



Australian Institute of
Landscape Architects

Terms of Reference

Creative Directorate

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

Strategic Linkage

Profile Strategic Pillar

- The role of landscape architecture is understood and respected by built environment professionals and the communities in which they live.

Membership Strategic Pillar

- The value proposition for AILA membership for all landscape architects is increasing.

Education Strategic Pillar

- AILA's Continuous Professional Development (CPD) program meets the needs of a growing and increasingly complex profession.

Strategic Values

- Festival aligns with AILA's strategic values: Climate Positive Design, Connection to Country and Gender Equity.

Overview and Background

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.

We are seeking Creative Director/s to develop the content and theme for this national event. The festival has been designed to engage with landscape architects, allied professionals, students, universities, government, the community and the public.

The scope of the Creative Director role and responsibilities is primarily focused on the curation of themes, content and style of the Festival. The formal and operational aspects (including fringe events and National Awards) being the primary focus of the AILA team.

The events involved in the Festival will be wide-ranging. Core events include a welcome function, the National Landscape Architecture Awards Presentation, tours and a conference. The program may also include additional elements such as exhibitions, competitions, major public activations, student program and dedicated fringe events.

Purpose of the Creative Directorate

The appointed Creative Director/s will be responsible for the conceptualisation, curation and execution of the Festival. The Creative Directors will play the lead role with support from AILA's appointed Festival Consulting Committee.

Roles and Responsibilities of the Creative Directorate

Festival theme: including the title and key conference-style sessions, in put into the venue location and selection.

Festival program: including the key events and activities in collaboration with AILA staff, Committees and Cultural Ambassadors. The Creative Directorate may seek outside advice or expertise, but ultimate accountability rests with the Creative Directorate.

Conference program: including the duration and nature of sessions (lectures, workshops, panels etc.), start-time, end time, and allocated question time. The core Festival activities are programmed for a Friday and a Saturday at the appointed venue with fringe and ancillary activities occurring on Thursday and Sunday.



- **Speaker selection:** The Creative Directors are responsible for the selection of speakers for the main stream of the Festival, to match the agreed theme and program. They will gain commitment from the speakers and provide a brief on expected content. The selection of speakers and benefits provided to speakers must not exceed the budget specified.
- **Graphic Design:** the Creative Directors will provide a thorough brief relating to the theme and desired 'look and feel' of the graphic relating to the festival and develop marketing collateral in conjunction with AILA staff.
- **Sponsor support:** while AILA is responsible for sponsorship and sponsor administration, the Creative Directors will be made aware of relevant sponsor benefits and requirements, and must not act in any way to impede, reduce or negate the delivery of these requirements.
- **Creative Director Honorarium:** the Creative Directorate will be provided with a shared \$5,000.00 (including G.S.T.) honorarium and will receive a complimentary Festival pass to the current and the next year Festival.

Creative Director EOI Submission

Proposals are sought from individuals or collaborative teams, interested parties to develop the content and theme for this National event.

The proposal will be submitted as a PDF document and include the following:

1. Festival Proposal Outline* including:

- 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 program development outline.
- Fringe event or additional program considerations
- Details of cross collaboration to attract various groups including online professionals

*The outline should be no more than four (4) A4 pages in length.

2. A one page CV for each Creative Director including:

- Professional background and experience
- Committee or event director experience
- Special interests or affiliations
- AILA Membership Status
- Details of attendance at previous AILA Festivals

All Creative Directors who are eligible to be AILA members will be a current member.

Creative Directorate 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:

- Relevance and appeal of the Festival concept and theme;
- Strength of the proposed speaker line up, and the ability for the Creative Directors to secure such speakers;
- Capacity of the creative director to deliver the Festival within the required time frame and financial constraints, and
- Alignment to one or more of AILA's strategic values.

The selection panel will initially develop a shortlist of preferred candidates. Short-listed applicants may be requested to submit relevant additional material and will be interviewed by the selection panel via video conference.

The selection panel will present its recommendation of Creative Director selection for ratification by the Board.



Accountability

The following is the quality control approach for the work of the Directorate:

- The appointed Creative Directorate will sign a Memorandum of Agreement (MoA) with AILA outlining specific details around roles and responsibilities, objectives, timelines, budget and reporting.
- All Directorate work is to be reviewed and approved by AILA Board prior to any public release.
- When adopted as an AILA policy or plan, the AILA Board may delegate delivery and/or implementation to the Directorate.
- The Directorate members must seek AILA Board approval (through the CEO) prior to issuing or releasing public documents, policy or position statements.
- The Directorate members are to provide to AILA Secretariat documentation of the activities undertaken on behalf of the Directorate.
- Directorate to provide a written report to AILA Board (via the Festival Manager) on work undertaken, at least two weeks prior to the quarterly AILA Board Meetings (3-4 times per year).

The Festival budget is approved by the AILA CEO and the Creative Directorate must work within this budget, which will be managed by AILA. The Creative Directorate will be advised of the budget components for each of the following:

- Speaker travel, accommodation, and honorariums.
- Graphic design and printing.

And where relevant:

- Venue, audio visual, and catering.
- Entertainment and speaker dinners.
- Fringe activities.

Meetings and Records

To facilitate its work the Directorate will:

- Hold regular meetings in an online setting as set by the Directorate chair with AILA; and
- Each member must attend meetings to remain on the Directorate and other meetings as and when required, unless otherwise negotiated.
- The Directorate will be provided with a cloud-based workspace, to be advised by AILA.
- The records of all meetings are to contain only decisions, recommendations, and actions.
- The outcomes of the Directorate's work are to be collated and circulated prior to each meeting.
- Drafts of documents produced will be circulated to Directorate members prior to being finalised, issued, and stored on the AILA server.

Review of Terms of Reference

CEO and Festival manager to conduct annual Terms of Reference review with the chair and Directorate members.

Relevant AILA Policies

- CPD Policy
- Conflict of Interest Policy

Key Directorate Collaboration

- Climate Positive Design Working Group
- Connection to Country Committee
- Gender Equity Committee
- Continuous Professional Development Committee
- Education Committee
- People Recognition Committee
- Advocacy Committee