



The Benefit of Design

Prepared for Architects Accreditation Council of Australia

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Methodology



Methodology

This study was conducted online among members of a permission based panel between Wednesday 24 June and Monday 29 June 2015.

Interviews were conducted among 2593 Australians aged 18-64 years across Australia. 500 interviews were conducted across each of the five states.

Respondents by location are:

	Respondents
• NSW	500
• VIC	500
• QLD	500
• SA	500
• WA	500
• ACT	32
• Tasmania	41
• NT	20

The dataset was weighted to national proportions and projected to the population based on the latest ABS population estimates.

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Main Findings

The importance of design in public buildings

- Almost all Australians (97%) believe that cities and towns are better to live in when public buildings and public spaces are well designed. People appreciate good design (QB1).
- Almost everyone also agrees that each of seven design aspects of public buildings are important. The design aspects of public buildings and spaces that have the greatest level of importance for Australians are 'the building makes good use of space' (70% say 'very important') and 'that open space is provided for the use and enjoyment of the public' (66% say 'very important') (QB2).
- Overall, the importance ratings of each design aspect are:

	Not Important	Quite important	Very Important
The building makes good use of space	2%	28%	70%
That open space is provided for the use and enjoyment of the public.	2%	32%	66%
The building uses green/conservation principles to minimise power use, recycles water, and maximises the use of natural light	4%	36%	61%
The site respects the heritage aspects and the site retains as much as possible of historic buildings	5%	36%	59%
Site development retains the sense of 'place' and is sensitive to the surrounding environment	4%	41%	55%
That a public building embraces the community	4%	45%	51%
The building is appealing to look at and makes a statement that defines its purpose	5%	48%	48%

The importance of design in public buildings

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- For the following design aspects females are more likely than males to say that they are 'very important', and Generation Y (18-34 years) are less likely than others to say that these design aspects are 'very important' (QB2)
 - > That a building makes good use of space (73% females, 67% Gen Y)
 - > That open space is provided for the use of enjoyment of the public (70% females, 60% Gen Y)
 - > The site respects the heritage aspect (66% females, 51% Gen Y)
 - > The building uses green/conservation principles (64% females, 55% Gen Y)
 - > The site development retains the sense of place and is sensitive to the surrounding environment (61% females, 45% Gen Y)
 - > That a public building embraces the community (55% females, 45% Gen Y)



The importance of design in public buildings

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- Slightly less than half (45%) of Australians believe that most designers of new public buildings would take into account sustainability/conservation principles (This includes 18% who say “almost all” would take into account sustainability principles nowadays).
- South Australians are more likely than others to say that most designers of new public buildings would take into account sustainability/conservation principles (52%) (QB3).
- 28% say that ‘many would’, 20% say that ‘some would’ and 5% say that ‘a few would’ take into account sustainability/conservation principles .



The importance of design in hospitals and schools

- Almost every Australian (99%) say that it is important to invest in the good design of hospitals and schools. This includes 76% who say that it is very important.
- Australians living in South Australia or Western Australia are more likely than others to say 'very important' (SA 79% and WA 82%).



The importance of design in residential buildings

- Almost all Australians (96%) believe that homes and apartments provide a better living experience when they are well designed. People appreciate good design (QB5).
- They also believe that a well designed home adds value to the property (97%) (QB6).



The importance of design in residential buildings

- Almost all Australians (98%) believe that it is important that designers of residential buildings consider how buildings integrate with the community, particularly at the street frontage. This includes 66% who say that it is 'very important' (QB7).
- Generation Y (18-34 years) are less likely to say that this is very important compared to Baby Boomers (50-64 years) (55% Gen Y, 78% Baby Boomers). People in high income households are also more likely to say that it is very important (72%).
- These views are equally held across states.

The benefit of state level design principles

- Australians were asked whether it would be good if explicitly agreed design principles for apartment buildings were implemented in their state (QB8).
- Half (49%) of Australians say that it 'definitely' would be good, and a further 45% say that it 'probably' would be good. Only 6% say that it is not needed.
- 50-64 year olds are much more likely to say that it 'definitely' would be good (60%) compared to 38% of 18-34 year olds saying this.
- At the state level the proportion saying that it would 'definitely' be good is approximately equal, slightly lower in Victoria (47%) and slightly higher in South Australia (53%) and Queensland (51%). This view is held equally across those living in capital cities and those in regional areas.
- If an apartment building was to be built in *their* area almost everyone (97%) would want the principles of design quality to be professionally considered and implemented in the design of the new building. This view is equally true across all states (QB9).

Factors of good design of residential buildings

- Australians were asked which factors (of six) were important factors that should be properly considered in the design of residential buildings (QB10).
- Each factor was judged important by approximately three quarters of people
- Four in five (79%) say that “*New buildings should use green/conservation principles such as minimising power use, recycling water, and maximising use of natural light*” is an important factor to be properly considered in the design of residential buildings.
- Overall:
 - 79% New buildings should use green/conservation principles such as minimising power use, recycling water, and maximising use of natural light (84% in WA)
 - 78% The proposed building size takes into account the impact on local infrastructure such public transport, community facilities and traffic density
 - 77% The new building considers the benefits to both residents and neighbours
 - 76% The size of the building should suit the scale of the street and surrounding buildings
 - 74% The new building contributes to the character of the streetscape and local area
 - 73% The building optimises safety and security and clearly defines public and private spaces

Factors of good design of residential buildings

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- Almost all (92%) of Australians say that apartment buildings would be better if designed by a qualified and experienced designer (QB11).
- This holds equally true across age, gender, state location and regional/metro location. This view is marginally higher in NSW (94%).
- Most (93%) agree that *‘having a qualified and experienced designer involved from start to finish would result in fewer defects than if left to the builder alone’*. This includes 39% overall who “strongly agree” (QB12).
- Residents in Western Australia are less likely to strongly agree with this statement than others (34% compared to 42% in NSW and 42% in SA).
- Note that across the country 11% of people live in apartments. This proportion is lowest in SA (3%) and WA (4%) and highest in NSW (16%).



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