

Developing the Value of Surveying for Future Surveyors

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SUMMARY

One of the challenges we face in surveying is the lack of understanding or knowledge about who we are as surveyors and the important role we play for society and the economy.

To attract young people to the profession, we first need to value ourselves - and appreciate how vital our role is to the country in which we operate.

At Surveyors Australia we have developed a training program for emerging leaders within the profession to learn more about the business of surveying which includes:

- pricing and profitable for the private practice
- marketing, sales and service as critical elements in the delivery of surveying
- starting, scaling and succession in a private business
- people and the importance of team leadership and understanding about the people you work with.

This presentation will highlight lessons learned from teaching this program to 100 surveyors across Australia and the impacts and changes in their businesses as a result.

The presentation will include how the surveyors undertaking this program are attracting young people to work for them and keeping them in the profession.

Finally, this presentation will highlight how the principles taught work for government agencies and

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surveyors working in the public sector just as it does for those in the private sector as we seek to raise the profile of surveying across Australia.

The Business Academy for Surveyors was developed in 2019 and has been presented to more than 100 surveyors across Australia from land, engineering and mine surveying backgrounds - as well as planners and engineers working with surveyors.

To build sustainable and effective surveying practices we must understand the key principles that will lead to success.

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