Launch Housing – Final Report

EMPOWERMENT FUND - Strengthening data capability to improve homelessness outcomes

Project summary

Through the Empowerment Fund – Data Capability Uplift initiative, Launch Housing has strengthened its organisational data capability to better measure outcomes, improve service delivery, and support evidence-based advocacy to prevent and end homelessness. The initiative focused on building durable foundations including governance, information management, and modern analytics capability, rather than point-in-time reporting outputs.

The project responded to long-standing challenges common across the community services sector, including fragmented data systems, inconsistent data quality, high reliance on manual reporting processes, and limited ability to link service activity to client outcomes across programs and partners.

Key achievements/findings

The initiative delivered a set of practical, organisation-wide capabilities that can be sustained beyond the funding period:

- A best-practice data governance framework, supported by clear policies, standards and accountabilities, and embedded through a standing Data Governance Committee.
- A standardised Data Sharing Deed Template that enables secure, ethical and consistent data sharing with external partners, reducing barriers to collaboration and supporting service design, evaluation and system improvement.
- Improved information management practices, including information classification and handling, and transition from legacy file shares to SharePoint as a centralised document repository.
- A modern enterprise data and analytics environment, enabling automated data ingestion, improved data quality controls, and timely, accessible reporting through Power BI.
- Foundations for improved health and homelessness outcome measurement through the digital Health Response Profile embedded within the client management system.

Insights

Learnings for Launch Housing

The initiative reinforced that meaningful data capability uplift requires more than new technology. Clear governance, shared standards and leadership commitment were critical to building trust in data and supporting consistent use across service delivery and corporate functions. Embedding governance through practical tools, such as reporting standards, data access processes and information management practices, helped ensure that data capability translated into day-to-day decision-making rather than remaining a compliance exercise.

The initiative also reinforced that building a data-driven culture is an ongoing process. While this investment established strong foundations, maintaining momentum will require continued leadership attention, capability development and reinforcement as data becomes increasingly embedded in operational and strategic decision-making.

The development of a standardised data sharing approach highlighted the importance of reducing administrative and legal friction when working with partners. Having clear, reusable data sharing arrangements has improved Launch Housing's ability to collaborate confidently, particularly where integrated service delivery and shared outcomes are central to achieving impact.

A key lesson from the initiative was the importance of sequencing: establishing governance, standards and information management foundations before scaling analytics capability reduced risk, improved adoption and strengthened trust in data.

These foundations enable Launch Housing to continue evolving its use of data to support integrated service design, outcome measurement and system advocacy. As data capability matures, the organisation will be able to expand automation, deepen cross-sector collaboration, and more effectively translate evidence into practice and policy influence.

Learnings for the broader social services sector

The project demonstrates that community services organisations can significantly lift their data maturity by prioritising foundational capabilities. Establishing clear governance, improving information management, and investing in accessible analytics platforms enables organisations to move beyond manual reporting towards insight-driven service improvement.

Importantly, the initiative shows that data capability uplift can be achieved in a way that is proportionate, ethical and aligned to organisational purpose. Standardised data sharing arrangements, attention to data protection, and a focus on workforce capability are critical enablers for organisations seeking to improve outcome measurement while maintaining trust with clients and partners.

These learnings are relevant across the homelessness and broader social services sectors, where organisations face similar challenges in balancing service delivery demands with the need to demonstrate outcomes, learn from evidence, and advocate for system change.

Enquiries

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