

Know-By-Name List

Fact Sheet | CQ Zero



What is a Know-By-Name List?

A Know-By-Name List (BNL) is a **real-time, person-centred list** of individuals experiencing or at risk of homelessness in a defined community.

It goes beyond numbers. Instead of asking “how many people are homeless?” it answers:

“Who is experiencing homelessness right now, and what do they need to access housing?”

How it works

The BNL is built and maintained through collaborative, cross-sector effort, typically coordinated through CQ Zero. Key components include:

- Regular **outreach and data collection** (e.g. AHVTT)
- Consent-based participation
- Weekly or fortnightly **case conferencing**
- Shared responsibility across **housing, health, and community services**

Why the BNL matters

Traditional data systems provide snapshots. A BNL provides live, actionable insight.

A well-maintained BNL enables communities to:

- Move from **crisis response** to coordinated action
- Prioritise those with the **highest vulnerability**
- Track **inflow** and **outflow** (housing outcomes)
- Measure progress toward **Functional Zero**

What Is Functional Zero?

Functional Zero is reached when:

- The number of people entering homelessness is **less than or equal to** those exiting into housing
- The community has the **capacity to respond quickly and effectively** to anyone who experiences homelessness

The BNL is the primary tool used to measure and sustain this outcome.

What Data is Included?

Each person on the list typically includes:

- Name (or identifier)
- Housing status (e.g. rough sleeping, temporary accommodation)
- Vulnerability and support needs
- Length of time experiencing homelessness
- Key service connections

This data is used to coordinate support, not just record it.

Data With Dignity

The BNL is built on respect, consent, and purpose. CQ Zero applies a “data with dignity” approach:

- Informed consent is obtained wherever possible
- Data is used to improve outcomes, not label or stigmatise
- Language focuses on people, not problems
- Access is governed and shared responsibly

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What Makes It Different?

Traditional Data	Know-By-Name List
Retrospective	Real-time
Aggregated numbers	Individual-level insight
Organisation-owned	Community-owned
Static reporting	Dynamic, action focused

Impact In Practice

Communities using BNLs consistently report:

- Faster housing placements
- Improved service coordination
- Better targeting of limited resources
- Stronger cross-sector collaboration

Even small shifts — like moving someone from rough sleeping to temporary accommodation — can create immediate health and wellbeing improvements.

What We Need to Succeed

To maximise impact, communities need:

- Broad participation across sectors
- Consistent data collection and updating
- Shared accountability for outcomes
- Investment in enabling systems and infrastructure
- A commitment to ending homelessness, not managing it

About CQ Zero

CQ Zero is Central Queensland's regional implementation of the Advance to Zero approach — bringing a proven methodology to a diverse and complex regional setting. Through the Know-By-Name List, CQ Zero is building a real-time picture of homelessness, driving data-informed coordinated action, and working toward a **functional end to homelessness in CQ.**