Saving the Endangered Species... of Surveyors

Roberta Esbitt
Thomas Werner

Rescuing the Surveying Industry in Victoria

BACKGROUND
Driving Force(s)
Roberta Esbitt – Architect
Driving Force(s)
John Tulloch – Surveyor General
SRBV

Institutions were invited...
Driving Force(s)
And Students as well!

CONVINCING PEOPLE OF THE NEED

Research and Brand Development
Student employee needs

Practitioner employee needs

FIG Congress 2010
Facing the Challenges – Building the Capacity
Sydney, Australia, 11-16 April 2010

5
In order to attract students, the cadastral surveying brand needs to align with their employment needs.

You might not know it… but the work of Surveyors is everywhere
in fact, we’ve laid the foundation of the world in which you live

Legally and practically
DEPENDABLY & INDISPENSABLY

framing the work of architecture, engineering & navigation
and planning for a sustainable future.

As surveyors, we work everywhere... Indoors & outdoors.
city and country

overseas and under seas
As surveyors, we also work in **everyway...**

with our **heads**

and **hands**

**on paper and in practice**
for yourself

and with others

in suits & boots
We’re pushing the profession…

using new technologies and exploring new ways to apply our skills.
And looking for new people to join us in a career without boundaries.

Surveying... A life without limits.
Encapsulating the message: “A life without limits”

OUR SURVEYING LOGO

Marketing Strategy

THE TRIPARTITE APPROACH
Objectives

Current conversion of students becoming Licensed Surveyors

Tertiary Students

Choose Cadastral Surveying

Undertake Licensing

Licensed

45%

25%

Objectives

- Undertake Licensing
- Choose Cadastral Surveying
- Tertiary Students

Required number of Licensed Surveyors in 2017 to meet demand:

- Number of Surveyors by 2018 if no new entrants = 126
- Anticipated number to complete registration = 90
- New registrants from tertiary students = 100
- To recruit = 200+

= 500+
Objectives

How to achieve 200+ new Licensed Surveyors by 2018

- +5% year on year
- +2% year on year
- +8% year on year

Tertiary Students

Choose Cadastral Surveying

Undertake Licensing

Licensed

200+ Surveyors

Target Markets

Careers Advisors

Secondary School Students

Career Education Association of Victoria
**Surveying is the perfect profession. Mixed work, generous rewards and not enough graduates to go around. Check out the video for an introduction to Surveying and what it’s all about.**

Surveying defines the world we live in and what belongs where. It offers a unique professional experience working both outdoors and indoors within a vast array of environments. From satellite mapping to urban development to rescuing exploration, Surveying offers a wide range of specialisations. Whether you work for yourself the government or for...

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**Surveying Courses VIC**

<table>
<thead>
<tr>
<th>Institution</th>
<th>Course Name</th>
<th>Entry Requirements</th>
<th>Duration</th>
<th>Contact Information</th>
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</thead>
<tbody>
<tr>
<td>RMIT University</td>
<td>Bachelor of Science (Honours) in Surveying</td>
<td>N/A</td>
<td>3 years</td>
<td>(03) 9925 6688</td>
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<tr>
<td>RMIT University</td>
<td>Bachelor of Science (Honours) in Surveying</td>
<td>Mathematics &amp; English</td>
<td>3 years</td>
<td>(03) 9925 2213</td>
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<td>University of Melbourne</td>
<td>Bachelor of Surveying (Honours)</td>
<td>Dual score of at least 1.5 in English &amp; 2.0 in Science and Mathematics, a requirement for stage seven of Mathematics, and 95 in the maths exam from Year 11.</td>
<td>3 years</td>
<td>(03) 8344 5703</td>
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<tr>
<td>University of Melbourne</td>
<td>Bachelor of Surveying (Honours)</td>
<td>Must have an English Language Score of 6.5 or equivalent in IELTS and be a registered student.</td>
<td>3 years</td>
<td>(03) 8344 5707</td>
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<tr>
<td>University of Melbourne</td>
<td>Master of Engineering (Surveying)</td>
<td>A degree with a major in Geomatics and an engineering degree with a major in Civil Engineering, or the equivalent.</td>
<td>N/A</td>
<td>(03) 8344 5703</td>
</tr>
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</table>
Indicators to-date

RESULTS

Objectives

Tertiary Students
Choose Cadastral Surveying
Undertake Licensing
Licensed

+5% year on year
+2% year on year
+8% year on year
200+ Surveyors

Undertake Licensing

Licensed

200+ Surveyors

+8% year on year

Tertiary Students

Choose Cadastral Surveying

Tertiary Students

Choose Cadastral Surveying

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Marketing Results
(to become tertiary surveying students)

DVD and Promo Packs
• 212 Schools
• (1/3) of all Victorian Schools
• 3,000 students reached

Presentations from Surveyors:
• 10 Schools
• 450 students

Expo Days:
• Contact with over 900 students
• Hands-on interaction with 35 students
• Work Experience

Results to-date – University Intake

<table>
<thead>
<tr>
<th>Enrolments</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
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<tbody>
<tr>
<td>Bachelor of Applied Science (Geomatics)</td>
<td>16</td>
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<tr>
<td>Bachelor of Applied Science (Surveying)</td>
<td>24</td>
<td>24-26</td>
<td>28</td>
<td>42</td>
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<tr>
<td>Preferences (1-3)</td>
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<tr>
<td>Bachelor of Applied Science (Geomatics)</td>
<td>37</td>
<td>27</td>
<td>27</td>
<td>38</td>
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<tr>
<td>Bachelor of Applied Science (Surveying)</td>
<td>46</td>
<td>35</td>
<td>66</td>
<td>78</td>
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</tbody>
</table>
Marketing Results
(Converting Tertiary Students to Cadastral Surveying)

Job Board – University Student Club Websites
Career Spatial Seminars and Expo’s

Study Pathways (SA)

Technical Pathway
- Survey Assistant
- GIS Assistant
- Draftsperson
- Technical Officer (Surveying)
- Technical Officer (GIS)
- Draftsperson
- Graduate (GIS)
- Licensed Surveyor

Professional Pathway
- Graduate (GIS)
- Licensed Surveyor

*Option to exit with Graduate Diploma

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