



Australian  
Institute of  
Architects



# Creative Director Wanted

Brief for the

## **2019 National Architecture Conference**

- Creative Director

## Overview

The National Architecture Conference is one of the major events of the Australian Institute of Architects. Held annually, the Conference attracts over 1 000 delegates.

Since 2005, the Conference has been planned on a strategic and operational model that has seen it grow rapidly and substantially as a must-attend event on the annual calendar of many Australian and international architects.

The Conference is backed by the Institute and managed by the Institute's Events Unit, under the direction of the National Events Manager.

The scope of the Creative Director's roles and responsibilities is primarily focused on the themes, content and style of the event, with the formal and operational aspects being the primary focus of the Institute's management team.

In 2019 the National Conference will be held Melbourne.

## Background

The Institute is a national body consisting of over 11,000 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:

- + 2018 - edge, Brett Saville, Barry Lee and 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

## Creative Directors

The Institute is seeking expressions of interest from individuals, practices, schools of architecture or collaborative teams to take on the role of Creative Director for the 2019 National Architecture Conference.

The appointed Creative Director will be responsible for the conceptualisation and execution of the 2019 National Architecture Conference. The scope of the roles and responsibility is primarily focused on the theme and content of the conference, with the formal and operational aspects being the primary focus of the Institute's management team.

Further details on the role will be provided to short-listed candidates, detailing the division of Creative Director and Institute responsibilities through a formal Memorandum of Understanding.

The Creative Director plays the lead role in the conceptualism and theming of the Conference, including the following:

- + Conference theme, including the 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. The core conference activities have generally been programmed for a Friday and Saturday, with ancillary activities potentially occurring on the Thursday or Sunday, or both days. Any additions to the core program must be approved 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 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 Travel
- + Graphic Design
- + Staging

## Proposal Requirements

Proposals are sought from individuals or collaborative teams with a concept for the creative direction of the 2019 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 overview. 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 and theme
- + 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 by telephone. 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 AEST 30 April 2018**. Interviews, if required, will take place in July 2018, with the successful submission being notified no later than 1 August 2018.

## Submissions and enquiries

All submissions and any enquiries should be addressed to:

### **Lisa Cram**

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Australian Institute of Architects  
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Manuka, ACT 2603

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