

Saving the Endangered Species... of Surveyors

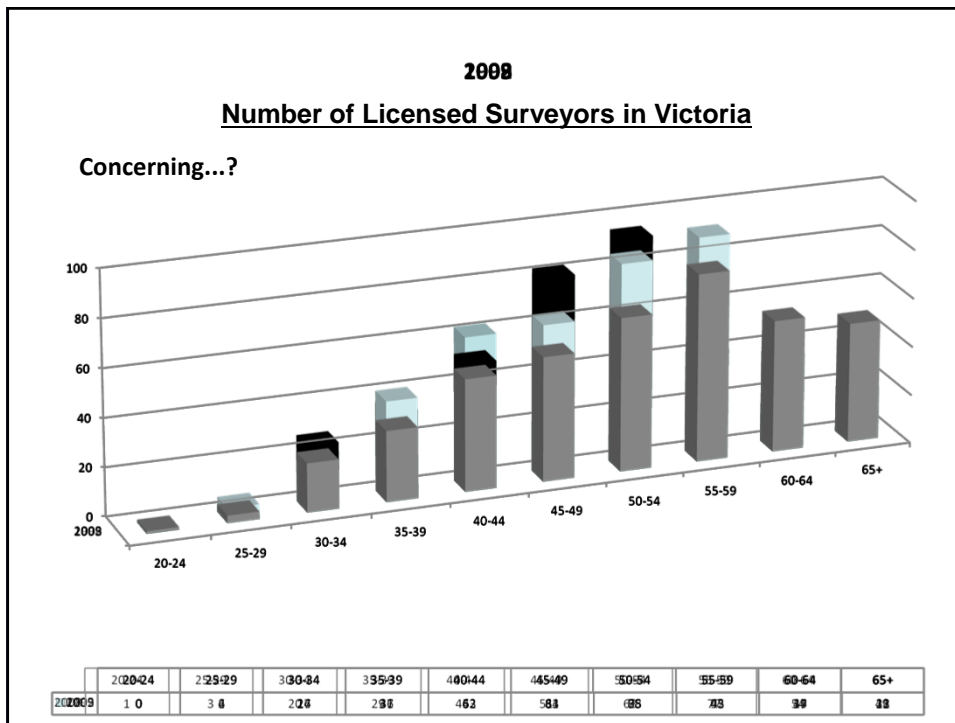
Roberta Esbitt
Thomas Werner



Rescuing the Surveying Industry in Victoria

BACKGROUND





Driving Force(s)
 John Tulloch – Surveyor
 General

SRBV




Surveyors Registration Board of Victoria

A life without limits



Institutions were invited...









A life without limits



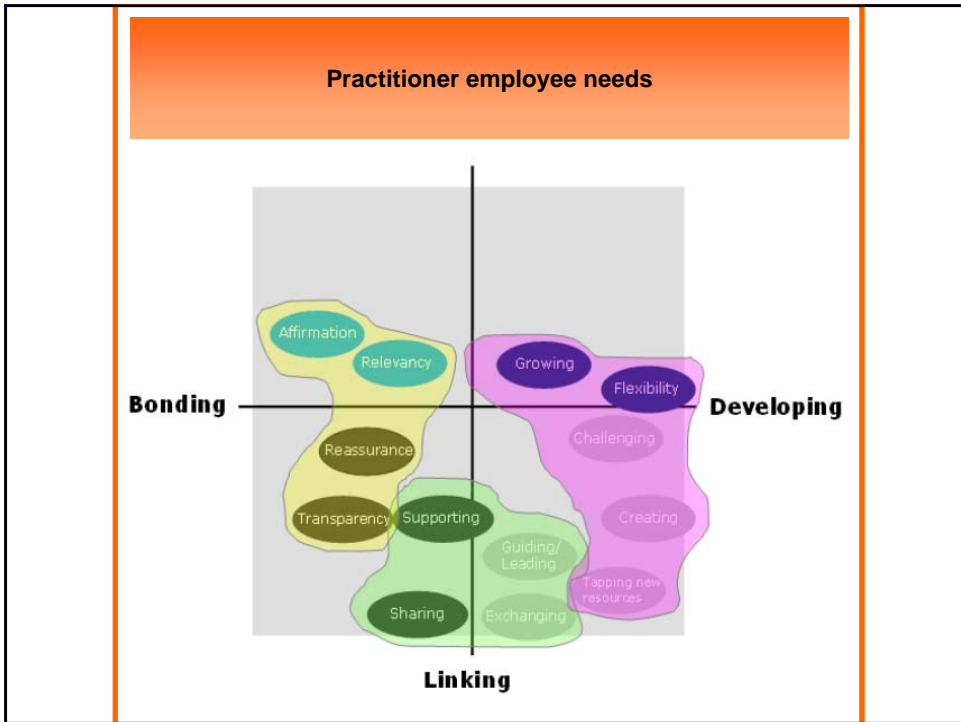
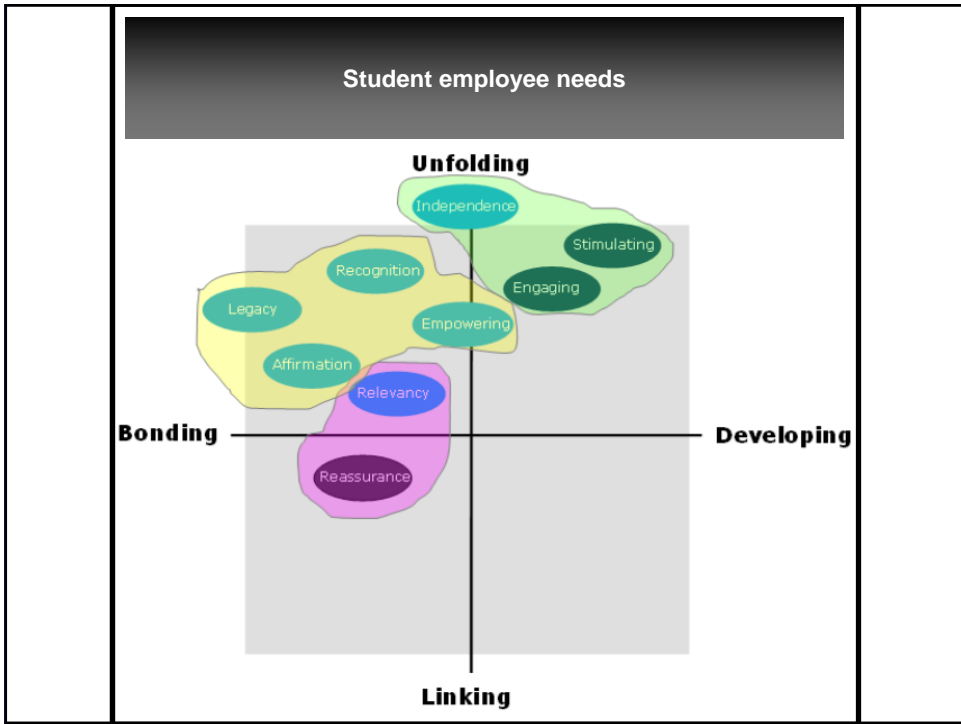
Driving Force(s)
And Students as well!



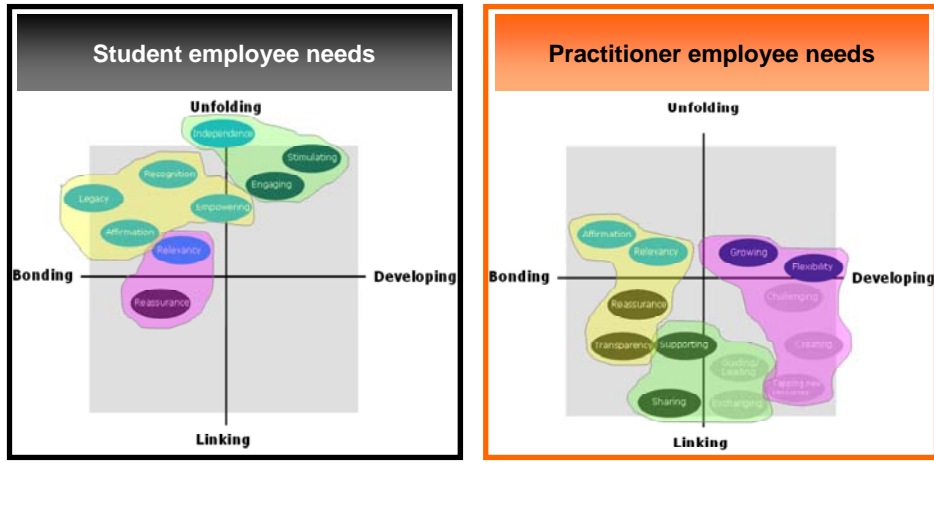
Research and Brand Development

CONVINCING PEOPLE OF THE NEED



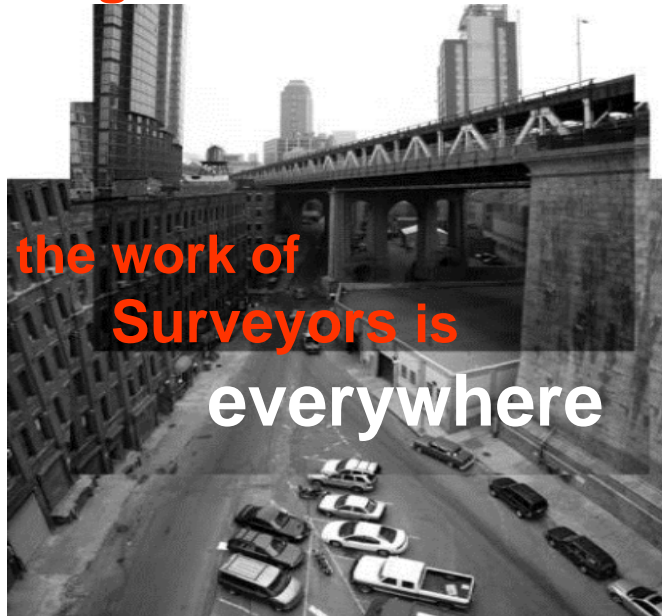


In order to attract students, the cadastral surveying brand needs to align with their employment needs.



You might not know it...

but the work of Surveyors is everywhere



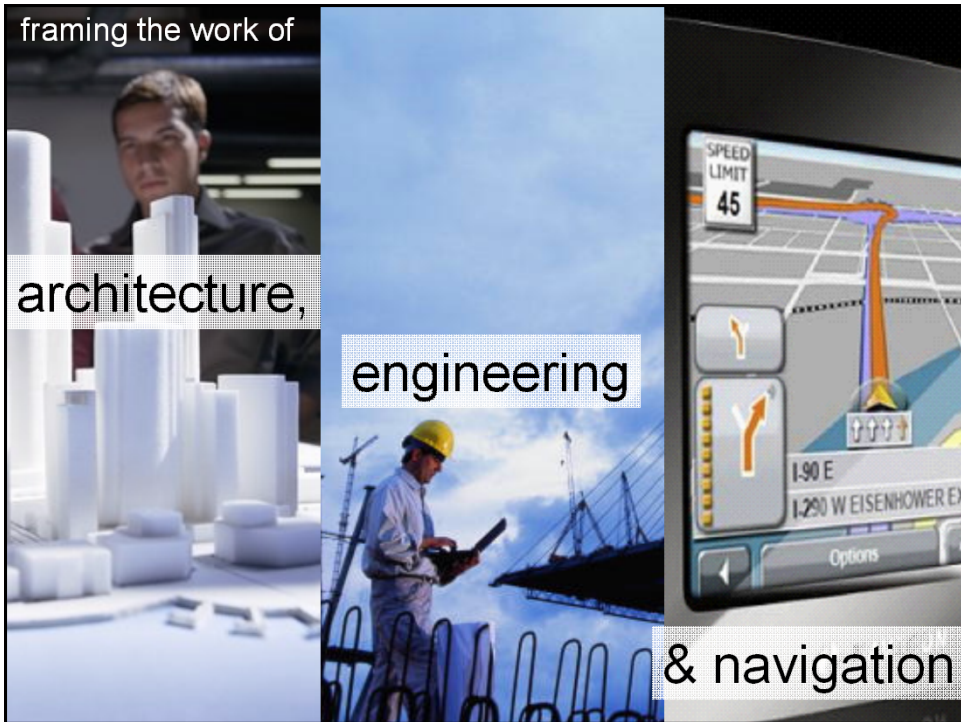
in fact, we've laid the



foundation of the world in which you live

Legally and practically

















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

A life without limits



Marketing Strategy

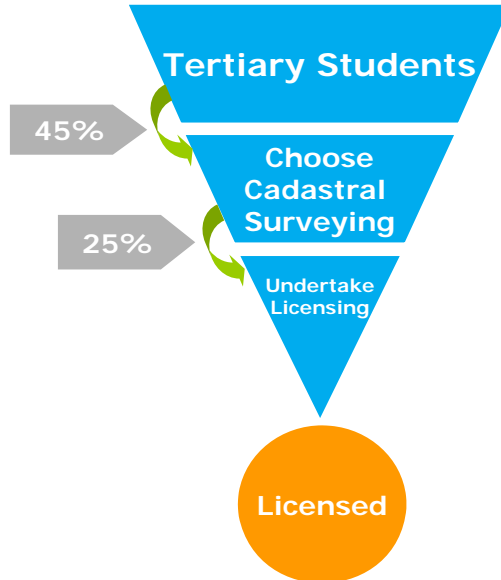
THE TRIPARTITE APPROACH

A life without limits



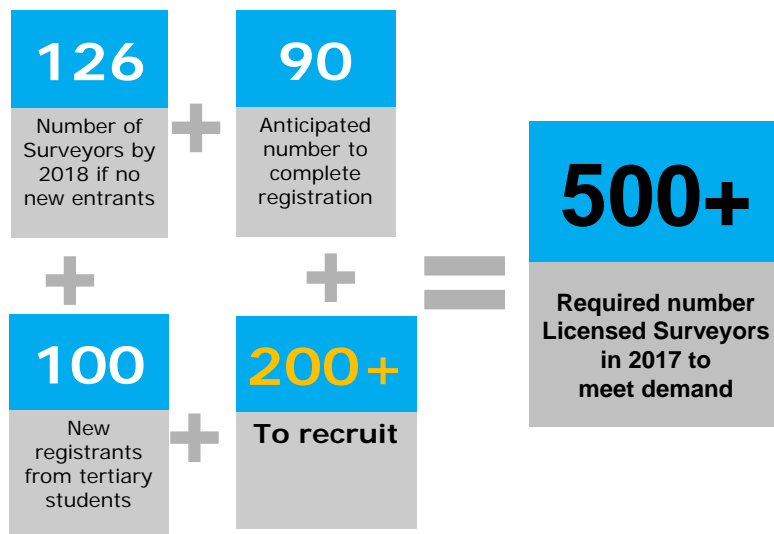
Objectives

Current conversion of students becoming Licensed Surveyors



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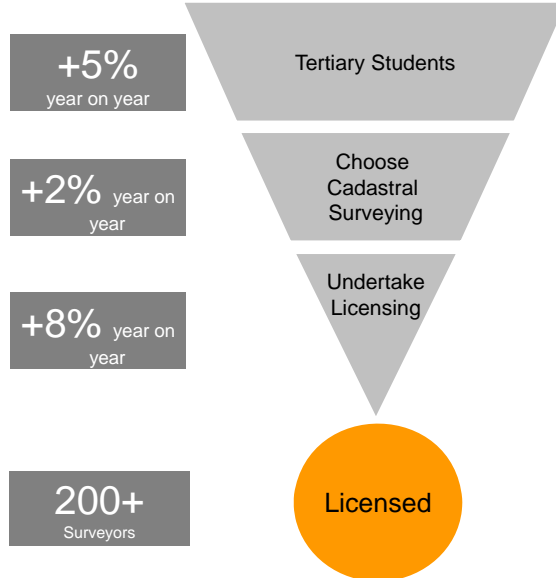
Objectives



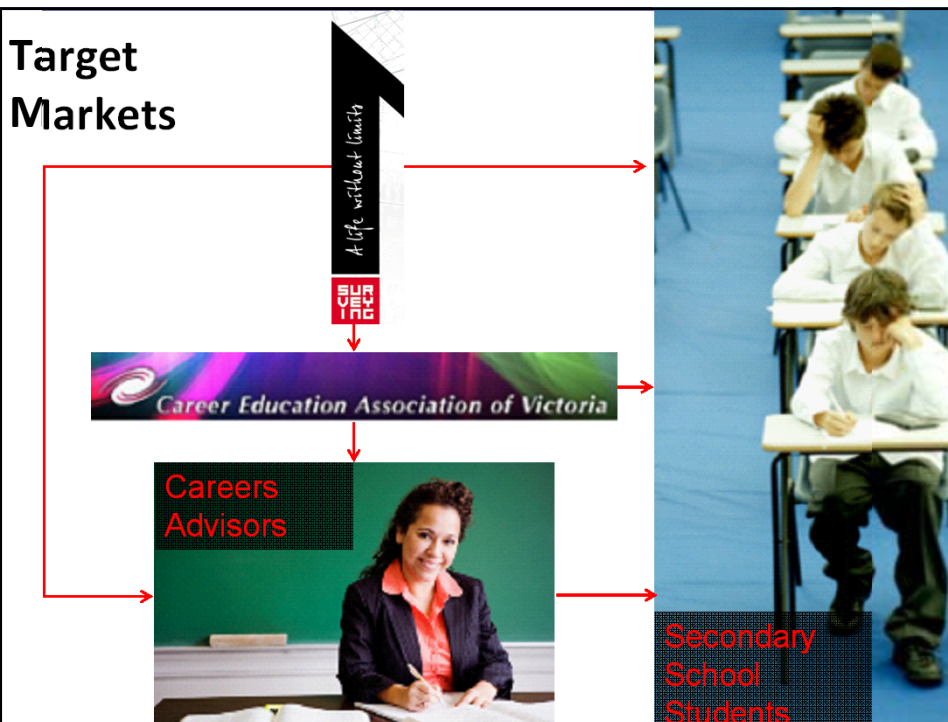
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Objectives

How to achieve 200+ new Licensed Surveyors by 2018



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SURVEYING

A life without limits

SURVEYING - LIFE AS A SURVEYOR - STUDY - WORK EXPERIENCE - FAQs - LINKS - CONTACT US - TEACHERS - INDUSTRY MEMBERS

Surveying Career Website
www.alifewithoutlimits.com.au

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 resource exploration, Surveying offers a wide range of specialisations. Whether you work for yourself, the government or for

Download for iPod/Quicktime

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Where to study

Surveying Career Website
www.alifewithoutlimits.com.au

Surveying Courses VIC

| Institution | Course Name | Units ENTER Score | Prerequisites | Course length | Contact information |
|-------------------------|---|-------------------|--|--|--|
| RMIT TAFE | Diploma of Spatial Information Services | 60 | Mathematics & English | 1 year full-time | RMIT University School of Engineering (TAFE) Tel: + (03) 9925 4468 |
| | Advanced Diploma of Spatial Information Services | N/A | Diploma of Spatial Information Services or Diploma of Surveying | 1 year full-time | |
| | Certificate III | | Mathematics & English | 1 year part-time | |
| RMIT University | Bachelor of Applied Science (Geomatics) | 65.9 | 1 of Mathematics Methods or Specialist Mathematics Unit 3 & 4 English (any) | 4 years full-time or 8 years part-time | RMIT University Department of Geo Science Tel: + (03) 9925 2213 |
| | Bachelor of Applied Science (Surveying) | 67.3 | | | |
| University of Melbourne | Bachelor of Environments leading to Master of Engineering (Geomatics) | 65 | Study score of at least 25 in English or 30 in ESL. A background equivalent to Unit 3 & 4 in Maths Methods is recommended for those seeking to major in Geomatics. Without this, bridging subjects in mathematics may need to be taken in first year. | Three-year Bachelor's degree followed by two year Masters degree. | School of Engineering Student Centre Tel: + (03) 8344 6703 or + (03) 8344 6507 |
| | Bachelor of Science leading to Master of Engineering (Geomatics) | 65 | Study score of at least 25 in English or 30 in ESL. 25 in Maths Methods and in one of Biology, Chemistry or Physics. | | |
| | Master of Engineering (Geomatics) | N/A | A degree with a major in Geomatics and an average score in the final two years of at least 65% OR a degree with at least the equivalent of Calculus 2 and Linear Algebra, plus first year studies in a relevant Science discipline and a 65% average in their final two years. | 2 years OR up to 3 years (depending on the extent of relevant prior studies) | |

Indicators to-date

RESULTS

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SURF

Objectives

+5%
year on year

+2% year on
year

+8% year on
year

200+
Surveyors

Tertiary Students

Choose Cadastral Surveying

Undertake Licensing

Licensed

A life without limits

SURF

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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

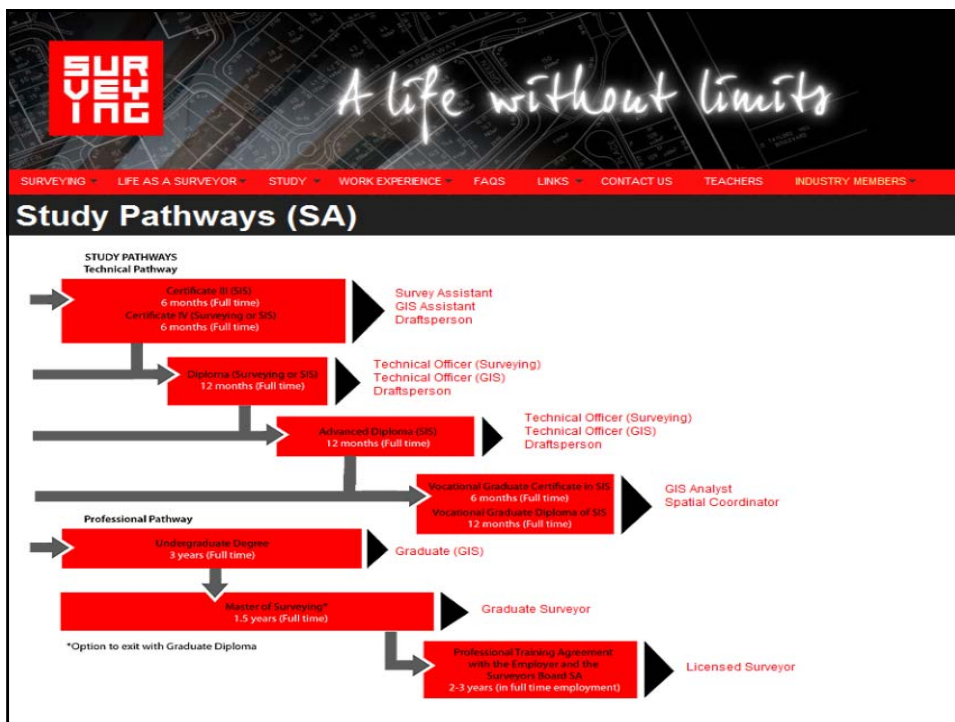
- 10 Schools
- 450 students

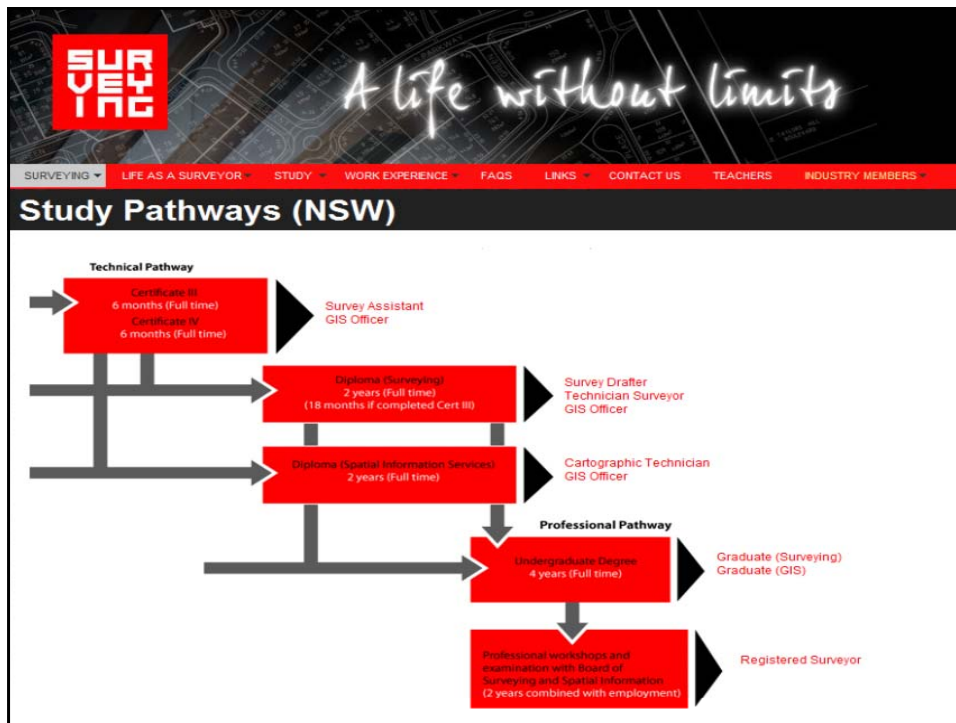
Expo Days

- Contact with over 900 students
- Hands-on Interaction with 35 Students
- Work Experience

Results to-date – University Intake

| | 2007 | 2008 | 2009 | 2010 |
|---|------|--------|------|------|
| Enrolments | | | | |
| Bachelor of Applied Science (Geomatics) | 16 | 16 | 27 | 23 |
| Bachelor of Applied Science (Surveying) | 24 | 24 -26 | 28 | 42 |
| Preferences (1-3) | | | | |
| Bachelor of Applied Science (Geomatics) | 37 | 27 | 27 | 38 |
| Bachelor of Applied Science (Surveying) | 46 | 35 | 66 | 78 |





Surveying Task Force...

The Industry Unifier



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The SURVEYING logo, consisting of the word "SURVEYING" in white capital letters on a red square background.