



DESTINATION SPATIAL

# Destination Spatial (Qld) Executive

## Minutes

1:00pm - 3:30pm  
Friday 31 July 2015

Level 9 Boardroom  
Landcentre, Woolloongabba



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### **Information Security**

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<b>Members</b>	
<b>Chris McAlister</b> <i>(Chair)</i>	Queensland Spatial and Surveying Association (QSSA)
<b>Tony Kirchner</b>	Department of Transport and Main Roads (DTMR)
<b>Peter Sippel</b>	Surveyors Board of Queensland (SBA)
<b>Russell Priebbenow</b>	Department Natural Resources and Mines (DNRM)
<b>Lee Hellen</b>	Spatial Industries Business Association (SIBA)
<b>Dave Greaves</b>	Surveying and Spatial Science Institute (SSSI)
<b>Mick Law</b>	Geography Teachers Association of Queensland (GTAQ)
<b>Glenn Campbell</b> <i>by teleconference</i>	Australasian Spatial Information Education and Research Association (ASIERA)
<b>Guests</b>	
<b>Noel Hamey</b> <i>by teleconference</i>	Canberra Institute of Technology
<b>Secretariat</b>	
<b>Peter Gersekowski</b>	QSIC Office
<b>Kath Wagner</b>	QSIC Office

**Apologies:** Nigel Atkinson

## 1. Welcome and Adoption of agenda and previous minutes

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### 1.1.1 Adoption of agenda

The chair Chris McAlister welcomed attendees and noted additional agenda items.

### 1.1.2 Endorsement of previous minutes and previous action items

The Executive endorsed the DSQ Executive meeting minutes of **26 June 2015**.

Actions from the previous meeting were discussed as part of the agenda.

## 2. Executive business

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### 2.1 Working Groups

#### New entrants

Mick reported that his group hadn't met but gave an overview of events attended over recent times. He gave an overview of the report from the Pivotal Youth Symposium. Key points include:

- 274 delegates attended the event, of which 222 were students
- Teachers felt their knowledge and understanding of spatial had increased following the event
- 64% were not aware of career opportunities in spatial technologies prior to the event
- 100% would now recommend a career in technology and spatial to their students
- 70% would like to hear of similar events in future
- Students indicated their knowledge of spatial increased, 25% of which are now considering a career in the spatial industry
- 100% of students indicated that they are definitely or maybe interested in attending similar events in the future.

Overall feedback was good, with Mick's presentation proving the most popular. Mick mentioned that pairing with the Wicked Science events was a positive approach for the science industry and could be considered as an option to have similar spatial events if a Pivotal symposium is held again next year. There was some discussion on plans to hold future Pivotal events and Mick added that being involved in another Youth symposium is recommended and to engage early in the process for optimum planning.

Mick mentioned the upcoming QSIC Seminar - #spatialrealworld – at The Edge, State Library Qld on 28<sup>th</sup> August. He would like DSQ to have a presence at this event and would like a young spatial professional to talk to students about career opportunities.

Mick added that QSIC have been invited to go to West Moreton Anglican College at Ipswich to talk about spatial science as a result of one discussion at QUEDREX.

In an attempt to improve visit to the DSQ table at events, Chris & Mick provided a Google cardboard 3D enabled headset. Mick reported the increased interest by attendees and recommended that DSQ approve the purchase of this as a valuable tool.

Mick added he recently purchased a small UAV to demonstrate at events and proposed DSQ reimburse for the cost as it will be used as a valuable resource for future events.

#### **Resolution**

**A motion was put forward by Mick Law and seconded by Tony Kirchner for DSQ to pay for the costs of the UAV, Google cardboard, printing of new flyers and recent event parking.**

Invoices are to be provided to the Surveyors Board for administering the reimbursements.

Chris moved a vote of thanks to Mick for arranging the new flyers. The graphic design invoice will be finalised once all DSQ work is complete.

Lee reported that he felt there was an opportunity to raise the media input on spatial at a future Pivotal event. Mick said timing was an issue and this could be improved next time.

**Action:** Mick to provide a break-down of costs including invoices and receipts for reimbursement.

**Action:** SSSI to arrange for new flyers to be distributed to the town groups

**Action:** Lee to keep Executive advised on future Pivotal events

### Education & Training

**Carried over action:** Lee to approach Jack (SIBA) to add questions in the salary survey.

**On Hold:** Consider other options for survey

The question was raised about the meeting planned with Kate Jones MP. Mick reported that he provided Lee with a three point agenda (eg. access for EQ students to spatial tools like Qld Globe and Google Maps, to stress the importance of the spatial industry in terms of jobs etc. and how to engage students). It was thought they should approach the minister as Ashgrove constituents rather than as DSQ Executive members and they should also approach the shadow member of the opposition.

Lee has not been in touch with Ken but will update at the next meeting.

### Registration & Certification

Peter Sippel said they are looking at the DSQ website and stressed the importance of putting together a good roadmap to show the pathway linkages so that interested students understand where each pathway leads.

Chris circulated an example of the 'A Life Without Limits' study maps to show how it was being articulated in other States. Peter said DSQ needs to draft clearer maps to show where the pathways can take students so that qualifications achieved at specific levels don't restrict progression.

Mick suggested including the pathway maps on the individual career flyers and the original diagrammatic maps could be used as a basis for updating the career flyers. It was agreed that this could be circulated to members for their input.

**Action:** QSIC to scan and circulate diagrammatic pathway maps to DSQ Executive for review and comment.

## **2.2 Events**

### TS Expo (18-19 July)

Dave Greaves reported to the recent TS Expo and commented that a digital slideshow would have been helpful to generate interest. Chris informed him that there is an events guide on the SSSI website that they may refer to for future events.

Mick added that he is happy to share a video that he created to run on a loop for his recent spatial education events.

Chris thanked the young professionals for their contribution to the event and acknowledged time given by DSQ members. Glenn commented that the event was a bit quieter than previous years. He

thought that the term spatial doesn't appear to get through, nor does GIS. There was much discussion about visuals and aids needed to draw attention and maintain interest at events. He thought a piece of equipment such as a total station would be valuable at events.

Noel commented that his experience at SSSI events in Canberra was to have something at the booth that is hands-on or working to grab interest.

***Carried over action: On Hold: QSIC Office to draft a letter to World Skills thanking them for TS Expo space***

**Action: Mick to provide video to DSQ for use at future events.**

#### Materials for events

- Contributions and expenditure

This item was discussed earlier in the meeting. Mick added that one of the DSQ banners is ripped and recommended it be replaced.

- Revised flyers

Mick suggested that members are allocated to update individual career flyers. He said they needed to get the text right and also appropriate images – preferably including people in the photo. He will circulate a brief to members on the requirements for the review of the flyers. Mick will discuss with the graphic designer about formatting and images.

As a starter, the individual flyers would be reviewed by:

- Tony/Dave: Engineering surveying, Hydrographic surveying
- Chris: Spatial and Remote sensing
- Russell: Land surveying
- Nigel: Mining surveying

Peter G mentioned the fabric wall banner QSIC had made for promotion at booths and a similar style was discussed for DSQ.

Lee felt DSQ should be looking more at the design and planning of the brand – such as research around DSQ's objective; who the markets are, how we target the market etc. as articulated in the PRISM report. He felt the collateral should all be consistent to convey the consistent message. The website and flyers need to be aligned with the message we convey. The PRISM report could be used to audit our brand for consistency and effectiveness to identify improvements for our market.

There was further discussion around recent events where materials consisted only of flyers but it was acknowledged that DSQ have done extremely well with what they currently have. Lee suggested DSQ investigate engaging a specialist to conduct an audit on our promotion and marketing strategies, including at booths, with a view to providing clarity and developing a consistent strategy that works. Tony agreed that there is a need for continual review and improvement. Peter S added that valuable feedback can be collected from people involved in events over the past year or two.

Chris circulated a draft template for a communications strategy as a guide. Following the PRISM report review, she will update this document.

Mick reported on events attended including the GTAQ Conference and QUEDREX. He added that tools used at the GTAQ included the Google cardboard, UAV and flyers but pointed out this is audience was around 180-200 geography teachers. He reported he then attended the much larger educational resources event – QUEDREX – at the RNA Convention Centre with QSIC. This was a much harder market due to lack of knowledge of our industry. He prepared a Google tour playing on loop

as well as the Qld Globe online which both attracted people at the event. He could then engage in a discussion about spatial.

The QSIC team have identified a number of opportunities from this event such as better use of the word spatial on promotional material. He suggested this approach could be used by DSQ in banners and posters to give some context to the topic. Interestingly, one particular 3D map of Australia from the 1980's attracted consistent attention.

There was much discussion on the topic of 3D printers, cost of consumables and how these could be used. Chris reported that some 3D maps are currently being made for areas of Queensland for this purpose. There may be resources available within the group on request.

**Action:** Lee to investigate engaging a consultant to audit promotion, marketing etc.

**Action:** Mick to email requirements for the review of individual flyers.

**Action:** Chris to update draft communications strategy with review outcomes.

- Promotional material – UAV, Google Cardboard  
Discussed earlier

#### Volunteer documents

**Previous action item:** Chris to compile volunteer guidelines and will table at next meeting

Not discussed

### **2.3 QSIC Education Strategy**

**Previous action item:** Mick to keep DSQ Executive informed of the QSIC Education Strategy progress  
**COMPLETE** (standing agenda item)

Mick gave an update on the progress of QSIC's Education Strategy. The original workbooks developed for teachers but discovered some resources were blocked in EQ – such as QTopo and Qld Globe. QTopo is now unblocked but the issue required a rethink of how the toolkit was developed. The tool is now called 'a spatial educator's toolkit' where teachers can click on a year level to discover a list of activities and resources for spatial technologies. This is hoped to be on the website soon. Either way, it will be published and will be creative commons so anyone is free to post the toolkit on their website, including DSQ.

### **2.4 Certificate II in Spatial Sciences**

Noel reported they were allocated funding for a VET school-based apprenticeship in spatial science. EQ have allocated funds for a Certificate II in surveying and spatial. He added that this qualification doesn't have an occupational outcome but it provides an opportunity for a pathway to a career.

A number of schools have come on board. He said we need to promote it and partner with TAFE Qld, CIT, schools and industry employers. He thinks DSQ can help as the program is planned to run in Term 2 in 2016 and will be conducted with a series of practicals and workshops online. At the end, there needs to be engagement with an employer for a day or two to gain some experience with equipment in the Cert. II. There is an opportunity for industry and he suggested DSQ can access industry employers to take on interested students for some work experience.

Noel added that this will be targeted at Year 11 or 12 depending on the school and could be extended to Cert. III. The program will be pitched to students aiming for tertiary studies in a spatial area, particularly for the problem-solving and analytical work – skills which can take them to any area they want to pursue.

Chris spoke about DSQ's role to promote and assist in preparing industry to take on work experience students. She also mentioned the role the Smith Family had in the past (Inspirations program)) and suggested there may be an opportunity to use some of these resources to recommend a program for industry organisations to guide them on requirements.

There was some discussion on the format and labelling of the Cert. II program as well as the timeframes for implementation. It was generally felt that industry providing 1-2 days work experience would not be a huge disruption to business. Noel stressed that the program falls well within the scope of STEM.

Noel requested some updated flyers so that some of the wording can be used in promoting the program. Chris agreed to provide these to Noel.

Glenn enquired about the content in the draft report about USQ offers to successful graduates. Chris added it may relate to the existing Headstart program but Noel will arrange for Brendan Stringer of TAFE Qld to contact Glenn to clarify this point.

**Action:** Noel to finalise Draft program and circulate within a few weeks.

**Action:** Chris to provide Noel with a supply of DSQ flyers.

**Action:** Noel to arrange for TAFE Qld to contact Glenn Campbell.

## 2.5 Governance

### Workshop – Review progress and alignment with PRISM Report

The group discussed parts of the report sorted by working group and notes were written on the whiteboard. Lee agreed to circulate the notes and develop the scope for a possible strategic review of DSQ.

**Action:** Executive to refine scope and review Strategy with current budget in mind

**Action:** Lee to develop a draft strategic review of DSQ.

**Previous action item:** Add Intellectual Property and roles/responsibilities issue as an agenda item for workshop. **COMPLETE**

**Action:** Chris to pursue DSQ becoming an incorporated association confirming IP release with SIBA and SSSI.

## 3. Other business

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**Next meeting - Friday 4 September 2015 2:00pm-3:30pm**

Meeting closed at 3:45pm