



sustainability

innovation

community dividend

design excellence

Our ref: 17-001

10 February 2017

The Honourable Jackie Trad MP

Deputy Premier, Minister for Infrastructure, Local Government and Planning
and Minister for Trade and Investment

c/- State Interest Feedback

Planning Group

Department of Infrastructure, Local Government and Planning

PO Box 15009

City East QLD 4002

Via Email: planningpolicy@dilgp.qld.gov.au

Dear Sir / Madam,

Re: Submission on the Draft State Planning Policy

Thank you for the opportunity to review and comment on the Draft State Planning Policy.

The '*Development and construction*' section of the '*Planning for economic growth*' state interest provides an informative summary of why development and construction is of interest to the State of Queensland. It is what is missing from the description that we raise as a concern and recommend changes.

Why is Development and Construction of Interest to the State?

We agree that the explanation under the heading "*Why is development and construction of interest to the state?*" is important in clearly explaining the economic importance of this sector of the economy. We are concerned, however, that it does not express the other key benefits that development and construction bring to the State, including the community benefits from a social and environmental perspective.

What is YIMBY Qld

YIMBY Qld (Yes In My Backyard Queensland) is about sharing accurate information about planning and development, showcasing good development outcomes and leading a positive conversation about the

benefits good development brings to our cities and towns. It's about supporting good development with positive submissions and advocating for better and more flexible development regulations that facilitate and inspire good development outcomes.

Our goal is to change the way people look at development, dispel the many urban myths around how development occurs, and ultimately to balance the conversation about development, all too often dominated by the negative NIMBY (Not In My Backyard) sentiment. Our current YIMBY Qld strategy document is attached to provide you with further information about the initiative.

The YIMBY Qld message

The benefits of development and construction extend well beyond the financial contribution that the sector makes to the Queensland economy through the delivery of employment, housing diversity and a thriving construction industry. In addition to economic benefits, good development outcomes impact positively on society and the environment by delivering either design excellence, sustainability, innovation or community dividend.

Good development delivers great things for our communities: Whether it be from new or enhanced public parks, plazas and other public spaces; housing affordability through increased supply; housing choice that provides for all stages of the lifecycle including the opportunity to age in place; minimising impact on the environment through reduced resource usage; delivering new cycling infrastructure; showcasing new technology; creating public art or encouraging healthy living through improved walkability.

Given the importance of the Draft State Planning Policy in helping the community of Queensland to understand the values of development and construction, we recommend that the social and environmental benefits of good development outcomes be included within the State Planning Policy document.

Thank you for your consideration of our submission. Please do not hesitate to contact me should you have any queries or wish to discuss any of these matters further.

Yours sincerely,



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Natalie Rayment

Co-Founder, YIMBY Qld

YIMBY QLD STRATEGY

OCT 2016



QLD
YIMBY
YES IN MY BACKYARD

VISION

Innovative, sustainable, well-planned development outcomes are celebrated, encouraged and supported by our community.

WHAT is YIMBY QLD?

YIMBY Qld, or “Yes In My Back Yard Queensland”, is an initiative to discuss, recognise and promote good development. At the same time, YIMBY Qld seeks to counter negative NIMBY (Not In My Backyard) stereotypes so common place in our cities, despite the demand for housing, the additional jobs created, the inviting lifestyle precincts created and the associated community benefits we have come to not only enjoy but expect from development.

Joining the global movement that started in the USA and rapidly spread across northern America and into Europe, YIMBY Qld accentuates and celebrates the many benefits that innovative, sustainable and well-planned development outcomes bring to our cities. It will lead the conversation on the benefits of good development and explain how it creates great communities by allowing a degree of flexibility and innovation. It will help inform the community, enabling people to make sense of what are, at times, very complicated urban planning laws.

YIMBY Qld will showcase many of the good development projects in Queensland, with examples including the Gasworks Precinct, Howard Smith Wharves, Queen’s Wharf and South City Square at Woolloongabba. We will also showcase good national and international development outcomes. Not only do good development projects produce numerous lifestyle benefits but they also deliver architectural excellence, innovation, sustainability and infrastructure and services for the wider community including parks and cycle ways. Ultimately, YIMBY Qld seeks to inspire development outcomes that feature these YIMBY Qld qualities.

YIMBY Qld is a call to arms through an interactive forum, calling for YIMBYs to get louder and to join the movement to celebrate, encourage and support good development.

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 national or international award winning architecture | Has the ability to inspire and delight through design.

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.

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.

CORPORATE PARTNER



WOLTER
consulting group

The YIMBY Qld initiative is proudly brought to Queensland by leading Brisbane based consultancy Wolter Consulting Group, who are spearheading the movement in Australia. Wolter Consulting Group is resourcing the start-up of this initiative in Queensland, including staff and financial resources to establish the range of YIMBY Qld platforms. YIMBY Qld is intended to have a high level of independence, allowing government, industry organisations, development companies, development consultants and the community to all be involved, promote the movement, join the conversation and adopt the mindset. Ultimately, it is expected that YIMBY Qld will be resourced and operated completely independently from Wolter Consulting Group when it is capable of self-funding and resourcing.

YIMBY QLD

OBJECTIVES

Inform

- Establish a dialogue about what makes good development — the 4 YIMBY Qld Qualities
- Publicise information on good, cutting edge development outcomes
- Provide an accessible resource to improve common understanding of the Queensland planning process and Development Assessment rules including the benefits of performance based planning, reasonable expectations and the conflict / sufficient grounds test

Lead

- Bring back fairness to the urban development debate - balance the conversation
- Celebrate a culture of Yes
- Highlight the importance of good development to the community
- Emphasise the benefits of performance based planning

Inspire

- Encourage people to join the movement and say 'YIMBY' to good development in Queensland
- Inspire the development industry to deliver what the community says yes to and showcase their YIMBY Qld projects
- Encourage positive submissions about good development proposals and submissions that are fair and reasonable



YIMBY QLD 2016 ACHIEVEMENTS



YIMBY Qld in the Media

- Courier Mail
- 612 ABC Radio Brisbane
- Gold Coast Bulletin
- Urban Developer
- Property Observer
- Property Developer



YIMBY Qld Website

- Information outlet
- Blog
- Virtual Gallery of projects with YIMBY Qld qualities
- Opportunity to connect and comment



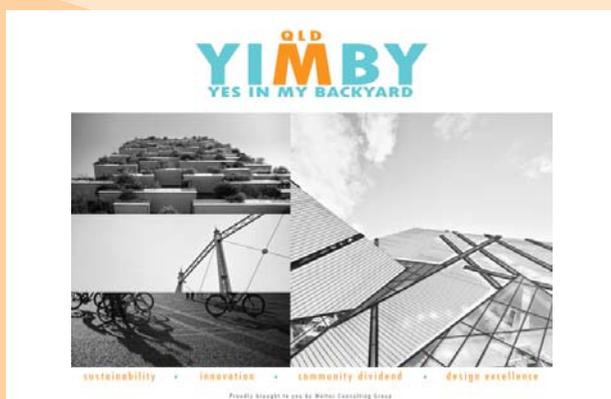
Positive Submissions Kit

- Information resource about how to lodge a positive submission for a development application



Social Media Engagement

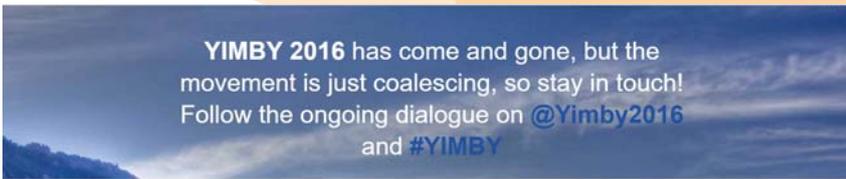
- Instagram - 500 followers and rising
- Twitter - share latest YIMBY stories
- Promote use of hashtag #yimbyqld
- LinkedIn articles



Sponsored marketing

- Promotional postcard & brochure
- Urban Developer (June 2016)
- QLD Lock Out Laws Event with the Urban Developer (Sept 2016)
- Property Council Congress (Oct 2016)
- Singapore Holiday Competition (Oct 2016)

YIMBY QLD 2016 ACHIEVEMENTS



YIMBYs from all over North America, and from as far away as Australia, converged on Boulder, Colorado this June to learn and create connections in support of abundant housing and sustainable infill in growing cities. The gathering was a success and has helped propel the YIMBY movement.

Inaugural YIMBY Conference 2016

- Attended Boulder Colorado #yimby2016
- Exchanged ideas and strategies to promote YIMBY
- Connected with international YIMBY network
- Access to international YIMBY resources

Presentations program

- Councils (Brisbane, Gold Coast, Logan, Ipswich, ongoing)
- Australian Government - Smart Cities Program
- Institutions (PIA, Property Council, UDIA)
- Development Companies
- Architects and industry peers
- Universities
- Community groups/progress associations

YIMBY QLD

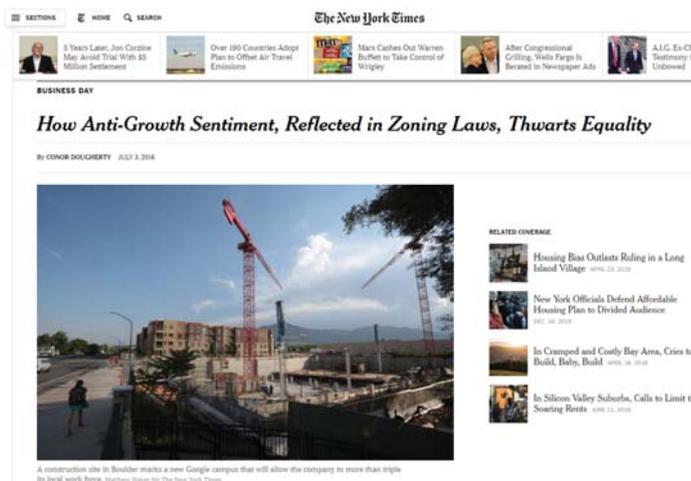
YES IN MY BACK YARD QUEENSLAND

OOPS UQ PRESENTATION - 18 AUGUST 2016



PARK(ing) Day 2016 - Brisbane

- Transformed an inner city car parking space into our first ever pop-up park
- Part of an annual, worldwide event
- Engaged with the community about YIMBY Qld through a creative, people-friendly space.



YIMBY in the International Press

- The New York Times
- Forbes
- Boston Globe
- NEXT City
- Daily Camera
- SPUR
- The Urban Edge

ACTION AGENDA

Immediate Priorities

- Continue to promote YIMBY Qld across all media platforms
- Build YIMBY network with industry partners
- Establish a YIMBY Qld Committee
- Grants bid
- Trial projects that showcase YIMBY Qld Qualities
- Host YIMBY Qld focused, built environment industry event

Where we see YIMBY Qld in 12 months

- YIMBY Qld well recognised State-wide
- Over 1000 Instagram followers
- Award winning initiative
- Becoming self-funding
- Endorsed widely in the development industry (e.g. transport groups, environment groups, social and health sectors)
- Having a YIMBY Qld ‘army’ to promote good development and balance the debate
- On the journey towards a YIMBY Qld rating system promoting good development

What we seek to achieve in next 12 Months

- Maintain the YIMBY Qld website and grow the social media accounts
- Continued focus on delivering YIMBY Qld articles, posts, presentations and other marketing opportunities
- Widening the YIMBY network
- Active voice in the urban policy debate
- “Go-To” point for journalists about urban issues
- Outreaching to the wider community
- YIMBY Qld ambassadors in place
- Influencing the urban/cities agenda

QLD YIMBY

YES IN MY BACKYARD



Join the movement!



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