



Australian
Institute of
Architects

Summary of Australian Institute of Architects Activities

**Summary of Activities to
March 2009**

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Summary of Activities

Introduction

Since incorporation in 1930, the Australian Institute of Architects (the Institute of Architects) has evolved into a dynamic & progressive organization offering a range of targeted programs to best meet our member's needs, while also fostering strong relationships with associated bodies, government and providing informed and balanced policy positions for the industry and community. The Institute of Architects currently has approximately 10,000 members located in all Australian states/territories and overseas.

1. Government Relations and Industry Partnerships

1.1 Government Architects

The Institute believes that establishing Government Architect positions within each State and Territory and Federal Government assists Australia to achieve a level of design excellence and sustainability performance in the built environment that will enrich the lives of all Australians and place Australia in an international design leadership position.

Victoria, Queensland and New South Wales, Western Australia, Tasmania and Northern Territory have established Government Architect positions, with Western Australia, Tasmania and Northern Territory currently recruiting to fill their roles. The Institute is encouraging the respective governments of the Australian Capital Territory and South Australia to establish Government Architect positions.

The Institute is also promoting the idea of an Australian Government Architect at the Commonwealth level. This has the support of the Australian Construction Industry Forum and was also recommended in a 2008 Australian Parliamentary report on the role of the National Capital Authority.

In November 2008 the Institute developed a policy on Government Architects to formalise its position (available on our website www.architecture.com.au).

1.2 Collaborative industry partnerships

The Institute is a member of several peak national industry organisations such as:

(a) **The Australian Construction Industry Forum (ACIF) (www.acif.com.au)**

ACIF is Australia's peak construction industry consultative organisation. The ACIF Mission is to create a competitive construction and property industry that is a leader in building a prosperous Australian nation.

Membership of ACIF is open to Australian building or construction industry associations which have a national structure and focus, and whose membership serves in one or more of the residential, non-residential, engineering or investment property sectors.

ACIF also hosts the Construction Forecasting Council which provides free on-line short and long term forecasts for the construction and property sectors in regards to:

- Residential building construction activity
- Non-residential building construction activity
- Engineering construction activity, and
- Construction employment

(b) **Australian Sustainable Built Environment Council (ASBEC) (www.asbec.asn.au)**

ASBEC is the peak body of key organisations committed to a sustainable built environment in Australia. Membership consists of industry and professional associations, non-government organisations and government observers who are involved in the planning, design, delivery and operation of our built environment.

ASBEC's objective is for Australia to be a leader in reducing ecological impacts, improving economic returns and extending community amenity of the built environment through mainstream sustainability. In 2008 ASBEC released a significant report titled "**The Second Plank – building a low carbon economy with energy efficient buildings**" which sets out the opportunities that exist in the building sector for GHG abatement and recommends five policies for achieving it.

(c) Australian Services Roundtable (www.servicesaustralia.org.au)

The ASR is the peak business body for the services industries in Australia. Sectors represented include: financial services, professional services (including architecture) health, education, environmental and energy services etc. The ASR is oriented to stimulating informed policy and networking by industry participants both within and across the services sectors, with Australian Governments, the research community, international industry and government counterparts.

Its objectives include; to promote the need for domestic policy reform to enhance international competitiveness, to advocate and represent the interests of the services industries to government and to build a strong recognisable public profile for the services sector in Australia.

1.3 The Second Plank – Building a Low Carbon Economy with Energy Efficient Buildings

The Second Plank report was commissioned by the Australian Sustainable Built Environment Council (ASBEC) in 2008 to stimulate discussion about the potential of energy efficiency in the built environment to support the Australian Government's proposed Carbon Pollution Reduction Scheme (CPRS) and reduce the economy wide costs of transition to a low carbon economy.

The report demonstrates there is significant potential for the Australian building sector to contribute to reducing Australia's greenhouse gas emissions through energy efficiency measures, if the right policy measures/incentives are in place.

The report also discusses the barriers and market failure preventing the building sector from realising its energy efficiency potential, and highlights five policies as key to motivating the long term structural change and significant investment required to achieve greater energy efficiency in the building sector.

The Second Plank report is available at (www.asbec.asn.au/research).

2. Promotion of Architecture and the Profession

2.1 Architecture Awards

The Australian Institute of Architects has developed an outstanding program of Regional, Chapter and National Awards for Architecture which now has 13 categories nationally and receives over 700 entries per year. Award dinners/cocktail functions are held in all 8 chapters and there is a National function where the National winners are announced. In 2008 this event was held in Adelaide.

2.2 National Awards Gallery On-line and Google

Every entry into the Institute's awards program is featured on the website for 5 years resulting in over 3000 Architect designed projects being available to the public for viewing at www.architecture.com.au.

The introduction of an Australian Institute of Architects layer in Google Earth extends the promotion of all awards entrants from the Institute's Project Gallery, the largest online database of architecture in Australia, to over 350 million Google Earth users worldwide.

Google Earth users are presented with photographs and other information for over 600 projects winning state and territory awards over the past six years (excludes residential projects and those not for publication due to privacy and security reasons). In addition, over 60 3D models have been developed to showcase project winning national awards since 2002.

2.3 TV Coverage

The Australian Institute of Architects works hard at promoting the profession and particularly our National Awards program. This is achieved in part by working with national television programs including the award winning “Better Homes and Gardens” show. This popular TV program boasts a viewing audience in excess of 1.3 million people weekly and combines with a monthly magazine publication which also features many of the shortlisted finalists.

2.4 Press Coverage

In 2008, the Institute notched up more than 1 million dollars worth of advertising equivalent space reference architectural/Institute coverage in national, provincial and regional press. This is testament to the concerted efforts from the organisation's dedicated media/pr unit.

2.5 Venice Biennale

The Australian Institute of Architects has been integral in the preparation and materialisation of the past two successful Australian Architecture exhibitions at the Venice Biennale, in 2006 and 2008. Our commitment continues this year as we now prepare for the 2010 exhibition in Venice.

Prior to the Institute making this commitment to 3 Biennales (2006, 2008 & 2010), there was no formal presence at the Australian Venice Pavilion and there have been only two other privately funded Australian exhibitions prior to this. We receive significant support from a network of architecture practices together with sponsorship and in-kind support from the Australian Arts Council for us to use the Australian Venice Pavilion. The Australian exhibition in 2008 was viewed by over 53,000 people who made their way through the Pavilion, proving the strength of the exhibition is growing substantially. Planning for the 2010 exhibition is well underway with the Venice Biennale Committee due to launch their search for a Creative Director mid year.

2.6 Architecture Australia

The Institute has a National Journal titled “Architecture Australia” which is published bi-monthly through our associated company Architecture Media. They also publish a number of Chapter magazines and local newsletters.

2.7 E-News

The Institute now fully utilises electronic newsletters with Chapter, National and International E-News prepared at regular times eg monthly, fortnightly and weekly depending on the demand.

2.8 Memo

The Institute publishes a broadsheet of news items six times per year which is required by those members who do not have access to electronic E-News.

2.9 Annual Report

The Institute publishes via the www our annual report with concise financials and features many aspects of the Institute's operations including Chapter and committee reports, key strategic messages/reports from the CEO, President and President Elect as well as updates on advocacy progress, media, marketing and promotion, Corporate Partner alliances and selected business unit updates.

3. Membership Benefits

3.1 National Events

a) National Awards dinner held annually in October

2005 – Opera House
2006 – Queensland State Library
2007 – Alice Springs
2008 – Adelaide Cathedral
2009 – Melbourne's new Recital Concert Hall

b) Gold Medal Tour

The highest award the Institute presents to a member is the Gold Medal. Starting in 2005 the recipient of the Gold Medal undertakes a National speaking tour to all Chapters. In 2008 the tour included Hong Kong for the first time. The 2009 winner is Ken Maher who is also the National Chairman of Hassell Architects.

c) National Conference

The Australian Institute of Architects now holds a National Conference annually in conjunction with the Form and Function and DesignEx trade shows. The conference location alternates each year between Melbourne (odd years) and Sydney (even years). The Institute utilises a Creative Director model to develop a conference theme and work with our skilled in-house events staff. The Creative Directors are responsible for the entire creative direction of the conference, from theme and topics to speaker selection. The Events & Partnerships team handle the logistic aspects of the event.

d) Architecture Week

We now hold an annual Architecture Week across the country when all states and territories hold events focusing on architecture. Our National Awards dinner is held during this week and the winners are published in a design magazine lift out to the Australian Financial Review and newspapers.

e) National CPD Seminar Series

2009 is the fourth year where the Institute is providing a rolling series of six National Seminars under the 'Refuel' brand in each state and territory which represents 48 individual seminars.

These have been prepared in response to the increasing need for formal CPD which is now mandatory in NSW, Tasmania and, since 1 January 2009, WA.

f) Continuum

To make CPD even more accessible the Australian Institute of Architects have developed an online CPD portal called Continuum where anyone can purchase web based interactive CPD modules. We have over 50 to choose from and in 2009 plan to prepare another 10 more topics.

3.2 Chapter Events

a) The Chapters hold local award functions with the winners progressing to the National Awards Program.

b) Chapter talks are very popular and CPD seminars on a range of topics which are general classed as informal CPD.

c) The Institute holds seminars for graduates seeking to become registered as Architects. These are titled the Practice of Architecture Lecture Series (PALS) and are usually a sell out in the larger Chapters.

- d) The Chapters also provide a mentor scheme for Architecture students to link with practicing architects as mentors.
- e) The Institute has a range of building contracts, which have been updated in 2009, in a joint venture with the Master Builders Association which are sold to members through the Chapters.
- f) A series of discounts and promotions are made available to RAI A members for financial services, rental cars and other services.

3.3 Knowledge Services

- a) The Australian Institute of Architects publish a series of over 500 practice notes for members as a guide to practice and these are updated regularly through a subscription based service to member practices and in 2009 will be made available on-line.
- b) The Environment Design Guide consists of over 250 peer reviewed papers and case studies focused solely on sustainable design and is published for all the design professions by the Institute. The service is subscriber based and available in both hard copy and electronic forms
- c) The Australian Institute of Architects jointly develops a range of building contracts with the Master Builders of Australia (MBA) and makes them available for sale through both the MBA and RAI A networks.
- d) Knowledge Services are responsible for developing both the 'Refuel' CPD Seminar Series and content for the online "Continuum" web portal as part of a new initiative approved in 2005.
- e) The Institute has had an online web based job search service called Archistaff where practices advertise for staff for a fee and staff register their interest free of charge. We currently have over 500 practices and 2500 potential staff using the service.

3.4 A+ Membership

The Institute has introduced a progressive new membership model. The revolutionary A+ Membership for practices offers a host a benefits including significantly lower individual membership fees (up to 50% less than present levels), tailored payment option, free access to Advisory Notes and Environment Design Guide (EDG) online.
architecture.com.au/aplus

4. Administration and Finance

4.1 Strategic Plan

In November 2006, the Institute's National Council approved the formation of a Strategy Team to develop an effective Strategic Plan for 2008 and beyond. After consultation with a stakeholder group of 50 members, 20 senior staff and five representatives of the Institute's subsidiary and associated companies the Strategic Plan 2008 was endorsed by National Council at its July 2007 meeting.

In March 2009 the Strategic Plan was reviewed by our Senior Managers and National Council to ensure its relevance to our current objectives. The Strategic Plan 2009 continues to provide the Institute with strategic direction and a basis for operational and financial planning for the 2010 financial year.

Australian Institute of Architects Mission

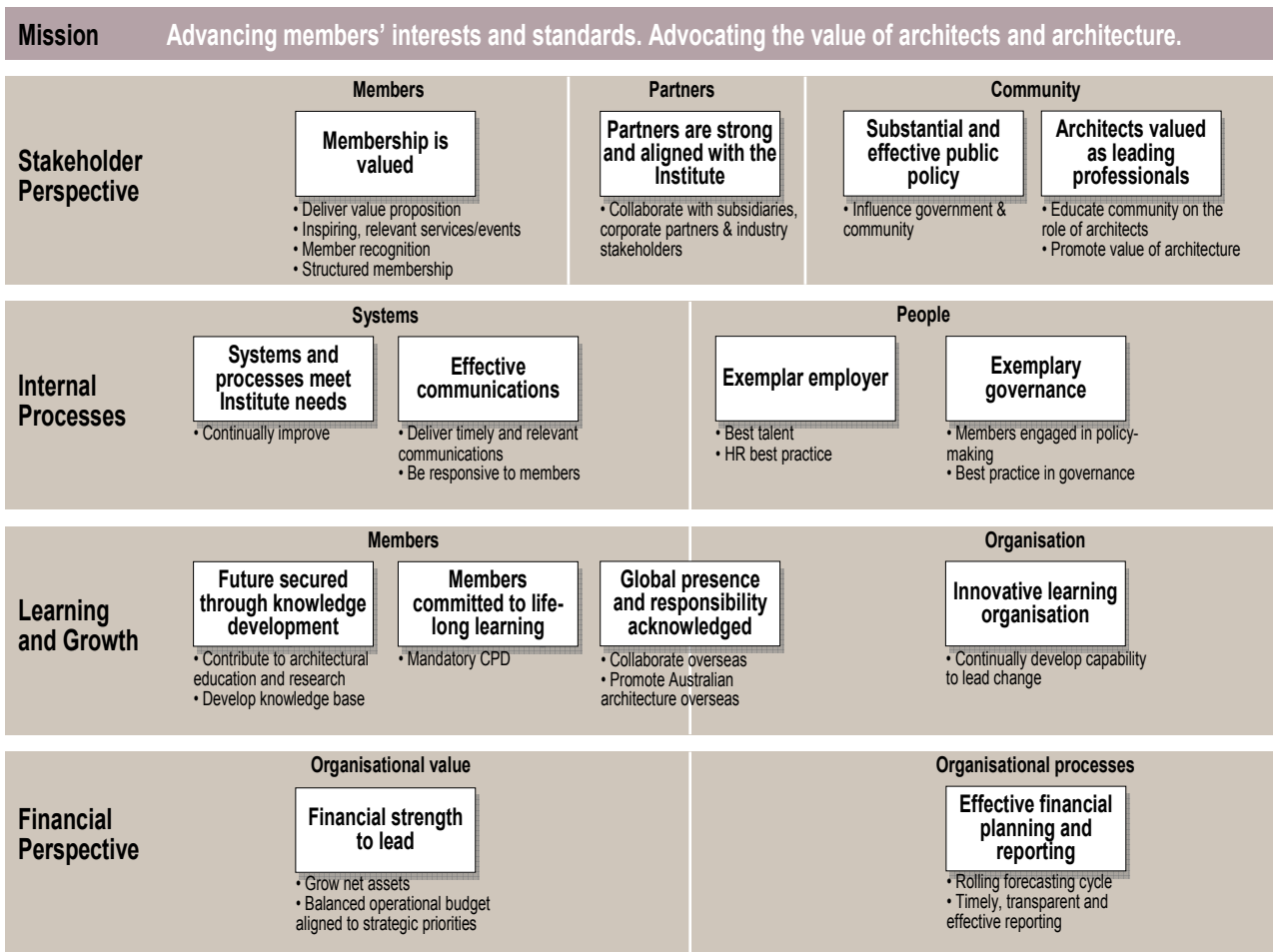
The Institute exists to:

- advance the interests of members, their professional standards and contemporary practice, and
- expand and advocate the value of architects and architecture to the sustainable growth of our community, economy and culture.

Mission Strap-line

Growing the value of Australian architecture.

Strategy Map 2009



4.2 Structure

The Institute is a single national not-for-profit company limited by guarantee and has Chapter offices in every state and territory together with National staff in Canberra, Melbourne and Sydney.

The Institute is governed by a National Council which is made up of 8 Chapter elected Councillors, 4 nationally elected Councillors, the Student President, the National President, President Elect and the Immediate Past President. The National Council meets three times a year and has an Executive of five members which meets another 7 times per year.

The National Executive is made up of the President, President Elect, Immediate past President, Honorary Secretary and Honorary Treasurer.

The National Council is assisted by a number of National Committees and Taskforces as follows:

National Committees

National Sustainability Committee
 National Continuing Professional Development Committee
 National Education Committee

National Practice Committee
National Heritage Committee
International Area Committee
Venice Biennale Committee
Emerging Architects + Graduates Network (EmAGN)

Taskforces

Public Policy Taskforce
PALS Taskforce (complete)
Integrated Practice Taskforce (complete)

The National Committees are Standing Committees and usually have similar Chapter based committees which feed into the National Committees.

The Taskforces meet for a limited period and then disband once their defined work is completed.

Each Chapter also has a Chapter Council which has delegated powers from the National Council to undertake chapter based activities and develop local policies consistent with National policies.

Some Chapters also have committees for special interest groups such as Sole Practitioners, Young Architects, Large Practices, Heritage, Access and Small Practices.

Recently we counted over 100 active Australian Institute of Architects committees and approximately 600 dedicated members participating.

4.3 Subsidiary and Associate Companies

The Australian Institute of Architects structure includes a number of for-profit entities. The Institute wholly owns two subsidiary companies:

IBL Limited which provides insurance services to both architects and consulting firms and **Archicentre Limited** which provides Residential Advisory Services to the public in the form of home inspections and renovator reports.

Our associated company, **Architecture Media**, publishes magazines such as Architecture Australia, Houses, Artichoke, Landscape Australia and Architectural Product News.

4.4 Financials

The Australian Institute of Architects has grown in the last three years to approximately \$14m turnover and its consolidated group of companys' turnover has grown to over \$29m. The Institute is supported by a strong balance sheet with net assets of over \$28m which includes property in every State and Territory except the Northern Territory. The Institute has invested significantly in improving its premises across the nation and will continue this strategy over the next 3 years.

The Institute has expanded its sponsorship program through a National Corporate partners program and receives dividends and tax consolidation payments from its subsidiary companies.

4.5 The Future

The Australian Institute of Architects, while having grown in recent years, remains challenged by an ever increasing number of activities and a limited amount of resources available.

The Institute's Strategic Plan 2009 combined with developing a three year rolling budget and being prepared to ramp some programs down, while ramping others up, should significantly improve the focus, performance and sustainability of the organisation in challenging and dynamic times.

4.6 2009 National Council Members

President	Howard Tanner FRAIA
President Elect	Melinda Dodson FRAIA
Immediate Past President	Alec Tzannes LFRAIA
Nationally Elected Councillor	Professor Philip Goad RAIA
Nationally Elected Councillor	Shelley Penn FRAIA
Nationally Elected Councillor	Paul Berkemeier FRAIA
ACT Chapter President	David Flannery FRAIA
NSW Chapter President	Brian Zulaikha FRAIA
NT Chapter President	Ross Connolly FRAIA
Qld Chapter President	Mr Bruce Medek FRAIA
SA Chapter President	Tim Horton RAIA
Tas Chapter President	Richard Crawford FRAIA
Vic Chapter President	Mr Karl Fender FRAIA
WA Chapter President	Rod Mollett LFRAIA
SONA President	Alysia Bennett

4.7 Senior Staff Members

CEO	David Parken LFRAIA
Chief Operating Officer	Ross Clark FRAIA
GM National Coordination	Greg Hughes
GM Finance	Peter Macie
General Counsel/Company Secretary	Richard Barton RAIA
Executive Officer	Cheryl Collett
ACT Chapter Manager	Sophie Clement
NSW Chapter Manager	Roslyn Irons
NT Chapter Manager	Gavin Sell
Qld Chapter Manager	Judith Gilmore
SA Chapter Manager	Richard Hosking
Tas Chapter Manager	Janine Holt
Vic Chapter Manager	Elizabeth Raut
WA Chapter Manager	Meino Mirkva
Government Relations Officer	Kylie Ruth
SONA Manager	Janet Renehan
National Manager Knowledge and Practice	Carmel McCormack
Sustainability Manager	Scott Willey
CPD Manager	Chris Harty
National Manager Stakeholder Relations	Shahana McKenzie
Education Manager	Martha Liew
Media/PR Manager	Trish Croaker
Architext Manager (Melbourne)	Jenny Ross
Architext Manager (Sydney)	Anne Proudfoot