



Locate25 | 
THE NATIONAL GEOSPATIAL CONFERENCE



Geospatial
Council of Australia

Collaboration, Innovation and Resilience: Championing a Digital Generation

Brisbane, Australia 6–10 April

Being a good Surveyor is not good enough

Laren Collen

Survey Industry Lead ANZ

Hexagon



PLATINUM SPONSORS



CHCN AV





Being a good Surveyor is not good enough

Innovative service is your greatest advantage

Laren Collen
Survey Industry Lead ANZ, Hexagon



Can you help me write a speech?

Sure, I can help. What about?

Innovative surveying service.
The audience are the best surveyors
in the world. It needs to be inspiring!
Also, it needs to make me look good.

That's too difficult even for me.
Maybe you should talk to Gemini.

Really, you can't help?
That's pretty terrible service.

What do you expect for free?
Would you like to upgrade to our premium tier?

No thanks.
You don't seem to know what good service is.

If you really want to understand good service,
you should talk to surveyors.



ACCURACY



QUALITY



RELIABILITY



CLIENT
SATISFACTION



PROFESSIONAL
REPUTATION

INNOVATE



THE SURVEYOR'S MISSION

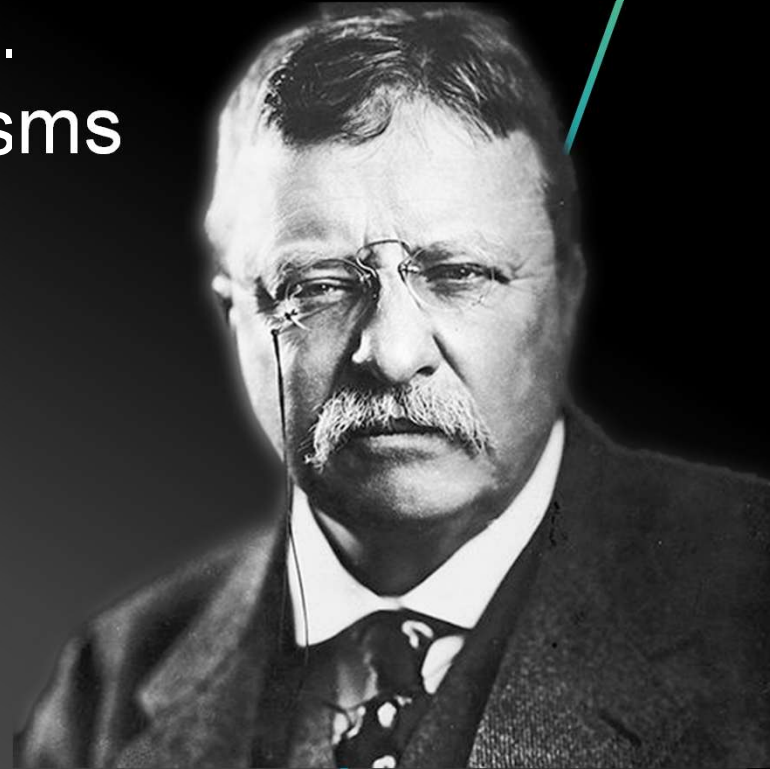
SERVICE



CREDIT BELONGS TO THOSE IN THE ARENA...

Whose faces are marred
by dust and sweat and blood...
and who know great enthusiasms
and devotions...
and spend themselves in
a worthy cause.

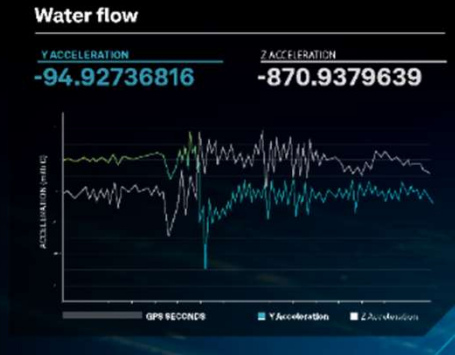
THEODORE ROOSEVELT



Who are
surveyors?



Who are surveyors?



Who are surveyors?



h: Spw;
inline-block;
tly: 'Source'



Who are
surveyors?



SERVICE





THE SURVEYOR'S MISSION IS:

SERVICE

THE CORE OF YOUR BUSINESS

SERVICE



PROCESS

PEOPLE

TECHNOLOGY



The image features a dark, almost black, background. A horizontal band of vibrant blue, glowing particles and light waves stretches across the center. These particles form a series of undulating, wave-like patterns that create a sense of motion and energy. In the middle of this band, there is a semi-transparent, grey shield-shaped element. Overlaid on this shield is the word "SERVICE" in a clean, white, sans-serif typeface. The overall aesthetic is high-tech and futuristic, suggesting themes of digital service, cybersecurity, or advanced technology.

SERVICE



THE SURVEYOR'S NEED

INNOVATION



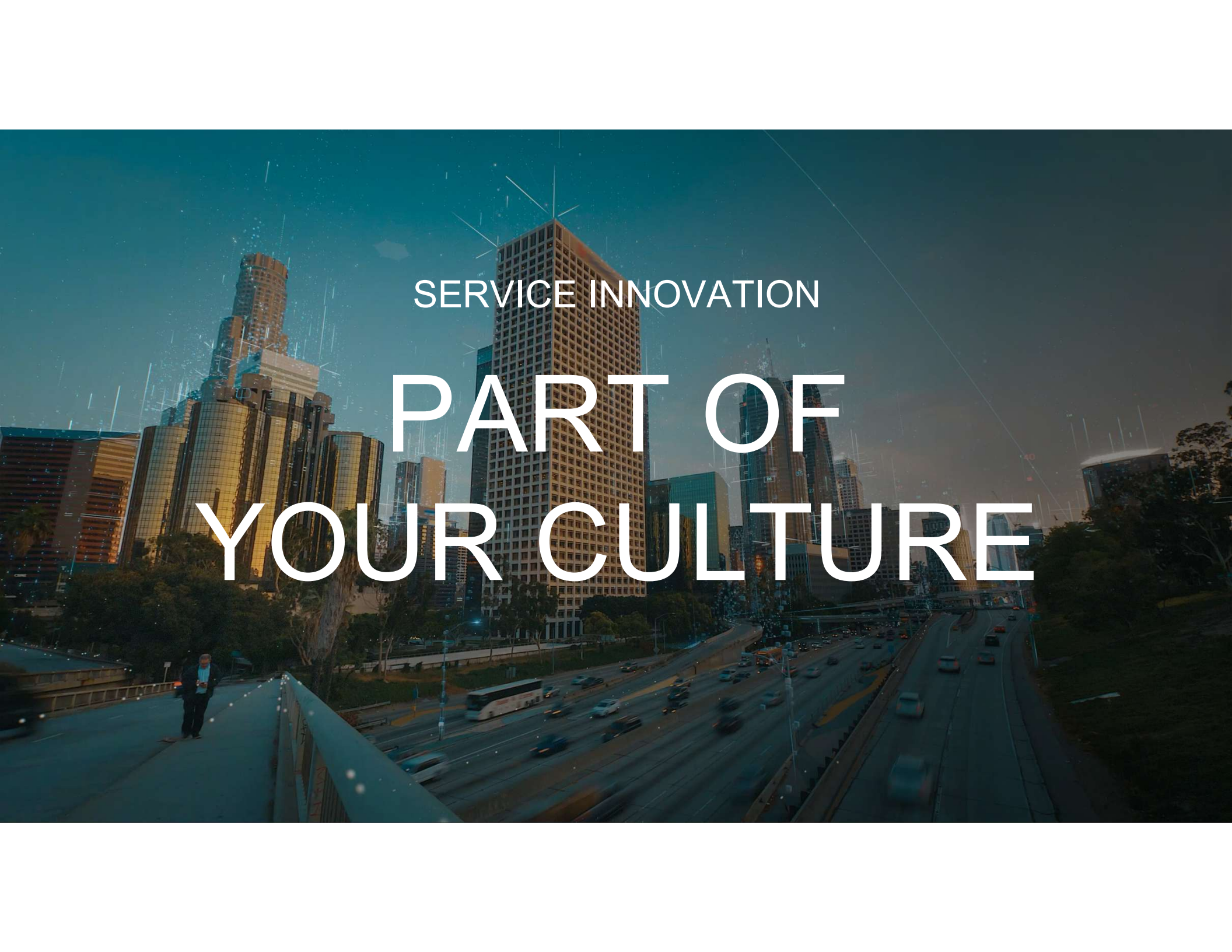
CREDIT BELONGS TO THOSE IN THE ARENA WHO...

Shall never be with those
cold and timid souls who
neither know victory nor defeat.



SERVICE INNOVATION

BEYOND TECHNOLOGY



SERVICE INNOVATION

PART OF YOUR CULTURE

SERVICE INNOVATION

HARD TO
SCALE



CREDIT BELONGS TO THOSE IN THE ARENA WHO...

At the best know the triumph
of high achievement and who at
worst fail while daring greatly.

ACHIEVING GREAT THINGS WITH INNOVATION



ACHIEVING GREAT THINGS
TOGETHER

ACHIEVING GREAT THINGS
WITH INNOVATION



Go out and dare greatly

Go out and dare greatly

Go out and serve greatly

Be more than a good surveyor

