POSITIONED FOR GROWTH

STRATEGY 2017-2020
Spatial Industries Business Association
Geospatial Information Technology Association [ANZ]

Advocacy
Championing our collective priorities for businesses, communities and governments

Growth
Building pathways that create more opportunities for spatial information to add value

Services
Adding value right across our diverse membership, which includes businesses and governments
On behalf of the SIBA|GITA Board, it is our pleasure to present the 2017–20 Strategic Plan. This plan is both our direction for the next three years, and part of a trajectory, building on the work of our predecessors in SIBA, Spatial Queensland and GITA ANZ.

It reflects our character as an association, a collaborative and unified effort toward achieving our vision. The 2017–20 plan is a delicate balance of foundation-building and aspiration, aiming to position the Association as the authority on spatial business in Australasia and a leading organisation globally. And so, it concentrates on leveraging our extraordinary strengths: diversity and passion in our membership, and a deeply held commitment to seeing spatial information underpin prosperity in the world.

The plan will stretch us, as any valuable strategic plan must. It commits a sizeable portion of resources to increasing member services and, for the first time in our history, brings a strong focus to reaching out into our members’ markets to develop market potential.

We are confident that the collaborative process undertaken in the development of the plan, its alignment with the 2026 Spatial Industry Transformation and Growth Agenda and the focus it brings to refining our signature activities, will secure the support and advocacy of our staff, and our external partners.

The SIBA|GITA board acknowledges and thanks the following members for their contributions in support of the CEO toward the development of this document:

Maurits van der Vlugt
Daniel Harvey
Lynette Terrett
Antoine Burdett

We would like to thank all those who have contributed to the development of this plan, and we look forward to implementing this exciting set of initiatives to propel our Association forward.

Alistair Byrom, Chairman
Deanna Hutchinson, Chief Executive Officer
Our Vision and Mission

Our members share a passion for dealing with things that are on or near the surface of the earth

Vision:
To see spatial information underpin Digital Transformation in our region

Mission:
Our association exists to help grow our members’ businesses so that they may contribute to the prosperity and sustainability in our region.

Objectives and Activities:
1. We promote our industry’s role in growing a prosperous and sustainable region by:
   • Ensuring the role and value of the spatial industry in the broader economy is recognised and utilised;
   • Being the trusted partner on matters of importance for the spatial community.

2. We actively seek to increase the market share of our industry, and collaboratively improve commercial returns by:
   • Partnering with selected industry sectors reliant upon spatial information;
   • Facilitating the application of spatial innovation, research and development in business.

3. We deliver business benefits for our members, by:
   • Sustaining a vibrant, diverse and growing community of businesses benefiting from spatial information;
   • Ensuring access to a skilled and capable workforce.
Spatial information will drive the future prosperity, sustainability, and digital transformation of our region

This is a time to focus on demonstrating how our members can add value

Our industry has seen a lot of change, and judging by global disruption trends we will need to continue adapting for the foreseeable future. The opportunities for spatial information to transform activities on our planet, and the potential for our industry’s development are unfolding exponentially. This is a time for us to be absolutely clear about why we are here. This strategy sets out our path for the next three years.

At the very heart of who we are is our mission to grow the opportunities and capabilities of our members, so that our industry can contribute to the prosperity and sustainability of our region.

Our members include businesses who supply surveying and spatial services, as well as educational institutions and government agencies who provide critical services and support, and organisations who use spatial information in the public and private sector. We are a unified network throughout Australasia.

Be they surveyors, geospatial scientists, spatial system developers, or cartographers, our members share a passion for addressing things that located are on or near the surface of the earth.

Our goal is to continue to be a trusted source of knowledge for our members, and an active advocate for future business opportunities.
Our Priorities: Focus Areas to 2020

Guiding Principles

- Our executive is empowered to implement this strategy within the guidelines of its objectives, outcomes and high-level measures of success;

- Activities need to contribute to purpose, and are net profitable, unless there is an explicit, articulated investment decision;

- Our budget and financial reporting serve as key management tools and are structured to enable this;

- We will leverage our investment in the 2026 Agenda, by aligning our strategy implementation with nationally identified goals, and continuing to support the implementation of the Agenda.
Advocacy: We contribute to our region’s prosperity and sustainability ensuring the role and value of the spatial industry in the broader economy is recognised and utilized by being the trusted partner on matters of importance for the spatial community.

Businesses, communities and governments are key stakeholders in the work we do to represent the industry.

Priority Activities

— Advocating for sensible regulation that enhances and appropriately governs our members’ participation in the economy

— Taking a stand on priority industry issues, and using our website and social media as platforms to share our views and invite discussion

— Profiling our APSEA winners within and outside our industry as shining examples of spatial capability

— Asking our members to help us spatially enable our business (e.g. find a local surveyor, find events near you, etc.)

— Advocating our industry workforce needs via a Spatial Industry Workforce Plan in collaboration with Destination Spatial, members and education stakeholders
Measures
• Number of members with practice areas and customer industries identified in our member directory
• Number of spatial hubs and external events leveraged
• Number and quality of engagements in our activities by stakeholders from our vertical markets
• Number of members engaged in pathway activities

Market Development: We actively seek to increase the market share of our industry, and collaboratively improve commercial returns by partnering with selected industry sectors reliant upon spatial information and facilitating the application of spatial innovation, research and development in business

We are building pathways that create more opportunities for spatial information to add value to sectors including transport, agriculture, built environment, health, defence and security, energy and resources.

Priority Activities
— Coordinating spatial hubs and speaking opportunities at events held by users of spatial information
— Analysing the value chain and further promoting the value of spatial information in identified industry sectors
— Promoting participation in regional opportunities
— Acting as a conduit for industry participation in research-industry collaborations
Measures

- Member feedback that events progress matters of importance
- The extent to which Locate meets our articulated objectives
- Number of branch activities and how many people participated
- Member satisfaction with retail and commercial services
- Number and diversity of members representing SIBA|GITA on committees
- Salary survey completed
- Member feedback that collaborative problem solving solutions are available and effective
- Number and quality of items in the knowledge repository

Member Services: Sustaining a vibrant, diverse and growing spatially driven business community, and ensuring access to a skilled and capable workforce

We aim to add value right across our diverse membership which includes businesses and governments who create and use spatial information across the spectrum of surveying, GIS, remote sensing, photogrammetry, cartography, hydrography and spatial system development.

Priority Activities

- Developing our branches across Australasia
- Coordinating events that are focused on progressing industry and branch priorities
- Leveraging Locate conference to build industry capacity
- Increasing our retail and commercial operations
- Facilitating collaborative approaches to improving capability and solving problems
- Coordinating industry representation on a range of committees
- Conducting and publishing the annual industry salary survey
- Compiling a knowledge repository of white papers, past presentations, webinar recordings, etc
Sustaining Activities: We demonstrate value to members by investing income wisely in initiatives that further our purpose and optimise business operations to maximise efficiency.

Financial management, member value creation, new revenue streams and business optimisation are themes underpinning this strategy.

Priority Activities

— Knowing our members better by understanding more about their individual priorities and how well our activities align

— Finding new ways for members to suggest ideas and contribute to initiatives

— Embracing workflow automation to free up resources for more important member interactions

— Implementing ratio-based targets for financial performance

— Improving data capture and reporting for better and faster decision making and more responsive services

— Promoting a voice for all members in the linkages between membership and governance