

Tuesday 6 August 2013

**Design Speaks:**

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**Workplace/Worklife**

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**Program**

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A forum about the future of workplace design

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The future of work has arrived. Australian architects and designers are creating workplaces that are at the forefront of a global movement, responding to changes in the way we work and the spaces needed to support and grow business.

# Program

For one day only, Australia's leading practitioners will come together at the Museum of Sydney to focus on the issues shaping workplace design, sharing their experiences and speculating on possible futures.

The three keynote speakers will address the topics of economics, business and collaboration. These will be followed by moderated panel discussions in which panel members will draw the audience into the conversation.

**Venue:** AGL Theatre, Museum of Sydney

**Date:** Tuesday 6 August 2013

8.30 am	Coffee / tea on arrival		
9.00 am	Welcome from Cameron Bruhn, editorial director, Architecture Media		Chaired by Steve Coster, principal and head of knowledge and sustainability, Hassell, with panellists Brad Krauskopf, CEO, Hub Australia and Bernard Salt, partner, KPMG
9.15 am	<b>KEYNOTE ADDRESS 1</b> <b>Monica Parker, head of workplace strategy, Morgan Lovell (UK)</b> "The economics of workplace wellbeing"		
		1.00 pm	Lunch break
		2.15 pm	<b>KEYNOTE ADDRESS 3</b> <b>Oliver Marlow, creative director, Tilt (UK)</b> "Co-designing workspace: the future for collaborative environments"
10.00 am	<b>MODERATED PANEL DISCUSSION</b> "Workspaces north and south" Chaired by James Calder, principal, Calder Consultants with panellists Roger Macmorran, project director, NAB and Monica Parker, head of workplace strategy, Morgan Lovell	3.00 pm	<b>MODERATED PANEL DISCUSSION</b> "The theatre of the workplace" Chaired by Rosemary Kirkby, principal, Rosemary Kirkby and Associates with panellists Denice Scala, principal, MLC School and Oliver Marlow, creative director, Tilt (UK)
10.45 am	Morning tea		
11.30 pm	<b>KEYNOTE ADDRESS 2</b> <b>Bernard Salt, partner, KPMG</b> "How demographic and social change will shape the workplace of the future"	3.45 pm	Closing comments from Cameron Bruhn, editorial director, Architecture Media
12.15 pm	<b>MODERATED PANEL DISCUSSION</b> "Brace yourselves – designing good workplaces is going to get even trickier"	4.00 pm	Closing drinks
		5.00 pm	Event closes

# Keynote Addresses

**“THE ECONOMICS OF WORKPLACE WELLBEING”**  
Presented by **Monica Parker, head of workplace strategy, Morgan Lovell (UK)**

The World Health Organisation has declared that sitting is the smoking of our generation in terms of its impact on health, yet the great majority of knowledge workers sit for more than eight hours per day. How can office design and ways of working help enhance wellbeing? How can companies better understand the impact of wellbeing on the physical and mental performance of employees?

Using current data and trends covering the fields of design, technology, behaviour and health sciences, Parker will discuss:

- What is corporate wellbeing?
- Why does it matter to businesses?
- What is the cost of failing to have a wellbeing program in place?
- How can changes to the workplace and ways of working enhance employee wellbeing?

**“HOW DEMOGRAPHIC AND SOCIAL CHANGE WILL SHAPE THE WORKPLACE OF THE FUTURE”**  
Presented by **Bernard Salt, partner, KPMG**

Over the coming decade there will be powerful shifts in the nature, location and style of work, which will impact on the workplace and its design. Demographic and social change is underpinning demand for a new kind of workplace. The office is merging with the home just as the home is

merging with the office. Workers in the future won't so much work from home – or at least not full time – as work close to home. The great shift of the twenty-first century is likely to be the decentralization of office work to regional centres near the metropolitan area. But these lifestyle shifts are only part of the change that can be expected. The influence of Asian working styles may in fact lead to a return to rigid hierarchies in office design. And the greater use and acceptance of personal technologies will lead to even greater workplace flexibility, which must be incorporated into layout and design.

**“CO-DESIGNING WORKSPACE: THE FUTURE FOR COLLABORATIVE ENVIRONMENTS”**  
Presented by **Oliver Marlow, creative director, Tilt (UK)**

Collaboration is about people and about transforming their relationships with one another. Using space as a way to transform these relationships is at the heart of a collaborative environment: the environment needs to be open, inspiring, collegiate and creative. With collaboration a focus, the design of workplaces is changing too. Without the user at the heart of workspace design the conception of a space will suffer. But fostering and harnessing user-focused values as the space evolves is the crucial next step to the environment of the future, and to ensuring it remains adaptable and interactive. How do we do this? What is the future of the collaborative environment?

# Keynote Speakers

## MONICA PARKER

**Head of workplace strategy, Morgan Lovell (UK)**

As head of workplace strategy, Monica Parker brings to the table a vast knowledge of navigating and communicating organizational change. Parker speaks and presents internationally, is a regular blogger for The Huffington Post and has appeared on BBC Worldwide as an authority on workplace strategy. Her role at Morgan Lovell is to help clients challenge their notion of the status quo, and see the performance benefits of workplace transformation.



## BERNARD SALT

**Partner, KPMG**

Bernard Salt is a partner at KPMG and is based in Melbourne. He has established a reputation as a trend forecaster for business and government and is the bestselling author of *The Big Shift*, *The Big Picture* and *Man Drought*. At KPMG he heads a group of consultants who provide demographic advice to business and government. Salt's views are regularly sought by the business community and by the general media. He writes twice weekly for The Australian newspaper, and appears regularly on radio and television programs including 7.30, Sunrise, Today Tonight, A Current Affair and 60 Minutes.



## OLIVER MARLOW

**Creative director, Tilt (UK)**

Oliver Marlow is creative director at Tilt and is responsible for the Tilt Codesign Methodology. As a designer, craftsman, academic and facilitator, he works on all levels of the design process. Marlow's background and training are varied. As head of design at The Hub he collaborated on over twenty-five co-working Hubs all over the world. He was a co-founder of the award-winning Forest Café and Arts Centre in Edinburgh, and has designed with, among others, the Young Vic theatre, The Battersea Arts Centre, Aldeburgh Music, Southbank Centre, Edinburgh International Film Festival and Non-Profit Incubator (NPI), Shanghai, the first social innovation centre in China.



## Panel chairs

### **JAMES CALDER**

#### **Principal, Calder Consultants**

James Calder is a practitioner, facilitator, author and part-time educator interested in all facets of the strategy, design and use of the workplace. He has extensive experience in North America, Europe and the Asia Pacific working with some of the world's largest organizations. Calder has developed workplace strategies for lawyers, accountants, management consultants, media and technology organizations, investment banks, retail banks, government departments and universities. Calder is a senior fellow at the University of Melbourne and is assisting in the development of a postgraduate course focusing on the workplace.



### **STEVE COSTER**

#### **Principal and head of knowledge and sustainability, Hassell**

Steve Coster is a leading specialist in workplace strategy and design. He holds a masters degree in architecture focused on the strategic use of architecture and design for organizations. Coster has extensive experience developing workplace strategies, strategic briefs, design frameworks and workplace change management plans for a diverse range of organizations. He is particularly focused on how workplaces and buildings (and the design process itself) can support organizational change and improve business performance. He has developed strategies and user-focused processes for projects including co-working places, workplaces, commercial buildings, laboratories, university campuses and city precincts.



### **ROSEMARY KIRKBY**

#### **Principal, Rosemary Kirkby and Associates**

Rosemary Kirkby has returned to her work environment consultancy Rosemark Kirkby and Associates following three years as head of change and sustainability for the GPT Group. Kirkby has more than thirty years' experience in the property and financial services sectors working with chief executive officers, chief financial officers and human resources directors to identify and address the cultural shifts needed to respond to changing market conditions and changing community and employee expectations. Over the past ten years Kirkby has combined her experience in cultural change with design to lead the development of multi-award-winning workplaces, including Campus MLC, the Challenger head office in Sydney, the development of NAB's headquarters in Melbourne's Docklands and, more recently, GPT's work environments in Sydney and Melbourne.



# Panellists

**ROGER MACMORRAN**  
**Project Director, NAB**

Prior to joining NAB in 2010, Macmorran worked with Lend Lease for twelve years in the UK, Europe and Australia. Macmorran developed Lend Lease's emerging markets business in Eastern Europe, which saw the company's Russian operation grow rapidly to a 250-person business. With Lend Lease in Australia, Macmorran directed CBD projects including the retail and commercial redevelopment of 420 George Street. Macmorran's primary focus is on creating great places and spaces and aligning property requirements with business strategies.



**BRAD KRAUSKOPF**  
**CEO, Hub Australia**

Brad Krauskopf is an entrepreneur, innovator and speaker who is passionate about connecting the dots to create new business models and ways of working. As CEO of Hub Australia, Australia's largest co-working community, which he founded in 2011, Krauskopf works with small and large organizations across Australia to drive innovation through collaboration across sectors, disciplines and generations. His most recent venture is Third Spaces, which works with business, government and the community with the aim of enabling a national network of shared workspaces in Australia. He is an ambassador for the Connected Village and part of the Leadership Group of the Shared Value Project.



**DENICE SCALA**  
**Principal, MLC School**

Denice Scala is a visionary educational leader with a proven track record in creating vibrant learning cultures that set high expectations, offer creative possibilities, and allow students and staff to flourish. Formerly the principal of St Andrew's School in Adelaide, Denice has also held the positions of head of junior school at St Catherine's in Sydney and head of a learning support department at Dollar Academy in Scotland. Denice recently completed a Graduate Certificate in Neuroscience at Flinders University, focusing on how the latest developments in brain research can shape optimal learning experiences. She is currently leading a large-scale redesign of the school's senior campus that is focused on collaborative, creative, innovative, connected and reflective spaces. A prototype space called The Enlightenment Centre complete with cinema, boardroom, retreat, IStudios, workshops, a performance area and cafe is the stimulus for emerging concepts about how to design a "Home for the Mind."



# Contacts

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