



Strategic Plan 2024 – 2027

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Vision

"To lead and innovate in the surveying profession, enhancing value and impact for our members and the community."

Mission

"Empower our members through education, advocacy, and technology, fostering a dynamic and inclusive professional community."

Objectives

Emphasizing growth, sustainability, relevance, engagement, knowledge, and business services as core areas for development. By integrating solutions like technology adoption, educational partnerships, and community initiatives, the plan addresses how to overcome challenges like technological adaptation, member engagement, and financial management. The detailed implementation plan and review process ensures accountability and progress tracking. This structured approach, supported by data visualization, membership trends, financial performance, and engagement metrics, provides a clear roadmap for ISV's direction and priorities, ensuring a dynamic and inclusive professional community.

Solutions

To address our strategic objectives, this plan proposes a multifaceted approach emphasizing enhanced member support, diversified revenue generation, and comprehensive engagement strategies. Solutions include developing targeted membership drives, fostering inclusive community initiatives, and strengthening sponsorship partnerships. Additionally, this plan aims to improve operational efficiencies and member services through streamlined processes and enhanced communication channels. By focusing on these areas, we endeavor to cultivate a robust, dynamic professional community that values continuous learning, diversity, and active participation.

Challenges

- Engaging a diverse membership base demands tailored communication strategies and value propositions.
- Navigating economic uncertainties while investing in growth initiatives poses a significant challenge.
- Managing limited financial and human resources efficiently to support growth and innovation.
- Struggling to increase membership numbers and retain existing members in a competitive environment.
- Ensuring meaningful engagement with a diverse member base across various age groups, professional levels, and geographical locations.
- Keeping pace with rapid technological advancements and industry shifts with limited resources.
- Attracting and retaining sponsors in a crowded marketplace to fund key initiatives.
- Developing and maintaining effective communication channels with a dispersed membership base on a limited budget.

Strategic Pillars

1. Growth

Aim

Expand membership through targeted outreach and enhanced value propositions. Develop strategies to attract younger professionals and students into the surveying field.

Implementation

- Launch targeted digital marketing campaigns focused on younger demographics.
- Develop and promote a mentorship program connecting experienced professionals with emerging surveyors.
- Introduce flexible membership models to cater to a wider audience.
- Target more members including 100% of surveying students to expand membership.
- Better support for Regional members through events support and clean data
- Diversity of membership to encompass age, experience, gender, and cultural diversity.
- Continue free student membership and discounted tickets, along with sponsorship of free Student tickets to events, to engage younger demographics.
- Membership drive – aiming at 75% LS/PTA and Improve easy sign up for students to streamline the membership process.
- Promote a corporate policy of choosing a professional body for employees, ensuring that prospective members know an employer will pay.

Metrics and benchmarks for success

- Increase in membership numbers annually, aiming for a specific percentage growth.
- Successful enrolment of 100% of surveying students.
- Enhanced diversity in membership demographics.

2. Sustainability

Aim

Secure the organization's financial future through diversified revenue streams, including sponsorships and innovative service offerings. Implement cost-saving measures without compromising member services.

Implementation

- Diversify revenue through new service offerings and enhanced sponsorship packages.
- Review and optimize financial models to increase cost-efficiency.
- Implement a CRM system to better manage relationships and identify new revenue opportunities.
- Aggressive targeting of sponsorship and actively pursue sponsors to secure financial stability.
- CRM launch to enhance value to members

Metrics and benchmarks for success

- Achievement of diversified revenue streams, with a set percentage increase in sponsorship revenue.
- Implementation and utilization rate of the CRM system.

3. Relevance

Aim

Ensure ISV remains at the forefront of industry developments through continuous research and knowledge sharing, adapting services to meet evolving member needs and promote awareness within the community, to members of the public, parents, teachers and students.

Implementation

- Conduct continuous industry engagement to stay ahead of technological advancements, industry standards and education
- Adopt new technologies that streamline operations and improve member services.
- Regularly update services to meet the evolving needs of the profession.
- Offer training modules for field work and professional standards to ensure professional development aligns with industry standards.
- Digitise Traverse to modernize access to professional resources and content.
- Promote Reconciliation Action Plan to underscore ISV's commitment to broader societal goals.

Metrics and benchmarks for success

- Measure the percentage of members utilizing new digital tools and platforms introduced by the organization.
- Track how often services are updated or new ones are introduced to meet current industry standards.
- Collect and analyse member feedback on the perceived relevance of the organization's offerings and initiatives.
- Monitor engagement levels with recently updated or introduced services to gauge their impact and relevance.
- Participate in or conduct annual industry trend surveys to ensure the organization's initiatives remain aligned with the latest developments.

4. Engagement

Aim

Deepen member engagement by leveraging digital platforms for networking, professional development, and resource sharing. Create interactive opportunities for members to contribute to ISV initiatives.

Implementation

- Enhance the ISV digital platform for improved networking and professional development.
- Organize interactive webinars and workshops to encourage active member participation.
- Create a member portal for easier access to resources and ISV initiatives.
- Encourage communication, mentorship, participation, and inspire members to deepen engagement.
- Facilitate interest groups and events and arrange different events for different member segments to cater to diverse interests.
- Increase involvement of members for subcommittees to foster a participative community.

Metrics and benchmarks for success

- Engagement rates on digital platforms and member portal.
- Participation rates in webinars, workshops, and member-initiated events.

5. Knowledge

Aim

Enhance the professional development of members through cutting-edge educational programs, seminars, and workshops. Foster a culture of continuous learning and improvement.

Implementation

- Offer programs and seminars in partnership with academic institutions and Surveyors Registration Board of Victoria
- Leverage technology to provide members with access to online learning resources.
- Establish a continuous learning culture within ISV through regular updates and resources.
- Improve content/presenters for Seminars/Conferences/Webinars/Talks to enhance professional knowledge.
- Technical presentations targeted at young surveyors and providing premium content to support continuous learning.
- Encourage knowledge sharing through increased member involvement to build a collaborative learning environment that transcends demographics

Metrics and benchmarks for success

- Number of educational programs and seminars conducted.
- Participation rates in professional development opportunities.

6. Business Services

Aim

Improve operational efficiency and member satisfaction through streamlined processes, better resourcing and the introduction of a member portal for easier access to ISV services and resources.

Implementation

- Streamline operational processes to improve efficiency and member satisfaction.
- Introduce a user-friendly member portal for seamless access to ISV services and to best support staff
- Leverage feedback mechanisms to continually improve business services and member experiences.
- Define Board member roles/portfolios to strengthen ISV's governance structure and provide Governance Training to improve efficiencies
- Increase staff contact hours to ensure comprehensive member support and reduce burnout

Metrics and benchmarks for success

- Member satisfaction rates post-implementation of the member portal.
- Efficiency improvements measured by reduced processing times
- Increase in successful delivery of existing and new member programs and events