



TENANT AND COMMUNITY ENGAGEMENT STRATEGY

2026–2030

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A MESSAGE FROM THE CEO.

I am proud to present our Tenant and Community Engagement Strategy for 2026–2030.

For over four decades, Women’s Housing Company has stood alongside women, providing not just safe and affordable housing, but also a foundation for empowerment, connection and hope.



This strategy reflects our unwavering commitment to walking alongside the women we house and support, listening to their voices and co-designing solutions that foster resilience, dignity and opportunity. Our approach is grounded in the belief that every woman deserves to feel safe, valued and supported, regardless of her background or circumstances.

We know the challenges facing women, whether they relate to housing insecurity, domestic and family violence, isolation, disability or economic hardship, are complex and evolving. That’s why our strategy prioritises meaningful engagement, capacity building and strong partnerships with community organisations, local councils and support services. Together, we will create inclusive spaces where women can thrive, lead and shape their own futures.

I am deeply grateful to our dedicated staff, volunteers and partners, whose passion and expertise drive our mission forward. Most importantly, I thank our tenants for their courage, wisdom and trust. Your voices are at the heart of everything we do.

Let us continue to build a future where every woman has the opportunity to belong, participate and flourish.

With gratitude,

Nada Nasser
Chief Executive Officer
Women’s Housing Company

INTRODUCTION.



The Women's Housing Company (WHC) has supported women with safe, secure and affordable housing solutions for over 40 years.

The Tenant and Community Engagement Strategy 2026–2030 will guide how we collaborate with tenants, community groups and stakeholders to enhance the wellbeing, resilience and empowerment of women tenants.

It reflects the efforts towards capacity building to support women to advocate for themselves and their family.



OUR STRATEGY AND OPERATING ENVIRONMENT.

Our strategic intent is to empower tenants, build stronger communities and achieve sustainable and impactful outcomes.

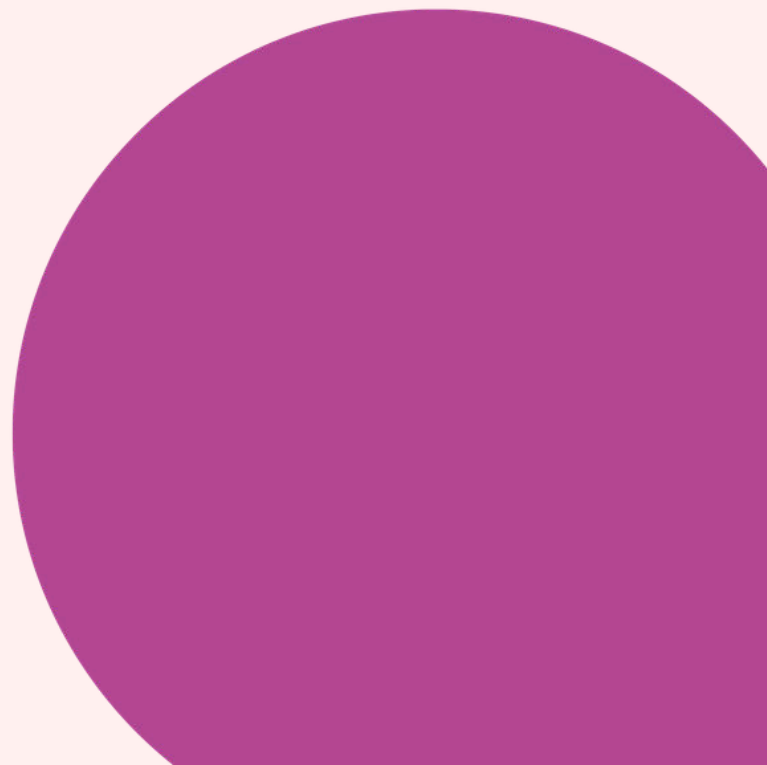
Our strategy is designed to foster meaningful connections, empower residents and build a supportive environment within our women's housing communities.

By prioritising collaboration, inclusivity and trust, we aim to create spaces where women feel safe, heard and valued.

Through regular engagement, responsive programs and partnerships with local services, we will ensure that residents can contribute to and benefit from a vibrant, resilient community.

Our key strategic objectives:

1. Communication
2. Capacity building
3. Connection
4. Empowerment
5. Strengthen partnerships
6. Evaluation and impact



OUR COMMITMENT.



We are committed to meaningful, tenant-centred engagement, ensuring support and resources are allocated to deliver measurable impacts. We will:



Provide proactive, sustainable tenant and community initiatives.



Promote tenant leadership and active citizenship within communities.



Support tenant capacity building, co-design practices and create opportunities for connection.



Collaborate with strategic partners to amplify our impact and avoid duplication.



OUR TENANTS.

We provide housing to women and children from a wide range of backgrounds, with our strategy designed to support inclusion, empowerment and connection.

Many women in our housing come from culturally and linguistically diverse communities. This diversity enriches our housing environments, but it also means that some women and children may face language barriers, cultural isolation or limited access to support networks.

We are committed to creating culturally safe spaces and engagement opportunities that build trust, celebrate diversity and promote belonging.

First Nations women and children are an important part of our tenant community.

We recognise their unique histories, strengths and connection to Country, while also acknowledging the ongoing impacts of colonisation, intergenerational trauma and systemic inequality.

Our strategy is committed to embedding cultural safety, strengthening partnerships with Aboriginal organisations and ensuring that First Nations women and children feel heard, respected and supported.

A considerable number of tenants are living with disability. We ensure our engagement practices are inclusive and accessible.

We listen to women's voices and co-design programs that reflect their needs, uphold their dignity and support their independence.

For women with children, this means recognising additional care responsibilities and supporting access to safe, welcoming spaces for children.

Women and children who have experienced family and domestic violence often face significant barriers to safety, stability and recovery.

We provide trauma-informed support and safe housing environments that enable families to rebuild their lives with dignity.

Our programs encourage healing, peer connection and empowerment, ensuring that tenants are not defined by experiences of violence but supported in creating new pathways forward.



Economic insecurity is a common challenge among tenants, with many navigating unemployment or under-employment.

For families, this can mean cycles of financial hardship and limited opportunities for children.

Our strategy includes pathways to financial empowerment, community connection and advocacy for systemic change.

Older women are particularly vulnerable to housing insecurity and make up a large portion of our tenant community.

Many have experienced lifelong financial disadvantage, have limited retirement savings and face a lack of affordable housing options.

Our strategy places a strong focus on their wellbeing, safety and social connection, ensuring we address the housing needs of older women with dignity and respect.



OUR PEOPLE.



Our dedicated team of staff and volunteers plays a crucial role in achieving the goals of this strategy.

All team members actively contribute to creating an inclusive, supportive and proactive tenant engagement culture.



We recognise that the strength of our work lies not only in the services we provide, but in the partnerships we cultivate.

Our collaborations with community organisations, local councils, support services, private sector investors, corporate partners and other key stakeholders are foundational to delivering our mission.

These partnerships bring together expertise, resources and shared values that enable us to deliver holistic, person-centred solutions.

Our partners are deeply committed to advancing women's empowerment, promoting self-determination and driving meaningful, lasting outcomes for women.

OUR IMPACT.



The Tenant and Community Engagement Strategy will deliver:

- Enhanced tenant wellbeing, resilience and community connection
- Improved sustainability of tenancies
- Increased tenant empowerment and advocacy capabilities
- Strengthened community cohesion and reduced stigma associated with community housing
- Effective use of resources through strategic collaborations

OUR MODEL OF ENGAGEMENT.

Our engagement framework is underpinned by:

- Trauma-informed, strength-based practice
- Peer-led and co-designed initiatives
- Self-determination as the foundation of empowerment
- Leveraging existing community strengths and resources
- Working within the social determinants of wellbeing
- Measuring outcomes and impact
- Aligning with the UN Sustainable Development Goals

Our tenant engagement model reflects our commitment to a collaborative and inclusive culture. It is grounded in the principle of walking alongside our tenants, listening, learning and evolving together.

This model ensures tenant voices are central to our everyday practices, encourages reflection on 'business as usual' and supports the agility required to respond to changing needs and aspirations.

IMPACT MEASUREMENT AND EVALUATION.

Women's Housing Company seeks to improve how we collect and understand feedback from tenants through surveys, conversations and evaluating data relating to tenant's ability to sustain their tenancies.

We commit to ongoing evaluation and impact assessment by:

- Measuring and demonstrating tenant wellbeing and empowerment
- Continuously improving service delivery based on feedback
- Measuring the effectiveness and value for money of our engagement activities
- Triangulating all data inputs to understand the drivers behind tenant experiences



TENANT AND COMMUNITY ENGAGEMENT STRATEGY.

2026–2030



COMMUNICATION

Women's Community Housing understands the role communication plays in ensuring our tenants have the information and opportunity to advocate for themselves and we endeavour to reflect their feedback.

1.1 Effective communication with tenants

Maintain accessible and inclusive communication channels that encourage collaboration, considering diverse abilities, languages and communication needs, with the aim of improving tenants' connection to Women's Housing Company and engagement in broader connections.

1.2 Responding to tenant feedback

Invite tenant-led contributions where relevant and ensure that tenant voices are consistently heard, acted upon and supported.

Our action includes:

- Key documents in relevant languages
- Information shared more regularly in formats that are accessible to tenants of all abilities
- Increased opportunities for tenants to provide feedback

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PROACTIVE PREVENTION

We will promote positive tenant relationships through early intervention and capacity development.

By achieving this we are supporting women to sustain their tenancies.

2.1 Early intervention for tenancy stability

Implement early intervention strategies, including increased support for new tenants, tailored assistance and pathways to advocacy services to sustain tenancies.

2.2 Empowering tenants by building capacity

Develop and deliver a proactive, strengths-based support program that equips tenant, particularly new and at-risk tenants, with the tools, knowledge and confidence to sustain their tenancies.

Our action includes:

- Creating a new approach for welcoming new tenants into community housing, linking tenants to relevant supports, ensuring they have the foundations in place for a successful tenancy
- Update the website to ensure it is easy to navigate and a one-stop shop for tenants seeking information, resources or services

COMMUNITY CONNECTION

We will promote connection and sense of belonging through driving tenant engagement, mutual support and collective community wellbeing.

3.1 Celebrating Community

Promote and facilitate regular community events, celebrations and social gatherings to foster relationships and social engagement, building a sense of community as a tenant of Women's Housing Company.

3.2 Enhancing Digital connectivity and inclusion

Improve digital inclusion to enhance tenant connectivity, skills and access to information, growing capacity and capability for independence.

3.3 Outreach to combat isolation

Initiate targeted outreach programs to reduce isolation and support the most vulnerable tenants, improving their health and connection to community.

Our action includes:

- A digital literacy program linking women into their local programs to sustain their learning experience and increase access to devices
- Wellbeing calls made to targeted groups, linking them into relevant services

EMPOWERMENT

Women’s Housing Company commits to supporting tenants in identifying and achieving personal and communal goals through meaningful engagement in employment, education, volunteering and advocacy.

4.1 Pathways for action

Offer structured pathways programs supporting employment readiness, volunteering opportunities and further education that address the diversity of our tenants.

4.2 Advocacy and leadership platforms

Create dedicated platforms and forums for tenant advocacy, leadership development and active participation in decision-making processes to ensure the policies of Women’s Housing Company reflect tenant needs.

4.3 Building confidence through mentorship

Provide mentorship programs aimed at building confidence and capabilities to support tenants in identifying their goals and achieving them.

4.4 Tenant-led community initiatives

Promote tenant-led initiatives that increase their opportunities for contribution to the tenant and local community.

Our action includes:

- Continue expanding the Purposeful Pathways Program
- Support tenant led articles in our newsletter to increase opportunities to contribute and guide tenant communications
- Redefine the Tenancy Advocacy Meeting by including skills and leadership development

WORKING IN PARTNERSHIP

We recognise that working in partnerships that leverage external expertise, resources and collaborative relationships effectively address tenants' diverse needs and enhance overall program outcomes.

5.1 Connecting with community services

Strengthen existing collaborations and identify new opportunities for partnership with local councils, community organisations and service providers, ensuring innovation, utilising existing services and enhancing referral pathways.

5.2 Cross-sector collaboration

Leverage cross-sector collaborations to address systemic barriers affecting tenants, such as employment, healthcare access and education, creating a network of support partners to enhance women's wellbeing outcomes.



MEASURING EFFECTIVENESS

Women’s Housing Company is committed to embedding evaluation and impact measurement across all engagement activities. By collecting meaningful data, listening to tenant voices and monitoring progress, we ensures programs remain effective, responsive and aligned with tenant priorities.

6.1 Data and monitoring

We will strengthen how we measure engagement by developing consistent systems for data collection and monitoring. This includes establishing clear KPIs across all pillars, producing regular reports for tenants, staff and the Board and triangulating information from multiple sources such as surveys, program evaluations, tenancy records and participation data. These processes will ensure accountability, transparency and the ability to adapt to emerging needs.

6.2 Feedback and impact

Tenant voices are central to understanding the effectiveness of our strategy. We will enhance opportunities for feedback through the Tenant Advisory Group, culturally appropriate channels and ongoing consultation. A “you said, we did” approach will demonstrate responsiveness and build trust. We will also introduce impact assessments, such as wellbeing indicators and social return on investment measures, to evaluate the broader outcomes of engagement. This will allow us to demonstrate value for money, highlight success and continually improve the supports and opportunities we provide.



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