

AUSTRALASIA'S SURVEYING SKILLS CRISIS – IS IT MARKETING FAILURE?

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OUTLINE

The Australasian situation

Reasons for the present skills crisis

The New Zealand Experience

1. Historical Perspective
2. Marketing a career in surveying
3. Wider Issues
4. Future challenges
5. Conclusions

Reasons for the Present Skills Crisis

1. **Sustained economic growth** (3% - 4% GDP growth for most of the last decade)
2. **Wider opportunities for surveying graduates** (spatial sciences careers)
3. **The demise of technician training**
4. **New environmental legislation** (Resource Management Act in NZ → 30% increase in workloads)

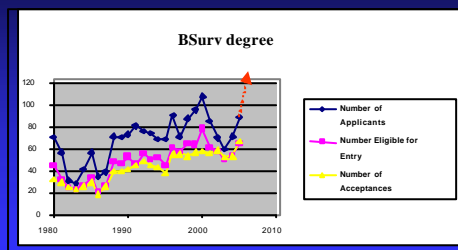


New Zealand: Historical Perspective

- Only one School of surveying - established in 1961.
- Students admitted at the end of their first year at university *not directly from high school*.
 - 1961–1988 30 students admitted annually
 - 1989–1994 40 students " "
 - 1995–2005 50 students " "
 - 2006– 60 students " "
- First year student numbers an excellent indicator of competitiveness of entry.



Applicants and Acceptances



The Primary Problem: Marketing

The primary marketing barrier = lack of public profile and understanding. A recent survey conducted by the NZIS revealed that many professional people had a:

"surprisingly low level of understanding of the surveyor's tertiary qualification and career path, and some misunderstandings or 'misty view' of a surveyor's skills and knowledge"

Toner (2006)



Marketing a Career in Surveying The Lessons

1. Build and maintain momentum
2. Keep the message simple and consistent
 - Superb career opportunities
 - The ideal inside/outside job
 - Variety of work
 - Excellent remuneration
3. Use good communication tools
4. Identify and target the important audiences



Primary Audiences

1. Parents (Word of mouth only)
2. Prospective Students (How?)
 - University liaison staff
 - High school mathematics classes
 - University open days
3. High School Career Advisors
 - (Aim for two national mail-outs to all high schools each year)



Origin of Students (%)

Year	Large City >70,000	Smaller Rural City	Rural <7,000	Other
1995	26	34	32	8
1996	33	33	24	10
1997	42	32	13	13
1998	28	33	33	6
1999				6
2000	33%	33%	29%	2
2001	37	37	26	0
2002	27	38	26	9
2003	33	29	30	8
2004	37	29	34	0
2005	24	26	45	5

NZ Population 57% 20% 23% Distribution



Wider Issues

- Profession and university must work together.
- Professional image must be improved.
 1. In 2005 adopted the new title "Registered Professional Surveyor" (RPSurv). Requires:
 - ◆ At least a 4-yr BSurvdegree
 - ◆ A minimum of 3 yrs post-MNZIS entry, professional experience in at least two surveying sub-specialties.
 - ◆ A commitment to ongoing professional development
 2. New national marketing campaign
- Seek government funding as part of national skills shortage initiatives.



Future Challenges

1. Demographic Post WW II baby boomers retire while numbers of high school leavers drop.
2. Educational
 - ◆ Research seen as the "holy grail" of the university system. All else (including professional education) is considered secondary
 - ◆ Finding appropriate staff
3. Professional
 - ◆ Improving public and professional recognition
 - ◆ Will we have the people to service the land titles system in the future?



Conclusions

Is the present skills shortage a result of marketing failure? **YES**

Is the present skills crisis solvable? **YES**

Is it likely to be solved?

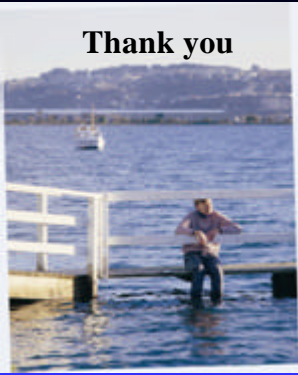
In the short term **NO**

In the longer term **PERHAPS**

"Obstacles can't stop you. Problems can't stop you. Most of all other people can't stop you. Only you can stop you" Jeffrey Gitomer (Businessman, author and business coach).



Thank you



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