



AILA SA - ANNUAL CHAPTER REPORT

Prepared by Ben Willsmore - AILA SA President

Period of time that this report covers: July 2016 / June 2017

1. Introduction

The purpose of this Report is to summarise the activities of the AILA SA Executive in 2017 and also the achievements of the 2015 -2017 AILA SA Executive.

In looking back over the last 2 years, we share a sense of pride in the achievements the Executive have achieved, with the wider membership and the invaluable support of the State Manager.

Early into our term, the Executive established a State Operational Plan in response to the National Strategic Plan. It established local directions in alignment with the 4 key objectives of the National Plan. The Operational Plan provided an important foundation for the Executive to direct our ambitions and approach to key opportunities emerging for AILA within South Australia.

The Report is presented through the 4 National Objectives and in response to the local targets that were set. The Plan provides a framework to measure of our achievements and to determine how far we have come in the last 2 years. The report reflects on each of the 4 objectives and summarises what we see as our successes in reaching towards our targets.

2. Building the profile of the profession:

SA Operational Plan Intent:

- *Major Events (including AIA / AILA Festival liaison)*
- *AILA Living Cities Event – establish local contacts / partners to discuss the principles and action plan from national summit. Make sure AILA is a key stakeholder in regards to Green Infrastructure policy development.*
- *Annual Awards – Change from bi-annual to yearly SA awards. Shape event brand, reach and leveraging opportunities.*
- *CPD Program*

2016/17 Review:

Major Events

Over the last 2 years, AILA SA has had a significant role in a range of events within South Australia. Our contribution to FAD (Festival of Architecture and Design) has continued to grow, providing greater engagement with the wider design community and increasingly, the general public. We have also collaborated increasingly with a range of other industry partners to co-host strategic events to help build the profile of the profession through shared advocacy. These events included the Urban Forrest Master Class (Vision 202020), Green Infrastructure Conversation (DPTI & DEWNR) #beboldforchange Industry Celebration of International Women's Day (AIA, PIA & DIA), and most recently, Urban Infill Development Seminar (Water Sensitive SA, AILA, AIA & PIA).

AILA Living Cities Event

AILA SA has played a leading role in the advancement of Green Infrastructure within the State



Government's revised *30 Year Plan for Greater Adelaide*. A key break through was AILA SA co-hosting with DPTI and DEWNR a green infrastructure workshop at the City of Charles Sturt in May 2016. Leveraging from the National Living Cities Summit, it provided AILA SA a great opportunity to demonstrate to our partners and the 80 people in attendance, the leading role Landscape Architects can play in this critical conversation. The event helped to set a platform to build stronger engagement with DPTI Planning and DEWNR, as well as identify new partnerships with the UDIA and Water Sensitive SA.

Annual Awards

The judging of the 2017 awards has recently been finalised, and once again the quality of design within South Australia will soon be on display. National Office launched a new awards program in 2016, to coincide with the 50th Anniversary celebration of AILA. To ensure South Australia was represented at the national celebrations, 2016 became the first annual awards, receiving 27 entries, in 12 new categories, less than 10 months after the 2015 awards. In 2017, AILA SA received 28 entries, in 14 new categories. The annual frequency of awards continues without impact on availability of projects, diversity of entrant or quality of winners. This has been an important step that demonstrates the health of the profession locally.

An annual awards program no-doubt increases the pressure on the State Manager and the tireless commitments for the AILA SA awards committee. However, it provides the Executive with an up-to-date body of quality local projects and a critical insight into design and relevant outcomes. The annual awards increases the platform to build the profile of the profession with the wider community, through media engagement and the local display of the awards. AILA SA is always looking for opportunities to continue to promote the Awards as a snap shot of the profession, that demonstrates the diversity of ways Landscape Architects help shape more liveable communities. The 2016 display at the Adelaide Airport demonstrated the potential of AILA SA's aspiration to build the profile of the profession to a huge international audience!

2016/17 Detailed Actions:

Design and Built Environment Councils Networking

AILA SA hosted the 2017 Design and Built Environment Councils Networking event, bringing together members from AIA, AILA, DIA, PIA and AGDA. This event is an annual catch up to allow each President the opportunity to share their strategic focus, key events and programs for 2017 highlighting opportunities for collaboration and strengthening the design voice in SA. Key Government representatives including Kirsteen Mackay – SA Government Architect and Sally Smith – General Manager, Investment Management at DPTI also attended to highlight key strategies for implementing the new Planning system in SA and other Government activities. The Adelaide Review - lead Media Partner for the design industry in SA was also given the opportunity to share their vision at the event.

2017 SA Landscape Architecture Awards Program

AILA SA has been managing all facets of the 2017 Awards Program with entries closing on 21 April. We have received 28 entries over 9 categories which is a fantastic number of projects to showcase the LA profession in SA. Sally Bolton and the Awards Task Force have been managing partner relationships around Awards offerings for both National and Local partners. The Awards Jury Judging was held on Saturday 3 June and the Awards Announcement is planned for Friday 28 July. We have



also secured two new industry partners for the Awards including AECOM and State Government Agency - Department of Water and Natural Resources which will further strengthen the advocacy opportunities for the program. National Office is to be commended on the production of updated Awards Policy documents and a more streamlined process in 2017. [Click Here](#) for full details.

AIA City of Adelaide Prize Jury Judging Day

The City of Adelaide Prize is a category within the prestigious South Australian Architecture Awards Program. The City of Adelaide Prize recognises innovative built projects that enliven the City's public spaces and engage with the community and includes projects such as public art and temporary contributions to public space. The AILA SA President is invited to be on the Jury Panel for this Prize each year and Ben Willsmore has been involved in this ongoing process for both 2016 and 2017.

PIA Awards Jury

The annual PIA Awards for Planning Excellence demonstrate leading practice, leadership and achievement in planning and the planning profession. The Awards recognise excellence and showcase leading practice across a range of planning disciplines and sectors. The Awards are a chance to celebrate, recognise and reward outstanding planning and planners. The AILA SA President has been invited to be on the Awards Jury in both 2016 and 2017 and Ben Willsmore has been involved in this ongoing process.

Industry Collaboration - #BeBoldforChange Design and Construction

The South Australian Chapters of AILA, DIA, NAWIC, PIA hosted a breakfast in March to help drive positive change in the design and built environment industry in recognition of International Women's Day. A panel of leaders reflected on "What will a gender equal world look like?" and how we all can be responsible for creating a more gender inclusive industry; both in the way we work as well as in the places we plan, design, build and advocate for. This was a fantastic opportunity to raise the profile of AILA amongst the design industry with almost 100 guests. Sharon Mackay - AILA SA Vice President facilitated the event and was instrumental in driving the content for the day.

Industry Representation - Active Living Coalition

AILA SA is represented by Heath Edwards – AILA SA Executive Member on the Active Living Coalition led by The Heart Foundation and he attends regular meetings to support the work of this group. The South Australian Active Living Coalition consists of government departments, local government and other non-government agencies whose core business includes fulfilling targets relating to improving the health and well-being of South Australians. The Coalition aims to provide a collaborative forum for the planning and coordination of active living in SA.

Industry Connections – ODASA

Regular engagement with Government Architect and ODASA Staff to discuss common issues / ensure alignment with the profession as well as strengthen understanding and influence with Government.

Industry Connections – UDIA

Continued engagement with UDIA with the intent to build stronger industry connections. AILA SA Executive and members met with key AILA and UDIA members on 29 November 2017 to facilitate a discussion on 30 Year Plan Draft Update submissions and common ground for engagement. It was identified that UDIA and AILA has similar views on many policies within the plan. AILA SA and UDIA agreed to work together to assist Government Agencies with implementation as detailed guidelines, policies etc are rolled out.



Media Engagement – The Adelaide Review

The Adelaide Review is a Media Partner again in 2017. They have launched the inaugural FORM Innovation Awards (FIA), in association with the second edition of FORM Journal set for release in October. The awards are an extension of The Adelaide Review and FORM Journal's commitment to the design in SA, and aim to highlight and award the work of innovators across all disciplines in design. Each institute (AGDA, DIA, PIA, AIA and AILA) will submit projects for consideration, which will be judged by a panel of industry experts and by the public online via The Adelaide Review's website. The individual institutes have been given the opportunity to put forward the projects that define as innovative, unique and valuable.

Media Engagement – The Advertiser

New connections have been instigated with The Advertiser in the lead up to the 2017 Awards announcement and we are hoping to have both entries and winners showcased in two separate pieces to promote the profession to the broader public.

3. Advocating to Government

SA Operational Plan Intent:

- *Build stronger strategic connections into State Government, including key Ministers as well as key department contacts within DPTI*
- *Leverage from growth of LA's in Local Government, to capitalise on leadership roles and expanded influence members can play in advocating the values of the profession*
- *Expand AILA's network of collaborators, that maximise opportunities for AILA advocacy through strategic Industry partnerships as well as traditional and non-traditional alliances*

2015/17 Review:

Strategic connections with State Government

This target has required a lot of cumulative efforts from many individuals, and we are proud to say that at the end of this term, we have now built strong ties into the three (3) major government agencies, the Department of Planning, Transport and Infrastructure (DPTI), Department of Environment, Water and Natural Resources (DEWNR) and the Department of Health and Ageing. The relationships have been built through participation in a range of events, advocating on behalf of AILA and aiming to add value to the direction relevant agencies have taken. In the last 2 years AILA SA has written 6 submission to State Government, and where appropriate, the Adelaide City Council, on a range of state wide strategic issues. [Click Here](#) to view these submissions. These initiatives have enabled AILA SA to positively contribute to the setting of targets within the 30 Year Plan for Greater Adelaide with DPTI, continue to provide advice towards the advancement of Green Infrastructure within South Australia with DEWNR, and most recently act as co-sponsor with DPTI and ODASA for the Department of Health and Ageing's - Quality Green Public Space Action Plan.

Each document and each department, on behalf of the State Government will have a significant impact in shaping the role Landscape Architects play in the future of South Australia. Our aim has been to ensure that it is a leading role, emphasised by our contribution towards the development of the Planning Development and Infrastructure Code.



Network of Collaborators

The Executive identified the need to expand our networks beyond our 'traditional' design partners, to maximise our advocacy and influence. In these new audiences, we have found many shared values and opportunities to the built environment, as well as new connections to Government. These new networks have enabled AILA SA to actively participate and in many cases, co-host events that bring together a range of professions on common strategic issues.

These opportunities to collaborate are important to provide local members with a variety of events, and support the sustainable growth of AILA in South Australia.

2016/17 Detailed Actions:

30 Year Plan for Greater Adelaide - AILA SA Submission

After working closely with government throughout 2016 including attending a number of stakeholder briefings, co-hosting a Green Infrastructure Workshop with Government Agencies and providing guidance to Government Departments, AILA SA formally responded in October 2016 to the 30 Year Plan for Greater Adelaide 2016 Update. The full submission can be [read here](#).

ACC City Bikeways – AILA SA Submission

AILA SA provided a submission to the City of Adelaide regarding the future City Bikeways as well as the proposals to amend the existing Frome Street bikeway. The submission supported the partnership between the State Government and the Adelaide City Council in a \$12million commitment to improving cycling into and across the City. The submission was critical of possible change to the existing cycleway width, and dilution of spending on new infrastructure, when the proposed changes do not align with the recommendations of the independent review commissioned by the Adelaide City Council. The full submission can be [read here](#).

AILA SA Advocacy Roundtable

Over the last 12 months AILA SA has been invited to be involved with a number of initiatives working with Government including Planning Reform in SA and also shaping other policies and strategic directions around 4 themes including:

- State Government - Community Participation and Sustainability Advisory Committee
- DPTI - Infrastructure Schemes Pilot Project Reference Group
- Dept of Health and Ageing - Healthy Parks Healthy People Public Open Space Action Plan
- Water Sensitive Cities

The AILA SA Executive invited membership to assist in developing a framework for supporting AILA SA Members who will be representing the profession as part of this important work.

Call outs to membership have seen enormous support with 17 Members (20% of SA RLAs) putting forward their names to get involved and highlights strong member engagement from RLAs in SA around advocacy related issues.

A first roundtable discussion was held on 11 May to identify key ideas and messages to inform and develop AILA SA's advocacy platform. The evening was a series of robust discussions that reflected the diversity of voices, experiences and backgrounds of the people in the room. Importantly it was a



great first working session towards ensuring AILA SA is best positioned to maximise our impact and influence in these 4 key directions. The Executive is excited by the relationships that have developed through our advocacy over the last 2 years and we are pleased to open these opportunities to the wider membership.

These roundtables will be held bi-monthly and the next one is scheduled for 13 July.

Department of Health and Ageing, DEWNR, AILA SA, DPTI and ODASA - Ongoing

AILA SA is supporting the Department of Health and Ageing as well as the Department of Environment, Water and Natural Resources in developing new initiatives that best recognise our contributions within the built environment. AILA SA has been invited to be a strategic sponsor for the Department of Health and Ageing - Healthy Parks Healthy People Public Open Space Action Plan.

A series of meetings have been held to provide and review Sponsor feedback for the Department of Health and Ageing – DRAFT Action Plan. Department of Health and Ageing is currently preparing the final version of the Action Plan for review and final sign off from the Sponsors – DPTI, ODASA and AILA SA.

Water Sensitive Cities - Ongoing

AILA SA has been invited to participate in a series of workshops designed to develop a shared cross sector vision for Adelaide as a future water sensitive city and a strategic framework for realising this vision. The project is being led by the Cooperative Research Centre for Water Sensitive Cities (CRCWSC). The workshop series will bring together influential stakeholders and decision makers to explore water in Adelaide today and in the future, with a focus on its role in supporting the region's liveability and resilience. Around 40 people from across Adelaide's water, planning, community, urban development and related sectors are participating in the workshop series, contributing their creative and strategic ideas in iterative discussion on the following topics: Benchmarking with the Water Sensitive Cities Index, Building a vision and narrative; and Understanding priorities and developing strategies. *AILA SA Advocacy Roundtable Table held to support AILA SA representative involved with this – see details above.*

State Government Community Participation and Sustainability Advisory Committee - Ongoing

AILA SA has nominated two members to be considered as representatives on the State Government Community Participation and Sustainability Advisory Committee on the implementation of the new Planning System. A call out to all AILA SA members was made to invite nominations. Warwick Keates – WAX Design has been successful in securing a position on this Advisory Committee. *AILA SA Advocacy Roundtable Table held to support AILA SA representatives involved with this – see details above.*

State Government Infrastructure Schemes Pilot project and Reference Group - Ongoing

To assist in the implementation of new Basic and General Infrastructure Schemes introduced under the Planning, Development and Infrastructure Act 2016, the Department of Planning, Transport and Infrastructure is called for expressions of interest for potential infrastructure schemes pilot projects to help test the two infrastructure models. Tim Conybeare – ASPECT Studio has been confirmed as the AILA SA representative on this Reference Group and will attend regular meetings with Government for this project. *AILA SA Advocacy Roundtable Table held to support AILA SA representative involved with this – see details above.*



ODASA Design Guidelines – Draft for Consultation

ODASA has recently released [Design Guidelines – Design Quality and Housing Choice](#) which have been developed to promote well-designed housing in South Australia in-line with the recently updated 30-Year Plan for Greater Adelaide. AILA SA is co-hosting with PIA and AIA an industry conversation about these Guidelines to inform a formal response on Tuesday 4 July.

4. Membership Growth

SA Operational Plan Intent:

- *Maintain growth in Student and Graduate membership through stronger engagement (including SAILA Fresh)*
- *Improve Membership Engagement (including University Engagement)*

2015/17 Review:

Students and Graduates

SAILA Fresh continue to be the benchmark that the Executive tries to keep up with! Their ideas, commitment and organisation has been fantastic and they continue to have a significant contribution to the growth in our membership numbers.

AILA SA has maintained its support of the University, regularly engaging with the Head of School, as well as a number of annual speaking sessions to raise the profile of the profession with University students. Over the last two years we have signed up high numbers of student members and the Chapter aims to strengthen engagement with this membership sector as they will be the future of the profession in years to come.

Member Engagement

Much of our efforts have been outward, promoting the profession through engagement with State Government and Industry allies through events, workshops, critical conversation and submissions.

At all times we have tried to be open with members and provide opportunities to shape our submissions and ensure the views of AILA SA are reflective of the wider membership. The opportunities for member input have ranged from email communiques, President's Messages, President's Breakfasts as well as hosting targeted workshops to address a particular issue or review a particular document.

We have been pleased to see the participation numbers continue to grow, culminating in the initiation of the Advocacy Round Table to regularly address advocacy initiatives with interested members. High member interest in this initiative is a demonstration of a strong and engaged membership in SA.

The Executive has always sought to put forward members with relevant experience to ensure AILA SA is adding critical content towards a particular issue or opportunity. Arising from AILA SA's ongoing engagement with government, we have been able to nominate a number of senior members to represent the institute on key State Government advisory committees.



2016/17 Detailed Actions:

AILA SA Executive Nominations 2017 -2019

Elections for the 2017 -2019 SA Executive were open to the membership in May and the current Executive are proud of the platform established for AILA SA. The incoming Executive have a fantastic opportunity to further these initiatives and shape legislation, policy, guidelines standards and action, with the wider support of the profession. Four of the existing Executive have nominated to continue for 2017 -2019 term and three new members have also nominated.

Ongoing - AILA Registration Process

AILA SA has managed three Registration Workshops and two interview panels in the last 12 months and the SA Chapter welcomes three new registered Landscape Architects during this 12 month period. There are now three registration rounds each year and the chapter manages applicants as they come through with the support of National office.

AILA SA Education Committee

Refer to SAILA Fresh Annual Report – Appendix 1

SAILA FRESH Initiatives

Refer to SAILA Fresh Annual Report – Appendix 2

Adelaide Uni O'Week Presentation

AILA SA was given the opportunity to introduce AILA and the profession of Landscape Architecture to a room full of nervous, O'Week students at Adelaide University. This was a great chance to share with the students the ever growing range of opportunities that exists for Landscape Architects to make positive contribution to the health, well-being and resilience of our cities, towns, suburbs and natural environments. It is also a great platform to show off the strength of design quality locally and hopefully encourage the next generation of graduates to take their first steps towards our inspiring profession. SAILA Fresh were also given the opportunity to present on this occasion and resulted in signing up 70 + new student members.

Connections with The University of Adelaide Staff

Sally Bolton – AILA State Manager continues to work with Tanya Court and Jo Russell-Clarke at University of Adelaide to explore ways to connect SAILA Fresh members and practitioners with the students. Two timeslots have been allocated in 2017 for AILA members to present to the LA students to showcase the profession and the diversity of career path options.

Regular Meetings with George Zillante - Head of School - The University of Adelaide

Sally Bolton – AILA SA Chapter Manager and Ben Willismore – AILA SA President meet 3-4 times a year with George Zillante - Head of School to identify ways to connect the profession and students. The University of Adelaide has agreed to support a prize for the SA Graduate Future Leader in 2017 and is also an Awards Partner again in 2017.

Profession Profile - University of Adelaide Lecture

Sally Bolton – AILA SA Chapter Manager was invited to give a lecture in the Professional Practice subject at The University of Adelaide to discuss alternate career pathways and career diversification to both architecture and landscape architecture students. This was an opportunity to share information about AILA and the career opportunities LAs have when they graduate. Sally was also able to provide a direct comparison in relation to her own career pathway moving away from Architecture into an advocacy role for the LA profession.



AILA SA President's Breakfast Series

Targeted member attendance at regular President's Breakfast over the last 12 months ensures the Executive is engaged with the local membership through the identification and discussion of topical issues. This series of breakfasts is always hosted with an AILA partner to connect them with key members of the profession, share news and invite discussion to assist them in developing tools to support LAs in professional practice.

AILA and AIA Annual Quiz Night

Each year AILA co-hosts an industry Quiz Night with the Institute of Architects - Emerging Architects Group NAG/EMAGN. This is a unique opportunity to collaborate and network with other design industry groups and is extremely popular with sponsors from both organisations. It is one of the major income generators for AILA SA along with the annual Awards program.

Corporate and State Partner Membership Offerings

AILA SA hosted a number of member events, in alignment with the national programs including Landscape Technical Series and other CPD focused events, to provide greater opportunities for members to extend their professional development

5. Ensuring a sustainable AILA

SA Operational Plan Intent:

- *Create and maintain a financially stable platform for the future of AILA SA*
- *Strengthen and maintain key State and National Partnerships*
- *Explore new opportunities for generating additional revenue for the Chapter to enhance services to members and advocacy opportunities*

2015/17 Review:

Sustainable AILA SA

The State Manager and Treasurer do a fantastic job in managing the local and national partnership requirements to advance towards a more financially sustainable AILA SA.

Member engagement with sponsors in your day-to-day work is just as important as your attendance at sponsored AILA events. Please continue to support AILA's valued sponsors including:

National Corporate Partners - Lappsett, Austral Brick and Masonry, SFA, Intergrain, ACO, LSA and JLT
State Major Partner – Active Recreation Solutions

State Supporting Partners - WE-EF Lighting, Jeffries, Heyne's Wholesale Nursery

Awards Partners – City of Adelaide, Active Recreation Solutions, WE-EF Lighting, Heyne's Wholesale Nursery, Brickworks, AECOM, DEWNR, ODASA, University of Adelaide, HASSELL and The Adelaide Review

Resources

During the 2015/17 term, the National Council endorsed an increase from 2 to 3 days for the State Manager, in support of the initiatives and impact being achieved within South Australia. The Executive is extremely grateful for the fantastic efforts of the State Manager to ensure the successful realisation of our many and at times varied aspirations.



2016/17 Detailed Actions:

Sponsorship

AILA SA Executive continues to support the State Manager in managing existing partnership relationships and also in developing new sponsorship proposals.

AILA SA has secured two new Awards partners – AECOM and DEWNR and will welcome Fleetwood Urban as a State Supporting Partner from 1 July 2017.

Resourcing

AILA SA Executive worked with National to secure additional resource funding to support the State Manager Role for three days a week instead of two days a week effective from October 2016.

Budget

Supported the State Manager and Treasurer to successfully complete budget proposal for 2017/18 for National approval and acceptance.

The SA Chapter predicted EOY result for 2016/2017 is a deficit of approx. \$9000 which is a direct result of the increased resourcing for the Chapter. The approved deficit for this period is \$10,868 as ratified at National Council in September 2016. Refer to the 2017 AILA SA Treasurer's Report for more details.



6. Summary

AILA SA has continued to raise its profile and the recognition of Landscape Architects as contributors critical to achieving a more liveable South Australia. The Executive, with the State Manager, has remained committed in our advocacy to the importance of design quality, stronger communities and environmental stewardship.

Personally, I have been proud of the steps we have collectively taken. On reflection, I believe our term has resulted in a range of positive changes as I have summarised above, none more so than our ability to constructively engage with the strategic planning for Greater Adelaide.

As part of a wider AILA community, AILA SA continues to be recognised for our efforts, often seen to be ‘punching above our weight’, and in many cases proudly leading in our efforts to raise the profile of the profession, or advocating to government.

I am also proud of the number of new ‘friends’ we have made over the last 2 years, who share our aims and aspirations for the role of design in the built environment, and are increasingly willing to work with us on key issues and events.

Thank you to all the members who have participated in the variety of events we have held over the 2 years.

Thank you to those members who have given their time to support the profession through a variety of local and national committees.

Thank you to the 2015 - 17 Executive for their commitment, enthusiasm, leadership and critical inputs into steering our advancement over the last 2 years including. The Executive includes Sharon Mackay (Vice President), Jo Russell-Clarke (Secretary), Janelle Arbon (Treasurer), Craig Lovering, Heath Edwards, Ying Qian Gene Fong (SAILA FRESH), Kate Naumann, Amy Pfeiffer, and Aleck Whitham.

Thank you to our State Manager for her organization, reliability, resilience and commitment to our profession.

The last 2 years have provided me with a fantastic insight into how our profession can lead change, locally and nationally. I put my hand up in 2015 because I believe in our profession and believed that we could find a better way to have a more significant contribution to the quality of life for all across South Australia.

Thank you for the opportunity and honour to represent the South Australian membership and the important work we do on a daily basis. I hope we have helped elevate the conversation, and raise the expectations for Landscape Architecture within SA.



APPENDIX 1

AILA SA – EDUCATION COMMITTEE ANNUAL REPORT

Period of time that this report covers: July 2016 / June 2017

AILA SA Education Committee

The 2016 -17 year has seen the Education Committee resolve its terms of reference and objectives. The role of the committee has changed substantially since the Accreditation Standards and Procedures 2016 was endorsed by the National Council. The objective of the SA Education Committee are to;

- Engage with the National Accreditation process (through NEC) for University programs in that state/ territory
- Engage with educators and students for mutual benefit, support and growth of the discipline
- Advise the NEC on opportunities and focus areas for research including collaboration and funding
- Engage with State CPD committee on matters relating to the ongoing education of Landscape Architects (e.g emerging opportunities for pursuing PhD by practice)

The committee meets quarterly and has been actively supporting the following AILA SA Executive and National initiatives;

- Policy formation
- National Accreditation Review Task (NART)
- Registration process
- AILA High School campaign
- University of Adelaide connections to industry
- SAILA fresh and LSA connections
- Identification and prioritisation of programs and research opportunities for undergraduate, and professionals



APPENDIX 2

AILA SA – SAILA FRESH ANNUAL REPORT

Period of time that this report covers: July 2016 / June 2017

Event Highlights

Speed Dating 18 May 2017

The SAILA Fresh Speed Dating event for 2017 carried on the popularity and success of the inaugural event last year, with a great turn out and many new professional connections made. The event seeks to engage the newest members of the profession with 1-on-1 speed dates with the current practicing LAs in a variety of different roles.

Park and Play 30 March 2017

SAILA Fresh hosted 'Park and Play', sponsored by Active Recreation Solutions (ARS) which encouraged landscape architects and members of the public to get outdoors and interact with the SNUG mobile playground equipment provided by ARS. This style of event was successful in creating ties between SAILA Fresh, the wider AILA community and our sponsors as well as advocating for the importance of Landscape Architecture and outdoor play to the wider community.

Freshies and Fellows Breakfast 15 September 2016

Casual breakfast supported by Intergrain and held at Brickworks with select group of student and graduates and available South Australian Fellows. Very worthwhile to build connections and learn from the experiences of Fellows.

Membership Growth

SAILA Fresh continues to engage student and graduate AILA members and provide connections to the wider AILA membership through events, social media and targeted presentations.

University engagement:

22 February- O-week presentation

Two members of SAILA Fresh gave a short presentation to the 1st year Architecture and the Built Environment students as a part of their O-week introductory lecture. This is a great forum to introduce students to AILA and to gain new student members. Passing around a signup sheet gained over 40 new members on the day.

16 March - University Lecture

Three SAILA Fresh members were invited to present in a second year undergraduate subject at The University of Adelaide to promote the value of the Landscape Architecture Profession and to share insight into their career paths highlighting opportunities for graduates. This is an initiative of the Education Committee and University staff to raise awareness of the LA profession before students make a choice between Architecture and Landscape Architecture in 3rd Year.



Social Media

SAILA Fresh has continued to use Facebook as their main medium of communication, providing updates for events, interviews with students and new grads and other relevant industry information. We have since reached a milestone of 205 followers with the increasing exposure of SAILA Fresh. Over the last year SAILA Fresh has also increased their use of Instagram as a platform to share photos of events and various landscape architecture projects, as seen most recently with the '#sailafreshtravels' series. This has been wildly popular and has been an effective way to fill in the breaks between events throughout the year.

Key Outcomes

- Maintained and improved attendance at events
- Increased numbers of student members and those registering for events
- Welcomed new SAILA Fresh core member – Katrina Baumann
- Building connections between SAILA, AILA and the wider community
- Starting to build connections between other industry institutes including NAG, AIA, AGDA and PIA, with plans to develop this throughout 2017
- Consistent growth in followers and engaged participants on social media platforms
- Continued support of wider AILA events and initiatives including the SA Awards