1. VISION

To enhance awareness through the creation and implementation of professional standards and guidelines, and the forging of inter-disciplinary linkages between chartered geomatics surveyors and other professionals and to raise awareness of what geomatics is – as a potential career path with the general public towards attracting high quality students into the discipline and through this and other promotional activities increase membership numbers of the Professional Group over time.

2. THE MARKET

2.1 Clients

Commercial and State organisations, including local authorities, and consultants. Members of the public may be clients, especially when seeking the expert advice of geomatics surveyors on a range of land and engineering surveying, high order geodetic surveying, spatial information management and GIS, land management and legal boundary issues.

2.2 Other Professions

Architects, engineers and other professionals involved in natural and the built environments.

3. WHERE ARE WE NOW?

3.1 General Description of the Profession

Geomatic Surveying professionals collect, map, process, analyse and manage spatial data.

The Geomatic Surveyor is responsible for the collection, processing, analyse, management and presentation of spatial (locational) data relating to the natural, built, social and economic environment. As the major information provider of spatial information Geomatics is of crucial importance to society.

The changing nature of mapping and spatial data management has resulted in a huge demand and new opportunities for Chartered geomatic surveyor's world wide. These changes include rapid advancements in Information Technology eg GIS, Global Navigation Satellite Systems, Laser Scanning, 'joined up government' initiatives, digital cadastres and
many more. The growth in EU and national governments’ spatial data agendas and new EU directives related to spatial information has resulted in opportunities for Chartered Geomatic surveyors to fill senior management and advisor roles, offering highly specialist expertise and knowledge.

3.2 SWOT Analysis

Strengths

The changing demands on how spatial information is provided together with the rapid advancement in the technology used to collect, process and analyse spatial information has resulted in Geomatics becoming one of the fastest growing technology markets at a world wide level. Technology-led. Innovation is at core of the profession. The Chartered status and education of members gives members a strong position in the market. There is a culture of professionalism. Members are early-adoptors of new technology. The profession provides independent and authoritative advice to clients. Profession has experience and skills in project management.

Weakness

Lack of public awareness of the Geomatics surveying profession, and the skills they have, limit the public understanding of the profession. Recent changes over the last 10 years to the title from Land surveyor to Geomatic has resulted in a lack of understanding or appreciation by the general public as to what the role of the Geomatic Surveyor is. This is a world wide phenomenon which needs to be addressed on a Global scale. Within local authorities lack of recognition for the work performed by the Geomatic surveyors has resulted in Geomatic Surveyors having lower employment grades (compared to a better understanding of engineers, Quantity Surveyors etc.) Within the society, there are low numbers of members. Land Surveyor or Geomatics Professional is not a Registered Title here in Ireland. To undertake legal surveys or boundary work – it is not required by law to have such work undertaken by a licensed or chartered surveyor

Opportunities

There is an opportunity to grow membership of the profession by exploiting external links, and potential new members from within local authority staff and other professional bodies.

By raising awareness of the spatial data analysis and risk management professional skills, there is an opportunity to grow the public understanding of what Geomatic surveyors do. Project management is a professional skill which is demanded by clients and which Geomatic surveyors can provide.

Geographical Information Systems (GIS) is a technology-led growth area, as is the area of Spatial Data Management – particularly with the requirement to comply with an ever increasing suite of EU environmental directives many of which have specific spatial data requirements.

Threats
Other professional bodies. The professional group has small numbers compared with other professional groups within SCSI. Increased fragmentation of the profession.

Exposure to the economy/construction sector/building (although this may be off-set through increasing the diversity of application of profession). Increased use of laser scanning may undermine the traditional work of the Geomatic surveyor.

### 3.3 MARKET POSITION

The geomatic surveying profession overlaps with other professions. In Ireland a clear market position for Geomatic surveyors is not as clear-cut as in other countries – due in part to the profession not being regulated? However given economic conditions and new EU directives relating to spatial information this is now changing as organisations realise the benefits of having up to date spatial information for more effective management of their land related resources together with the specification relating to spatial information imposed by the various EU directives.

### 3.4 COMPETITION

The main competition arises from other professions and individuals without professional/any qualifications. A new competition is emerging from abroad in the form of competitive tendering from overseas.

### 3.5 PRODUCTS AND SERVICES

#### 3.5.1 Education and Training

CPD Events on new technology

#### 3.5.2 Practice Standards and Guidance Notes

Full audit of existing practice standards and guidance notes

Guidance notes on Boundaries

#### 3.5.3 Policy and Public Affairs

Undertake research projects on areas of professional interest

#### 3.5.4 Communications and Marketing

Increase public and media profile of geomatic surveyors. Dissemination of findings from research projects.

### 3.6 Customers/Clients
4. PEST Trends

Political

- NAMA
- Household charges
- Property Taxation

Economic

- Exposure to construction and banking sector

Social/Technological

- Social mapping (Google maps etc) awareness and usage
- Increased use of location-based services
- Light Detection and Ranging (LIDAR) and other remote sensing technology
- Cloud surveying/means of collecting data
- Dissemination of data collected through cloud computing (standards should apply to this data to improve usability)

5. WHAT THE MARKET WANTS FROM THE PROFESSION NOW AND IN THE FUTURE

5.1 Clients

- Assurance of professional standards
- The provision of inexpensive yet complete and timely surveys
- Value for money
- Optimised and standardised data
- Adherence to industry norms

5.1 The Profession

- Professional standards, guidance notes and accountability
• Regulation of the profession
• Access to CPD and education
• Improvement of relationship with policy-makers

6. STRATEGIC DEVELOPMENT OPTIONS AND KEY OBJECTIVES FOR THE PROFESSIONAL GROUP

• Full audit of practice Standards and Guidance notes, including Boundaries.
• CPD events.
• Surveyors Journal articles
• Research projects
• Build linkages with education establishments which are delivering ‘land surveying’ and related modules (other than the existing strong linkages with DIT Bolton St)

7. POSITIONING/COMPETITIVE ADVANTAGE

Increase public understanding of the work of the Geomatic Surveyor, and make contact with relevant State agencies to show them what work the Geomatic surveyor undertake.

8. PRACTICAL REQUIREMENTS FOR IMPLEMENTATION OF THE STRATEGY

Participation in, and support of the following Society departments and committees:

• Policy and Public Affairs Department
• Communications and Events Department
• Education Department
• APC, CPD, Education and Membership committees

9. KEY LINKS/DEPENDENCIES INTERNALLY/EXTERNALLY

9.1 Internal

• Building Surveying Professional Group
• Quantity Surveying Professional Group
• Mineral Surveying Professional Group
• Planning and Development Professional Group

9.2 External

• Irish Institution of Surveyors (IIS)
• International Federation of Surveyors (FIG)
• Ordnance Survey Ireland (OSI)
• Property Registration Authority (PRA)
Geomatics Surveying Professional Group Work Programme 2011 - 2012

<table>
<thead>
<tr>
<th>Strategic Objective</th>
<th>Responsibility (SCSI Staff)</th>
<th>Responsibility (Geomatics Individual / Group)</th>
<th>Output</th>
<th>Timescale for completion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensuring that members are able to meet the highest standards of competence and professionalism; develop, produce and disseminate practice standards and other knowledge and information to meet the needs of society.</td>
<td></td>
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</tr>
<tr>
<td>(1) Practice Standards and Guidance Notes</td>
<td>PS</td>
<td></td>
<td>Audit of existing Practice Standards and Guidance Notes across all surveying disciplines, including IAVI Practice Handbook; Adaptation of RICS Flooding Guidance Note</td>
<td>September 2011</td>
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<tr>
<td>(2) CPD and Training</td>
<td>SC</td>
<td></td>
<td>Calendar of CPD and training events for all Professional Groups; Completion of Geomatics Research Project including publication, CPD event, article for Journal.</td>
<td>September 2011</td>
</tr>
</tbody>
</table>

Promoting the Society of Chartered Surveyors Ireland/RICS Ireland brand through relevant marketing and communications with key
stakeholders.

| (1) Internal enhancement and profile of each surveying discipline (within the Society) | CO'D VB | - Enhance information on website;  
|                                                                                     |         | - Development of ‘what is a chartered surveyor’ leaflet for each surveying discipline;  
|                                                                                     |         | - Participation in Professional Group internal e-zines;  
|                                                                                     |         | - Participation of speakers/topics in Annual Conference;  
|                                                                                     |         | - Internal CPD events to highlight diverse skill sets;  
|                                                                                     |         | - Series of articles in Surveyors Journal highlighting role and skill set of each surveying discipline.  
|                                                                                     |         | October 2011  
|                                                                                     |         | Ongoing  
|                                                                                     |         | October 2011  
|                                                                                     |         | September 2011 ongoing through to September 2012  

| (2) External enhancement and profile of each surveying discipline | CO'D | - YouTube clip in relation to each surveying discipline to be uploaded on website;  
|                                                                 |         | - Continuous identification of PR opportunities across all surveying disciplines;  
|                                                                 |         | Ongoing  

| (3) Chartered Surveyor Career | ZO'C | - Continued roll-out of ‘A Day in the Life’ programme for  
|                                |       | Ongoing  

## Promotion

| GR | secondary schools;  
|    | - CAO PR opportunities including engagement via social media channels;  
|    | - Promotion of professional at third level career fairs;  
|    | - Audit of student awards to confirm continued sponsorship of student awards and identification of new awards  
|    | Dec 2011, Feb 2012, June 2012  
|    | Ongoing  
| November 2011 |

Promoting the brand by communicating the Society of Chartered Surveyors Ireland/RICS Ireland role and work in influencing, through authoritative and relevant engagement with policy makers and opinion formers.

## (1) Increase engagement and influence with policy makers

| PS | Audit existing links with policy makers;  
|    | - Policy submissions relevant to surveying;  
|    | - Pre-budget submissions;  
|    | - Co-operation with other stakeholders in joint submissions, as appropriate;  
|    | October 2011  
|    | Ongoing  
|    | September 2011  
|    | Ongoing |