Raising the Profile of Surveying

Michael Allsopp
Tom Champion
Scott Jukes
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
### Goals

<table>
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<tr>
<th>Goals</th>
<th>Outcomes</th>
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| 1. Increase secondary student intake into tertiary study | New student enrolments:  
- 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 | - Industry association and Surveyor involvement in lectures, seminars and final year student presentation judging.  
- Large scale research project into training agreements.  
- Workshops currently conducted by ACSV, ISV & SSSI to support those in training agreements. |
| 3. Increase registration throughput and quality | - 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

Qualitative

Background Research
- Research reports
- Industry Associations and SRBV

Industry
- 5 x1 hour one-on-one interviews
- Licensed Surveyors from small, medium, large Firms, and Government across Victoria

Clients/Stakeholders
- 11 x ~40 min one-on-one interviews
- Valuer, Architect, Engineer, Planner, Builder x 2, Developer, Project Manager, Government x 2, UDIA

All audiences
- Online survey - Surveyors
- Online survey – Clients & Stakeholders

Quantitative
RESULTS BREAKDOWN

• Internal – Surveyors
• External – Stakeholders and Clients

• Brand Perception
• Benefits and Values

• Brand Strategy
• Brand Story
Online Survey Respondents - Internal

Role within the Organization:
- Team member: 16%
- Middle management: 27%
- Senior management: 58%

Years worked in Surveying:
- <5: 4%
- 6-10: 9%
- 11-20: 29%
- 21+: 59%

Licensed Surveyor?
- Yes: 82%
- No: 18%

Demographic of Respondents (n = 200)

Size of Your Organization:
- 1-5 employees: 25%
- 6-20 employees: 32%
- 21-50 employees: 11%
- 51+ employees: 31%

Location of Respondents:
- 12% (1% each in multiple regions)
- 85%
- 2%
ONLINE SURVEY RESPONDENTS - EXTERNAL

WHAT DESCRIBES YOUR ROLE THE BEST?

<table>
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<tr>
<th>Role</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Architect</td>
<td>4%</td>
</tr>
<tr>
<td>Property Developer</td>
<td>22%</td>
</tr>
<tr>
<td>Project Manager</td>
<td>19%</td>
</tr>
<tr>
<td>Engineer</td>
<td>7%</td>
</tr>
<tr>
<td>Solicitor</td>
<td>19%</td>
</tr>
<tr>
<td>Town Planner</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
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</tbody>
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Clients & Stakeholders

YEARS DEALING WITH THE SURVEYING PROFESSION

- <5: 11%
- 6-10: 21.6%
- 11-20: 21.6%
- 21+: 46%

LOCATION OF RESPONDENTS

- 3%
- 6%
- 91%

Platinum Partners:

Diamond Partner:

Trimble, esri
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

Net Promoter Score: Licensed Surveyors

- Promoters: 57%
- Neutrals: 29%
- Detractors: 14%

NPS Score = 43
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 an each of the attributes
FIG Working Week 2016
CHRISTCHURCH, NEW ZEALAND 2–6 MAY 2016

Recovery
from disaster

Independent authority and authenticator of Land Tenure boundaries - Internal
Wears professional attire that is fit for purpose
Understands and respects the value of Cadastral Surveyors
Skilled advocates for the profession in the political and public arena
Committed to improving the integrity and effectiveness of the cadastre
Actively mentors others
Effective at managing clients’ and stakeholders’ expectations, information needs and outputs
Committed to continual learning and professional development
Lives and works to high ethical standards
Educated and experienced in all aspects of surveying
Operates with sound business acumen
Uses appropriate language that can be easily understood

importance Rating
Victoria Rating
Self Rating

Platinum Partners:

Diamond Partner

Trimble
esri
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.
Licensed Surveyors define the legal position of land boundaries...
...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.
Licensed Surveyors protect and maximise future value.
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