BDQ | BUILDING DESIGN QUEENSLAND

QUEENSLAND'S TRUSTED DESIGN AUTHORITY

STRATEGIC DIRECTION

2027–2030

DESIGNING
A BETTER QUEENSLAND.

For our profession. For our communities. For Queensland.

QUEENSLAND FIRST. ALWAYS.

DRAFT V1.0
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PURPOSE. VISION. VALUES.

PURPOSE

To advance professional standards, strengthen industry collaboration and promote thoughtful design for the benefit of Queensland and its people.

VISION

A Queensland where design professionals are respected, recognised and meaningfully involved in shaping a better built environment.

OUR VALUES

ADVOCACY	CONNECTION	ELEVATION	SUPPORT

THE QUEENSLAND OPPORTUNITY

Queensland's growth, changing communities and housing needs place greater importance on informed design. Design influences functionality, accessibility, sustainability, construction efficiency, affordability and long-term performance.

OUR POSITION

Our ambition is not to elevate one profession at the expense of another, but to strengthen Building Design within a more connected and respected design industry.

DESIGN / RESPONSIBILITY / COLLABORATION

BDQ BUILDING DESIGN QUEENSLAND

SIX STRATEGIC PRIORITIES

1

PROFESSIONAL RECOGNITION

Elevating the professions that shape Queensland.

OUR AMBITION

Strengthen the recognition, standing and credibility of Building Designers and support appropriate standards across Queensland's design professions.

OUR COMMITMENTS

- Advocate for recognition across government, industry and the community.
- Support qualifications, appropriate licensing, continuing education and ethical practice.
- Promote accountability, consumer protection and design excellence.
- Strengthen recognition of Interior Design as a professional discipline.

WHAT SUCCESS LOOKS LIKE

Greater recognition of professional expertise and stronger consumer confidence.

2

GOVERNMENT & INDUSTRY

A trusted contributor to Queensland's future.

OUR AMBITION

Become a trusted, accessible first point of contact for government departments, regulators and industry bodies seeking Building Design expertise and practical insight.

OUR COMMITMENTS

- Be readily available for government consultation and industry engagement.
- Seek early involvement in relevant policy, planning and regulatory discussions.
- Contribute evidence-informed perspectives on housing and construction.
- Strengthen working relationships with building associations and allied professions.

WHAT SUCCESS LOOKS LIKE

BDQ is regularly consulted as a constructive, knowledgeable industry participant.

3

A CONNECTED PROFESSION

Different disciplines. Shared responsibility.

OUR AMBITION

Encourage a more connected design industry while maintaining BDQ's commitment to the professions it represents.

OUR COMMITMENTS

- Build collaboration among Building Designers, Architects, Interior Designers and allied disciplines.
- Strengthen Interior Design participation and professional support within BDQ.
- Research qualifications, recognition and possible regulatory pathways for Interior Designers.
- Consult industry, develop a business case and, where warranted, advocate for licensing or appropriate regulation.

WHAT SUCCESS LOOKS LIKE

Greater professional collaboration and evidence-led pathways for Interior Design recognition.

4

PUBLIC AWARENESS

Making the value of design visible.

OUR AMBITION

Help Queensland consumers understand the role and value of qualified, accountable design professionals.

OUR COMMITMENTS

- Develop accessible consumer education and professional information.
- Improve public access to BDQ design professionals.
- Showcase Queensland design excellence through awards, publications and media.
- Promote professional conduct, appropriate insurance and regulatory responsibilities.

WHAT SUCCESS LOOKS LIKE

Better-informed consumers and stronger public recognition of Building Design.

5 EDUCATION & EMPLOYMENT

Building the next generation.

OUR AMBITION

Connect education and professional practice to support capable, confident and employment-ready emerging designers.

OUR COMMITMENTS

- Strengthen relationships with TAFE Queensland and other educators.
- Develop industry-readiness, mentoring and employment pathways.
- Connect students and graduates with employers and practising professionals.
- Support continuing professional development and regional participation.

WHAT SUCCESS LOOKS LIKE

Clearer pathways from education into professional practice.

6 A SUSTAINABLE BDQ

An organisation worthy of the profession.

OUR AMBITION

Build a professionally governed, financially responsible and sustainable state association with strong regional connections.

OUR COMMITMENTS

- Maintain ethical governance, accountability and sound financial management.
- Strengthen membership value and regional engagement.
- Recognise volunteers and develop aligned commercial partnerships.
- Invest in systems, communication and organisational capability.

WHAT SUCCESS LOOKS LIKE

A stable and respected association equipped to serve Queensland long-term.

OUR MEASURES OF PROGRESS

1 RECOGNITION
Professional standards and industry recognition

2 PARTICIPATION
Consultation opportunities and constructive contributions

3 COLLABORATION
Multidisciplinary relationships and Interior Design research

4 PUBLIC CONFIDENCE
Consumer education and visibility of Building Design

5 FUTURE PROFESSIONALS
Education partnerships and employment pathways

6 SUSTAINABILITY
Sound governance, regional engagement and member value

Annual operating priorities and reporting will provide the detailed activities and measures supporting this public strategic direction.

WORKING TOGETHER FOR QUEENSLAND

BDQ welcomes constructive collaboration with government departments, regulatory authorities, education providers, building associations and design professions. We seek participation, not privilege; collaboration, not confrontation.

PARTICIPATION, NOT PRIVILEGE.
COLLABORATION, NOT CONFRONTATION.

OUR DIRECTION. OUR RESPONSIBILITY.

We will advocate for professional recognition without unnecessary division, pursue higher standards, support emerging professionals and engage constructively with government and industry.

Our ambition is to build an association respected not simply for what it represents, but for what it contributes.

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