



AUSTRALIAN DESIGN ALLIANCE

Promoting the use of **DESIGN** to boost Australia's productivity, sustainability and **innovation**

MEDIA RELEASE – AUSTRALIAN INSTITUTE OF ARCHITECTS JOINS AUSTRALIAN DESIGN ALLIANCE

13 August 2013

The Australian Design Alliance (AdA) is delighted to announce Australian Institute of Architects (AIA) as a new member. We look forward to working closely with AIA on issues of mutual interest.

The thirteen peak bodies that make up the AdA represent a substantial constituency. The combined national membership of the member organisations is in excess of 140,000. Including architecture professionals, the design sector is made up of close to 500,000 practitioners.

Australian Institute of Architects has a national membership of over 11,000 professional architects, graduates and students.

CEO David Parken said "We welcome the opportunity to support the work of the AdA in promoting the value of design to the Australian community and their work in developing a design policy for consideration by governments at all levels."

AdA Patron His Excellency Mr Michael Bryce AM AE said, "The Australian Institute of Architects were influential as an associate of the Australian Design Alliance from the outset and I am delighted that the AIA has now given the ADA such influential support by becoming a member of this important national body of design professions.

Architecture is the fulcrum of our national design identity and this highly visible art form leads the way in so many other design endeavours, from furniture design ,automotive design and urban design through interior, graphic and fashion design.

These endeavours must be recognised as fundamental to our country's creative identity as well as it's economy."

The AdA is advocating for a national framework for design that demonstrates the critical role design and design thinking play as enablers for innovation.

Our core objective is to see design-led innovation become an integral part of Australian business and industry and to ensure design is central to Australia's future economic competitiveness.

There is now undeniable evidence that professional design plays a critical role in the development of internationally competitive products and services. Australia has some of the best designers in the world, capable of developing world-class products and services, however, there still remains a lack of understanding of the true benefits of design as a key driver of competitiveness in Australia.

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AdA Members: Australian Craft and Design Centres; Australian Graphic Design Association; Australian Institute of Architects Australian Institute of Landscape Architects; Australian Network for Art and Technology; Australian Production Design Guild; Council for the Humanities, Arts and Social Sciences; Council of Textile and Fashion Industries of Australia; Design Institute of Australia; Engineers Australia; Good Design Australia; National Association for the Visual Arts; Planning Institute of Australia -Urban Design Chapter