



Case Study

THE PRIME MINISTER'S
COMMUNITY
BUSINESS
PARTNERSHIP



ourcommunity.com.au

Community and Business Partnerships Brokerage Service

Name of Community Group	Name of Business
Habitat for Humanity Australia	PMI Mortgage Insurance Ltd (PMI)

Partnership Description

PMI entered into a 3 year partnership with Habitat for Humanity in 2001. This partnership involves PMI making a financial contribution to sponsor one house for each year of this partnership. PMI also provides volunteer support from their team who work on the construction of the houses. Usually PMI holds 10 build days during the year where staff and customers help to build the house. For each of these days there is a qualified building supervisor who works for Habitat and they manage the tasks for teams who attend and provide expertise.

Tell us about Your Community Group	Tell us about Your Business
<p>Habitat for Humanity Australia: Habitat for Humanity is a non-denominational Christian housing organisation which builds simple, decent affordable homes in partnership with low income families.</p> <p>Habitat homes are sold to partner families at no profit, with no interest loans. The homeowner's monthly mortgage payments are used to build still more Habitat homes.</p> <p>Homeowner families are chosen according to their need, their ability to repay the loan, and their willingness to work in partnership with Habitat.</p> <p>Habitat is not a giveaway program. In addition to a \$500 down payment and the monthly mortgage payments, homeowners are required to invest 500 hours of their own labour – sweat equity – into building their Habitat home.</p>	<p>PMI: PMI creates home ownership opportunities through the provision of credit enhancement to financial institutions in Australia.</p> <p>PMI is one of the largest mortgage insurers in Australia and New Zealand, with over 30 years of experience in the Australian residential market and 10 years in the New Zealand market.</p> <p>PMI provides a variety of risk management products to banks and other mortgage lending institutions, providing these lenders coverage against potential losses arising from defaults on residential mortgages held on their portfolios.</p> <p>Typically, Lenders' Mortgage Insurance is sought for loans where a borrower's down payment is less than 20 percent (or over 80 percent loan-to-value) but also played a role in facilitating the emergence of new entrants who relied on capital markets.</p>

The Community and Business Partnerships Brokerage Service is an initiative of the Prime Minister's Community Business Partnership administered through the Australian Government's Department of Family and Community Services.



This project is managed and sustained through Our Community, with its associate partners – the Australian Chamber of Commerce and Industry and the Municipal Association of Victoria.

<p>Through donations of money and materials, and the use of volunteer labour under trained supervision, Habitat builds and renovates simple, decent homes with the help of the partner family.</p> <p>Since 1976, Habitat has built over 150,000 houses in more than 80 countries. Last year, a Habitat for Humanity home was completed somewhere in the world every twenty-six minutes.</p> <p>Habitat for Humanity aims to make decent shelter a matter of conscience and action. We invite people of all backgrounds, races and religions to build homes together in partnership with families in need.</p>	<p>PMI currently serves banks and non-bank lending institutions in Australia and New Zealand.</p> <p>PMI has expanded home ownership opportunities in Australia by providing LMI up to 100%, supported the introduction of FHOGS and also recognises the need for low documentation. Most recently PMI has launched pmiGOLD which protects lenders for mortgages up to \$1,000,000.</p> <p>PMI is a subsidiary of The PMI Group, Inc., a global credit enhancement provider with operations in the United States, Australia, New Zealand, Hong Kong and Ireland.</p>
--	--

Why did you want to become involved in a Partnership?

<p>Habitat for Humanity Australia:</p> <ul style="list-style-type: none"> • To obtain financial support to help Habitat build more homes for needy families. • To obtain volunteer labour. • For mortgage industry expertise. 	<p>PMI:</p> <ul style="list-style-type: none"> • To give something back to the communities in which we live and work • Supported in other countries where we operate. • Aligns to business objectives and to our segment eg housing/homeownership • Staff are involved so it is more than a donation.
---	--

What were you attracted to when choosing your partner?

<p>Habitat for Humanity Australia:</p> <ul style="list-style-type: none"> • PMI has current involvement with Habitat in the US. • Excellent strategic fit regarding home ownership. • PMI has the ability to advocate on Habitat's behalf with other corporates in the mortgage industry. 	<p>PMI:</p> <ul style="list-style-type: none"> • Partnering with Habitat was a perfect strategic fit with our company mission which is to facilitate home ownership. • We were attracted to the opportunity for staff and customers to volunteer their time to help build houses for the Charity. • Habitat for Humanity is a worldwide charity and is quite well known across the world.
---	---

Detail the first steps of the process of developing your partnership. Where did you start?

<p>Habitat for Humanity Australia:</p> <ul style="list-style-type: none"> • Held meetings with staff at various levels. • Understand each others needs. • PMI staff attended a home dedication. 	<p>PMI:</p> <ul style="list-style-type: none"> • Contact was initiated by our US office with Habitat Australia • Desire to make partnership tangible
---	---



- Habitat drafted a memorandum of understanding.
- A location was agreed upon.

- rather than a donation was discussed.
- A house site was identified and then we progressed from there.

What have been the benefits – both short-term and long-term?

Habitat for Humanity Australia:

- Excellent strategic alliance.
- The partnership has given Habitat credibility in the mortgage industry.
- Good example of corporate partnership to approach other sponsors.
- Multi-year funding has allowed Habitat to budget more effectively.
- The partnership has really involved the staff of PMI. A great number of the staff have volunteered on different build sites on many occasions and experienced the tangible effects Habitat offers.
- PMI has also involved customers and other mortgage industry clients in volunteer days. This has assisted Habitat not only with building homes but has also raised awareness of the organisation.

PMI:

- PMI's company mission to "Create Home Ownership" is aligned with the objectives of Habitat for Humanity and our partnership allows us to make this mission real.
- Our People - Due to the hands on involvement of the PMI team whilst volunteering on Habitat Build Days there is a positive impact on employee morale. Teamwork is also engendered on builds between volunteers who represent their departments within PMI. The PMI team also benefit from working alongside and learning building skills from qualified tradesman.
- Our Foundations - Our involvement with Habitat supports our internal "Foundations" which PMI have embraced in order to become an Employer of Choice. These values include Grow, Trust, Share, Shine, Life and Celebrate.
- Our Customers - Our partnership assists PMI to gain favourable customer recognition for the positive contribution we are making to the community.
- Our Brand - Our partnership strengthens the PMI brand and reinforces our brand values of homeownership, integrity, dedication and compassion.

What contributions does your organization make to the partnership? (e.g. in-kind support, volunteers, membership on Boards etc)

Habitat for Humanity Australia:

- Team building opportunities.
- A 'what money can't buy experience'.
- Something tangible and active.
- PR/branding platform.
- Client opportunities.
- Supervised building training.
- Customised building schedule.
- Choice of location.
- A position on Habitat's Board.

PMI:

1. Financial Contributions

In 2001 PMI entered into a 3 year partnership with Habitat for Humanity. Our primary financial commitment over this 3 year period is to fund the construction of one house a year.

Other financial contributions that PMI provide are:



- Sponsorship of the 2003 Habitat Australia Affiliate dinner
- For every customer satisfaction survey that PMI customers completed in 2003 a donation of \$10 was pledged for a charity of their choice. Just under \$3,000 was donated to Habitat.
- Catering for all participants on PMI build days.

2. *Volunteer Labour*

PMI provides volunteer labour from both the PMI team as well as from PMI customers. Whilst PMI staff volunteer this is a paid working day. For each PMI sponsored house on average 10-12 build days are organised. At each of these build days between 8-12 volunteers attend and work on the construction of the house along with other Habitat volunteers.

3. *Promotion of Habitat to PMI's customers, The Australian Mortgage Industry and the wider community.*

PMI is proud to promote the benefits of our partnership with Habitat to customers, The Australian Mortgage Industry and the wider community.

The partnership is promoted through articles written in PMI Customer Newsletters and communications and the inclusion of the Habitat logo on appropriate stationery including Christmas Cards, brochures and function invitations.

PMI have performed extensive Public Relations campaigns to promote the benefits of Habitat for Humanity to the wider community.

To help introduce Habitat to the Mortgage Industry and to PMI's customers PMI have hosted special customer dinners and events where Habitat representatives are invited. At one PMI customer dinner our special guest was Linda Fuller, one of the founders of Habitat for Humanity.

4. *Other Contributions*



	<p>PMI provides access to its board rooms and meeting rooms for the Habitat Australian Board to hold their National Board Meetings.</p> <p>Several members of the PMI attended the 2003 Habitat for Humanity Affiliate Conference.</p>
--	--

What have been the challenges?

<p>Habitat for Humanity Australia:</p> <ul style="list-style-type: none"> • Building issues <ul style="list-style-type: none"> - Local Government approvals - Weather - Availability of skilled labour • Donated labour • Finding a geographical match • Volunteer problems 	<p>PMI:</p> <ul style="list-style-type: none"> • Dealing with volunteers who are representing the Community Group. They are not always available during office hours, and sometimes don't appreciate sponsors corporate requirements. • Setting expectations around what is expected from the Community Group as part of the partnership. In particular around special events that may occur eg Public Relations opportunities.
--	--

What have been the lessons?

<p>Habitat for Humanity Australia:</p> <ul style="list-style-type: none"> • Habitat needs to be 'seamless'. • Corporates needs must be prioritised. 	<p>PMI:</p> <ul style="list-style-type: none"> • Learn to adjust your management style to work with the community Group. They may not be in the same mindset and have the same time deadlines as you have.
--	--

What advice could you offer to others thinking of forming a partnership?

<p>Habitat for Humanity Australia:</p> <ul style="list-style-type: none"> • Understand mutual expectations • Strategic fit is very important. • Partnership must be win-win. 	<p>PMI:</p> <ul style="list-style-type: none"> • Select a partnership that has close synergies with your company mission as this supports your brand and provides strategic meaning for your partnership.
--	---

What plans do you have for future partnerships – with either your current partner or with other organisations ?

<p>Habitat for Humanity Australia:</p> <ul style="list-style-type: none"> • Build on the relationship with PMI and ensure their needs are met. • Expand into the mortgage industry. • Expand with the building industry. • Continue existing support for infrastructure. 	<p>PMI: We plan to deepen the relationship with Habitat and encourage more customer support.</p>
---	---



If you are willing to assist other businesses or community groups in advice on partnerships would you provide your contact details for others to talk through any questions they may have?

Habitat for Humanity Australia:

Shauna Wood
Marketing Manager
Habitat for Humanity Australia
Ph (02) 9635 0199
Fax (02) 9635 0299
swood@habitat.org.au

PMI:

Michael Neary
Head of Market Development
Ph (02) 9231 7782
Fax (02) 9252 4722
michael_neary@pmigroup.com.au



www.ourcommunity.com.au

Building Stronger Communities Through Stronger Community Organisations