

# **Raising the Profile of the Surveying Profession**

**Michael Allsopp, Tom Champion and Scott Jukes (Australia)**

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## **SUMMARY**

The surveying profession faces significant challenges as it contemplates how to best service the future cadastral needs and wants of our increasing connected society. Many factors and perceptions shape and cloud the view forward and confront the relevance of the profession such as increasing accessibility to cheap accuracy and expectations for access to accurate cadastral information. These factors both erode elements of a once niche market and devalue perceptions on what surveyors do and what we can offer society.

The Surveying Taskforce Inc. (STF) formed in Victoria in 2007 as an independent body supported by all relevant Victorian surveying professional, industry and educational bodies, with the mission to increase the number of Licensed Surveyors ahead of expected baby boomer retirements. In 2012 a strategic review of the STF's achievements, goals and objectives placed Raising the Profile of the profession as a key objective.

The first step in this process was to adopt a comprehensive marketing research and branding approach to test the internal (surveying profession) and external (clients, stakeholders, community) opinions and views of the profession, and identify key messages that the profession can adopt so that clients and stakeholders can better understand what surveyors do and the real value they can provide. These messages were developed using a strategic branding model to increase trust and engagement in the brand for Licensed Surveyors. The exploration of both internal and external audiences and the focus on appropriate language to communicate value make this project unique when compared to other marketing projects undertaken by the profession in the past.

Initial results indicate that the profession has a long way to go to build and communicate a brand that clearly demonstrates the need for Licensed Surveyors now and into the future. The STF

research found that there is strong opinion, both internal and external, that the profession is unable to truly understand and articulate the value it offers to clients, stakeholders and the community. As a result of this there is a distinct under-valuing of the services provided by the profession.

To meet the challenges of the future, increase the profile of Licensed Surveyors and Surveying, and remain relevant, the profession as a whole needs to be empowered, constantly push the norms and be able to clearly articulate its value in a way that can be understood by all.

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