

HISTORY OF MADULAMMOHO HOUSING ASSOCIATION

The genesis of Madulammoho (MHA) was a convergence of different events that occurred in 2004-5. The pioneers of the transitional housing programme including MES and the Johannesburg Trust for the Homeless (JTH) were in a state of flux. MES were keen to provide affordable housing but found that the current rental model was beyond the reach of MES clients. The JTH armed with research on Communal Housing wanted to expand into the communal housing sector but lacked capacity.

During the same period Renier Erasmus from MES and Chris Lund from the JTH was the main driving forces in establishing an organisation that would lobby and advocate for more transitional and communal housing in the Inner City of Johannesburg and Madulammoho Housing Association was established in 2004 as a Section 21 company. The MES board decided in early 2005 that a separate company that focused only on housing should be established and that MES would continue with its social development mandate. MHA was the obvious vehicle and in July 2005, MHA began operations in partnership with MES.

The Board of Madulammoho was established in July 2005 and Mr Renier Erasmus was appointed as the CEO. One of the first tasks was to create a unique business model and approach to affordable housing in preparation for a call for proposals for the refurbishment of the old Europa Hotel for affordable housing under the then Better Buildings Program of the City of Johannesburg. Madulammoho developed a stepped approach to provide people with different income levels, different housing opportunities at different rentals. This ladder approach demonstrates that as people are supported and their skills improved upon, their housing options open up. This has become known as the Housing Ladder and was later incorporated in the National Housing Policy plan.

Madulammoho first housing project, the Europa (opened in October 2005). This was a conversion project of the old Europa Hotel that was once an upmarket and posh hotel and was even once used by Queen Elizabeth II. The Europa Hotel was constructed in 1940 but suffered the same fate during the 1990's as many buildings in Hillbrow and became a slum and a haven for strippers, drug lords, murderers, pimps and prostitutes where even street children were being prostituted. A popular nightclub (Razmatazz) was run from the premises where you could find personalities such as the late Brenda Fassie partying the night away. Due to its drastic decline it was famously referred to as "the queen of sleaze". Huge arrears of over R4 million owed on the building prompted the City of Johannesburg Property Company (JPC) to expropriate it in 2003. The refurbishment was completed in September 2005.

The New Europa demonstrated Madulammoho's stepped approach with four types of accommodation provided namely 43 communal units, 14 self-contained bachelor units, 11 transitional units and a 100 bed emergency shelter. The original "Razz-Mattaz" night club was refurbished as a training and development facility. The project was Madulammoho's flagship and provided the springboard for Madulammoho to develop 950 units in seven buildings over the first five year period (2005-2010). President Mbeki visited the project during his Imbizo in April 2007 and in 2008 it received the Impumeleleo Award for innovative work for poverty reduction and community development.

The Board decided at the end of 2010, that with the escalating Inner-City property prices, the new Capital Restructuring Grant funding model and the opportunities that were presenting themselves outside the City that Madulammoho should investigate a Social Housing opportunity in Fleurhof on the West Rand .

The Fleurhof project was Madulammoho first new build project and first project outside the Inner-City of Johannesburg. This project is situated just off Main Reef Road in Fleurhof extension 2. It is an infill project connecting Soweto with Florida via the proposed Westlake Road. It is on a main artery to Johannesburg. It has 286 Social Housing units. Madulammoho installed energy saving heat pumps that replaced conventional geysers. This reduction in energy has added to the affordability of the units for our tenants. The project opened in March 2012. This project received the Gauteng and National Govan Mbeki award for 2013 for the best Social Housing Project of the year.

The Jabulani project was our second new build project and second on the West Rand. Jabulani Views is conveniently located next to the main BRT route running through Soweto and the Jabulani Mall. It consists of 10 blocks of 4 storey units. Of the 300 units, 140 are 1 bedrooms and 160 are 2 bedrooms. It was opened in March 2013.

During October 2012, the Executive Team of Madulammoho held a Strategic planning workshop. One of our visionary goals was to achieve critical mass to position for future growth and a plan was table at a board meeting to expand its operations to the Western Cape.

In less than 3 year another 1130 units was delivered in the Western Cape in the form of Scottsdene Rental Estate and Belhar Gardens Rental Estate