



# **ANNUAL REPORT**

**2005**

**AILA Victorian Group**

Prepared by:

The Executive Committee for  
Victorian Members & National Council

November 2005

# ***Table of Contents***

Preface

President's Report

AILA Victorian Group Goals 2006

Membership

Schedule of Meeting Dates for Executive Committee

Office Bearers and Sub-Committee Convenors

Liaison with other Groups & Committees

## 1. Administration & Management

Treasurer's Report

✍ Financial Year in Summary

✍ Auditing

✍ Treasurer's Summary

## 2. Community Liaison & Environment

✍ Environment Committee Report

✍ Marketing & Promotion Report

✍ Web Site Report

## 3. Education & Student Liaison Committee

## **PREFACE**

The Victorian Group is a sub committee of the National Council of AILA and is managed through elected and appointed members to its Executive Committee. A number of special interest and action committees represent AILA, its members and work for its members and the public to enhance the interest of all landscape professionals.

Other than support from the National Office and our local part-time Secretariat, all committee members and workers contribute in a voluntary capacity.

This document has been prepared to communicate recent, current and proposed activities, issues and events to local members and National Council.

## **AILA VICTORIAN GROUP**

### **2005 President's Report**

#### **PRESIDENT'S ROLE**

The position of State Group President has been held for the past two years by Tim Hart. Tim took over from the Acting President, Nadia Gill at the AGM and State Group elections in November 2003.

#### **VICTORIAN AWARDS COMMITTEE**

The AILA Victorian Awards Sub-committee reconvened in February this year, with Darren Atkinson as Chair, to coordinate the continuation of the awards program, sponsorship and the Awards presentation dinner.

The Sub-committee was made up of AILA Victoria Executive and volunteer members, who have met on a monthly basis throughout the year to coordinate all awards matters. This coordination has happened separately from the Executive meetings to enable a more detailed planning process which has been highly successful.

#### **Victorian Awards**

The Victorian Awards presentation dinner was held, on Friday 11 November 2005, at ZINC @ Federation Square, with approximately 380 attendees. This year the committee allocated additional resources to improve the quality of the event. This included pre dinner entertainment, a live band and professional MC. Positive feedback has been received on these improvements and the professional management of the event.

AILA Victoria has accepted an offer from National Council to host the 2006 AILA National Awards. It is proposed that the Awards Committee will reconvene next year to commence planning the event, which will include a mini conference. The existing State sponsors will be retained as local supporters of this important event.

#### **Event Management**

The AILA Awards Sub-committee reappointed event coordinators 'Advent Event Management' to coordinate and manage the event. Continuing on from its role in coordinating the past two awards events, Advent were responsible for much of the day-to-day management and coordination of the launch, dinner venue organisation, audiovisual media presentations and general bookings. Once again this appointment has proved to be very worthwhile. The growing success of the awards program year after year, has shown that the event requires almost intensive management. The reappointment of Advent has enabled the Sub-committee to concentrate on improving the judging process, increase sponsorship and attendance at the dinner.

#### **Sponsorship**

The Awards Committee secured over \$67,500 in sponsorship for 2005, which is approximately \$16,000 more than 2004 and \$28,000 more than 2003. This year a total of 24 organisations contributed as sponsors or supporters. Fleming's Nurseries were once again our Major Partner and we thank them for their ongoing support and commitment to AILA and the profession. Joint State sponsors were VicUrban, Ability Building Chemicals, The Department of Sustainability and Environment and A Touch of Class Plants. The new 'President's Awards' were introduced to recognise local government projects and playground design and were sponsored by the City of Melbourne and OmniTech respectively. The awards sponsorship and profit from the event continues to assist the Victorian Group fund a range of educational, publication and marketing initiatives.

### **Awards Launch**

The Awards launch was held in late July at The Pavilion in the Fitzroy Gardens. The event was a great success with approximately 70 people attending. Presentations were made by the renowned sculptor Simon Perry, and Wes Fleming spoke about the challenges and logistics behind Fleming's Nurseries winning entry at the 2005 Chelsea Flower and Garden Show in England.

### **Award Nominations**

This year we received 45 entries, up slightly on the 41 received in 2004. Given the Victorian Awards are held annually this is considered to be reasonable number of entries, particularly given the scale and significance of many of the projects that were entered.

Further improvements were made to the project review and judging process. A briefing evening was held for the judges prior to the judging weekend. In line with AILA National guidelines, an eminent member of the profession, Robin Edmond (FAILA) was appointed Design Jury Chair. Gary Bateman also an AILA Fellow, was appointed chair of the Planning Jury. Other jury members included Senior Associate members, staff and student representatives from the Landscape Architecture Courses, and representatives from RAlA and PIA. AILA would like to thank everyone who participated in the judging of the awards.

### **Awards Public Relations**

For the first time AILA Victoria engaged the services of a professional public relations consultant to assist in promotion of the awards and raise the profile of the Landscape Architecture profession. This service included the preparation of press releases and the issuing of the award results to a range of media outlets. A number of newspaper articles have already resulted from this promotion campaign and further publicity is possible over the coming weeks.

An Awards booklet was also produced this year to further promote the event and provide a publication that was distributed at the presentation dinner. Published at no cost to the State Group, by Crowther Blayne, the booklet was very professionally prepared and provided excellent exposure for the winners, the sponsors and the Victorian Group.

### **BDP**

AILA Victoria has continued its active role as a representative on the BDP Victorian Regional Committee, which is chaired by Michael Peck. Represented by the current AILA Victoria President, Tim Hart, the Committee has been actively developing a lobbying campaign seeking government action and support in respect to a number of public policy matters, including:

- the adoption of a Victorian Government Policy on the Built Environment;
- design regulations for safe work environments;
- reform on government procurement policies and procedures, particularly in respect to consultant services; and
- government policies and actions on greenhouse and ecologically sustainable development.

The AILA Victorian Group Executive has contributed to the development of these campaigns, which are currently in progress and should be completed in the coming year. The draft 'Ecologically Sustainable Development Policy' has been prepared by representatives from the AILA Environment Committee.

### **NEW AILA CORPORATE MEMBERS**

13 Landscape Architects successfully completed their applications for Corporate AILA membership this year. This year the Victorian Executive hosted a dinner to welcome new AILA Associate members and thank the members who were on the assessment panel. This event was well attended and considered an excellent and personal way of introducing new Associates to other members.

This is proposed to be an annual event.

### **NATIONAL COUNCIL**

Kirsten Bauer has continued in her role as the Victorian representative on AILA National Council. Now in her second term, the Victorian Executive would like to thank Kirsten for her commitment and effort in this role and her continued support for the State Group.

### **AILA VICTORIA TALK SERIES**

Special thanks goes to Martin Reeves and all the volunteers for the considerable time and effort that they have put into the organisation of these successful events.

### **OTHER ACHIEVEMENTS OF THE EXECUTIVE**

Executive members were involved in a wide range of initiatives and events during 2005, some of which included:

- ? 'AILA Fresh' - a new presentation series which aims to engage young professionals and students. These series will be held three to four times per year to establish a dialogue about particular issues which affect young designers, and provide a forum for open discussion and debate.
- ? AILA Fellows and Senior Associate Members dinner. In the first of what is hoped to be an annual event.
- ? Continuation of the regular newsletter to publicise issues and promote upcoming events and programmes that are of interest to members.
- ? Established and fostered stronger links with affiliated bodies including the Planning Institute of Australia, Landscape Industries Association of Victoria, Royal Australian Institute of Architects, Australian France Association, the Lighting Institute, Melbourne International Flower and Garden Show and the National Design Centre.
- ? Continued involvement in the judging for the 2005 Tasmanian Group's awards program.
- ? Executive input in reviewing and commenting on a number of draft State Government policies.
- ? Involvement in the RAIA Export Networking Seminar Series to assist design professionals to develop the skills and expertise to market their services internationally.
- ? Representation at a range of education and public events, displays and seminars.

### **THANK YOU FOR YOUR SUPPORT**

The AILA Victoria Executive is operated by a small number of dedicated professionals and student representatives who have volunteered their time and tremendous efforts year after year to ensure that the advocacy of AILA is maintained.

The Executive would like thank all those members who have helped throughout the year. While Committee involvement has improved over the past 12 months further help is needed. Anyone interested in assisting the Executive Committee can simply attend one of our monthly meetings, held at the RAlA, 41 Exhibition Street, Melbourne, on the last Thursday of every month, from 6pm, or for further information, phone the AILA Victorian Group Secretariat on 03 9650 1898.

Thank you to the current and past members of the Executive and Sub-committees for your assistance, support and input this year.

On a final note, the AGM marks the conclusion of my two-year term as State Group President. It has been a very rewarding and exciting time and I would like to thank all those who have helped me during this period. I am keen to remain actively involved in the State Group and am confident that through greater advocacy and leadership, the profile and achievements of our profession will reach even greater heights in the future.

**TIM HART**  
**President**

A handwritten signature in black ink, appearing to read 'Tim Hart', followed by a vertical line.

**AILA Victoria**

## **AILA VICTORIAN GROUP GOALS 2006**

### **The Group's priority goals are:**

1. *To build on our past success and experience and host a successful National Awards programme for 2006.*
2. *To maintain close links with the other State Groups and explore joint programmes and initiatives such as seminars and conferences.*
3. *To increase contact and interaction between Victorian members through the continuation of the newsletter and professional networking initiatives.*
4. *To maintain and expand the Victorian Group Talk Series as part of a coordinated events calendar.*
5. *To improve the profile of the profession through the promotion of Landscape Architecture and the involvement of Landscape Architects in current urban design and environmental issues.*
6. *To uphold the standard requirements for entrance to corporate membership.*
7. *To maintain and implement the Group's Marketing Strategy.*
8. *To continue 'AILA Fresh' and maintain a close dialogue with both courses of Landscape Architecture and improve student membership levels;*
9. *To continue to develop AILA's role in BDP by providing further input in policy formation and implementation.*
10. *To promote CPD and membership involvement by providing a program and register of CPD related activities and courses, including local and international guest speakers.*
11. *Improve representation and gender balance of the Executive.*
12. *To continue to upgrade the State web page and promote the National web page.*
13. *To explore international marketing and networking opportunities for the Victorian Practices Group.*

### **Other goals as outlined in the Group's Charter are: -**

1. *To broaden our membership base by facilitating the changing role of the Institute as an 'umbrella' organisation for all landscape and environmental based practitioners;*
2. *To promote active involvement with and of professional bodies such as BDP, PIA and RAIA,*
3. *To provide a formal and informal forum for professional networking and social interaction for members and allied professionals.*

## MEMBERSHIP

The Victorian Group's membership as at 24 November 2005 includes the following categories:

<i>Associates</i>	202
<i>Affiliate</i>	1
<i>Fellows</i>	16
<i>Honorary Fellows</i>	2
<i>Graduates</i>	25
<i>Students</i>	6
<b>TOTAL</b>	<b>252</b>

*Members – 61 unfinancial members included in these figures.*

A list of members is located on the website [www.aila.org.au](http://www.aila.org.au)

<http://www.aila.org.au/directories/index>

### **13 New Associate Members**

Matthew Fleet  
Gary Ford  
Kenneth Gunn  
Madhu Lakshmanan  
Carolynne Macnaughton  
Lucilla Marshall  
Tracey O'connor  
Timothy O'Loan  
Mark Stolz  
Erwin Taal  
Leanne Thompson  
Annette Warner  
Matthew York

## **SCHEDULE OF MEETING DATES FOR EXECUTIVE COMMITTEE:**

Meetings commence at 6.00 pm on the last Thursday of every month at the RAlA, Level 1 Boardroom, 41 Exhibition Street, Melbourne. Any member is welcome to attend but a telephone call to the Secretariat would be appreciated 03 9650 1898.

### **Meeting dates for 2006**

Thursday 23 February 2006 @ 6.00pm

Thursday 30 March 2006 @ 6.00pm

Thursday 27 April 2006 @ 6.00pm

Thursday 25 May 2006 @ 6.00pm

Thursday 29 June 2006 @ 6.00pm

Thursday 27 July 2006 @ 6.00pm

Thursday 31 August 2006 @ 6.00pm

Thursday 28 September 2006 @ 6.00pm

Thursday 25 October 2006 @ 6.00pm

Thursday 30 November 2006 @ 6.00pm

## OFFICE BEARERS AND SUB-COMMITTEE CONVENORS

### AILA Victorian Group

As at 24 November 2005

#### Executive Committee

President: Tim Hart  
Vice President: Darren Atkinson  
Treasurer: Mark Frisby  
Secretary: To be elected

Martin Reeves  
Kirsten Bauer  
Matthew Tence  
Jo Russell-Clarke  
Jim Earle  
Flynn Hart (Student Rep - RMIT University)  
Glenn Hay (Student Rep – Uni of Melb)  
Rosalea Monacella (Lecturer RMIT University)

**National Secretariat** GPO Box 1646  
Tel: (02) 6248 9970  
Canberra ACT 2601  
Fax: (02) 6249 7337  
[ailanat@aila.org.au](mailto:ailanat@aila.org.au)

**Victorian Secretariat** Miranda Grace  
L1/41 Exhibition Street  
P O Box 18025 Collins Street East  
MELBOURNE VIC 8003  
Telephone (03) 9650 1898  
[ailavic@raia.com.au](mailto:ailavic@raia.com.au)

## **LIAISON WITH OTHER GROUPS & COMMITTEES**

Throughout the year a number of members have been active in representing the Institute on committees and/or participating and liaising with other institutes and associations. These are very valuable services supporting the profession's profile, and we thank all those people who have helped out.

**Marketing Committee**            Darren Atkinson (Chair)  
Jo Russell-Clarke

**Environment Committee**        Martin Reeves (Chair)  
Gary Bateman  
Anna Bunbury  
Anthony McEwan  
Tracey O'Connor  
Barrie Gallacher  
Meredith Doobie  
Nick Mann  
Ros Rymer (BDP Policy)

**Awards Committee**                Darren Atkinson (Chair)  
Amanda Dale (Advent Event Management)  
Tim Hart  
Mark Frisby  
Nigel Hutton  
Justine Image  
Alun Champan  
Annette Warner

**RMIT Accreditation  
Committee**                          Perry Lethlean  
Ron Jones  
Lorrae Wild

**University of Melbourne  
Accreditation Panel:**  
Jenny Rayment  
Libby Peck  
Mary Papaioannou

**University of Melbourne  
LA Course Advisory Board:**  
Frank Hanson

Scott Watson  
Ross Perrett  
Richard Howell.

**Events Committee**

Matthew Tence  
Jo Russell-Clarke  
Glenn Hay

**National Representative**

Kirsten Bauer

**State Awards Judges**

**Design**

Robin Edmond (Chair)  
Jo Russell-Clarke  
Simon Knott  
Erwin Taal  
Jon Coe  
Libby Phillips

**Planning**

Gary Bateman (Chair)  
Eddie Zagami  
Dean Thornton  
Caroline Martin

**Corporate Membership Interviewers**

Robert Cooper  
Mark Frisby  
Kirsten Bauer  
Darren Atkinson  
Roselyn Savio

**1. ADMINISTRATION**

**AND**

**MANAGEMENT**

## TREASURER'S REPORT

### FOR THE YEAR ENDING 30 JUNE 2005

The following information summarises our monetary affairs for the financial year ending 30 June 2005: Formal financial statements for the year are enclosed for reference at the closure of this report.

#### A) Financial Year in Summary

##### *Income –*

Total Net Income (excluding GST) ..... **\$119,045.51**

This was composed of the following in order of significance:

1. \$58,750.00 Awards - Sponsorship ;
2. \$36,602.73 Awards - Tickets and Awards Entry ;
3. \$17,346.55 - Membership Levy ;
4. \$5,009.09 - Practices Group Levy ;
5. \$677.27 - Miscellaneous Income ;
6. \$659.87 - Bank Interest.

##### *Expenditure –*

Total Net Expenditure (excluding GST) ..... **\$90,025.88**

This was composed of the following in order of significance:

1. \$37,420.10 - Awards Catering ;
2. \$18,156.44 - Awards Management ;
3. \$14,825.68 - Secretariat ;
4. \$4,145.45 - National Refund ;
5. \$4,136.36 - Donations & Sponsorship ;
6. \$3,565.09 - Functions & Meetings ;
7. \$2,217.36 - Awards Exhibition ;
8. \$1,800.00 - Awards Audio Visual ;
9. \$1,746.75 - Awards Printing ;
10. \$1,175.31 - Awards Miscellaneous Items ;
11. \$460.88 - Bank Charges ;
12. \$280.77 - Awards ticket refund ;
13. \$95.68 - Accounting & Auditing ;

##### *Surplus /Deficit –*

Net Operating Surplus ..... **\$29,019.63**

As income exceeded expenditure, we therefore recorded a surplus of \$29,019.63 for last financial year.

The main increases in expenditure were from the following categories:

	<u>2003/2004</u>	<u>2004/2005</u>	<u>\$ Increase</u>
? Awards catering	\$33,014.32	<b>\$37,420.10</b>	\$4,405.78
? Awards Management	\$13,356.27	<b>\$18,156.44</b>	\$4,800.17
? Functions and meetings	\$877.06	<b>\$3,565.09</b>	\$2,688.03

The increased management costs were due to the professional event organisers including sponsorship liaison in their scope of services which has been reflected in the increase in sponsorship revenue.

Expenditure in function and meeting costs continue to increase as a consequence of additional events for the membership being held during the year.

#### *Cash Comparison –*

As at June 30, 2005 our cash at bank totalled \$49,594.99 compared to \$25,839.55 at June 30, 2004. This therefore represents an increase of \$23,797.59 in cash available compared to the same time last year.

As with the previous financial year, our cash flow continues to improved.

## **B) Auditing**

Financial statements and accounts were reviewed as part of the national audit of the Australian Institute of Landscape Architects' accounts. The accounts were found to present fairly the financial position of for last financial year.

## **C) Treasurer's Summary**

### *Achievements –*

The Executive Committee and Treasurer have successfully achieved an increase in the net operating surplus.

### *Vision for the Future –*

The following proposals attempt to further reduce expenditure for our group:

- ? Accounting – As mentioned at the last AGM the accounting procedures across all states are in the process of being streamlined to assist the auditing of the national accounts. The National office has commenced the book keeping of accounts for the state group.
- ? Spending –Implement of social, marketing and promotional initiatives that built upon current events (awards dinner, talk series, etc.) has commenced. The Victorian Group is in a financial position to continue funding of events and activities for the benefit of the state membership.

*Conclusion –*

The financial position of the Victorian Group continues to improve. This has enabled the group to start funding events and activities that are for the benefit of the state membership.

I would like to convey my thanks to the Executive Committee, the National office and Advent Event Management for their support and effort. I look forward to continuing my role as treasurer until a suitable replacement can be found.

**MARK FRISBY**

**A.I.L.A. TREASURER (VICTORIAN GROUP)**

**2.**

**COMMUNITY LIAISON**

**AND**

**ENVIRONMENT**

## **ENVIRONMENT COMMITTEE REPORT**

**No report**

## **MARKETING & AWARDS REPORT**

### **FOR THE YEAR ENDING 24 November 2005**

I have now completed my fourth year as Chair of the Marketing Committee. In this role and as requested by our President, Tim Hart, I also Chaired the 2005 Awards Committee, which consumed most of my 'AEA' time this year.

As discussed last year we have a draft Marketing Strategy which will require additional committee members to achieve all the tasks identified. This has been identified as a key development objective for the Executive in the New Year as we propose a membership drive. In addition we will request an Office Contact through the Practices Levy from each practice so the Executive has a point of contact when needing feedback on events throughout the year.

Each year we believe the efforts to promote the Awards offers an excellent tool for marketing the profession. We believe this year was an exceptional year with positive feedback from sponsors and members. I am pleased to report on some items achieved in the past year as follows:

- 2005 Awards Program 45 - 50 entries were received this year;
- Record sponsorship for the Awards Program;
- Record attendance (380) at the State Awards; and
- Sponsored Planning Week and hosted a breakfast.

This year we engaged a Public Relations Consultant, Tammy Papalia, to assist with the marketing of the Awards and were pleased to see a half page article in the Age on Sunday November 13. More media attention is expected with follow up in local press in the coming weeks.

I have appreciated assistance from the other members of the Awards Committee including Tim Hart, Mark Frisby, Nigel Hutton, Justine Image, Annette Warner, Miranda Grace (our Secretariat) and our Event Manager, Amanda Dale from Advent Event Management.

We will continue as a Committee for the coming year and welcome any other members wishing to participate in the Group. We aim to meet prior to the Executive meeting monthly and implement some of the actions identified in the Strategy in the coming year.

In addition the Awards Committee have a small budget to promote the profession. Due the success of sponsorship this year, we have decided to make another financial contribution to the Australian Landscape Foundation, which is proposing to release a second DVD for distribution to a specific target group in the near future. All expenditure is ratified by the Executive Committee prior to proceeding with any proposal.

**Darren Atkinson**

**24 November 2005**

Annual Report Victorian Group AILA

## **Report for AILA Victoria Annual Report 2005**

### **VICTORIAN GROUP WEBSITE REPORT 2005** **[www.aila.org.au/victoria](http://www.aila.org.au/victoria)**

The AILA Victoria website is now four years old. The site continues to be hosted out of the main AILA website in Canberra but the Group is still one of the few State Groups that fully manages and publishes all of its own site content.

The primary focus of the site this year has again been to promote the profession through the State Awards program and to provide members with information about local events and activities. This year is the fifth year that the site has been used as the primary means of providing information about the Victorian Awards program and we are now building an informative archive of projects and award recipients.

In 2005 the main activities and highlights have been the publication of:

- ✍ Information about the 2005 awards program including nomination guidelines, event details and a listing of the 2005 AILA Victoria Awards winners.
- ✍ Regularly updated listings of local events and activities.
- ✍ Updates to the Online Resources page with links to professional associations and landscape architecture sites.

It is expected that the site will continue to grow in 2006 and it is intended to continue to use it as a key means for disseminating information about the activities and functions of the Group and the profession.

A preliminary review of the site structure has been started and this may lead to some changes in the layout, structure and content on the site in 2006.

Nigel Hutton  
Web Manager  
24 November 2005

**3.**

**EDUCATION**

**AND**

**STUDENT LIAISON COMMITTEE**

## **EDUCATION AND AILA (VICTORIA) STUDENT LIAISON COMMITTEE REPORT 2005**

The role of chair of the Education and Student Liaison sub Committee is vacant. As such there has not been an active sub Committee over the past year. There has however been a high level of involvement in the Executive, for RMIT and Melbourne University Students.

Executive and non-executive AILA Members have also been involved in a range of education roles including presentations, mentorships, and accreditation committees during the year.

Both RMIT and the University of Melbourne were also involved in AILA events and programmes during the year. This included attendance at AILA events, particularly the awards and the Talk Series events. Participation of the courses in this years awards included sponsorship and direct involvement of students and staff on juries and as judging assistants during the presentation process. This type of involvement is mutually beneficial and continues to improve the level of communication, understanding and mutual support between the State Group and the two courses. 'AILA Fresh' is seen as an excellent way of improving interaction between the two courses and engaging with recent graduates.

Both landscape courses would also appreciate greater interest and attendance by professionals at presentations, opening nights, lectures and events. The details of these events will be listed in the newsletter, and on the AILA web site.