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Yael is a committed and passionate urbanist. She returned to South Africa in 1996 in order to participate in the new democratic state and to fulfill her desire to make a difference. Local government beckoned, and she was seconded to the erstwhile Inner City Office where the dynamics and characteristics of the inner city were just beginning to be understood as a unique ecosystem. She regards this time and the transition of this office into the Johannesburg Development Agency as a particularly privileged professional part of her journey – a time when action and doing was the name of the game. An integrated Area -Based planning and programming approach and philosophy saw Yael working for the Wits Reproductive Health Institute in the Hillbrow Health Precinct for eight years after which she moved to the newly established Re-imaging Wits Property Portfolio at the University of Witwatersrand. Her experience and expertise on both the strategic and operational levels resulted in her being seconded to take up the (part-time) position of Braamfontein Precinct Manager. Under her leadership the BRAAM BID has grown from strength to strength and is a beacon within the precinct management family in Johannesburg.