

04 April 2025

The Australian Council of University Art & Design Schools (ACUADS)

ABN 68 551 409 321

**SUBMISSION BY**  
**THE AUSTRALIAN COUNCIL OF UNIVERSITY ART & DESIGN SCHOOLS (ACUADS)**  
**TO**  
**THE AUSTRALIAN BUREAU OF STATISTICS ON THE OCCUPATION STANDARD CLASSIFICATION**  
**FOR AUSTRALIA (OSCA) MAINTENANCE STRATEGY**

The **Australian Council of University Art and Design Schools** (ACUADS) is the nation's peak organisation representing the interests of art and design schools within Australian universities. ACUADS currently represents 20 Australian tertiary art and design faculties, schools and departments and other academic units offering university degrees at undergraduate and postgraduate levels in art, craft and design. A list of ACUADS Members is provided at the end of this document.

This submission is made on behalf of the ACUADS Executive Board in response to the Australian Bureau of Statistics (ABS) Occupation Standard Classification for Australia (OSCA) Maintenance Strategy Questionnaire. ACUADS welcomes the opportunity to provide feedback on this strategy.

We appreciate the feedback provided by the ABS to ACUADS on 29 January 2025 regarding our consultation round 4 recommendation that **Service Designers** and **Strategic Designers** be added to the recently published OSCA.

In responding to the OSCA maintenance strategy we wish to emphasise that our knowledge of Design occupations comes directly from our industry connections through teaching and research, and through our significant alumni base across member institutions. Our recommendation is based on this expertise.

There is a methodological issue in the maintenance strategy that we consider is important to highlight: the role of **Service Designers** and **Strategic Designers** cannot be properly measured without appearing as options in the Census. This creates a circular problem where emerging occupations that are characterised by the actual professional work undertaken are not measured and remain statistically invisible until they become mainstream. This invisibility prevents policymakers from recognising new occupation classes and their strategic potential, and the ability for professionals to recognise their occupation in the definitions.

The Design sector evolves ahead of classification systems; hence a more forward-looking approach would better serve industry, professionals, and policy needs. For this reason, we feel that **Service Designers** and **Strategic Designers** should be immediately added to the OSCA.

Thank you for the opportunity to contribute to this consultation and we look forward to seeing the outcomes. Should there be any questions or follow up regarding this submission please contact the ACUADS Executive Officer at the email address below.

Sincerely,



**Associate Professor Veronika Kelly**

Chair, The Australian Council of University Art and Design Schools (ACUADS)

cc. Lucy Weekes, Executive Officer, ACUADS

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#### **ACUADS Executive Board**

Associate Professor Veronika Kelly (University of South Australia), Professor Mitchell Whitelaw (Australian National University), Associate Professor Charles Robb (Queensland University of Technology), Associate Professor Katherine Moline (University of New South Wales), Dr Janelle Evans (University of Melbourne), Associate Professor Spiros Panigirakis (Monash University), Associate Professor Simone Slee (University of Melbourne), Monte Masi (Adelaide Central School of Art), and Associate Professor Ionat Zurr, University of Western Australia .

#### **ACUADS Member Institutions**

Adelaide Central School of Art	Royal Melbourne Institute of Technology
Australian National University	Swinburne University
Curtin University	University of Melbourne
Deakin University	University of New South Wales
Edith Cowan University	University of South Australia
Griffith University	University of Southern Queensland
La Trobe University	University of Sydney
Monash University	University of Technology Sydney
National Art School	University of Western Australia
Queensland University of Technology	University of Western Sydney