



## **2018 International Festival of Landscape Architecture Creative Director Brief**

**The Australian Institute of Landscape Architects (AILA) is seeking expressions of interest from individuals, practices, schools of landscape architecture, or collaborative teams to take on the role of Creative Director for the 2018 International Festival of Landscape Architecture. The successful Creative Director's submission will be innovative and inspiring. Expression of interest submissions must be received by 5.00pm AEST Monday 11 September 2017.**

### **OVERVIEW**

The 2018 International Festival of Landscape Architecture will be held in the Gold Coast, QLD, in October 2018.

We are seeking Creative Director/s to develop the content and theme for this national event.

The Festival has been designed to engage with landscape architects, students, universities, government, the community and public. The events involved in the Festival will be wide ranging and include Welcome Reception, National Landscape Architecture Awards Presentation, Major Public Activations, AILA Annual General Meeting, National Council and State Presidents meeting, a student program, public talks, tours and exhibitions.

The scope of the Creative Director role and responsibilities is primarily focused on the themes, content and style of the Festival and **in particular the content of the Conference**, with the formal and operational aspects (including fringe events) being the primary focus of the AILA team.

### **ABOUT AILA**

AILA champions quality design for public open spaces, stronger communities and greater environmental stewardship. AILA provides their members with training, recognition and a community of practice to share knowledge, ideas and action. Alongside government and allied professions, AILA works to improve the design, planning and management of the natural and built environment. AILA represents over 3000 (and growing) members throughout Australia and overseas.

The International Festival of Landscape Architecture provides an opportunity for AILA to facilitate valuable exchanges between local and international landscape architects; between speakers and delegates; between practice, industry, education and authorities.



## ROLE OF CREATIVE DIRECTOR

The appointed Creative Director will be responsible for the conceptualisation and execution of the 2018 Festival. Further details on the role will be provided to short-listed candidates, detailing the division of Creative Director and AILA responsibilities through a formal Memorandum of Understanding.

Whilst the wide-ranging events will fall under the theme of the Festival, the Creative Director will be primarily responsible for the curation of the Conference.

The Creative Director plays the lead role in the Festival conceptualisation and theming, including:

**Festival theme:** including the title, key conference style sessions and fringe events.

**Festival program:** including the key events and activities in collaboration with AILA staff, state chapter and committees. Sub committees will be formed to deliver on the program, however the Creative Director will work to ensure they fit within the program of activities.

**Conference program:** including the duration and nature of sessions (lectures, workshops, panels etc.), start time, end time, allocated question time. The core Conference activities are programmed for a Friday and a Saturday, with ancillary activities occurring on the Thursday and Sunday.

**Speaker selection:** commitment and briefing (international and domestic speakers)  
The Creative Director is responsible for the selection of speakers for the main stream of the Conference, to match the agreed theme and program. The selection of speakers, and benefits provided to speakers must not exceed the budget specified.

**Graphic Designer selection:** the Creative Director will develop a thorough brief relating to the theme and desired 'look and feel' of the graphic images relating to the festival.

**Sponsor support:** while AILA is responsible for sponsorship and sponsor administration, the Creative Director will be made aware of relevant sponsor benefits and requirements, and must not act in any way to impede, reduce or negate the delivery of these requirements.

**Creative Director Honorarium:** the Creative Director will be provided with a \$5,000.00 (plus GST) honorarium and will receive a complimentary Festival pass to the current and the future year's Festival.



## BUDGET

The Festival budget is approved by The AILA Board and the Creative Director must work within this budget, which will be managed by AILA. The Creative Director will be advised of the budget components for each of the following:

- > Speaker travel, accommodation and honorariums
- > Venue, audio visual and catering
- > Entertainment and speaker dinners
- > Fringe activities (if relevant)
- > Graphic design and printing

## SUBMISSION REQUIREMENTS

Proposals are sought from individuals or collaborative teams. Interested parties are required to submit the following:

- > **A brief proposal**, which outlines an indicative concept, suggested speaker line up and Creative Director overview. *This should be no more than three A4 pages in length.*
- > **A one page CV** for the Creative Director or one page for each team member of the Creative Team.

Proposals need to be submitted via email as a PDF or PowerPoint document (or through Dropbox).

Submitted materials must be in a commonly accessible format from either the Microsoft Office or Adobe Suite platforms. AILA accepts no responsibility for not being able to decipher material submitted in other formats. Submissions that do not comply with the above requirements may not be considered.



## SELECTION PROCESS

AILA has appointed a selection panel comprising of the following representatives:

- > AILA National President
- > AILA Directors x2
- > AILA QLD State President
- > AILA Chief Executive Officer

The criteria for selection are:

- > relevance and appeal of the Festival concept and theme;
- > strength of the proposed speaker line up, and the ability for the Creative Director to secure such speakers, and
- > capacity of the creative director to deliver the Festival within the required timeframe and financial constraints.

The selection panel will initially develop a shortlist of preferred candidates. Short-listed applicants may be requested to submit relevant additional material and may be interviewed by the selection panel. Interviews may be face-to-face or by teleconference. Approved costs of any travel and related expenses for interviews will be reimbursed, for one person.

The selection panel will present its recommendation for Creative Director selection for ratification by the Board.

The appointed Creative Director/s will be announced on Saturday 15 October, during the 2017 International Festival of Landscape Architecture in Sydney.

## SUBMISSION DEADLINE AND ENQUIRIES

Expression of interest submissions must be received by **5.00pm AEST Monday 11 September 2017**.

All submissions and any enquiries should be addressed to:

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Australian Institute of Landscape Architects  
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