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| HAAG_Logo_rgb | **Housing for the Aged Action Group**  ABN: 80 348 538 001 Reg: A0017107L  **Postal address: 1st Floor, Ross House**  **247-251 Flinders Lane, Melbourne 3000**  Phone: 9654 7389 Fax: 9654 3407  **Home at Last** service: 1300 765 178  Email: [haag@oldertenants.org.au](mailto:haag@oldertenants.org.au)  Website: [www.oldertenants.org.au](http://www.oldertenants.org.au) |

**POSITION DESCRIPTION**

**Position Title:** **Ageing on the Edge Advocacy Lead**

**Classification:** HAAG Enterprise Bargaining Agreement. Salary packaging is available.

**Terms:** 12-months, with the possibility of extension

**Location:** Sydney, NSW

**Accountability:** To the Ageing on the Edge Project Manager

**Hours:** 4 days per week (0.8 EFT), with possibility to negotiate

**Funding:** Wicking Trust (philanthropy)

**HOUSING FOR THE AGED ACTION GROUP OVERVIEW:**

Housing for the Aged Action Group is a member based, community organisation specialising in the housing needs of older people. The organisation was formed over 30 years ago and today has over 400 members that actively campaign for housing justice.

**Our Services: Home at Last**

Home at Last is a unique specialist housing service for older people, providing information, support, advice and advocacy. This includes:

• State-wide Information and Referral – providing support to over 1000 older people a year about their housing options, referrals to housing support and other services.

• Housing Support – a service for low income people who are homeless or at risk of homeless, to assist them into long-term affordable housing (mainly social housing). This includes assistance with housing applications, support during the move, establishing a new home and referrals into aged care and other supports. We house over 100 people a year, 60% of them women.

• Retirement Housing Advice and Advocacy – specialist information, support and advocacy for people interested in, or living in, retirement housing. This includes lower cost retirement villages, residential parks, rental villages and caravan parks.

• Aged Care Service Navigation – assistance to register for aged care services

Our services are funded through the Commonwealth Home Support Program’s Assistance with Care and Housing and Aged Care Service Navigator pilot project, the Victorian Department of Health and Human Services, and Consumer Affairs Victoria.

Our national project, the Ageing on the Edge (AOE) Homelessness Prevention Project, is entering a new phase which involves two workstreams:

1. Establishing services in each State and Territory that provide housing information and support for low income/asset people, based on the HAAG Home at Last service model
2. Awareness raising and advocacy for the housing needs of older people.

**The role**

The aim of this role is to amplify our advocacy efforts in collaboration with AOE networks that have been established around the country. The role is responsible for developing and implementing an advocacy strategy for the AOE project that will prioritise our advocacy in 2 – 3 states to build the case for change via targeted advocacy campaigns. The role will give voice to older people facing homelessness by working collaboratively with HAAG and the National Alliance for Seniors’ Housing (NASH).

Given the progress of the AOE project to date in NSW, evidenced by the establishment of the AOE NSW forum and coordination group and actions, such as, AOE submissions to government, the Advocacy Lead will be located in Sydney/NSW for an initial 12-month period as a part of the Uniting NSW/ACT Advocacy team (with potential to extend beyond this timeframe). The role will enhance the advocacy efforts of the AOE NSW Forum, while also developing a broader advocacy strategy and advocacy capital for the AOE project.

**Statement of roles**

1. Develop the AOE advocacy strategy for the four-year project, including more detailed 12-month workplan/s.
2. Analyse and assess relevant government strategies, policies and positions to inform AOE advocacy campaigns.
3. Build relationships with parliamentarians, government officials, media and other key stakeholders to advance AOE objectives.
4. Consult with stakeholders within the AOE NSW Forum and the wider AOE network to engage, communicate, mobilise and coordinate AOE members.
5. Produce publications and other communications to support campaign objectives, including:

* policy papers, briefings and position papers
* creative communications for digital, social and media platforms.

1. Collaborate with various AOE stakeholders to organise campaign related activities and events.
2. Implement the deliverables defined by advocacy strategy and workplan/s.
3. Analyse and report on advocacy outcomes to review the effectiveness of campaign activities and adapt and respond to the policy environment and associated opportunities as required.
4. Other:

* Develop positive working relationships and work collaboratively with other stakeholders
* Ensure timely and effective communication to stakeholders on advocacy activities.
* Establish and maintain the campaign supporter database.

**Accountability**

Directly reports to the HAAG AOE Project Manager

* Work collaboratively with HAAG staff, including the HAAG Executive Officer and group coordinators
* Provide regular verbal and written reports on work progress
* Attend team and staff meetings

As this role will be located in Sydney/NSW as a part of the Uniting NSW/ACT Advocacy team, the Uniting ACT/NSW Head of Advocacy will day-to-day provide collegiate support and advice, as required. The AOE Advocacy Lead will attend Uniting NSW/ACT team lead meetings where possible.

The AOE NSW coordination group will provide governance oversight of this role.

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| **Reports to:** | **Key Internal Stakeholders** | **Key External Stakeholders** |
| AOE Project Manager | AOE Community Engagement worker | AOE NSW Coordination Group |
|  | HAAG Executive Officer | AOE NSW member organisations |
|  | HAAG Client Services Manager | Uniting NSW/ACT Advocacy Team and other staff where relevant |
|  | HAAG Participation and Early Intervention worker |  |

**Key Selection Criteria:**

* Bachelor qualification in a relevant field or equivalent experience.
* Demonstrated experience in developing advocacy strategies and in planning, implementing and monitoring of advocacy campaigns for social change
* Demonstrated experience in government relations and engagement to achieve policy outcomes
* Excellent communication skills.
* Understanding of policy, media and government related campaign coordination.
* Capacity to work with and engage a wide variety of internal and external stakeholders in advocacy campaigns and grow campaign support
* Experience in use of digital tools for advocacy including optimizing social media and online communications to build networks of supporters.
* Ability to interpret and present complex research and policy in a way that engages a general audience
* Sound project and time management skills with capacity to manage tasks and meet deadlines across multiple projects.
* Experience in developing innovative and proactive approaches to campaign communications via various mediums
* Experience and capacity in event planning and organisation
* Empathy and understanding of the needs of older people, especially those with a lived experience of homelessness or housing stress
* Experience working for a community-based organisation
* Knowledge of the housing, homelessness, and aged care systems

For more information please contact Kobi Maglen 0409 959 496

Applications addressing the key selection criteria can be sent to kobi.maglen@oldertenants.org.au