



Australian
Institute of
Architects

EXPRESSION OF INTEREST – CREATIVE DIRECTOR

2023
National
Architecture
Conference



OVERVIEW

The 2023 National Architecture Conference is the pinnacle professional development event for Australian architects. Held annually, the Conference attracts over 1000 delegates.

Since 2005, the Conference has been planned on a strategic and operational model that has seen it grow rapidly and substantially under a collaboration between Creative Directors and the Institute's management team.

The scope of the Creative Director's roles and responsibilities focuses primarily on the sub-themes, content and professional development opportunities, with the formal and operational aspects being the primary focus of the Institute's management team.

In 2023 the National Architecture Conference will be held on the Gold Coast, Queensland.



Mayspoint | Tanner Architects | Photographer: Adam Gibson

BACKGROUND

The Institute is a national body consisting of approximately 13,000 members across Australia and overseas. It 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.

Over recent years the Institute has evolved into a dynamic and progressive national organisation with active programs in many areas relating to the

architectural profession. The largest educational and networking opportunity for the Institute's membership occurs annually at the National Architecture Conference.

The National Architecture Conference structure provides an opportunity for the Institute to facilitate valuable exchanges between local and international architects; between speakers and delegates; between practice, industry, education and authorities; and between Australia and the world.

Recent conferences have been coordinated under the direction of the following Creative Directors:

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| 2021 | Lost Opportunities, Angelo Candalepas and Tony Giannone |
| 2019 | Collective Agency, Stephen Choi and Monique Woodward |
| 2018 | edge, Brett Saville, Barry Lee in collaboration with Wei Jien |
| 2017 | Praxis, Ken Maher and Helen Lochhead (program curators) |
| 2016 | How Soon is Now? Cameron Bruhn, Samantha Spurr & Ben Hewett |
| 2015 | Risk, Donald Bates, Andrew Mackenzie & Hamish Lyon |
| 2014 | Making, Sam Crawford, Adam Haddow & Helen Norrie |
| 2013 | material, Sandra Kaji-O'Grady & John de Manincor |
| 2012 | experience, Shane Thompson, Michael Rayner & Peter Skinner |
| 2011 | natural artifice, Candalepas Associates (Angelo Candalepas, Andrew Scott & David Neustein) |
| 2010 | extra/ordinary, Melanie Dodd |
| 2009 | Parallax, Terroir (Gerard Reinmuth, Richard Blythe & Scott Balmford) |
| 2008 | Critical Visions, Richard Francis-Jones |
| 2007 | Departure Lounge, Timothy Hill and John Mitchell |
| 2006 | The Future is Now, Stephen Varady |
| 2005 | Exchange, Kerstin Thompson |

2023 CONFERENCE THEME

2023

The theme for the 2023 National Architecture Conference – **precedent** – has been formulated in consultation with senior Institute Members and under the direction of the National President. It explores the ideology – *How looking back will help us to face forward.*

After decades of dire predictions, the 2020's have arrived with rolling crises – health, climate, security. We are saturated with claims of ‘unprecedented times’, assertions that this is the end of business as usual. As a profession, architects are uniquely positioned to use this global inflection point to create a more sustainable and more equitable future.

We have chosen to step outside the hysteria and take this moment to pause and reflect on what has come before, to focus our resolve for how we face the future and shape what is yet to come. With a focus on demonstrated outcomes, we look for architecture that has proven transformative.

With a diversity of voices, we seek to create an ambitious, inclusive and optimistic space from which to face the future of the profession and the planet. We look to embrace culture as a matter of influence. This encompasses the culture/s of the people that create the built environment but also the culture we create within the profession.

We interpret the theme of **precedent** in two directions: Looking Back and Facing Forward.

LOOKING BACK

Precedents have long guided the study and practice of architecture. As we face the world ahead, what are the precedents that can inform our practice and profession? What can we learn from historic examples of building, modes of practice and collaboration? From a contemporary perspective, we look to engage with subjects that may have been historically overlooked or framed within an exclusionary euro-centric discourse. The intention is not to dwell in the past, but rather to reflect with a fresh contemporary perspective in order to seek wisdom, inspiration and learnings.

FACING FORWARD

What are the precedents we set today for the future we want tomorrow? What is the field of action where architects can make the most impact? Who are the leaders, both in the profession and wider afield, who are challenging the status quo and demonstrating ways to design, work and collaborate differently? We examine how architecture that serves the collective rather than the individual can make a meaningful impact, and celebrate how architectural thinking – spatial implications of interconnected systems – is a uniquely powerful toolset to create an equitable and climate-resilient future.



Levantine Hill Estate | FenderKatsalidis | Photographer: Willem Dirkdu Toit

CREATIVE DIRECTORS

The Institute is seeking expressions of interest to take on the role of Creative Director for the 2023 National Architecture Conference.

A comprehensive Memorandum of Understanding will be provided to short-listed candidates, detailing the division of Creative Director and Institute responsibilities.

The Creative Director will be provided with a framework and will work closely with the Institute's management team to apply the conference theme. The Creative Director's remit will include the following:

- Conference title, session topics and subject matter.
- Conference program, including the duration and nature of sessions (lectures, workshops, panels etc), start time, end time, allocated question time. All social and fringe events will be managed by the Institute.
- Speaker Selection, the Creative Director is responsible for the selection of speakers for the main stream of the conference, to match agreed theme and program. The selection of speakers and benefits provided to speakers will be defined by the Institute and must not exceed the budget specified.
- Graphic Design, the Creative Director will develop a thorough brief relating to the theme and desired 'look and feel' of the graphic images relating to the conference.

SPONSOR SUPPORT

While the Institute 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 conference Creative Director will be provided with a \$10,000 honorarium.

BUDGET

The conference budget is set by the National Board and the Creative Director must work within this budget, which will be managed by the Institute. The Creative Director will be advised of the budget components for the following:

- Speaker Fees
- Speaker Travel
- Graphic Design



PROPOSAL REQUIREMENTS

Proposals are sought from individuals or collaborative teams with a concept for the creative direction of the 2023 National Architecture Conference. Interested parties are required to submit the following:

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

Proposals may be submitted in the following forms:

- Hard copy documents and illustrations;
- PDF or PowerPoint document via email, DVD, CD ROM or other digital system; or
- a combination of the above.

The Institute requires that five identical copies of any *non-digital* component of the proposal be submitted. Submitted materials must be in a commonly accessible format. The Institute accepts no responsibility for not being able to decipher material submitted in an unusual format. Submissions that do not comply with the above requirements may not be considered.

SELECTION PROCESS

The criteria for selection are:

- the relevance and appeal of the conference concept
- the strength of the proposed speaker line up, and the ability for the creative director to secure such speakers, and
- the capacity of the creative director to deliver the conference 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. Interview may be face-to-face or virtually. 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 for ratification by the National Executive.

SUBMISSION DEADLINES

Expression of interest submissions must be received by 5.00pm ADST 5 September 2022. Interviews, if required, will take place in September 2022, with the successful submission being notified no later than 1 October 2022.

SUBMISSIONS AND ENQUIRIES

All submissions and any enquiries should be addressed to:

Nikki Massadi

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