

RADICAL CARE

Summary

Caring for Practice.

Caring for Place.

Caring for Future.

A signature is an act of care. It should be the beginning of something, not the end.

Caring for Practice

Our practices, our people, our culture; holding the profession in trust.

Caring for Place

Country, ecosystems, the living world; designing in relationship.

Caring for Future

The next generation; a profession that leads, not follows.

01 - WHERE WE ARE

Three honest challenges

AAD has been gaining momentum, but there are three challenges that 2026 must address directly.

The Signing Gap

Signatories sign because they genuinely care. Then life takes over. Our 2026 job is to give caring practitioners a clear, low-barrier path forward.

The Measurement Trap

The industry has spent years learning to measure GHG emissions. That work matters. But measuring is not reporting and carbon alone misses biodiversity loss, which is failing as severely as the climate.

The Bubble

AAD's reach is largely confined to the profession. Clients commission buildings. Builders construct them. Councils approve them. Consultants co-create them. Caring for place requires all of these audiences.

02 - THE THEME

Why care, why now

Care is not soft language. Caring for the land, for Country, has been understood and fostered as a guiding principle for millenia across cultures - something that is deeply tied to our relationship to place and each other. Our Declaration already recognises this. This theme, therefore, helps to orient the whole organisation toward leaning into this principle.

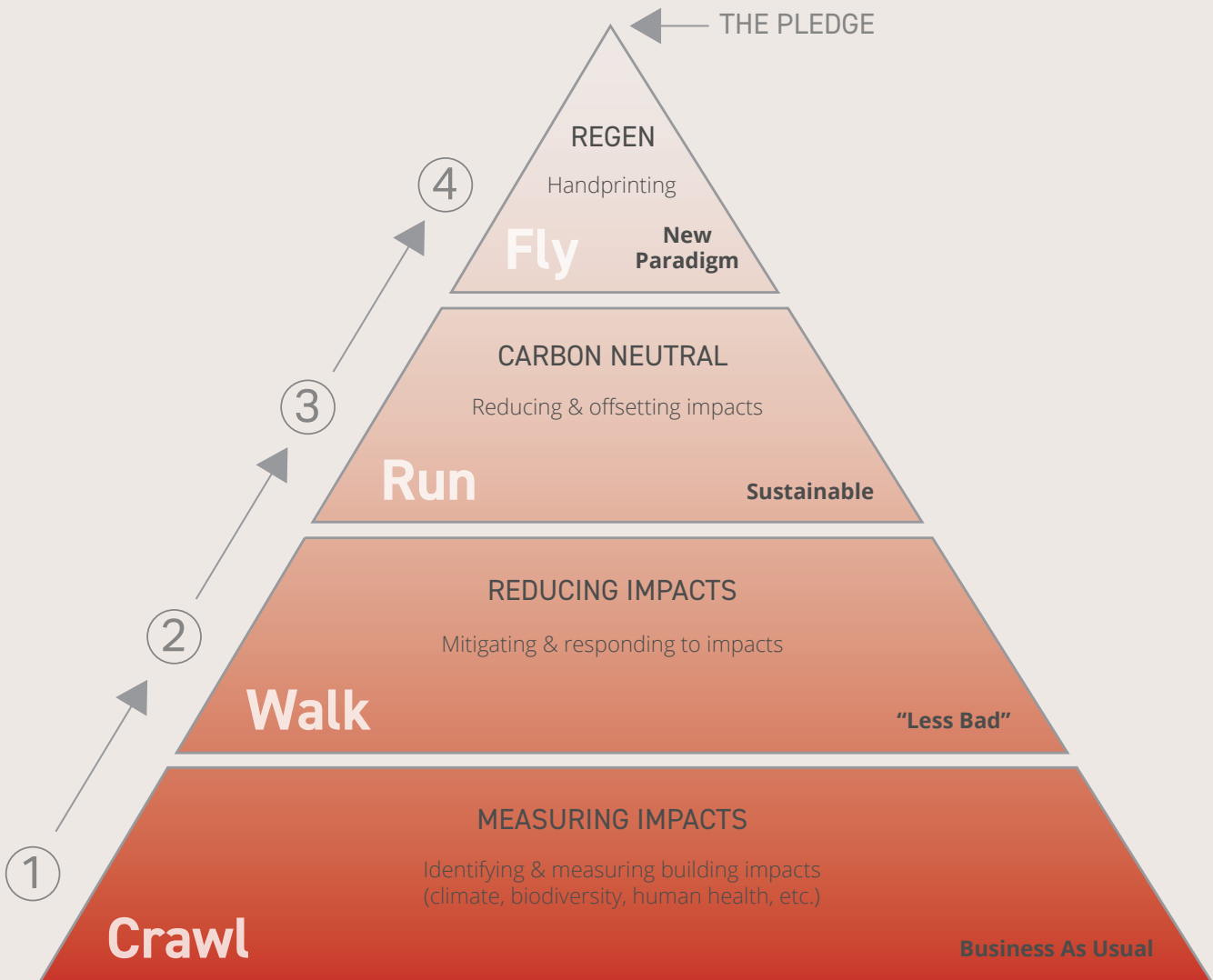
Our theme holds together the environmental, professional, and generational dimensions of our work. It gives our financial asks a moral frame. It gives our advocacy a language that travels; care resonates across political contexts where contested technical terms and principles do not.

*The test for every 2026 initiative:
Does it reflect genuine care, for practice, for place or for the future?*

03 - THE PATHWAY

The Pathway: Crawl → Walk → Run → Fly

This pyramid maps the industry's journey; a progression of care. Each step represents a deeper, wider, more regenerative relationship with the built environment and the living world. Our job is to help every single signatory know which step they're on, and how to take the next one.



Most practices are at ① or between ① and ②. Goal 2 means making this pathway legible to those who haven't found us yet. Goal 3 means training the practitioners who will drive the ③ → ④ transition. The theme of care holds all four steps together.

04 - THE STRATEGY

Our Four Strategic Goals

Everything AAD does in 2026 should serve at least one of these goals.

<p>GOAL 1 Activate the people who already care</p> <p>Guideletts v1 with a regenerative lens · Sip & SAP peer support and learning sessions · Project-level GWP baseline repository established · Signatory survey conducted · Case studies showing what good looks like at real practice scale.</p>	<p>GOAL 2 Take our care for place beyond architecture</p> <p>At least one initiative reaches a non-architect audience · AAD is present in government or council policy conversations · Website redesigned for clients, consultants, engineers and contractors · Demolition policy advocacy active</p>
<p>GOAL 3 Care for the next generation</p> <p>Young professional or student in a genuine Future Council role · Next-Gen Ambassador program with at least two architecture schools · Structured volunteer onboarding pathway · First Nations scholarship under exploration.</p>	<p>GOAL 2 Take our care for place beyond architecture</p> <p>Drafting group convened; first draft by mid-year · Consulted with signatories and key stakeholders · Addresses holistic climate, ecosystem and social impacts in the Australian supply chain and First Nations knowledge of Country · Launch at the Materials Symposium.</p>

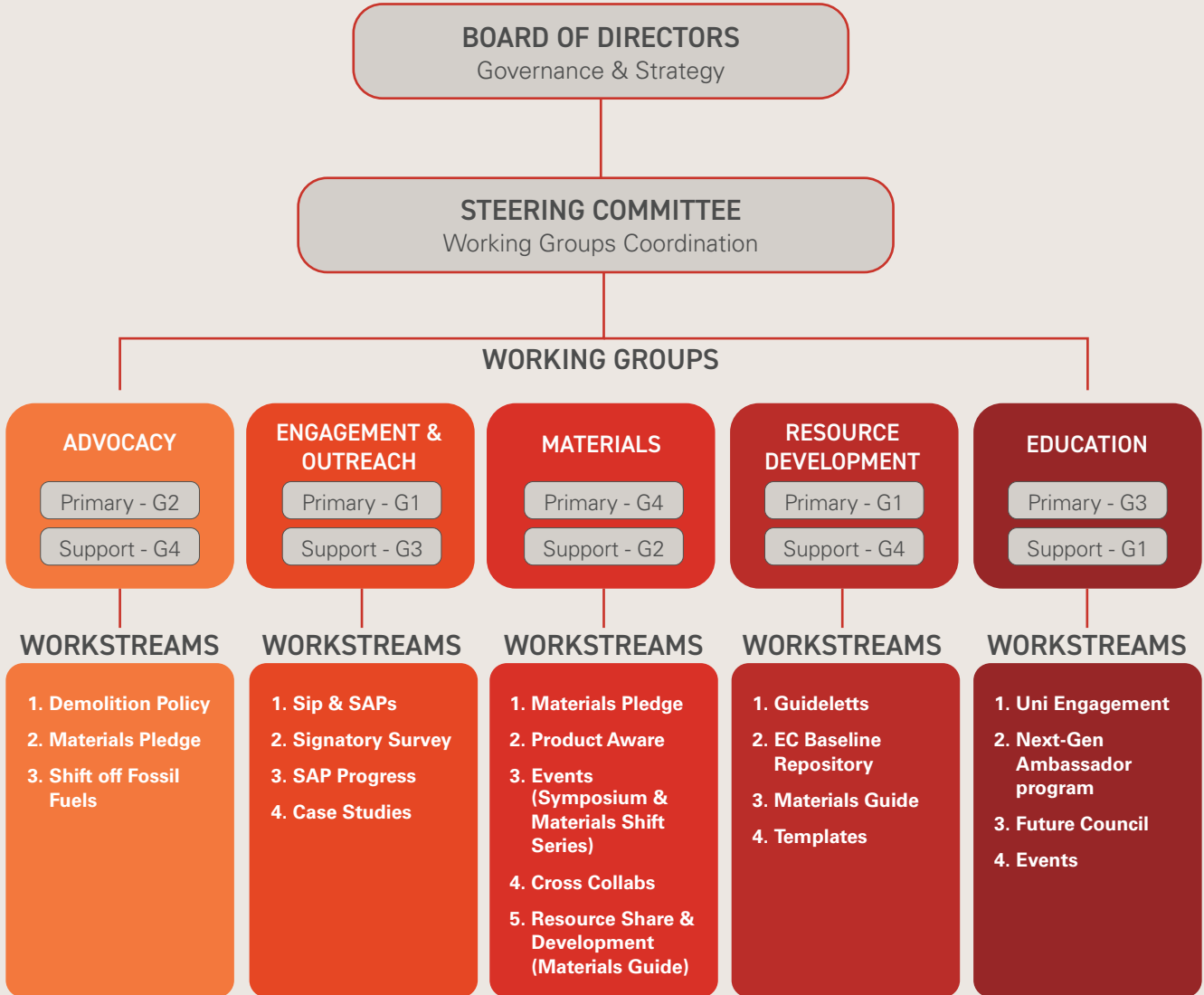
05 - WORKING GROUPS

WORKSTREAM	FOCUS IN 2026	PRIMARY GOALS
Advocacy	Demolition policy and shifting off of fossil fuel related advocacy. Materials Pledge advocacy. These are acts of care - of existing buildings and of material systems.	Goals 2 + 4
Engagement & Outreach	Signatory follow-ups, Sip & SAP sessions, create structure for volunteer onboarding. Make it easy to go from interested to contributing.	Goals 1 + 2
Resource Development	Guideletts with a regenerative lens. Create templates for internal and external efficiency. Start GWP baseline repository as shared care for collective knowledge.	Goals 1 + 4
Education	Continued University involvement. Next-Gen Ambassador program and Future Council seat on the Board. Genuine agency for the next generation.	Goal 3
Materials	Continued care for material supply chain improvements via Product Aware, resource development, and educational events. The Materials Pledge will add momentum.	Goals 4 + 2

AAD Organisation

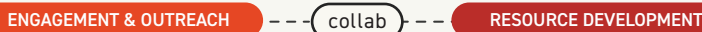
Working Groups & Workstreams

In 2026, AAD will operate under the following structure.

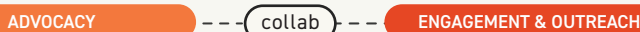


Collaboration across working groups strengthens delivery of each goal

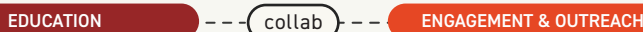
G1 - Activate the people who already care



G2 - Take our care for place beyond architecture



G3 - Care for the next generation



G4 - Produce the Australian Materials Pledge



06 - QUARTERLY FOCUS ARC

A Rhythm for Attention

Where attention concentrates each quarter

QUARTER	FOCUS	MILESTONES
Q1	House in order	Strategic Plan finalised · Working Groups confirmed & workstreams/ projects determined
Q2	Activate & Connect	Signatory survey sent · Sip & SAPs begin · Guideletts v1, section 1 published · Pledge drafting begins
Q3	Reach beyond & consult	Non-architect initiative live · Policy advocacy · Mid-year check-in
Q4	Launch & hand on	Materials Pledge draft circulated · Materials Symposium date planned · Signatory review · Future Council seat planning

07 - THE VISION

EOY 2026

By the end of the year...

A movement of people who genuinely care.

- Signatories have progressed their SAPs, contributed to the baseline repository, and/or mentored a student - the declaration means something inside their studio.
- We've broken out of the bubble; at least one initiative has reached a non-architect audience with a clear, practical message.
- A young professional or student holds a genuine Future Council role; shaping direction of the organisation.
- The Guideletts are published, used, and sparking conversations; publicly available, carrying a regenerative lens.
- The Australian Materials Pledge is drafted, consulted on, and planned for launch; for Australian practice, climate and nature together.
- Our volunteer and friendship base has grown; because AAD is transparent, open, and welcoming.

08 - WHAT WE'RE NOT PRIORITISING

Choosing What Not to Do

Rapid signatory growth	Depth before breadth; genuine engagement attracts signatories more effectively
New working groups or platforms	Existing groups should go deeper, not wider.
Broad advocacy without a specific ask	Advocacy concentrates on demolition policy and the Materials Pledge only.
Social media expansions specific ask	Instagram and LinkedIn continue; new platforms are not a 2026 priority.
Active international partnerships	Tracking continues. Australian work comes first.

09 - INVESTING IN THE MOVEMENT

Contributing is an Act of Care

We are exploring:

- **Practice sponsorship;** invest in resources that move the whole industry forward.
- **Prize and awards;** making excellent care for practice and place visible.
- **First Nations scholarship;** care for our relationship with Country.
- **Next-Gen support fund;** reducing barriers for emerging practitioners.
- **'Invest your own time' campaign;** a Fridays for Future equivalent for architectural practice.