

A black and white photograph of Leonie Freeman, a woman with curly hair, wearing a dark blazer over a patterned top. She is gesturing with both hands raised as if speaking. Behind her is a presentation screen with text and a logo. The logo consists of two overlapping triangles forming a square-like shape. The text on the screen includes 'Leonie Freeman', 'ENTREPRENEUR AND SPEAKER', 'Dream it.', 'See it.', 'Do it.', and 'Defy Disruption'.

Leonie Freeman  
ENTREPRENEUR AND SPEAKER



**Leonie Freeman**  
BUSINESS FUTURIST,  
HOUSING STRATEGIST,  
ENTREPRENEUR & SPEAKER

# A Proper Fix: Solving the Housing Crisis

**Auckland is in a housing crisis. If we can't find a path to solving it, we face a future of soaring prices, sliding supply, rising unaffordability, people living in cars, in garages and on the street. Many of our young people tell us they've already given up hope of ever owning a home.**

Auckland isn't alone. Cities the world over are confronting the same set of seemingly intractable challenges. Like Auckland, they are struggling to find a big fix to a big problem.

I'm convinced there's a method available to tackle the 'fix' we're in. Collective Impact is a method that recognises that no single idea, organisation, or person is going to produce a silver bullet solution. Solving the housing crisis demands real leadership and coordinated collective effort with a long-term focus and a commitment to deliver measurable results. See [www.thehomepage.nz](http://www.thehomepage.nz).

Around the world, we have to solve the supply dilemma. We need a lot more houses. We need a lot less political profiling, empty talk fests and meaningless pledges.



**A Proper Fix: Solving The Housing Crisis** presents the key ingredients of a solution and a process for getting there.

You will learn 4 key things:

1. *Why we can't seem to break through the barriers and blockages we are currently confronted with*
2. *The 4 key steps we must take to generate the 'disruption' that will put us on a new path*
3. *Getting to grips with change aversion*
4. *A range of possible outcomes for your city*

Audiences will leave this compelling presentation inspired with a dynamic game plan of long-term sustainable change.

**A Proper Fix: Solving our Housing Crisis** is an ideal stand-alone conference keynote. It has also been successful as a full day programme in action – see [www.aucklandhousingsummit.co.nz](http://www.aucklandhousingsummit.co.nz)

## Biography

Leonie Freeman is an Auckland-based business futurist, entrepreneur, housing strategist and speaker. She is a visionary leader who is regarded as one of New Zealand's top business women, having spent over 25 years disrupting and transforming businesses.

- Leonie was the visionary who in 1996 created one of the first commercial websites launched in New Zealand, now known as [realestate.co.nz](http://realestate.co.nz).
- Her next business venture identified the industry opportunity to totally transform a small run-down residential property management business, growing it exponentially before selling it in 2007.
- She launched a philanthropic initiative in 2016 called [www.thehomepage.nz](http://www.thehomepage.nz) which provided the first ever comprehensive solution to fix Auckland's housing crisis.
- In 2011 Leonie was appointed to the board of listed company, Goodman Property Trust.

Leonie has also been a regular and sought-after print, radio and television commentator. She has recently been awarded the Property Institute Life Membership and the Supreme Property Award for 2017 and was a finalist in the recent Westpac Women of Influence Awards.

## Testimonials

"Leonie Freeman is a change agent on steroids. Her fierce intellect, entrepreneurial success, honesty and commitment to social justice inspires all audiences. Leonie articulates solutions to wicked societal problems using engaging stories and practical examples. She is professional, prepared and practical. I will always want to cross the room, and have a conversation with Leonie because she motivates you to make a difference. Leonie is dedicated to ensuring leaders rise to be their best selves."

**Jo Nicol**  
Development Director, Global Women New Zealand

"I have now attended two conferences on housing solutions for Auckland, both driven by Leonie. They have both been exceptional. It gave me hope that if we collaborate as people involved in the housing sector we have the ability to solve our housing challenges. This will take all sectors working together, public, private and community.

Leonie Freeman will be one of the leaders in this future structure. She works in the private sector but she understands the public sector just as well. It is the time for sensible bridge builders within our society. Leonie is a bridge builder and has enormous experience matched by an equal dose of compassion. She is clever, innovative and inclusive."

**Garry Moore** CNZM, FCA  
Board Member CHA  
Ex Mayor Christchurch

"Leonie presents as an experienced entrepreneur, thought leader and raconteur. She has a personal style, colourful experience to draw from and a warm easy approach to connecting with her audience. Leonie's passion to make a difference for Auckland's housing problem is palpable and she has a very clear vision of how to make a difference."

**Josh Comrie**  
Founder – CEO AmbitAI,  
Entrepreneurs Organisation, Auckland

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