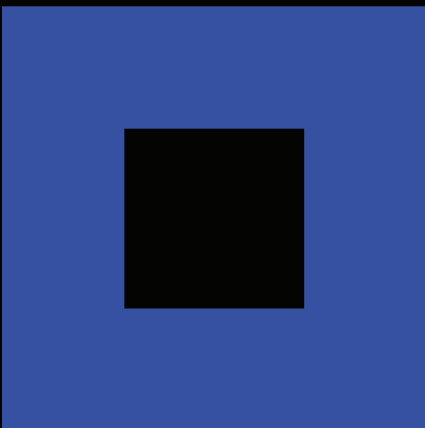
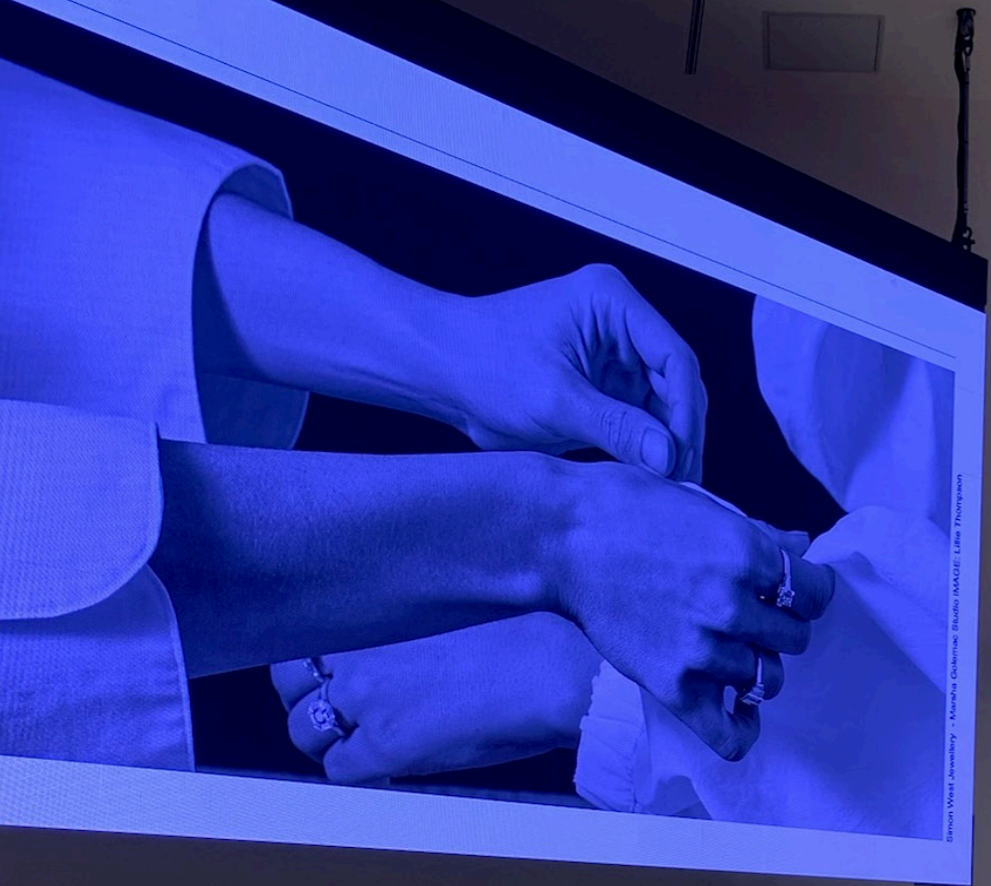


Annual Report

2022—
2023





● President's Report

Never has it been so necessary in the history of our organisation for designers to stay connected in order to remain current.



■ Gavin is DIA National President, and is also a DIA Director and Chair of the DIA's National Advisory Council.

The design profession is highly dynamic with trends changing rapidly due to technological advancements and shifts in consumer preferences. Since my last Presidents Report, we have seen the escalation of artificial intelligence and generative design, now embedded in design language along with biophilic, augmented and virtual reality, sustainability, circularity, diversity and user centric. Words matter!

As we reflect on the past year, we have undertaken a process of remarkable transformation. Our achievements, both internally and externally, have solidified our position as a leading advocate for the design profession in Australia and our collaborative work with the Australian Bureau of Statistics in defining design for all the design occupation profiles will have a significant impact on the next generation. Again, words matter.

Building upon the momentum from the previous year, we have continued to adapt and evolve in the face of ongoing challenges. The pandemic taught us the importance of agility and adaptability, and we have embraced these qualities as we move forward to create a more resilient organisation.

We took a number of proactive steps in improving governance. Firstly, by assessing the performance of our Board through a comprehensive survey and then implementing the recommendations, ensuring that we remain responsive to the needs of our members. And secondly, through the implementation of a transparent State Council election process where all members are given the opportunity to nominate and elect their representatives. This change ensures transparency and encourages the active participation of our members in shaping the future of the DIA.

One of the significant changes we implemented was the transition of memberships to a new category structure and pricing model. This overhaul was designed to better cater to the diverse needs of our members while streamlining the membership process. We also introduced an IT platform that automated the renewal process, making it more convenient for our members. We implemented new agile and streamlined solutions for our internal systems significantly reducing our IT cost, increasing productivity and management oversight. Our commitment to improving our online presence also led to the development of a new website. This user-friendly platform provides our members with valuable resources and information, reinforcing our dedication to innovation. In an era where artificial intelligence is transforming industries, designers must embrace the new tools available to them. We are actively working on developing new frameworks to support our sector,

ensuring that our members remain at the forefront of innovation and stay well connected.

We are proud to have hosted a packed community event program, fostering networking and knowledge sharing among our members. These events have enriched our community and strengthened the bonds within the design profession, ensuring that our members stay connected and that their issues are elevated. The consolidation of the Designers Australia Awards with the Graduate of the Year Awards and the Hall of Fame was a significant milestone. This program celebrates excellence in design and showcases the outstanding talent within our community.

Our commitment to advocacy has never been stronger and continues to gain momentum. The Define Design Campaign has allowed us to champion the value and importance of design in shaping a better future. And the formation of state interior design working groups demonstrates how effective grassroots campaigns can be. As we look ahead, we acknowledge the challenges facing our profession, including the increased demand, supply shortages, and labour issues. However, designers are known for their innovative problem-solving, and we are confident through our working group program that we will find creative solutions to meet these challenges while upholding our core values and ethics.

The DIA has a rich history dating back over seventy years, and our commitment to nurturing and empowering designers remains unwavering. Our members are at the forefront of ethical, diverse, and sustainable design practices, and we are dedicated to supporting and promoting their contributions to our society. We have also moved to embed respect for our indigenous values and knowledge systems in our language, strategic planning and submissions to government.

I extend my heartfelt gratitude to our Directors, National Advisory Councillors, State Branch Councillors, dedicated staff, and, most importantly, our members who continue to support the DIA. Your unwavering commitment and encouragement have been the driving force behind our achievements. In conclusion, I am confident that the Design Institute of Australia will continue to thrive and evolve, remaining a vital pillar of the Australian design community. Together, we will shape a brighter future for the design profession and create a lasting impact on our society.

Gavin Campbell FDIA
DIA National President

As the DIA embraced the new ‘post-COVID’ normal, programs resumed in greater numbers and members welcomed the many opportunities for professional development and networking with fellow designers.

● Designers Australia 2022 Awards

4 August 2022

The Design Institute of Australia (DIA) released the recipients for its highly sought-after Designers Australia Awards 2022 on 4 August 2022. The final winners out of a shortlist of eighty-two across the country reflect the designer’s ability to make a solid contribution to a better world, including three National winners, a President’s Award and forty-five Merit Awards.

The awards, a first for the industry, identify Australia’s preeminent designers and studios, calling attention to the individual/s and their distinguished design processes as much as the outcome.

Backed by the institute, the DIA’s Designers Australia Awards are different in their categories and criteria to most of the design awards currently offered in Australia. The awards recognise the most nuanced design thinking applied across the categories Place, Use, Interact and dissolve the traditional silos, reflecting a trend toward multi-disciplinary approaches and problem-solving.

Leading jurors representing a broad cross-section of the international and local design community include Professor Cameron Bruhn, Gavin Campbell, Dr Nathan James Crane, Penny Craswell, Emma Elizabeth, Kate Goodwin, Adam de Guara, Dale Hardiman, Tuba Kocaturk, Dr Laura Kostanski, Shay McMahon, David Meagher, Liane Rossler, Andrew Scott, Thomas Skeehan, Ellie Stathaki, Abdullah M.I. Syed, and Karen Webster.

The awards celebrations were held simultaneously across five cities – Sydney, Melbourne, Brisbane, Perth and Adelaide.

PLACE winner

Kennedy Nolan for Always was identified for their exemplary approach focusing on a sensitive and holistic design methodology that combines the inside and outside seamlessly. The architects were honoured for sensitive and reflective material selections connecting and engaging with the landscape, architecture, surroundings and history.

USE winner

Cobalt Design for Cobalt—magAssist VAD Heart Pump was praised for their rigorous, intelligent and valuable interdisciplinary design process and exploration of the concept, which translates to a life-saving outcome. The first of its kind, Cobalt’s device provides blood flow to supplement or replace heart function via surgically inserted inflow and outflow cannulas.

INTERACT winner

Culture as Creative, Beyond the Built Environment and Sandra Githinji Studio for SAY IT LOUD Naarm Melbourne 2022 has been recognised for its circular design approach informed by investigation, understanding, assessment and interaction. The SAY IT LOUD exhibition represented strong cross-disciplinary collaboration

President’s Award

Ros and John Moriarty, founders of Balarinji, were applauded for their unique approach toward collaboration and inclusivity, respectful design processes, and overall enduring commitment to the profession over the years.





● **Graduates of the Year Awards 2022**

4 August 2022

Running since 2005, the GOTA program aims to support and celebrate exceptional designers from around Australia in the early stages of their careers. From 181 ambitious nominations and 27 State winners, 8 extraordinary young designers have been awarded the prestigious Australian prize, with a student also named the Madeleine Lester Award recipient. This year, an enormous undertaking the DIA collaborated with 24 institutions and 40 + design departments from around the country.

2022 Gotya jurors include Daniel Dalla Riva, James Harper, Dean Norton, Jo Ann Kellock, Brett Capron, Alish McGilp, Claire Bramich, Sally Evans and Bernadette Wilson. This year the graduates were able to develop and make work showcasing a responsibility to the industry, especially new ways around sustainability and repurposing. They were able to design and create products that benefit people and the planet. By presenting a mix of concept developments, technical drawings and prototypes, the winners displayed a clear understanding of the skills required in the commercial marketplace, and a clear understanding of ethics or moral obligations required to practices as a design professional.

● **DIA – Fellowships 2022**

The Fellows and Honorary Fellows are recognised for their outstanding ability, experience and achievement in a designer or associated profession. A critical component of the DIA vision and strategy is to include and encourage designers within its open governance structure. Through this Fellowship initiative, the DIA cultivates collaboration and conversation and elevates the collective commitment to Australian design and its influence on culture and society.

The DIA Fellow appointments in 2022 were Paul van Barneveld, Jeremy Bull, Neil Cownie, Keith Dougal, Miriam Fanning, Catriona Gregg, Darren James, Stuart Krelle, Sophia Leopardi and Dr Scott Mayson.

● **DIA – Hall of Fame 2022**

4 August 2022

The Design Institute of Australia inducted seven eminent Australian into the DIA – Hall of Fame in August 2022.

The DIA – Hall of Fame is an enduring record of the pioneers, ambassadors and contributors to the Australian design industry. It showcases Australia’s design visionaries and leaders, and celebrates their significant contribution to Australia’s economic development and cultural identity.

Signifying an outstanding body of work, contribution to the Australian design industry or achievement in furthering the profession, the 2022 DIA – Hall of Fame Inductees were Prue Action, Robert Backhouse, Dorothy Erickson, Aison Forbes, Robert Geddes, Jefa Greenaway, and Jenny Grigg.

● **Australian Interior Design Awards**

2 June 2023

Celebrating its 20th anniversary, the program is Australia’s leading industry-based awards initiative, delivered through a partnership between the Design Institute of Australia and Architecture Media’s Artichoke Magazine.

As in previous years, the calibre of entries was emblematic of the innovation and spirit of Australian design, with the jury celebrating a “renewed lust for life” through projects, relationships, and collaborations. The jury was delighted by the enduring resilience of the industry, remarking that “projects were bold, but also displayed sensitivity and a modesty that speaks to a revitalised sense of confidence.”



State Branch Council Update

State Branch Councils are the representative group of members supporting the affairs and activities of each branch within the national DIA context. The DIA has six State Branch Councils, covering ACT, NSW, QLD, SA/NT, Vic/Tas, and WA.

2022/2023 has been an active and energised year for DIA Branch Councils, benefiting from a rigorous election process held in 2022 and an injection of fresh ideas from incoming Councillors.

Branch Councils initiated and supported a broad series of successful events in 2022/2023, providing member with many opportunities to meet, learn and be inspired.

The 2022/2023 program included the following:

- ACT
 - Drift Drink Design** — An afternoon networking and sketching on Lake Burley Griffin.
- NSW
 - DIA — Community: NSW Council Meet and 2023 Program Launch** — Designer networking and Council meet.
 - DIA — Talks: Inclusive Design Series # 1 Indigenous Design: Balarinji** — An exploration of indigenous approaches to inclusive design through the work of President's Award winning studio, Balarinji.
 - DIA — Community: Inclusive Design Series #2 USE** — An exploration of inclusivity in industrial design, hosted by Steelcase.
- QLD
 - DIA — Community: HOTA Pop Masters Tour and Networking** — Designer networking and a guided tour of HOTA's landmark exhibition featuring iconic works from the likes of Andy Warhol, Keith Haring and Jean-Michael Basquiat.
 - DIA — Design Days Brisbane: Roundtable How does design help to improve society?** — An event exploring how the next generation can advocate for the crucial role of design in addressing contemporary challenges and how cross disciplinary collaboration can encourage knowledge-sharing, debate and connection within the broader design community.evolver.
 - DIA — Hall of Fame: Lydia Pearson on behalf of Easton Pearson** — 'In conversation with Lydia Pearson', the renowned fashion designer inducted into the DIA's Hall of Fame.
- SA NT
 - DIA — Community: SA/NT Council Meet and 2023 Program Launch** — Designer networking and Council meet.
 - DIA — Talks: Colour Series #1, David Briggs** — An exploration of groundbreaking research into the elements of colour.
- VIC TAS
 - Created in Italy - Curator Floor Talk** — A talk with esteemed Italian designer and exhibition curator Odo Fioravanti, discussing the Created in Italy Exhibition; a touring exhibition featuring the best of Italian design presented by the Institute of Italian Culture, LCI Melbourne and The DIA.
 - Created in Italy - Talk, Tour and Lunch** — An introduction to the Created in Italy Exhibition by Angelo Gioe, Director of the Italian Institute of Culture Melbourne, followed by a walking tour of Collingwood, visiting ArchitectsEAT and Foolsap Studio and Finesse Shoe Store.
 - DIA — Community: Vic/Tas Council Meet** — Designer networking and Council meet.
 - DIA — Community: Fitzroy Studio Walking Tour** — An exclusive walking tour through the streets of Fitzroy, Melbourne, delving into the world of leading designers' studios.



DIA – Design Days Melbourne: Roundtable, Exploring the Intersection of Design and Copyright Law with Generative AI – A roundtable discussion focussed on the intersection of Australian Design and Copyright Law and generative AI and its implications for content custody, ownership, and attribution.

DIA – Design Days Melbourne: Exhibiting your designs – An industry panel featuring leading designers during Melbourne Design Week that provided attendees with practical tips and advice on how to exhibit their designs effectively.

● WA

DIA WA Student Portfolio Review and Sundowner – An opportunity for design students to share their work and receive expert industry feedback.

Exhibition launch - ICONS exhibition at Perth Design Week – An exhibition of Iconic Australian Products curated by Ian Wong.

DIA – Design Days Perth: The Future of Work Roundtable – Discover how a renewed emphasis on flexibility, employee sentiment for wellbeing, and authentic connections is transforming how we work and ultimately how our cities and neighbourhoods function.

DIA – Community: WA Council Meet and 2023 Program Launch – Designer networking and Council meet.

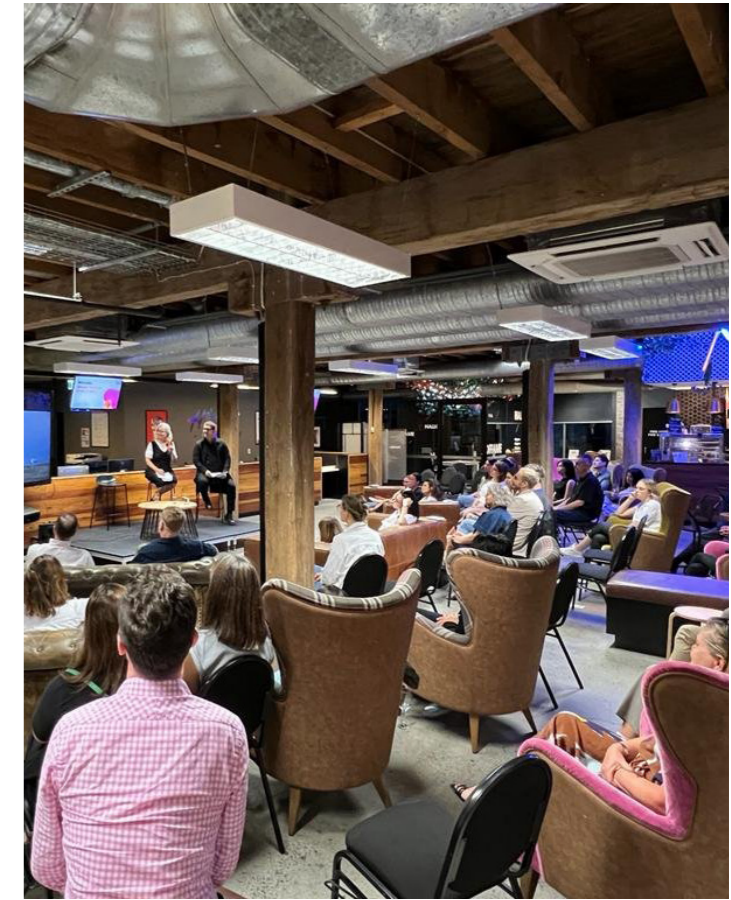
DIA – Community: Tour of ABN Group Building Interior by Woods Bagot – A tour of the DAA award winning ABN Group Building Interior by Woods Bagot.

● National

Branch Councillor Information Session

Design Career Awards Guide Information session – An expert panel discussion about a new Practice Note titled Design Careers Award Guide 2023, followed by a Q&A session.

DIA Talks – Australia Designs and Copyright Law #2



The DIA's policy and advocacy work starts with the understanding that Australia's future depends on our ability to harness the power of good design to transform key areas of our lives and economy.

● Building reforms and the future of the interior design profession

The DIA has been advocating on behalf of interior design members for the past three years as states undergo reform processes to update their construction regulatory frameworks in response to damning reports of systemic quality and safety failings.

The reforms are most advanced in NSW where several pieces of new legislation have already come into effect.

The key issue for interior designers is formal recognition of their expertise. In all states to some extent construction roles are regulated to ensure work is done by suitably qualified and experienced professionals. The coverage, ie which roles are regulated, varies between jurisdictions and is being updated in several states. In NSW the new frameworks for different classes of construction that are being progressively introduced so far do not include licensing or registration for interior designers. As only registered design practitioners can use the government approval system, the effect of the changes is that interior designers are becoming unable to lead construction projects unless they are working on exempt developments. The DIA's concern is that the NSW settings will be replicated in other states.

In response to these reforms DIA members formed state working groups to bolster the case for licensing interior designers. In their advocacy work, they articulated the benefit to consumers of their profession, and defined tasks that an interior designer performs as distinct from an architect, building designer or interior decorator.

The experienced DIA members leading the Interior Design Working Groups (IDWG) are:

- VIC – Mim Fanning FDIA, Mardi Doherty FDIA, Adelle Winteridge FDIA and Carley Nichols MDIA
- NSW – Sarah-Jane Pyke FDIA and Diane Fernandes
- QLD – Angela Spillane FDIA and Dr Natalie Wright FDIA

The working groups met regularly throughout 2022-23 and are continuing into 2023-24.

● Design IP rights reform

The DIA has been actively contributing to IP Australia consultations on Australia's design intellectual property (IP) rights for many years. The current process began with an IP Australia holistic review of the design economy which aimed to better understand what drives innovation and what larger scale changes to design rights would benefit Australia, which was published as a discussion paper in 2020. This work is the source of the figure of \$67.5 billion per annum being contributed to the Australian economy by design industries and workers.

In 2023-23 the DIA continued to engage with IP Australia to improve design rights and the application system, including by participating in in-confidence consultations to identify and refine possible changes to the legislation ahead of public consultation on an exposure draft.

Design rights are crucially important for protecting the work of industrial designers, fashion designers and others, so the DIA has continued to prioritise advocacy in this area. The reforms being implemented by IP Australia reflect DIA submissions on a range of design rights issues. However, the current legislation does not adequately meet the needs of designers who deserve longer terms of protection before their designs are freely able to be copied by competitors. The DIA will continue to lobby for fairer protections for Australian designers.



■ Design Days Canberra

● Define Design: ANZSCO working group

Given the constant changes across the profession, new domains of design enquiry and practice have emerged since the Australian Bureau of Statistics (ABS) first developed the Australian and New Zealand Standard Classification of Occupations (ANZSCO) framework in 2006 (with partial revisions in 2009, 2013 and 2019).

Ahead of a formal review process by the ABS in 2023, the DIA formed a Working Group in the second half of 2022 to provide the review with suggestions to refine existing categories of design occupations, add new categories, and to represent the current state of design work being undertaken across the nation.

The work included exploring the opportunity to develop new classification descriptions for designers working in the service/experience/strategic/human-centred design domains. The group also considered requirements to potentially revise existing classifications and skill levels.

The group chaired by Dr Laura Kostanski, with members Simon Goodrich and David Robertson AM, aimed to deliver:

- Suite of professional design occupation descriptions relevant for ANZSCO classification for the next decade (*ie suggested changes to existing profession descriptions, and details of new profession descriptions to be put forward for inclusion*)
- Alignment of professional design occupation descriptions and skill levels with other existing codes (*referencing work undertaken previously by DIA*)
- Initial evidence of design-industry demand for, and support of, the design occupation descriptions (*ie interview/survey results, testimonials, case studies from practitioners, educators, government agencies, client networks*)
- Description of employment numbers
- Recommendations on tools and methods to engage in the ABS review process.

The work of the group continued into 2023-24.



Submissions

Over the course of 2022–23 the DIA made several policy submissions to government inquiries, including the following.

● Topic: Designing the Remade in Australia brand

Submission made to the federal Department of Climate Change, Energy, the Environment and Water in February 2023

Key point: The DIA believes that while the ReMade in Australia brand is likely to contribute to resolving our current recycling failures, government also needs to incentivise designing products for reuse, repair and remaking wherever possible, so that we are only recycling after those other options have been pursued.

The role of designers in reducing waste

Designers and the design industry have a key role to play in transitioning to a circular economy, where the life, value and functionality of products and materials is prolonged.

This includes selecting benign and renewable materials, avoiding waste and designing for re-use, repair, remanufacturing and recycling.

Design for durability, repair and reuse should be the starting point when considering solutions and preventative measures to avoid and reduce waste. This approach means that waste is designed out from product inception. Good design necessarily strives to create products that are fit-for-purpose, safe to use, durable, life-enhancing, repairable, accessible and affordable without impacting on human health and the environment.

When considered from the outset, design can help to prevent premature product obsolescence and early or unnecessary disposal of products that could otherwise last longer. This is especially relevant to product classes such as electronic devices, which are proliferating in society and constitute one of the fastest growing waste streams in the world. Thankfully, consumer intolerance of premature and planned obsolescence is increasing and will start to influence product development.

The DIA submission to the discussion paper highlighted the missed opportunity to promote the valuable role of remanufacturing in reducing waste. The discussion paper instead focused on recycling, which in the accepted hierarchy of preferred options for reducing waste falls after remanufacturing or upcycling. Recycling is the least preferred option and should be pursued only after other options have been explored.

Good product design will incorporate consideration of the end of the product's useful life, leading to products designed for durability, reuse, repair and remanufacturing before recycling.

We cautioned against a compliance system that would allow 'greenwashing' by brands exaggerating their claims at renewal to retain their green credentials, and suggested that the scheme should include a well-resourced audit function.

A good design is inherently sustainable as it includes planning for waste and carbon footprint reduction both during production and in use, as well as for recyclability.

Part of our approach to a better future needs to be better recognition of and support for sustainable design.

In addition to remanufacturing, creating products with greater longevity and allowing prolonged product life through reparability is also an important step toward achieving a circular economy. It will divert end-of-life products from landfill and maximise their functionality, value and environmental benefit.

● Topic: Australian Universities Accord Terms of Reference

Submission made to the federal Department of Education on the consultation for the Review of Australia's Higher Education System, December 2022

Key point: The DIA vision for design education in Australia is for a diverse and innovative offering of a choice of courses varying in focus and curriculum, a range of teaching and learning approaches, varied research orientations and distinct graduate outcomes.

Meeting Australia's knowledge and skills needs, now and in the future

Over the past several decades the minimum qualification for design roles has shifted from diploma level vocational education to university degrees, with some roles requiring graduate level qualifications. Designers are working in fields with more complexity and better regulation, so the skills gained through a greater focus on education rather than training equip graduates to adapt and develop throughout their careers.

An emerging trend in higher education is for design to be taught as a foundation practise, as distinct from the specific disciplines such as graphic design, industrial design or interior design. This is particularly the case for new and emerging fields such as service design. This approach mirrors developments in the sector where some designers are applying their skills to areas outside the field they graduated in. The university sector will need to reckon with the tension inherent in moving away from specialisation into more future focused learning with the need to produce job ready graduates. Many areas of the design sector are regulated to protect consumers from a range of potential harms, including physical harm from unsafe products or materials. Inadequate knowledge of the standards framework can have real consequences. The relationship between higher and vocational education could be repositioned to address issues such as this, for example with design students completing VET qualifications after they have completed their university studies. Another approach would be for university student funding models to be extended to microcredential offerings. Policy settings should also support those universities that choose to shift to a model of foundation studies paired with later specialisation.

The DIA strongly supports measures to aid access to design education through a range of pathways and flexible study options, along with expanded opportunities for postgraduate study, professional development and lifelong learning. Policy and funding settings for universities and vocational education institutions should support the aspirations of a diversity of emerging designers and produce sufficient graduates to equip Australia with the breadth of design skills necessary for a prosperous and sustainable future.

Access and opportunity measures should not be restricted to supporting school leavers. Mid-career workers are an important cohort whose industry experience not only increases their own value in the labour market once they graduate, but also enhances the learning of their classmates.

Measures that offer tailored assistance such as the Teach for Australia and Nexus programs are essential to allow experienced workers to access higher education. These programs in particular are an important means of addressing the national design teacher shortage. For this cohort, adding incentives such as fee waivers would be important to ameliorate some of the financial pressures of a mid-career change. A pathway where prospective teachers could continue to practice design would also be attractive.

Strategies such as flexible intake and course loads, financial assistance and matching services to connect students to workplaces could be extended to address other known industry shortages. This could benefit those wanting to move into new or emerging design fields and ensure that these workers are adequately prepared with a quality education.

The mature student cohort is likely to increasingly seek learning opportunities that are alternatives to degrees, such as microcredentials that can be selected to fit their time, budget and career priorities. For some this will become a pathway to a degree or graduate study.

Practice Notes Refresh

To coincide with the launch of the new DIA website and branding in the second half of 2022 we embarked on an ambitious project to review all DIA resources, which saw the Practice Notes series receive its first major refresh in over a decade.

As well as updating existing titles in the series, the project has identified new topics covering issues designers face at different stages of their careers. The series of revised and new Practice Notes now provides more relevant guidance for contemporary workplaces and is available to all designers who are members of the DIA.

The Practice Notes cover topics such as conditions of engagement, confidentiality agreements, preparing for staff reviews, understanding intellectual property and how to select the correct insurances for your design business. The different topics in the series are organised by themes such as working as a designer, working with clients or running an office.

The DIA Practice Notes give designers the fundamentals to take control of their careers and flourish at work. The refresh project is continuing into 2023-24.

● Working with Clients:

The DIA series of Practice Notes on Working with Clients cover all the ins and outs of establishing and maintaining effective practices when you're providing design services for clients. From setting fair terms in your contracts to understanding different fee types, these handy guides will help you focus on building your client base with the reassurance you have your paperwork in place. The series includes an explainer on intellectual property so you'll know how to protect your design rights, and a detailed process for resolving disputes if an issue should arise with a client.

The Working with Clients series includes the following titles:

- Contract Guidelines
- Confidentiality Agreement
- Fees & Services
- Interior Design Fee Types
- IP for Designers
- Disputes
- Generative AI and AGI

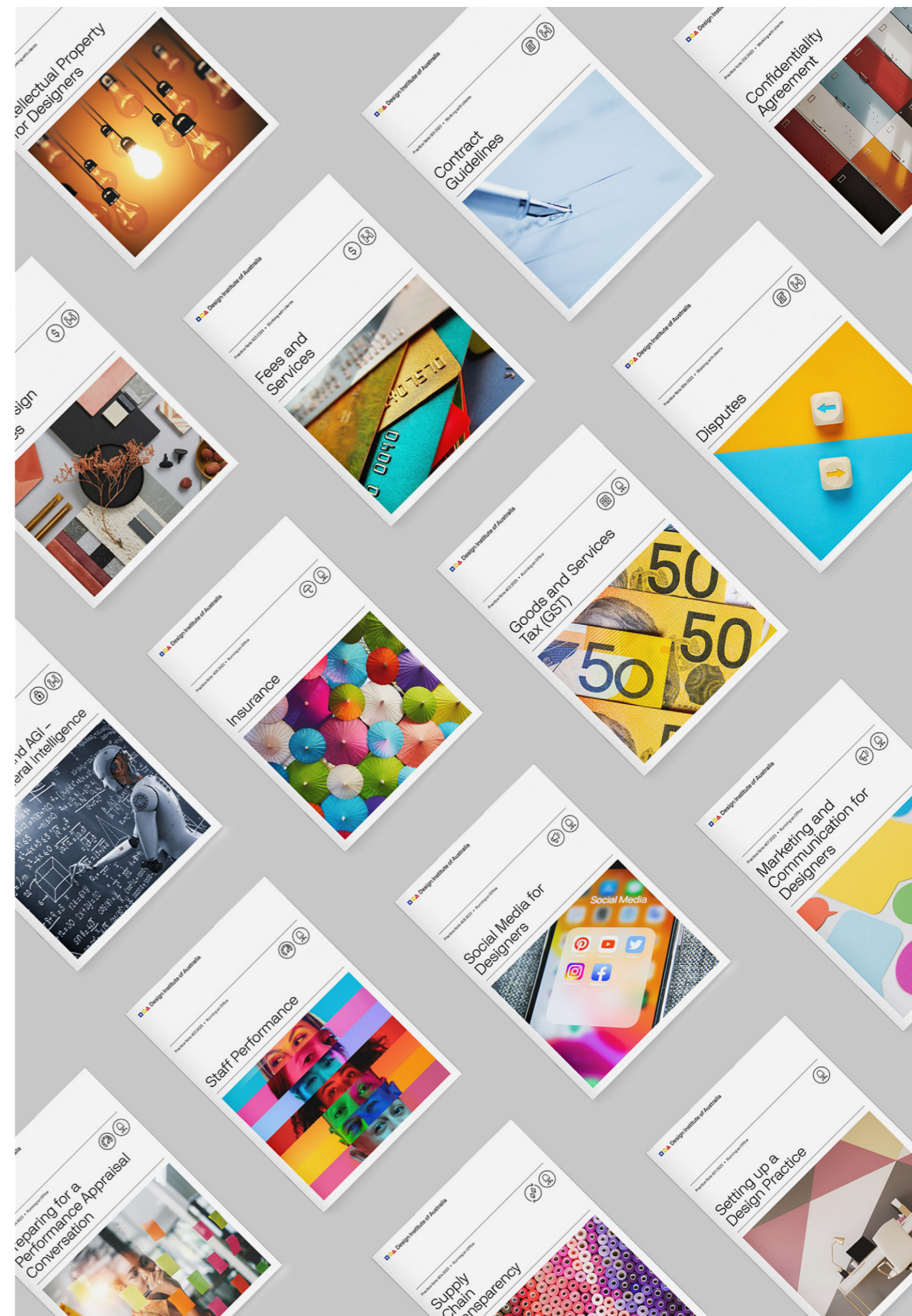
● Running an Office:

The DIA series of Practice Notes on Running an Office cover all you need to know to operate a design business, from getting your studio up and running, through to embedding contemporary best practice human resources and reporting systems.

These Practice Notes are suitable for graduates just starting out, seasoned professionals interested in fine-tuning their administration or mid-career designers working in any discipline.

The Running an Office series includes the following titles:

- Setting up a Design Practice
- Marketing & Comms
- Social Media
- Insurance
- GST
- Staff performance
- Preparing for a Performance Appraisal
- Supply Chain Transparency



Outreach and Engagement

● Communications

Member Contact

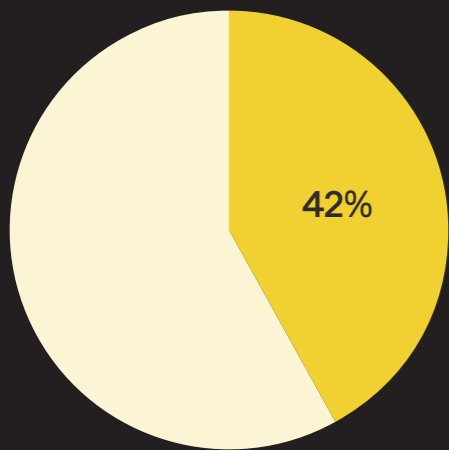
EDMs

60

Total EDMs sent

501,140

Total recipients



■ Average open rate

Publications

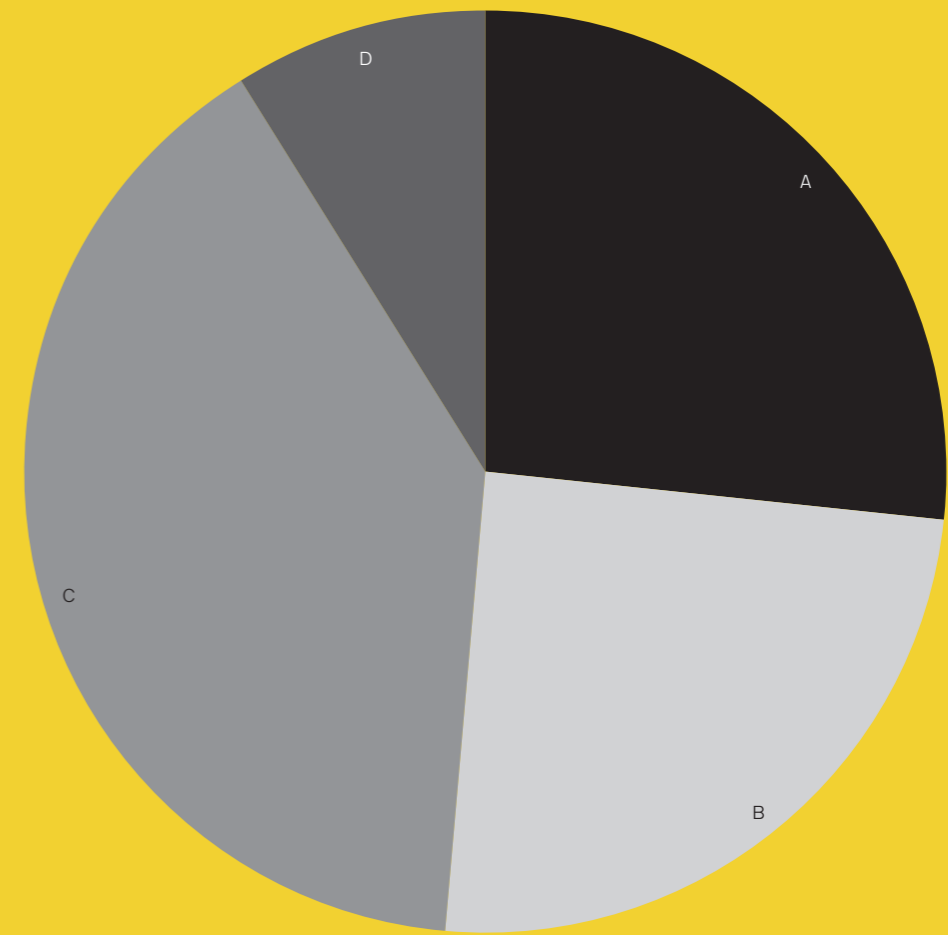
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Artichoke

1,200 members received 4 editions

● Communications

Social Media



A. Facebook 16,000 followers

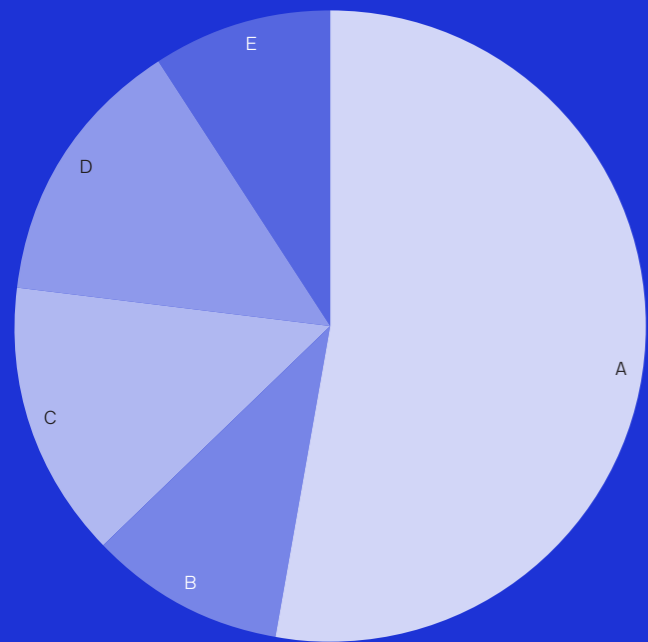
B. Instagram 14,700 followers

C. LinkedIn 23,542 followers

D. Twitter 5,255 followers

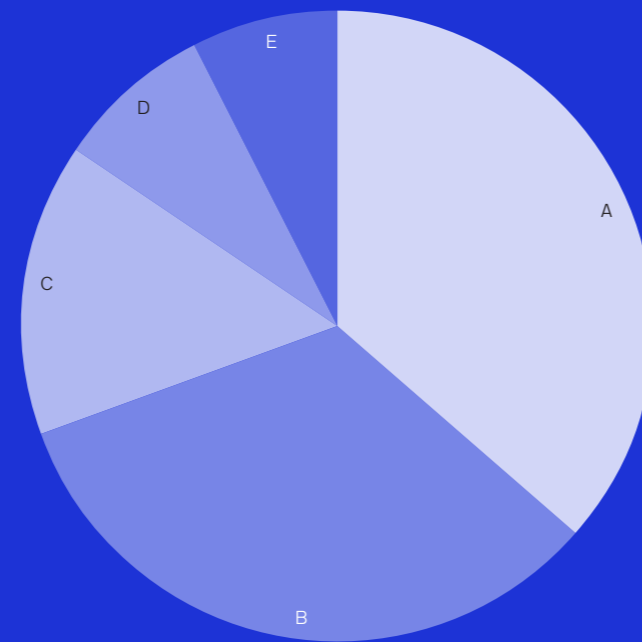
DIA member services are a key focus of the organisation. We are constantly exploring new ways to meet the needs of designers and help them at different stages of their careers and business development.

Members By Discipline



A. Spatial	53%
B. Communication	10%
C. Product/Industrial	14%
D. Management/Education	14%
E. Other	9%

Members By State Branch



A. New South Wales / ACT	36.5%
B. Victoria / Tasmania	33%
C. Queensland	15%
D. Western Australia	8%
E. South Australia / Northern Territory	7.5%

Financial Report

for the year ended 30 June 2023

The operating result of the Company for the year ended 30 June 2023 was a profit of \$1,024 (compared to 30 June 2022: a loss of \$79,658). The 2022-23 profit is due to an increase in memberships and partnerships and a reduction of costs in IT (from \$46,575 in 2021-22 to \$18,469 in 2022-23) and programs (from \$225,187 in 2021-22 to \$103,712 in 2022-23). There was however an increase in salaries and contractors due to the employment of an additional part time contractor and increases in salaries for existing staff reflecting a tight labour market. Part of the revenue and expenditure for DIA – Awards 2023 (ticket sales and sponsorships) is not included in this period because the celebrations are being held 31 Aug and 2 Nov 2023, which once again falls outside the financial year in which they were organised. This reporting is at the DIA auditor’s request.

Cash flow and cash position at the end of year

The cash position of the organisation is an ongoing concern and continues to be closely monitored. Board and Financial Committee meetings are held regularly. Total cash inflows of \$972,920 (compared to \$828,522 in 2021-22) were more than outgoings of \$889,704 (\$893,203 in 2021-22). The total Cash and Cash Equivalents at end of year was \$80,699 up from the previous year of minus \$34,365.

Revenue

Total revenue was \$972,920 and is a 15% percent increase compared with 2021-22 (\$828,522). The revenue continues to improve and whilst not at pre-COVID levels the trend is positive. This compares to favourably to previous years (2021-22 was \$828,522; 2020-21 was \$816,787; 2019-20 was \$904,690 and 2018-19 was \$1,316,937). The partnership program is also continuing to build towards its full potential and is expected to return to pre-COVID levels in next financial period. New additional revenue streams are being introduced e.g., DIA learning platform provided some additional income of \$6,370 in the period, is expected to grow in the next financial year. The DIA store is now active on the DIA website and currently offers publications including a select group of DIA Practice Notes which have been updated.

Key revenue sources in 2022-2023:

On 1 September 2022, all memberships were transferred to the IT new platform, although the new auto annual renewal will take a 12-month cycle to complete. The number of membership categories was rationalised from thirty to three - General Membership, Accredited Designer and Registered Entity. Membership subscriptions brought in \$562,066 plus \$40,851 (outstanding 30 June 2023) totalling \$602,917 (compared to \$530,095 in 2020-21). Membership fees were changed from GST inclusive to GST exclusive, which helped to improve revenue figures. Membership is continuing to grow with 352 new members albeit at a slower pace (582 in 2021-2022) recorded for

the period. Membership accounted for 62% of total revenue (compared with 64 percent in 2022).

Income from functions, events and award programs was \$152,778 a decrease (from 2021-22 \$197,379) and accounted for 15% of total revenue. Revenue of \$19,665 from the Graduate of the Year entry fees represented 12.8% of awards program income. And revenue of \$25,798 from the Designers Australia Awards entry fees represented 16.8% of awards income. A dividend of \$50,000 from the Australian Interior Design Awards 2022 was recorded in the programs and events income.

Sponsorship, through our Corporate Partnership Program, brought in \$190,820 (compared with \$101,037 in 2021-22) and accounted for 19.6% of the DIA’s total revenue. New partnership arrangements were channelled into the Designers Australia Awards 2022-23 and Community events program reflecting the needs of the market.

A Victorian Government grant of \$9,500 was received during the period to support a consultation round for the review of the ABS Occupation Profiles for designers across all disciplines. This year’s revenue results whilst still a concern, are building on last year’s gains to drive membership growth and align our partner program with market needs.

Expenditure

Total expenditure was \$889,704 which was a decrease of \$18,476 from 2021-22 and can be attributed to decreases in program and event expenditure.

Key expenditure items in 2022-23:

Staff Salaries & Wages were \$538,330 (compared to \$427,628 in 2021-22) and represent 60 percent (47.9 percent in 2021-22) of our total expenditure. The cost of running our events, award programs and functions was \$152,778 (down from \$197,379 in 2022) and represents cost savings on venue partnerships for the 5 state DIA – Awards celebrations.

Since the period end, and due to the transfer of management of DIA’s accounts to a new cloud platform and accounting firm, the financial statement above is provided by previous accountants and at the direction of the current DIA Auditors. Audited reports are expected to be completed by December 2023 and will be made available to DIA members on request.

I would like to commend the State Councils and Directors for their cooperative efforts over the last twelve months to commit to a new strategy. I also commend the National Office in delivering a path forward whilst managing existing service delivery expectations and navigating the legacy issues of COVID restrictions and the emergence from those restrictions.

Ryan Russell
Finance Committee Chair

● Partner Program

Partnering with the DIA places emphasis on industry support and knowledge transfer in three broad categories, community events, award celebrations and advocacy. In 2022-23, the DIA Community Program returned with gusto as newly elected Councils rose to the challenge of offering a diverse and entertaining array of networking events, CPD programs and award celebrations. The digital online events remain strongly supported and are attractive to partners because of the national audience. Our commitment to delivering agile, adaptable, and innovative programs continues as we provide opportunities to ensure success for our partners and members.

The Graduate of the year program (GOTYA) was exclusively supported Nationally by Stylecraft for the third consecutive year. Dezeen continued their support as a media partner and published the national winners online. For the Designers Australia 2023 Awards, we were delighted to have SMEG, Dulux Acratex and Wood Solutions continued support, along with WISH magazine as the media partner and this year Brickworks as a venue partner for the state celebrations. This ongoing restructuring of the partner program aligns with the reform around our strategic direction and meets our objectives to broaden the design conversation and improve connectedness of the design sector.

● Acknowledgements

We acknowledge the Wurundjeri people of the Kulin nation, giving respect to Elders past, present, and future as the continuous Custodians of the land upon which the DIA National Office is located. We thank all continuing Custodians of this land who share their wisdom and knowledge; so we may all have a better understanding of this place, now known as Australia.

Board of Directors

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 Jo-Ann Kellock FDIA (Hon), Company Secretary
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 Beck Davis MDIA, Member Director
 Mike Rich, Independent Director
 Louise Williamson FDIA, Member Director
 Ryan Russell MDIA, Member Director

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 James Samargis
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 Joanne Cys LFDIA
 Gavan Ranger FDIA

DIA Continuing Custodian Advisor

Nicole Monks

National Staff

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 Head of Operations: Karen Louey
 Head of Programs and Partnerships: Bernadette Wilson MDIA
 Senior Policy Advisor: Denise Ryan
 Head of Brand: Alexandra Zafiriou
 Head of Design Community Engagement: Georgina Greenland
 Digital & Creative Editor: Goran Rupena MDIA

Endorsements & Affiliations

Archi Team Co-Operative
 Artichoke Magazine
 Asia Pacific Space Designers Alliance
 Australian Design Alliance
 Australian Graphic Design Alliance
 International Council of Design
 International Federation of Interior Architects/Designers
 Jam Factory
 Open House Hobart
 Vivid Design Awards
 World Design Organisation

Fellows

Anna Brown FDIA
 Simon Christopher FDIA
 Celina Clarke FDIA
 Csilla Csabai FDIA
 Ross Gardam FDIA
 Brooke Lloyd FDIA
 Fiona Lynch FDIA
 Jonathan Tighe FDIA
 Paul Turley FDIA

● DIA Corporate Partners

Partners



Designers Australia 2022 Awards Partners

GOTYA 2022 Partner



Event partners



Media Partners



Member Benefit Partners





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