



Getting Housing Right: **Why it Matters** *without the spin*

“We acknowledge The Gadigal people of the Eora nation on the lands that we are meeting today.

We pay our respects to Elders past, present and emerging and celebrate the diversity of Aboriginal peoples and their ongoing cultures and connections to the lands and waters of NSW.”



Welcome



Saul Deane
Urban Sustainability Campaigner



Sharon Veale
CEO & Partner GML Heritage



Dr Peter Sheridan Educator
Pro Photographer & Historian



Dr Elizabeth Farrelly
Writer, Columnist and Architect



Michael Pascoe
Finance & Economic Commentator



The Hon. Scott Farlow MLC
Shadow Planning Minister

How many have been impacted (in any way)
by this Housing Affordability crisis?

How many think the Government's current proposed solutions will fix this crisis?

How many live in one of the designated
Transport Orientated Development (TOD) areas?

How many would call yourselves a YIMBY?

And, how many would call yourselves a NIMBY?

Or – how many would call yourselves a VIMBY?



How many own your own home?

How many are trying to buy your 1st home?

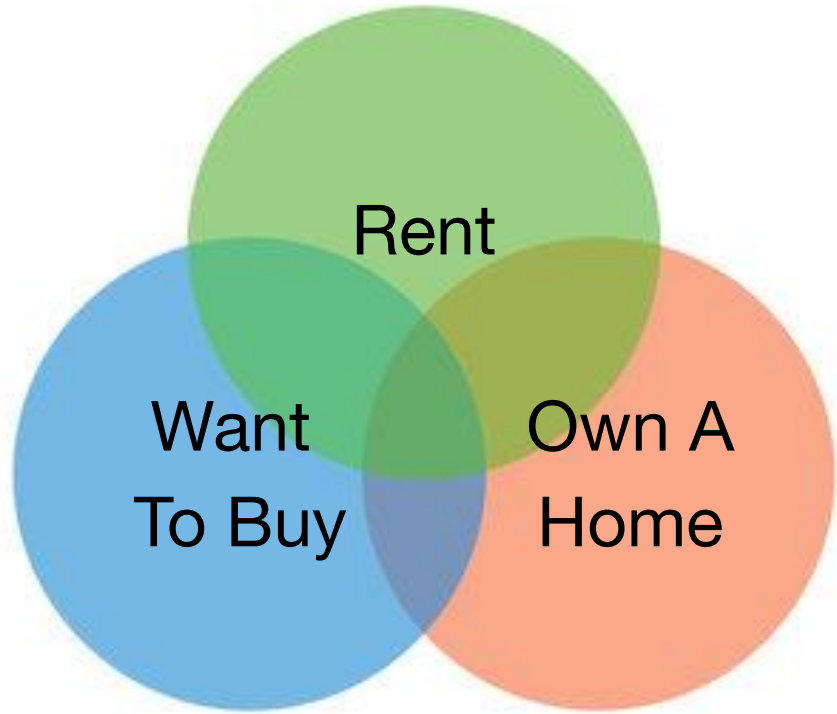
And how many *call* Sydney home?

An aerial photograph of a residential neighborhood. The houses are densely packed and feature a variety of colorful roofs, including shades of blue, red, green, and white. The houses are interspersed with lush green trees and some palm trees. A road with parked cars runs horizontally across the middle of the image. The overall scene is bright and sunny, suggesting a clear day.

Home

An aerial photograph of a residential neighborhood. The houses are densely packed and feature a variety of colorful roofs, including shades of blue, green, red, and white. A prominent road or driveway runs diagonally through the center-right of the image. The houses are interspersed with lush green trees and some palm trees. The overall scene is bright and sunny, with clear shadows cast by the buildings.

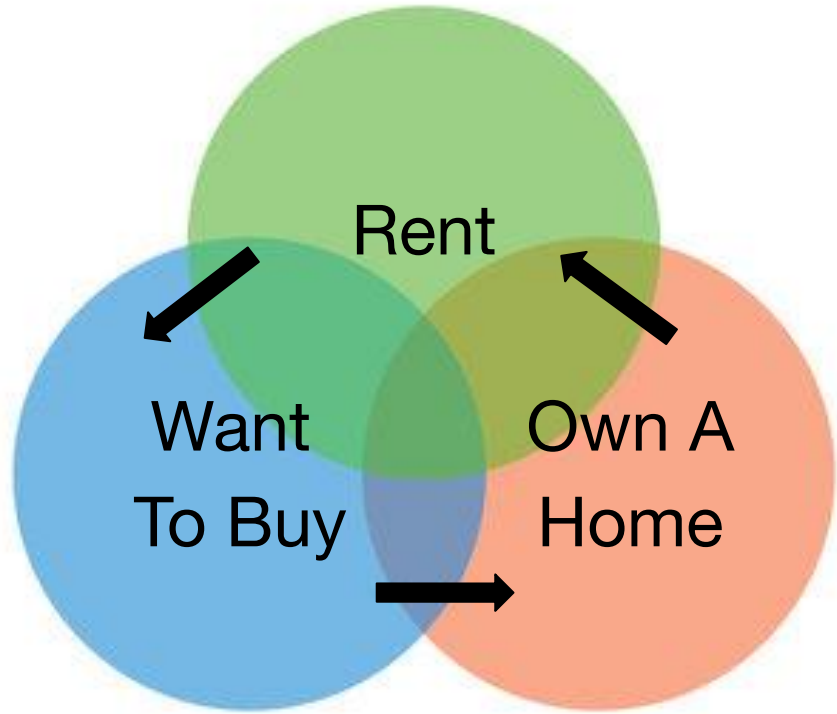
The Story



Rent

Want
To Buy

Own A
Home



Rent & Want To Buy

Ease rental pain

Avoid landlord issues

Rental security

Save deposit

Buy something affordable

Close to transport & network

Own A Home

Interest rates & payments

Liveability

Close to transport & network

Amenity & Infrastructure

Place / Story / Character

Wealth generation

Rent & Want To Buy



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Interest rates & payments

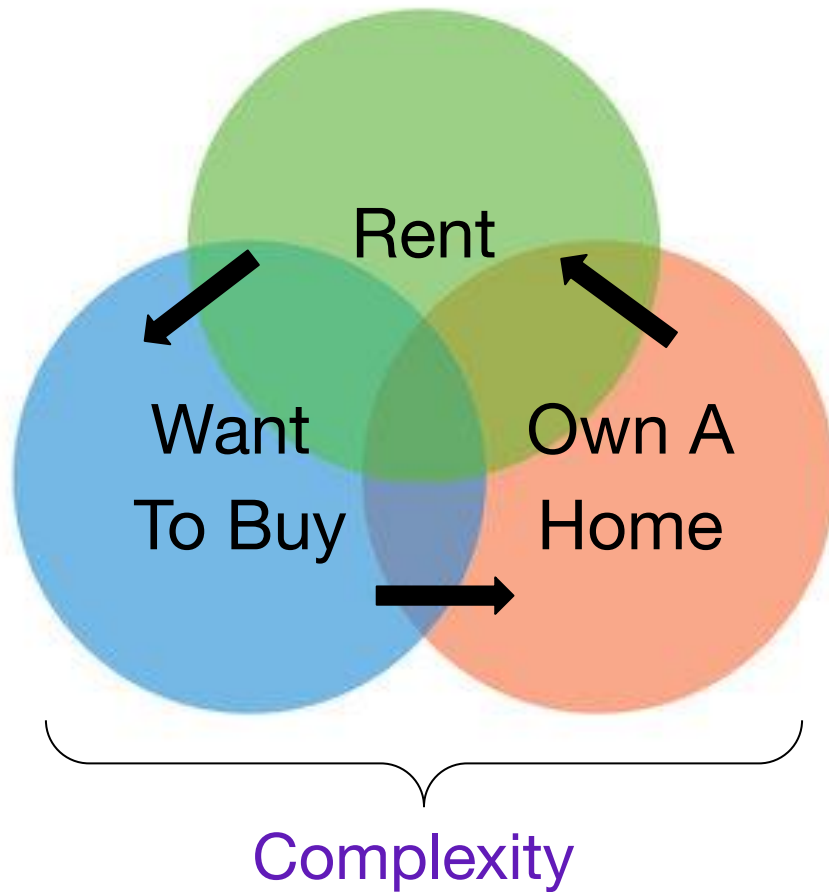
Liveability

Close to transport & network

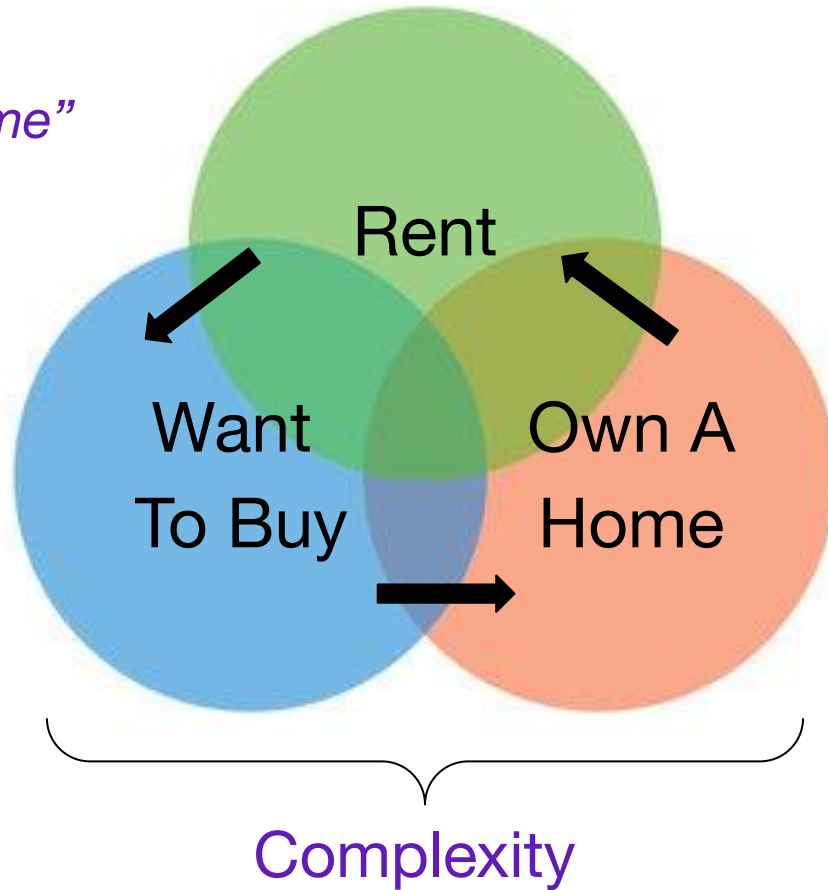
Amenity & Infrastructure

Place / Story / Character

Wealth generation



“Sydney is my home”





Simplify

An aerial photograph of a densely packed residential neighborhood. The houses are built on a hillside and feature a variety of colorful roofs, including shades of blue, green, red, and white. The buildings are closely situated, with narrow streets and alleys visible between them. Lush green trees and vegetation are interspersed throughout the development, particularly along the edges and in some central courtyards. The overall scene depicts a vibrant and established community.

Previous Political Landscape







The Sydney Morning Herald 

17 March 2018 · 

Overdevelopment is harming the character of Sydney's suburbs, say 60 per cent of NSW voters.



SMH.COM.AU

Voters fear for the character of their suburbs as Sydney grows

Schools and hospitals will be key election issues, but voters also fear for their suburbs as t...

This was published 6 years ago

Voters fear for the character of their suburbs as Sydney grows



Politics NSW [Development](#)

This was published 6 years ago

OPINION

Suffocating Sydneysiders rise up against overdevelopment

Aidan Anderson

July 5, 2018 – 11.07am

This was published 6 years ago

Homebuyers are paying a heavy price for zoning restrictions: Reserve Bank



[Eryk Bagshaw](#)

Updated March 8, 2018 – 4.58pm, first published at 4.11pm



111

[View all comments](#)





<https://bit.ly/Minnshansard>

“The Oxford English Dictionary defines “planning” as the control of urban development by a government authority. In Sydney today nothing could be further from the truth.

There is virtually no control on the pace, nature, design or location of the buildings we are subjecting our citizens to. We are instead being hit with an avalanche of many ugly, poorly built developments that are substantially detracting from the beauty of our city. The bottom line is that when it comes to planning in Sydney we are getting it badly wrong.”

“Last week we saw a perverse situation where Chris Johnson, Chief Executive Officer of the Urban Taskforce, wrote an op-ed saying that we should have no more nimbys and instead have more yimbys, or “yes in my backyard”. He was saying to Sydney that not only do we have to take these monstrosities but that we should be happy about it. In other words, “Shut up and take your medicine.”

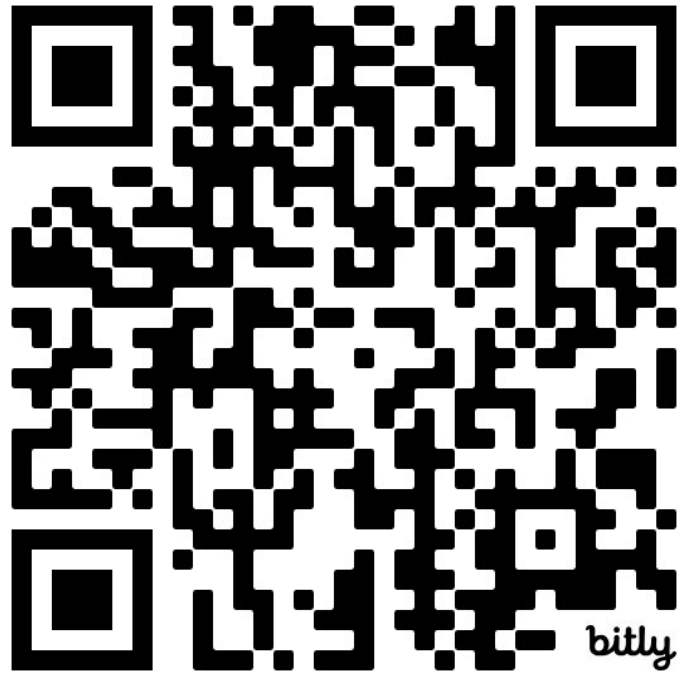
In my view, a nimby is someone who objects to the construction of a new pool or a second storey on a neighbour's property—in other words, a nuisance. But when the community objects to a twenty-storey tower being constructed in the heart of their suburb they are not being “difficult” or “petty” because they are right when they say it will change that community forever.

“We hear all this rubbish about the success of the Independent Hearing and Assessment Panels [IHAPs], but these panels are approving nearly everything that lands in front of them. The joint regional planning panels are worse. The skyline of my community does not look sleek, new or inviting, with ordered beautiful buildings; rather it is a hodgepodge of different sizes and shapes jammed into the block wherever and however they can fit—like a giant game of Tetris.

The complete lack of uniformity and design principles mean that from a distance these buildings look like a face full of smashed teeth. There should be a verdict on IHAPs because they are not working; they are simply too friendly to developers.”

“There should be a recognition that developers and those who have their land rezoned, delivering them a windfall gain, will have to dip into their share in order to fund and support infrastructure for those in the immediate area. Most importantly, they should provide new open spaces.

There is an opportunity for the Parliament, the Government and the Opposition, to pause this madness and instead imagine how beautiful, accommodating and pleasurable our city and suburbs could be. It will require policy changes on density, design, scale and community recreation areas, but it must be done or Sydney is done for. The planning Minister is in the process of ruining the Emerald City. The House does not have to take my word for it; listen to the Government's backflips on the Minister's own policies. Time is running out. We owe it to future generations to build developments with infrastructure. We only get one shot at it.”



<https://bit.ly/Minnshansard>

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Current Political Landscape



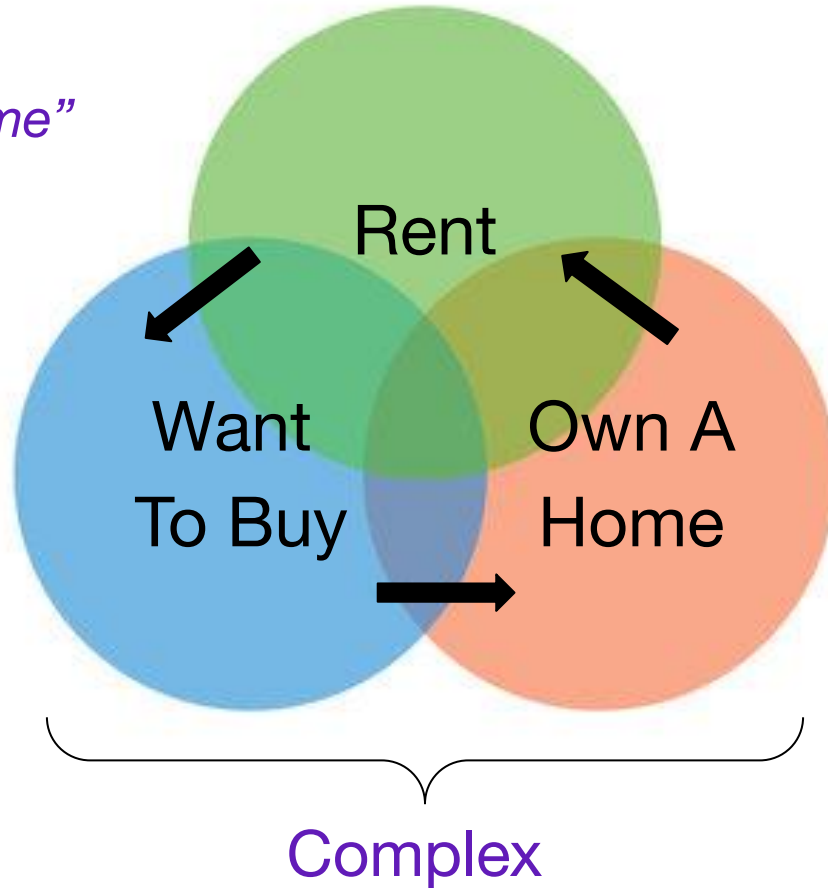
2GB
STUDIO

BEN
FORDHAM
LIVE

2GB

2GB

“Sydney is my home”



Rent & Want To Buy



Own A Home

Ease rental pain

Avoid landlord issues

Rental security

Save deposit

Buy something affordable

Close to transport & network

Interest rates & payments

Liveability

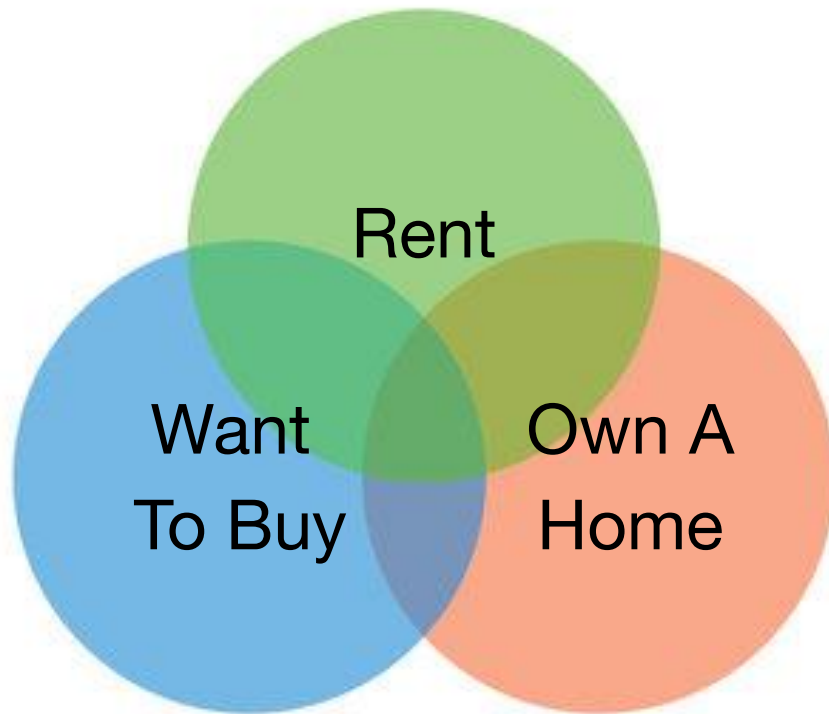
Close to transport & network

Amenity & Infrastructure

Place / Story / Character

Wealth generation





Simplify

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Currency

Constituents

Listening to & delivering for

Outcomes

Public service

Political Capital

Brownie Points

Re-election

Maintain the pathway

Votes

New Votes



100 voters

80 voters

2 voters

**Tell politicians to stop
demonizing voters
who prefer to live in an
apartment**

Rent & Want To Buy



Own A Home



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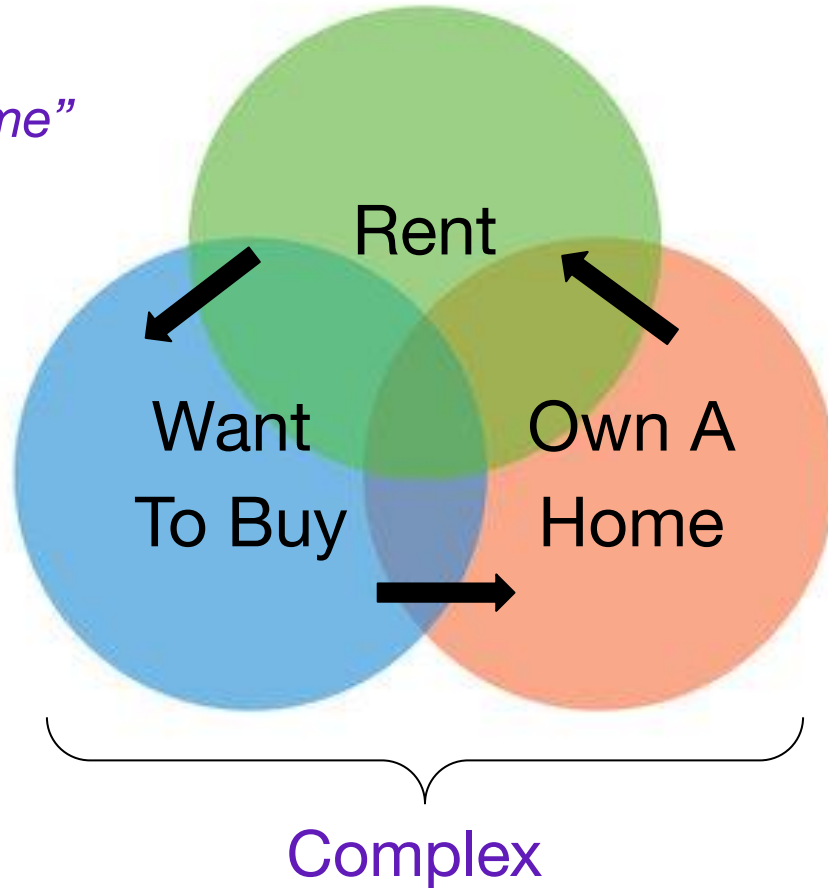
- Interest rates & payments
- Liveability
- Close to transport & network

- Amenity & Infrastructure
- Place / Story / Character
- Wealth generation

An aerial photograph of a residential neighborhood. The houses are densely packed and feature a variety of roof colors, including blue, green, red, and white. There are many trees scattered throughout the area, some with green foliage and others with yellow or orange leaves, suggesting an autumn setting. A road with a few cars is visible at the bottom of the frame. The overall scene is bright and clear.

Narrative (Spin)

“Sydney is my home”





Simplify

De-risk the issue (simplify)

Appear decisive & bold

Find new votes / maintain path to reelection

Outline a simple solution

Develop a pitch that is easy to sell

Sell / Lobby / Convince (media)

Keep the conversation binary (wrong / right)

Have others to blame

“More Supply”

Set targets for others (not yourself)

Police targets and call out slow coaches

Outsource delivery (developers)

Infrastructure = Train stations

Rezoning – One size fits all

Circles around train stations

Override old SEPPs

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Obstacles



Complexity

Consultation

Councils

Community

An aerial photograph of a residential neighborhood with various colored roofs (blue, red, green, grey) and trees. A semi-transparent blue rectangular overlay covers the center of the image. The word "Dismantle" is written in a bold, purple, sans-serif font across the middle of the blue overlay.

Dismantle

Institutions

Departments

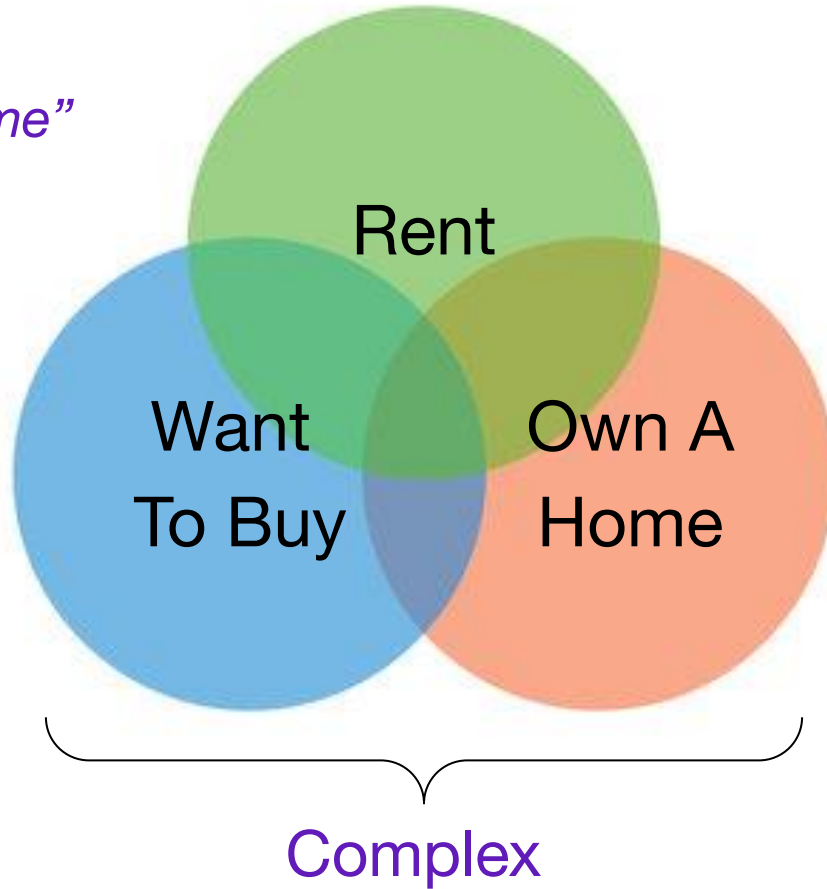
SEPPs

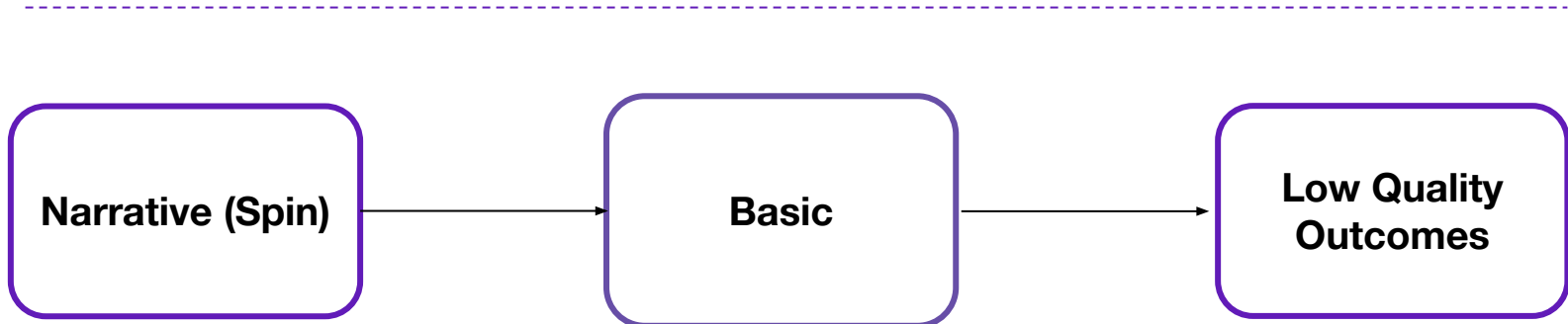
- *Planning Minister can create a SEPP that overrides all previous SEPPs*
- *Planning Minister has no obligation to consult other parties*
- *No need to pass via parliament / legislation (executive order)*
- *New SEPP is exempt from (and takes priority over) all other legislation enacted by Parliament*
- *There currently no powers to appeal this SEPP. once initiated.*

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Quality

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So what are the things we need to be talking about and solving for?



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Thank you