

**YIMBY QLD
STRATEGY 2020**



**QLD
YIMBY
YES IN MY BACKYARD**



OUR STORY

We say YES to good development that makes for better living. As the voice of good development, YIMBY (yes in my backyard) Qld started the YIMBY movement in Australia with the aim to bring back the balance to the urban policy debate, so often dominated by the negative NIMBY (not in my back yard) narrative.

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 four YIMBY Qld qualities listed here. We have provided examples under each quality to illustrate what a good outcome might look like.

YIMBY QLD QUALITIES

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.

INNOVATION

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

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).

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.



OUR VISION

Shared cities where those who live here are able to stay and those who want to live here are welcome!

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





OUR MISSION

Our mission is to engage the community and decision makers in meaningful dialogue about making cities of the future, where everyone is welcome.

OUR WHY

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.

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 businesses 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 four YIMBY Qld qualities: COMMUNITY DIVIDEND, INNOVATION, SUSTAINABILITY AND DESIGN EXCELLENCE.



OUR GOALS & STRATEGIES

INFORM

INSPIRE

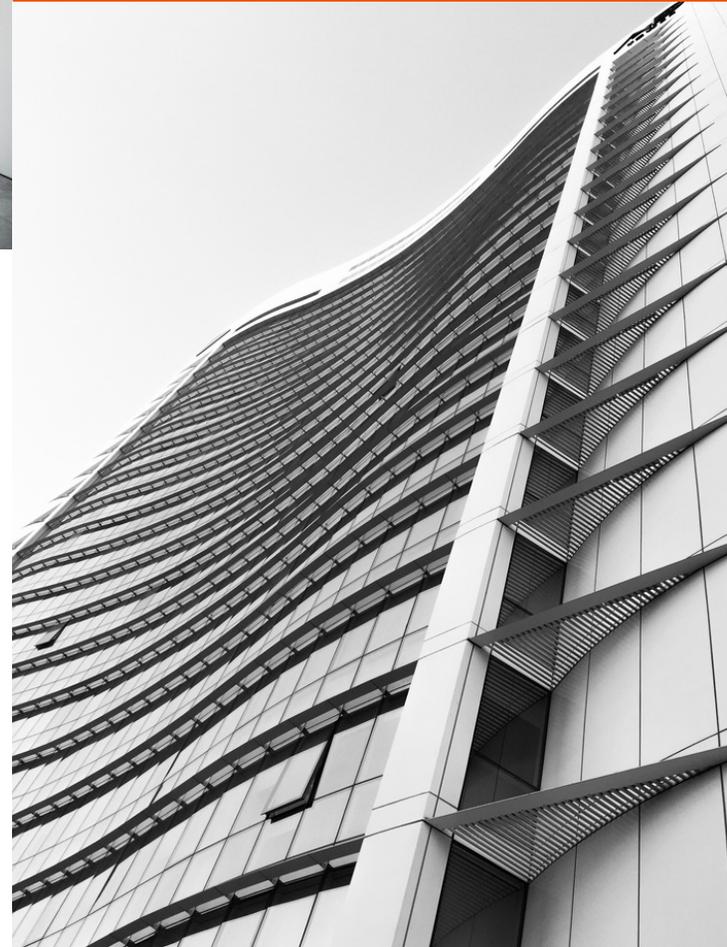
INFLUENCE

INFORM

Establish a dialogue around what makes good development and the benefits it brings.

Help our community understand that YIMBY is a mindset and our future depends on it.

Provide resources to help demystify the development approval process and showcase great developments.

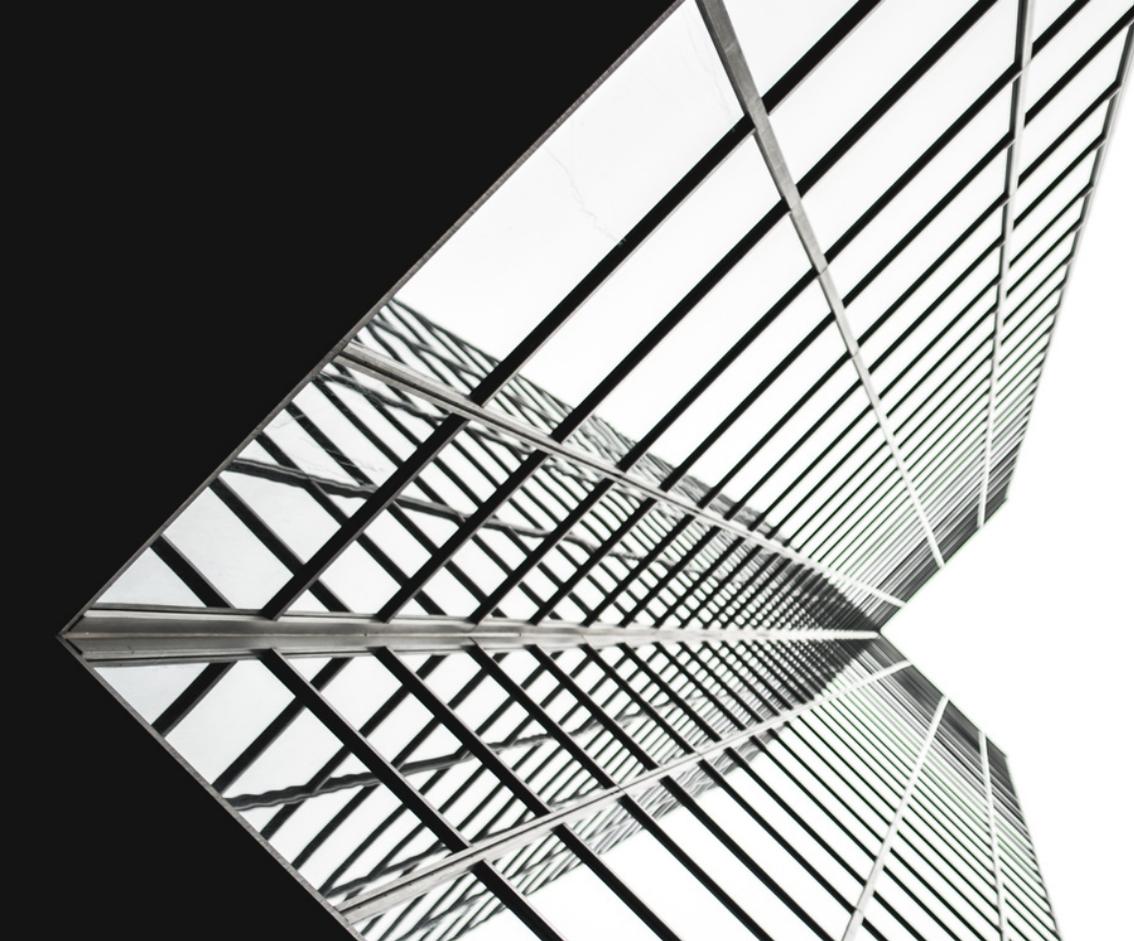


INSPIRE

Showcase good development outcomes in communities across the world to inspire both current and future urban planners and developers to strive for more, and consequently

Help the community to recognise the qualities (community dividend, innovation, sustainability and design excellence) in the built environment whether in their cities or places they visit and in turn

Increase the community expectations from their local decision makers.



OUR GOALS & STRATEGIES

INFLUENCE

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.

Encourage community to make submissions in support of quality developments in their neighbourhoods, cities and regions.

Motivate industry players to support YIMBY mindset and contribute to INFORM, INSPIRE and INFLUENCE initiatives.

INFORM

INSPIRE

INFLUENCE



DESIRED OUTCOMES

LONG TERM GOALS

Cut red tape to unlock the missing middle in our communities and encourage innovative outcomes.

See public notification procedures brought into the 21st Century, making the process more accessible and relevant to the broader community.

Change the planning language in a performance based planning system.

Grow our membership and volunteer base so that YIMBY will become a truly national network.

INFORM

INSPIRE

INFLUENCE





Elaine

Danielle & Greg



Juliana & Ben



Tania



ACHIEVEMENTS TO DATE

YIMBY Qld Survey – What does Good Development Mean to You?

Shady Rooftops Campaign Success!

YIMBY Australia – Spearheading the YIMBY Movement across the country – YIMBY Vic, Sydney & Perth now in action.

PARKing Day 2018 Prize winners – Spreading the YIMBY message to Brisbane residents.

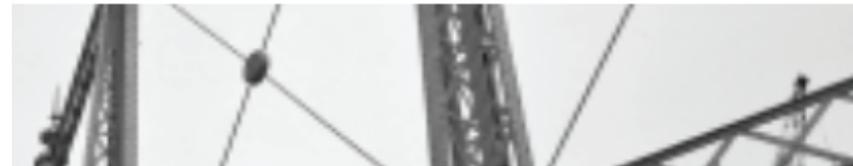
Excellence in Industry Leadership – Finalists in The Urban Developer Awards – Excellence in Industry Leadership Category.

JOIN THE MOVEMENT

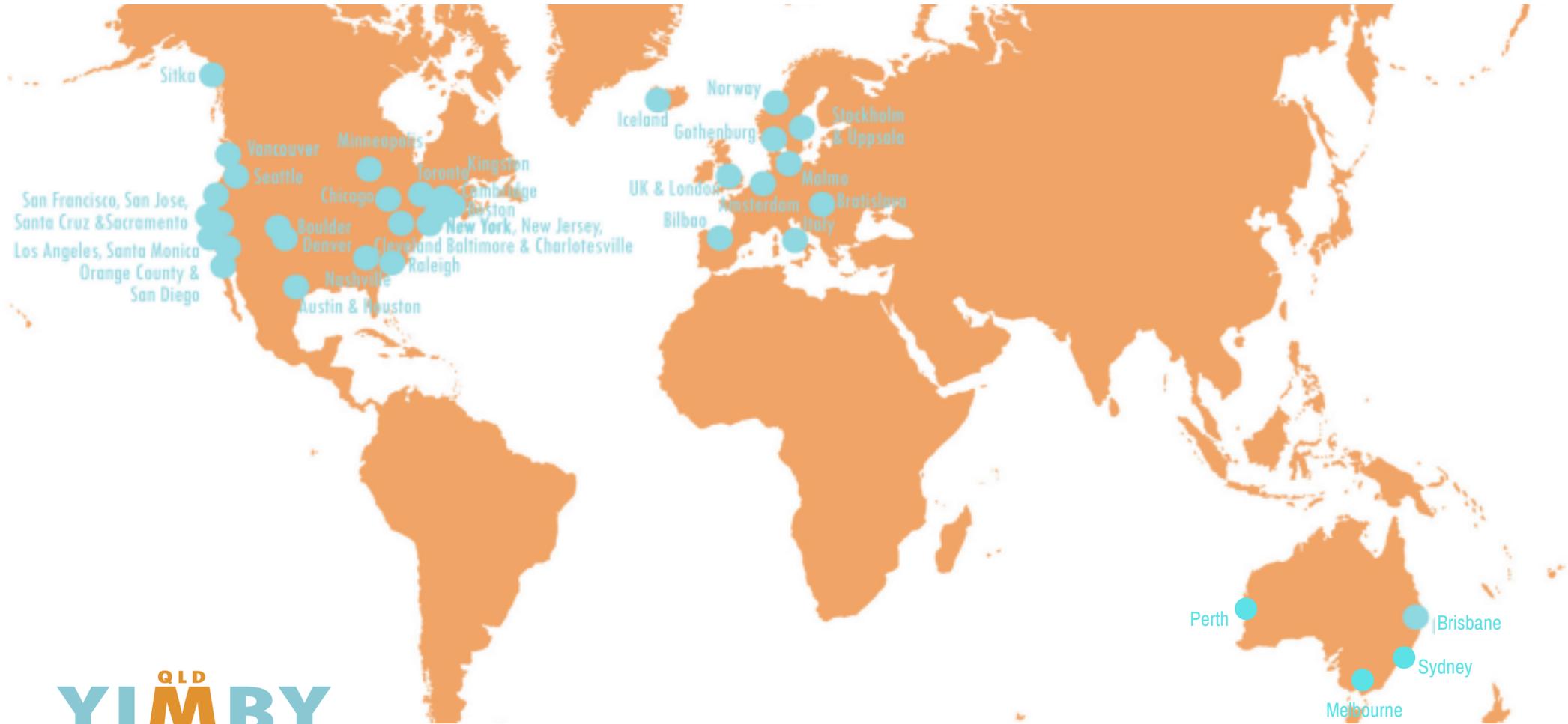
STAY INFORMED - Join our mailing list & FOLLOW us on social media.

BECOME A VOLUNTEER (INFLUENCE) - Once off or ongoing - we always welcome new ideas and enthusiasm. Be our guest blogger, ambassador, guest editor of the YIMBY Qld Newsletter, student ambassador, event planner, grant writer or any other skill that you can contribute.

SPREAD THE WORD (INSPIRE) - like and share our posts. Talk to your friends and family. Explain what YIMBY stands for and how YIMBY Mindset in our community can contribute to better outcomes for our cities and regions.



JOIN THE MOVEMENT



Instagram: @yimbyqld

Twitter: @YimbyQld

Facebook: www.facebook.com/yimbyqld

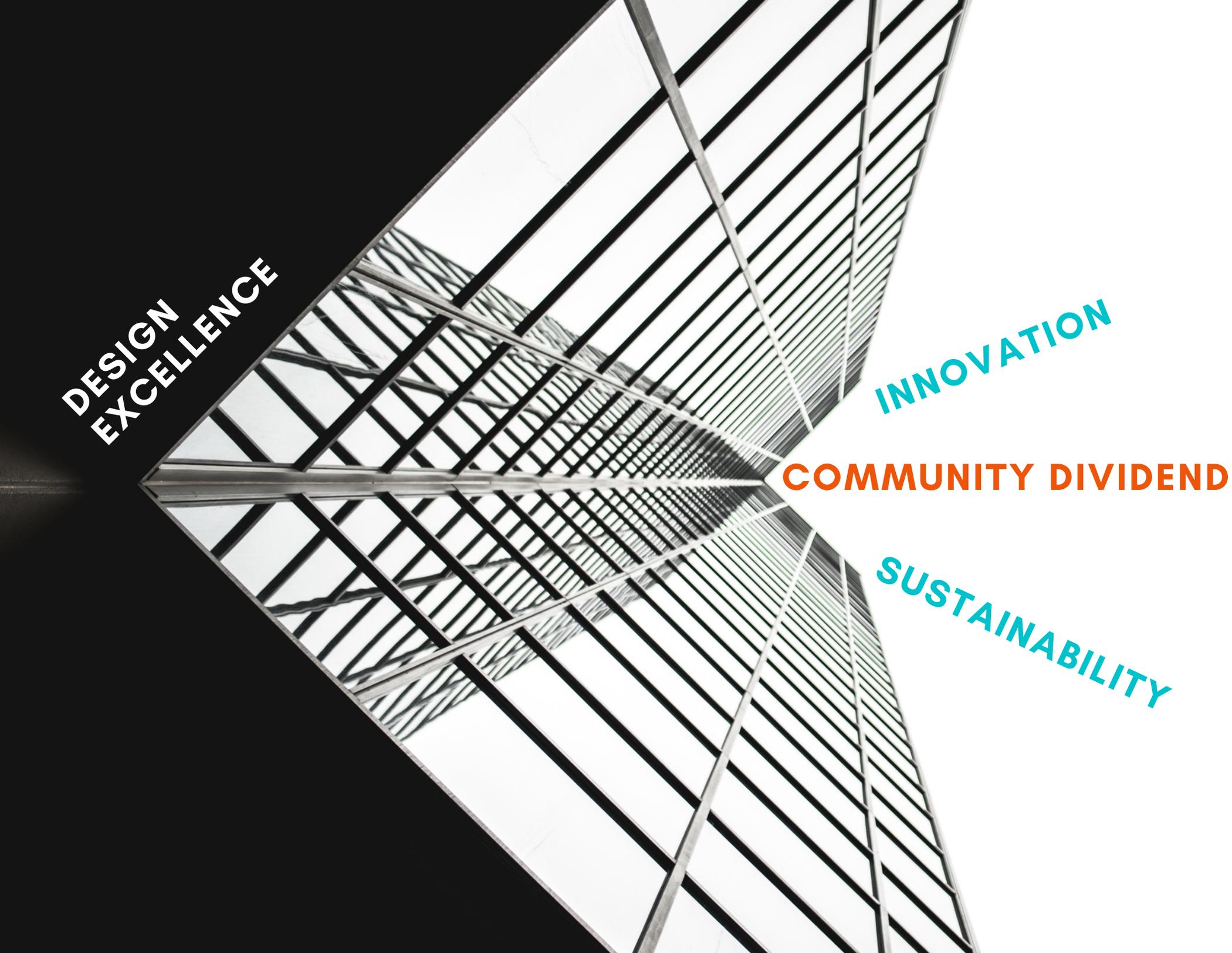
LinkedIn: /yimbyqld

Web: www.yimbyqld.com.au

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**DESIGN
EXCELLENCE**

INNOVATION

COMMUNITY DIVIDEND

SUSTAINABILITY