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28.02 The Strategic Objective Brief

The aims of the Strategic Objective Brief are as follows;

to ensure that the design of the proposed new building is related to clearly stated University and academic objectives;

to maximise the return on the investment in built assets by ensuring the future appropriateness of the new building; and

to give guidance and direction to the design of the new facility through a structured design brief that respects and reflects current academic and community trends.

The Brief will be developed, with the assistance of CLF, by the Academic Group/s having ultimate responsibility for the staff and/or functions to be housed in the proposed building.

The preparation of this Brief enables the intended building users to have an opportunity to specify the strategic intent of the new building, and to systematically develop a building concept which realises that objective.

Once this Brief has been reviewed and agreed to by the Group PVC/s and senior executives of the University if appropriate, the Brief will be circulated to members of the Project User Committee (PUC) for comment with a view to the formal ratification of the Brief at the first scheduled PUC meeting.

28.03 Structure & Content of the Strategic Objective Brief

The Strategic Objective Brief will comprise two specific sections. Each section will address a key objective for the project as follows;

Overview and Purpose - to provide a structured outline of the strategic and academic intent of the proposed building according to four main sub-headings.

Design Intent -





Explanation of the likely future direction, expansion or change anticipated within the elements over the short to medium term after occupation.

28.03.02 Design Intent

This section contains three topics to guide Consultants and Users in developing their concept of the new building. In 'Design Intent', users have an opportunity to elaborate on the role of the proposed new building in realising the issues covered in the 'Overview and Purpose' section of the Brief. The three topics to be used as guidelines to cover design issues are;

Building Concept - This topic is intended to focus on the building itself and provide an



assistance in completing these forms by CLF staff. An example of a typical SDF is included in ${\bf Section~32.00~Standard~Forms.}$