



AUSTRALIAN DESIGN ALLIANCE

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Committee Chair
Economics References Committee
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**Public Hearing before Economics References Committee into the
Australia's Innovation System – Melbourne 3rd August 2015**

On behalf of the Australian Design Alliance [AdA], we welcome the opportunity to appear before the Economics References Committee today. Congratulations to the Committee for thinking more broadly and including design in the innovation conversation. We are thrilled to be here.

There are 14 peak bodies who are members of the alliance:

- 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
- Building Designers Australia
- Council for 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

The [AdA] is a self-funded not for profit, with a combined membership amongst the alliance organisations close to 150,000 with a broader reach to over 500,000 design professionals.

The [AdA] was launched in 2010 at the Sydney Opera House in the presence of 100 leading Australian designers. Michael Bryce AM AE is patron of the [AdA] and gave the opening address. A design process was used to conduct the

activities held as part of the launch to achieve a consensus position and give direction to the [AdA]'s activities. It was quite an accomplishment to the achieve in a morning session the following resolutions;

1. Advocate for a national design policy linked to Australia's Innovation Agenda
2. Pursue education and design skills at all education levels from school to MBAs
3. Develop case studies demonstrating how good design can contribute to improved economic growth through supporting superior business models and improved public sector service delivery

Designers want to see the economic, social and cultural benefits of good design realised for all Australians. This can be facilitated by applying the principals of design thinking, process and communication at both the enterprise level and the Government platform.

Design as a Driver of Innovation

Today we face fierce global competition. The global patterns of innovation and drivers of innovation are changing rapidly. Innovation is become increasingly dependent on immaterial rather than physical investment and is evolving progressively from collaborative platforms.

Designers have a role in the collaborative innovation platform, working with researchers, educators, enterprises and the Government. They notice everyday things. They are trained to identify the habitual and improve on it. They share an inherent characteristic of human intelligence, which is to strive for continuous improvement and go beyond efforts previously achieved. They look broader, they look closer and they think younger.

Refer to AirBNB example on design input for a successful outcome.

These abilities are also needed at the highest level of decision making, if Australia is to remain competitive. The [AdA] stands ready to collaborate with the Government in developing a national design policy, one which initially identifies the low hanging fruit and works smarter at integrating a design approach.

The [AdA] through recognition programs, such as the DIA Hall of Fame and the Australian Design Centre Honour Roll, has access to Australia's leading designers many of whom would be more than capable of participating in collaborative platforms and / or fulfilling Board and Committee positions.

Case studies of designs best practice are clearly identified in our members Annual Awards programs e.g. Good Design Australia. These can be used as examples of best practise and to promote Australia's success stories, for example through AusTrade initiatives.

The majority of [AdA] members conduct professional development programs (CPD). Asking applicants to identify their CPD achievements, if used as part of the merit criteria in Government grant programs, would create incentives for enterprises to collaborate and adopt design thinking and process.

Government procurement would benefit from allowing new ideas to flow through to its short listing. This would inevitably facilitate improvements to the habits of expenditure that hinder best 'value for money' solutions. The [AdA] has identified areas where both small and big business face barriers to achieving better outcomes for Government.

Oliver Kratzer case study(Ideal Industrial).

These are a small token of ideas that could be implemented to strengthen the role of design as a driver of innovation. It is clear that science and technology have radically changed the landscape. Design has a role to play in the interface between man and machine e.g. CAD skills and 3D printing; the application of advanced materials and the means by which to communicate all manner of universal and independent thought.

Designers are hugely influential in the manufacturing process through their choice of materials and knowledge of the process to construct a product.

New thinking about the definition of design has challenged the status quo. This requires understanding brought about by strong relationships and meaningful consultation.

Once again I would like to thank you for this opportunity and reiterate our desire to be recognised as a key stakeholder in Australia's Innovation System.

Yours sincerely

Jo-Ann Kellock
Executive Director
16 July 2015