

## **1. Strategic Foundations**

### Vision

To transform Richmond's public housing towers into inclusive, safe, and thriving communities through equitable, culturally responsive, and resident-led design.

### Guiding Principles

- **Human-Centred Design:** Prioritise lived experiences, emotional well-being, and usability.
- **Equity-Focused Design:** Address systemic disparities and ensure fair access to housing, services, and opportunities.
- **Cultural Competence:** Respect and integrate diverse cultural values, languages, and practices.
- **Co-Design:** Engage residents and service organisations as equal partners in planning and decision-making.

## **2. Stakeholder Engagement & Co-Design Framework**

### Key Partners

- Residents of Richmond Towers
- Community Service Organisations:
  - City of Yarra Voices
  - African Family Services (AFS) – Collingwood
  - Africare Community Services – Heidelberg Heights
  - Australian Vietnamese Women's Association Inc
  - The Salvation Army Richmond Corps
- Government Bodies:
  - City of Yarra Council
  - Homes Victoria
  - DFFH
  - Minister's Office
- Design & Planning Experts:
  - KPMG Co-Design Facilitators
  - Smart Planning and Design

## Engagement Phases

### 1. Discovery & Relationship Building

- Transparent sharing of data relating to demographics of residents and families
- Conduct listening sessions with residents and service providers.
- Map cultural and linguistic diversity.
- Identify barriers to participation.

### 2. Co-Design Workshops

- Use inclusive methods (e.g., visual storytelling, multilingual facilitation).
- Include diverse voices: CALD communities, Aboriginal residents, youth, seniors, LGBTQIA+.

### 3. Iterative Design & Feedback

- Prototype housing and community space designs.
- Test ideas with residents and refine based on feedback.

### 4. Validation & Planning

- Finalise designs with community endorsement.
- Align with funding and policy frameworks (e.g., Big Housing Build).

## 3. Communication Plan

### Objectives

- Build trust and transparency.
- Ensure accessibility and cultural relevance.
- Foster ongoing dialogue and feedback.

### Channels

- Multilingual newsletters and flyers
- Community forums and pop-ups
- Digital platforms (e.g., interactive maps, surveys)
- Local radio and ethnic media
- Youth-led social media campaigns

### Messaging Themes

- “Designed by Us, for Us”

- “Safe, Inclusive, and Connected Living”
- “Your Voice Shapes Richmond’s Future”

#### **4. Execution Plan**

##### Phase 1: Preparation (Months 1–3)

- Recruit co-design facilitators with cultural competence.
- Establish advisory group with community leaders.
- Conduct baseline data collection (housing needs, cultural mapping).

##### Phase 2: Co-Design (Months 4–8)

- Host workshops and design sprints.
- Develop housing prototypes and service models.
- Engage service providers to co-create wraparound supports.

##### Phase 3: Design Finalisation (Months 9–12)

- Refine designs based on feedback.
- Conduct feasibility assessments.
- Secure funding and approvals.

##### Phase 4: Implementation (Year 2–3)

- Begin phased construction (build-first model to avoid displacement).
- Integrate community hubs, green spaces, and transport access.
- Monitor equity outcomes and adjust as needed.

#### **5. Monitoring & Evaluation**

##### Key Metrics

- Resident satisfaction and participation rates.
- Cultural inclusivity in design and services.
- Housing stability and health outcomes.
- Equity in access to amenities and opportunities.

##### Tools

- Community scorecards
- Participatory evaluation panels

- Data dashboards (disaggregated by demographics)