



## ● President's Report

### Designers are listening and developing deep conversations to realise opportunities, enabling society and industry to see things from a renewed perspective.



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

As an organisation representing designers, we too have emerged from two years of pandemic restrictions with a focus on implementing a platform that responds quickly and enables better communication between our members and the organisation. This year can be divided into two halves, the first half was nearing the end of an extended period of lock downs and border closures in which our team navigated a program of events continually interrupted and delayed. Yet we still managed to deliver our inaugural Designers Australia Awards program and an updated brand strategy by December 2021. It's important to acknowledge that the preparation for these two achievements had been undertaken in the preceding year, and the continuity provided by the Board, State Councils and staff was a significant underpinning factor in enabling their delivery.

In the second half, we emerged with enthusiasm aware of the difficulties and the need for agility. We have learned what it takes to build a stable organisation under rapidly changing conditions, one that invests in its people and their ability to contribute to a better designed world and a better organisation. With the help of newly appointed Director Ryan Russell and his team, a new website evolved into a fully featured model, and a complete evaluation of our backend systems took place which culminated in an exit strategy for all of the organisations current third-party contracts. Whilst again much of the thinking began during COVID, its realisation was set for 2022, thanks to a combined effort by everyone and a deadline by the end of the year bringing stability to the organisation and a responsive platform for a full calendar of events in 2023.

Apart from our platforms, work continued on governance reform. It is now three years since the new Board and National Advisory Council was introduced and a structure put in place. Having revisited our core purpose and constitution during COVID, by 30 June 2022 we applied for both an Australian Charities and Not-for-profits Commission registration and a Professional Standards Council registration for the DIA Accredited Designer™ scheme. We also began work on the way in which we set up elections and secured DIA representatives with a goal to improving transparency. A model to establish working groups for advocacy was set up, with the first group addressing issues impacting the interior design profession due to construction

industry reforms. All of these measures bring about exciting possibilities to engage and connect members, to have their voice heard and to effectively advocate on their behalf. And through the transfer of currency of information about the frameworks in which they work, bring value to a design career.

And so, with a focus on the design profession, I would like to recognise the impact that the current environment, such as increased demand, shortage of supply and / or scarcity of skilled labour and professional services, is having on designers and the design sector more broadly. And to highlight that designers excel in finding innovative ways to replace what is not available. That while tempting it is not in our interests to submit to expedience, deliver only off procurement or be distracted from our core values and ethics. Without support, the challenges can be pressing, costly and deterrents to a focus on value.

Since 1948, the DIA has nurtured and empowered designers. It is pleasing to witness the culmination of our programs and responses in design shifts while also creating a platform for our collective future. I am proud to say that through our programs we can see that DIA members are embracing ethical, diverse and sustainable processes through collaborative and professional practice. Their projects are a testament to their values and entrepreneurship. Our responsibility is to identify and support them as design leaders and demonstrate design's tremendous value to the broader community.

I would like to conclude by thanking my fellow Directors, our National Advisory Councillors and State Branch Councillors, our staff and not least our members who continue to support us. In particular, the State Council Chairs most of whom will step down in the coming State Branch elections later in 2022. They were constrained on multiple fronts and yet they have supported our measures to rebuild in the best possible ways with courtesy and encouragement.

Gavin Campbell FDIA  
DIA National President

**COVID – 19 continued to impact programs and ‘in person’ events around the country, however the DIA continued with an agile approach to deliver as many ‘in person’ and online and member only programs as possible.**

● **Designers Australia 2021 Awards**

DIA's Designers Australia Awards were held for the first time in 2021, and are the benchmark for Australian design excellence endorsed by Australia's only national industry body representing all the design disciplines. The Awards bring together Australia's broad design community to celebrate ethical, innovative, impactful design – highlighting and honouring work defined by quality. These unique awards identify and celebrate Australia's best designers and studios across disciplines, represented by DIA's overarching themes of focus - **Place, Use** and **Interact**, and emphasise the designers and their design processes as much as the outcome.

As COVID-19 continued to have an impact on social gatherings around the country, the DIA made the decision to pre-produce a video to accompany the Designers Australia Awards winners announcement events - to enable a hybrid-style event. As it turned out, the only State able to celebrate and meet in person on the planned date was Western Australia.

Comedian and self-proclaimed design nerd Tim Ross was engaged to MC the 30 minute presentation. Trophies were designed by Sydney-based sculptor, Morgan Shimeld, and the graphic animation was designed by DIA member, Michael Stoham aka MISQ, and the certificates and DD branding were designed by Latitude.

74 entries were shortlisted under the three DIA themes and the winners were:

**PLACE winner—Bates Smart Gandel Wing, Cabrini Malvern** The Jury was unanimous in selecting the Bates Smart practice for its project Gandel Wing, Cabrini Malvern as the Place category winner - an exemplary approach focusing on wellness and human centred healthcare, creating spaces in partnership with nature and technology, and encouraging healing rather than simply treating disease.

**USE winner—DesignByThem, DL Range** - a collaboration between Gibson Karlo, founders and industrial designers Sarah Gibson and Nicholas Karlovasitis, and Australian fashion designer Dion Lee. The key objective of this project was to promote cross-disciplinary design by creating a unique body of work merging fashion and industrial design principles.

**INTERACT winner—Monash University Department of Design for HyperSext City** used design as an intersecting mediator, educational and collaborative tool giving voice to community members. The University's XYL Lab was commended for its investigative exhibition encouraging and empowering people to comprehend and imagine complex issues together.

**President's Award—**Multidisciplinary designer, artist, student mentor and former DIA Graduate of the Year recipient **Edward Linacre** was applauded for his contribution to the profession and commitment to diversity and equality across cultures, gender and race. He is a partner at Copper Design, which resides within Mycelium Studios, a co-working hub and place where designers coexist and learn from each other.

**Dates**

- 5 August – Perth
- 10 November – Adelaide
- 25 November – Brisbane
- 9 December – Melbourne
- 9 December – Sydney

**The Designers Australia 2021 Awards gained local and worldwide attention when it announced the winning recipients on 5 August.**



**WISH, The Australian**

“Design awards typically focus on the product rather than the person behind it. That has now changed with the first Designers Australia Awards held by the Design Institute of Australia, the country’s peak professional body”



**Dezeen**

“Projects by Design Institute of Australia graduate prize winners, including an app designed to promote a sustainable lifestyle and a fashion project that examines self-expression, are included in Dezeen’s latest school show.”



**Wallpaper\***

“The three categories ‘Place,’ ‘Use’ and ‘Interact’ boast a wealth of forward-thinking projects across the country.” DIA president Gavin Campbell stated that “since 1948, the Design Institute of Australia has been committed to nurturing and empowering designers. It is pleasing to see the culmination of these awards, responses to design shifts while also being a part of our collective future.”



**Vogue Living**

“A refreshing new approach to award excellence in design. In a unique reimagining of more traditional awards, the focus for the inaugural Designers Australia Awards is not just about the end result but the designers themselves, their processes and how they respond to wellbeing, ethics and advocacy.”

**Australian Design Review**

“DesignByThem has teamed up with fashion designer Dion Lee for a project that, at its heart, promotes cross disciplinary design across Australia. The DIA jury, which included Adelaide-based Enoki director Susanna Bilardo, Dezeen editor Marcus Fairs and LIMINAL studio co-founding director Peta Heffernan, praised the project for its concept of translating Fashion into Furniture.”



**Architecture AU**

“In an industry first, the awards dispense with tradition design disciplines such as industrial, interior, graphic, digital, product, environmental, textile, fashion, and others.”

**Australian Arts Review**

“The final winners out of a shortlist of seventy-four across the country, reflect the designer’s ability to make a strong contribution to a better world and include three national winners, a President’s Award and thirty-one awards of Merit.”



● Outreach and Engagement

5 Cities 5 Shows

Sydney | Melbourne | Brisbane | Perth | Adelaide

1450+

Attendees (designers, industry bodies and government)

- 74 DAA Shortlisted Winners
- 31 DAA Awards of Merit
- 3 DAA National Winners
- 1 DAA President's Award

- 173 GOTYA Nominations
- 27 GOTYA State Winners
- 16 Universities and design institutions
- 40 Design departments
- 8 National GOTYA Winners
- 1 Madeleine Lester Award

EDMs

26

EDMs sent

268,058

Total subscribers reached

9

Media Announcements

Social Media

DAA Winners Instagram followers

47,500

Bates Smart

36,100

DesignByThem

85,600

Monash University

5,200

Mycelium Studios and Edward Linacre

Mainstream Press

Local and international media items (print, online and broadcast)

59

DAA

12

GOTYA

71

Total

\$1,316,298

Total ASR Value

Circulation \*indicative

WISH Magazine, The Australian	122k	readership per print issue	8	full page editorial spreads		
The Australian Newspaper	539k	national readership daily	5.2m	unique online users		
Vogue Living	525k	unique online users	257k	readership per print issue	2.9m	social media users
Wallpaper*	2m	monthly unique users	5.5m	social media users		
Dezeen	3m	monthly unique users	6m	social media users		
Architecture AU	1.5m	users per year	10m	page views		
Artichoke	5,245	print issues	80k	subscribers	40k	social media users

● Designers Australia 2022 Awards

February 2022 Designers Australia 2022 Awards Launch, introduction to the jury of eighteen local and international industry leaders include Kate Goodwin, Adam de Guara, Dale Hardiman, Liane Rossler, Thomas Skeehan, Ellie Stathaki, David Meagher and Abdullah M.I. Syed and shortlisting of 100+ entries to select a shortlist of 83.

Outstanding Australian designers and design teams identified include Blackmagic Design, Blundstone Australia and Monash University, Cobalt Design, Design Office, Ellis Jones, Grumpy Sailor Creative, JamFactory, Richards Stanisich and Woods Bagot.

Major sponsors of The Designers Australia Awards are Dulux Acratex, Smeg and Wood Solutions and winners will be announced at 5 simultaneous events hosted by tertiary institutions around the country on Thursday 5 August, 2022.

● Milan Design Week and the Salone del Mobile

DIA's Head of Programs, Bernadette Wilson attended Milan Design Week and the Salone del Mobile in June 2022.

Bernadette met with Australian and international designers who were exhibiting and visiting. Exhibiting Australian Designers include Volker Haug Studio in collaboration with Hecker Guthrie, Tom Fereday, Christopher Boots, Nikolai Kotlarczyk, Dean Norton, Object Density. International designers visited included Lee Broom, Kahled El Mays at Nilfur Gallery, Lucia Eames. Suppliers visited were SMEG, Jan Kath, Arper, Artemide, Tacchini Pedrali and TON.

■ Designers Australia 2021 Awards





● **Graduates of the Year Awards – GOTYA 2021 Winners announced**

14 September 2021

Running since 2005, the GOTYA program aims to support and celebrate exceptional designers from around Australia in the early stages of their careers. This year the graduates were asked to develop “a responsibility to the industry,” focusing especially on sustainability and repurposing and designing and create products that benefit people and the planet.

Due to COVID-19 restrictions in some States, winners were announced online, and live in-person watch and certificate presentation parties were held at both the Perth and Adelaide Stylecraft showrooms where winners were presented with their certificates live after the online announcement. At time of printing, the pre produced video has had over 1000 views.

From 173 impressive nominations and 27 State winners, seven designers were awarded National Category awards.

Dezeen became a Media partner with an online feature about the National Category winners, and the recipient of the Madeline Lester Award. Jo-Ann Kellock, juror and DIA CEO, said, *“GOTYA is a critical program as it brings together Australia’s emerging designers and connects them to our most respected educators and designers from leading design practices. This year, we had a remarkable 173 nominations and worked closely with over 40 university design departments—the graduates’ proposed human-centred design solutions like never before. Using innovative ways to utilize natural materials, they promoted sustainable development. It was wonderful to also see design and technology delivering thoughtful solutions to affect social and environmental causes.”*

GOTYA 2022, the 2022 Graduate of the Years Awards program, was launched in February, with a record breaking 183 nominations received. State winners will be announced at Stylecraft showrooms in July 2022. National category winners, overall Branch winners and the recipient for the Madeline Lester Award will be announced at the Designers Australia Awards in August 2022.



● **The Future Laboratory - Recuperative living | 115 attendees | Event partner DULUX**

21 October 2021

As the DIA continues to advocate and explore the social, economic and environmental value and impact of design we were delighted to enlist the help of partner Dulux with this major event and offer our members and friends an online DIA exclusive with Martin Raymond, co-founder of The Future Laboratory, and Kathryn Bishop Foresight Editor. Martin opened the session from London with a live introduction, Kathryn presented the video, followed by a live Q & A with Martin.

After the challenging start to a new decade, The Future Laboratory’s presentation and discussion highlighted a fresh framework for supply chains, logistics and consumer reach, as convenience and care for the environment become ever-more intertwined, noting brands that have switched directions and are now focused on the home, as well as products and services linked to rehabilitation to help anxious consumers.

● **What the NFT? | 80 attendees**

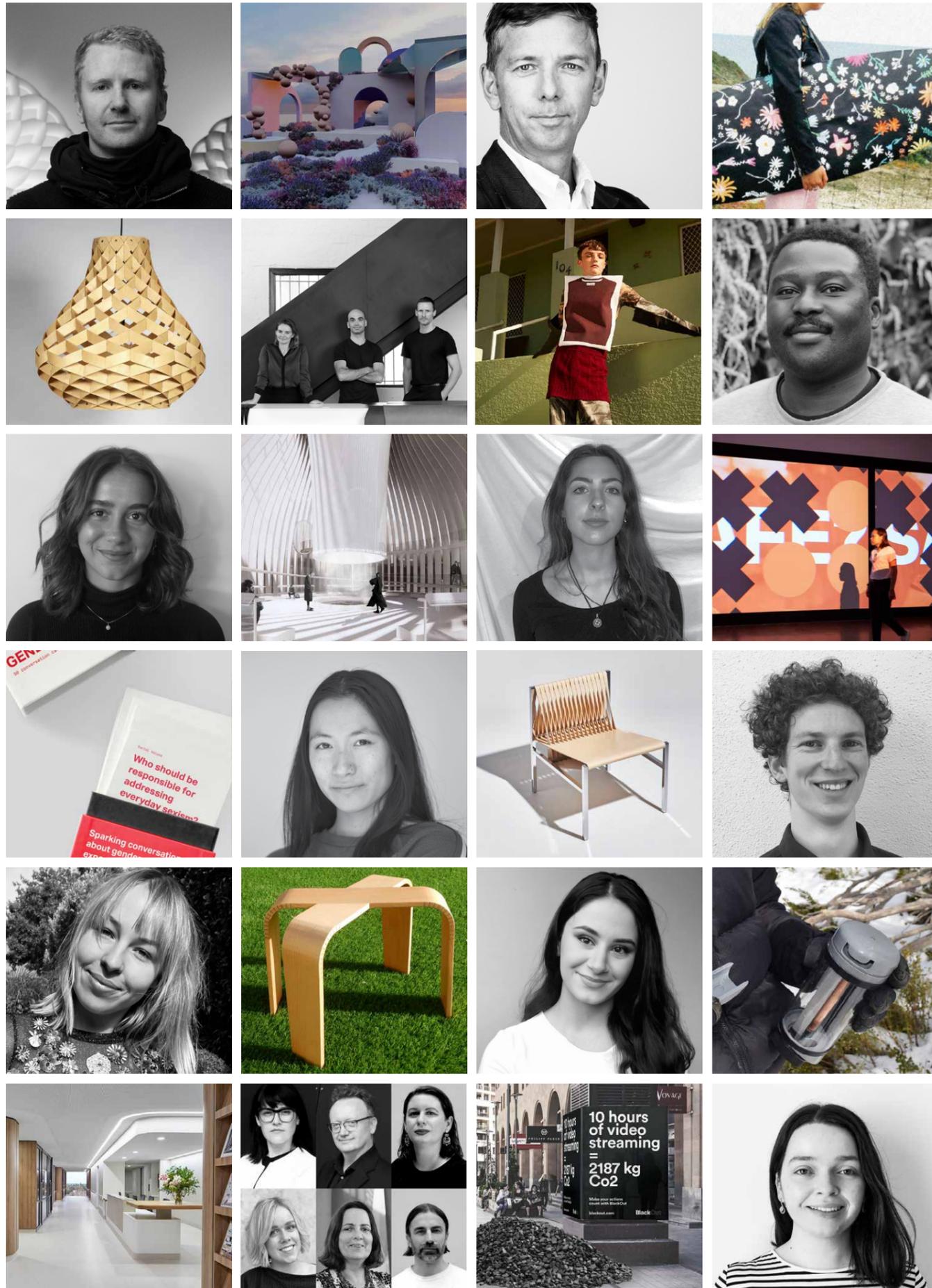
23 February 2021

This online panel event discussed fast-moving technology that may revolutionise how things work in the future for digital spaces and places, and how NFTs - **Non-fungible Tokens** - may impact intellectual property and copyright.

● **Australian Interior Design Awards**

17 June 2021

Founded in 2004, the AIDA Awards are a partnership event of the Design Institute of Australia and Artichoke magazine. It is self-funding and not for profit. The 2022 Australian Interior Design Awards were presented at a gala dinner at the Hyatt Regency in Sydney in the fabulous Grand Ballroom and attended by more than 550 members of Australia’s interior design and architecture community in a fantastic evening celebrating interior design excellence.



● Programs and events around the country

● NSW

**NSW members mingle** | 28 February 2022 — The DIA hosted a social event for members at Wilkhahn to share stories and indulge in friendly, industry fun at the same time as introducing attendees to their State DIA representatives to discuss the year ahead.

**NSW Branch Council and Community Member Meeting** | 24 March 2022 — This in-person & online event was triggered by changes to the Design and Building Practitioners Regulation and revolved around what the consequences would be for design.

**Sydney Design Tour Showcase** | 18 June 2022 — Following the AIDA event and supported by Archi Pro, 50 + designers spent the day visiting award winning projects in and around Sydney.

**DIA — Community | NSW Design and Building Practitioners Regulation** | 29 June 2022 — An information session on the regulation changes and members sharing their experience of working under the new regulations.

**DIA — Community | NSW World Industrial Design Day Social Drinks** | 29 June 2022 — A gathering of fellow industrial designers in recognition of their profession.

● QLD

**DYNAMIC SPACE CPD workshop** | 28 October 2021 — BLUM hosted a DYNAMIC SPACE CPD workshop around ideas for practical kitchens and DYNAMIC SPACE principles, and how Blum products can be used to enhance liveability.

**QLD Emerging Designers Networking Event** | 30 June 2022 — Members and emerging designers discussing the current recruitment market for designers, presentation skills, networking skills, finding a job in today's market, what to expect when joining the workforce and how design professions are evolving.

**DIA — Community | Intellectual property and protecting your designs** | 5 May 2022 — This event was an opportunity for members to share their experiences relating to stolen IP and learn their rights and obligations.

● SA NT

**Portfolio Workshop** | 8 December 2021 — Co-presented with AIA and AGDA and hosted at Terrace Floors, this interactive workshop enabled students to see examples of successful portfolio styles, hear about the do's and don'ts, ask questions and set themselves in the right direction to creating unique portfolios. The aim of the workshop was to give students confidence about entering the industry after they graduated.

**DIA SANT Community Member Meeting** | 12 April 2022 — This was an opportunity to network with fellow members of the Design Institute of Australia.

● VIC TAS

**Design to Thrive** | 4 & 9 November 2021 — Presented by Creative Victoria over two sessions. Speakers Roger Simpson, Andrew Murrowood and Grant Davidson utilised their international consulting and business experience to reveal strategies to bridge the current gaps between designers and business.

**Wellbeing Workshop + Mindfulness Presentation** | 30 March 2022 — A wellbeing workshop session designed to focus on managing stress, energy and mindfulness as we continue to navigate the new normal.

● WA

**Portfolio Workshop** | 20 November 2021 — The DIA in collaboration with Co-architecture and Spacecubed hosted a portfolio review event to connect students and graduates from across disciplines and institutions with industry. A wide range of design professionals were on hand to offer their experiences and advice.

**WA end of year catch up** | 15 December 2021 — An end of year sundowner at PICA bar offered DIA representatives, old and new, the opportunity to meet catch up with peers, learn from and engage with other designers - and help build a more connected and collaborative design community in the West.

**WA Branch Council and Community Member Meeting** | 18 May 2022 — This event was focused on the Designers Australia Awards.

**Greenchair WA** | 18 May 2022 — DIA explored the social, economic and environmental value and impact of design.

## 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.

Branch Councils continued to run a series of successful events in 2021/2022. Event highlights included:

- A national info session on the Designers Australia Awards
- Wellbeing and Mindfulness with MAYDN, held at Elenberg Fraser, Vic
- A heritage architecture intervention tour of the Hennessy Rooftop Bar at the Mayfair Hotel with architect Kerstin Bruneder, SA
- A nationally broadcast talk by Greenchair founder, Gordon Bateup, hosted in WA
- A discussion on the NSW Design and Building Practitioners Regulation with Matt Press, Executive Director, Compliance and Dispute Resolution, Safework NSW and NSW Fair Trading
- An event focussed on IP with Rob Geddes, David Shaw and Nicole Murdoch of Eaglegate Lawyers,
- A bus tour of Sydney architecture and interior design following the Australian Interior Design Awards
- A networking event for emerging designers with Nick Berman of Hire Ground, in QLD
- A panel discussion focussed on supporting microbusiness in Victoria
- Drinks for World Industrial Design Day in NSW



### ● State Branch Council Elections

A new system has been devised to optimise Branch Council elections.

Election Process: All members will be invited to nominate for a position on their local council by completing an online nomination form. Candidates will then be screened for eligibility before moving to an online election process on the Election Runner platform. This platform allows all members to vote for their preferred candidates without requiring attendance at the Annual Open Meeting.

This new system was designed to improve our democratic processes through increased transparency and access.

### ● Sincere thanks to departing Councillors

The following Councillors have determined they will not re-stand for a position on their respective Branch Councils when elections are held in the second half of 2022. Each of these Councillors has played an important leadership role, supporting the DIA through a pandemic whilst the organisation has undergone significant governance reform and systemic change. The DIA sincerely thanks each of them for their considerable service in support of the DIA and their local members, and we look forward to working with each of them in other capacities as the DIA continues to support the professional practice of Australian designers:

NSW: Bradley Schott  
Sarah Gillespie

QLD: Roz de Waal

SA/NT: Anna Brown  
Peter Coombs  
Simon Modra

Vic/Tas: Katherine Kemp  
Renee Ballard  
Rochelle Morris  
Scott Mayson  
Santoso Budiman  
Nancy Everingham



## Celebrating DIA's 60-year logo legacy

■ Written by Gavin Campbell,  
DIA National President

For the Design Institute of Australia, design historically has been a continually evolving subject, which it explores through its people, collaborations, programmes, archives, learning activities, and identity. In 2021, we marked 60 years since our first logo was designed. We also welcomed our new logo and integrated brand.

Latitude, 2021



Graphic Design, one of the DIA membership disciplines, is the directing of communication through visuals, usually a combination of typography and illustration. Dating back to prehistoric times, the making and coding of meaning in the absence of the written word was seen through symbols and cave drawings depicting stories. Promoting the provocative power that comes with communication design, the DIA has, over the years, facilitated its own identity to represent its intersecting and multi-disciplinary thinking as seen through designers, its partnerships and community. Increasingly today, the DIA's logo has been used as an authoritative tool in design, business and education. Many professional designers, design practices, and design-related organisations use the DIA logo as an endorsement. Use of the DIA logo, and associated wording, is allowed subject to conditions, which vary according to membership status and relationship with the institute.

As Australia's peak body representing design and designers, the DIA is a crucial member and participant in Australasian and International bodies devoted to the design community's recognition, success, and growth. Its logo is the first to represent Australian designers amongst luminary organisations, including the International Federation of Interior Architects/Designers (IFI), ICSID/World Design Organisation (WDO), and the International Council of Design (ico-D).

The institute, initially known as the Design Industries Association of Australia, dates back to 1939, and the then Society of Designers for Industry, in circa 1947. A decade later in 1958, the Industrial Design Institute of Australia in Melbourne was incorporated. Led by President Ron Rosenfeldt, the first DIA logo was designed in 1961 by Alistair Morrison, considered one of Australia's most accomplished typographers. The radial placement of the three shapes (square, circle and triangle) at a central point has remained constant over the years up until 2021. Initially encased within a black square outline, Morrison used the three primary colours and Helvetica font.

Morrison's graphic designs incorporated sophisticated early use of abstraction, for example, in the designs for the covers of the 'Contemporary Art Society' exhibition catalogues of 1944 and 1945. In the late 1930s, he worked and exhibited in London and was employed with fellow Australian designer Dhal Collings in 1936 by the Bauhaus teacher Laszlo Moholy Nagy to work on the then new Simpson Piccadilly department store project.

In the early 1950s, he was commissioned to design a business card and furniture label for the abstract Australian sculptor, Robert Klippel. In 1981, Morrison created the layout and typography for the 'Ampira Festival—Artists for Aboriginal Land Rights' poster of 1981, a project co-ordinated by his brother Guy Morrison, the journalist and playwright.

The first DIA logo was designed in 1961 by  
Alistair Morrison



Cal Swann, 1993



Icarus Design, 2001



Several logo iterations have followed since the first. Designer Cal Swann was commissioned to revise the logo in 1993. A former Head of Graphic Design at London's Saint Martin's School of Art, he was later Head of Design at Curtin University and the University of South Australia. He reviewed the original shapes, colour values, font type, removed the outline, and also created the first black and white version.

Icarus Design's Bill Giamos revised the logo in 2001 by adding a black background, thin outline shapes and a new font style. An Adelaide based multi-disciplinary design studio, the firm is inspired by Icarus in Greek mythology. A reminder that communication design work is about people: their physical and psychological needs. From the same firm, changes took place in 2004 by David Robertson and in 2012 by Travis Crawford. He created the logo we have all come to know—a black and white version with significant bolder line weights and logo shapes. From 2018 to 2021, DIA's Board and National Advisory Council, consisting of state Chairs, has been instrumental in driving the latest identity transformation. Steered by the DIA's former President Claire Beale and me, the Melbourne design team, Latitude was commissioned to reconsider the famous logo and create an identity that recognises the many facets of the organisation.

Led by Latitude's Filip Bjazevic, Creative Director, Daniel Dalla Riva, Design Director and working with DIA national office team led by CEO Jo-Ann Kellock, a brand identity emerged that would be agile, and that would strengthen the DIA.

In celebrating 60 years of graphic identity, we see a re-born contemporary logo that pays tribute to its historical roots and legacy. It represents a new generation of designers and an egalitarian approach towards inclusivity, ethics and responsibility. A logo that is considered as part of the larger brand. Latitude has responded with a flattened new three-colour hollowed-out approach signifying and embracing the cross-pollination between our many designers and their design processes. Alongside our reimagined, refined brand and further emphasising how communication design has changed since the 1960s, the DIA announced its inaugural Designers Australia Awards, incorporating a first step towards the revised logo and demonstrating its versatility in application. Just as importantly, the Awards program is underpinned by the emerging DIA brand philosophy and an agile approach to programming, which reflects in the winners of the Awards, who all echoed DIA's stated values and beliefs.

The latest identity of the DIA, designed by Latitude, represents an era of new thoughts, directions, and ideas on enhanced ways of doing—ultimately showcasing the potency of design, its continuous gift, and its timeless ability to form and communicate.

### 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.

Although the contribution of design to our economy is roughly the size of the construction industry, it is not widely recognized as vital. It is often seen as a superficial layer disconnected from the real work of innovation; a discretionary investment that can be discarded in a downturn. But looking across all industries, the design sector generates more value than any other.

Our vision is for an inclusive, sustainable world where designers are household names and major projects start with a commitment to responsible design. A future where a reinvigorated manufacturing sector focuses on durability, repairability, re-usability and recyclability, intellectual property is protected by a fit for purpose system and professional designers are embedded in every industry.

The DIA supports members with policy and advocacy work at a local, state, national and international level. Branch Chairs, the CEO and the national President all represent member interests in regular formal meetings.

Over the 2021–22 financial year continuing pandemic conditions meant that government consultation workshops and roundtables continued to be held online. Acknowledging the pain of disruption to designers' working lives from supply chain disruptions, lockdowns and restrictions on in-person meetings, the resulting widespread move to online forums nevertheless proved to be positive as it allowed the DIA to represent members more widely than previously.

The issues we focused on over the year reflected the issues most affecting our membership base. For interior designers, who comprise the largest discipline group, state implementation of the national building reforms dominated the agenda. For industrial/product designers the intellectual property law reform process run by IP Australia was a major focus. Detail on our work on these major topics is below.

Compared to the previous year there were fewer federal consultation processes calling for written submissions due to the lead up to the federal election. At the start of the election campaign the DIA put together a wishlist of pro-design policies, and then reviewed announcements from the major parties against those priorities. Some key topics were:

- public procurement is an area where government has the power to significantly improve outcomes for designers. We called for a ban on free pitching and removal of unfair contract terms that disadvantage small design businesses.
- investment in new materials and funding for design research is critical to the transition to a sustainable future. This includes increased investment in the role of design in commercialising research. Stronger relationships between universities and practitioners, including some of Australia's largest and most well-known manufacturers, will be crucial to our economic recovery.
- include design in plans to boost local manufacturing so that the gains from better on-shore capability are maximised and evenly shared across our economy. The supply chain disruptions of the past few years highlighted the need for a rethink of how business operates and a stronger awareness of the value of design.
- access to insurance is a growing problem for businesses around the country. We called for government to guarantee affordable professional indemnity insurance.
- climate change and the circular economy are widely identified as priorities, but we need increased support to transition away from unsustainable practices. Designers offer unique skills in the shift to a circular economy but the focus needs to move up to the initial point of product or process inception to adopt intentional sustainability instead of prioritising recycling.



The election delivered several new ministers relevant to the design sector. The Hon Ed Husic MP is the Minister for Industry and Science and the Hon Brendan O'Connor MP is the Minister for Skills and Training. The DIA wrote to both ministers to outline the importance of design to Australia's innovation and growth, and to raise policy priorities such as the need to address the national design teacher shortage, the potential for public procurement to support small design businesses and the challenges of access to affordable professional insurance.

#### ● Design teacher shortage

Ensuring that the workforce of the future has the right skills starts with quality secondary education. As the national peak body representing designers across all fields for over seventy years we have been increasingly concerned about the growing shortage of design teachers in schools and the implications of this for all professions in our sector.

The shortage has significant ramifications for industry. Exposure to design skills while at school is important for inspiring interest in pursuing a design career. In addition, the number of roles requiring design skills is projected to continue to expand beyond the design sector into other areas, particularly for example into ecommerce. Building a workforce with the necessary skills requires students having the chance to see the application of design skills during their secondary education.

In response to the shortage the DIA is advocating to make it easier for experienced designers to move into teaching roles and for greater recognition of the criticality of design skills to Australia's future. Increasing the number of teachers with design industry experience would benefit students by better demonstrating how their school learning could be applied in future employment. However, designers with industry experience wanting to make the switch to classrooms will need financial support or strategies to allow them to earn a part-time salary in schools as they study to retrain as teachers.

Action must be taken now at a systemic level by government to arrest the trend away from suitably qualified professionals teaching design in schools.

# Where do you feel safe?

Add a spot, share your experiences and help map a safer Victoria



■ Monash University YXX Lab

Over the past year the DIA made a submission to the Expert Panel on Quality Initial Teacher Education Review (July 2021) outlining our concerns about the shortage of qualified Technology and Design teachers in secondary schools, and proposing a number of strategies for the Commonwealth to address this. We also wrote to the federal minister for skills and training outlining our concerns and seeking his attention to the issue.

Although this shortage is a component of a broader problem in our schools that has worsened following the stresses of pandemic-related remote learning, design is a growing field with application in any industry. As a result, the impacts of the shortage will be felt more widely than just within the design sector.

## ● Registration of interior designers and the national building reforms

The national building reform process continued to drive changes to the operating environment for construction in most states and territories. As advocates for good design we support the aim of the reforms to improve the quality of construction in Australia.

In Victoria an expert panel considered responses to a range of potential changes, some radical, to the approvals and oversight framework for the construction industry identified in a comprehensive discussion paper. The DIA prepared a submission on the paper and continued to engage with officials on options to recognise the role of interior designers. The Victorian Building Commission (VBC) does allow interior designers to apply for a licence, but as the application system is modelled on architect registration there are some aspects that are not suitable and not all designers are able to meet requirements.

Later in the year work ramped up in Queensland as the question of which model for registration of interior designers is appropriate gained traction. We are advocating for a new category of licence for interior designers that would be administered by the Queensland Building and Construction Commission (QBCC).

In NSW the implementation of the first stage of reforms to the legislation and regulations covering building and construction activity in NSW caused widespread confusion. The reforms affect multistorey residential buildings in an attempt to restore consumer confidence following multiple instances of significantly faulty builds.

As the NSW reforms are the most advanced it is important that we advocate for a fair model. It is likely that other states will use the NSW experience to develop their reforms. The NSW rules require practitioners involved in design and building work to be registered and to lodge plans through a new portal at set points in a project, along with

a declaration of compliance with the Building Code of Australia. Although projects within a single unit by interior designers are generally considered exempt work there are many other instances where their usual projects now require supervision by another registered professional.

Ineligibility to register as Design Practitioners or Principal Design Practitioners will unnecessarily restrict interior designers (apart from those who also hold architecture, building or engineering qualifications) from performing work they are skilled, qualified and experienced to do.

Our formal advocacy included a Submission to the Parliament of NSW Public Accountability Committee on Further inquiry into the regulation of building standards (July 2021). The submission outlined the DIA's concerns that the new system of building designer registration in NSW will have unintended detrimental impacts on interior designers. Following that, the NSW Public Accountability Committee on the Further inquiry into the regulation of building standards invited the DIA to give evidence at a session of the committee at Parliament House.

The DIA provided expert testimony to the Committee to highlight the difficulties faced by interior designers in navigating the new rules. We argued that introducing restrictions on the work our members can do will change their business model to the extent that it will no longer be viable to continue, and that confusion about the new rules had already led to client hesitation. The Committee was convinced by our arguments and included a recommendation that the system be urgently amended to allow interior designers to register as building practitioners to allow them to lodge their own designs and remove the need to engage an architect or draftsman.

We also engaged with Customer Service NSW in an extensive series of workshops and roundtables, and with other peak bodies such as the Institute of Architects and the Building Designers Association.

## ● IP Australia intellectual property law reforms for designs protection

During the 2021–2022 year the DIA participated in a series of targeted stakeholder consultations run by IP Australia on the next areas of reform of designs protection. This included a number of workshops, for example exploring how to implement the improvements to design protection for virtual designs identified by the Advisory Council on Intellectual Property in its review of the designs system. The DIA also jointly held several sessions focused on designs protection as part of Melbourne Design Week.

A significant milestone following many years of lobbying for change was the Designs Amendment (Advisory Council on Intellectual Property Response) Act 2021 passing Parliament and then receiving Royal Assent in September 2021. The provisions which came into effect from March 2022 included:

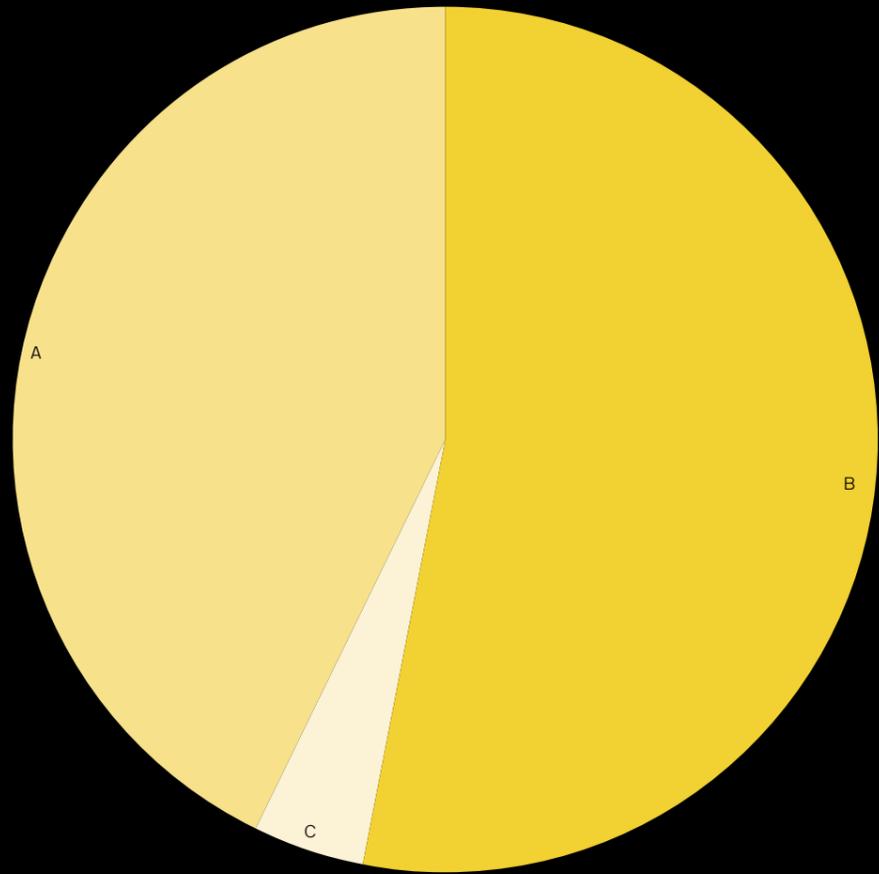
- the introduction of a 12-month grace-period in which designers can apply for protection after publishing or using their design. This is helpful when a design may have been disclosed by accident, or where a designer was not aware that they needed to apply for protection before disclosing their design.
- A simpler process for registering a design, which reduces the risk of a design application lapsing and makes it easier for publication of a new design to be delayed.
- modernised formal requirements for a design application, and a simpler process for formal requirements to be updated in the future. This will make it easier to keep up with changes in technology and should mean that the system better meets the needs and expectations of designers.

## ● NAC Policy Committee

The NAC Policy Committee is chaired by Bradley Schott FDIA. The committee works directly with the DIA's leadership team and is supported by DIA's Senior Policy Advisor Denise Ryan. The NAC Policy Committee comprised the following members during 2021–22:

- Gavin Campbell FDIA – DIA President
- Dr Beck Davis MDIA
- Jo-Ann Kellock FDIA (Hon) – DIA Chief Executive Officer
- James Samargis
- Bradley Schott FDIA – Policy Committee Chair

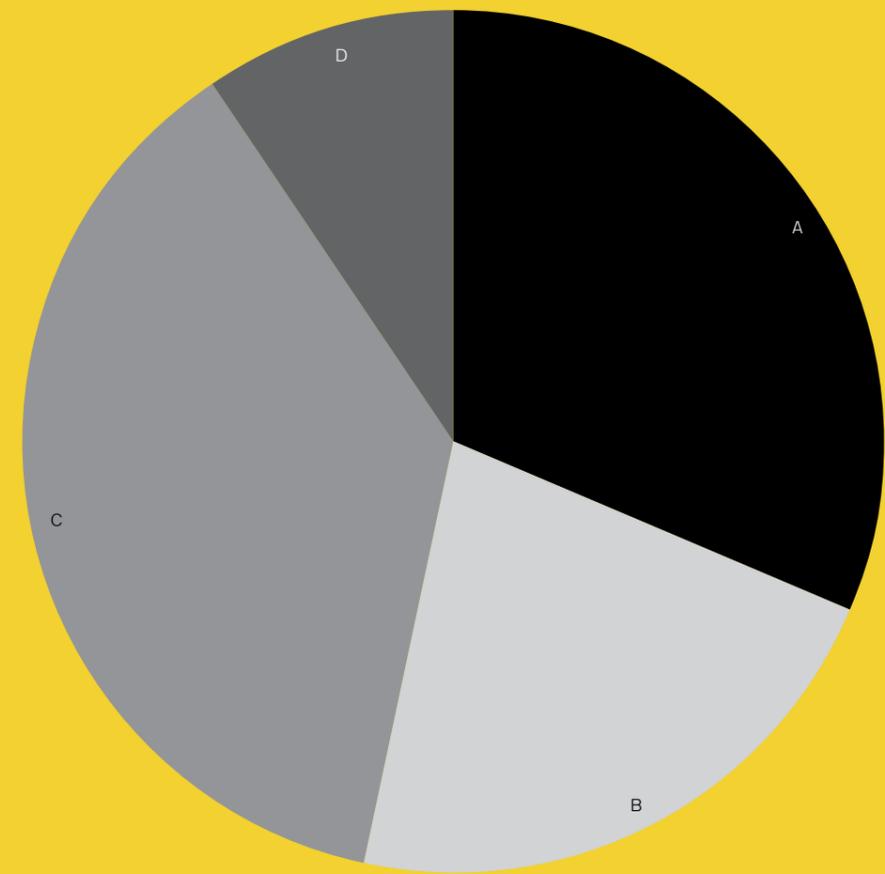
Member Contact



- A. **News EDMs: 40**  
Approximate reach, 1,800 members
- B. **Event EDMs: 50**  
Across Australia 22,300 members and friends invited.
- C. **Publications: 4**  
Artichoke 1,200 members received 4 editions

Social Media

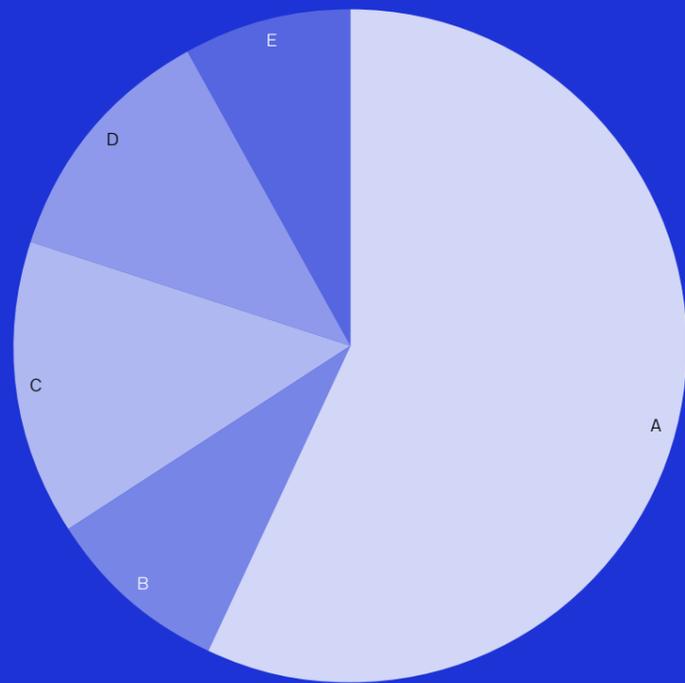
10% increase from 2020-2021



- A. **Facebook 18,187 followers**
- B. **Instagram 12,600 followers**
- C. **LinkedIn 21,393 followers**
- D. **Twitter 5,414 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 57%**
- B. **Communication 9%**
- C. **Product/Industrial 14%**
- D. **Management/Education 12%**
- E. **Other 8%**

## Financial Report

for the year ended 30 June 2022

The operating result of the Company for the year ended 30 June 2022 was a loss of \$66,836 (compared to 30 June 2021: a profit of \$14,146). The loss incurred was due to an Increase in costs in the months of Sept - Dec 2021 as a result of cancellations and delays (COVID restrictions) of the inaugural Designers Australia Awards 2021 (DAA) ceremonies. The five events were eventually held in all five States, spread across a period from August to December 2021. The revenue and expenditure for DAA 2022 has been transferred to 2022-23 because the ceremonies were held on 3 Aug 2022, which once again fell outside the financial year in which they were organised. This reporting is at the DIA auditor's request.

Investment has also been made in additional human resources March 2022 to support State branch engagement and business development as the organisation returns to pre-pandemic activity and introduces new services.

### Cash flow and cash position at the end of year

The cash position of the organisation is a concern and being closely monitored. Board and Financial Committee meetings are held regularly. Total cash inflows of \$828,522 (compared to \$884,058 in 2020-21) fell short of our total outgoings of \$893,203 (\$808,491 in 2020-21). The total Cash and Cash Equivalents at end of year was minus \$34,365.28, down from the previous year of \$58,621.

### Revenue

Total revenue was \$828,522 and is a 1.5% percent increase compared with 2020-21 (\$816,787). The revenue whilst relatively stable, is an improvement on the previous year which had included \$125,250 of Jobkeeper support during COVID, and Cashflow Subsidy based on Activity Statements.

### Key revenue sources in 2021-2022:

Membership subscriptions brought in \$530,095 (compared to \$498,266 in 2020-21). Membership is continuing to grow with 582 new members (an increase on 529 in 2020-21) recorded for the period. Membership accounted for 64% of total revenue (compared with 61 percent in 2021).

Income from functions, events and award programs was \$197,379 a 20% increase (from 2020-21 \$158,424) and accounted for 24% of total revenue. Revenue of \$21,725 from the Graduate of the Year entry fees represented 11% of awards program income. A dividend of \$25,000 from the Australian Interior Design Awards 2022 was recorded in the programs and events income.

Sponsorship, through our Corporate Partnership Program, brought in \$101,037 (compared with \$34,833 in 2021) and accounted for 12.3% of the DIA's total revenue (and almost three times 2021 figure). New partnership arrangements were channelled into the Designers Australia Awards 2021 program.

The change of focus sees an end to previous gold, silver and bronze arrangements and the introduction of a program focus reflecting the needs of the market.

A Victorian Government grant of \$25,000 for a Design Careers Award Guide was also received for the period. This year's revenue results whilst still a concern, are an indication that the new strategy to drive membership growth and align our partner program is beginning to take effect.

### Expenditure

Total expenditure was \$893,203 which was an increase of \$90,562 from 2020-21 and can be attributed to increases in travel costs, staff costs, and cancellation of event expenditure. No additional loans or credit facilities have been sort emerging from the pandemic.

### Key expenditure items in 2020-21:

Staff Salaries & Wages were \$427,628 (compared to \$436,229 in 2020-21) and represent 47.9 percent (54.3 percent in 2020-21) of our total expenditure. The cost of running our events, award programs and functions was \$197,379.31 (up from \$107,965 in 2021) and represents additional costs due to pandemic restrictions. Depreciation was \$6,225 which was 65% of 2020-21 total.

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 2022 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. While COVID-19 continued to present challenges around face-to-face events, we were comforted by the fact that online digital events can reach a wider audience and offer further reach Nationally for our members and partners.

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 came on board as a media partner and published the National Winners online.

With the support of Dulux, The Future Laboratory delivered a DIA exclusive online presentation by Martin Raymond, co-founder of The Future Laboratory, and Kathryn Bishop Foresight Editor presenting from London.

The DIA continued to deliver programs with the support of partners on an event basis. We were delighted to have SMEG, Dulux Acratex and Wood Solutions support the inaugural Designers Australia Awards Nationally, along with WISH magazine as the media partner.

Along with numerous State based event partners. ArchiPro partnered with the DIA to deliver a Sydney Design Tour Showcase, following the Australian Interior Design Awards (AIDA) 50 + designers spent the day visiting award winning projects in and around Sydney.

This ongoing restructuring of the partner program aligns with the reform around our strategic direction and meets our objectives.

● DIA Corporate Partners

Partners



Designers Australia 2021 Awards Program Partners



Event partners



Media Partners



Media Partners



Member Benefit Partners



● 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

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

National Advisory Council

Bradley Schott FDIA, NSW State Chair  
 Sarah-Jane Pyke FDIA, NSW State Deputy Co-Chair  
 Sarah Gillespie, NSW State Deputy Co-Chair  
 Rosalind (Roz) de Waal MDIA, QLD State Chair  
 Paul Turley MDIA, QLD State Deputy Chair  
 Anna Brown MDIA, SA-NT State Chair  
 Dr Nathan James Crane MDIA, SA-NT State Deputy Chair  
 Katherine Kemp MDIA, VIC-TAS State Chair  
 Renee Ballard MDIA, VIC-TAS State Deputy Chair  
 David Smith MDIA, WA State Chair  
 Simon Cheung FDIA, WA State Deputy Chair

NAC Policy Committee

Gavin Campbell FDIA – DIA President  
 Dr Beck Davis MDIA  
 Jo-Ann Kellock FDIA (Hon) – DIA Chief Executive Officer  
 James Samargis  
 Bradley Schott FDIA – Policy Committee Chair  
 Denise Ryan – Senior Policy Advisor

Nominations Committee

Julie Hobbs LFDIA – Chair  
 Joanne Cys LFDIA  
 Gavan Ranger FDIA

Continuing Custodians Advisor for DIA

Nicole Monks

National Staff

CEO: Jo-Ann Kellock FDIA (Hon)  
 Executive Assistant to CEO: Karen Louey  
 Head of Programs and Partnerships: Bernadette Wilson MDIA  
 Head of Communications: Donna Vercoe  
 Senior Policy Advisor: Denise Ryan  
 Head of Brand: Alexandra Zafiriou  
 Head of Events: Briony Bennett  
 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

Brian Parkes FDIA  
 Peter Coombs FDIA  
 Steve Woodland FDIA  
 Dr Lynn Churchill FDIA  
 Scott Bampton FDIA  
 Adele Winteridge FDIA  
 Andrew Francis FDIA  
 Mardi Doherty FDIA  
 Luca Abate FDIA  
 James Treble FDIA  
 Vicki Murphie FDIA  
 Dr Rafael Gomez FDIA  
 Dr Beck Davis FDIA  
 Conrad Johnsson FDIA

Honorary Fellow

Naomi Milgrom AC FDIA (Hon)



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