

**SUBMISSION TO PRODUCTIVITY COMMISSION
DRAFT REPORT HEARING
BRISBANE, 9 JUNE, 2000
FROM - PHILIP C GOUGH, ARCHITECT, FRAIA**

I have focused my attention on the issues as follows -

1.2 THE PERCEPTION AND STANDING OF ARCHITECTS

Architects by derivation arch (chief) tektōn (builder) are trained to coordinate and consult with-

Engineers	Quantity Surveyors
• Civil	Town Planners
• Structural	Landscape Architects
• Hydraulic	Interior Designers
• Mechanical and Electrical	Building Draftspersons
• Acoustic	

Market trends have allowed Project Managers and Building Designers to perform various tasks normally undertaken by architects, as part of their total expertise.

3.1 ARCHITECT'S INCOME

Architects' incomes are not high compared with many professions and are under further threat because of fierce competition within the profession and with non-architects.

3.4 ARCHITECT'S MARKET SHARE

The percentage of all building projects, designed documented and supervised by Architects has historically remained constant, i.e. only a small percentage (although the capital value is high). Nothing has changed.

Main Architectural involvement has been -

- Larger commercial and civic projects
- Some industrial projects
- Small percentage of residential with emphasis on unique and larger houses
- Heritage buildings

Larger and unique homes are often designed by Architects because owners who can afford it seek the best expertise when so much is at stake.

Because of their in-depth design tuition, Architects have always lead with design style and character.

This aesthetic becomes fashion and trend which is then carried on and watered down by non-architects.

4. ARCHITECTS' REGISTRATION BOARDS

Boards are funded by registration fees - which are not expensive. If fees were doubled, the standard of the average architectural service could be improved and disciplined.

Boards are necessary, but could be combined as one Federal Body with same constitution, and recognition between states.

I suggest one National Board with State Chapters.
Lay people could be part of board but in a minority representation.

There is already a disciplinary committee in Queensland appointed by the State.

6.2 THE TITLE ARCHITECT

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Protect the word ARCHITECT at all costs for the profession only.

Architectural often refers to numerous other terms e.g.

- Architectural Hardware
- " " "Flair"
- " " Design

But it is always used to bring a sense of superiority to tangible or intangible items. This is why some non-architects are calling themselves architects.

OTHER ISSUES

By registering and disciplining architects the Government can control:

- health and safety
- heritage matters
- cultural benefits
- environmental issues
- the relative quality of our architects in the overseas marketplace bringing export opportunity to Aust.

SUMMARY

Deregulation of architects would lead to confusion in the public perception and a reduction in standards relating to building design and the built environment.

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