



Australian Government  
Department of Foreign Affairs and Trade



## Industry Alert - Call for Applications Australian Design Industry Delegation to Beijing Design Week 2014

### INAUGURAL AUSTRALIAN DELEGATION TO BEIJING DESIGN WEEK

As part of the Australian Government's ongoing promotion of Australian creative industries in China, the Australian Embassy in Beijing will be organising and funding a small delegation of Australian design professionals to attend the 2014 *Beijing Design Week*.

The Embassy invites Australian design and architecture industry association representatives, individual practitioners, and design industry media to apply for a place in this inaugural *Australian Design Industry Delegation to Beijing Design Week 2014*, taking place during the period 26 September – 3 October, 2014.

The **objectives of the Delegation are to:**

- Encourage greater institutional and person-to-person links between Australian and Chinese design and architecture associations and industries, and
- Promote Australian design, architecture, creativity and urbanism in China.

Although the visit program will be finalised in coming weeks, it is intended that the *Australian Design Industry Delegation to Beijing Design Week 2014* will feature a variety of activities to introduce delegation members to Beijing Design Week, fellow associations and practitioners in China, and other opportunities. The program will likely include a "highlights tour" of Beijing Design Week; "Australian Design in China" focused events, a design and architecture tour of Beijing, and networking opportunities.

The Embassy will fund travel to Beijing and accommodation for successful delegates.

Specific eligibility and selection criteria apply. Interested applicants are encouraged to carefully read the eligibility criteria and terms and conditions, and submit their completed application form together with a current CV (including association, firm or organisation background where useful) to the Australian Embassy in Beijing by no later than **midnight AEST, Sunday 10 August, 2014**.

Enquiries should be directed to Hayley Ward, Senior Cultural Relations Officer, (Hayley.Ward@dfat.gov.au, +86-10-5140-4225); and Jennifer Mason, First Secretary, Public Affairs and Culture, Australian Embassy Beijing, (Jennifer.Mason@dfat.gov.au, +86-10-5140-4119).

## **BEIJING DESIGN WEEK (BJDW)**

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The first independent design festival in Beijing, Beijing Design Week aims to offer insights into the projected future of Beijing's urban areas and the accompanying built environment and design infrastructure, providing a unique city-wide showcase of initiatives celebrating creativity and innovation from related fields at large.

Launched in 2009, Beijing Design Week is supported by the Chinese Ministry of Education, Ministry of Science and Technology, Ministry of Culture, and the Municipal Government of Beijing. Participants in 2013 included over 2,000 designers (including 300 international designers), representatives of design institutions, experts, scholars, and over 100 registered media representatives. Beijing Design Week offers a unique opportunity to promote Australian design and architecture capabilities in the booming China market, as well as showcase the strengths of a variety of Australian creative industries and cultural collaboration in China more broadly.

Beijing Design Week features several components, including an architecture and design forum, a design market trading platform which covers a range of sectors from household, to IT and automotive, and hundreds of associated side events, receptions and exhibitions. The events range in scale from large events such as the [Beijing Design Forum](#) with talks from leading figures and policy makers from the global industry, exhibitions of art and furniture design, through to projects like a temporary ["pop-up" restaurant in abandoned Beijing hutongs](#). It's this mix of programming - from high profile to grassroots - that has attracted global attention to Beijing Design Week in previous years. Dezeen, for instance, ranked Beijing Design Week in the top 40 design events globally in 2013. Some visual examples of the creative site-specific projects and installations that groups as diverse as landscape architecture firms and interior designers, through to photographers and jewellery designers, have implemented across Beijing in previous years can be seen at <http://www.yatzer.com/BJDW-2013-highlights>.

More information: <http://www.beijingdesignweek.org/>

### **ELIGIBILITY**

Australian design and architecture industry association representatives, practitioners, and design industry media are eligible to apply. This includes but is not limited to Australian industry association representatives, individual practitioners, media representatives or bloggers engaged in the areas of landscape design, industrial design, architecture, landscape architecture, interior design, green building design, jewellery and fashion design, design education and more.

While Australian-based applicants representing firms or associations that already have offices in China are not considered eligible to apply for a funded position on the delegation, China-based representatives are nevertheless welcome to apply to be part of the delegation on a self-funded basis. The number of self-funded delegates will necessarily be limited.

Australian Government agencies are not considered eligible to apply.

## **SELECTION CRITERIA**

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The process of selection will be assessed against the following criteria:

1. The applicant credibly demonstrates how their participation would contribute to the stated objectives of the inaugural *Australian Design Industry Delegation to Beijing Design Week 2014*.
2. The applicant and/or their representing organisation displays a strong capacity and willingness to contribute to increasing Australian presence and content at Beijing Design Week in 2015, or future years.
3. The applicant and/or their representing institution displays a willingness and ability to share the results of their Beijing Design Week experience through their relevant industry association, professional networks and design media in Australia following the 2014 delegation visit.
4. The applicant undertakes to provide a short report to the Australian Embassy in Beijing following the conclusion of the delegation.

## **TERMS AND CONDITIONS**

1. Applicants must be Australian citizens or permanent residents; and be representing an Australian design or architecture institution, firm, professional association or design media, or be an individual Australian practitioner or Australian blogger working within the Australian design industry.
2. The Australian Embassy in Beijing will fund economy-class flights and accommodation for selected Australian Delegates. Visa costs, travel insurance, meals and associated expenses must be covered by the individual Delegate. It is the responsibility of applicants to have a passport with at least six month's validity, and for applicants to have their firm or association's permission to apply for the delegation.
3. Selected Delegates will be responsible for obtaining their own visa to travel to China directly from Chinese diplomatic missions in Australia. For all confirmed attendees, the Embassy will provide a letter of invitation, to assist with the visa application process.
4. Selected Delegates will be expected to share their reflections and insights on their Beijing Design Week experience through their relevant industry association, professional networks and design media in Australia at the conclusion of the delegation visit.
5. Selected Delegates will also be required to submit (to the Embassy) a short report following the delegation visit about their views on the program, new opportunities, ideas for future engagement with China and other relevant findings.
6. An opportunity for an "Australian Country Focus" at Beijing Design Week in 2015 is being explored. A requirement for selection for the 2014 Delegation will be a willingness to contribute towards increasing the Australian presence at Beijing Design Week in 2015, whether through submitting projects for inclusion or actively promoting and championing the opportunity to participate to Australian industry.
7. Following the selection process, applicants will be notified of the outcomes by Wednesday 20 August 2014. This decision will be final.

## APPLICATION PROCESS

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Due before midnight AEST **Sunday 10<sup>th</sup> August 2014** to Hayley Ward, Senior Cultural Relations Officer ([Hayley.Ward@dfat.gov.au](mailto:Hayley.Ward@dfat.gov.au)) and Jennifer Mason, First Secretary, Public Affairs and Culture, Australian Embassy Beijing, ([Jennifer.Mason@dfat.gov.au](mailto:Jennifer.Mason@dfat.gov.au)), with current CV, and business/organisation background if relevant.

**Name:**

**Title/Position:**

**Association, Firm or Organisation:**

**Brief description of your representing Association, Firm or Organisation:**

**Website:**

**Contact details:**

**Noting the stated objectives for the *Australian Design Industry Delegation to Beijing Design Week 2014*, describe why you are an ideal candidate for selection? Refer to what you would aim to achieve through your participation, and any relevant international experience. (200 words or less)**

**Describe your individual or your association, firm or organisation's previous professional engagement in or with China. If there has been no previous engagement, describe your ambitions for future engagement, if any? (200 words or less)**

**One of the objectives of the inaugural *Australian Design Industry Delegation to Beijing Design Week* in 2014 is to increase the level of Australian content in Beijing Design Week in 2015. Describe how your participation in this inaugural delegation might contribute to increased Australian presence and content at Beijing Design Week in 2015, and possibly future years? (200 words or less)**

**Describe how you would intend to share the outcomes of your participation in the Delegation to relevant industry associations, professional networks and Australian design media at the conclusion of the Delegation? (100 words or less)**