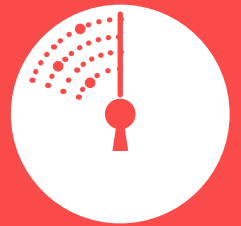
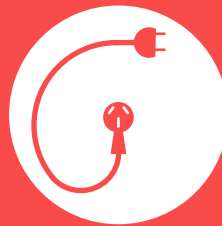


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# Introducing 2017-2020 ARB OPEN





Throughout 2014-2017, we've developed projects and programs that explore ways to be more open and more engaged as an organization. We now think it's time to embed this ambition in our strategic plan as a way to challenge ourselves to go further. 'ARB Open' aims to promote a more open platform for architecture. We see this working in four ways;

## Access

Since 1923, the Board has maintained a Register of Architects. Public access to this Register has been limited. A search of the Register reveals an architect's name, registration number, postcode and suburb. It doesn't provide information that members of the public or prospective clients may be looking for. For example, a website, company information, social media platforms or email contact. Would this information provide homeowners with more opportunity for greater choice? The Board's physical infrastructure is also an asset we'd like to share more openly. The Board's offices are located close to ferry, train and bus transit. As more of our operations move online, space becomes available to use for other purposes. Opening this space up to others can help to open channels of communication between the Board and industry; increasing the likelihood of chance encounters leading to new ideas or better ways of working.

### **Aim**

To share access with architects to modify and manage their own profile

### **That's why we'll**

Open access to some parts of the Register of Architects

### **So**

More useful information is contained in the Register

### **Aim**

Share data safely from the Register of Architects

### **That's why we'll**

Explore the development of API's and other software plug-ins to allow data to be presented dynamically for a range of research or other purposes

### **So**

A more comprehensive picture of the sector is possible

### **Aim**

Support architects in regional and rural NSW

### **That's why we'll**

Make our meeting rooms available for anyone needing a place to work or catch up while in Sydney

### **So**

We share our resources more effectively and support architectural services in regional NSW

### **Aim**

Make all contact with us easier

### **That's why we'll**

Adopt a digital-first, digital-only approach to all our work

### **So**

More of our data is searchable, accessible and easy to use



## 17 Inform

The Board has a broad digital footprint to ensure information and resources can be accessed at any time. A strong emphasis is placed on easily downloadable material in the form of pdf publications found on the website. But we also know not everyone spends their day checking our site. For this reason, the Board uses a range of digital media channels designed to appeal to a range of audiences. The Board aims to continue to increase its public engagement through social media and web resources in the 2016/2017 year, including a free podcast channel on Soundcloud. Original content available on Soundcloud includes podcasts from events like the Sydney Architecture Festival, forums and events hosted by the Board to explain our regulatory function, and interviews with our Byera Hadley Travelling Scholarship alumni.

### **Aim**

Encourage more podcasts from those interested in design and architecture

### **That's why we'll**

Lend out or bring along our podcast infrastructure, and make our sound booths available to anyone who shares our obsession with sharing knowledge

### **So**

More people can access a broader range of resources, perspectives and information on architecture and the built environment

### **Aim**

Encourage more architects to use social media as a way to expand their reach

### **That's why we'll**

Work with partners to promote and train architects to use a range of social media platforms

### **So**

More people can access information on architecture

### **Aim**

Expand the resources we offer on working with an architect to suit a more diverse audience

### **That's why we'll**

Work with partners to develop resources for those living in, or thinking of living in strata title apartments

### **So**

More homeowners that care about quality have the confidence to access architectural services



## Engage

Our role includes a responsibility to ensure that the public is appropriately informed about the qualifications and competence of individuals or organizations holding themselves out as architects, and to promote a better understanding of architectural issues in the community. We do this by engaging professionals and public at all levels in a range of different ways; online, in print and face to face. We aim to develop content that is accessible, and share knowledge that already exists. We believe in content-driven communication that resources people with new knowledge, not just marketing. Through programs like the Sydney Architecture Festival we're able to engage through media to promote a better understanding of architectural issues in more people.

### **Aim**

Promote project-based research that shows innovation through demonstration

### **That's why we'll**

Boost the profile of our assets like the Byera Hadley Travelling Scholarship alumni

### **So**

More architects engage in project-based research, and more homeowners have access to practical exemplars

### **Aim**

Resource educators with teaching aids that makes built environment education engaging

### **That's why we'll**

Develop a network of practitioners trained in working in schools

### **So**

More children are given the skills to shape the world around them

### **Aim**

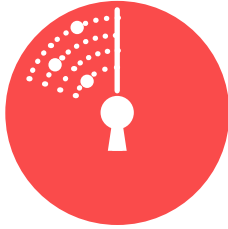
Encourage architects to develop a knowledge commons where more lessons are shared

### **That's why we'll**

Promote post occupancy evaluation

### **So**

Mistakes aren't repeated



## 19 Forecast

We know global trends and fast moving technologies mean that change is continual. Casualisation of the workforce means graduates from our universities might need to work in new ways. A demand for more integrated services may mean more inter-disciplinary business models emerge. A greater emphasis on automation could drive more dynamic feedback on performance as our buildings and spaces report in real time. Smart contracting may give rise to new financial instruments that drive a new development model. We think foresight can help forecast the future, and get us ready for whatever the it holds.

We will focus on the future of architecture through three lens':

- the future of the consumer
- the future of regulation
- the future of design practice

### **Aim**

To be a respected lighthouse for pathfinder thinking

### **That's why we'll**

Invest in partnerships that pull the future forward through thought leadership, events and resources that look 10 years ahead

### **So**

Architecture in NSW travels at the forefront of change

### **Aim**

To understand the future drivers for consumers in a changing environment

### **That's why we'll**

Work with industry, researchers and other regulators to intelligently forecast consumer needs

### **So**

Architecture in NSW travels at the forefront of change

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..architectural services account for about two thirds of the total number of businesses in the sector. This result is in line with the City of Sydney's 2012 Creative Sector Report finding that architecture is the largest creative industry in the City.

- Mapping Culture: Venues and Infrastructure in the City of Sydney

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**Aim**

To understand the drivers of emerging regulation

**That's why we'll**

Work with partners to pilot new models of regulation that are suited to contemporary needs

**So**

We continue to serve the public interest and build capacity among architects

**Aim**

To be a leading resource on documenting shifts in architectural practice

**That's why we'll**

Work with industry and researchers to monitor and publish

**So**

We continue to earn the respect of the industry we regulate

NSW  
Architects  
Registration  
Board



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[architects.nsw.gov.au](http://architects.nsw.gov.au)