

Queensland Design Strategy 2020

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Definition of design¹

Good design is sustainable design.

It is a process ...

joining creativity and innovation ...
and delivering value.

And it's the work of good designers (and good clients).

Everything man-made is designed, even if not by a professional designer. But good design is most likely to happen when a good designer's training, skills and experience come together with a client who values, understands and respects these special attributes.

Good design is a quantifiable benefit, not a cost. Its value can be measured economically, socially and environmentally.

Creativity generates ideas and innovation exploits them. Good design connects the two. It links ideas to markets, shaping them to become practical and attractive propositions for customers or users.

Good design is a verb, not just a noun. It is a process, and not just about products. It is a way of thinking; a set of cognitive skills, methods, tools and techniques that defines problems, discovers solutions and makes them real.

It results in objects, systems or services that work aesthetically, functionally and commercially, improving people's lives and making the smallest possible impact on the planet.

¹ *The Good Design Plan*, Design Council (UK), June 2008, p.9

Thuringowa Riverway Arts Centre, Lagoons and Eco-Active Centre, 2007, Cox Rayner Architects. Thuringowa. Photograph: Michael Chambers. This design responds to a master plan prepared by Cox Rayner with Thuringowa City Council. The project integrates the city's cultural and recreational life with the natural environment of the Ross River.



Donna Marcus, *Steam*, 2006. Brisbane Square, Brisbane. Brisbane City Council and ABN Amro. Photograph: Alex Chomicz. Donna Marcus' use of recycled kitchenware to create sculptural works has earned her international acclaim. Her work featured in a 2008 exhibition at New York's Museum of Arts & Design (MAD).



Queensland Design Strategy 2020

Message from the Premier of Queensland

Good, smart design is an essential driver of our economy and plays a major role in our everyday lives. Our Government is committed to fostering ideas, imagination, creativity and innovation in everything we do – these are the building blocks for a sustainable community.

In *Toward Q2: Tomorrow's Queensland* we have identified five ambitions: strong, green, smart, healthy and fair. A strong, robust design sector will help us to reach all of these ambitions. Not only is design fundamental to innovation, it is a wealth-producing industry sector in its own right. Good design is the key to making Queensland businesses internationally competitive. Good design supports and protects our environment and way of life, and contributes to better education and health outcomes and the fairness of our communities.

We want to build on the exciting energy of our designers in all fields and ensure all government agencies are committed to promoting and demonstrating the value of design and encouraging its integration into business, the community and public sector through schools, hospitals and public spaces.

The *Queensland Design Strategy 2020* shows us how we can achieve this, presenting the first four-year action plan (2008–2012) dedicated to positioning design at the heart of Queensland life while making Queensland a hub for design excellence in the wider Asia–Pacific region.

The Strategy's key objectives are to harness design skills to strengthen the economy, increase design awareness in the community, enhance creativity and encourage business and public sector innovation.

With our \$3 million Designing Queensland program already well underway, we have a strong start.

We look forward to working closely with the state's internationally acclaimed and emerging designers to establish good design as an integral part of Queensland life.



Anna Bligh MP
Premier of Queensland



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Introduction

The Queensland Government has a vision for a strong, green, smart, healthy and fair future for all Queenslanders.

Design will play a critical role in realising this vision as we face unprecedented competitive pressure from globalisation, tackle climate change, find alternatives to non-renewable natural resources and strive to meet the varying needs of our growing population.

Design adds value to our community on many levels. It can shelter, inspire and humanise society. We use design to improve products, processes and environments. It impacts on what we experience and how we experience it. Design can also improve everyday life for all sectors of society and give the world a sense of our cultural identity — how our history and place have shaped who we are and how we live.

Design provides innovative solutions to human problems — it's a process that's purposeful, systematic and creative. Designers take creative ideas and transform them into viable, functional and marketable products, systems and communications.

... design is increasingly valued for its capacity to solve problems and make real change ...

Design is increasingly valued for its capacity to solve problems and make real changes. The importance of design is well recognised globally, and governments are embracing design to increase economic prosperity, minimise impact on the environment, provide more efficient and effective public services and improve the lives of their citizens. Companies that have previously considered design as an aesthetic commodity are now investing in design at a strategic level for its benefits to competitiveness and sustainability.

Sustained success for businesses in any sector increasingly depends on the ability to innovate: to successfully exploit new ideas and new opportunities ahead of the competition. In Queensland, we have accepted that growth will best be achieved by encouraging new ideas and innovation, however we need to adopt a new mindset if we want to realise the commercial benefits of our efforts. This is why the Queensland Government has set a target to increase by 50 per cent the proportion of Queensland businesses undertaking research and development or innovation as part of *Toward Q2: Tomorrow's Queensland*.

DITTO™ Portable Console. Due for release 2009. Designed by Diversionary Therapy Technologies (DTT) in conjunction with the Royal Brisbane Children's Hospital. DTT specialises in the research and development and commercialisation of innovative media-based diversionary therapy products which aim to reduce anxiety-related pain in children during traumatic medical procedures.



Design is the key to unlocking innovation and competitiveness in more of our businesses. Design and innovation are also important to the public sector.

The State Government has recently reviewed the South East Queensland Infrastructure Plan, which sets out the major program for modernising infrastructure to address the challenges of a growing population and climate change and build a sustainable future for the region.

The Queensland Government is committed to delivering high quality public services and improving quality of life for all Queenslanders. The *South East Queensland Infrastructure Plan and Program 2008–2026* identifies more than \$107 billion worth of investment over the next 18 years. The focus is on improving key services — education, health, public order and safety, and social welfare, housing and other community services. Total government expenditure on these services is expected to increase to over \$24.4 billion in 2008–2009².

Design can give the world a sense of our cultural identity, how our history and place have shaped who we are and how we live

² *State Budget 2008–09, Budget Strategy and Outlook: Budget Paper No.2*, Queensland Government, 2008

This spending on infrastructure and essential public services is critical to Queensland's future; design can help us make sure this expenditure meets the needs of all Queenslanders and supports long-term, sustainable solutions for our state.

The effective use of design requires a better understanding of what it is, what it does and what it can contribute.

The Queensland Government recognises and acknowledges the value of design and the specialist skills of Queensland designers in meeting the challenges of our state's future. There has never been a better time to harness the power of design for the benefit of the economy, citizens, the environment and our cities; and for the Queensland Government to set the example.



Lake Weyba House, 1996, Gabriel Poole. Lake Weyba, Noosa. Photograph: Peter Hyatt. Multi-award winning architect Gabriel Poole focuses on light-weight construction techniques that reduce a home's environmental footprint.



Mercedes-Benz



Mercedes-Benz

Easton Pearson



Our economy

Design is the linchpin between ideas and market success

How design improves the way we live

Our economy

Design is the linchpin between ideas and market success. In a crowded global marketplace, it is design which differentiates our products and services and helps us to achieve sustainable competitive advantage. Design can support the development of new products and processes as well as innovation around existing products and services. Good design allows businesses to command a price premium, gain market share, improve production and business efficiencies and attract strong customer loyalty. In the public sector, design can result in efficiencies and cost savings through new approaches to service delivery.

Our citizens

Design improves everyday life. A central characteristic of design is understanding the user. This applies whether the end result is a product, process or service: ergonomic cutlery for arthritic hands, a straw that purifies water while it is being used, improved work practices and routines in hospitals, or better and more engaging spaces for teaching and learning in schools. Good design delivers products, services and environments that benefit and are inclusive of the greatest number of people.

Our environment

Design can help us to rethink how we deliver products, services and infrastructure in Queensland with the least possible impact on our environment, and help us to reduce operating costs. Through good design, we can save resources, reduce waste and minimise our carbon emissions. Designing for the environment allows us to examine the lifecycle of our products, homes, buildings and services, and improve their performance to diminish environmental impact over their lifetime.

Our cities

Design has always played a fundamental role in the development and enrichment of our cities, and this role is becoming increasingly critical in our rapidly urbanising world. Good design is essential in meeting the future environmental challenges of Queensland's cities, creating places people identify with and embrace, and differentiating our cities for tourism attraction. Whether concerning planning, urban renewal, architecture or infrastructure engineering, design is the key process in ensuring that all Queensland cities are sustainable, healthy, safe and dynamic.

Gateway Upgrade Project, 2008. Image courtesy Queensland Motorways. Project due for completion 2011. A Queensland Government initiative, the \$1.88 billion Gateway Upgrade Project is being delivered by Queensland Motorways with the design, construct and maintain contract being undertaken by the Leighton Abigroup Joint Venture.



Design in Queensland

In Queensland, we have one of the fastest growing design sectors in Australia³ and an ever-increasing pool of Queensland architects and designers who are achieving national and international success. Public awareness and interest in creativity, design and innovation is on the rise, as is consumer demand for well-designed products and services.

We have experienced a surge in the number of design-related events targeting both the general public and the design sector. There is increasing concern over climate change, the sustainability of our resources and the ability of essential services such as infrastructure, transport and healthcare to cope with the varying needs of our society.

A substantial level of consultation and thinking around design and design-related issues has also occurred through the development of Queensland Government policies, initiatives and forums to encourage innovation and creativity and meet the challenges of our future.

Toward Q2: Tomorrow's Queensland

Toward Q2 is the Queensland Government's blueprint for Queensland's future economy, environment and lifestyle, education and skills, health and the community. Design will assist Queensland to meet the Q2 ambitions and targets for 2020: strong, green, smart, healthy and fair. In particular, design is central to meeting the target to increase by 50 per cent the proportion of Queensland businesses undertaking research and development or innovation.

Smart State Strategy

Design is integral to meeting the *Smart State Strategy* vision of a state where 'knowledge, creativity and innovation drive economic prosperity and quality of life for all Queenslanders'.

The *Smart State = Design State* report prepared by the Smart State Council places design at the heart of an innovative society. It highlights the policies and programs of several developing and developed countries that have embraced design to achieve economic success. According to the report, key opportunities for Queensland include integrating design across mainstream industry sectors such as manufacturing, biotechnology, mining and aviation, using design to create a strong and visible regional identity for Queensland, developing international design alliances and strengthening design education at all levels.

The Queensland Government's \$3 million Designing Queensland program was announced in the *Smart State Strategy 2008–2012*. It aims to increase business competitiveness through design, enhance design education, promote design culture and recognise design excellence.

Limes Hotel Roof Top Bar and Cinema, 2008. Fortitude Valley, Brisbane. Photograph: Florian Groehn. Brisbane-based designer Alexander Lotersztain designed nearly every aspect of the Limes Hotel guest experience, from the hotel's branding to furniture to interiors. Limes Hotel is Australia's first member of Design Hotels.



³ Based on comparative annual growth rates in architecture and design employment in Australian states and territories during the periods 1996–2001 and 2001–2006. Data provided by the ARC Centre of Excellence for Creative Industries and Innovation (Queensland University of Technology) in March 2008.

Queensland Arts Industry Sector Development Plan (QAISDP) 2007–2009 and Creativity is Big Business – A framework for the future

The QAISDP for Visual Arts, Craft and Design provides a blueprint for developing a diverse, dynamic and strong visual arts, craft and design sector in Queensland. The creative industries strategy Creativity is Big Business drives the economic development of Queensland's creative businesses.

Through these strategies, the Queensland Government has delivered a number of initiatives to strengthen Queensland's design and architecture industries and boost their performance in national and international markets. Both strategies recognise the contribution of designers and architects to our state's economy, culture and identity.

Queensland 2020: Ideas to Action forum

Queensland faces unique challenges. Booming population and economic growth contribute to increasing demand for essential infrastructure and services. With success comes the challenge of sustaining prosperity and preparing for the future. The *Queensland 2020: Ideas to Action* forum discussed ideas which could be adopted to meet Queensland's specific challenges.

The forum's Creative Queensland stream noted that the arts, film and design play a central role in innovation and creativity. Delegates suggested that a policy environment is needed where creativity is valued in all government business and the arts are recognised as a cornerstone of creativity.

State Procurement Policy

The Queensland Government is a major purchaser of goods and services in our state. Design will play a key role in ensuring government spending results in more innovative, sustainable, inclusive and cost-effective solutions.

ClimateSmart 2050 strategy

ClimateSmart 2050 establishes Queensland's long-term climate change goals and provides a platform for the government, community and industry to move to a low carbon future.

Design will assist Queensland in developing solutions for energy efficiency, sustainable living, water conservation and waste minimisation in our homes, workplaces, public buildings and in our everyday activities.

Driving Export Growth for Queensland 2006–2011

Design is an important knowledge-intensive industry and contributor to the Queensland economy. Queensland's visual arts, craft and design sector brings a unique Queensland identity to export markets. Our state's architects are renowned for their expertise in tropical and subtropical design, and our designers are making their mark on the world stage for their innovative and socially responsible designs.

Project Services

Project Services, the Queensland Government's in-house project management, building design and professional services agency, is one of Queensland's largest professional design consultancies and aims to be a recognised leader of environmentally sustainable architecture and design.

The *Queensland Design Strategy 2020* (QDS) will build on the significant momentum already generated through recent policy and program activity, and the growing achievements of our design sector.



Our citizens

Good design delivers products, services and environments that benefit and are inclusive of the greatest number of people

Overleaf: Brisbane Girls Grammar School, Cherrell Hirst Creative Learning Centre, 2008, m3architecture. Spring Hill, Brisbane. Photograph: Jon Linkins. This six-storey building brings the art, music, drama and technology facilities together in a single Creative Learning Centre. The design aims to encourage social, cultural and interdisciplinary collaborations in the learning environment.

Purpose of the Queensland Design Strategy 2020

The QDS is a whole-of-government framework to lead industry, community and the public sector in adopting and valuing design. It sets clear goals and strategies to achieve innovation, global competitiveness, environmental sustainability and quality of life through good design.

The QDS recognises the vital contribution of design to our state's economy, culture and lifestyle, and its capacity to protect our environment and make a positive difference to the lives of all Queenslanders. It aims to ensure good design and design thinking is embraced across all government agencies and recognised in policy development.

Guiding principles

The QDS will be guided by the following principles:

- good design is sustainable and responsible, and delivers positive economic, social and environmental outcomes
- good design engages, supports and is accessible to all sectors of our community
- good design will be a priority for the Queensland Government and industry
- strong partnerships and a collaborative approach are needed for effective implementation.

... there has never been a better time to harness the power of design for the benefit of the economy, citizens, the environment and our cities

Mamu Rainforest Canopy Walkway, 2008, ARUP. Image courtesy Environmental Protection Agency. Designed to preserve the delicate rainforest environment and cultural heritage of the area, the elevated walkway in the World Heritage rainforest home of the MaMu Aboriginal people is one of Far North Queensland's most popular ecotourism sites.



Our vision is that by 2020, Queensland will be synonymous with good design

Queensland businesses are globally competitive and sustainable through design and their success is recognised worldwide.

Creativity and design thinking is at the heart of life in Queensland.

Queensland's talented designers are recognised for their social and environmental responsibility and their commercial success.

Our state's commitment to good design fosters a vibrant culture, active society, thriving economy and healthy environment.

Queensland is a recognised design leader in the Asia-Pacific region.

Key objectives

The vision of the QDS will be achieved through the following key objectives:

Strengthen the Queensland economy — increase the use of design in Queensland businesses to ensure global competitiveness.

Foster a design culture — increase understanding, awareness and recognition of good design and design thinking and its benefits to our economy, society and environment.

Build design knowledge and learning — enhance creativity and design in education and learning at all levels and improve the availability of design research to better inform issues, trends and responses by government and business.

Encourage public sector innovation — increase understanding and awareness of the value of design in the Queensland Government, and its potential to enhance the delivery of public services and infrastructure and address Queensland's social, economic and environmental challenges.

The long-term vision of the QDS will be achieved through three four-year action plans commencing from 2008–2012. In the first four years, the Queensland Government will:

- establish mechanisms for engagement and leadership
- identify, develop and invest in Queensland's unique design strengths
- implement the Designing Queensland program
- forge partnerships and encourage a collaborative approach to implementation
- investigate options to improve the availability of research and establish benchmarks to inform monitoring, measurement and future action plans for the QDS.

Leadership and engagement

To realise the vision of the QDS, strong leadership and genuine engagement is needed. The challenge is to create an effective structure for government and industry to work together to achieve sustainable solutions and meet the challenges of our future. This will be achieved through two principal mechanisms.

Queensland Design Council

As a first step, the Queensland Government will appoint a Queensland Design Council, comprising leaders from the design, business and research sectors. The role of the Council is to provide independent strategic advice to the Queensland Government on design issues and challenges facing our state. The Council will:

- inform the government's design agenda and guide implementation of the QDS
- provide advice on relevant national and international developments, issues and opportunities, and position Queensland in the global economic context
- explore opportunities for design-led thinking in the public sector
- champion good design, and promote its benefits to Queensland's economy, society and environment
- advocate for priority action to develop design solutions that address climate change
- advise the government on how design can contribute to meeting the Q2 targets
- encourage collaboration between government, business, industry and education sectors.

Interdepartmental Design Forum

An Interdepartmental Design Forum of government agencies will be established to drive the delivery of the QDS, ensure effective coordination of design activity, and respond to proposals from the Queensland Design Council. The Forum will comprise key agencies significantly delivering on design programs and related initiatives that will benefit from a more coherent whole-of-government approach. These agencies include:

- Department of Education, Training and the Arts (DETA)
- Department of Tourism, Regional Development and Industry (DTRDI)
- Department of Infrastructure and Planning (DIP)
- Department of the Premier and Cabinet (DPC)
- Department of Public Works (DPW)
- Queensland Health (Health)
- Department of Housing (Housing)
- Queensland Transport (QT)
- Trade Queensland (Trade Qld).

... good design fosters
a vibrant culture,
active society, thriving
economy and healthy
environment



Our environment

Through good design we can save resources, reduce waste and minimise our carbon emissions

Overleaf: Tank Street Pedestrian Bridge. Cox Rayner Architects in association with ARUP. Brisbane. Artist's impression by Tony Rafton. Photograph: Casey Vallance. Due for opening in September 2009, the bridge will provide an environmentally-friendly walking and cycling pathway that links the Brisbane city centre to the Queensland Cultural Centre.



Pool Systems Australia's Subjumpa, 2008. Designer Rob Geddes for PROdesign. The Queensland-designed underwater pogo stick won Best New Product at the world's largest pool industry trade show, the American International Pool & Spa Expo. It is now on sale in Australia, Europe and the United States.

Designing Queensland 2008–2012

The QDS includes immediate implementation of the Designing Queensland program over the four-year period from 2008 to 2012. The \$3 million program aims to foster a culture of creativity and innovation in Queensland, and boost economic activity and investment through design.

Designing Queensland comprises:

- \$1.1 million to provide businesses with access to design expertise to improve their economic competitiveness
- \$1.5 million to present the inaugural Asia–Pacific Design Triennial to highlight the economic, environmental and social value of design
- \$120,000 to partner with the Cooper–Hewitt National Design Museum in New York to provide an annual fellowship program for Queensland teachers, and to develop online learning resources for design educators with the State Library of Queensland
- \$280,000 for the Smart State Designer of the Year Award and Brisbane Indesign to promote Queensland design.

Implementation

The actions contained in the QDS affect a wide range of public and private sector decision makers. Strategies and actions have been developed to complement or enhance existing Queensland Government planning and policy activity, and relationships with various design sector participants.

Arts Queensland and DTRDI are the key State Government agencies responsible for delivering the

first four-year action plan to 2012, in collaboration with a wide range of government and private sector partners.

Arts Queensland will provide secretariat support and coordinate reporting requirements for the Queensland Design Council and Interdepartmental Design Forum, and is ultimately responsible for coordinating whole-of-government implementation of the QDS.

Implementation action plan

Objective: To implement the Queensland Design Strategy effectively and monitor, report and evaluate the Strategy’s performance		
Strategies	Department	Milestones
Complete and implement the QDS communications plan to promote the Strategy and its actions across the state, including a web portal with contact details for relevant government agencies and programs.	DETA and relevant government agencies	Commence in February 2009, with roll-out completed by December 2009
Establish Interdepartmental Design Forum (IDF).	DETA	By March 2009
Appoint Queensland Design Council.	DETA and DTRDI	By April 2009
Establish a secretariat and coordination function within Arts Queensland to support the Queensland Design Council and Interdepartmental Design Forum, and to oversee implementation of the QDS and its reporting requirements.	DETA	By June 2009
Develop appropriate measures of performance to be used for monitoring, reporting and evaluation of the QDS.	DETA and DTRDI	By November 2009
Monitor implementation of the QDS. Provide an annual report to the Queensland Design Council, including an update on implementation progress.	DETA with reporting outcomes provided by IDF	Annual reports to be completed by November each year
Prepare submission for 2012–2016 QDS action plan.	DETA and DTRDI	By March 2011



Our cities

Good design is essential in meeting the future environmental challenges of our cities, creating places people can identify with and embrace, and enhancing the experience of locals and tourists

State Library of Queensland, 2007, Donovan Hill and Peddle Thorp. Cultural Centre, South Bank, Brisbane. Photograph: Justine Walpole. Winner of the 2007 Royal Australian Institute of Architects (RAIA) Sir Zelman Cowen Award for Public Architecture, the State Library was part of the Queensland Government's \$291 million redevelopment of the Cultural Centre.

Reporting

The Minister for Education, Training and the Arts and the Minister for Tourism, Regional Development and Industry will provide a joint annual report to the Premier on progress towards the completion of QDS actions and performance against the QDS targets.

The Interdepartmental Design Forum will provide an annual report to the Queensland Design Council. Government agencies will be required to provide regular implementation updates to the Interdepartmental Design Forum.

Evaluation and review

The success of the QDS will be measured by the following key performance indicators:

- increase the proportion of Queensland businesses undertaking innovation
- increase design's economic contribution to Queensland's gross state product (GSP)
- increase the percentage contribution of Queensland design exports to Queensland's GSP
- increase the performance of companies that have taken part in design integration programs
- increase awareness and recognition of Queensland's design capability in the national and global marketplace
- improve linkages between Queensland designers, manufacturers, scientists, service providers and government.

National research is emerging on the impact of design in Australia; however, there is little information currently available for Queensland. The Queensland Government recognises the need to improve the availability of relevant statistics and data in our region.

A priority of the QDS is to obtain local research, benchmarking and case studies to improve the body of design knowledge, capture more accurate data on the size and value of the Queensland design sector, and effectively measure the impact of design across the economy. Further research will enable informed and effective monitoring and performance measurement of the QDS.

A review of the QDS will be undertaken in late 2009 to assess and determine appropriate targets to evaluate the effectiveness of the 2008–2012 action plan.

Rotocult (Double Row 2 m machine), 2007. Designed and manufactured by Rotocult. The Rotocult horizontal cultivator provides a more environmentally sustainable cropping management system solution. Its revolutionary design allows one-pass field preparation, significantly reduces soil loss and nutrient run-off, requires less maintenance and provides considerable fuel and time savings.



QDS 2008–2012 Action Plan

The following action plan has been developed for the four-year period 2008–2012. Subsequent action plans will be developed for the QDS for the 2012–2016 and 2016–2020 periods.

1: Strengthen the Queensland economy

Strategy: Improve the competitiveness of Queensland businesses through design		
Actions	Department	Milestones
Develop and implement a design integration program that: <ul style="list-style-type: none"> assists Queensland businesses to use design strategically across all areas of business assists designers to better understand and engage with the needs of business identifies case studies promoting design innovation and the value it adds to individual industry areas. 	DTRDI	Program developed and piloted in 2008–09, and implemented from 2009–10 onwards.
Explore the potential to expand existing Queensland Government sponsored programs to further integrate design expertise in the science, manufacturing and engineering sectors. Investigate options to expand DTRDI's Technology Clinics, R&D forums, and Science in Parliament and Talking Scientist programs to include design to enhance the more generic science and technology agenda.	DTRDI	Ongoing, with any new programs to commence implementation from 2009–10 onwards.

Strategy: Increase the capacity of Queensland designers to meet future demand		
Actions	Department	Milestones
Investigate a training or workforce strategy to align with the Queensland Skills Plan to: <ul style="list-style-type: none"> support the development of high level skills in the design sector build the capacity of the design sector to better align skills supply, workforce development and business strategy to meet competitive needs enhance collaboration between industry, government and the education and training sectors. 	DETA	To commence in 2008–09, with any potential strategies to commence implementation in 2009–10.

Support the professional development of Queensland designers and architects by: <ul style="list-style-type: none"> promoting the role of the Architectural Practice Academy within the Department of Public Works working closely with industry bodies such as the Australian Institute of Architects, Design Institute of Australia and the Australian Graphic Design Association to better promote their professional development programs and encourage business skills development in the design sector maintaining targeted assistance programs to support the career development of emerging and established craft and design practitioners. 	DETA, DPW	Ongoing.
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Strategy: Develop markets for Queensland design and architecture		
Actions	Department	Milestones
Support design industry events, such as Brisbane Indesign, which promote Queensland design to local, national and international markets and encourage commercial partnerships.	DETA	Ongoing.
Develop and implement targeted strategies to promote Queensland design and architecture in key national and international markets by: <ul style="list-style-type: none"> identifying unique and emerging design and architecture capabilities, and support their development exploiting Queensland's existing strengths and capability in design and architectural products and services facilitating export opportunities for Queensland design and architecture, including consortia opportunities for designers, architects and associated industries to bid for large development projects where appropriate, working with Queensland design and architecture industry associations, such as the Design Institute of Australia, Australian Institute of Architects, and the Australian Graphic Design Association to identify opportunities for collaboration between Queensland and international industry associations. 	Trade Qld, DTRDI, DETA	Ongoing, with any new strategies to commence implementation in early 2009.
Leverage existing resources and promotional opportunities to maximise benefits for the Queensland sector by: <ul style="list-style-type: none"> working with event organisers and the design community to attract international buyers and distributors to design events and exhibitions held in Queensland including design companies in overseas trade missions where appropriate, and providing in-market business matching with potential buyers, agents, distributor and manufacturers. 	Trade Qld, DTRDI, DETA	Ongoing.

State Government acronyms: DETA, Department of Education, Training and the Arts; DTRDI, Department of Tourism, Regional Development and Industry; DIP, Department of Infrastructure and Planning; DPC, Department of the Premier and Cabinet; DPW, Department of Public Works; Health, Queensland Health; Housing, Department of Housing; QT, Queensland Transport; Trade Qld, Trade Queensland

2: Foster a design culture

Strategy: Increase understanding, awareness and recognition of design and its value to our economy, culture, society and environment		
Actions	Department	Milestones
Present the Asia–Pacific Design Triennial to: <ul style="list-style-type: none">• foster new business relationships between Queensland and other countries in the Asia–Pacific• encourage collaboration between leading design thinkers, business leaders and governments from Queensland and the Asia–Pacific to address economic, social and environmental issues facing our region• provide opportunities for businesses to promote the value of design to other businesses• showcase examples of excellent design and promote better understanding of the value of good design and design thinking in business and everyday life• provide a platform for engagement between local, national and international designers, businesses, students, governments and communities.	DETA, DTRDI	Inaugural event to be held before end of 2010.
Stimulate critical discourse and the exchange of design knowledge and ideas by: <ul style="list-style-type: none">• facilitating networking and debates between design, business, education and government• providing opportunities for businesses to promote the value of design to other businesses• developing and support events which bring together leading global design thinkers, business people and creative practitioners• where appropriate, providing children, young people and students with access to global insights into design, creativity and innovation.	DETA, DTRDI	Ongoing.
Maintain support for awards and programs which promote and recognise design excellence in Queensland, such as the Smart State Designer of the Year Award. Work closely with the design industry and Queensland statutory bodies to develop initiatives recognising design excellence and creativity in children and young people.	DETA	Ongoing.
Capitalise on existing opportunities and mechanisms to promote design awareness across the state, for example: <ul style="list-style-type: none">• the Board for Urban Places, which provides urban design advice on major projects, infrastructure and government policy• where appropriate, the inclusion of regional activity in Queensland Government sponsored/contracted events such as the Mercedes-Benz Fashion Festival, Pecha Kucha and the Smart State Designer of the Year Award• expanding DETA’s current partnership with Museum and Gallery Services Queensland to include touring of design exhibitions in the regions• linking design to regional expertise through DTRDI’s regional Centres of Enterprise program• maximising opportunities for state-wide design promotion in tourism, business, arts and cultural programming.	DETA, DTRDI, DIP, Trade Qld	Ongoing, with new partnerships initiated by December 2009.



Environ range, 2006. Designer Kylie Bickle for Urban Art Projects. Photograph: Florian Groehn. Urban Art Projects undertake public art and design work across Australia, the United States, the Middle East and Asia.

3: Build design knowledge and learning

Strategy: Improve creativity and design in education and learning at all levels		
Actions	Department	Milestones
<p>Expand the Queensland Government's partnership with the Smithsonian Institution to encourage knowledge and skills exchange in design education and increase the capacity of Queensland teachers to teach creativity and design by:</p> <ul style="list-style-type: none"> providing an annual fellowship for a Queensland teacher to travel to New York and work with the Cooper-Hewitt National Design Museum's award-winning education department partnering with the Cooper-Hewitt and the State Library of Queensland to develop online design education resources. 	DETA, DPC	First Fellow announced by end of 2008, then annually in November. Online resources initiated by December 2009.
<p>Reinforce design and creativity in the existing Queensland education curriculum by:</p> <ul style="list-style-type: none"> establishing a 'design gateway' on the Curriculum Exchange to provide all teachers with ready access to existing and relevant design education resources, and suggestions for their use across the curriculum including design as a key theme in the 2009 Year of Creativity in Queensland schools exploring the potential for an annual design immersion program for Queensland secondary school students. 	DETA	'Design gateway' to be launched by June 2009.
<p>Provide opportunities for Queensland students to access local designers and visiting national and international designers by:</p> <ul style="list-style-type: none"> facilitating partnerships between education and training institutions in Queensland and the Asia-Pacific region to explore touring programs to encourage dialogue and exchange between established designers and tertiary design students in the region working closely with the design and architecture community, education institutions and Queensland statutory bodies such as the State Library of Queensland, Queensland Art Gallery/Gallery of Modern Art, Queensland Museum and regional galleries and libraries to provide opportunities for children, young people and students to engage in design providing opportunities for Queensland school and university students to access the Smart State Designer of the Year investigating the potential for a designer-in-residence program for Queensland schools and statutory bodies. 	DETA	All to be initiated by December 2009.
Explore the potential for a design collection/lounge at the State Library of Queensland as a dedicated space for online design education, design archives, exhibitions, and public programs.	DETA	To be initiated by June 2009.

Strategy: Improve the availability of design research		
Actions	Department	Milestones
Continue to research and measure the growth of Queensland's creative industries through the Creative Business Benchmark, developed in partnership with the ARC Centre of Excellence for Creative Industries and Innovation at the Queensland University of Technology. Encourage Queensland design and architecture firms to use the Creative Business Benchmark.	DTRDI	Ongoing.
Explore new partnerships with Queensland universities and leading design research institutes to highlight our state's unique expertise in subtropical, sustainable and interaction design.	DTRDI, DETA	To be initiated before June 2009.
<p>Explore further options for research and benchmarking to accurately measure the performance and competitiveness of the Queensland design sector, its direct contribution to the economy (gross state product and employment) and the value of design to the rest of the Queensland economy by:</p> <ul style="list-style-type: none"> promoting and disseminate research findings utilising research to assess and determine appropriate targets to evaluate the effectiveness of the Queensland Design Strategy, and to target design interventions in specific industries. 	DETA, DTRDI and relevant government agencies	Ongoing.

4: Support public sector innovation

Strategy: Increase understanding and awareness of the value of design to the Queensland Government.

Actions	Department	Milestones
<p>Facilitate partnerships between all levels of government, businesses, designers and local communities to explore design's potential to address community-based social, environmental and business issues by:</p> <ul style="list-style-type: none"> • encouraging demonstration projects as benchmark examples of good design in a range of areas, such as urban planning, built environment, transport, housing, education and health • showcasing and promoting best practice design projects and developments • exploring opportunities for collaborative design initiatives focused on carbon abatement or climate change adaptation. 	Relevant government agencies	To be initiated in 2009–10.
<p>Consider a 'Design in Parliament' program, to bring together the Queensland Design Council and leading Queensland designers with Members of Parliament to explore the potential for design to enhance the delivery of public services and infrastructure and respond to the challenges identified in <i>Toward Q2</i>.</p>	DETA, DTRDI	To be initiated in 2008–09.
<p>Recognise and promote existing Queensland Government design-led initiatives and achievements, including:</p> <ul style="list-style-type: none"> • the broad role of the DIP in securing Queensland's prosperity and lifestyle through infrastructure and planning projects — from building new rail links to boost Queensland's resource exports to improving water and energy supplies to secure a sustainable future for all Queenslanders — and initiatives focused on streamlining processes, encouraging housing affordability, and investing in new educational and industrial infrastructure • the Department of Public Work's Smart and Sustainable Homes Program, a collaborative effort of government and industry that provides communities throughout Queensland with display homes which incorporate principles of sustainable design and performance; the role of the Queensland Government Architect in generating support for a quality built environment in Queensland, encouraging more innovative design of public buildings, and encouraging development of regional design; and the role of Project Services in providing Queensland Government agencies with design services and encouraging best practice • initiatives such as the Environmental Protection Agency's Sustainable Industries Awards and ecoBiz, which assists Queensland business and industry to identify efficiencies in waste, water and energy for financial and environmental benefits • Queensland Transport's best practice projects, including the award-winning Enquiry-by-Design program, and transport-oriented developments such as Varsity Station Village and the Eastern Busway • the role of Queensland Health's Design Standards Unit in identifying health design innovations and international best practice, researching design options which better facilitate new models of care which recognise the changing patient population and workforce, developing evidence-based design policy for the delivery of Queensland Health's major infrastructure projects, and promoting the positive impact of good design on the recovery of patients and staff morale. 	Relevant government agencies	Ongoing.

The Mill, Albion, Richard Kirk Architect. Artist's impression. Project due for completion 2012. The Mill builds on the design and planning principles of transit-oriented communities - highly accessible smart developments surrounding transportation nodes. The Mill will be a mixed-use commercial, residential, community and retail development, within immediate proximity to the Albion railway station.



'The Story of the SUV-Asaurs' television commercial for Suzuki, Liquid Animation. Queensland animation design firm Liquid Animation combines traditional hand artistry with 3D digital production tools and works with some of the world's leading entertainment companies, including Walt Disney.



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Up Late program during Andy Warhol, Gallery of Modern Art (GoMA), 2008. Architectus. Cultural Centre, South Bank, Brisbane. Photograph: Jo Bell, courtesy Queensland Art Gallery. Part of the State Government's \$291 million redevelopment of the Cultural Centre, GoMA is Australia's largest contemporary art gallery.



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