



2 0 1 1 A N N U A L R E P O R T

# Annual Report

2010 - 2011

Spatial Industries Business Association (Australia) Limited

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## Notice of Annual General Meeting

Date: Tuesday, 14th November 2011 Time: 4.30 pm

Venue: National Surveyors House, 27-29 Napier Close, Deakin ACT 2600

*Members should refer to the formal notice of meeting, proxy form and other papers sent under separate cover*

***Design and layout by Jon Hocking  
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**SENATOR KATE LUNDY**

SENATOR FOR THE AUSTRALIAN CAPITAL TERRITORY

I am very pleased to congratulate the Spatial Industries Business Association (SIBA) on its 10th anniversary as the peak private sector body for the spatial industries.

I have long advocated for good spatial data policy and awareness because I know the value that spatial data brings our society.

Good spatial data presents a vital opportunity for governments and businesses to engage with people in a personalised and meaningful way. Good spatial data implementation helps people connect with their local communities, including health services, local events, businesses and much more. Spatial data also plays a pivotal role in effective disaster and emergency management, an area close to many of our hearts.

As such, spatial data is the key to a model of service delivery that puts citizens first.

SIBA has contributed to many government policy consultations across a wide range of topics from planning and water to emergency management. SIBA has also played an important role in showcasing emerging trends, promoting standard formats and permissive licensing of government spatial data, promoting geocoding of all data as standard practise and showcasing the importance of the economic and social value of spatial data to society.

In uniting the spatial industry in a single trusted voice, SIBA has proved an invaluable resource for government and industry alike.

Congratulations to SIBA on 10 years good work. I look forward to seeing you continue to play an important part in shaping the spatial landscape and policies in the years to come.

**Kate Lundy**  
Senator for the ACT

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## C O R P O R A T E P R O F I L E

Spatial information and technologies are now an integral part of many leading industry sectors, including resources and energy, transport, infrastructure, water, defence and national security, among many others. There is no doubt that spatial information and technologies are empowering many companies in their quest for greater productivity and control over their businesses.

Tomorrow will bring even greater challenges. The demand for location awareness in products and services is increasing continuously. Economies in Australia and around the world are preparing to meet the challenges of growing populations and the inevitable demands these populations will place on infrastructure, housing, water, food and the environment.

SIBA believes that spatial industries will be at the forefront of innovation that will enable productivity advances in industry and government and which will enable the community to engage and participate more effectively.

The world is changing and we must move with the times. We must reach out to other industries that rely on our technologies and services and seek to represent their spatial needs in the political landscape. SIBA is the industry voice for an ever-expanding network of economic growth and prosperity.

## V I S I O N

A growing and adaptive spatial industry, which is working collaboratively to increase business opportunities for a vibrant and sustainable private sector.

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## M I S S I O N

SIBA exists to create a business environment rich with opportunities for our members to create value for themselves and others.

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## E N D S

### **Uniting the business community**

A strong and united business community achieves much greater success than an individual member organisation can achieve on its own.

### **Leading the way in the information age**

Our members embrace innovation, seize opportunities and push forward the boundaries of capability and knowledge in our field.

### **Growing the potential for progress**

Our members grow personally, professionally and commercially in a business environment of ever expanding opportunity.



# 2010/11 HIGHLIGHTS

SIBA organised successful business networking events in Victoria, South Australia, Western Australia, Queensland and New South Wales linking our members with key agencies and industry sectors

SIBA established productive working relationships with the Defence Imagery and Geospatial Organisation and the Defence Industry Innovation Centre, which are providing assistance to our small medium enterprises (SMEs)

SIBA led the way in building awareness of the importance of flood mapping through its commentary in the media. SIBA's opinions on flood mapping were sought by senior Australian Government Ministers and key agencies

SIBA opened up dialogue with the insurance, actuarial and property services sectors on the need for spatial information and technologies to assess and manage risk

SIBA responded to two inquiries into the Queensland Floods as well as a number of other important policy issues

SIBA's opinion on important policy issues has been reported in the Australian media and in overseas publications

SIBA took a leading role in developing a scoping paper and initiating an industry workshop on coordination of national industry statistics

SIBA is taking a proactive approach to education and skills development in response to the emerging skills shortage

SIBA Board members played leading roles in the Positioning Australia with Geography and Place workshop, which formed part of the review of government geospatial capability and needs

SIBA continued to expand its membership in new and emerging markets

SIBA met with ministers of the two new governments in Victoria and New South Wales to inform and engage early in their first terms

SIBA was invited to inform Australian Government Ministers on national spatial capability through involvement in the Insurance Reform Advisory Group

## CHAIRMAN'S MESSAGE TO MEMBERS



*“At the end of its first decade I am pleased to report that SIBA has achieved a high level of credibility both within government and the wider business community. There are great opportunities for spatial industries and these opportunities will be realised in the next decade”*

**Alan Smart**  
Chairman

### Dear Members

This year's devastating earthquakes in New Zealand and tsunami in Japan, the continuing turmoil in the Middle East, the terrible floods in Queensland, Tasmania, New South Wales and Victoria and the fires in Western Australia have left us in no doubt about the challenges ahead for us, both as individuals and as companies.

Dramatically shifting federal and state political landscapes are also introducing significant change from both legislative and policy perspectives. All this happening, while the aftermath of the global financial crisis continues to create business uncertainty.

It is in times like these that the value of an industry association is most evident.

### *Our challenges*

One of our key challenges, born – rather sadly – of Australia's recent devastating floods, is the realisation among those outside our own industry that accurate flood-mapping is vital. To us, it seems self-evident; but the popular press, the media generally and other wider audiences have only just begun to understand the challenges in this area. As a result, we've had a lot of work to do responding to assorted questions, drawing attention to key issues, dispelling myths and demonstrating the essential roles that spatial information and technologies play in natural disaster mitigation, management and recovery.

Further and in direct response to our advocacy with government, SIBA was invited to take part in the National Approach to Flood Modelling workshop – one of only two associations invited – and also to become a member of the Insurance Reform Advisory Group (IRAG). IRAG will provide a forum in which consumers, insurers and other stakeholders can be heard by Government and can contribute to the fair, efficient and effective regulation of the industry. It is envisaged that the Assistant Treasurer, Bill Shorten, will chair IRAG.

SIBA has faced other challenges during the past year. One of the biggest was

losing quite a few surveying firms from our membership after the Association of Consulting Surveyors NSW withdrew from its long-standing alliance with SIBA. This break was a sad day for the industry because it dishonoured the commitment all spatial industry players made in 2000: to unite behind a single national voice.

Industry associations must be alert to the changing needs of the industries they represent and, from time to time, make adjustments to the way they operate. However, a crucial part of advocacy is presenting a unified voice to government. History has shown that if industries don't address this reality they lose their momentum. It is my hope that both SIBA and the Association of Consulting Surveyors can work constructively to achieve a common approach to policy advocacy for surveying and spatial issues into the future.

SIBA has given priority to addressing issues quickly and credibly, using a broad range of mechanisms including press coverage, articles in various media, advocacy, information sessions with key stakeholders and of course submissions to parliamentary inquiries. SIBA has an established credibility within government and the wider business community and government ministers, media and industry leaders have all confirmed this with supporting comments.

### ***Responding to members***

During the year the Board moved to streamline the Association's activities and to focus more attention on delivering direct and measurable benefits to members. To this end, we held a number of important business-to-business events in several states. SIBA Victoria led the way, with a highly successful event hosting the Department of Defence. We held more of these business-to-business events with Defence in Perth and then in Sydney, with those who attended hailing them unqualified successes.

It's important to maintain our momentum with these efforts. SIBA frequently meets with representatives from Defence and has cemented a strong relationship with them, one that allows us to help companies in the spatial industries seeking access to Defence contracts. Our efforts in the Defence sector have also led to

the establishment of linkages with prime defence contractors.

Another pleasing aspect of this relatively new business-to-business program has been SIBA Victoria's initiative to also build relationships with a business delegation from the United Arab Emirates. Our members value these kinds of relationships highly.

SIBA Queensland pushed forward as well, hosting a successful event on Rising Sea Levels in Brisbane. SIBA then took the opportunity to update the program to include flood mapping. This proved timely because, after the terrible Queensland floods, it was this very issue that overwhelmed the headlines.

### ***Industry statistics***

Understanding the economics and demography of the surveying and spatial industries is crucial to policy formulation, workforce planning and representation to government. SIBA, again providing leadership to the industry, convenes and chairs a statistical working group. This group is well down the track to providing a framework for more comprehensive industry statistics which, it is hoped, will ultimately provide industry, government and education sectors with the information they need to plan, advocate and realise the opportunities as well as address the challenges that lie ahead.

### ***Education and training***

A common theme in comments I receive from members is the shortage of skilled personnel in the surveying and spatial sector. SIBA has considered whether or not immigration visas would address members' concerns, at least in the short term. But this option will only address the symptoms not the cause of the problem. To address the cause SIBA is consulting with industry, government and education institutions to explore development of a national approach to education and training.

SIBA Director, George Havakis, heads a Board Committee on education and training. This committee has held discussions with the Queensland Spatial



Information Service Steering Committee and the Education Sub-Committee of SSSI Victoria and the Survey Task Force of Victoria, all of whom are developing activities and policies for education and training in the surveying and spatial industries. I have been involved in plans for a spatial information industries summit to be held later in the year.

Our aim is to develop a national approach to education and training to maximise the industry's opportunity to benefit from the Commonwealth government's programs, to assist in the policy formulation process and to maximise the impact of education and training programs in our sector.

#### *Recognising excellence*

The Asia Pacific Spatial Excellence Awards (APSEA) is jointly hosted by SIBA and the Surveying and Spatial Sciences Institute (SSSI). In 2010 the Awards were held as part of the spatial@gov Conference. The event attracted over 500 attendees and was a huge success. Information about the winners is located elsewhere in this Annual Report. In 2011, the professional and project awards will be presented at different events: the industry project awards will be presented in Canberra as part of the spatial@gov Conference but the professional awards will be presented at the SSC Conference in New Zealand.

#### *Growth and prosperity*

We continue to increase the value you receive from your SIBA membership. SIBA does so much with so few resources and you've no doubt often heard it said that SIBA 'punches well above its weight'. It is often assumed that we are better resourced than we really are. For the industry to grow and prosper we need a strong, whole-of-industry association to spread the word and to keep watch, looking for any new opportunities and developments that might appear on the horizon. Establishing and maintaining a critical mass of members increases our strength as a whole and means we can do more for each of you.

The next year is shaping up to be another busy and exciting year. The industry will no doubt be a significant contributor to the further development of carbon

accounting systems; and we will continue to press for a better access to and enhanced spatial information resources for the nation.

Maximising business opportunities for our members will be an overarching objective and we will be giving further priority to this in the coming year.

During 2011 and 2012 we will expand our series of business breakfast and other events around the country. We are also aiming to provide you with an industry briefing from the Chairman and other SIBA board members. This will be an opportunity for you to hear what we are doing for members, what we are introducing in the coming year and, of course, for us to hear from you exactly what it is that you want from SIBA, your association.

We thank you for your support over the past year and look forward to continuing to serve you in the years to come.

**Alan Smart**

*Chairman*

# ORGANISATION PERFORMANCE REVIEW 2010–2011



*“One of SIBA’s greatest skills is its ability to get on top of challenges confronting the industry.”*

**David Hocking**  
Chief Executive Officer  
Company Secretary

The Spatial Industries Business Association – SIBA - represents all the spatial industries, including surveying, mapping, GIS, remote sensing, photogrammetry, location intelligence and location-based services, among others. This wide-ranging representation is not accidental but the result of the Spatial Information Industry Action Agenda, which addressed the interests of all the groups that the broader spatial community embraces. The Agenda process concluded in 2001, with the Australian government supporting the Agenda’s outcomes and all state and territory governments adopting them.

The key message arising from the Action Agenda was that governments – both then and now – want to hear a united voice on policy issues. Ten years ago we found out that splitting our industry into sectoral interests had a negative effect on our influence; and that having a credible voice at the national level is essential if we want our collective issues heard, understood and – most importantly – addressed.

Not everyone appreciates this, though. Some elements in the industry even resist it, so representing the interests of such a diverse group can be challenging. But compare where our influence is today with where it was ten years ago, before the Action Agenda. Given what we’ve achieved in the last decade, obviously an industry with a single voice does indeed ‘speak for itself’.

That said, SIBA faced some considerable challenges over the past twelve months, adjusting to the loss of almost a third of our income after the Association of Consulting Surveyors (NSW) terminated their long-standing agreement with us, choosing to ‘go it alone’. Although the income loss was hard to adjust to in the short term, SIBA nevertheless made great strides rebuilding its income stream with new members and an accelerated networking and events program.

### ***Influence in the wider world***

Over the past ten years, we have shown how effective we are at identifying and responding to industry issues. In fact, one of SIBA’s greatest skills is its ability to get on top of challenges confronting the industry. We have influenced policy debate on dozens of industry topics, from skills development to occupational



health and safety and from transport to water. Mapping the industry's future path is vital – after all, how can we attract graduates into the various professional domains within the spatial industries if we who are already active in it can't tell where it's going?

In the past twelve months SIBA has opened up networking opportunities within defence, the insurance sector, property services, local government, transport and logistics amongst others.

The challenge for our members is to be ready for change. Change is part and parcel of the business environment and new technology is forcing more change, not just in how we do our work but also in how opportunities are both created and perceived.

As businesses, you must also be ready for 'disruptive technologies' – those that have the capacity to significantly change your world – and there are some in the pipeline right now. SIBA is constantly looking out for new technologies or government policies that may upset the playing field for its members and this ability – to look to the future rather than focus on the past - has served SIBA members very well over the past ten years.

Now, ten years after the Action Agenda, SIBA is unquestionably the recognised voice of authority for and in the spatial industry. That voice has power and influence. It didn't come easily; it was built carefully and steadily over years of credible, insightful and highly relevant input to the issues of the day.

SIBA is the only association in the spatial industries that:

- commissioned an economic study of the sector
- responded to a national review of planning, zoning and development assessment
- linked members with potential business opportunities in defence, property services and the financial services sectors
- responded to the Queensland floods in such a way that the national media, governments and other industry sectors paid attention.

*A quick glance at the highlights listed in the front of this Annual Report will give you some idea about SIBA's successes in 2010–11.*

### **Policy issues**

Over the past year, governments have raised many policy issues: water, the National Broadband Network (NBN), population growth, planning, climate change (carbon tax), flood mapping, to name a few. They've all stimulated healthy and vigorous discussion. SIBA has been quick to involve itself in these debates so that everyone realises that spatial data is a fundamental infrastructure. The potential for spatial companies to extract work from these key policy issues is significant.

**Population growth** is a highly contentious issue, with some parties advocating growth while others feel that Australia has reached its limits. Spatial professionals know that there can be no credible debate without information about land use, water, transport, infrastructure, food security amongst other spatial issues.

**Planning** is more complicated than merely asking where should we construct dwellings or how high should this building be. It's also knowing about risks, such as flood inundation or fire susceptibility; and of course planning includes transport, communications, food security and much more – all spatial issues.

**Natural disasters** have driven the political agenda recently. The earthquakes in New Zealand and Japan have brought nature's power and unpredictability home to us all and our own floods and cyclones, as well as the ongoing battle with bushfires, demonstrate conclusively how connected spatial data is to all our lives. SIBA's ability to contribute to public policy debate on natural disaster mapping has been recognised at the highest levels of government and across a range of policy domains.

“By all accounts, SIBA has strong knowledge and expertise in this area [spatial information and technologies] and an obvious interest in contributing to the enhancement of this technology in Australia.”

**The Hon Robert McClelland,  
Attorney-General  
(15 June 2011)**

### *Political advocacy*

Every association advocates for its members. If it does nothing else, an association must at least champion its member’s causes in as many forums as possible. The key to successful advocacy lies in developing the skills, tools and networks necessary to being heard ‘in all the right places’. SIBA has, over the years, become a very polished

advocate, largely because it has continuously contributed to public policy debate through government submissions, political audience and media commentary.

Over the past twelve months SIBA has engaged with ministers in state and federal governments on industry issues. We met ministers and agencies across treasury, finance, water, environment, population, lands, defence, innovation, industry, research, sustainability, resources, energy, emergency services, national security and of course the geosciences. Given the breadth of interest within our sector, the challenge for us is to inform much more widely than many other associations do; and SIBA does this well.

A great example of the comprehensive and credible input that SIBA provides to important policy debates is our work on flood mapping. Not only did SIBA raise this as a spatial issue with the Australian government we also made certain that the media understood the spatial context.

SIBA met representatives from the Assistant Treasurer’s and Attorney-General’s offices to talk about flood mapping. As a result, SIBA was asked to contribute to a report prepared for the Attorney-General and to participate in the important National Flood Modelling Workshop hosted by the Attorney-General’s department. Treasury followed this up with an invitation to participate in the Australian Government’s Insurance Reform Advisory Group (IRAG), which is also considering issues around flood modelling and mapping.

SIBA has identified a major and emerging threat to the more traditional businesses in our sector: the decline in surveyor numbers may lead to a change in the very nature of our land titling system and some insurers are already pushing for title insurance to replace the government guarantees extant under the Torrens system. A strong and relevant business association can take a challenge like this and turn it into an opportunity for members to develop strategies, acquire additional skills and expand into new business markets. SIBA is ahead of the game in every respect.

### *Business development*

**Industry statistics** have been collected by a range of organisations over many years for a variety of reasons. But no-one has coordinated the effort – until now, that is. SIBA is behind the move to seek out more detail relevant to our industry, such as: where is employment competition coming from and how much are other sectors paying? It’s important we realise that we are no longer just competing amongst ourselves for surveying and other spatial skills resources.

**Education and skills** development has also been on our radar for some years now. Universities are increasingly closing courses in surveying because student demand is dwindling. For example, numbers at the University of NSW have declined from highs of almost 150 students in the past to current enrolment figures of less than 20. This sends a very strong message to the industry sector that a critical shortage of trained spatial professionals is closer than we think. As an industry, we must continuously discover what skills graduates want and need in today’s world and we must remember that deciding what these skills are or should be is no longer solely our purview – now, the demands of user and adopter organisations also steer these decisions.

**Public Private Partnership** is one of the alternative strategies that SIBA believes can stimulate investment in some of the key infrastructures, such as a National Digital Elevation Framework and a National Spatial Data Infrastructure. We will continue to put these suggested business



proposals to government. To support this, we are establishing a cross-sectoral consortium of stakeholders under the banner of the Australian Geo-information Advocacy Partnership — Filling A GAP. This body will bring together stakeholders from the insurance sector, actuaries, property, transport and logistics amongst others.

**Carbon trading** is the Australian government's ultimate objective for dealing with climate change. SIBA does not comment on the validity of the science or on the political debate around how carbon emissions can be reduced. What SIBA looks for in the debate is where spatial companies can find business opportunities. We believe carbon trading could hold many commercial prospects for spatial businesses and we will continue to demonstrate the linkages and identify the opportunities.

### *Events and networking*

**Networking across sectors**, SIBA believes, builds real and measurable business opportunities for members. SIBA hosted several events during the past financial year, including some very successful occasions with the defence sector and with organisations involved in insurance, banking, property services, and planning.

**spatial@gov** is now part of the spatial events calendar and a great opportunity for business to reach government decision-makers. SIBA is a member of the Steering Committee.

**Asia-Pacific Spatial Excellence Awards (APSEA)** has been the highlight of the industry calendar for the past eight years. Most states and territories now have events that feed into the national awards program.

In the next few years we will see some changes in how we structure and place our big event program. SIBA is working closely with SSSI to ensure that we coordinate and partner our events where it is appropriate to do so.

### *Promoting the industry*

#### *Recognition in the media*

SIBA responded to a number of important issues during the year. Most notable was our early input into the flood mapping debate. SIBA was instrumental in influencing media comment around flood mapping, which took place over many months. We also wrote articles for international industry media and spoke with leading insurers and the Insurance Council of Australia, all of which encouraged other sectors to show their support for our opinions.

Every time the media reports our opinion it increases everyone's awareness about spatial information and technologies. This then leads to new opportunities for member firms. SIBA not only links the sector to important issues, it also helps to prepare our members for new and emerging opportunities.

SIBA's opinions and views were covered extensively in the industry press through **Position Magazine** and **Landmark Magazine**, both of which are crucial to the future of the industry, as well as in the following national and international media:

- IT Wire, 4 October 2010 - *Spatial data moves to mainstream focus*
- CeBIT News, 4 October 2010 - *Spatial data puts the 'Smart' in smart infrastructure*
- Australian Financial Review, 11 February 2011 - *Floods stress mapping needs*
- ITnews, 11 February 2011 - *Old floods spur interest in better flood mapping*
- Vector 1 Media, 16 February 2011 - *Show me the money! - Australia's need for spatial data*

- Australian Financial Review, 25 February 2011 - ***Disasters highlight need for geospatial network***
- Directions Magazine, 25 February 2011 - ***Australian floods expose gaping holes in DEM data for the Nation***
- Australian Financial Review, 29 April 2011 - ***Private sector spatial data key to flood maps***
- ABC Radio - PM Program, 19 May 2011 - ***Flood mapping failure threatens property values***
- Australian Financial Review, 3 June 2011 – ***Water database at stage two***

#### *Engaging with the wider business community*

SIBA has engaged with other industry sectors over many years, both at the state and federal levels. This past year has seen us actively cultivate relationships with defence, the insurance sector, banking, property services, actuaries and others. This is how we help others to recognise and understand how valuable spatial information and technologies are to other sectors. SIBA builds collegiate approaches with other sectors, based on mutual respect and cooperation on issues of common interest.

The flood mapping debate brought high resolution spatial data – or perhaps the lack of it – to everyone’s attention. We worked closely with key industry sectors to find a way to bring the issue into better focus and, as a result, SIBA’s other great ambition – to create a true national spatial data infrastructure – has come closer to realisation. SIBA’s Australian Geo-information Advocacy Partnership (A-GAP) was established to take this innovative idea forward.

SIBA has worked closely with key areas of defence, developing the necessary contacts and relationships so that member firms could enjoy

opportunities to engage in business relationships with the military. Relationship building is important when you are developing new markets and a number of member firms have reported progress.

#### *Responding to policy issues*

Advocating positions on issues is an important part of what an association does for its members and the industry at large. Issues such as climate change, flood mapping and population allow us the opportunity to educate the community about the role that spatial information and technologies plays in their lives.

Influencing public policy is often a long and arduous process. SIBA sought to influence debate on national policy debates from planning to emergency management and from climate change to transport. As always, this is all part of a wider plan to inform, influence and drive change for the better. It’s also about identifying potential business opportunities for members.

Over the past year, SIBA provided comment on the following areas of national policy debate:

- *In-Vehicle Telematics: Informing a National Strategy*, July 2010
- *Performance-based Specification for Electronic Work Diary and Heavy Vehicle Speed Monitoring*, December 2010
- *Performance Benchmarking of Australian Business Regulation: Planning, Zoning and Development Assessments*, August 2010
- *Economic Assessment of Spatial Data Pricing and Access*, December 2010
- *Queensland Floods Commission of Inquiry*, April 2011
- *Reforming flood insurance – Proposed reforms*, May 2011

*SIBA membership is a marketing and development tool for your business. It’s up to you to use it.*



### Representing the industry

As the industry’s peak private sector voice, SIBA represents its members interests across all the states and territories and nationally. The following list shows the committees and organisations to which SIBA represents your interests.

In 2011 and in direct response to our advocacy program, the Australian government invited SIBA to join two government groups: the National Approach to Flood Modelling Workshop and the Insurance Reform Advisory Group (IRAG). This is an enormous achievement and represents significant recognition for SIBA and the spatial industry as a whole.

Committee	Representative(s)	Jurisdiction
Spatial Education Advisory Council	George Havakis	AU
Standards Australia Committee IT-4	Maurits van der Vlugt	AU
National Development Assessment Forum	Jack de Lange	AU
Property Law Reform Alliance	Jack de Lange	AU
Carbon Property Rights Committee (API/SIBA)	David Hocking John Sheehan	AU
National Elevation Data Framework	Brad Spencer	AU
Australian Spatial Consortium	Gary Nairn	AU
ANZsi	Alan Smart	AU
43pl Board	Jack de Lange	AU
Spatial Information Systems Limited (CRCSI) Board	Jack de Lange	AU

Committee	Representative(s)	Jurisdiction
Asia-Pacific Centre for Complex Real Property Rights (UTS)	David Hocking John Sheehan	AU
Spatial Industries Statistics Program Working Group	Jack de Lange Alan Smart	AU
CPSISC Project Steering Committee for review of spatial curriculum	Jack de Lange	AU
spatial@gov Organising Committee	David Hocking	AU
National Approach to Flood Modelling Workshop	David Hocking	AU
Insurance Reform Advisory Group (IRAG)	David Hocking	AU
CSQC Pty Ltd (SIBA’s Quality Assurance Company)	Malcolm Lester David Sinclair	AU
Queensland Spatial Information Council	David Sinclair John Keays	QLD
Queensland Spatial Information Council Executive	David Sinclair Jack de Lange	QLD
ICT Industry Workgroup	Mark Watt Jack de Lange	QLD
DERM Customer Consultative Council	Jack de Lange	QLD
EARL Technical Reference Group	Jack de Lange Alistair Byrom	QLD
EARL Policy Committee	Jack de Lange Alistair Byrom	QLD
Surveyor’s Board Industry Forum	Jack de Lange Alistair Byrom	QLD
Qld Spatial Education Advisory Committee	Jack de Lange	QLD

Committee	Representative(s)	Jurisdiction
IDAS Triggers Reference Group	Jack de Lange	QLD
Spatial Information Technology Enterprises	Jack de Lange	QLD
Joint Natural Disaster Recovery Committee	Alistair Byrom	QLD
WALIS - Spatial Management Group	Guy Perkins	WA
Landgate - Customer Service Council	David Purnell	WA
Landgate – Survey Industry Working Group	Bill Scanlan	WA
Water Corporation – Urban Development Advisory Committee	Mark Marriotti	WA
Tasmanian Spatial Information Council	Malcolm Lester	TAS
SA Spatial Information Committee (SICOM)	David McDonald David Trengove	SA
SA Industry Consultative Committee (Land Services Group)	Ruhi Afnan	SA
SA Survey Advisory Committee (SAC)	Malcolm Driver	SA
Surveying SA ( Career and Student Promotions Committee)	Michael Pohl Tim Mee	SA
Spatial Information Day Committee (Inc SASEA Awards)	Tim Mee David Trengrove	SA
Geospatial Executives Group	Steve Critchlow	NZ
SSSC2011 Steering Committee	Steve Critchlow	NZ

Committee	Representative(s)	Jurisdiction
Victorian Spatial Council	Peter O’Neill	VIC
RMIT School of Mathematical and Geospatial Sciences Program Advisory Committee	Peter O’Neill	VIC
Surveying Taskforce	Patrick Meehan	VIC
Destination Spatial	Lyn Terrett Keellee Ireland	VIC
Humanitarian Disaster Relief Mapping Support	Rohan Potter	VIC



**WINNER – Innovation and Commercialisation**  
*Services Mapping Using Ground Penetrating RADAR*  
 Whelans InSites



**WINNER – Land Titling and Development**  
*Not your average Strata Duplex*  
 Project Surveyors



**WINNER – People and Community**  
*Shire Maps*  
 Sutherland Shire Council



**WINNER – Infrastructure and Construction**  
*'Measure, Monitor, Mapping' Campaign on BlueScope*  
*Steel's Number 5 Blast Furnace Reline Project*  
 AAM Pty Ltd and BlueScope Steel



**WINNER – Environment and Sustainability**  
*Climate Watch*  
 Earthwatch Institute in partnership with the Bureau of  
 Meteorology and the University of Melbourne



**WINNER – Spatially Enabled Government**  
*Health Tracks*  
 Spatial Vision and Department of Health WA



**WINNER - J. K. Barrie Award for Overall Excellence**  
*'Measure, Monitor, Mapping' Campaign on BlueScope*  
*Steel's Number 5 Blast Furnace Reline Project*  
 AAM Pty Ltd and BlueScope Steel



**WINNER - SIBA Chairman's Award**  
 Jack de Lange

### *Regional Management Group reports*

The Regional Management Groups (RMGs) are the Association's lifeblood. They deal with the day-to-day challenges at the coal face of businesses. The Association is increasing its local delivery of networking and events over the coming years.

#### *Queensland*

Around the beginning of the 2010–11 year, the Queensland RMG began an association with a marketing organisation called Bear Universe. The objective was to increase membership and Bear Universe offered a new approach which made significant use of social media and direct personal selling. This seemed to be a very different approach to anything tried before and a major step for a conservative organisation like ours.

Bear Universe went through a significant learning curve of their own and spent considerable time finding out about the spatial industries and discovering a formula and sales pitch that could work. We found that past and potential members opened up to the staff from Bear Universe in a way that they had never done before, to articulate what they expected from us. After many months the program is starting to have some effect and several new members have been admitted. The research has also had a positive impact on some of our activities.

One of the new activities we developed is the networking breakfast. We held two this year: the rise in sea levels and the related effect on property values; and the National Broadband Network. Both were well attended, importantly by non-members and non-spatial people with whom members could network. We plan to do four of these breakfasts a year.

We've also developed closer connections with other professional and business associations as a result of the Bear Universe program. Negotiations are still in progress but contacts have been made with the Queensland Law Society, UDIA, Property Institute of Australia and the International Map Traders Association, with a view to closer cooperation particularly in events and communications.

One of our major projects this year was developing the Sustainability Toolkit, which was presented at the Annual Business Seminar in November. The toolkit helps members set up their sustainability policy and implement sustainability practices. A copy on disk was sent to all Queensland members. The objectives were to save costs and to provide members with the ability to respond positively to requests for sustainable policies and practices which are now common in tenders and contract arrangements for government and other work.

The RMG has also discussed the possibility of SIBA becoming an accreditation authority to accredit member's sustainability programs. Investigations are still proceeding on how that might be done.

SIBA Queensland has been heavily involved in the spatial industry's Workforce Development Industry Alliance, work led by Ken Lyons on behalf of the Queensland Spatial Information Council. Several workshops have been held to develop the issues and possible solutions. That work resulted in a series of major reports on several aspects of the skills shortage question. These were then summarised and a table of action items and priorities developed. The industry has set up a Skilled Workforce Industry Alliance Executive to manage



the initiative from here on. SIBA is a member of the Executive and has contributed funds to its work. The RMG expects that this initiative will be a major focus for the coming year.

During the year, the Queensland Integrity Commissioner made some announcements that suggested that anybody working on behalf of a client in relation to a development application needed to be registered as a lobbyist. SIBA was able to alert and mobilise other associations of professionals involved in land development and the issue appears to have been averted but it is a watching brief.

As the Trustee of the Australian Copyright Trust, SIBA Queensland continues its involvement with PlanXchange, which is a repository of cadastral survey plans managed by Land Data & Drawings Exchange on behalf of the Trust. The number of plans available from the PlanXchange is growing, as is the number of participants. SIBA Queensland has also developed a group membership of the PlanXchange for smaller firms who find it difficult to rationalise the monthly participation fee.

Representatives are involved in:

- Queensland Spatial Information Council and its executive and working groups
- ICT Industry working group.

The Queensland RMG provides resources to SIBA's involvement in:

- Spatial Industry Statistics Program
- Development Assessment Forum
- Property Law Reform Alliance
- Australian Geospatial Advocacy Partnership
- CRCSI business innovation development project.

The RMG congratulates its Executive Officer, Jack de Lange, on winning the SIBA Chairman's Award for 2010 at the APSEA dinner in October 2010.

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### *NSW*

The new structure for regional support in NSW is coming into play. It has taken longer than we had hoped but is now ready to kick off. In fact, SIBA held two major business-to-business events in Sydney over the past year, both of which provided excellent business opportunities for member firms.

Our membership numbers in NSW are increasing, along with the diversity of business practice. So far, statistics and opportunities indicate that the coming year will see strong growth and more exciting business networking opportunities for our NSW members and SIBA is looking forward to pushing initiatives forward in their interests.

A new government is in place in NSW and this is an opportunity to influence policy as it is developed. SIBA has already established relationships with this new government and will use these contacts to demonstrate how important spatial information and technologies are to the state and the country.

### *Events and networking*

At the June networking event on Natural Disasters, the Australian Information Commissioner, Professor John McMillan delivered a very interesting keynote address, speaking about the advances made in developing policies to ensure open access to government data.

SIBA also held an event with the Defence Imagery and Geospatial Organisation (DIGO) to discuss how member firms might best access a growing number of spatial projects. This event has led to further discussions and a valuable link to key areas of business development within Defence.

The Association of Consulting Surveyors (NSW) chose not to enter its winning industry projects in the Asia-Pacific Spatial Excellence Awards (APSEA) this year. Although this was a disappointing decision it fortunately did not dampen enthusiasm for the SIBA-sponsored program. NSW organisations entered APSEA via an interim nomination mechanism (managed by National Office) and their projects were judged by an expert panel.

In the coming months SIBA will establish a formal Regional Management Group in NSW, one that volunteers from our membership base will run. Until then, SIBA's National Office in Canberra will continue to provide support to our NSW members.

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### *Victoria*

In 2010-11 the RMG lost its long-serving Executive Officer, Mark Karklins and welcomed Kellee Ireland into the role.

### *Events and networking*

The Victorian Spatial Excellence Awards Gala Dinner for 2010 was a great success. Bigger than ever before, this year's awards recognised our Victorian companies' many excellent achievements.

Victoria held a Networking Breakfast in February, the first of several such Breakfasts SIBA organised throughout the year. On

this occasion more than forty people (comprising members and representatives from a wide range of IT and defence supplier companies) heard a presentation on Defence sector opportunities and unanimously rated the occasion an excellent information-sharing and networking event.

A special invitation was issued to SIBA to address a delegation of senior government GIS managers from the United Arab Emirates who were visiting Melbourne in May. SIBA organised and ran the event in conjunction with the state government.

### *Education and skills*

The Victorian branches of the Surveying and Spatial Sciences Institute (SSSI) and SIBA launched the new Destination Spatial program ([www.destinationspatial.org](http://www.destinationspatial.org)), which is aimed at boosting the number of young people in the geospatial information industry. This initiative has seen industry opportunities promoted at many career events, presentations and information sessions already and more opportunities are expected in the future.

### *Advocacy*

In March this year SIBA met Victoria's new Minister for Technology and Assistant Treasurer, Gordon Rich-Phillips, to discuss a number of issues important to the Victorian geospatial information industry and to emphasize the role the industry plays in the Victorian economy. In particular, SIBA lobbied for continuing recognition in the State's ICT industry development plan.

The Victorian government is developing the 2012-15 Victorian Spatial Information Strategy and, in May this year, SIBA lodged a substantial submission with the government about this strategy.



### *Plans for 2011–12*

- networking breakfasts
  - quarterly briefings with DSE's Spatial Information Infrastructure group
  - end-of-year networking event, due late November–early December.
  - the Victorian Spatial Excellence Awards Gala Dinner (scheduled for 14 September 2011).
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### *South Australia*

#### *Events and networking*

During the year the SIBA SA RMG arranged a variety of member events and forums that gave members opportunities not only to interact with colleagues in the surveying and spatial industry but to showcase their products and services to the wider business community as well.

#### *Spatial Information Day (SID 2010)*

Information Day, the largest surveying and spatial event in the year, was held in the Adelaide Convention Centre on 13 August and attracted over 400 registrants from all over Australia. SIBA and SSSI organised, coordinated and delivered the event, which included 12 Sponsors with 14 exhibition booths and displays plus 37 International, national and local speakers on all aspects of the surveying and spatial industry, including a keynote presentation from SIBA National Board member, Gary Nairn.

#### *Spatial Excellence Awards (SASEA) Dinner*

Held at the Adelaide Convention Centre on 13 August 2010, the SA Excellence Awards attracted 194 guests and four SIBA member sponsors. SIBA vice-chairman, Gary Nairn, also attended.

#### *Surveyors Boundary Definition Workshops*

The SA RMG held two workshops this year, both of which provided great opportunities for member businesses and individual surveyors to discuss surveying principles and technical issues associated with specific surveys or projects. Speakers presented challenging surveys, highlighting a range of issues for debate. On both occasions, more than 80 surveyors attended. These events are now organised by SSSI as part of the SSSI CPD program.

#### *Risk Management Seminar*

This seminar, organised by the ACSIS Insurance Society Board and focusing on business risk, was a three-hour in-depth session, involving a case study and a mock court trial. Over 60 delegates attended.

#### *Members general meeting and ETSA Connections information session*

Representatives from the electricity provider, ETSA, presented a session on compliance and planning requirements for development applications.

#### *Annual SIBA members Christmas BBQ Breakfast*

An annual event held on the last working Friday before Christmas, the 2010 event saw 62 guests attend at Rymill Park in the Adelaide City Parklands.

### *Plans for 2011–12*

The SIBA RMG conducted a planning session with members to identify activities and objectives for the next two years. This session highlighted a need to refocus the limited resources available at a local SIBA level to promoting the business interests of members. It also highlighted a need to better understand SIBA national activities. It

was agreed that further work was required by the SIBA local RMG to engage and inform members on association activities.

### *Advocacy*

#### *Industry Education Working Group / Surveying SA*

Extensive consultation with industry – led by the Surveyors Board of SA – saw the University of SA introduce the new Master of Surveying course this year. The joint industry committee promotes the new course and the Working Group has now established an industry partnership and brand (‘Surveying SA’) to promote careers in the spatial and surveying profession and to attract enrolments into the new surveying course.

#### *Surveying SA.*

Surveying SA – a sub-committee of the Surveyors Board of SA comprising representatives from SIBA, SSSI and the University of SA – has established an extensive marketing plan with Blue Frog Marketing and is rolling out the plan with major promotional activities in schools, career expo events and educational institutions. The SIBA RMG supports Surveying SA with volunteers for career promotion events and work experience under the marketing plan.

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### *Western Australia*

Surveyors, map-makers and spatial data scientists all play a vital role in Western Australia’s development, as well as exporting highly-skilled services to Asia. Our members are particularly involved in the resources development industry, which contributes greatly to WA’s (and Australia’s) economy. Our members are also very involved in infrastructure construction and land development, although the latter market has slowed considerably.

The Spatial Excellence Awards recognise innovative work in the local industry and are now an established major industry event, bringing valuable profile to SIBA and the industry as a whole. WA’s 2010 awards were presented at a Gala Dinner on 2 July 2010. Entries of particular note included:

- mobile LIDAR system which greatly reduced the time and traffic risks in surveys of roads and related features
- new standards of 3D models from digital surveys
- introduced crowd-sourced geographic environmental data on a national scale.

A record number of innovative submissions were received for the 2011 WA Spatial Excellence Awards, which were held at a Gala Dinner on 22 July.

The Western Australia RMG represented the industry on Water Corporation and Landgate committees and it also participated in NEXUS, through which we raised the industry’s need for more education in the various fields of expertise. We also have a representative on WALIS’s Spatial Management Group.

Although land surveying opportunities slowed down during the year, growth in resources continued. Surveying and spatial services are crucial to Western Australia’s development. Our members are kept busy serving the industry and the state and making the most of their opportunities overseas, as well.



### *Financial Performance*

SIBA has always lived within its means. We don't use member funds for things that do not provide a measurable benefit to members. The Board ensures that SIBA focuses on its bottom line even while it provides services and benefits to members.

Despite the size of this year's deficit – the reason for which has been explained elsewhere in this Report – SIBA is progressing well. SIBA holds a property asset that has served to provide an income stream that we are now exploiting to the fullest. It also serves as a reserve for the future and a foundation for our financial position.

The Board has taken strong measures to reduce costs to a minimum. It has also implemented measures to increase our non-member dues income.

However, to enable us to continue to support members in an increasingly challenging business environment, we have had to increase our fees – for the first time in over two years. This increase also enables us to provide more valuable services to members, such as our business linkages events and of course a growing number of networking functions. We will continue to provide our valued Tender Alert and business intelligence services.

The Annual Report is also a marketing document, so the SIBA financial statements are provided separately to each member firm. Members can obtain additional copies of the financial statements at the Annual General Meeting.

## Board of Directors

	Name	Number of Meetings	Attendance
*	Alan Smart, Chairman	4	4
*	Gary Nairn, Vice Chairman	4	4
*	Glenn Cockerton, Treasurer	2	2
*	Brett Bundock, Director	4	1
*	Brad Spencer, Director	4	3
*	David Sinclair, Director	4	4
*	John Keays, Director	4	4
*	George Havakis, Director	4	4
*	Ed Garvin, Director	4	2
*	John Sheehan, Appointed Director	4	3
*	Peter Ulm, Appointed Director	4	2
	Paul Farrell, Immediate Past Chairman	2	1
*	David Hocking, Company Secretary	4	4

Meetings of the Board of Directors were held on: 18 August 2010, 5 October 2010, 9 February 2011, and 11 May 2011

(\*) denotes current Director/Secretary



*Alan Smart, Chairman*



*Hon. Gary Nairn, Vice Chairman*



*Glenn Cockerton, Treasurer*



*Ed Garvin, Director*



*Brad Spencer, Director*



*Brett Bundock, Director*



*David Sinclair, Director*



*John Keays, Director*



*Peter Ulm, Director*



*Prof. John Sheehan, Director*



*George Havakis, Director*



*David Hocking, Secretary*



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