

9 April 2018

At the conclusion of the Corporate, Finance, Properties
and Tenders Committee



Environment Committee

Sydney 2030 Green/Global/Connected

Agenda

- 1. Disclosures of Interest**
- 2. Knowledge Exchange Sponsorship - 2018 Australian Pavilion, Venice Architecture Biennale**

Guidelines for Speakers at Council Committees



As part of our democratic process, the City invites members of the community to speak directly to Councillors during Committee meetings about items on the agenda.

To enable the Committee to hear a wide range of views and concerns within the limited time available, we encourage people interested in speaking at Committee to:

1. Register to speak by calling Council's Secretariat on 9265 9310 before 12.00 noon on the day of the meeting.
2. Check the recommendation in the Committee report before speaking, as it may address your concerns so that you just need to indicate your support for the recommendation.
3. Note that there is a three minute time limit for each speaker (with a warning bell at two minutes) and prepare your presentation to cover your major points within that time
4. Avoid repeating what previous speakers have said and focus on issues and information that the Committee may not already know.
5. If there is a large number of people interested in the same item as you, try to nominate three representatives to speak on your behalf and to indicate how many people they are representing.
6. Before speaking, turn on the microphone by pressing the button next to it and speak clearly so that everyone in the Council Chamber can hear.
7. Be prepared to quickly return to the microphone and respond briefly to any questions from Councillors, after all speakers on an item have made their presentations.

Committee meetings can continue until very late, particularly when there is a long agenda and a large number of speakers. This impacts on speakers who have to wait until very late, as well as Council staff and Councillors who are required to remain focused and alert until very late. At the start of each Committee meeting, the Committee Chair may reorder agenda items so that those items with speakers can be dealt with first.

Committee reports are on line at www.cityofsydney.nsw.gov.au, with printed copies available at Sydney Town Hall immediately prior to the meeting. Council staff are also available prior to the meeting to assist.

Item 1.

Disclosures of Interest

Pursuant to the provisions of section 451 of the Local Government Act 1993, Councillors are required to disclose pecuniary interests in any matter on the agenda for this meeting of the Environment Committee.

Councillors are also required to disclose any non-pecuniary interests in any matter on the agenda for this meeting of the Environment Committee in accordance with the relevant clauses of the Code of Conduct – February 2016.

In both cases, the nature of the interest must be disclosed.

Written disclosures of interest received by the Chief Executive Officer in relation to items for consideration at this meeting will be laid on the table.

Item 2.

Knowledge Exchange Sponsorship - 2018 Australian Pavilion, Venice Architecture Biennale

File No: S088044

Summary

The Royal Australian Institute of Architects (RAIA trading as Australian Institute of Architects) is seeking financial support from the City of Sydney for an Australian presence at the 2018 and 2020 Venice Architecture Biennales. The RAIA is an incorporated not-for-profit organisation. The 2018 Biennale will be held from 26 May to 26 November 2018, with dates for the 2020 event to be confirmed. This is a prestigious event that showcases the architectural profession and how it addresses economic, social and cultural challenges in an urban environment.

The Venice Architecture Biennale is an opportunity to showcase leaders in Australian architecture to a wide and international audience, and enables Australia's active participation in a global conversation around the role and importance of architecture as an art form. It also provides significant opportunity for establishing international partnerships and trade opportunities.

Support for the Venice Architecture Biennale by the City of Sydney will promote the City's commitment to design excellence in the built environment, showcasing projects, including City of Sydney commissioned public projects, in an international and national exhibition to a broad public audience.

The curatorial team for the 2016 Australian Pavilion, Isabelle Toland, Amelia Holiday and Michelle Tabet, installed a pool inside the pavilion as a lens through which to explore Australian cultural identity. Representing the connection between landscape, culture and architecture, The Pool became Australia's most visited exhibition on record, with over 108,000 visitors between its opening in May and close in November.

Under the exhibition title 'Repair', the 2018 Australian Pavilion will be curated by Baracco+Wright Architects, collaborating with artist Linda Tegg. Repair will see thousands of temperate grassland species cultivated and nurtured within the pavilion alongside large-scale architectural projections.

The theme for the 16th Venice Biennale, curated by Yvonne Farrell and Shelley McNamara, is Freespace. Repair responds by encouraging new ways of thinking and seeing the world, 'of inventing solutions where architecture provides for the wellbeing and dignity of each citizen on this fragile planet'¹.

¹ www.labiennale.org/en/news/freespace-16th-intl-architecture-exhibition-2018

Recommendation

It is resolved that:

- (A) Council approve a total cash sponsorship of \$20,000 (excluding GST) to The Royal Australian Institute of Architects trading as Australian Institute of Architects for the 2018 and 2020 Venice Biennales (\$10,000 excluding GST per Biennale); and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with The Royal Australian Institute of Architects trading as Australian Institute of Architect as described in (A) above.

Attachments

- Attachment A.** Venice Architecture Biennale 2018 - Australian Institute of Architects Partnership Proposal

Background

1. The Royal Australian Institute of Architects (RAIA) trading as Australian Institute of Architects, is a not-for-profit Australian public company limited by guarantee which is established to be, and to continue as, a charity.
2. The principal purpose for which the RAIA is established is to:
 - (a) advance education by:
 - (i) encouraging and rewarding the study of Architecture; and
 - (ii) examining applicants for membership of the Institute;
 - (b) advance culture by:
 - (i) acquiring, forming, and maintaining Art and Scientific Libraries and Museums; and
 - (ii) advancing architecture in Australia generally; and
 - (c) advance social or public welfare by:
 - (i) advocating socially responsible, environmentally sustainable design, and affordable housing; and
 - (ii) promoting the public value of architecture and of using an architect.
3. The Venice Architecture Biennale is held every two years. It is a significant event in the contemporary architecture sector and hosts thousands of the world's most influential architects.
4. Australia is internationally recognised as a significant stakeholder in contemporary architecture and is often cited as being among the top eight countries for progressive architecture. An Australian presence at the Venice Architecture Biennale is important to maintain this reputation and provides a significant opportunity to forge international partnerships and promote our creative practitioners.
5. The Venice Architecture Biennale exists to enhance the cultural, environmental and economic well-being of the community by advancing contemporary practice advocating the value of architecture and architects and their role in shaping the built environment. There are limited opportunities for Australian architects to exhibit design excellence and educate the broader public on the role architecture can play in the built environment and its role in improving people's lives.
6. Support for the Venice Architecture Biennale by the City of Sydney will also promote the City's commitment to design excellence in the built environment, showcasing projects, including City of Sydney commissioned public projects, in an international and national exhibition to a broad public audience.
7. Under the exhibition title, 'Repair', the 2018 Australian Pavilion will be curated by Baracco+Wright Architects collaborating with artist Linda Tegg.

8. 'Repair' will see thousands of temperate grassland species cultivated and nurtured within the pavilion alongside large-scale architectural projections. Visitors will enter a physical dialogue between architecture and endangered plant community, reminding us what is at stake when we occupy land.
9. The RAIAs objectives for the Australian Pavilion are aligned with the outcomes of the City's expectations of the Knowledge Exchange program:
 - (a) Adoption and implementation of best-practice approaches by organisations and individuals - The 2018 Australian Pavilion will display a curated range of Australian designs and projects that have been conceived in relationship with their ecosystem to effect repair, be it civic, social, cultural, economic or environmental.
 - (b) Strong networks where participants share resources and acquire new knowledge and skills - Support of the 2018 and 2020 Venice Architecture Biennale gives the City the opportunity to engage with a targeted global audience that gather to celebrate, share and exchange ideas and innovation in design and design thinking.
 - (c) Increased recognition of Sydney as an innovative and creative city - A strong Sydney presence at this event is important as it stimulates interest, confidence and investment across local and international markets. This is aligned with the City's work in supporting our local economy, particularly the creative industries.
10. The City supported the Australian exhibition at the Venice Architecture Biennale previously through the provision of \$10,000 in cash sponsorship to the RAIAs in 2010, 2012, 2014 and 2016. The 2016 Biennale, 'The Pool' had a record breaking visitation of 108,000 visitors between the opening in May to the close in November. The outcomes exceeded expectation through the increase in visitation to the Australian Pavilion of more than 14 per cent compared to the 2014 exhibition.
11. The key benefits of the 2016 Biennale for the City of Sydney were:
 - (a) logo recognition in all associated Australian Pavilion marking and promotional collateral;
 - (b) City of Sydney pull up banners at Australian events;
 - (c) inclusion in the official sponsors wall placed within the foyer of the Australian Pavilion;
 - (d) recognition in the official Australian catalogue;
 - (e) recognition in the exhibition brochures, that were available for visitors to take with them; and
 - (f) verbal acknowledgement of the City of Sydney's support at all Australian events directly related to the Venice Biennale.
12. The key statistics for visitation and engagement with the 2016 Australian Pavilion installation include:
 - (a) 259,725 Giardini exhibition visits during the open period;

- (b) over 108,000 visits to 'The Pool' at the Australian Pavilion;
 - (c) Australia hosted 14,180 visitors during the Vernissage preview week; and
 - (d) 1,164,837 unique visitors on the Institute website and 6,824,154 page views of labiennale.org over the duration of the exhibition from 28 May to 27 November 2016.
13. The proposed 2018 sponsorship benefits for the City are:
- (a) logo recognition prominently displayed on all institute communications relating to the Project, including but not limited to:
 - (i) Australia Institute of Architects eNews, eAlerts and media releases;
 - (ii) Architecture Australia magazine advertisements;
 - (iii) sponsor logo, descriptive text and weblink displayed on the sponsor page at Architecture.com.au/venicebiennale;
 - (iv) logo recognition on the sponsor wall within the exhibition; and
 - (v) logo recognition on the sponsor page in the Australian exhibition catalogue;
 - (b) opportunity for the City of Sydney to display one pull up banner at all Australian events pre and post the Venice Biennale and at the Australian contingent in Venice; and
 - (c) verbal acknowledgement at all networking lead-up events in Australia and at all the Australian contingent events in Venice.

Key Implications

Strategic Alignment - Sustainable Sydney 2030 Vision

14. Sustainable Sydney 2030 is a vision for the sustainable development of the City to 2030 and beyond. It includes 10 strategic directions to guide the future of the City, as well as 10 targets against which to measure progress. This sponsorship is aligned with the following strategic directions and objectives:
- (a) Direction 1 - A Globally Competitive and Innovative City - an Australian presence at the Biennale will help to foster industry networks within the architectural profession, as well as prompt international and domestic partnerships. Supporting the placement of Australian practitioners on high-profile platforms, such as the Biennale, is integral to this direction.
 - (b) Direction 7 - A Cultural and Creative City - the sponsorship aligns with the City's aims under this direction, specifically the desire to strengthen cultural partnerships with other government agencies and cultural and creative sectors. Another key objective under this direction is to 'Support the Development of Creative Industries', which is relevant to this sponsorship due to design and architecture's prominent position within this sector.

- (c) Direction 9 - Sustainable Development, Renewal and Design - one of the objectives under this direction identifies the City's priority in planning for a beautiful city and promoting design excellence. This aligns clearly with the sponsorship being considered.

Organisational Impact

15. The 2018 and 2020 Australian exhibition at the Venice Architecture Biennale will be managed by The Royal Institute of Architects with minimal staff input and liaison required, which will be covered by the Creative City, Grants and City Design team.

Social / Cultural / Community

16. Supporting our cultural and creative industries is a key priority for the City. Inclusion in the Venice Architecture Biennale is a major achievement and offers important promotional opportunities for the architectural teams proposed, a number of which represent groups of emerging and mid-career architects.
17. As architectural projects are usually utilitarian and not primarily focused on discussing the role of architecture in responding to broader social issues, opportunities for such reflection on the social relevance and capacities of the medium should be supported.

Budget Implications

18. Funding of \$10,000 cash (excluding GST) for the 2018 Venice Biennale is available in the 2017/18 Grants and Sponsorship Knowledge Exchange budget. A funding allocation for the 2020 Venice Biennale will be included in future years budgets.

Relevant Legislation

19. Section 356 of the Local Government Act 1993.

Critical Dates / Time Frames

20. The 2018 Venice Architecture Biennale will be held from 26 May until 26 November 2018, with dates for 2020 to be confirmed.

KIM WOODBURY

Chief Executive Officer

Bridget Smyth, Design Director

Pauline Chan, Urban Designer

Attachment A

**Venice Architecture Biennale 2018 –
Australian Institute of Architects
Partnership Proposal**



Australian
Institute of
Architects

VENICE ARCHITECTURE

BIENNALE 2018

Australian Institute of Architects Partnership Proposal





Janet Holmes à Court AC,
Commissioner, Venice Biennale 2018

“*VENICE! Is there a more magnificent city in which to stage the world’s premiere architecture event? Wandering through the national pavilions in the splendid Giardini or pacing the length and breadth of the Arsenale, one is captivated, stimulated and intrigued by the diversity of the imaginations of the world’s architects.*

What will they think of next? Which problem will be the next they tackle? What challenges face them? These questions and more answered for us in one amazing event - the Venice Architecture Biennale.

It is an honour and a privilege to be Commissioner for Australia.

Please help us fill the spectacular new Australian pavilion. Please join us there.

Janet Holmes à Court



Jennifer Cunich, Chief Executive Officer,
Australian Institute of Architects

“The Australian Institute of Architects, along with The Australia Council for the Arts, have committed to exhibit for the seventh time at the Architecture Biennale in 2018. We’re enormously grateful for the support of The Australia Council, our existing corporate partners, the Government and Network Venice who make this possible. We’ve made a business decision to have a prominent and continuing presence in Venice. The award-winning building provides the most appropriate platform for the speculative world of architectural discourse, thought leadership and celebration of the Australian architectural profession on the world stage.

Etched in the calendars of our membership, the event is also gaining huge momentum outside of the architecture community. Our exhibition in 2016 received over \$3 million worth of media coverage and we received our highest visitation figures on record of over 108,000 visitors. We believe in supporting architecture as an export service, promoting innovation and creativity on the global stage. We’re very proud of our involvement in Venice.

We are excited to present this partnership opportunity to you. This proposal will provide background on the Institute and the Venice Architecture Biennale, present some base data on the reach of the program and provide a snapshot on the direction of the 2018 event.

We hope to share this incredible event with you.

A handwritten signature in black ink that reads "Jennifer Cunich". The signature is fluid and cursive, with the first and last letters of the first and last names being notably large and stylized.

01 / BACKGROUND

THE INSTITUTE

The Australian Institute of Architects (the 'Institute') is the professional body for architects in Australia.

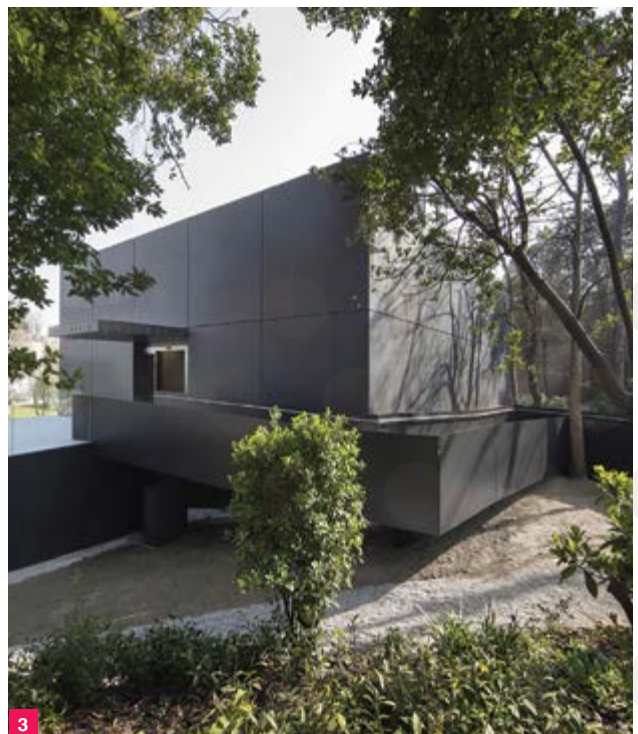
Representing over 12,000 members, the Institute works to improve the Australian built environment by promoting quality, responsible and sustainable design.

MISSION

To make the world a better place through architecture.

PURPOSE

The Institute exists to enhance the cultural, environmental and economic well-being of the community by advancing contemporary practice and the professional capability of members; and advocating the value of architecture and architects.



1, 2, 3. Australian pavilion by Denton Corker Marshall for The Australia Council for the Arts. Photos by John Gollings.

WHAT IS THE VENICE ARCHITECTURE BIENNALE?

Set in the romantic canal city of Venice, Italy, La Biennale di Venezia (the Venice Biennale) is the world's most prestigious celebration of art and architecture.

This is a global, cultural event that attracts the world's leading art and architectural minds and influencers in a melting pot of creativity and Italian glamour.

The Architecture and Art Biennales alternate annually - the even numbered years are focused on architecture while odd numbers are focused on art.

The Venice Architecture Biennale is the premier event for architecture globally and was established in 1980, although architecture has been a part of the Art Biennale since 1968.

As well as addressing the academic side of architecture, the Biennale provides an opportunity for architects and designers to showcase new projects, arranged in different national pavilions. Australia has one of only 30 permanent pavilions that are allocated to select countries for the display of innovative national works.

Held in the stunning gardens of the Giardini, with further exhibitions within the Arsenale precinct, the Giardini is an area of parkland created by Napoleon Bonaparte, who drained

an area of marshland in order to create a public garden on the banks of the Bacino di San Marco.

The Board of La Biennale di Venezia, has appointed renowned international architects Yvonne Farrell and Shelley McNamara as curators of the 16th International Architecture Exhibition in 2018.

The 16th Architecture Exhibition will be inaugurated on Saturday 26, May 2018 and will conclude on Sunday, 25 November 2018.



HOW DOES THE VENICE ARCHITECTURE BIENNALE WORK?

THE STEPS



AUSTRALIA AND THE VENICE ARCHITECTURE BIENNALE

The Venice Architecture Biennale is the premier international forum to showcase and express Australian culture, innovation and creativity through its architecture and design.

The Biennale enables Australia to engage in a global conversation, important to the future shaping of our built environment and provides a platform for international partnerships and trade opportunities.

Supported by The Australia Council for the Arts, Australia's exhibition at the Venice Architecture Biennale **engages a broad audience** that includes:

- the Institute Members;
- the broader architectural and design community (i.e. non-Institute Members);
- the general public and those with an interest in innovation, architecture and creative industry;
- Federal, State and Local Government;
- corporate partners;
- building contractors and suppliers;
- peak industry bodies;
- media outlets and public relations networks; and
- building, planning and design academics and education institutions.

1. Venice in the evening.
2. Central Pavilion of The Giardini. Photo by Andrea Avezzù.
3. Overview Arsenale. Photo by Andrea Avezzù
4. Australian pavilion Commissioner Janet Holmes à Court AC addressing guests at the opening of Australia's 2016 exhibition, The Pool. Photo by Alexander Mayes.



AUSTRALIA'S HISTORY AT THE VENICE ARCHITECTURE BIENNALE

The Institute coordinated Australia's first exhibition in 2006, followed by submissions in 2008, 2010, 2012, 2014 and most recently in 2016.

The Institute has just announced its commitment for the seventh time in 2018.

Previous Australian Exhibitions

- 2016 - The Pool - curated by Aileen Sage Architects with Michelle Tabet.
- 2014 - Augmented Australia 1914 -2014 - curated by Felix. Giles_Anderson+Goad.
- 2012 - Formations: New Practices in Australian Architecture - curated by Gerard Reinmuth, Anthony Burke and TOKO.
- 2010 - Now and When - curated by John Gollings and Ivan Rijavec.
- 2008 - Abundant - curated by Neil Durbach, Vincent Frost, Wendy Lewin, Kirsten Thompson and Gary Warner.
- 2006 - Micro Macro City - curated by Shane Murray and Nigel Bertram.

'THE POOL'

In 2016, the curatorial team Isabelle Toland, Amelia Holliday and Michelle Tabet installed a pool inside the pavilion as a lens through which to explore Australian cultural identity.

Representing the connection between landscape, culture and architecture, The Pool became **Australia's most visited exhibition on record with over 108,000 visitors** between its opening in May and close in November.

Ken Maher, National President of the Institute, said the visitor numbers were no surprise. 'The compelling simplicity of The Pool offered an experience of reflection and respite within the intense content of the Architecture Biennale exhibits - engaging visitors in a sense of egalitarian culture and unique landscape that informs Australian architecture.'

VIP's, industry heavy-weights and celebrities world-over made their way to Venice for the Architecture Biennale with the Australian pavilion visited by Ian Thorpe, Commissioner Janet Holmes à Court AC, Kerry O'Brien, His Excellency Dr Greg French, Simon Crean as well as other significant identities from the media, art and architecture world.



“The Architecture Biennale in Venice is the shining and glittering highlight in the calendar of the global system that is architecture these days. All of this exoticism and history and the fact that the world's biggest architectural trade show is in Venice every two years might be why over time Australian architects have generally gone nuts over the Venice Biennale. There is nothing like swanning around the Vernissage and going to the parties.

Peterraisbeck.com

1, 2. Australian pavilion, The Pool by Aileen Sage Architects with Michelle Tabet. Photo by Alexander Mayes.

108,000+

VISITORS



AUSTRALIA'S NEW PAVILION

Since 1988, Australia has been one of only 30 countries with a permanent national pavilion located within in the Biennale's prestigious Giardini. Opened by Cate Blanchett in time for the 2015 Art Biennale, the award-winning Australian pavilion is the only 21st century building in Venice.

Designed by Denton Corker Marshall, the building is striking yet simple – '...to make a form of the utmost simplicity; a white box contained within a black box. The pavilion is envisaged as an object rather than a building; a presence that is simultaneously powerful and discreet within heavily wooded gardens'.

The new pavilion is yet another step in the emergence of Australia as a architecturally accomplished nation.

The pavilion provides Australia with a physical location to participate in both the Art and Architecture Biennales and provides the opportunity to showcase Australian architecture in its built form to a worldwide audience.

The previous Australian pavilion, designed by architect Philip Cox in 1988, stood in the same area as the new Australia pavilion, beside the Uruguay pavilion.

The Institute will host Australia's exhibition at the Venice Architecture Biennale within the Australian pavilion for a continuous six month period in 2018, during which time the pavilion and exhibition is open to the public.

Exclusive opportunities exist around this phenomenal venue.



02/BIENNALE BY THE NUMBERS

“The Venice Architecture Biennale is like the Olympics for architecture, bringing together a global perspective and dialogue.

Theconversation.com

287,238

likes on La Biennale di Venezia official Facebook page.

115,000

followers on La Biennale di Venezia official Instagram account.

1. Early morning in Venice.

259,725

visitors to the Giardini exhibition during the open period.



THE VENICE BIENNALE 2016 POST-EVENT NUMBERS

Visitations

- 65 nations made submissions to the Venice Architecture Biennale 2016.
- 30 national participants within the historic Giardini gardens.
- 259,725 Giardini exhibition visits during the open period.
- Over 108,000 visits to 'The Pool' at Australian pavilion, representing a 14% growth on Australia's 2014 Venice Architecture Biennale exhibition.
- 14,180 visitors hosted at the pavilion during the Vernissage preview week, representing a 16% increase on the 2014 Venice Architecture Biennale.

Global Media

- 4,035 journalists visited the Venice Architecture Biennale, including 2,410 from the foreign press and 1,625 from the Italian press.
- 3,045 articles in global print media and on industry and news websites.
- 89 television stations accredited, for the event, including 73 foreign stations and 16 Italian stations.
- 1,164,837 unique visitors on the Institute website and 6,824,154 page views of labiennale.org over the duration of the exhibition from 28 May to 27 November 2016.

Local Media

- 157 Australian online articles between 1 March 2016 and 11 July 2016.
- Media 'Advertising Value Equivalency' of AUD \$3.01M.
- Australian media event coverage audience response data exhibited 52% positive sentiment and 0% negative sentiment towards the event.

633,400

followers on La Biennale di Venezia official Twitter account.





Featured on the cover of Qantas in-flight magazine Spirit of Australia, Gondolas a go-go and inside story, May 2015.



Article appeared in the Australian Arts section on Tuesday 24 May 2016.



Article appeared in Architecture Australia Magazine in July 2015.

LA BIENNALE DI VENEZIA SOCIAL MEDIA



Official Facebook Page (@labiennaledivenezia)

287,238 Likes
La Biennale di Venezia Official page 287,238 likes.

226,000 Views
10 most popular posts reached more than 226,000 views.



Official Twitter (@la_biennale)

633,400 Followers
Followers on the official account.

1,800 Tweets
In excess of 1,800 tweets since beginning of Biennale Architettura 2016.



Instagram (@labiennale)

109,000 Followers
Followers on the official account.

13,000 Likes
5 most popular posts reached over 13,000 likes.

50,507 Posts
Generated with the official hashtags #BiennaleArchitettura2016 and #ReportingFromTheFront

The Biennale attempts to open up the conversation around architecture to a broader audience, involving individuals, the public and communities in the decisions and actions through which our spaces are created.

Designcurial.com

1. Photo by Annabel Stagg.

\$100B SECTOR



Architects play a pivotal role in specification and procurement with a keen eye for the aesthetic and functional elements of our homes, cities and landscapes. Highly attuned to brand, form and function, Australian architects continue to inform and lead the delivery of projects recognised the world over for their innovation, style and significance.

INDUSTRY PROFILING

Architects are skilled professionals at the centre of Australia's built environment, a **\$100 billion sector employing over a million people.**

The built environment industry is significant for both its size and for the critical national role played by the provision of dwellings, commercial spaces, public buildings and infrastructure.

There are an estimated **13,555 businesses** in the Australian architectural sector with an income of **\$6.4 billion** and an accumulated **business profit of \$603 million annually.**

DIGITAL REACH

Database

- **+15,000** Subscribers.
- **+12,000** Members.

Institute eDMs

- Weekly mail outs.
- Open rate of **34%**.
- **4.9%** Click through.

Venice Architecture Biennale specific eDMs

- Weekly mail outs.
- Open rate of **36.2%**.
- **2.0%** Click through.

Institute Website (architecture.com.au)

1/2/16 - 1/2/17

- **1,413,686** page views.
- **1,102,319** unique visitors.
- Average time on page 1 minute 35 seconds.

Institute's Venice Website (architecture.com.au/venicebiennale)

1/2/16 - 1/2/17

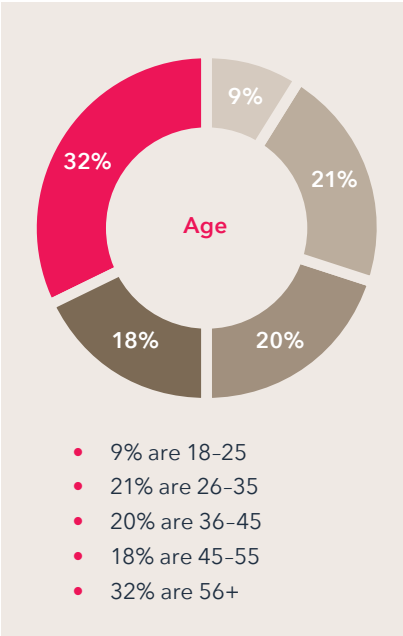
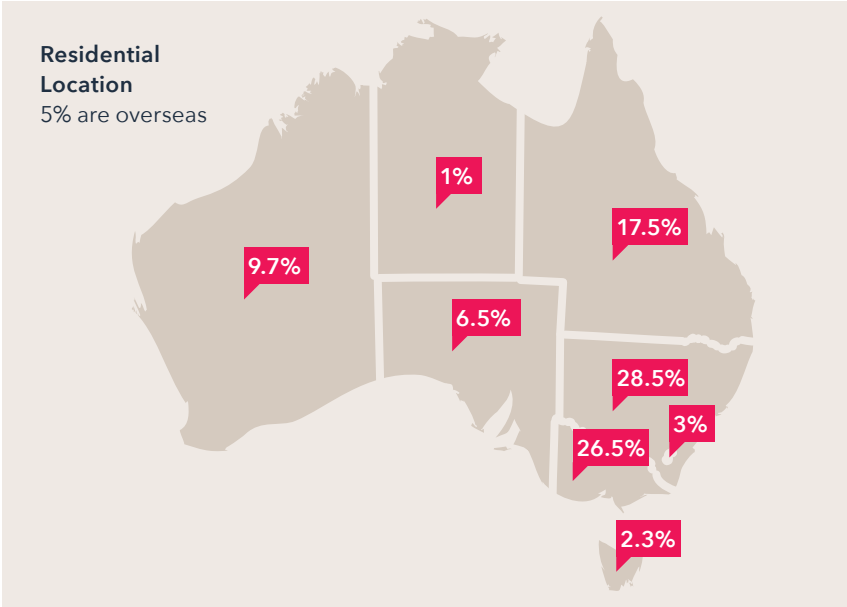
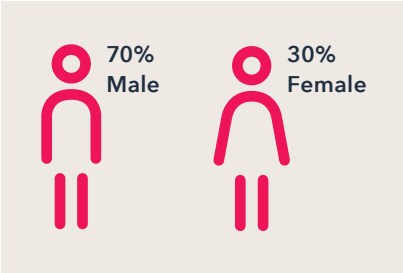
- **33,924** page views.
- **22,136** unique visitors.
- Average time on page 1 minute 55 seconds.

1/2/16 - 1/2/17

- **30,248** page views.
- **23,294** unique visitors.
- Average time on page 1 minute 39 seconds.

MEMBERSHIP PROFILING

+12,000 MEMBERS



AUSTRALIAN INSTITUTE OF ARCHITECTS SOCIAL REACH

Facebook (@AusINSArchitects)	Twitter (@AusINSArchitects)	Instagram (institute_architects_au)	LinkedIn (Australian Institute of Architects)
Followers (as at 9 February 2017)			
7,608	6,910	22,807	8,662
Follower Growth (for 2016 calendar year)			
28.7%	20.4%	156.1%	17.3%
Reach & Impressions (for 2016 calendar year)			
366,601	523,162	N/A	280,573
Engagement Rate (during 2016 calendar year)			
3.2%	0.6%	155.6%	1.5%

03/THE JOURNEY AHEAD

“ *The Venice Biennale of Architecture is the most important opportunity on Earth to show the work of major protagonists of contemporary architecture and their legacy. For anyone interested in the current state of play of architecture, and its future direction, I truly recommend a visit to Venice.*

Tristram Carfrae,
Chairman of Arup University Council

WHY SUPPORT AUSTRALIA'S PRESENCE AT THE 2018 VENICE ARCHITECTURE BIENNALE?

- Be part of the world's most important architecture event that attracts the world's leading architectural minds and influencers in a melting pot of creativity and Italian glamour.
- Capitalise on the opportunity to engage in trade and business with a targeted global audience, that gather to celebrate design and innovation.
- Be part of the 18 month engagement journey with 12,000 members that culminates in the business development opportunities on the canals of Venice.



1. Arsenale. Photo by Andrea Avezzi, Courtesy La Biennale di Venezia

2. Venice in the evening.