

## OCCASIONAL ADDRESS

**Mr Brian Kooyman, BArch, ARAIA, FAIPM, MAICD, MPD**  
Managing Director, The Tracey, Brunstrom & Hammond Group

Delivered at the graduation ceremony for graduates from  
the Faculty of Design, Architecture and Building

Great Hall, City Campus, Tuesday 10 May 2005, 10.30am

The Chancellor, Vice Chancellor, Members of the Council, Staff, Distinguished Guests, Graduates and their families and friends.

Let me start by saying how delighted and honoured I am, but perhaps a bit surprised at why a “crusty old project manager” should be asked to give the occasional address at such an important ceremony today. I would like to take this special opportunity to congratulate the 200 graduates, and their families, that will be receiving their awards.

It is a day to recognize your hard work, sacrifices and achievements over the past few years; this is a day where you can bask in the glory of a job well done and reflect on what the future may hold for you.

As I look back, unfortunately too many years previously, I can remember (...vaguely...) my own University years and Graduation. It is a wonderful period that is never, and should never, be forgotten.

Perhaps most importantly, it is the most significant stepping stone in life. You are about to embark on a new and probably the main adventure of life – who knows what will be in store for each and every one of you.

As I look out on the sea of faces in front of me, I must admit that I feel a little jealous. You are entering an exciting phase in your chosen fields. For those of you who have chosen to do a Bachelor of Design in Fashion and Textiles, somewhere among you could be the next Coco Chanel or Yves Saint Laurent or maybe the next Editor of Vogue or Harpers Bazaar. One of you may be the next industrial designer that will create a product or system to try to satisfy the ever growing hunger of human demand and need, or a graphic designer who may design the next iconic logo or animation.

You are all, in each of your chosen fields, the future of design. Many people over the years have trivialized design. However, design remains a complexity that is significantly under-recognised. What many people fail to realize is that design is never a 'thing in itself' and is never static, yet has enormous social impact.

Design is a creative art that seems to react to changes, yet also has the power to influence changes in all aspects of society. I recall when I was in my final year of Bachelor of Architecture – dare I say as far back as 1971 – our final design was the Redevelopment of the Sydney Rocks area. How proud we were in those days to “knock down” the old slum areas and rebuild with modern architectural edifices that would “rival” the design of the Opera House on the opposite shore of Circular Quay.

We were proud of our design, we received a High Distinction for our efforts, but if the scheme had ever gone ahead, what a dreadful loss for Sydney when we look at today's heritage and the delight society and people enjoy at the Rocks area now.

Even a more classic instance is Henry Ford who in 1913 perfected the model T Ford for mass production. Inspired by efficient Chicago meatpacking processes, Ford developed a sophisticated assembly-line method reducing production time from 12 1/2 to 2 1/2 hours, and the car price from \$900 to \$440. In 1913 alone, 168,000 were produced. His unprecedented system became known throughout the world as Fordism, and by 1915 had reduced skilled labour in auto factories from 60% to 13%. Fifteen million Model T's were produced and in 1960, designer Jay Doblin called it "the most beautiful cars ever built, a classic illustration of what an automobile should be." The “most beautiful car ever built” is still being redesigned and redeveloped to accommodate the appetite of consumers.

Little did Henry Ford realise at the time the ramifications of and the forces he had unleashed.

Did he not realise at the time that by cutting the workforce from 60% to 13% that he would create unemployment???

Did he not realise that by cutting the size of the workforce, therefore making the car a more affordable item to the public, that human nature, being what it is, would want one, two or three cars.

He knew nothing of the causes of global warming or greenhouse gases.

We either create by accident or by design. Humans, on a whole, are better at bringing things into existence than to realize the ramifications of what they have created.

Therefore it is up to you, to work with Society to give creative expression to their manufactured articles which will be a manifestation of knowledge but still with an emotional input to the form, appearance, packaging and marketing.

**The challenge of today is to incorporate into designs, measures that take into account environmental and social impacts.**

When I was considering this address, I thought what better than to ask my daughters what would be appropriate for a Graduation Ceremony. One daughter has already graduated from University, the other daughter will hopefully in 18 months.

Both were unanimous in saying “Dad, keep it short!!!!”

So with that in mind, I would finally take the opportunity to again congratulate the graduates and their families. You have worked hard and achieved a wonderful result from a highly respected and regarded University.

If there is a final comment I would like to make, it is ...

- **TAKE PRIDE IN WHAT YOU HAVE ACHIEVED**
- **TAKE RESPONSIBILITY FOR WHAT YOU CAN ACHIEVE**
- **BUT MOST IMPORTANTLY ENJOY WHAT YOU DO!!**

Good luck and well done.

Thank You.