YIMBY QLD

STRATEGY

OCT 2017

ABOUT US

We say 'yes in my back yard' to good development that makes for better living. As the voice of good development, we aim to bring back the balance to the urban policy debate, so often dominated by the negative NIMBY (not in my back yard) narrative.

Our mission is to engage the community and decision makers in meaningful dialogue about making cities of the future, where everyone is welcome. Shared cities where those who live here are able to stay and those who want to live here are welcome.

YIMBY Qld is a not-for-profit organisation incorporated in 2017 under the banner of YIMBY Australia. It is part of a growing, global YIMBY network.

What QUALITIES distinguish a YIMBY Qld outcome?

We recognise the positive economic benefits that development brings through investment and job creation. However, we believe that good development means more than that to our communities. Good development focuses on quality outcomes and delivers community benefit by featuring one or more of the 4 YIMBY Qld Qualities listed below. We have provided examples under each quality to illustrate what a good outcome might look like.

DESIGN EXCELLENCE: Achieves architectural, landscape or urban design excellence | Recognised as local, national or international award winning architecture | Has the ability to inspire and delight through design | Creates a new landmark | Excellence in placemaking.

SUSTAINABILITY: Minimises impact on the environment and fosters environmental responsibility | Respects heritage through restoration and adaptive re-use | Reduces resource use (water, energy, and materials) | Promotes active transport (walking/ cycling) | Promotes intergenerational equity in property - such as affordable living and ageing in place | green star accreditation | Facilitates the sharing economy (e.g. bike and car share schemes).

INNOVATION: Embraces or showcases new technology | Includes sustainability innovations | Provides solutions and solves complex design problems.

COMMUNITY DIVIDEND: Creates public art | Produces or enhances community and cultural precincts | Provides or enhances parks, plazas, public open space | Rejuvenates precincts suffering decline | Enhances community safety | Provides community infrastructure such as pathways, cycleways, bicycle parking and improved connectivity | Encourages healthy living | responds to community/economic needs | achieves density in the right locations.

WHAT WE STAND FOR

We want housing to be available to everyone and so our message is simple, we say YES. We want 3 things: more housing, different types of housing, and the businesses and services that support housing and make our cities and regions work.

YIMBYs welcome newcomers into our communities. As housing prices and rents escalate, YIMBYs have become a voice for young people asking "What is my future in this City?".

We believe more housing in different forms will improve housing affordability and more local busineses and services will improve liveability.

But YIMBY Qld is not yes to anything and everything. Quality is important.

YIMBY Qld wants to inspire good development outcomes that feature one or more of the 4 YIMBY Qld qualities.

WHAT WE ARE DOING

Our mission focuses on these key areas:

INFORM

Through our blog, website, media opportunities, social media, seminars and events; we are establishing a dialogue around what makes good development and the benefits it brings. We provide free resources to help demystify the development approval process and showcase great developments.

INFLUENCE

We make submissions about planning policy and scheme amendments, support policies that facilitate good development and advocate for policies that incentivise good development outcomes and cut red tape.

INSPIRE

We showcase good development outcomes in communities across the world to inspire both current and future urban planners and developers to strive for more. We believe this in turn will inspire the community to expect more from their local decision makers.

POLICY PRIORITIES

Our current focus is:

INFORM

- **Add to the YIMBY resource page to share new information about planning and development**
- **Change the planning language with our *No Limits* campaign, aimed at planners and civic leaders who still use terms like limits and maximums in a performance based planning system**

INFLUENCE

- **Campaign to cut red tape to unlock the missing middle in our communities and encourage innovative outcomes**
- **Campaign to change planning laws to remove the barriers to shading our rooftops in our subtropical climate**
- **Advocate for public notification procedures to be brought into the 21st Century, making the process more accessible and relevant to the broader community**

INSPIRE

- **Develop a YIMBY civic engagement and crowdfunding digital platform for Brisbane placemaking projects (e.g. community gardens, public art installations)**
- **Grow our membership and volunteer base so that YIMBY will become a truly national network. Our immediate priority is to establish Student Ambassadors to broaden our national student network**

WHAT YOU CAN DO

JOIN THE MOVEMENT – join our mailing list, become a subscriber

BECOME A VOLUNTEER – guest blogger, ambassador, guest editor of the YIMBY Qld newsletter, student ambassador, event planner, grant writer or any other skills that you can contribute

SPREAD THE WORD – at any opportunity

FOLLOW US, like and share YIMBY Qld on Instagram and Twitter

@yimbyqld

@YimbyQld

yimbyqld.com.au

QLD YIMBY
YES IN MY BACKYARD

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Join the movement!

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