



WAIS 2016-17 Strategy

This strategy document follows from a WAIS planning day at the State Library in mid-January. Our focus is on what WAIS needs to do over the next two years to establish itself as the authentic voice of the survey profession in Western Australia. The four action plans build the WAIS strategy house that will guide us in our mission:

WAIS is the pre-eminent representative of the survey profession in WA

Click on each Action Plan to read the 1-page summary.

[Action Plan 1: Leadership & Advocacy](#)

WAIS presents a coherent, sought-out and responsive voice for WA Surveyors.

[Action Plan 3: Business Plan](#)

WAIS is effective, and operates efficiently and sustainably.

[Action Plan 2: Membership](#)

Establish and maintain a sustainable and engaged membership.

[Action Plan 4: CPD and Events](#)

Deliver professional development services that match the needs and interests of our members.

Action Plan 1: Leadership and Advocacy

Objective: WAIS presents a coherent, sought-out and responsive voice for Surveyors.

Context: The decline in public recognition of Surveyors and the value of their work for secure tenure and efficient development has undermined their status and reduced their ability to influence the issues that affect their livelihood. The role of Surveyor has lately been blurred by the increasing use of GNSS/GIS devices, though most users have limited understanding of the issues involved and the difference between survey and navigation. WAIS will raise the profile of Surveyors, particularly its members, and engage in all debates where the value of survey can be appreciated.

Actions:

Engage with society being government, industry and aligned professions:

1. Identify all stakeholders, including all parties interested or engaged in the land, infrastructure or resource development sectors.
2. Develop and maintain a list of the:
 - a. email address of all news organisations for press statements, including key names and phone numbers where relevant.
 - b. public affairs officers and their contact details for all identified stakeholders both government and industry.
3. Identify and develop a set of appropriate WAIS policies. These would include issues related to professional practice, legislation and any issue where Surveyors have insight or competence worth projecting.
4. Develop a press statement template and draft press statements for each policy area that include a delegated WAIS Point of Contact for comment or further detail.
5. Develop a process for members to signal a need for a public statement of position by WAIS.
6. Develop a procedure to assure that a rational and effective WAIS statement is released with optimum effect for all appropriate opportunities that present themselves.

Focus on our core stakeholders:

1. Identify those stakeholders where regular meetings are most appropriate for extending the influence of Surveyor.
2. Identify an appropriate schedule and the person to undertake these meetings – including the work required beforehand to obtain the best outcome at each meeting.
3. Before each meeting, poll interested parties for issues that should be raised and requesting supporting information.
4. Ensure an agenda is agreed and go prepared.

Supporting Actions:

1. Provide media training for Points of Contact and Board Members.
2. Develop guidelines for a Point of Contact to support their work and provide insight into media and related processes.

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Action Plan 2: Membership

Objective: Establish and maintain a sustainable and engaged membership.

Context: WAIS seeks to represent Surveyors and to support their networking and collaboration opportunities. Currently, WAIS has approximately 200 members, though this will likely change when WAIS become a full function association again in 2016. A large and engaged membership is the foundation for any association, without it WAIS will struggle. To achieve its objective, WAIS must be clear about what a 'Surveyor' is and work to engage them using effective communication and valued services to drive a sustainable business model.

Identify current and potential WAIS members:

1. Identify existing members and how they proportion their work – to which sector do they identify: cadastral, engineering, hydrographic, mining, geodetic, or multiple?
2. Review membership by category – feed into the proposed revision of constitution.
3. Create the value proposition for new members – focus on survey and leave the geospatial component for others to serve.
4. Build affiliations with mining, hydrographic and mining survey associations to improve extension across the survey sectors.
5. Establish membership targets and the fee structure required to be sustainable.

Communicate with members and potential members:

1. Identify and plan to host specific events to promote the objectives of WAIS
2. Create and maintain a relevant and interesting website.
3. Build an email list of all members and stakeholders.
4. Create policy, branding and marketing material for dissemination to stakeholders.

Create active membership: (ongoing)

1. Provide relevant, current and local CPD.
2. Create a mechanism for the mentoring of younger Surveyors.
3. Support Special Interest Groups to become active in their area of expertise.
4. Provide opportunities for social and business networking.

Seek membership feedback: (ongoing)

1. Seek feedback on CPD and other events, and act on it.
2. Seek feedback on the performance of WAIS, and act on it.

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Action Plan 3: Business Plan

Objective: WAIS is effective and operates efficiently and sustainably.

Context: WAIS has been operating in a caretaker role for over 10 years while SSSI served Surveyors. There was very little activity; its work involved its AGM, management of their property at 2/154 Hampden Road, Nedlands, and supporting the biennial survey student expeditions.

In 2014, a token fee was introduced and the membership database updated. In 2016, WAIS decided to reactivate the Board and move towards a fully functioning professional organisation once again. A sound business plan is required to guide WAIS through this next two years as it re-establishes itself.

Actions:

1. Identify who is going to be responsible for the business plan and appoint them.
2. Establish what services are required. These shall reflect the WAIS purpose and Action Plans, and feedback from members and industry.

Service Plan:

3. Prioritise the target services and develop plans and schedules;
 - Determine what services will be provided in the first 2 years.
 - Identify the tasks and workload involved to deliver the services.
 - Establish staffing levels, duty statements and remuneration as well as volunteer resources.
 - Establish methods for regular contact with members, clients and sponsors.
 - Appoint a WebMaster.

Budget Plan:

4. Determine a sustainable budget sufficient to employ staff appropriate to deliver the target services:
 - Determine a fee structure - with any auxiliary rates or discounts.
 - Appoint a WAIS business manager.
 - Monitor the budget monthly to ensure sustainability and adjust accordingly.
 - Establish effective administrative and financial procedures to operate the organisation.
 - Develop strategies to increase engagement with sponsors etc.
 - Set membership and revenue targets and WAIS performance indicators.
 - Include financial reporting and audit.

Management Plan:

5. WAIS structure to be a viable professional body.
 - Review our constitution, code of ethics and other foundation documents.
 - Remain relevant to all Surveyors.
 - Remain vibrant and be confident of the next 5 years.

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Action Plan 4: CPD

Objective: WAIS delivers high-quality professional development to service the needs and interests of its members.

Context: Access to CPD is a central concern for many members. In 2015, trouble within SSSI management led to the effective closure of the WA office, and with it, its ability to deliver the required CPD. In December 2015, WAIS decided to deliver CPD events to Surveyors.

Actions:

Specific Goals:

1. Become the prime provider of CPD for Surveyors in WA.
2. Ensure that Surveyors can access sufficient CPD:
 - a. Broadcast CPD as webinars to engage regional surveyors to be involved; the required technology should be available at some Curtin venues.
 - b. Ensure CPD is high-quality: current, informative, relevant and with appropriate rigour.
 - c. Harness knowledge of experienced practitioners and increase technical content.
3. Consider blogs and other options to promote a Q&A/mentor process between senior and junior Surveyors.

Specific Actions:

1. Engage staff able to plan and deliver the full CPD event process.
2. Promote surveying to other professions and establish working relationships with them; we each provide presenters to the others, possibly coincide events.
3. Plan for a biennial conference:
 - Conference to include multiple related associations to broaden coverage and attendance base.
 - Offer day and evening sessions and practical workshops with concurrent sessions.
4. Provide incentive for presenters by offering extra CPD points.
5. CIG to initiate cadastral actions and policy for adoption by WAIS.

General structure for a CPD event:

1. Two or three presentations or a mix of presentations and panel discussions:
 - General case studies for issues of interest or current concern: cadastral, control, engineering and mine surveying
 - Specific case studies where experienced surveyors present on items of interest to junior surveyors or those expanding into new areas of practice.
 - Engage younger surveyors on topic selections.
2. Also include business related topics:
 - Land planning (WAPC) and land planning
 - Conveyancing, strata and valuation issues and topics
 - Business topics including planning, legal and accounting

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