSP) roll out over the next couple of years, forcing aged and disability care to move from a welfare-style system to a market-based system, HANZA will work hard with our members to embed Homeshare in this new service landscape.

Maybe the value of Homeshare to older people is not the message we should be delivering. Or at least it shouldn't be the only message we are delivering. We know from experience that the most common response from an older audience to a Homeshare presentation is "great idea, but I'm not ready for that yet". Maybe we have limited the potential of Homeshare to reach a broader market.

HANZA's ambition is to test a broader market. We want to appeal to the active older householders – or anyone of any age really - who are living in under-occupied housing, to be altruistic, to contribute to solving the housing crisis, especially in areas where there are affordable housing shortages. These areas have a multitude of 'housing seekers' a key requirement for developing successful Homeshare programs.

The intergenerational, senior-student homesharing that our European colleagues are operating, is a great example of a more housing focused program than a care program but it is also one where the mutual benefits are obvious which makes it more appealing to the active, community engaged elderly.

HANZA's ambition is to see senior/student, intergenerational homeshare develop strongly here in Australasia. We are encouraged by the new initiatives happening in NSW in this direction and hope this might be the successful path for Homeshare in that State. The Senior/student model might be the way to go in the Northern Territory too as they have a flourishing university in Charles Darwin Uni – CDU plus big problems with shortage of rental housing.

HANZA's ambition is for Homeshare to play a significant role in the Social Housing market in addition to the 'Care' or 'live-in support' market.

One last ambition worth mentioning is that over the next year HANZA will work with and support one of our Melbourne residential care providers to introduce and test the **Dutch 'Homeshare' model of bringing students into nursing homes** to live rent free in return for keeping residents company and being helpful in lots of ways – a really exciting idea for creating a normal, intergenerational community instead of an aged care 'ghetto'.

In conclusion HANZA's ambition is to see Homeshare's full potential realized. Last Century saw an extraordinary growth in lone persons households – especially among the elderly – a phenomenon unknown by previous generations. When the American peak body – the National Shared Housing Centre – was promoting Homeshare back in the 1990s, their slogan was:

SHARED HOUSING – A HOUSING MODEL FOR THE NEXT MILLENIUM

Now that we are in that next millennium it is HANZA's ambition to see the Homeshare model grow and extend all over Australia and New Zealand and for HANZA to play a vital role in the growth of Homeshare world-wide.

Beris Campbell OAM

October 2015

Homeshare ticks so many boxes, which is why we gave this Congress its theme.

Homeshare:

- encourages independent living
- supports relationships between generations and cultures
- provides companionship and safety at night
- complements family and formal home supports
- provides affordable accommodation in exchanges for help in the home
- ensures value for money for government and consumers
- ...and lots more



And there are lots more such as, affordable 'live-in' support, timely access to emergency services, peace of mind for family carers. It is such a win-win situation that it warrants a world-wide movement as we are witnessing at this Congress.



www.homeshare.org.au