



AUSTRALIAN DESIGN ALLIANCE

MEDIA RELEASE

AUSTRALIAN DESIGN ALLIANCE INTRODUCES A NATIONAL DESIGN AGENDA

Sydney, 3 Sept 2010 – Twelve peak organisations representing all aspects of Australia’s design industry and research network have launched the Australian Design Alliance [AdA] to boost Australia’s productivity, sustainability and innovation.

One hundred of Australia’s leading designers, architects, planners, artists, educators and policy makers launched the new Alliance at a first-ever meeting held in the Utzon Room of Australia’s design landmark, the Sydney Opera House.

One of the attending [AdA] directors Jo-Ann Kellock said the new Alliance emerged from a series of consultations about how design should be an integral element of Australia’s national innovation system at a time of rapidly changing business models and processes.

Ms Kellock said: “Australia’s design professionals are internationally renowned for their creative skills, project management and teamwork. These are crucial capabilities for a more productive Australian economy.”

Ms Kellock said the Alliance would pursue a national design agenda based on:

- Case studies demonstrating how good design can contribute to improved economic growth through supporting superior business models and improved public sector service delivery;
- Education and design skills at all education levels from school to MBAs; and
- National design policy linked to Australia’s innovation agenda.

The Alliance was launched by His Excellency, Michael Bryce AM AE who advocated for design at the 2020 summit in 2007.

Mr Bryce said: “The formation of the Australian Design Alliance to provide evidence-based multi-disciplinary advice to governments and industry represents a step towards a new respect for the place that designers can play in our everyday lives.”

“Good design in all of its fields creates economic and competitive outcomes. Poor design or design by default leaves too much to chance. If Australia is to be counted in the progressive nations of the world, competing on a world stage, it is no longer good enough to be only an agricultural and minerals based economy.”

In one example discussed at the meeting, Mr Anthony Henry, Division Director at Macquarie Group was asked how design thinking has had a positive impact on Macquarie and helped the business maintain a competitive advantage.

Mr Henry said: “The environment that staff now work in is designed to provide the opportunity for the maximum amount of collaboration and sharing of knowledge to provide the best solutions for clients and client services. Our new interior has impacted in ways we didn’t anticipate and design process has started to



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influence the way we think and provide the ability for different teams to sit in customized areas that help them to find business solutions that were simply not possible before.”

Other case studies discussed at the Opera House meeting include the impact of design strategies at the state level in Queensland and Victoria.

Ends

Australian Design Alliance

The Australian Design Alliance represents a substantial constituency. The combined national membership of the member organisations is in excess of 20,000 and they represent a constituency of almost 80,000 design practitioners. A brief can be found at www.design.org.au/alliance

For more info contact Geoff Fitzpatrick 1300 888 056 or Tamara Winikoff (02) 9368 1900

[AdA] Members include

- **Australian Craft and Design Centres (ACDC)** www.craftaustralia.org.au/networks/acdc
ACDC is a group of peak organisations from all states and territories in Australia that represent the professional craft and design sector. The organisations engage with the sector at a local, national and international level and offer services and programs that support sustainable practice.
Contact: Steve Pozel CEO Object ph 02 9361 4555
- **Australian Graphic Design Association (AGDA)** www.agda.com.au
The Australian Graphic Design Association (AGDA) is the national organisation for professional graphic designers. Founded in 1988 it operates through State councils throughout Australia. AGDA Councillors are supported by a National Office and a National Executive Director.
Contact: Paul van Barneveld National Vice President AGDA mob 0419 714 298
- **Australian Institute of Landscape Architects (AILA)** www.aila.org.au
AILA is the non-profit professional institute formed in 1967 to grow and enhance the profession of landscape architecture and to provide leadership in the creation of meaningful, equitable and sustainable environments throughout Australia. Key programs are the AILA national and state web sites, Landmark, and state newsletters, national conferences, national and state awards.
Contact: Jon Shinkfield AILA Representative mob 0411 551 512
- **Australian Network for Art and Technology (ANAT)** www.anat.org.au
ANAT supports artists and creative practitioners engaging with science and technology, within Australia and beyond. Its innovative program includes immersive residencies, professional development labs, online research tools, publications, seminars and workshops.
Contact: Gavin Artz CEO ANAT mob 0417 083 174
- **Council of Textile and Fashion Industries of Australia (TFIA)** www.tfia.com.au
TFIA is the peak Australian Textile Clothing and Footwear industry body. It is a member driven not for profit association first established in the 1940s. Today the TFIA provides effective and influential representation to Govt on TCF issues industry, trade, environment and education.
Contact: Jo-Ann Kellock CEO TFIA mob 0417 348 924
- **Craft Australia** www.craftaustralia.org.au
Craft Australia is the nation’s peak advocacy organisation for Australian contemporary craft and design.



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It promotes the outstanding achievements of the sector and provides access to Australian contemporary practice through advocacy, communication and research. Craft Australia works in collaboration with the network of Australian Craft and Design Centres, the tertiary sector and the public and commercial galleries.

Contact: Catrina Vignando General Manager Craft Australia mob 0417 419 525

- **Design Institute of Australia (DIA)** www.dia.org.au

Formed in 1947 DIA is a multi-disciplinary organisation of professional designers actively improving their recognition and status in the community. DIA is a member of the major international design organisations. It provides designers with a valuable networking base on state, national and international levels.

Contact: Geoff Fitzpatrick Director-National Strategy DIA mob 0438 549 341

- **National Association for the Visual Arts (NAVA)** www.visualarts.net.au

Established in 1983 NAVA is the national peak body for the visual arts, craft and design sector working through advocacy and service provision, to achieve a flourishing Australian visual arts sector and a more vibrant, distinctive and ethical cultural environment.

Contact: Tamara Winikoff Executive Director NAVA mob 0411 162 156

- **The Council for Humanities Arts & Social Sciences (CHASS)** www.chass.org.au

Established in 2004, CHASS promotes and provides advocacy services for the humanities, arts and social sciences. Supporting more than 85 member organisations, CHASS is an important network for knowledge and skills. It serves as a coordinating forum for teachers, researchers, professionals and practitioners in the sector.

Contact: Helen O'Neil Executive Director CHASS mob 0417 230 540

- **Australian International Design Awards (AIDA), Standards Australia** www.designawards.com.au

The Australian International Design Awards, a division of Standards Australia, is recognised by the Commonwealth Government and the International Council of Societies of Industrial Design [ICSID] as Australia's peak design assessment and promotion body, and for its important role in fostering a culture of design and innovation in Australia. The Design Awards set an international benchmark for design excellence and quality in manufactured goods.

Contact: Brandon Gien Executive Director, AIDA ph (02) 9237 6060

- **Planning Institute of Australia (PIA) - Urban Design Chapter** www.planning.org.au

The Planning Institute of Australia (PIA) is the peak body for planners and professionals in related built environment fields, including urban designers. Urban design aims at the creation of useful, attractive, safe, environmentally sustainable, economically successful and socially equitable places.

Contact: Peter Robinson Representative Planning Institute of Australia ph (02) 9281 9410

- **Australian Institute of Architects (AIA)** www.architecture.com.au

AIA is a national body consisting of almost 10,000 members across Australia and overseas. The Institute was formed in 1930 to promote better, responsible and environmental design and raise design standards in our cities, urban areas, commercial and residential buildings.

Contact: Brian Zulaikha NSW Chapter President AIA ph (02) 9215 4900