



**Presented at the FIG Working Week 2016,
May 2-6, 2016 in Christchurch, New Zealand**



FIG Working Week 2016

CHRISTCHURCH, NEW ZEALAND 2-6 MAY 2016

Recovery

from disaster

Organised by



Platinum Partners



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Raising the Profile of Surveying

Michael Allsopp
Tom Champion
Scott Jukes



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SURVEYING TASKFORCE INC.

- FORMED IN 2007
- MEMBERS:
 - Association of Consulting Surveyors Victoria (ACSV)
 - Institution of Surveyors Victoria (ISV)
 - Surveying & Spatial Sciences Institute (SSSI)
 - Surveyors Registration Board of Victoria (SRBV)
 - Spatial Industries Business Association (SIBA)
 - RMIT University
 - The University of Melbourne



SURVEYING TASKFORCE INC.

Goals	Outcomes
1. Increase secondary student intake into tertiary study	New student enrolments: <ul style="list-style-type: none">- RMIT Uni increased from 26 in 2008 to 54 in 2016.- RMIT VET (Technical stream) increased from 8 in 2008 to 81 in 2016.- Melbourne Uni Master of Engineering (Geomatics) rose from 7 in 2011 to 23 in 2015.
2. Increase student numbers in University Surveying streams	<ul style="list-style-type: none">- Industry association and Surveyor involvement in lectures, seminars and final year student presentation judging.
3. Increase registration throughput and quality	<ul style="list-style-type: none">- Large scale research project into training agreements.- Workshops currently conducted by ACSV, ISV & SSSI to support those in training agreements.
4. Raise the profile of the profession	<ul style="list-style-type: none">- Marketing research, brand and marketing planning project completed in 2015. Implementation in planning stages.



RAISING THE PROFILE PROJECT

- Existing research and anecdotal evidence indicates there is a lack of awareness of what Surveyors do and the benefits they provide to clients and the community.
- The primary objective of this project is to increase the profile of the surveying profession with clients and stakeholder groups
- FIRST STEP – Research to identify key values and benefits



RESEARCH METHODOLOGY & SCOPE





RESULTS BREAKDOWN

- Internal – Surveyors
- External – Stakeholders and Clients

- Brand Perception
- Benefits and Values

- Brand Strategy
- Brand Story



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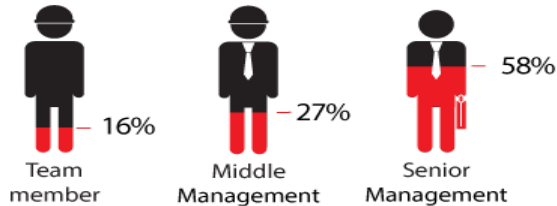
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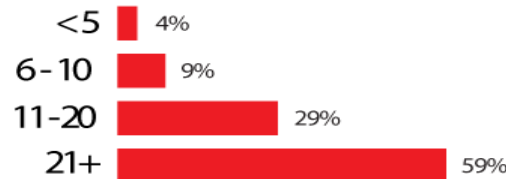
from disaster

ONLINE SURVEY RESPONDENTS - INTERNAL

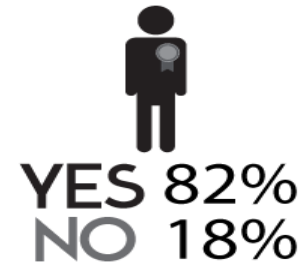
ROLE WITHIN THE ORGANIZATION



YEARS WORKED IN SURVEYING



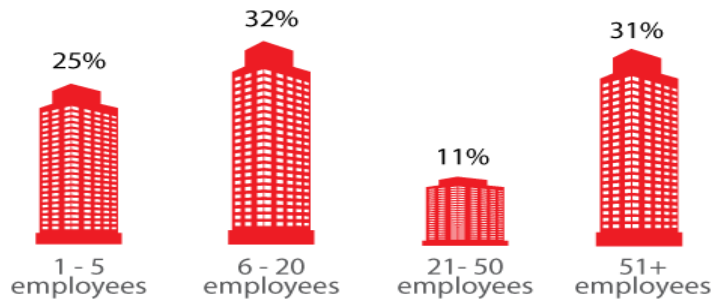
LICENSED SURVEYOR?



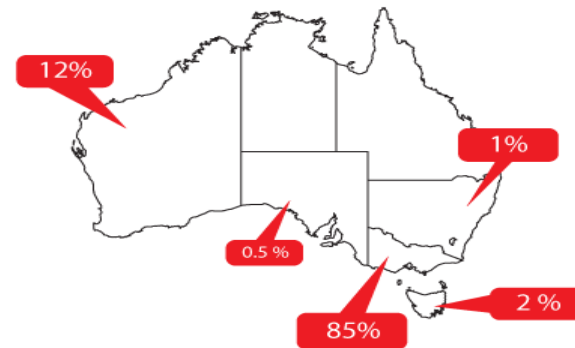
DEMOGRAPHIC of RESPONDENTS

n = 200

SIZE OF YOUR ORGANIZATION



LOCATION OF RESPONDENTS



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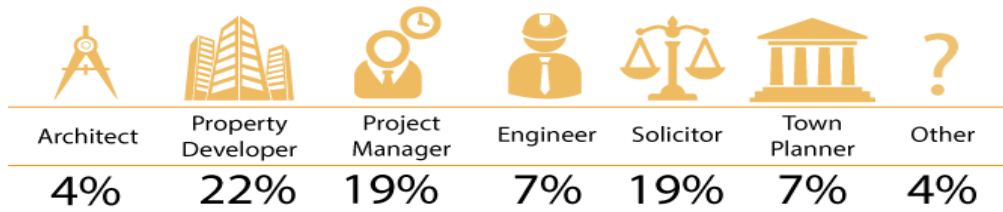
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ONLINE SURVEY RESPONDENTS - EXTERNAL

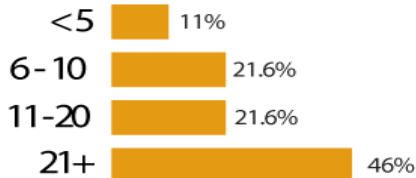
WHAT DESCRIBES YOUR ROLE THE BEST?



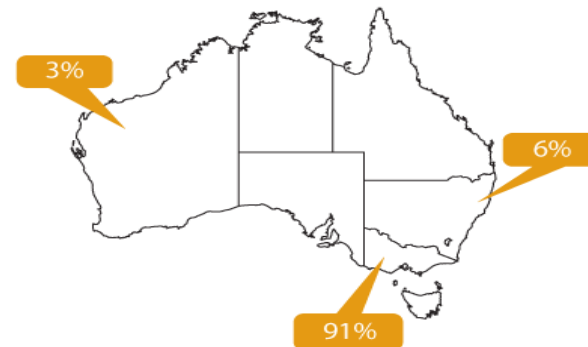
Clients & STAKEHOLDERS

n ~ 27

YEARS DEALING WITH THE SURVEYING PROFESSION



LOCATION OF RESPONDENTS



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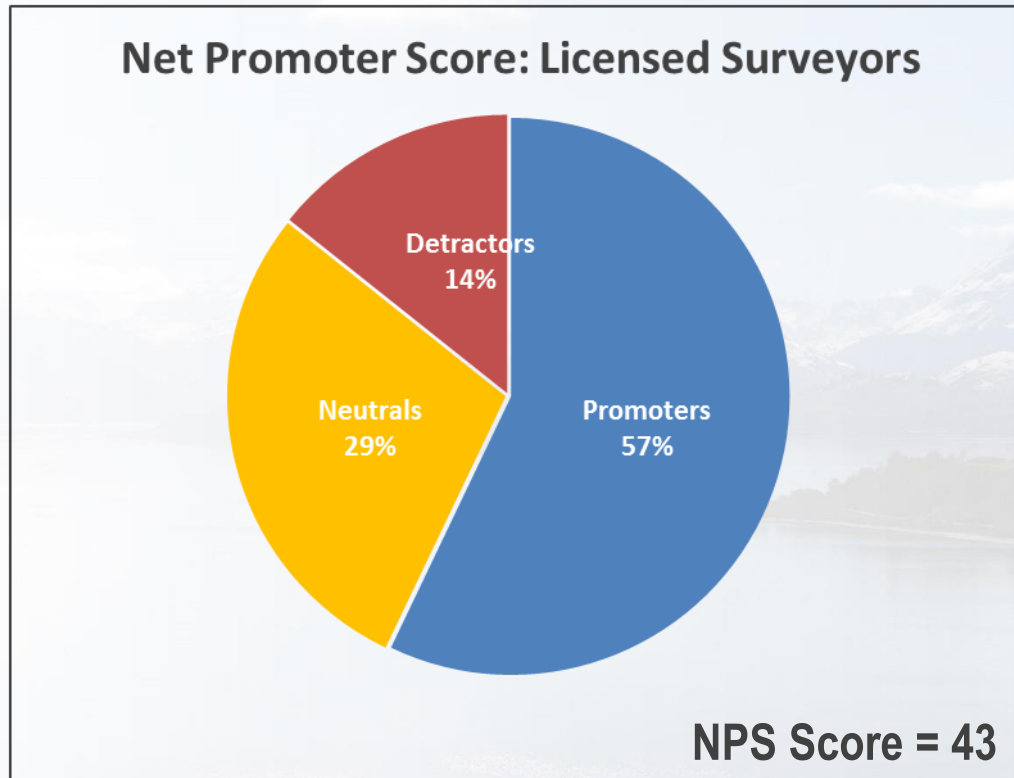


BRAND PERCEPTION - EXTERNAL

- 33% of clients state they don't really know the difference between Licensed and non-Licensed Surveyor.
- Clients correctly assume Licensed Surveyors are experts.
- Client satisfaction and trust is sound, but lack of understanding around when and how Licensed Surveyors can and should be used.



BRAND PERCEPTION - EXTERNAL





BRAND PERCEPTION - INTERNAL

- Identify and rank the ideal attributes of a professional Licensed Surveyor
- Respondents rank how well they perform on each of the attributes
- Respondents rank how well they think the wider profession perform on each of the attributes

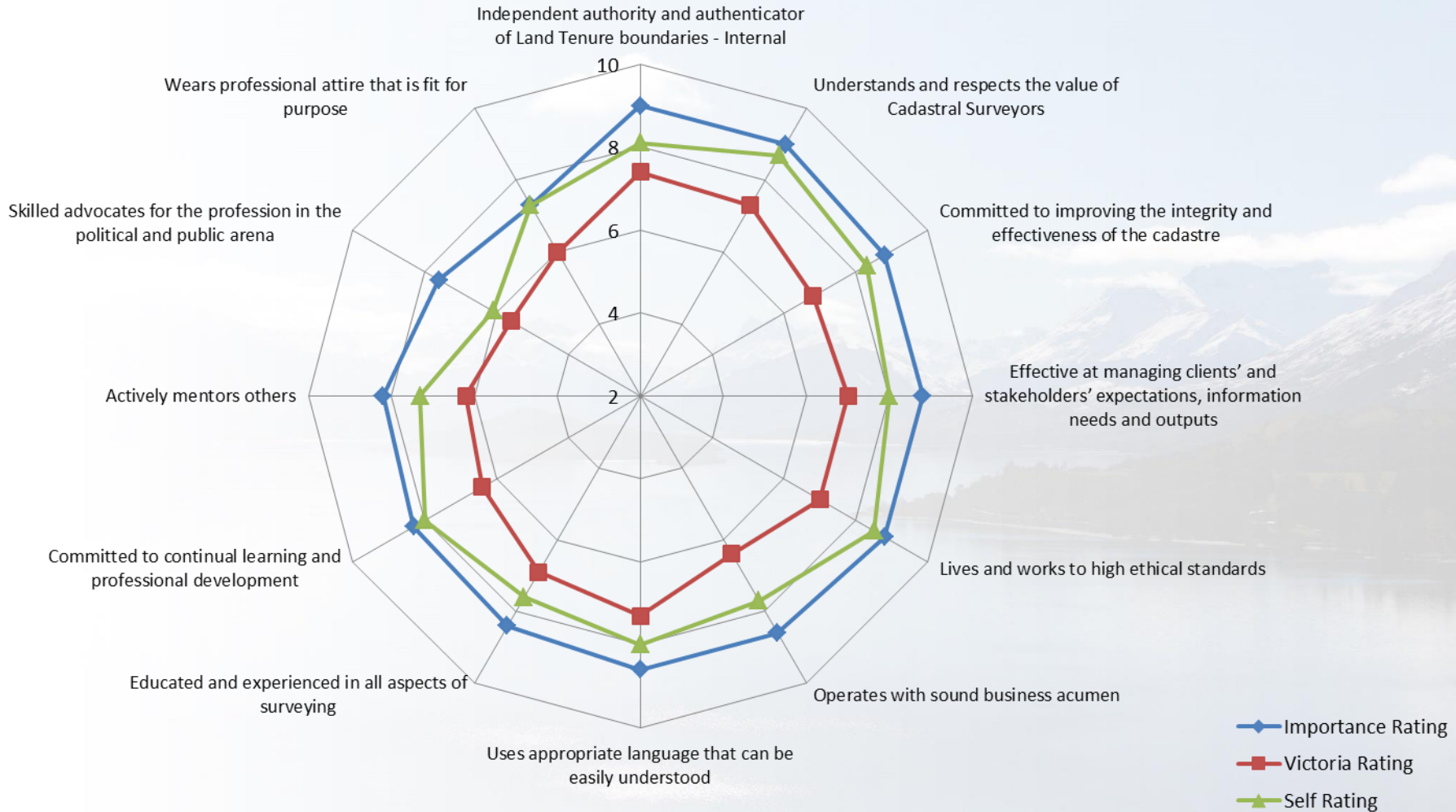


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KEY BENEFITS AND VALUE - INTERNAL

- Surveyors believe clients base core value on meeting procedures and statutory requirements.
- Licensed Surveyors seen as procedural “box-tickers”.
- Consulting role and value adding ability limited.



KEY BENEFITS AND VALUE - EXTERNAL

- 50% of clients state they get most value from the advisory and consulting services.
- Expertise in land measurement is considered inherent.
- Consultation from a Licensed Surveyor minimises risk and provides added security.
- Advice and knowledge of a Licensed Surveyor can save client money and add value.
- 40% of clients agree Licensed Surveyors don't articulate the value of their services.



BRAND STRATEGY

- Results from research put into Brand Trust Model.
- Elements that derive trust in a brand must be in balance.
- Elements that drive additional engagement must be promoted.



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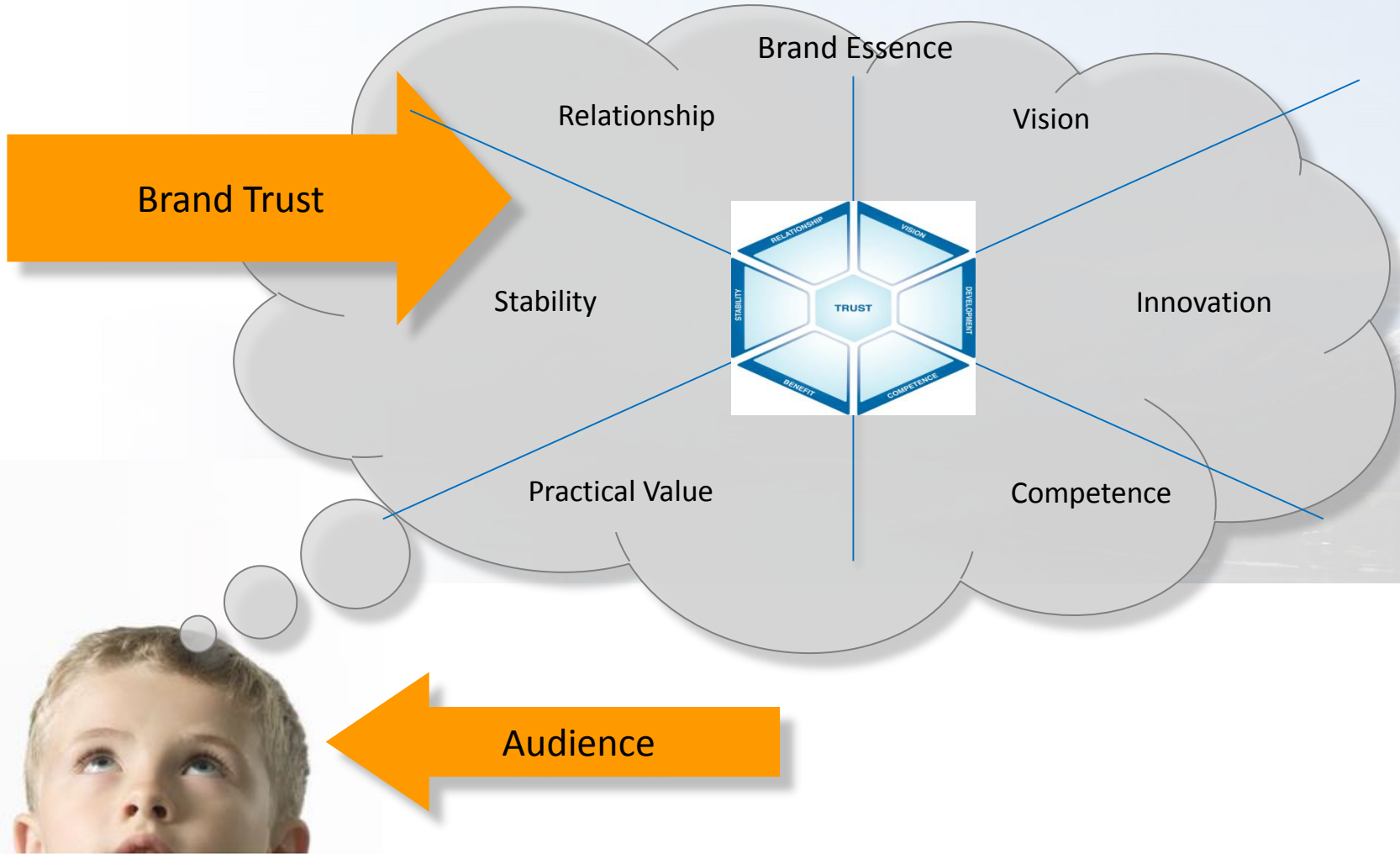




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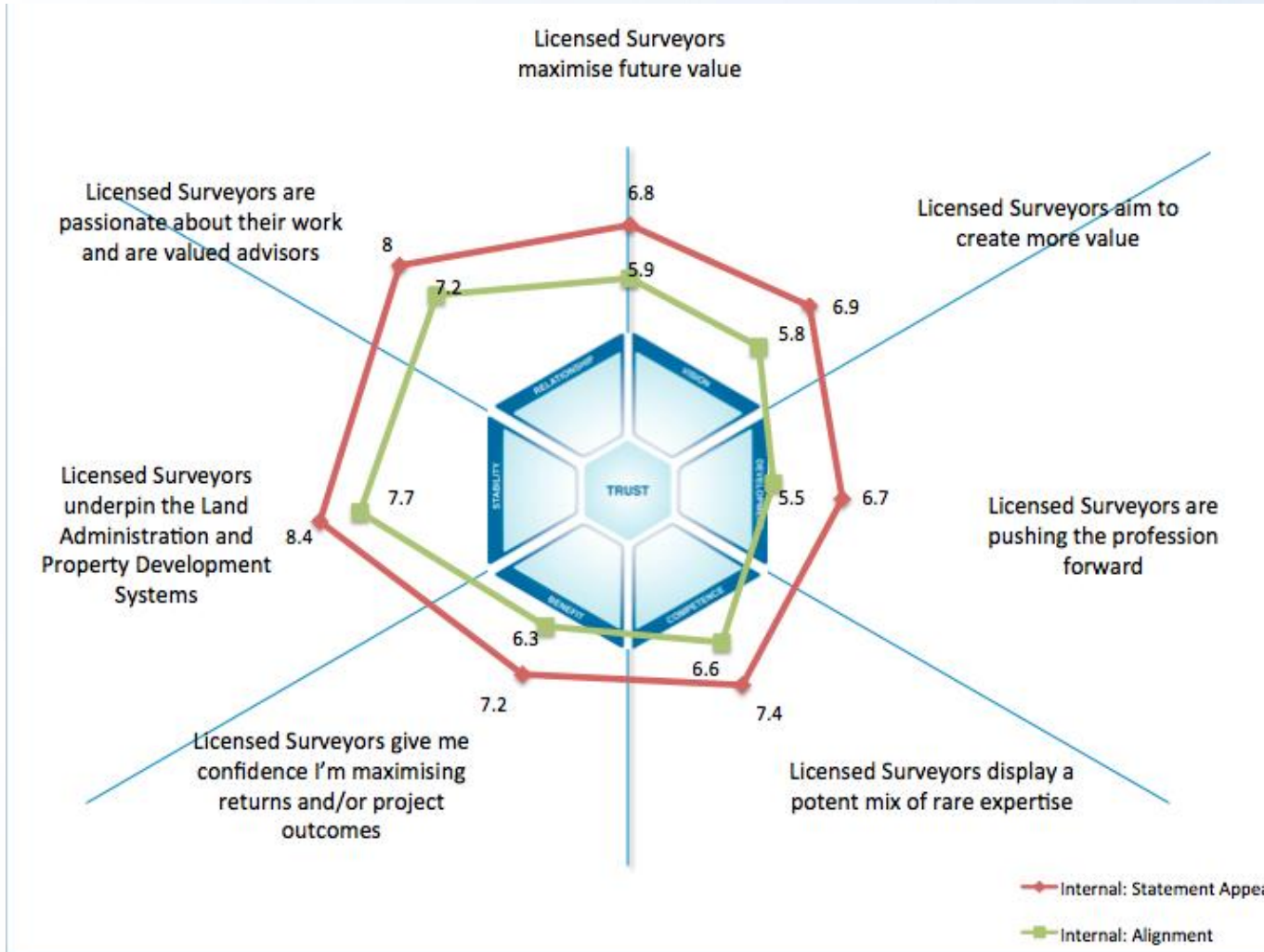


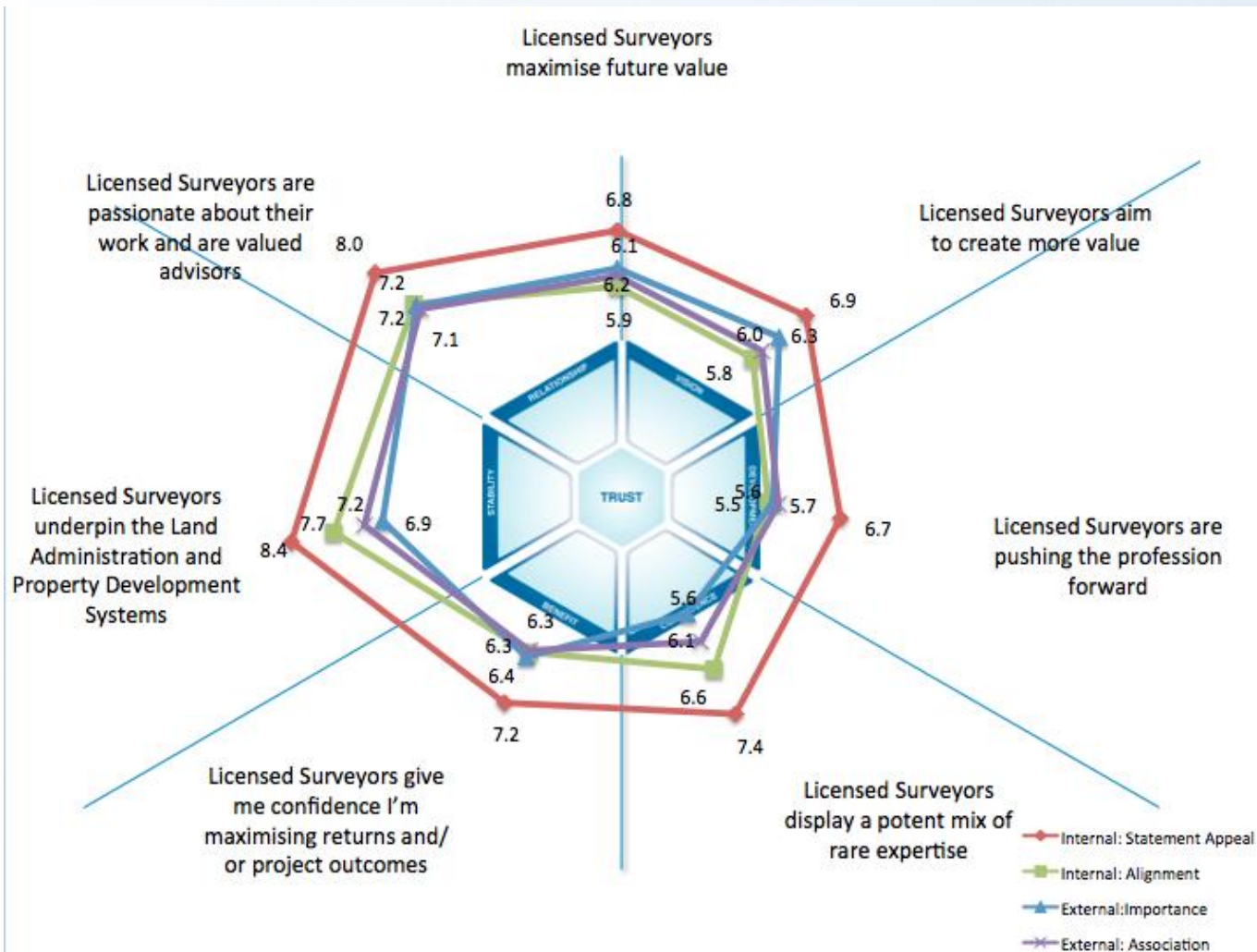


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...from the smallest project through to billion dollar developments.



**Thus protecting the security of our land administration
and property development systems.**



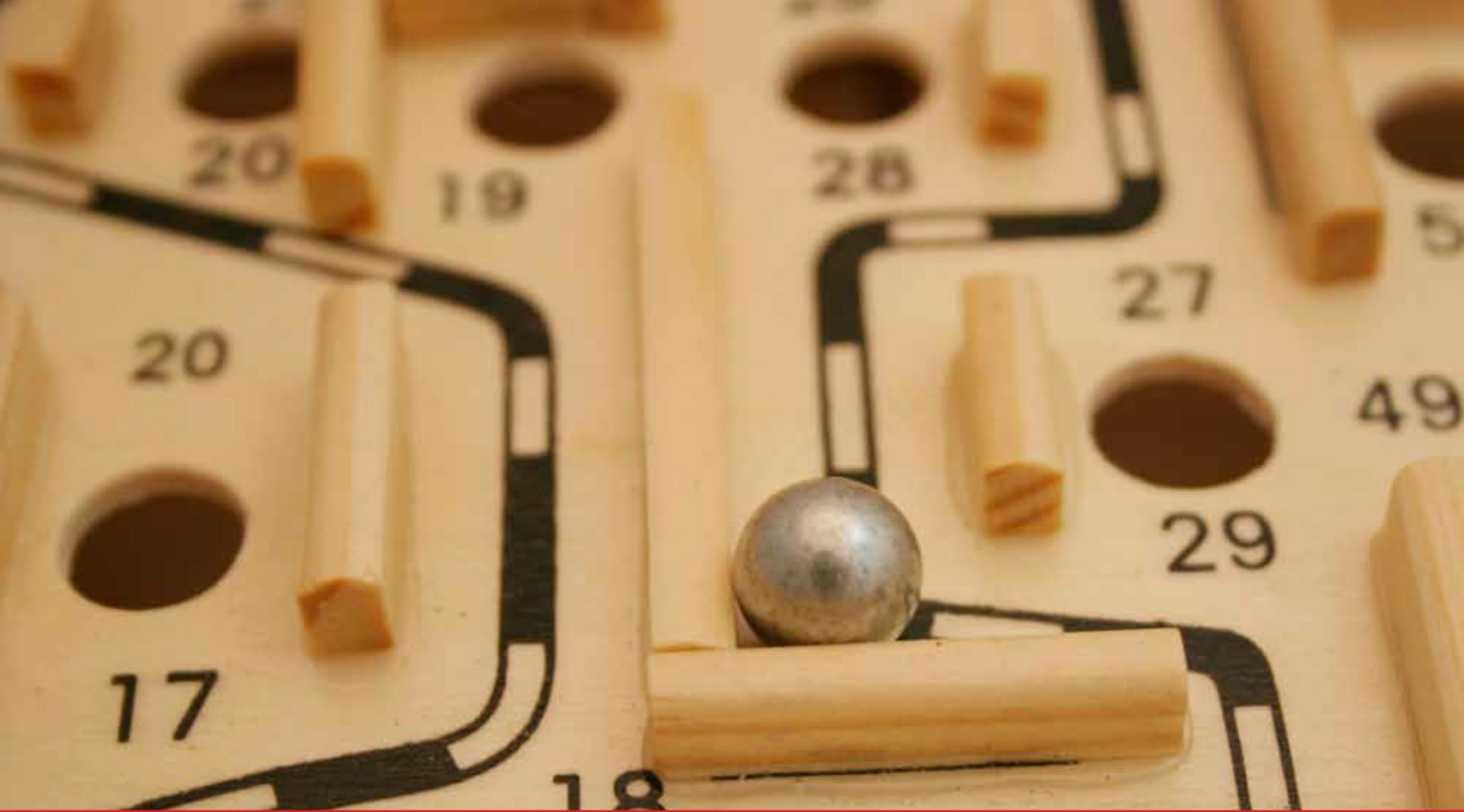
We are masters of the profession, with a ‘Licence’ awarded to a select few experts in measurement science, and property law.



We are fully regulated and audited for professional compliance, ensuring the credibility of the Cadastre (Land Titles system).



**With a passion for helping clients get
the most out of each project.**



We advise how to navigate through the legal implications and risks of land development...



**...and how to push through road blocks
when they arise.**



We adapt the latest technology and develop skills to push the profession, providing you with new solutions and staying ahead of community needs.



Our vision is to remove ambiguity and define the most workable, realistic solutions, thus giving you the confidence you are optimising outcomes and returns.

An aerial photograph of a residential development. The image shows a large, multi-phase housing project with numerous houses, winding roads, and some undeveloped lots. In the top right corner, there is a red square logo with the word 'SURVEYING' in white, stacked vertically. The text is in a bold, sans-serif font.

SURVEYING

Licensed Surveyors protect and maximise future value.



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NEXT STEPS

- Raising the Profile Project
 - Develop of brand strategy into comprehensive communications brief
 - Raise funds
 - Approval of budgets and marketing programs
 - Implementation of programs
- For more information contact Gerry Shone, Chair of the Surveying Task Force:
gerry.shone@acsv.com.au