



Australian Institute of  
Landscape Architects

# Terms of Reference

## Creative Committee

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 Director 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 CPD program meets the needs of a growing and increasingly complex profession.

### Overview and Background

The 2022 Festival of Landscape Architecture will be held in Brisbane Queensland from 13 - 16 October 2022.

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 events involved in the festival will be wide-ranging and include: Welcome Reception, the National Landscape Architecture Awards Presentation, Major Public Activations, the AILA Annual General Meeting, National Board and Chapter Presidents Meeting, a student program, public talks, tours and exhibitions.

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

### Purpose of the c Committee

The appointed Creative Directors will be responsible for the conceptualisation and execution of the 2022 Festival in conjunction with an AILA appointed Festival Working Group.

The Creative Directors play the lead role in the Festival conceptualisation and curation.

### Roles and Responsibilities of the Creative Committee

- **Festival theme:** including the title and key conference style sessions.
- **Festival program:** including the key events and activities in collaboration with AILA staff, state chapters, and committees. Sub-committees will be formed to deliver on the program, however the Creative Director will work to ensure they fit within the program of activities.
- **Conference program:** including the duration and nature of sessions (lectures, workshops, panels etc.), start-time, end time, and allocated question time. The core Conference activities are programmed for a Friday and a Saturday, with ancillary activities occurring on Thursday and Sunday.



- **Speaker selection:** The Creative Director are responsible for the selection of speakers for the main stream of the Conference, 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 Committee Membership

AILA will appoint a selection panel comprising the following representatives:

- AILA National President or delegated AILA Director
- AILA Director
- AILA Queensland Executive Member
- AILA Chief Executive Officer
- AILA National Events and Partner Manager
- AILA Queensland Chapter Manager

The criteria for selection are:

- 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, and
- Capacity of the creative director to deliver the

Festival within the required time frame and financial constraints.

The selection panel will initially develop a shortlist of preferred candidates. Short-listed applicants may be requested to submit relevant additional material and may 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 Committee:

- All Committee work is to be reviewed and adopted 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 Committee.
- The Committee members must seek AILA Board approval (through the CEO) prior to issuing or releasing public documents, policy or position statements.
- The Committee members are to provide to AILA Secretariat documentation of the activities undertaken on behalf of the Committee.
- Committee to provide a written report to AILA Board (via the secretariat) 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 Committee will:

- Hold regular meetings in an online setting as set by the Committee chair with secretariat; and
- Each member must attend meetings to remain on the Committee and other meetings as and when required, unless otherwise negotiated.
- The Committee 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 Committee's work are to be collated and circulated by the secretariat for each meeting.
- Drafts of documents produced will be circulated to Committee members prior to being finalised, issued, and stored on the AILA server.

## Review of Terms of Reference

- CEO and Festival manager to conduct annual ToR review with the chair and committee members.

## Relevant AILA Policies

- CPD Policy
- Conflict of Interest Policy

## Key Committee Collaboration

- CPD Committee