



DESTINATION SPATIAL

## **Destination Spatial Qld (DSQ)**

### **2017-18 Report**

**June 2018**

## TABLE OF CONTENTS

1.	DSQ Background	4
2.	2017-2018 Achievements	5
3.	2018-2020 Goals	7
4.	Outcomes	7
5.	Challenges	7
6.	Governance	8
7.	Supporters	8

### **Document Details**

Security Classification	Public
Date of review of security classification	June 2018
Authority	Department of Natural Resources, Mines and Energy
Author	QSIC Office
Document Status	Final
Version	1.00

### **Contact for Enquiries**

All enquiries regarding this document should be directed to:

QSIC Office, Land and Spatial Information  
Department of Natural Resources, Mines and Energy  
Phone: 07 3330 4479  
Email: [qsic@dnrme.qld.gov.au](mailto:qsic@dnrme.qld.gov.au)

### **Licence**

© State of Queensland, Department of Natural Resources, Mines and Energy 2018

The Queensland Government supports and encourages the dissemination and exchange of its information. The copyright in this publication is licensed under a Creative Commons Attribution 4.0 International (CC BY) licence.



Under this licence you are free, without having to seek permission from DNRM, to use this publication in accordance with the licence terms. You must keep intact the copyright notice and attribute the State of Queensland, Department of Natural Resources and Mines as the source of the publication.

For more information on this licence visit <http://creativecommons.org/licenses/by/4.0>

### **Information Security**

This document has been classified using the Queensland Government Information Security Classification Framework (QGISCF) as PUBLIC and will be managed according the requirements of the QGISCF.

## 1. DSQ background



In 2010 concerns were raised at the Queensland Spatial Information Council (QSIC) regarding the declining number of students enrolling in surveying and geospatial university courses. The *Spatial Skilled Workforce Executive*, an alliance of interested surveying and geospatial science organisations, was formed to investigate the situation and develop a program of work to ensure a skilled surveying and geospatial workforce in Queensland.

In late 2011 the *Spatial Skilled Workforce Executive* subsequently changed its name to the *Destination Spatial Queensland (DSQ) Executive* and decided that future projects should be branded under the *Destination Spatial Queensland (DSQ)* banner.

The *DSQ Executive*, an industry body made up of representatives from the country's foremost geospatial organisations, main purpose is "to increase the number of surveying and geospatial science professionals to advance a spatially-enabled workforce." It does this by providing the opportunities, forums, resources and direction, with particular focus for Queensland but also in alignment with initiatives in other jurisdictions. Appointed representatives of the *DSQ Executive* provide input and direction to programs on behalf of their respective organisation, and report on outcomes.

Representatives are drawn from:

- Spatial Industries Business Association and Geospatial information and Technology Association (SIBA/GITA) 
- Surveying and Spatial Sciences Institute (SSSI) 
- Surveyors Board of Queensland (SBQ) 
- Australian Institute of Mining Surveyors (AIMS) 
- University of Southern Queensland (USQ) 
- Geography Teachers Association of Queensland (GTAQ) 
- Queensland Spatial Information Council (QSIC)
- Department of Natural Resources, Mines and Energy 
- Department of Transport and Main Roads

In response to the ongoing critical skills shortage facing the sector, DSQ is now undertaking a more comprehensive career education marketing campaign to boost the number of students entering tertiary studies by raising the profile of the surveying and geospatial sciences industry as an attractive career choice.

During 2017-18, DSQ has been driving campaigns and developing marketing collateral. The material has been developed with the intention of being used in a nationally consistent campaign. Though enhancing the awareness of our industry, building relationships with students, parents, career advisors, teachers, schools, and promoting courses and degree opportunities, DSQ is confident that it will ultimately maximise industry potential by attracting consistently greater numbers of new students to study surveying and geospatial science.

## 2. Key achievements 2017-18

DSQ has been undertaking career promotion activities with the support of many industry volunteers over the past five years. However, in 2017 DSQ identified that a more structured framework is required



in Queensland to pool resources and knowledge into a coordinated and strategic approach to more effectively and efficiently address the skills shortage. DSQ took inspiration in the successful *“Surveying: A Life Without Limits”* campaign that runs in New South Wales and Victoria

With the help of generous contributions from the spatial industry organisations, DSQ was able to engage Cookie Dough, a marketing consultant with experience in the *“Surveying: A Life Without Limits”* campaign in New South Wales and Victoria. They were tasked with developing a program to review branding and marketing to realise the greatest potential for managed investment in communications. During 2017-18 DSQ has progressed the overall campaign which is broken into the following stages.

### a. Soft launch of surveying campaign

In June 2017, DSQ entered into a license agreement with the Surveying Taskforce Inc. to utilise the *“Surveying: A Life Without Limits”* brand strategy and promotional materials, thus leveraging off the successful campaigns already implemented in Victoria and New South Wales.

The *“Surveying: A Life Without Limits”* brand strategy, spearheaded by the Surveying Taskforce Inc. and implemented by Cookie Dough Research & Marketing, has promoted surveying as a career option for a number of years now. There’s been a huge 50% increase in the number of surveying associates entering the workforce in the past five years. DSQ are working towards replicating this with geospatial science.

A soft launch of the surveying career brand commenced in July 2017 at the Tertiary Studies Expo (TSXPO) in Brisbane. Supporting frameworks were also developed to underpin a more comprehensive launch for Queensland in 2018.

### b. Marketing plan for surveying and geospatial science

The marketing plan for the launch of surveying and geospatial science promotional career campaigns in 2018 was developed in July 2017. It outlines the key objectives, target audiences, positioning messages, marketing activities, schedules, budgets, and metrics to measure the campaign’s success over time.

### c. Geospatial brand development and creation



In conjunction with the surveying launch, a new brand strategy for careers in geospatial science was developed. The brand strategy creation is the translation of the strategy into usable communication materials that has consistency and compatibility with the *“Surveying: A Life Without Limits”* campaign.

The brand creation included the roll out of printed, soft copy and online materials for use in a strategic career education campaign and creation of geospatial science visual, audio visual and online content:

- Geospatial brand logo and associated style guide
- Marketing materials including brochures, posters, pull-up banners and promotional items
- Online geospatial and surveying videos
- Release of website: [www.geospatialspatialscience.com.au](http://www.geospatialspatialscience.com.au) including a generic email contact
- Social media accounts on Facebook and Instagram
- Enhanced work experience ‘Matchmaker’ placement services

#### **d. Marketing campaign launch of surveying and geospatial sciences**

The marketing campaigns are designed to increase awareness of surveying and geospatial science as careers of choice, enable first hand engagement opportunities between career seekers and the industry, and importantly nurture contacts through the decision making process via digital marketing and other communication methods.

It is committed to increasing the number of trained young people stepping into surveying and geospatial science careers.

The target audiences are primarily secondary students but also includes career advisors, teachers, tertiary students, mature age or upskilling students and parents. As the campaign develops, it will link industry professionals with school students through career expos, work experience opportunities, and presentations or running activities at schools. It includes an email, direct mail and telemarketing campaign. Also, promotion to surveying and geospatial industry members is vital to ensure ongoing industry support.

Career promotion events attended by DSQ in 2017-18:

- TSXPO in Brisbane - July 2017
- Ipswich Grammar School Careers Day - August 2017
- Townsville Careers Expo - August 2017
- Brisbane Careers and Employment Expo - May 2018
- CDAA (Careers Advisor Annual Conference) in Hobart - May 2018
- Gold Coast Careers Festival - May 2018
- Bundaberg Careers Expo - May 2018
- QSIC *#spatialrealworld* event in Brisbane - June 2018

Events planned for 2018-19 include:

- TSXPO, Brisbane - July 2018
- IGNITE Youth Careers Expo, Logan - July 2018
- USQ Open Day, Toowoomba - August 2018
- USQ Open Day, Springfield - August 2018
- Ipswich Grammar School Careers Day - August 2018
- Townsville Careers Expo - August 2018
- Brisbane Careers and Employment Expo - May 2019
- CDAA (Careers Advisors) Annual Conference - May 2019
- Gold Coast Careers Festival - May 2019
- Bundaberg Careers Expo - May 2019
- Northern Rivers Careers Expo, Lismore - May 2019
- QSIC *#spatialrealworld* event, Brisbane - June 2019

**Note:** Career event season is generally between May and August each year before senior students have to complete their tertiary entrance preferences through QTAC in September.

### 3. 2018-20 Goals

- a. Maintain financial sustainability
- b. Raise awareness and profile of surveying and geospatial science.
  - Register 60 Queensland career advisors to receive career information resources and ongoing email communication on surveying and geospatial science careers.
  - Host 25 secondary students for work experience in surveying and spatial organisations.
  - Register 300 students to receive information about surveying and geospatial careers.
  - Grow [www.alifewithoutlimits.com.au](http://www.alifewithoutlimits.com.au) website traffic from Queensland audiences by 25%.
  - Launch [www.geospatialsience.com.au](http://www.geospatialsience.com.au) website for geospatial science careers and grow website traffic by 10% each year.
- c. Increase student numbers that are undertaking:
  - Surveying and geospatial tertiary degree programs (by 10%)
  - Tertiary surveying and geospatial sciences subject streams (by 10%)
- d. Support the introduction of a surveying and geospatial science Certificate (II and III) courses

### 4. Outcomes

#### Medium term

- a. Ongoing, recognisable, far reaching education campaigns for surveying and geospatial that recognise the differences and links between the in the two disciplines.
- b. Evidence across schools of increased brand awareness/industry recognition of ‘surveying’ and ‘geospatial science’

#### Long term

- a. Significant and sustainable increases in the numbers of students undertaking surveying and geospatial science courses in Queensland tertiary institutions.
- b. An active, robust and financially sustainable DSQ governance body that manages surveying and geospatial science campaigns.
- c. Industry protection from skills shortages due to a robust workforce.

### 5. Challenges

Currently student figures do not take into account those students completing surveying and geospatial spatial science subjects as part of allied tertiary studies (e.g. environmental science, geography, town planning, and engineering)

Also the success of any career promotion campaign is difficult to measure and assess after 12-24 months, given the key target audience is Year 10 students who will not be ready to enter tertiary studies for 2-3 years and employment in the industry for a further 3-4 years.

## 6. Governance

DSQ has partnered with the Spatial Innovation Foundation (SIF) to run as a special project under their governance until 2020. SIF successfully delivered the 3dQLD Roadmap project run under their existing corporate governance arrangements, and this model is being replicated and adopted for the 2017-2020 DSQ strategy.

## 7. Supporters

DSQ gratefully acknowledges the contributions from geospatial industry organisations during 2017-18. It is contributions such as these that will help realise the long term benefit through greater resilience to the impact of skills shortages and more purposeful and organised work experience opportunities for students.

Though enhancing the awareness of our industry, building relationships with students, parents, career advisors, teachers, schools, and promoting courses and degree opportunities, DSQ is confident that it will consistently attract greater numbers of new students to study surveying and geospatial science.

Organisations that has given DSQ generous financial support in 2017-18 are:

- Surveying and Spatial Sciences Institute (SSSI)
- Spatial Industries Business Association and Geospatial Information and Technology Association (SIBA/GITA)
- Department of Natural Resources, Mines and Energy
- Department of Transport and Main Roads
- Surveyors Board of Queensland
- University of Southern Queensland (USQ)
- World Skills Queensland
- Australian Copyright Trust
- ACSIS Ltd (Australian Consulting Surveyors Insurance Society)
- Australian Institute of Mine Surveyors

-----