

Meeting : AAA Taskforce Brainstorm
Date : 1 June 2024, Sat
Time : 2.00 – 4.00pm
Venue : Zoom
Notes by : DK

Next Meeting : 4th OB 2024-2025
Date : W1 Jul 2024
Time : TBC
Venue : Kuala Lumpur

Office Bearers

Office Bearers	President	Ar. Saifuddin Ahmad	(SA)
	Immediate Past President	Ar. Abu Sayeed M Ahmed	(ASA)
	Honorary Secretary	Ar. Dexter Y.P. Koh	(DK)
	Advisor	Ar. Tan Pei Ing	(TPI)
	Advisor	Ar. Rita Soh	(RS)

Absent with apologies

Vice President Zone A	Ar. Devendra Nath Gongal	(DNG)
Vice President Zone B	Ar. Saykham Thammanosouth	(ST)
Vice President Zone C	Ar. Thomas Cheung	(TC)
Honorary Treasurer	Ar. Ridha Razak	(RR)

Attachments

- nil -

MATTERS**ACTION BY:****1.0 Convening of the AAA Taskforce Brainstorm Session****1.1 Background*****Incomplete Tasks as Concluded at the 43rd ARCASIA Council Meeting in Boracay, Philippines - Taskforce on future of AAA Awards***

On behalf of the incoming Office Bearers, the President- Elect Saifuddin Ahmad, will appoint a Taskforce in 2024 to undertake a comprehensive proposal on the new entity to be established to undertake the promotion of ARCASIA Architecture Awards, to be presented for Council Approval in the Council Meeting of 2024.

from 1st OBCC Meeting on 20 Jan 2024, item 3.6:

On behalf of the incoming Office Bearers, the President- Elect Saifuddin Ahmad, will appoint a Taskforce in 2024 to undertake a comprehensive proposal on the new entity to be established to undertake the promotion of ARCASIA Architecture Awards, to be presented for Council Approval in the Council Meeting of 2024)

from 2nd OB Meeting on 16 Mar 2024, item 3.2.4:

AAA Task Force - The Task Force can be formed during the Bangkok Meeting, to appoint members who will formulate the proposal and present to Council in Kandalama

1.2 Preliminary Discussion from 3rd OB Meeting on 1 May 2024, item 2.2.9:

To move forward, the Task Force will need submit a proposal by Sept to present to Council, which includes separating the AAA from Congress/Forum. Pres suggested OBs as the Task Force. The 2 issues – whether if Council agrees to this proposal; and if not, the organising of the next AAA will be undertaken by KIRA. TPI added if another institute assumes the administration of the platform (developed by Flava & owned by ARCASIA) they will need to provide the proposed administrative cost to ARCASIA OB for approval. An online brainstorming session is proposed to be held before July OB/CC Meeting with Pres, IPP, VP & Advisors.

1.2.1 *Pres commented that some member institutes may have misunderstood the decision made at Boracay; and were unhappy that ASC was appointed as AAA2024 Convenor, citing monopoly of the right to organise.*

Pres to
appoint

INFO

MATTERS	ACTION BY:
<p>1.2.2 <i>Pres stated that the issue at hand was not the format but having the event the event independently from Forum/Congress, especially in the financing of the Awards.</i></p>	INFO
<p>1.2.3 <i>RS opined that she had been working on this since her term, up to the establishment of the platform/website, and the running of the entity would be the precursor of the future establishment of the foundation; and both are intertwined. Using the AAA as a test-bed, and if that works a larger platform can be set up for the ARCASIA Foundation to operate independently. As it is now, 50% of the revenue from AAA goes to the organisation and it can be used as a seed fund for the President to utilise for new programmes to support. Currently when there are new initiatives, funds have to be sought. RS opined that the eventual Foundation may only be realised beyond Pres' term.</i></p>	INFO
<p>1.2.4 <i>TPI shared that during her UIA Sec-Gen tenure, UIA too had established its own competitions platform. With ARCASIA's AAA platform, future competitions may no longer need to be organised by host institutes, but independently by ARCASIA.</i></p>	INFO
<p>1.2.5 <i>HonTre opined that with the proposed expansion of the workload of the organisation and with no permanent secretariat it would be an uphill task; as evidenced even with the current accounting matters needing RS & HongSwee to still be needing to undertake duties. With the expansion of Secretariat responsibilities the workload of the HonSec & HonTre will be further increased and will be unfair to the OBs.</i></p>	INFO
<p>1.2.6 <i>HonSec also raised a related matter involving TOY2024, where he spoke to JVM who revealed that out of 22 member institutes, only 15 are taking part, 5 are not, and 2 are incognito. As the TOY requires respective member institutes to organise and shortlist at institute level, HonSec was unsure how to post the competition on ARCASIA SocMed channels ie website and FB as there will be a flood of students enquiring the TOY and many will not be able to submit their country institutes may not be taking part. This matter could also be considered by the Task Force – to have the TOY submitted via a platform like AAA.</i></p>	INFO
<p>1.2.7 <i>IPP also shared that during his term he managed to obtain a sponsorship offer from Sika amounting to USD200k for AAA but on the condition that the award ceremony be held in Singapore. As the current rules require the AAA Awards ceremony be organised and held in the host country/institute, this sponsorship was not able to be accepted. Therefore he opined that if the AAA was held independently of Forum or Congress, ARCASIA may be able to obtain sponsorships which will enable additional funds to come into the organisation.</i></p>	INFO
<p>1.3 Problem statements/Issues (from Preliminary Discussion from 3rd OB Meeting on 1 May 2024)</p>	
<p>1.3.1 <i>Member institutes may have misunderstood the decision made at Boracay; and were unhappy that ASC was appointed as AAA2024 Convenor, citing monopoly of the right to organise.</i></p>	INFO
<p>1.3.2 <i>With the proposed expansion of the workload of the organisation and with no permanent secretariat it would be an uphill task; with the expansion of Secretariat responsibilities the workload of the HonSec & HonTre will be further increased and will be unfair to the OBs.</i></p>	INFO
<p>1.3.3 <i>Related matter involving TOY2024, where out of 22 member institutes, only 15 are taking part, As the TOY requires respective member institutes to organise and shortlist at institute level, many will not be able to submit their country institutes may not be taking part. This matter could also be considered by the Task Force – to have the TOY submitted via a platform like AAA.</i> - TOY not in this discussion -</p>	INFO

MATTERS	ACTION BY:
<p>1.3.4 <i>Previous experience of a sponsorship offer from Sika amounting to USD200k for AAA but on the condition that the award ceremony be held in Singapore. As the current rules require the AAA Awards ceremony be organised and held in the host country/institute, this sponsorship was not able to be accepted. If the AAA was held independently of Forum or Congress, ARCASIA may be able to obtain sponsorships which will enable additional funds to come into the organisation.</i></p>	INFO
<p>1.4 References</p>	
<p>1.4.1 <i>UIA had established its own competitions platform. With ARCASIA's AAA platform, future competitions may no longer need to be organised by host institutes, but independently by ARCASIA.</i></p>	INFO
<p>1.5 Objective of this Brainstorm Session:</p>	
<p>1.5.1 Submit a proposal by Sept to present to Council, which includes separating the AAA from Congress/Forum, organising of AAA from 2026 cycle onwards</p>	OB
<p>1.5.2 If Council does not agree to this proposal, the organising of future cycles of AAA will continue to be organised by host countries of Congress & Forums.</p>	INFO
<p>1.6 Solutions/Suggestions/Ideations from this Brainstorm Session:</p>	
<p>1.6.1 Some administrative charges paid to Forum/Congress host, the balance goes to ARCASIA to generate funds. (Exhibition & Awards Night is already part of obligation) – to work out a mechanism.</p>	
<p>1.6.2 Income issues – host institutes hosting stand to gain income of AAA, 50% of proceeds to fund Forum/Congress. However TPI said that this cost-sharing formula only started from Forum20 in Dhaka.</p>	
<p>1.6.3 Previously, Congress and Forum hosts had to set up their own AAA platform to receive entries and this constituted a considerable cost. During RS' term, the AAA platform was set up under ARCASIA which can be reused for future cycles of AAA.</p>	
<p>1.6.4 Separate platform like WAF, run by independent party. To be run in parallel/coincide with Congress/Forum (for the Awards Ceremony).</p>	
<p>1.6.5 WAF-type model only works if there is permanent secretariat, perhaps currently may be able to model based on AA magazine (eg: bidding by a third party – a member institute - for a 5-year contract, on a cost-sharing basis)</p>	
<p>1.6.6 Putting both AA & AAA together will be in future/next stage, as one of the AA publication issue features the AAA winners.</p>	
<p>1.6.7 IPP says make it separate event from Congress & Forum, as they are not experienced to run it i.e. UlaanBaatar & Boracay went out of control; but TPI says this was an exceptional case as the entire event went out of control</p>	
<p>1.6.8 RS says AAA & Forum/Congress must co-exist for at least the next 10 years as it brings clout to the Awards. Winners may want to attend to receive prizes and can be made to pay for costs involved, which can be charged by host institutes.</p>	
<p>1.6.9 Nomination of Jury: it is always by OBs, following the guidelines. Take note on jury numbers – RS suggest maybe to increase. TPI says the number of jurors does not matter, what matters is the shortlisting of entrants by each juror. Pres says to follow current guidelines. The % of shortlisting may be required.</p>	
<p>1.7 Conclusion/Action Plan</p>	
<p>1.7.1 Pres & HonSec to draft the proposal for tabling at next OB Meeting in KL.</p>	Pres/HonSec

MATTERS	ACTION BY:
<p>1.7.2 KIRA will continue to organise AAA for 2025 cycle.</p> <p>‘New format’ launched for next host institute bidding in Incheon in 2025 (for 2027 Congress) if approved by Council in 2024.</p>	INFO
<p>1.8 Other Matters</p>	
<p>1.8.1 Discussion by RS on the transfer of Company Directorship/Incorporation & Bank Accounts. RS will send docs to IPP, Pres & TPI to sign respectively. HonSec provided RS with the login & password of the documents archive in the arcasia.org website.</p>	RS
<p>1.8.2 Pres requested for login & password for the bank accounts from RS/via HongSwee. RS explained the processes of Maker (HonTre) & Endorser (Pres), and herself as ‘Gatekeeper’.</p>	RS
<p>2.0 Next Meeting</p>	
<p>2.1 Adjournment</p> <p>The Meeting was adjourned at 2.50pm.</p>	

Ar. DEXTER Y.P. KOH
Honorary Secretary 2024-2025