

BASKING IN THE GLORY

Two of our members, Simon Bradley and Dean Boone tell us about life after winning an AILDLM design award.

It is hard to believe that it has been nearly 12 months since the Inaugural AILDLM National Design Awards. I would firstly like to congratulate the AILDLM committee on hosting such a successful night. Many distinguished landscape design practitioners, many of whom have established themselves in the industry, attended the awards dinner. The calibre of award submissions was amazing and what impressed me was the diversity in landscapes, which I believe shows the flexibility and adaptability of the landscape designer within the industry today.

I was fortunate to receive a number of awards on the night. The projects for which these awards were received are 'Burnside Adventure Park' and 'Linden Gardens' and both are located within the City of Burnside in Adelaide.

The development of the Burnside Adventure Park was the combination of an array of consultants, contractors and Council staff. Hemisphere Design, Adelaide based landscape architects, was engaged to develop a concept and prepare detailed development of the design. Gray Hawk, designer and sculptor, was engaged to design and construct the unique and artistic play elements. The City of Burnside was the project manager undertaking supervision of the consultants and contractors and implementing an extensive community consultation program.

I was humbled and proud to receive the 'Allan Correy Award for Design Excellence' Firstly, I was so grateful to meet a mentor of mine, AILDLM Patron, Allan Correy. Having spent seven years in Adelaide and undertaken further study here, I have keenly studied Allan's career. Allan was the first landscape architect appointed in South Australia in the 1960's. Allan designed the Mount Lofty Botanical Gardens, which I now live near. Throughout his career Allan has set new standards for the profession and I was honoured to receive this award in his name.

I was also very proud that a project such as the Burnside Adventure Park was recognised by the AILDLM; playgrounds traditionally do not hold significant landscape value. For a

number of years, playgrounds have often been stagnant, sterile, fenced areas with modular primary coloured equipment that offer generally the same experience. The City of Burnside considered play to be so much more. It is about creating a 'playspace'. The Burnside Adventure Park concept incorporates a positive and imaginative outlook towards the provision of creative and stimulating play experiences where physical play is complimented with mental challenges and passive areas.

Since receiving the inaugural 'Allan Correy Award for Design Excellence' the project and I have experienced a considerable amount of exposure thanks to the AILDLM. Having displayed presentation boards at the Sydney, Melbourne and Brisbane garden shows, a lot of interest in the City of Burnside projects has been generated with many enquiries being received from local government representatives throughout Australia regarding the playspace. I have also received various forms of correspondence from the public on all aspects of landscape design as a practice and profession. I know that all parties involved in the project including Hemisphere Design Landscape Architects, Gray Hawk Design, Landscape Construction services, Kompan and the City of Burnside, have proudly promoted their association with the award-winning project. In fact, the Burnside Adventure Park now has nine State and national awards and I have presented at a national conference on the success of this playspace.

I would like to encourage all members to submit at least one or multiple entries into the 2006 National Landscape Design Awards. There are so many exciting projects currently being developed throughout Australia by our profession. It is up to us to promote these projects and challenge the perception of design.

Thank you

*Simon Bradley
MAILDM
City of Burnside*



SIMON BRADLEY'S AWARD WINNING DESIGN



DEAN BOONE'S AWARD WINNING DESIGN

The year of 2005 will, for me, be remembered as a very successful year, both professionally and personally. My company, Distinctive, won 3 awards at the AILD M National Landscape Design Awards, myself winning Best Residential Design. What followed thereafter just shows how worthwhile it is to enter the awards.

In the time since the awards, we have had a wealth of publicity experiences, all of great benefit to my business. The words of Charlotte Webb still ring in my ears – make sure you take AILD M with you, and that is exactly what we did. We made sure that each article, interview or public speaking event made strong reference to AILD M – after all the more our professional body is recognised the better it is for us.

The awards came at a time that saw the Sydney industry suffering under the burden of drought and water restrictions, an as yet uneducated public that were shy of investing in gardens or garden design and a building industry that had slowed due to state government land tax laws.

The awards gave us the ability to stand up and be noticed. I certainly made a point of making every opportunity count, and always have. My theory is just to see where it would take us and the response was immediate. I was asked at the AILD M awards dinner to be a part of the Gardening Australia Festival, literally as I sat down.

In 2005 we have been guest exhibitors at the Gardening Australia Festivals in Sydney and Melbourne, guest speaker at numerous events, including Design Week in Sydney and at the Gardening Australia Events, interviewed on several radio programmes, enjoyed around 10 magazine articles, numerous free editorials and a brilliant word of mouth flow on from all of it.

In addition, I was invited to audition as the Sydney based presenter for Gardening Australia and was also approached for a new exciting role with Channel Nine as a writer for the new show Garden Gurus. My role with them is to write for the Sydney audience in the newspaper publication they produce. It goes to all retail outlets in NSW. I am continuing to develop a role with them which may see a display garden at Eden Gardens and an 'on-going strategic relationship'. I also continue to write for universal publications and of course Landscape Outlook.

Over the past year we have also established a second office in Wagga, to service our rural clients in the Riverina. Olivia Condon, who won an award in the residential category in 2005 has also benefited from some great local publicity. Not only has it allowed us to open the office, but the referrals achieved in such a short time make it a truly viable option for us. Just now as I am writing this I have received a call from the local radio station, which covers our entire market area, and they are interested in doing some things with us on their gardening programme each Saturday morning.

An important point, and this gets back to Charlotte's comments about taking AILD M with us, is this; 90 % of our current web hits come from the AILD M website and most of those lead to new projects. Most of all, I have met some amazing and passionate people along the way and they have become firm friends. That for me has been truly satisfying.

Dean Boone

MAILDM

Distinctive Gardens & Interiors Pty Ltd