

Challenging the Status Quo: Innovate or Detonate

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SUMMARY

“The only constant in life is change”- Greek philosopher Heraclitus of Ephesus. Technology has and is continuing to change the way the world functions and how business operates. The rate of change is rapidly accelerating as technology is utilised in more innovative and disruptive ways. Disruptors such as Uber, Netflix and driverless cars are not just thinking outside the box, they are questioning the need to have ever had a box. Unlike ever before, consumers have mobile solutions and instant connectivity at their fingertips resulting in greater demands for immediate results and digital solutions. The survey profession is faced with a need to challenge the status quo and develop innovative solutions to problems that are not yet thought of.

The profession of surveying has a long history of evolving and adapting to inevitable change driven by political, economic and technological factors. This paper explores the importance of digital transformation and innovation in the surveying profession to meet the ever-evolving needs of the consumer. The authors explore global factors affecting business and challenges specific to the survey profession within NSW. Several options are presented to address these challenges, including shifting the core business of a surveyor from measurement to management and promoting the value the profession adds for consumers. The authors also examine the benefits of a diverse workforce and options to foster diversity within the profession.

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