



# **Brand Communications Guide**

Licensed Surveyors

September 2018

## Preface

This brand communications guide is designed first and foremost to help our body of surveying professionals to better understand the broad scope of their work and their contribution to the community. It in no way intends to diminish the value of the allied professions that work alongside surveyors every day. We also acknowledge that each surveyor carries a varied mix of skills and this guide seeks to identify that range of skills, without premise that any one surveyor should be found proficient in all.

Whilst not a list of services Licensed Surveyors provide, this guide is ultimately intended to help the profession better understand who we are, the value we offer and how we can assist to shape the community and enterprises we work in.

This guide articulates the brand strategy model developed for Licensed Surveyors taking into account rigorous research and field-testing. The first part of this guide explores the brand model and core elements, outlines secondary messages for key target audiences, and then provides sample content for use with various communication mediums.

The additional copy elements and elevator pitches provide concise statements that can be used independently of the comprehensive brand messaging. They can be drawn on for use with speeches or presentations, website content or other communication needs to enhance a particular theme or topic succinctly in the promotion and brand positioning of Licensed Surveyors.

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## Brand essence summary

Licensed Surveyors define, manage and protect the space around us. From the smallest plot to multi-million dollar developments, the world in which we live is organized and legal ownership parameters are determined through the expertise of Licensed Surveyors.

Licensed Surveyors are the only practitioners warranted with direct management responsibilities in our land boundary system. They are the pre-eminent experts in their field and do far more than just measure space. Licensed Surveyors interpret and navigate legal aspects of land ownership. They provide a comprehensive understanding of land, water and the air above it, its surrounds and its environment; thus protecting development from impediments and unlocking latent value.

Licensed Surveyors are the pillars on which our land administration system is managed. They are highly valued advisors in every aspect of property development. Their expertise brings simpler navigation through each regulatory step. Their rapid adoption of modern technology propels greater creativity and yield. Their experience minimises risk and provides confidence and security. Surveyors are problem solvers at heart with a scientific approach to gathering data and then applying their skills to form reliable solutions. Licensed Surveyors provide clear and credible management to the land administration to unlock untapped value.

## Overview of 7 Brand Trust attributes

### **Stability:**

#### **Licensed Surveyors underpin the land administration and property development systems**

Only Licensed Surveyors are authorised by the Government to legally define boundaries and prepare subdivision plans. They are subject to regulation and audit under the Surveying Act and are entrusted to maintain and protect the boundary and land administration system. Licensed Surveyors enjoy relationships with relevant government and statutory authority officers and are best placed to work in partnership with government and all stakeholders.

### **Relationship:**

#### **Licensed Surveyors are passionate about their work and are valued advisors**

Licensed Surveyors provide a platform for any project to launch and a yardstick from which all improvement and outcomes can be measured. They provide trusted expertise to navigate through each process and act as an intermediary between government, associated professions and developers. Licensed Surveyors work to the highest ethical standards. Licensed Surveyors advise on and facilitate complex decision-making and support each associated profession in the combined execution of their tasks.

### **Practical Value:**

#### **Licensed Surveyors provide confidence and maximise returns in project outcomes**

Licensed Surveyors define legal boundaries, identify spatial implications and simplify administrative navigation and compliance. They use their expertise to remove ambiguity, provide security and enhance realised value in every project. Licensed Surveyors are skilled at problem solving assisting projects to work through potential roadblocks.

### **Competence:**

#### **Licensed Surveyors display a potent mix of rare expertise**

Licensed Surveyors carry the highest qualification and accreditation and stand as masters of their field. They are experts in the application of cadastral (land management) law, planning and titles. As trusted advisors, Licensed Surveyors analyse, gather and verify data and combine it with their cadastral expertise to accurately define space and advise on future improvements, implications and risks.

**Development:****Licensed Surveyors are pushing the profession forward**

Licensed Surveyors constantly work towards excellence and explore an expanded scope of service delivery. They are committed to engaging with and adopting new technology and skills that will add to and improve the whole development process. In fact Licensed Surveyors lead the way for all development practitioners in their rapid engagement with new technology. They stand committed to improving the land system and its management at every opportunity and continually teaching and developing the profession.

**Vision:****Licensed Surveyors strive to create more value**

Licensed Surveyors look to unlock greater value in land and development by applying vision to workable and realistic solutions. They look for the best opportunities and find sustainable and fit for purpose outcomes supported by reliable and time efficient delivery.

**Essence:****Licensed Surveyors maximise future value**

Licensed Surveyors provide clear and credible management to the land administration and development systems and can unlock untapped value. They facilitate smooth and simpler project execution and regulatory navigation.

## Secondary key messages

Property Developers and Development Managers

### **Licensed Surveyors and Property Development**

Licensed Surveyors provide exceptional support and advice for property developers from the very start of a project all the way to the completion. Possessing skills far beyond the gathering of measurements and data, Licensed Surveyors carry the highest qualification and accreditation and stand as masters of their field, thus providing the very best advice. Licensed Surveyors accurately define space and advise on existing site restrictions and future improvement implications and risks.

As experts in Cadastral (land management) law, planning and titles; they are the only professionals authorised by the government to legally define boundaries and prepare subdivision plans. As such Licensed Surveyors have forged strong relationships with government agencies and can provide insight into gaining approvals. Licensed Surveyors focus their expertise on adding value to every facet of a project. From better environmental management and lot yield to accurate identification of overlays and easement restrictions; Licensed Surveyors can help developers and planners to navigate the planning process and find solutions to unforeseen roadblocks.

Licensed Surveyors support the work of engineers, architects, valuers and builders right through the development process, providing invaluable assistance, data and advice to each stakeholder. At completion it is only the Licensed Surveyor that can identify key aspects are correct and functional, to finalise titles.

## Builders and Development Managers

### **Licensed Surveyors and Building**

Licensed Surveyors provide surety and confidence to the building process, from before building design right through to construction. When an Architect proposes a challenging design, it's the support of a Licensed Surveyor that maps every aspect of the space and design that is invaluable. At every step the expertise of a Licensed Surveyor ensures the accuracy of the space, provides location and definition of complex design elements and protects the builder from encroachment on boundaries, easements and setbacks.

When it comes to planning and permits, Licensed Surveyors hold a great deal of insight and expertise that can lead to quicker approvals and less delays. They have the vision to foresee where problems in the process will arise and how to deal with them well before it can cause an expensive delay.

Without the assistance of Licensed Surveyors overseeing the accuracy and legal implications of each project, the building process would be exposed to far more catastrophic mistakes where structures have to be modified or torn down to meet compliance.

## Architects

### **Licensed Surveyors and Architects**

Licensed Surveyors provide Architects with invaluable resources and tools for them to understand the space in which they are working. Their ability to communicate the characteristics of a space including topography, trees and existing buildings enables architects to better understand and adapt to the space they are designing.

Licensed Surveyors provide Architects with a fundamental base from which they can begin their design. They warn of easements and restrictions and assist architects to navigate through potential spatial and approval issues and provide confidence in site boundaries.

With 3-D modelling Licensed Surveyors can work co-operatively together with Architects to enlighten the design process and assist builders to comprehend the construction requirements.

## Comprehensive statement about Licensed Surveyors

From the days of the ancient Egyptians, man has found merit in measuring and identifying the space that surrounds him. To own, to create, to build and to defend. Since these ancient times the role of surveying has introduced measurement into our environments and sought to bring order and organisation.

Today the pre-eminent experts in land measurement are Licensed Surveyors.

Licensed Surveyors define, manage and protect the space around us. From the smallest plot to multi-million dollar developments, the world in which we live is organized and legal ownership is determined through the expertise of Licensed Surveyors.

But they do far more than just measure space. It is often a grand misconception to only see Licensed Surveyors as gatherers of measurements and data.

Licensed Surveyors interpret and navigate the legal aspects of land ownership. They provide a comprehensive understanding of land, water and the air above it, its surrounds and its environment; thus protecting development from impediments and unlocking potential value.

Licensed Surveyors must attain sufficient qualification and accreditation to be warranted with management responsibilities in our land system by the government. In fact Licensed Surveyors are the pillars on which our land system is managed. They are the masters of their practice, possessing sufficient expertise and experience to act on behalf of both government and client. They are the very few seen fit to define and change title within the cadastre.

Licensed Surveyors maintain the highest level of integrity and ethical practice. They are subject to regulation and audit like no other development profession. Much like a Queens Counsel in legal realms, Licensed Surveyors act with the highest standard of expertise and execution for and upon the legal definition of land. An expertise that stands them as highly valued advisors in every aspect of development. Their experience leads to simpler navigation through each regulatory step. Their rapid adoption of modern technology empowers a more creative and environmentally informed approach to development. Their competency minimises risk and provides confidence and security.

This openness to change propels Licensed Surveyors to constant improvement and self-assessment with a commitment to on-going professional development and evolution to meet changing community needs.

Licensed Surveyors remove ambiguity and define the most workable, realistic solutions for each aspect of development. They are the experts in plotting the surest course through planning and compliance. They are the masters of unlocking value and protecting development from error and liability.

Licensed Surveyors are vital to defining and shaping our world and an invaluable asset to every aspect of modern development.

## Copy execution samples

### **Website**

From the smallest plot to multi-million dollar developments, Licensed Surveyors define property boundaries, identify spatial implications, and have become experts in unlocking value.

Licensed Surveyors interpret and navigate the legal aspects of land ownership within the property and land administration system. They provide a comprehensive spatial and legal understanding of land, water and the air above it, the surrounds and environment. Thus protecting development from impediments and unlocking potential rewards.

Licensed Surveyors must attain sufficient qualification and accreditation to be warranted with direct management responsibilities in our land administration system by the government. In fact Licensed Surveyors are the pillars on which our land system is managed. They are the masters of their practice, possessing sufficient expertise and experience to act on behalf of both government and client. They are the very few seen fit to define and change land titles within the “cadastre”.

Licensed Surveyors must maintain the highest level of integrity and ethical practice. They are subject to regulation and audit like no other development profession. Much like a Queens Counsel in legal realms, Licensed Surveyors act with the highest standard of expertise and execution for and upon the legal definition of land.

Their experience leads to simpler navigation through each regulatory step to define the most workable, realistic solutions for each aspect of development. Their competency minimises risk and provides confidence and security. They are the experts in plotting the surest course through planning and compliance. They are masters in protecting development from error and liability. Their rapid adoption of modern technology propels greater creativity and yield.

Licensed Surveyors are vital to defining and shaping our world and an invaluable asset to unlocking value in every aspect of modern development.

## Brochure

Today the pre-eminent experts in land measurement are Licensed Surveyors.

Licensed Surveyors define, help manage and protect the space around us. From the smallest plot to multi-million dollar developments, the world in which we live is organized and the parameters of legal ownership are determined through the expertise of Licensed Surveyors.

But they do far more than just measure space. It is often a grand misconception to see Licensed Surveyors as just gatherers of measurements and data.

Licensed Surveyors interpret and navigate the legal aspects of land ownership. They provide a comprehensive understanding of land, water and the air above it, its surrounds and its environment; thus protecting development from impediments and unlocking potential value.

Licensed Surveyors must attain significant qualification and accreditation to be warranted with management responsibilities in our land system by the government. In fact, Licensed Surveyors are the pillars on which our land system is managed. They are the masters of their practice, possessing sufficient expertise and experience to act on behalf of both government and client. They are the very few seen fit to define and change land title within the cadastre, or land administration system.

Licensed Surveyors maintain the highest level of integrity and ethical practice. They are subject to regulation and audit like no other development profession. Much like a Queens Counsel in legal realms, Licensed Surveyors act with the highest standard of expertise and execution for and upon the legal definition of land. An expertise that stands them as highly valued advisors in every aspect of development. Their experience leads to simpler navigation through each regulatory step. Their rapid adoption of modern technology empowers a more creative and environmentally informed approach to development. Their competency minimises risk and provides confidence and security.

Licensed Surveyors remove ambiguity and define the most workable, realistic solutions for each aspect of development. They are the experts in plotting the surest course through planning and compliance. They are the masters of maximising value and protecting development from error and liability.

Licensed Surveyors are vital to defining and shaping our world and an invaluable asset to unlocking value in every aspect of modern development.

## **Additional copy elements**

### **A**

Licensed Surveyors define, manage and protect the space around us. They are entrusted to maintain the boundary and land administration system while holding the unique authority to determine and resolve land ownership. Licensed Surveyors endeavour to improve and unlock greater value within every task they are presented, by applying vision to workable and realistic solutions. They use their expertise to remove ambiguity, provide security and help navigate the regulatory requirements of government. Licensed Surveyors work closely with Developers, Architects and Builders providing spatial understanding and expert advice that is invaluable to each project from start to finish.

### **B**

It is surprising to many, to discover the importance of Licensed Surveyors in almost every facet of land development. Surveyors have measured and mapped since the ancient Egyptians, but their expertise stretches well beyond that. Licensed Surveyors unlock the value of our surrounding spaces by identifying smarter use, better environmental management and foreseeing risks well before they present as problems. As experts in Cadastral (land management) law, planning and titles; they are the only professionals authorised by the government to legally define boundaries and prepare subdivision plans. This affords Licensed Surveyors a unique insight and access to the planning approvals process and stands them as an invaluable asset and partner to Planners, Architects and Builders.

### **C**

Licensed Surveyors are valuable advisors to every stage of development. They identify potential value and advise on future improvements, implications and risks. They provide expertise in planning and approvals. They provide greater understanding of the space and all its characteristics for architects to better understand and adapt to the space they are designing. They recommend environmental improvement. They ensure accuracy for construction and protect builders from encroachment on boundaries, easements and setbacks. Licensed Surveyors are the only profession warranted with direct management responsibilities in our land system by the government. Their expertise guides and defines the development process and leads to simpler navigation through each regulatory step.

D

Much like a Queens Counsel in legal realms, Licensed Surveyors act with the highest standard of expertise and execution for and upon the legal definition of land. They are subject to continued regulation and audit like no other development profession in order to define and change title within the cadastre.

### **Elevator Pitches**

A

The role of Licensed Surveyors has certainly grown from its origins in land measurement. Highly qualified and warranted with direct management responsibilities in our land system, they are the masters of their practice, possessing sufficient expertise and experience to interpret and navigate the legal aspects of land ownership. Licensed Surveyors remove ambiguity and define the most workable, realistic solutions for developers, architects and builders, alike. They plot the surest course through planning and compliance and protect development from error and liability. Today Licensed Surveyors stand as the experts in unlocking the potential value in modern development.

B

Whilst we all expect to see Licensed Surveyors defining the start of any development project; did you realise Licensed Surveyors are also often the final step before finalising the title(s), as they ensure key aspects of the development are correct and functional.

C

Licensed Surveyors remove ambiguity and define the most workable, realistic solutions for each aspect of development. They are the experts in plotting the surest course through planning and compliance. They are the masters of unlocking value and protecting development from error and liability.

D

Licensed Surveyors provide Architects with a fundamental base from which they can begin their design. They warn of easements and restrictions and assist architects to navigate through potential spatial and approval issues, providing confidence within design constraints. Their ability to communicate the characteristics of a space including topography, trees and existing buildings assists architects to better understand, adapt to, and envision the space they are designing.

## E

When it comes to planning and permits, Licensed Surveyors hold a great deal of insight and expertise that leads to quicker approvals and less delays. They have the vision to foresee where problems in the process will arise and how to deal with them well before it can cause an expensive delay.

## F

Licensed Surveyors support the work of engineers, architects, valuers and builders right through the development process, providing invaluable assistance, data and advice to each stakeholder. The expertise of a Licensed Surveyor ensures the accuracy of the space, provides location and definition of complex design elements and protects from encroachment on boundaries, easements and offsets.

## G

Licensed Surveyors interpret and navigate the legal aspects of land ownership. To be called a Licensed Surveyor you must attain sufficient qualification and accreditation to be warranted with management responsibilities in our land system by the government. A Licensed Surveyor must maintain the highest level of integrity and ethical practice and as such become a master of practice, possessing sufficient expertise and experience to act on behalf of both government and client.

## **Publicity Statement**

Today the pre-eminent experts in land measurement are Licensed Surveyors.

Licensed Surveyors define, manage and protect the space around us. From the smallest plot to multi-million dollar developments, the world in which we live is organised and the parameters of legal ownership are determined through the expertise of Licensed Surveyors.

They provide a comprehensive understanding of land, water and the air above it, its surrounds and its environment; thus protecting development from impediments and unlocking potential value.

Licensed Surveyors remove ambiguity and define the most workable, realistic solutions for each aspect of development. They are the experts in plotting the surest course through planning and compliance. They are the masters of unlocking value and protecting development from error and liability.

Licensed Surveyors maintain the highest level of integrity and ethical practice. They are subject to regulation and audit like no other development profession. Much like a Queens Counsel in legal realms, Licensed Surveyors act with the highest standard of expertise and execution for and upon the legal definition of land.

An expertise that stands them as highly valued advisors in every aspect of development. Their experience leads to simpler navigation through each regulatory step. Their rapid adoption of modern technology empowers a more creative and environmentally informed approach to development. Their competency minimises risk and provides confidence and security.

### **Copy mandatories**

- The correct title for a fully accredited surveyor is 'Licensed Surveyor' in VIC, SA, NT and WA, and 'Registered Surveyor' in NSW, ACT, QLD and TAS.
- 'Licensed Surveyor' is the highest professional designation in the field of surveying.
- Licensed Surveyors 'work with' not 'for' other development professions.
- Only Licensed Surveyors are authorised by the government to legally define boundaries and prepare subdivision plans.

### **Additional notes**

- Refer to [www.surveyorsboard.vic.gov.au](http://www.surveyorsboard.vic.gov.au)
- "Cadastre" refers to the parcel based land titles system of property and land administration.