

4.2.14

Speech by H.E. Mr Michael Bryce, AM, AE

Afternoon Tea for
Australian Design Alliance

Thursday 6th February 2014

Government House

Canberra

Mr Oliver Kratzer

Chair, Australian Design Alliance

Mr Paul Berkemeir

National President

Australian Institute of Architecture

and

Ms Louise Nettleton

President Elect

Australian Institute of Architects

Dr Brandon Gien

President, International Council of

Societies of Industrial Design

Ms Marlene Kanga

National President, Engineers Australia

Mr James Harper

President, Design Institute of Australia

Mr Paul Van Barneveld

National President, Australian Graphic

Design Association

Ms Lisa Cahill

Executive Director, Australian Design

Alliance

*I acknowledge the traditional keepers
of this land, the Ngunnawal people,
their Elders past and present;*

Dear friends and colleagues

Thank you for accepting the Governor-
General's invitation to meet here at
Yarralumla.

Surely this is a unique and significant
occasion, when we have the Presidents of
so many significant Design organisations
together in one room, supported by many
of our members of the Australian Design
Alliance – architects, designers, planners,

engineers and creative arts, and of course our friends from Government.

It is especially significant that we now have the full support of the Australian Institute of Architects, Engineers Australia, and the Design Institute of Australia.

This gives ADA a far-reaching voice, and the prestige of these powerful institutions.

I would also like to welcome **John Hatch**, the NSW President, representing Building Designers Australia;

And acknowledge the much admired
Tamara Winikoff OAM from the
National Association for the Visual Arts.

Congratulations Tamara on your award in
the Australia Day honours.

Now that we are all here – what are we
going to do!

I must say I am rather proud of the ADA
for its determination and survival – three
years – not big compared with the history
of members of ADA, but big in its
ambition and philosophy ...

- bringing together the design related professional bodies to provide a new vision for an Australia made better by design.

Each of us in our own way – our own group or organisation, has a similar ambition, but together we are much stronger.

We are competitive beings, and sometimes mostly act separately; but in the interests of a better design society we are one.

ADA gives us a peak body to use if and when we need it.

In this short time, ADA has formed partnerships, convinced people, written papers and represented us collectively in many forums.

Now we want the Alliance to be listened to by industry, government, education sectors, and important players in the economy and the built environment.

Good design is invisible – good design is how things work better, how things are safer, less wasteful and more beautiful.

Good design is good for the environment.

Good design is a happiness multiplier.

But who looks beyond whether we are an engineer or a graphic designer pursuing our own self interest and business.

That view works against us in the wider respect for our professions.

ADA, by speaking for all design organisations rises above the level of self interest.

It speaks for better cities, more prosperous industry, international competitiveness and a world design reputation.

But we all know this don't we.

Let us resolve to support the aims of ADA, and support its proposal for a campaign to demonstrate the benefits of good design.

For that, the Government will be asked to recommence discussions on a National Design Policy.

I will be leaving Yarralumla shortly, to return to my roots in Brisbane, but I hope to continue my support for all of you, and to see the Australian Design Alliance achieve its goals.

Dr Michael Green, Acting Head of
Industry Division, Department of Industry,
and

Deborah Ashton, Head of Enterprise and
Skills Connect, Department of Industry.

Thank you for coming along and
supporting ADA.

We need friends like you in Government.

And finally to **Geoff Fitzpatrick**,
Design Ambassador, founding member of
ADA, and the one who has been
instrumental in its establishment.

Thank you Geoff for all that you have done, not only for ADA, but for the Design Institute of Australia, and the Design Hall of Fame.

My friends.