



AUSTRALIAN  
INSTITUTE OF  
LANDSCAPE  
ARCHITECTS

# Festival Creative Directors

EXPRESSIONS  
OF INTEREST

2025  
2024

# FESTIVAL OVERVIEW

The Australian Institute of Landscape Architects (AILA) seeks expressions of interest from individuals, practices, schools of landscape architecture, or collaborative teams to take on the role of Creative Directorate for either the 2024 or 2025 Festival of Landscape Architecture.

The Festival of Landscape Architecture provides an opportunity for AILA to facilitate valuable exchanges between local and international landscape architects, between speakers and delegates, between practice, industry, education and authorities.

The events involved in the Festival will be wide-ranging. Key events include a two day conference, social functions and project tours. The program may also include additional elements such as exhibitions, competitions, major public activations, student program and dedicated fringe events.

Other events will be held by AILA as part of the program including the National Landscape Architecture Awards and meetings of the AILA Board and Chapters.

## PREVIOUS FESTIVALS

2014 - Forecast (Brisbane)

2015 - This Public Life (Melbourne)

2016 - Not In My Backyard (Canberra)

2017 - The 3rd City (Sydney)

2018 - The Expanding Field (Gold Coast)

2019 - The Square and the Park (Melbourne)

2020 - Land-E-Scape: Reset - towards healing (Online)

2021 - Spectacle and Collapse (Perth and online)

2022 - COUNTRY (Brisbane)

2023 - UN/EARTH (Adelaide) - to be held in October 2023



# CREATIVE DIRECTOR ROLE AND RESPONSIBILITIES

The appointed Creative Director/s will be responsible for the conceptualisation, curation and execution of the Festival in conjunction with AILA.

The Creative Directorate is responsible for:

- Festival theme - including the title, creating a brief for the look and feel of graphics, input into venue location and selection
- Program - including key events and activities in collaboration with AILA staff, committees, Cultural Ambassadors and relevant state chapter
- Conference program - including the duration and nature of sessions. The core Festival activities are programmed for a Friday and Saturday and the main venue and ancillary activities occurring on Thursday and Sunday.
- Speaker selection - responsible for selection and securing speakers for their selected content whilst adhering to a speaker budget.
- Sponsor support - supporting and adhering to sponsor obligations and providing support for new sponsors to support Festival vision.

The Creative Directorate will be provided with a shared \$5,000 (including GST) honorarium and will receive a complimentary Festival pass to the current and the Festival the following year.



# 2024 2025

The Creative Directorate will be able to submit preferred location and/or venue selection as part of their Expression of Interest Submission.

AILA encourages your submission to encompass details on what location/venue suits the style of event you are pitching. The AILA Board and Staff will consult with the appointed Creative Directors, AILA's Committees and Cultural Ambassadors to assist in final venue selection.

Creative Directors may look to appoint their own Cultural Advisors as part of the Festival to provide local support and guidance. Creative Directors will be supported by AILA through core staff and the creation of a Festival Consulting Committee making up a representatives from the Board, Committees and the local chapter to provide support and advice as required.

Creative Directors are encouraged to consider the following elements when pitching:

- Appeal and timeliness of the concept or theme to ensure a well attended and financially viable Festival
- Feasibility and general cost implications
- Ability for travel from speakers and attendees
- Relationship to one or more of AILA's strategic values





# YOUR SUBMISSION

AILA is seeking expressions of interest from individuals, practices, schools of landscape architecture, or collaborative teams to take on the role of Creative Director for the Festival of Landscape Architecture in 2024 and 2025. The successful Creative Director's submission will be innovative, educational, inspirational, allow for connection and demonstrate how the program will reflect, connect and respond to the previous festival program.

Refer to the Terms of Reference - Creative Directorate (Appendix A) for a detailed overview of the role and responsibilities of the Festival Creative Directors. Your submission will be submitted as a PDF document and should include the following:

## Festival Proposal Outline

*No more than four (4) A4 pages in length*

- Preferred year (2024 or 2025)
- Suggested geographical location/s with reasoning
- Suggested venue option/s within geographical location
- An overall theme
- Key festival objectives including three (3) learning outcomes
- How your theme complements AILA's strategic plan and values
- Suggested speakers and conference program development outline
- Fringe event or additional program considerations
- Cross collaboration to attract various groups including allied professionals

## CV for each Creative Director

*No more than one (1) page per CD*

- Outlining professional background and special interests/affiliations
- Committee or event director experience
- AILA membership status
- Confirmation of attendance at previous AILA Festivals

## EXPRESSIONS OF INTEREST

Submissions close 5:00pm AEST  
Friday 28 July 2023.

Direct all submissions and enquiries to:

Georgina Scriha

AILA National Events & Partners Manager  
georgina.scriha@aila.org.au

# SELECTION PROCESS

AILA will appoint a selection panel comprising the following representatives:

- AILA President or delegated AILA Director
- AILA Director
- AILA Cultural Ambassador
- AILA Connection to Country Committee Representative
- AILA Chapter President or Representative
- Past AILA Creative Director
- AILA Chief Executive Officer
- AILA National Events and Partner Manager

The Festival Creative Directors application will be assessed upon:

- The relevance and appeal of the Festival concept, theme and location
- Strength of the proposed speaker line up, and the ability for the Creative Directors to secure such speakers
- Alignment of theme to one or more of AILA's strategic values
- Capacity of the Creative Director/s to deliver the Festival within the required time frame and financial constraints

Applicants may be requested to submit relevant additional material. The selection panel will initially develop a shortlist of preferred candidates. Short-listed applicants will be interviewed by the selection panel via video conference. The selection panel will then present its recommendation of Creative Director selection for 2024 and for 2025 to the AILA Board for ratification.

The Expression of Interest (EOI) submissions close on Friday 28 July. Following this, the Selection Panel will be convened to appoint the Creative Directorate for 2024 and 2025. It is envisioned the theme and location will be announced at the 2023 Festival.

