



STRATEGIC PLAN

2020 - 2022



VISION

Our vision is to see thriving consulting surveyor businesses in every region and city across New South Wales where surveyors are recognised for underpinning the value of the economy



MISSION

To be the leading voice of the surveying profession through advocacy and research, providing support to our member firms to build strong and thriving businesses through education ensuring the future and longevity of the surveying profession for the New South Wales economy

ACS NSW will be the premier consulting surveying state based association in Australia increasing our membership to 250 firms by the end of 2022.

ACS NSW will have the resources to deliver excellence in services to our member firms and their staff

Where are we now

The Association of Consulting Surveyors NSW was established in 1969. We now have 175 member firms of the possible 400 surveying firms around New South Wales. As we approach our fiftieth year, it is time to ensure the future and longevity of our profession and the Association.

Through the ACS NSW mission we will see more students choosing surveying as a profession, increasing the number of consulting surveyors available for our member firms. Our mission will ensure new surveying firms are established and current firms are expanding. Our mission will ensure our leading firms have a voice in the halls of government for the longevity of their organisations and the profession.

Where we will be in 5 years

Surveying will have been featured at least once on a major national television program. Parents will understand the benefits of surveying and encourage their children to undertake tertiary qualifications in surveying.

ACS NSW as the leading business association for surveyors, will have 300 member firms who are enjoying profitable businesses. ACS NSW will continue to be considered the expert in industry and trends which is evidenced by changes in legislation mandating the use of consulting surveyors. The Government defers to us for advice and opinion on all surveying and land matters.

As an Association we will have implemented management and governance best practice enjoying a financial stable position. We will continue to be governed by a dynamic and diverse Board.

Strategic Goals



1. Membership Focus



Objective

ACS NSW is dedicated to supporting and growing our membership.

ACS NSW will lead by example by being governed and resourced effectively.



Action 2020-2022

1. Continually review and ensure a more effective membership structure to provide services and benefits to meet the needs of members and their staff.
2. Identify the scope and structure of surveying firms within New South Wales and promote ACS accordingly.
3. Consider additional income streams to support members.
 - Increase sponsorship income.
 - Expand Business Academy.



Measures

Goal of one new member firm per month (12 per year).

Maintain a 90% or higher retention rate of members.

Continue to build the database of surveying firms in New South Wales – report quarterly.

Investigate further sponsorship opportunities, adding two new sponsors each FY.

Strategic Goals



2. Advocacy & Research



Objective

ACS NSW will be the leading voice for the surveying profession with government, stakeholders and the general public.



Action 2020-2022

1. Policy Development to proactively influence legislation and stakeholder perceptions.
 - Stakeholder research into proposed review of the Surveying Act.
 - Research into the value surveying has added to the NSW economy.
2. Advocacy to preserve the role of consulting surveyor with government and other stakeholders.
 - Build and maintain strong relationships with all levels of government.
 - Build and maintain strong relationships with key stakeholder organisations connected to surveying.
3. Raise the profile of the profession with general public awareness.
 - With the general public through social media and other media opportunities.
 - With government - lead interaction with government agencies in a proactive manner.
 - Provide advice and support to government and other in relation to land matters.



Measures

Conduct two research projects each year that show the value of surveying to the community (external focus).

Opportunity to speak to six stakeholder and/or government groups each year about surveying.

Introduce Ministerial Lunches
Connect with Property Council, UDIA for their events.

Deliver "What is a Land Survey" presentations.

Expand Social Media outreach through LinkedIn, Instagram, Twitter, YouTube and Facebook.

Appear in at least one media article per quarter.

Strategic Goals



3. Business Support



Objective

ACS NSW will provide support and training for member firms to ensure thriving businesses.



Action 2020-2022

1. Develop regular training and events options:
 - Continue the Business Academy and enhance with “advanced” options to meet member needs.
 - Business Summit on Bank Holiday (August).
 - State Conference at Parliament House (May).
 - Leaders Retreat (November).
2. Encourage more Registered Surveyors in NSW.
 - Support Graduates through Registration process.
3. Provide resources for business:
 - Profitability Benchmarking.
 - Succession Planning.
 - Software solutions for accounting, project management, human resources, CRM, rostering, WHS apps, team productivity.
 - Update FeET and Job analysis worksheets.



Measures

Delivery and growth of events to be measured quarterly.

Review of workshops and numbers achieving registration through BOSSI reports.

One to be delivered each quarter.