

## Wing Lai CMLI

All candidates are required to provide a manifesto/candidate statement of no more than 250 words that must address the 2 questions below

- 1 How would you support delivery of the LI corporate strategy whilst living the LI core values?
- 2 Please summarise your skills and experience relevant to the role for which you are standing

### Candidate Statement:

I am a chartered landscape architect with over 12 years experience on international projects and 8 years experience of working on LI London Branch Committee as the former Chair and Treasurer working with the region's landscape architects, P2C support, LI activities, and others. With an all rounded understanding of the industry and its needs.

Being a relatively young member, I will also bring a unique dynamic to the Advisory Council as a millennial myself and representing the needs of the young generation of landscape professionals as well as all generations.

I would be bringing a unique approach as follows:-

1. Global experience in the industry.
2. As an ethnic minority myself, help diversify the representation of LI Advisory Council.
3. 8 years experience working with LI committees.
4. Emphasis on driving recruitment in schools in particularly ethnic minority participation.
5. Increase awareness of the LI amongst the wider public. Bigger marketing approaches such as the tourism board, public talks, exhibitions etc.
6. New ways to market the industry to more stakeholders such as banks, international developers, other industries etc. To increase networking and future sponsoring, and to provide new opportunities for the industry.
7. A new P2C web platform to enable candidates to use long distance mentors regardless of geographic location. Addressing current mentor shortfall.
8. Influence the government in ensuring landscape architecture continues to be at the forefront of national policy and agendas.

Your support will facilitate this initiative for growth.

Best regards,

Wing Lai  
CMLI