



Surveying Task Force Inc Progress Report

The Surveying Task Force was initiated in 2007 in response to a recognised and urgent need for an increase in the number of cadastral surveyors in Victoria. Now an Incorporated Body, the Task Force comprises of representatives from relevant professional, industry, statutory and academic bodies, such as ACSV, ISV, SSI, RMIT University, University of Melbourne and the Surveyors Registration Board of Victoria. Its aim is the promotion of Surveying as a career to young people, as well as the general enhancement of the profession's public image. At its November meeting, the Task Force approved Patrick Meehan as a member nominated by ASIBA Victorian Regional Management Group.

Task Force members have met on a regular basis during 2008, devoting much time, energy and creative thought to driving the process to achieve the most significant yet cost-effective results. Discussions have been robust and goal-focused, with all members contributing to a well-rounded perspective. Their commitment to the aims of the Task Force and to the profession as a whole has been very evident.

For more efficient and hands-on direction, two sub-committees were organised to oversee marketing activities and fundraising.

The Service Delivery sub-committee has been working with our appointed marketing coordinator agency, Blue Frog Marketing (in particular Michelle Brooks), to coordinate the marketing planning, and with our appointed advertising agency, Crocodile Creative, to develop our new brand look and communication materials. One of our first moves was to lodge an application for the trade mark registration of the phrase "a life without limits", as it forms a critical component of our campaign.

The Finance sub-committee has also been working with Michelle Brooks to establish a budget for activities during 2009 and to look at funding options for the future.

Recently we commenced promotion to Victorian Careers Advisors through their major Industry Publication "CEAV Journal" with an article about Generation Y needs and how Surveying can appeal to them. It also provided a link to a pre-launch preview of our new website www.trysurveying.com.au. The site is currently being developed to include information such as study options and work experience opportunities. The full site will be launched early in 2009 together with a video and direct marketing campaign to Careers Advisors.

Feel free to take a look at the website at either the address above or at www.alifewithoutlimits.com.au. We welcome your feedback on the site whilst it is 'under-construction', plus information on major or unusual projects you are working on that may be of interest to a young audience. With your help, we intend to rotate projects of interest to keep material fresh. The final version will include a page where you can register interest in helping out at 'hands on' career days during 2009 or providing work experience opportunities for secondary or university students.

Thank you to all contributors for supporting the Task Force fund. Your contributions are going towards funding all the initiatives, including the website, video, brochures and other collateral. In addition, we have booked advertising in the 2009 'Job Guide' which is provided to all Year 10's in Victoria, plus a stand at The Age VCE & Careers Expo in April 2009. We will provide a full calendar of activities early in 2009 and invite your participation where possible.

We continue to receive very constructive suggestions as to possible directions or interesting initiatives from surveying individuals, companies and bodies, and invite you to contribute your ideas as well. Please send all feedback, suggestions, etc, to the Task Force via arita.davids@dse.vic.gov.au.

Arita Davids
Executive Officer
Surveyors Registration Board of Victoria

Patron
Professor David de Kreiser, AC
Governor of Victoria