



Australian
Institute of
Architects

CPD Questions – T2 Concurrent Sessions

Practice what are we practicing for

Hobsons Bay Wetlands Centre: Bringing together responsible design for Country

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I confirm that I have attended this session of the 2023 Australian Architecture Conference in person (please tick)

Q1. What are the main challenges to running an architectural practice aimed at smaller, lower budget projects? (Select all that apply)

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Fees are lower on individual projects, but service costs can be higher

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Clients' expectations are often misaligned to their budget

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An architect cannot systemise the process in order to reduce variability and cost

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Finding ways to still reach your ideal clients despite having less opportunity for publication and awards

2) What three things does every practice need in order to overcome these challenges?

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Staff that can work for lower wages and do unpaid overtime

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Strong project management processes to reduce variability and budget risk

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An ability to have frank and honest conversations about budget

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Have a design culture that protects the 'heroes' and is willing to compromise on the small stuff

3) What three questions can you address in your marketing material to help your clients get to know you better, and understand your approach and what makes your service unique?

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Who I am as a person?

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What do I stand for?

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What is my purpose?

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What architecture school did I graduate from?