

Surveying Task Force Update

Fostering a new Generation of Surveyors



July 2010

Marketing Activities - 2010

Career Advisors

- ◇ 235 schools (over 1/3 of all Vic. Schools)
 - 4 Surveying Presentations
 - 10 Career events/expos
 - Links to our website
 - Information on careers notice boards
 - Work experience promotion



- ◇ The Surveying Task Force and Maths Association Victoria (MAV) are working together to develop materials for teachers and events.
 - Student Surveying Days - RMIT Field Day site and at regional schools
 - Class resources and activities



Marketing Activities - 2010

Secondary School Students

Activities:

- ◇ The Age VCE & Careers Expo
- ◇ Herald Sun Career Expo
- ◇ 11 Regional and Metro Career Expos
- ◇ RMIT and Melbourne University Open Days

Results:

- ◇ Over 200 students registered for information
- ◇ 60 students linked with Work Experience placements
 - 10 not placed and still interested

Research:

- ◇ 67% of students first heard about Surveying through their school.
- ◇ >40% of students became interested in Surveying because it combined both indoor and outdoor work, and 30% due to relevant school subjects such as Maths.



Secondary
School
Students

Activities:

- ◇ Melbourne University & RMIT Spatial & Surveying Industry Careers Night

Results:

- ◇ 45 students linked with Work Experience opportunities
 - 10 still looking for placements
- ◇ **Research:**
 - Over 50% of students first heard about Surveying through family and friends.
 - 75% of students said they were very likely or extremely likely to choose Land Surveying as their profession after graduation

Marketing Activities - 2010

Work Experience Student – Anthony Hogan



Marketing Activities - 2010

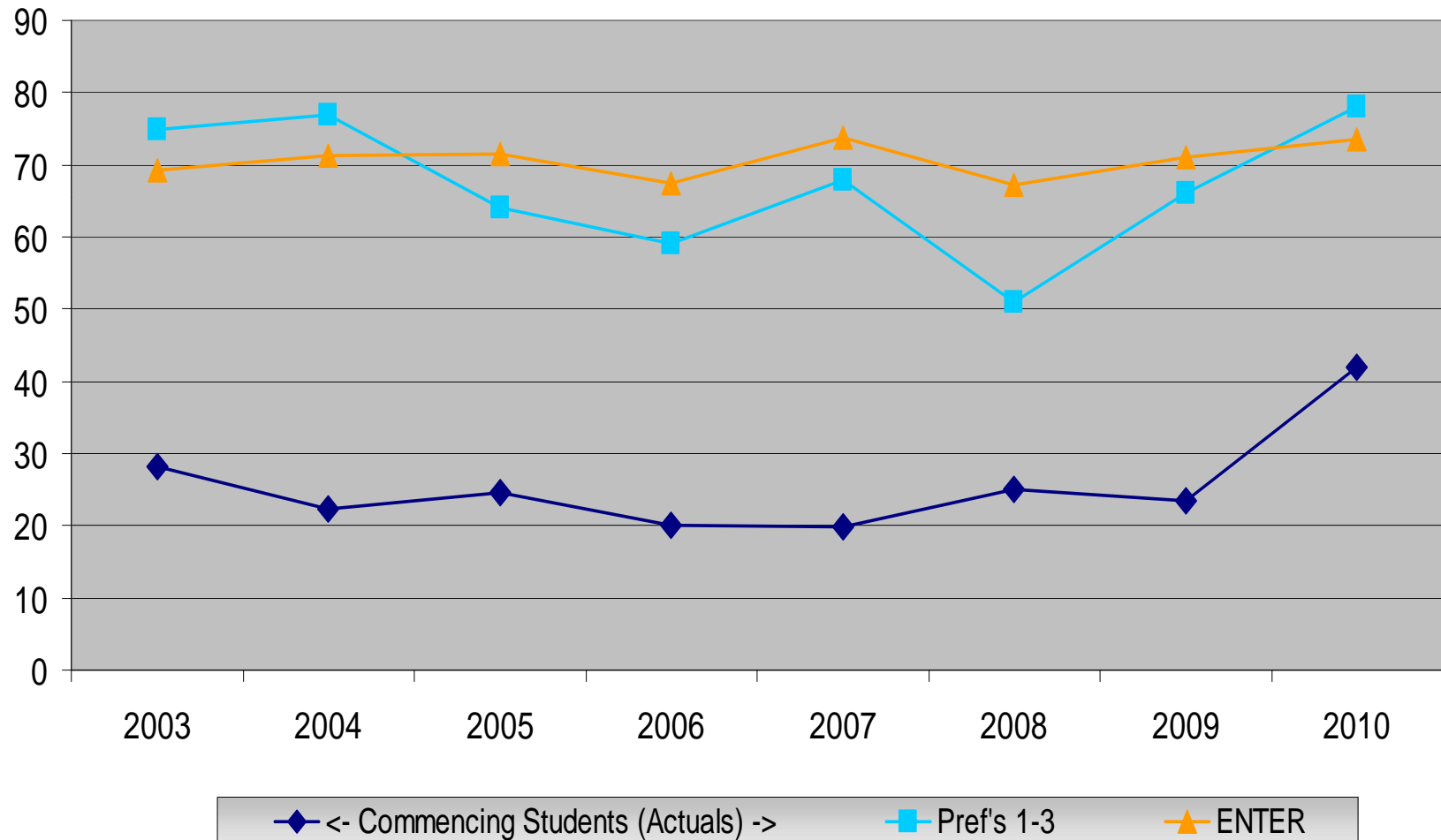
Work Experience Program Materials

- ◇ Template materials to help Surveyors host Secondary School students
 - Legal documentation
 - Interview guide
 - Tips and considerations
 - Sample Program of activities
 - Feedback form
 - Parental permission for off-site visits
- ◇ Available for download on the website
- ◇ Provide your feedback and ideas



Surveying Demand & Enrolments

BP089 – Surveying Degree



A red square logo with the word "SURVEYING" in white, bold, sans-serif capital letters. The letters are arranged in a grid: "SUR" in the top row, "VEY" in the middle row, and "ING" in the bottom row.

SUR
VEY
ING

A composite image featuring a green surveying instrument on a tripod in the foreground. The background is a dark cityscape with white line-art buildings. A semi-transparent rectangular window on the right side shows a photograph of a rocky, arid landscape under a blue sky. The text "A life without limits" is written in a glowing, yellow, cursive font across the bottom of the image.

A life without limits