

OUR VISION What SSSI will look like in 2021

SSSI is Australia's pre-eminent membership organisation for geospatial, surveying and other professionals who define the 'where' in a complex and changing landscape.

- ✓ **Authoritative**, innovative, respected, admired and even envied
- ✓ **Highly visible** to our members, the community and decision makers
- ✓ The **logical membership choice** across industry
- ✓ **Remarkable communications** and an **outstanding team** at every level
- ✓ **Growing** ahead of the industry & professions while being **relevant & responsive** through:
 - A **suite of products** which delivers genuine value for every potential member
 - **Clear, proactive and constructive policy** positions
 - The **highest standard of corporate and financial governance and reporting**, a strong balance sheet and cashflow which allows for strategic options.

OUR GUIDING PRINCIPLE: *PRECISION WITH PURPOSE*

SSSI delivers sectoral leadership, world-class certification and professional development opportunities for these professionals so that they can deliver economic, environmental and social improvement with technical excellence.

2018-19 YEAR ONE PROJECTS Building the base for 2021

A GROWING MEMBERSHIP

- ▶ Research and define our current & prospective membership, including those not traditionally viewed as part of the sector
- ▶ Review & start a rollout of improved member offerings with focus on YPs & women
- ▶ Review our current membership structure, & how it interacts with the certification program, to ensure maximum efficacy & appeal to members
- ▶ Consult and design targeted trials for a robust & attractive certification program across all streams
- ▶ Consult and deliver targeted programs to maximise young professional membership including pathways for student membership
- ▶ Create a national events calendar and review event resourcing based on strategic fit

LEADING THROUGH ADVOCACY & COMMUNICATION

- ▶ Design & launch Body of Knowledge custodian initiative
- ▶ Consult, devise and deliver a whole-of-organisation communications plan encompassing all current & potential content, channels and platforms
- ▶ Consult, devise & deliver a national public policy platform as the basis for all advocacy efforts
- ▶ Devise & deliver a national advocacy program with an ongoing focus on informing & improving the public policy directions of Federal & State Governments, plus Local Government as appropriate

PRODUCTIVE PARTNERSHIPS

- ▶ Revise and rebuild the sustaining partnership program with a view to longer term strength & value to all parties
- ▶ Actively seek out partnering opportunities which deliver member value and/or a broader revenue base and review current MoUs for strategic fit

A VIABLE & STABLE SSSI

- ▶ Review the current Board and committee reporting processes & documentation to ensure timely and strategically-focused information for improved decision-making
- ▶ Revise our governance & staff structures on a regular (3-4 yearly) basis to ensure relevance and fitness for purpose
- ▶ Review & rationalise the internal policy base
- ▶ Devise & implement a zero-based budget for the organisation nationally
- ▶ Review the suitability of our current technical platforms, including the website, and deliver a program of works to deliver a best-in-class suite of platforms suitable for a technically savvy membership

2018-2021 GOALS Strategic changes to become SSSI 2021

AN ENGAGED MEMBERSHIP
growing by 2026 to 80% of the sector



GROW AND COMMUNICATE MEMBERSHIP VALUE with an increased range and scale of compelling offerings

INCREASE VISIBILITY AND RELEVANCE OF SSSI MEMBERSHIP by escalating our involvement in spatial industry activities as a way to increase visibility and design targeted offerings for membership prospects

ACQUIRE NEW MEMBERS FROM INNOVATIVE OFFERINGS to build a pipeline of new types of members and future professionals

ORGANISATIONAL REPUTATION
positioned with national influence



INFORM PUBLIC POLICY DECISIONS with a focused advocacy-as-engagement program targeting high-value influencers across government & industry

CREATE A PLATFORM with a policy framework that responds to society's most pressing challenges

BUILD PRESENCE with a national brand positioned to reflect the collective voice of sectoral professionals with authority and integrity

CULTIVATE A KNOWLEDGE PROFILE by being the reliable national custodian of the sector's multi-disciplinary Body of Knowledge

A DYNAMIC NETWORK of diverse & multi-disciplinary professionals



ACTIVATE OUR PROFESSIONAL ECOSYSTEM by becoming a space where professionals from across different disciplines can explore their shared interests, participate in innovative initiatives and undertake professional development

CREATE AN INCLUSIVE CULTURE by incorporating diversity & inclusion into programs, policies & activities

ATTRACT NEXT-GENERATION PROFESSIONALS through dedicated programs for students, graduates and early-career professionals

BUILD STRATEGIC PARTNERSHIPS with aligned industry bodies to create shared value through mutual membership participation



A RECOGNISED CONTRIBUTOR to Australia's future through innovative practice

CREATE NATIONAL IMPACT through a national & international footprint to create compelling opportunities for tangible and recognised contributions to national innovation & growth agendas

STRENGTHEN COMMUNICATION so the role & value of geospatial professionals & disciplines is understood through a coordinated program of relevant, timely & engaging communication

PRACTICE COLLABORATION by renewing information & participation platforms to promote innovation, experimentation & collaboration with new partners



A CERTIFICATION PROGRAM valued by the profession, business & community

RAISE RECOGNITION OF CERTIFICATION VALUE across the full spatial ecosystem: from practitioners, to member bodies through to sectoral customers & buyers

EXTEND CERTIFICATION REACH & CREDENTIALS through involvement in immigration assessment programs

QUALITY CERTIFICATION FRAMEWORK AND PROCESSES which are reliable, timely & effective, assuring a high-quality experience & professional development outcome



A ROBUST ORGANISATION that is well-governed & financially sound

STABLE FINANCIAL MANAGEMENT based on a balanced budget reflecting the disciplines of good planning, budgeting, and management

DIVERSIFY AND GROW REVENUE STREAMS to ensure stability and flexibility

FOSTER LEADERSHIP with effectiveness, structure & diversity of the National Board & all key leadership roles

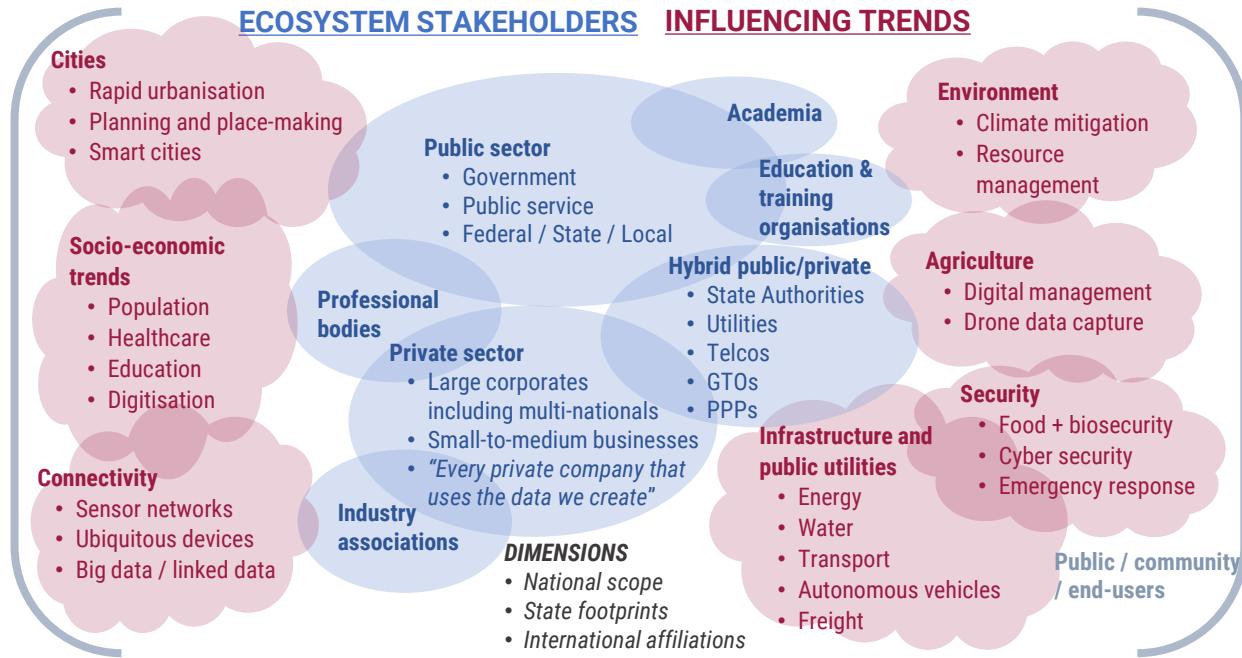
DEVELOP OPERATIONAL CAPABILITIES with operational models that are flexible, agile & fit-for-purpose in a rapidly-changing world

BUILD CULTURE & ALIGN PURPOSE to deliver a respectful, enabling & proactive culture where there is clear alignment between leadership, members & partners

CONTEXT Viewing our Roadmap within the wider ecosystem

CULTURE Principles & practices that enable the Roadmap

MAPPING OUR LANDSCAPE



ALIGNING OUR STRATEGIC ROADMAP Sector milestones include: SBAS roll-out 2019-20; 2026 Agenda; ICSM Cadastre 2034

Fulfilling a central role in the geospatial sector ecosystem



UNDERSTANDING OUR LANDSCAPE

Looking outside-in:
Learning to view from the perspectives of...

Some ways of framing our communication & outreach to others can include:

- Our partner organisations**
- Government
 - Industry bodies
 - Commercial partners
 - Advocacy partners
 - Service partners

- Our professional networks**
- Professional communities
 - Career lifecycle stages
 - Professional disciplines

Geographic

- Geo-location or jurisdiction*
- Local community
 - Urban / rural
 - National + states/territories
 - Asia-Pacific region + global

Demographic

- Professional development life-cycle*
- Education level
 - Age
 - Professional level / career stage
 - Women
 - Young people

Psychographic

- What are some ways we can target discrete social segments on their terms?*
- STEM students
 - Career builders
 - Drone users – recreation, farming, photography, etc
 - Game developers & participants (eg Minecraft)
 - Mobile device users
 - Local / community-minded leaders
 - Everyone with a 'where' interest & mindset

STANDARDS

- Professional practice
- Harmonised standards
- Accuracy
- Interoperability
- Ethical governance and operations

DEVELOPMENT

- Pathways for professional growth & maturity
- Learning frameworks
- Knowledge exchange
- Innovation in professional practice & society

VALUING

- Central in defining spatial value
- Committed to practicing professional values
- Seeking to add value through our work

INTERACTION

- Knowledge exchange
- Reaching out to other sectors & industries
- Proactively linking our sector disciplines

COMMUNITY

- Shared experience
- Social knowledge
- Mutual value through collective activities

RELEVANCE

- Valued & recognised for our expertise & experience
- Helping others discover new potential
- An active role in society

Culture

- Are we siloed or **silobusting**?
- Can we be **compliance**-focused & risk-averse while also **adaptive** & responsive?
- Is what we have in **common** greater than our differences?

A vital professional community

SSSI as a 'career platform' network

A platform for members' careers & their customised professional development

- Not simply digital: the collective members are the platform - and cultivate their own development through being a 'platform' for others via peer learning exchange, shared experience & social contribution
- This platform model is built upon the organisation as a hub, brokering new connections and facilitating custodianship of the sector's Body of Knowledge.

Also a platform for professional participation in development of the industry and the wider sector, while developing their own careers and contributing to society.

A new operational mindset will be required to become a 'new economy' member organisation:

MEMBER OFFERINGS

- Connection
- Learning
- Participation

Mindset

- Do we question - looking to **innovate** - or do we always have the answers?
- Are we cultivating a commitment to **shared value**?

| Old-world mindset | THEMES | Contemporary mindset |
|--|---------------------------------|--|
| Members as customers & a collective asset | Member relations | Members as partners in co-creating new value |
| Power leadership | Governance | Service leadership |
| A hierarchical club | Role of organisation | A platform enabling a professional community |
| Command-and-control | Role of secretariat | A communication bureau & clearinghouse |
| Media spin, white papers & power delegations | Advocacy | Collaborative influence through collective intelligence |
| Transactional | Relationships | Long-term value for all |
| A centre for selling professional validation | Education & training | Enabling lifecycle pathways for individuals & the professional disciplines |
| Deals with revenue sources | Revenue generation | Shared value through strategic partnerships |