



ENGINEERS  
AUSTRALIA

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# Annual Report

# 2014-15

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## Who We Are

The Institution of Engineers Australia (Engineers Australia) is constituted by Royal Charter to advance the science and practice of engineering for the benefit of the community by:

- Educating our members and the community;
- Facilitating the exchange of ideas and information;
- Encouraging the development of knowledge and competency;
- Setting and maintaining high professional standards for our members; and
- Informing community leaders and decision-makers.

At 30 June 2015, we had just under 105,000 members in nine geographic localities across Australia and in multiple locations overseas.

Our members all belong to one or more of our nine Colleges covering the different fields of engineering practice. We aim for the Colleges to be the reference points for engineering in Australia. Our members may also belong to any of our 27 Technical Societies which include non-engineer members and collaborate closely with industry.

Our Divisions, Colleges, Technical Societies and Special Interest Groups are led by elected committees of volunteer members who work with our staff to achieve our key priorities.

Engineers Australia has one wholly-owned subsidiary – our education arm, Engineering Education Australia, based in Melbourne. The Council and management of Engineers Australia plans to integrate EEA and its subsidiary into a new business unit within Engineers Australia in the future.

### Engineers Australia's annual report aims to:

- Inform members of measurable progress against annual and long-term goals;
- Ensure transparency in reporting, informed by contemporary approaches to corporate responsibility reporting;
- Give due emphasis to the key sections of the Institution including the Divisions, Colleges and other groups, to ensure members are adequately updated on all areas of the organisation;
- Ensure the annual report process encompasses principal reporting obligations flowing from the Charter and By-Laws for Council, Congress, Divisions, Colleges and Technical Societies; and
- Inform members of key achievements in a summary printed version, also available online, for use with various stakeholders.

### Annual report communication objectives

The annual report is presented by Council for the business of the Annual General Meeting 2015, together with the audited financial statements, in accordance with By-Law 20.2 of the 2011 Royal Charter and By-Laws.

*Engineers Australia is the trusted voice of the engineering profession.*

*We are the global home for engineering professionals renowned as leaders in shaping a sustainable world.*



**Dr David Cruickshanks-Boyd**  
FIEAust CPEng EngExec  
National President 2015

*These accomplishments would not have been possible without the dedication and commitment of our staff, volunteers, members and stakeholders who strive to enhance the relevance and value of Engineers Australia.*

## National President's Report

*It has been a landmark year for Engineers Australia as we continue our transformation to a world class professional association.*

### Key governance changes

We took a significant step forward with the successful member ballot and subsequent Royal assent for the changes to our Royal Charter and By-Laws, modernising the way we identify and appoint our governing Board (previously our Council). We are now able to receive nominations from our approximately 70,000 full members, and our Chair and National President can preside for up to three years.

### New College of Leadership and Management

The new College of Leadership and Management has now been established and is working hard on a list of short term and medium term priorities.

### Our Voice

We have enhanced our external voice, as evidenced by a significant lift in our media profile, our new magazine 'create' and a number of strategic policy interventions in the areas of Defence, infrastructure, energy policy and STEM.

### International orientation

In August we launched our fifth international chapter in the Middle East, with events in the United Arab Emirates (Abu Dhabi) and Qatar (Doha), to support the large number of Australian engineers in this region. We also signed an important Mutual Recognition

Agreement with the Institution of Engineers Singapore, as well as progressing relationships with other engineering institutions across the world.

All these accomplishments would not have been possible without the dedication and commitment of our staff, volunteers, members and stakeholders who strive to enhance the relevance and value of Engineers Australia. On behalf of Council, I would like to acknowledge the efforts and professionalism of our CEO Stephen Durkin. Stephen's commitment to modernising and improving Engineers Australia is realising results as we continue to grow through a period of rapid change and unpredictability.

I would finally like to thank our Council and National Congress for their ongoing commitment throughout the year. Without their dedication to our vision and goals we would not be able to operate in the manner we do now. It has been a challenging but satisfying 12 months in this role, which I'm certain will be filled and built upon by incoming National President John McIntosh in 2016.

**Dr David Cruickshanks-Boyd**





**Stephen Durkin**  
FIEAust CPEng EngExec  
Chief Executive Officer

## CEO's Year in Review

*This year has seen Engineers Australia continue to build on our strategic growth agenda. Engineers Australia is now well positioned as we emerge from the toughest engineering employment market experienced in Australia in the past 25 years.*

Our strategies have been informed by the most expansive body of market research that we have ever carried out. The engineering profession has provided strong endorsement for our investment in modernising Engineers Australia and our work to build a stronger brand and external profile to help us better connect to the communities we service.

### Modernising our organisation to best represent our profession

During the year we have continued to implement a range of programs to modernise Engineers Australia.

Our industry connections have been strengthened through a major expansion of our business development team. At the same time we are integrating our Engineering Education Australia subsidiary business to better connect with engineering employers and deliver more industry-relevant training and development programs.

A key part of our strategy is partnering with a number of market-leading brands including Macquarie Bank, Siemens, Department of Defence and RMIT University to deliver high quality events for our members.

In November, we delivered a consolidated conference program at Convention 2014. Whilst this inaugural event did not meet our ambitious internal expectations, the event raised external awareness of our organisation and supported our partnerships with a range of leading engineering companies. Engineers Australia is now well-placed to learn from this experience and maximise opportunities from future high-profile events.

A part of us investing in our Engineers Australia brand has seen the relocation of our Division Offices in Melbourne, Hobart and Darwin

to contemporary open-plan environments. Our showcase Victoria Division premises are a major innovation in their own right with the concept of an agile work space shared by members, staff and industry being a first for a professional association in Australia.

### Implementing technology to drive member value

Engineers Australia has now completed the rollout of a new major technology platform. This new platform is delivering a range of internal efficiencies and enabling us to interface with members in a more personalised way.

Members will have seen a step-change in the way in which we are now using that technology to deliver content such as Division and overseas newsletters and industry updates.

We have also built a significant social media presence with Engineers Australia now having 85,000 Facebook and 45,000 LinkedIn followers.

Our member experience has been enhanced by the introduction of a number of new services including: eMembership, eRenewals and eMSA. The functionality now available through myPortal enables members themselves to determine the information they receive from Engineers Australia, again another first for associations in Australia.

A further example of using this world-class technology is the November 2015 launch of our new National Engineering Register (NER). The NER is now the largest engineering register in Australia open to all members of the engineering profession. As a publicly accessible database, the NER will be the 'go to' register for government, industry, engineering bodies and consumers.

### Building a stronger external orientation

During 2015, we continued to progress our flagship strategy to strengthen Engineers Australia's position as the trusted voice of the engineering profession in Australia.

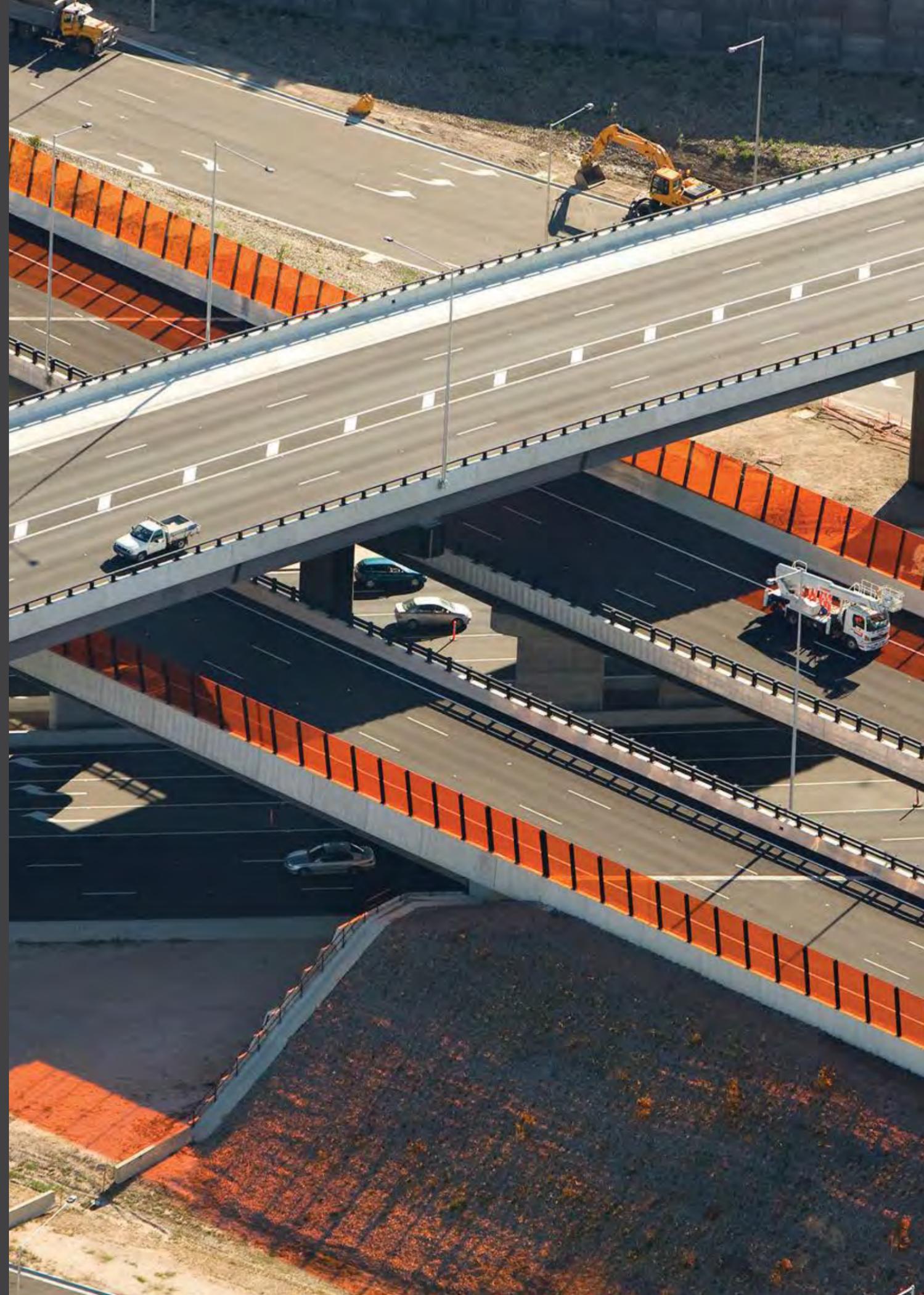
Our efforts in building Engineers Australia as the voice of authority and influence have proven highly successful. Our relationships with government and our profile through the media continue to grow. This year we again doubled our media coverage with almost 5,000 dedicated media stories.

We are now leveraging the success of this proven model to enable our Division Committees and Colleges to have a sharper and more strategic focus to help us better connect the engineering profession with policy-makers, political leaders and the media.

Our commitment to represent the Australian engineering profession on the world stage is strong as evidenced through the establishment of a new Middle-East Chapter in June 2015.

Our organisation has continued to progress a number of strategic reforms which are now showing positive results and will deliver real benefits across coming years. Engineers Australia is well on track to meet our goal of creating a truly world-class professional association that our members and the engineering profession can be proud of.

**Stephen Durkin**





**Mr John McIntosh**  
FIEAust CPEng EngExec  
National President 2016

## National President's Focus for 2016

*As the incoming National President, I am humbled by the privilege to lead such a prestigious Institution with a long and proud history of serving the profession and our community.*

From our inaugural President W.H. Warren, to our first female President Air Vice-Marshal Julie Hammer, and on to current President Dr David Cruickshanks-Boyd, these men and women have led the charge and met the challenges of their time.

My most fundamental role, as National President, is to ensure Engineers Australia is relevant to the many challenges of our time.

When I look at how far we have come, I am reminded of perhaps Australia's most revered citizen, soldier and engineer, General Sir John Monash, when he uttered the words:

*"Adopt as your fundamental creed that you will equip yourself for life, not solely for your own benefit but for the benefit of the whole community".*

While this organisation advocates for the profession, we must never lose sight of the fact that it is ultimately the community who must benefit from the work of engineers.

The challenges I foresee can be found, not in the day-to-day operations of an organisation that boasts over 100,000 members, but in the way we bridge the divide between our governments and the engineering profession. It is not simply the way we choose to advance the science and practice of engineering but how we harness the energy of such a broad membership to deliver valuable outcomes for the community.

It is my intention to meet these challenges by reaching out to our country's decision-makers, whether they sit within the chambers of parliament or local council. I want to engage the university and higher education sector so that they have confidence in our shared ambition

for inspiring a nation of engineering innovators who have the capacity to create and exploit opportunities across the globe for the benefit of local communities.

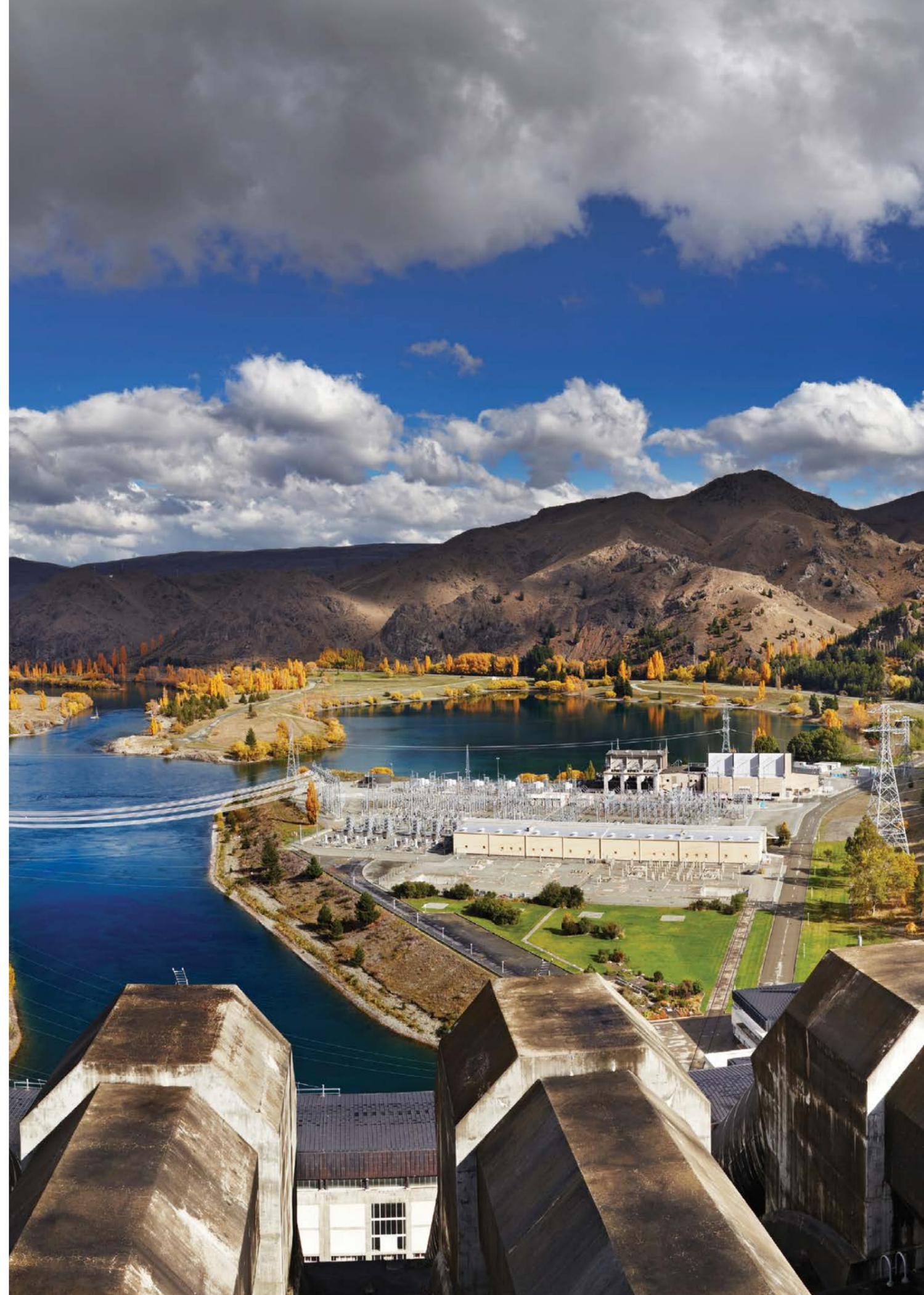
I will ensure Engineers Australia embraces the full spectrum of our diversity agenda by working to provide Indigenous Australians and Torres Strait Islanders with the same opportunities to pursue a career in engineering, as I have been so fortunate to experience.

As one of Australia's largest professional bodies, we have at our disposal a talented array of staff, led by CEO, Stephen Durkin, who bring their energy and expertise to this organisation in a way that engineers cannot. It is imperative therefore that our dedicated office bearers and volunteers support the staff in the operational activities designed to deliver member benefits.

When it is time for me to assume the mantle of National President, I will continue to champion Engineers Australia's vision statement, so that we are universally known as the trusted voice of the profession, and the global home of engineering professionals renowned as leaders in shaping a sustainable world.

I will always be cognisant of the link between our relevance and the successful representation of a growing membership. We will know we have been successful when people seek us out for what we stand for and what we do!

John McIntosh



# National Council 2015



**Dr David Cruickshanks-Boyd**  
FIEAust CPEng EngExec  
National President 2015

David is a Fellow of Engineers Australia and a member of the Civil College. He is currently the National Director Sustainability for WSP | Parsons Brinckerhoff (PB), a global infrastructure professional services firm, and Chairman of Scope Global Pty Ltd.

David was Deputy Chair of the National Board of the Centre for Engineering Leadership and Management, and was very active in the proposal which has led to the establishment of the new College of Leadership and Management. David was the President of Engineers Australia in South Australia in 2011, and has been a member of several national committees for Engineers Australia (Code of Ethics Committee, Reconciliation Action Plan Steering Committee, Audit and Risk Committee, Council Governance Committee and Congress Governance Committee).

David is a member of the South Australian Minerals and Energy Advisory Council, and was formerly Deputy Chair of the South Australian Environment Protection Authority.

*Council is Engineers Australia's governing body of nine members. Council appoints and liaises with the Chief Executive, sets regulations and policies, shapes strategic direction, and monitors the organisation's financial sustainability and performance.*



**John McIntosh**  
FIEAust CPEng EngExec  
Deputy President 2015

John is a loud and proud Chartered Professional Engineer. He has a Bachelor of Engineering majoring in Civil Engineering and a Bachelor of Business Studies majoring in Accounting.

John's early career was in water supply before moving to the petroleum industry. He has gained experience in design engineering, construction, operations, transport, manufacturing, supply chain management and optimization, marketing, public relations, human resources, industrial relations, government relations, quality management, business excellence and general management.

In 2000 John set up his own consulting and coaching business which has a major focus on leadership development. John has served in a number of roles at Engineers Australia including Chair of VicCELM (2008 & 2009); Chair of the Board of Engineering, Victoria (2010 & 2011); Deputy President (2011); Civil College Board (2011 & 2012); President, Victoria Division (2012 & 2013); Congress (2013 to date); and now Council (2014 to date). John has been an active member of the Victoria Division Committee since 2009.

John also has formal qualifications in quality management, quality system auditing, business excellence evaluation, ontological coaching, solution oriented hypnosis, Team Management Systems profiling and PRISM brain mapping. John is a member of the Australian Institute of Company Directors (AICD) and completed the AICD Company Director's Course in 2010.

John is a member of the Rotary Club of Melbourne, the Chair of the Program Advisory Committee for Civil Engineering at RMIT University and is a member of the Evaluation Panel for the Australian Organisational Excellence Awards.



**Alex Baitch**  
HonFIEAust CPEng RPEQ

Professor Alex Baitch is an electrical engineer and principal of his own consulting practice in electrical distribution, utilisation and energy management and is an Honorary Professorial Fellow at the University of Wollongong. He has served Engineers Australia in many roles over nearly 35 years including that of National President in 2014. His various roles have included Chairman of the Electrical College, Director of Engineering Education Australia, an inaugural Director of RedR Australia and its company secretary/treasurer in its early years of operation, Vice President and member of the Board of Management of Engineers Australia in the 1990s and Council in recent years.

Alex has been an active member of a number of Standards Australia's National and related International Electrotechnical Commission committees and the International Council on Large Electric Power Systems (CIGRE). He chaired the Australian CIGRE Panel on Distribution and Dispersed Generation and the International Working Group on Demand Side Integration.

Alex has been a member of National Congress since 2009 and was elected to Council in 2009. He has chaired Council's Special Committee on Being Chartered since 2011, the Audit and Risk Committee 2011-12, Chaired the 2013 Congress Liaison Committee, Chaired the 2015 Office Bearer Leadership Working Ground and the 2015 Council Remuneration Committee.



**Dr Steven Goh**  
FIEAust

Dr Steven Goh completed his BEng in Manufacturing & Materials at UQ, MBA (Tech Mgt) at Deakin University, Master of Professional Accounting at USQ, Engineering Doctorate at USQ, and a Diploma in Company Directorship from AICD.

He has been teaching engineering since 2006 after spending over 10 years in industry in various roles including R&D Manager, Business Development Engineer to Managing Director of his own firm. He finds enjoyment in inspiring future engineers in schools, mentoring young engineers, and contributing to not-for-profit organisations outside of academia. His research interests are in engineering education, engineering management, modular construction, and renewable energy.

He is a recipient of a USQ Faculty Award for Excellence in teaching (Early Career) 2008, USQ Associate Fellow 2009, USQ Senior Fellow 2010, USQ Citation 2010 and Office of Learning and Teaching Citation 2015 for Outstanding Contribution to Learning and Teaching. He served as the 2012 QLD President of Engineers Australia, and is currently serving on Congress, Mechanical College Board of Engineers Australia, and the national executive committee of the Australasian Association of Engineering Education.



**John Olson RFD**  
FIEAust CPEng EngExec

John is a Fellow of Engineers Australia, a Chartered Professional Engineer and an Engineering Executive with over 35 years' experience in technical and leadership positions within government and private industry.

John is Managing Director of HDS Australia Pty Ltd, a civil engineering and project management consultancy which he founded in 1989. John's early career involved road and freeway design, construction and maintenance. He continues to contribute technically as a specialist in regional road transport planning, while simultaneously focusing on the strategic development of HDS Australia as a successful engineering business.

John has been actively involved with various Engineers Australia committees for a continuous period spanning 16 years. Most recently, this includes the SA Division Committee and the Centre for Engineering Leadership and Management SA Chapter. John was also Chair of the Organising Committee for the successful Engineering Leadership Conference held in 2012. He is Immediate Past President SA Division, having been Division President in 2013. Prior to being elected to Council in 2015, John served two years as a member of National Congress.

In 2015, John's responsibilities on Council have included Chair of the inaugural Nominations Committee, developing a new framework for the election of directors to the Board of Engineers Australia, as well as being a member of the Council Governance Committee and the CPD Revitalisation Task Group. John is a strong supporter of the role of Engineers Australia as a learned society, as a source of continuing professional development and as a promoter of the engineering profession to government and the broader community.

Outside of the profession, John is a Fellow of the Australian Institute of Company Directors, having completed the Company Directors Course in 2002.



**Murray Thompson**  
FIEAust

Murray Thompson is a Fellow of Engineers Australia, member of National Congress and was the 2014 President, Newcastle Division.

Murray is Chair of the Congress Liaison Working Group. He is Deputy Chair of the Nominations Committee and Congress Membership Committee. He is a member of the Roles of Engineering Technologists and Associates within the Engineering Team Working Group and the Shared Leadership Working Group.

Murray is a regionally based civil engineer and principal of his own consulting practice working in the NSW state and local government water industry sectors.

Until 2011 Murray worked for the Port Macquarie-Hastings Council and its former organisations for over thirty years, starting as a cadet engineer and finally as the Water Supply Manager.

Murray is also a part-time teacher with NSW TAFE, teaching the National Water Industry Operations Package to local government and water utilities including; school based trainees, new entrant trainees and existing employees through various NSW TAFE campuses and also throughout Australia.

His local government and private sector engineering industry experience includes; investigation, design, construction, operations, asset management, financial planning, public engagement, community consultation, education and training.



**Simon Orton**  
FIEAust CPEng  
EngExec RPEQ

Simon has wide ranging experience in Coal, Automotive and Extractive industries. Simon's professional background includes mechanical design, operations management, finance, project management, business development, change management, mining productivity and performance improvement.

Simon has served 5 years on an engineering services board. Simon was the QLD Division President 2013, past QLD Chair of CELM and currently serves on the Australian Coal Association Research committee. Simon leads business improvement and the central engineering team at BMACoal.



**Alexandra Meldrum**  
FIEAust CPEng

Alexandra is a Fellow of Engineers Australia and a Chartered Professional Engineer. As a chemical engineer, she has worked in the Food, Energy, Manufacturing, Not-for-Profit and Education sectors.

Alexandra has expertise in the implementation of strategy and change. She brings to the National Council a deep understanding of organisational transformation, culture change, building organisational capability and leadership development.

Alexandra works as an independent consultant, and has taught for ten years at the Australian Graduate School of Management (AGSM) at the University of New South Wales (Change Management, Strategy, Economics, Project Management, Data Analysis, and Sustainability).

For over 20 years at international manufacturing and consumer goods companies and at not-for-profit organisations, Alexandra has held responsibility for engineering projects, refinery economics, operations management, systems implementation, new product development, strategic procurement, education, and business management.

Alexandra has 25 years' of governance experience and is an experienced director and chair. She has completed the AICD Company Director's Course and is a Fellow of the Australian Institute of Company Directors.

Alexandra has been an office bearer at Engineers Australia since 1993. She was the 2014 President, Sydney Division.

Alexandra is Deputy Chair of the Council Audit and Risk Committee and the Council Governance Committee. She is Chair of the Congress Membership Committee, and Deputy Chair of the Congress Liaison Working Group and the Office Bearer Leadership Working Group. She was a member of the Congress Governance Committee which led the organisation through the 2013-15 process for the 2015 Ballot for governance reform.

Alexandra has degrees in Science and Engineering (University Medal from the University of Sydney), an Executive MBA from AGSM, Graduate Certificate in Change Management, and a Master of Economics (specialisation in Economic Analysis and Policy).



**Greg Walters**  
FIEAust CPEng EngExec

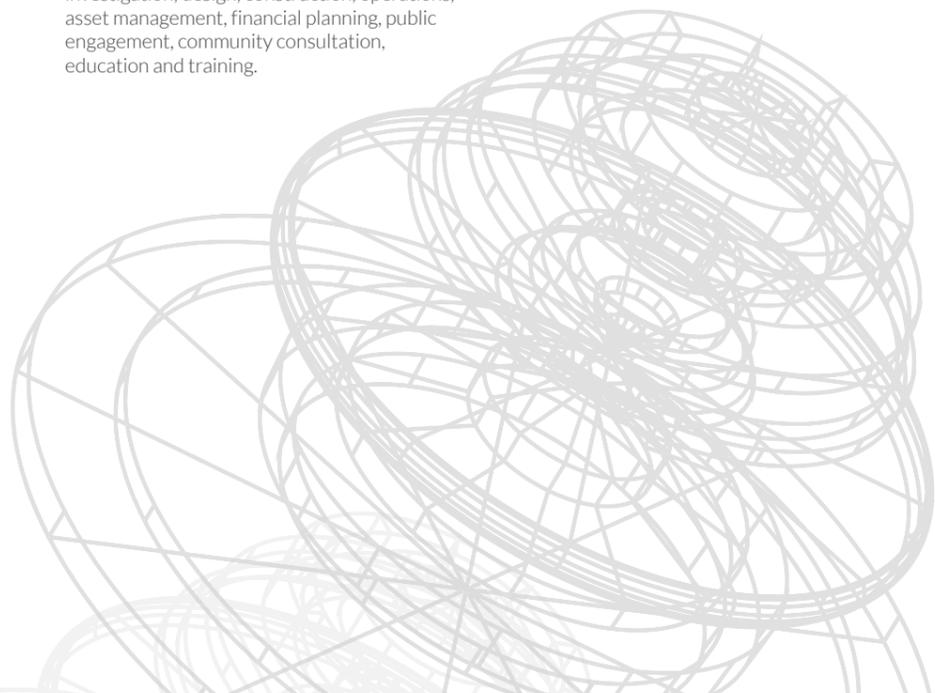
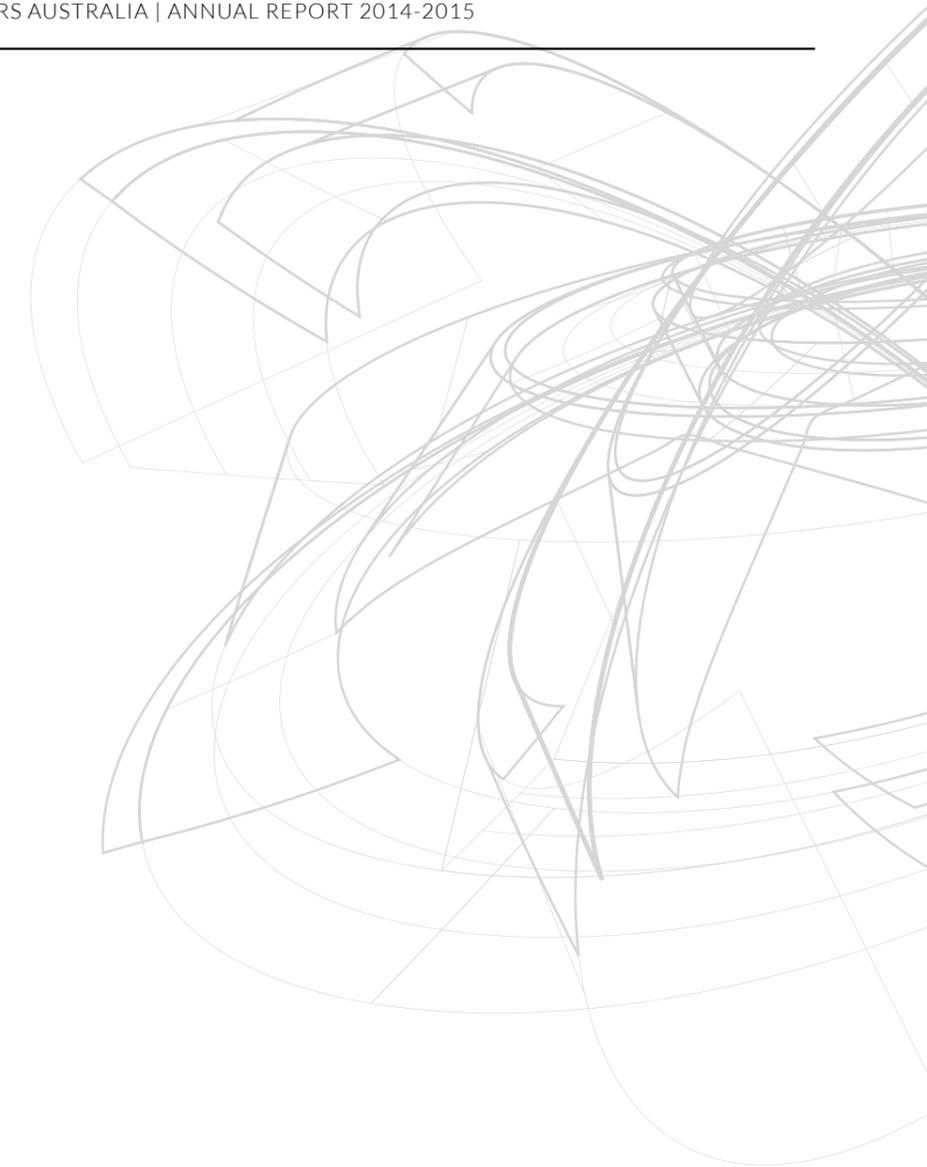
Mr Walters is an Electrical Engineer with Masters Degrees in both Guided

Weapon Systems and Strategy. He is a graduate of the US Command and General Staff College and a qualified 'Master Strategist'.

Mr Walters has over 28 years' experience in business and program management and has extensive experience leading multidisciplinary teams across multiple geographies. He spent 19 years in the Army where he retired as a Lieutenant Colonel, followed by 13 years in senior leadership positions as a Principal of SKM (now Jacobs) a global engineering consultancy and project delivery organisation.

He is currently a senior manager at Electranet, the South Australian Electricity Transmission Network owner.

He has held numerous senior roles within Engineers Australia over the past 21 years including President of Canberra Division 1997, Deputy President of South Australia Division 2000 and President of Tasmania Division 2011. Mr Walters led the inaugural Canberra Chapter of the Australian Society for Defence Engineering (ASDE) in 2003 and was the ASDE National President in 2004. He is currently the National Vice President (Finance) and Chair of both the Council's Audit and Risk, and Governance Committees.



# Division Presidents



**South Australia Division**  
Dr Cristian Birzer MIEAust

In 2015 SA Division has laid the foundations for improved engagement. We have planned parliamentary briefings that help promote Engineers Australia as the trusted voice in parliament; we are now working with CSIRO's Scientist and Mathematicians in Schools to help us promote engineering to school students; and had our first Construction at the Royal Show, promoting our profession to the wider community. These are efficient ways of promoting engineering and promoting Engineers Australia as the Trusted Voice.



**Tasmania Division**  
Tammy Chu FIEAust

"Engineering a better Tasmania" has been the purpose of 2015. We focused on continuing to increase engagement with our members, the community, industry and the government and raising the profile of the profession, the engineer and the division. Our inaugural Engineering Meets Parliament event raised the profile of engineers, while our reinvigorated regional groups have led to wider member engagement and support of our division's strategic plan.



**Northern Division**  
Jaswant Deo AFIEAust  
CPEngA

2015 has been a remarkable year for the Northern Division. We had our first Individual Awards night with a record number of nominees. We are excited to use this format in the future and further highlight individual achievements. It was also pleasing that over 500 engineers and other related professions participated in the Department of Infrastructure's survey for compulsory registration of engineers in the Territory. The survey is a step towards listening to industry and enhancing engineering standards in the Northern Territory.



**Queensland Division**  
Chris Warnock FIEAust  
CPEng RPEQ

A change in State Government triggered a marked increase in engagement with key Government Ministers and Parliament through an 'Engineers in Parliament' event. This focus on engagement included activities with selected industry bodies to increase the impact of our key messaging, along with record levels of representation in magazine, radio and print media activity. We have initiated new policy development in priority areas of Infrastructure, Energy, Water Management, and Engineering De-Skilling, finalising and launching the Infrastructure Policy.



**Sydney Division**  
Bruce Howard FIEAust  
CPEng

2015 represented a year of productive consolidation. We continued to enhance our relationship with the NSW Government and in particular with the NSW Chief Scientist and Engineer, Mary O'Kane. A highly successful Engineering Week was conducted as well as a Showcase event highlighting achievements of both individuals and engineering projects. We also undertook a number of "Discover Engineering" days at various High Schools. An additional focus was initiatives to encourage girls currently at High School to consider engineering as a career. We will continue to actively promote the profession to our society.



**Western Division**  
Francis Norman AFIEAust  
CEngA

Our focus for 2015 has been to expand our external relationships and influence, and expand our ability to support engineers through their whole career. We have held numerous meetings with government, industry leaders and academia, had opinion articles published in the local media and held several very successful events where we brought together key leaders to consider issues facing our state. Our CPD and educational engagement programs have also seen a significant improvement in the quality of the events, speakers and attendance.



**Newcastle Division**  
Michael van Koeverden  
FIEAust CPEng

In 2015 Newcastle Division focused on a new initiative supporting our teachers in the delivery of the HSC Engineering Studies syllabus. With dedicated development evenings relating curriculum content to real professional engineering practice, this program has really struck a chord with teachers. We have received overwhelming support of this program from all involved, including the 20 local schools represented, the NSW Chief Scientist and Engineer, Australia's Chief Scientist and BOSTES.



**Canberra Division**  
Neil Greet FIEAust

The Nation's capital is an expression of what it is to be an Australian. The Canberra Division has launched a visionary contribution to the Engineers Forest in the National Arboretum expressed through the 'Freefall' Sculpture. Throughout 2015 our advocacy concentrated on engineering contribution to national leadership and our relationship to the three universities was strengthened as we look to leverage the strength of government and academia. Canberra's engineers continued to embrace major projects and deliver services to the growing region.



**Victoria Division**  
Geoff Hayes FIEAust CPEng  
EngExec

It has been a significant year with many major milestones achieved which we campaigned for over 10 years, including the establishment of Infrastructure Victoria, the announcement of the Registration of Engineers and the Office of the Chief Engineer and the move into our new home.

A significant part of our success has been the progressive work of the Division Committee who has led a very extensive policy, industry and government outreach program and the Learned Society which delivered a strong program of CPD.

# College Chairs



## College of Civil Engineers

**Gerry Doyle** FIEAust CPEng

The Civil College has focused on the key themes of:

- *Providing accessible high quality CPD;*
- *Developing the Civil Engineers of tomorrow; and*
- *Recognising our high achievers.*

In relation to CPD, we have established the Transport Australia Society. This society along with the two National Committees, provides high quality CPD in relevant industries.

The College Board is working to ensure that Stage 1 & Stage 2 competencies are suitable to produce high quality engineers ready to tackle the challenges of the next 50 years.

The Sir John Holland Civil Engineer of the Year Award was presented to Dr Douglas Maconochie.



## College of Environmental Engineers

**Erik Maranik** FIEAust CPEng

The Climate Change and Sustainability Policies have progressed, with the College now looking forward to implementation. Organisational momentum remains strong, with the College finalising and publishing the Towards Sustainable Engineering Guideline. The College has also continued to work closely with the Sustainable Engineering Society (SENG), with the benefit of robust delivery of discipline focused CPD and the successful planning and delivery of the Dynamic Ecolibrium conference 2015.



## College of Biomedical Engineers

**Paul Junor** FIEAust CPEng

The College's National Committee for Rehabilitation Engineering (NCRE) has extended its suite of Policy & Discussion papers, with comprehensive recommendations to the National Disability Insurance Agency.

In August 2014, more than 150 delegates from industry, research and academia came together for the College's annual Australian Biomedical Engineering Conference, during which the College's National Panel on Clinical Engineering (NPCE) conducted its annual Clinical Engineering Development Workshop.

The 2014 David Dewhurst Award was presented to Associate Professor Jim Patrick AO; the Women in Biomedical Engineering Scholarship for 2014 was awarded to Rebecca Bailey.



## College of Electrical Engineers

**Tiina Ratamo** FIEAust CPEng

The College is working on ways of collaboration and interaction with kindred organisations and divisions to improve relevance of CPD content and delivery methods in this continually changing environment. We are also strengthening our relationship with academia in order to find mutually beneficial outcomes.

We celebrated excellence in our profession, with this year's awards night held in Sydney in August 2015, and congratulate the major 2015 Award recipients including MA Sargent Medal winners Dr Alexander Zelinsky and Dr David Keith Sweeting; National Professional Electrical Engineer of the Year Dr Ralph H Craven, and Graduate Electrical Power Engineer of the Year Ms Alexandra Price. Madsen Medal 2014 was awarded to Professor Syed Islam on behalf of all authors of the paper, in a separate event held in Perth.



## College of Information, Telecommunication and Electronics Engineers

**Geoff Sizer** FIEAust CPEng

During FY14/15 the ITEE College undertook a range of activities in order to fulfill its obligations under Engineers Australia's General Regulations. The College Board held one face-to-face meeting and three teleconferences during the year.

Our newsletter, Monitor, and the Australian Journal of Electrical and Electronic Engineering were published as planned.

The Mike Sargent, Neville Thiele, inaugural David Robinson and Madsen Medal awards were conferred to worthy recipients.

Significant contributions were made to CPD development plans, engineering competencies and practice notes.



## College of Structural Engineers

**Karlie Collis** FIEAust CPEng

The Structural College Board has worked through 2015 to provide guidance on Structural Code matters and also make appointments to technical industry positions. The Board has again identified excellence in the field of Structural Engineering and will look forward to awarding the RW Chapman Medal and the John Connell Medal towards the end of the year.

The Structural College Journal continues to be highly respected and the editors will be looking at increasing its international exposure in the future.

The Board looks forward to a successful 2016 ASEC Conference in Brisbane ([www.asec2016.org.au](http://www.asec2016.org.au)).



## College of Mechanical Engineers

**Dr Michael Lucas** FIEAust CPEng

The Mechanical College with its National Committees on Design, Mechatronics, and Applied Mechanics and Working Group on Nanotechnology participated in Convention, with the successful ACAM8 conference and several workshops. The Warman Design and Build Competition remains popular with students, building essential Stage 1 competencies. Our branches in each Division continue to work with kindred bodies such as RAeS, ASME and IMechE to deliver CPD and networking events for Mechanical Engineers across the country.

While contributing to policy development, the Mechanical College's strategic focus has been on the relevance of Engineers Australia to Mechanical Engineers and how this translates to a member benefit.



## College of Chemical Engineers

**Leon Prentice** FIEAust CPEng

Once again we held a successful Chemeca conference in Perth last year, with our Australia-New Zealand Federation of Chemical Engineering partners. Over 400 delegates from across the Chemical Engineering and Applied Chemistry fields, from across the Asia-Pacific and SE Asia, and from both industry and academia, met to show and discuss the latest developments. During the year, our local committees organised excellent CPD and networking events across Australia, generally in conjunction with IChemE and/or RACI. The Board is continuing with renewal and transition, encouraged by the addition of experienced elected Chartered Engineers, and building for diversity and sustainability.



## College of Leadership and Management

**David Singleton** HonFIEAust EngExec CPEng

The College commenced on 1 January 2015 and an inaugural board meeting occurred 12 March 2015. The Board has focused on developing the College value proposition, identifying stakeholders and inviting eligible College members. Defining leadership and management in the engineering context is receiving considerable attention.

Marketing and communications is a key activity, with development of an information portal for current and prospective members.

A successful breakfast forum entitled "Economy, Society and Place", exploring the building of productive and livable cities supported by efficient infrastructure, occurred in Sydney in June 2015. Similar events will be held in Perth and Melbourne during the remainder of 2015.

## Technical Societies Snapshot

### AMC

Asset Management Council  
Chair: Glenn Ingram

The AMC is committed to advancing the asset management knowledge and capability of members and the broader community.

### AAEE

Australasian Association for Engineering Education

President: Prue Howard

AAEE is committed to improving the quality, relevance and performance of engineering education in Australasia.

### ACES

Australian Cost Engineering Society  
Interim Chair: Alistair Bowden

ACES provides opportunities for the exchange of information on the development of total cost management technologies in Australia and encourage increased training and recognition for practitioners.

### ACSS

Australian Composite Structures Society  
Chair: Murray Scott

ACSS's objectives are to guide and foster the acquisition and exchange of knowledge relating to composite structures.

### AEES

Australian Earthquake Engineering Society  
Chair: Paul Somerville

AEES's objective is to reduce earthquake risk by advancing the science and practice of earthquake engineering through improving the understanding of the impact of earthquakes on the physical, social, economic, political and cultural environment.

### AFTES

Australasian Fluids and Thermal Engineering Society  
Chair: Tilak Chandratilleke

AFTES promotes and fosters the understanding and application of fluid mechanics, thermodynamics, heat transfer and related areas within Australasia.

### AGS

Australian Geomechanics Society  
Chair: Darren Paul

The AGS's purpose is to promote and advance the theory and practice of geomechanics, support education and training in geomechanics, maintain and improve standards in the theory and practice of geomechanics and encourage the sharing of knowledge.

### APTS

Australasian Particle Technology Society  
Chair: Cordelia Selomulya

APTS promotes the connection, interaction and the co-operation between all organisations working in the particle technology area and act as a forum to disseminate information about advances in particle research.

### ASBSH

Australian Society for Bulk Solids Handling  
Chair: Peter Wypych

The Society's mission is to enhance the discipline of bulk solids handling through research education and sound engineering practice.

### ATS

Australasian Tunnelling Society  
Chair: Ed Taylor

The ATS aims to advance the knowledge of the Australasian tunnelling industry through areas of design, construction and utilisation of underground space, including technical aspects, health and safety and ecologically sustainable development.

### ASDE

Australian Society for Defence Engineering  
Chair: Denton Bocking

The Society aims to provide a forum for all aspects of engineering theory, practice, heritage, training and development relevant to the armed forces and the defence of Australia. The Society works to inform members of developments in defence material and major engineering works within the ADF and other armed forces.

### EESA

Electric Energy Society of Australia  
Chair: Robert Barr

EESA was established to advance interests in electric energy and has the key objective of providing a continuous professional development program to members who have an interest in the field of electric energy.

### EMCSA

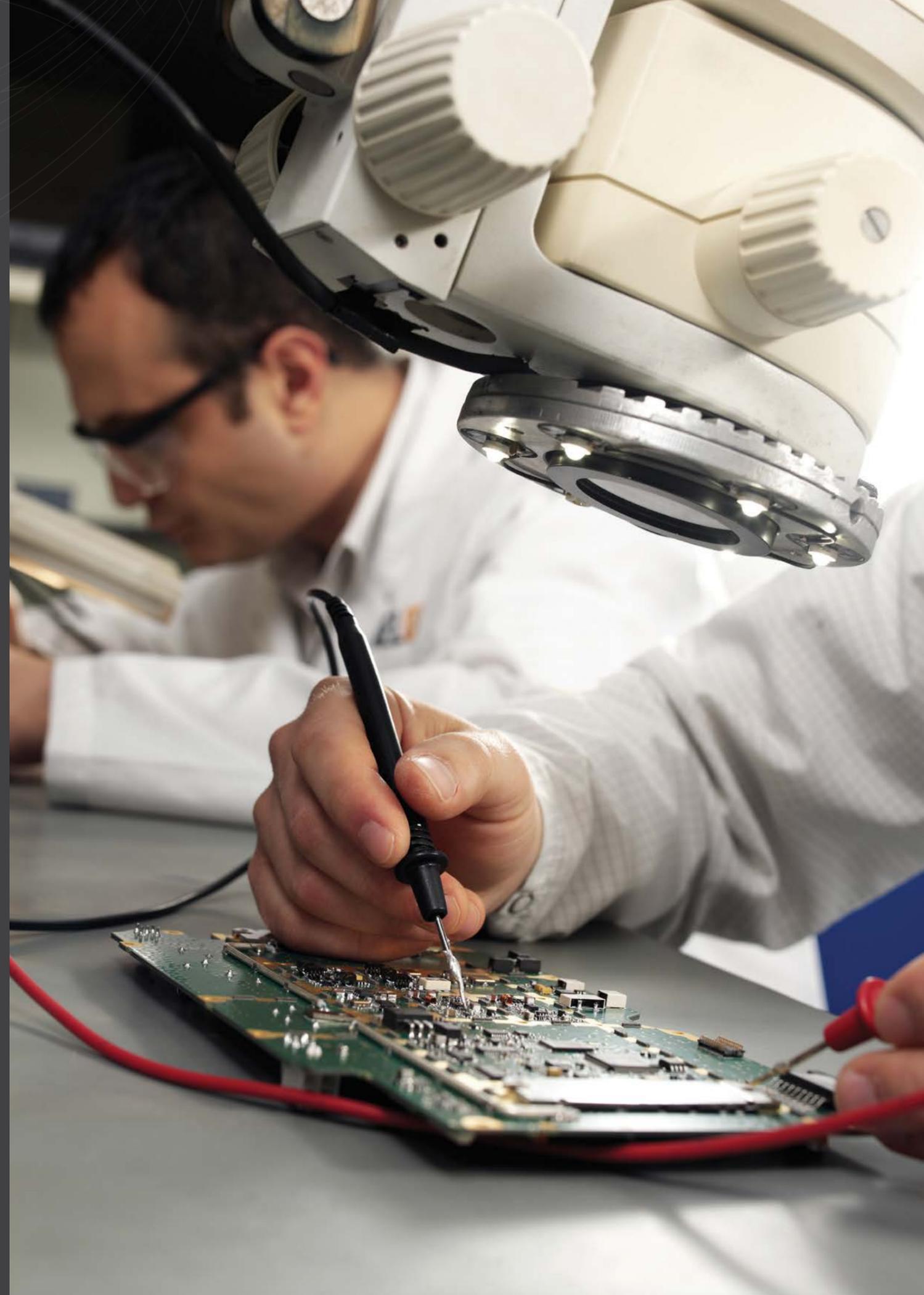
Electromagnetic Compatibility Society of Australia  
Chair: Mark Mifsud

The Society fosters technical exchange on matters related to the branch of electronic engineering known as electromagnetic compatibility. The Society provides technical presentations for members, participates in Standards Australia Technical Committee TE-003, coordinates a bi-annual Australian symposium for EMC amongst its activities.

### IES

Industrial Engineering Society  
Chair: Lex Clark

The Society is the Australian body dedicated to serving the need of industry for improved productivity by enhancing the professional skills of industrial engineers involved with creating wealth through productivity improvement.



**IPWEA**

**Institute of Public Works Engineering Australia**  
**President: Ross Goyne**  
 IPWEA provides member services and advocacy for those involved in delivering public works and engineering services to the community.

**MA**

**Materials Australia**  
**Chair: Stuart Folkard**  
 Materials Australia is the peak materials technology body that provides members with competitive advantage and access to networks into industry, research, education, government and the wider community.

**MEMMES**

**Mining Electrical and Mining Mechanical Engineering Society**  
**Chair: Peter Whipp**  
 MEMMES looks at engineering disciplines and their applications to mining and its associated industries and suppliers. They encourage research development and education programs that benefit the industry and members.

**MSTS**

**Mine Subsidence Technology Society**  
**Chair: Greg Cole-Clark**  
 The Society promotes and supports technical interaction of persons in all levels of the building, construction, mining and other industries affected by mine subsidence.

**RedR**

**RedR Society**  
**Chair: Elizabeth Taylor**  
 RedR provides emergency assistance to communities devastated by conflict or major natural disasters by selecting, training and providing competent and effective personnel to humanitarian relief programs worldwide.

**RES**

**Risk Engineering Society**  
**Chair: Geoff Hurst**  
 The Society actively contributes to the effective management of risks in the workplace and the community by collecting and disseminating information on all aspects of risk engineering through organising technical meetings and conferences and liaising with interested organisations.

**RTSA**

**Railway Technical Society of Australasia**  
**Chair: Graham Holden**  
 The Society promotes the cooperation of academic, industrial, commercial and governmental organisations in relation to the practice and advancement of railway technology and management in Australasia.

**SBSE**

**Society of Building Services Engineering**  
**Chair: Terry Spiro**  
 The Society represents the diverse range of issues in building services and actively encourages the participation of technologists and engineers through improving and expanding members' knowledge and skills. The Society is a unified voice for the building services industry.

**SEAg**

**Society for Engineering in Agriculture**  
**Chair: Glen Riethmuller**  
 The Society promotes and supports the application of engineering in agriculture and aims to improve communication amongst those with an interest in engineering in agriculture. The Society provides technical information to members and raises awareness of the role of engineering in agriculture.

**SESA**

**Systems Engineering Society of Australia**  
**Chair: Shaun Wilson**  
 SESA provides a forum for mutual technical development, networking and expanding and sharing knowledge with like-minded professionals. The Society provides expert opinion on a broad range of issues regarding systems engineering.

**SFS**

**Society of Fire Safety**  
**Chair: Weng Poh**  
 The Society fosters excellence in fire safety in Australia. It provides leadership and a national focus for the development, understanding, practice and application of fire safety engineering.

**SENG**

**Sustainable Engineering Society**  
**Chair: Alice Howe**  
 The Society's mission is to provide a national focus on leadership within the engineering profession for the implementation of sustainability for the benefit of Australian society.

**TAs**

**Transport Australia society**  
**Chair: Christian Griffiths**  
 The Society's focus is to improve national well-being, productivity and sustainability by influencing key transport decisions.

*Engineers Australia's Technical Societies provide national and regional specialist learned society functions for Engineers Australia and Technical Society members.*



## Our Highest Achiever



**Sir Eric Neal AC CVO**  
HonFIEAust CPEng

### 2015 Peter Nicol Russell Memorial Medal

The 2015 Peter Nicol Russell Memorial Medal has been awarded to Sir Eric Neal AC CVO for his overwhelming contribution to the engineering profession and the Australian community at large.

Sir Eric's engineering contribution to the community culminated in the 14 years he was Chief Executive Officer and Managing Director of Boral Ltd, and Director of its subsidiaries in Australia, the UK, the USA and Pacific Islands.

During his time as CEO Boral expanded heavily in brick making, quarrying and new steel and concrete products. Sir Eric was also at the helm of Boral during its acquisition of numerous companies including, but not limited to, The Cyclone Company of Australia, Dowell Australia Limited and Australian Gypsum Industries. As CEO of Boral Sir Eric saw 14 consecutive profit increases.

Sir Eric served as the Chancellor of Flinders University from 2002-10, helping to establish the university as a world-class establishment. He also served on the Senate of the University of New South Wales. In acknowledgment of his work, he has been awarded Honorary Doctorates from the University of Sydney, University of South Australia and Flinders University. Sir Eric is also the Principal Patron of the Freemasons Foundation Centre for Men's Health at the University of Adelaide and one of only nine Honorary Fellows of the Australian Institute of Building.

Sir Eric was Chief Commissioner of the City of Sydney in 1987-88, and served as South Australian Governor for five years. He was National Chairman of the Duke of Edinburgh's Award Scheme in Australia from 1984 to 1992, and a Trustee of The International Award Association for 11 years until 1997. He was Chairman of the Organising Committee for HRH the Duke of Edinburgh's sixth Commonwealth Study Conference in 1986. For Sir Eric's work with the Duke of Edinburgh Award, he was made a Commander of the Royal Victorian Order (CVO) in 1992.

For his service to industry, Sir Eric was made a Knight Bachelor in 1982. For his service to commerce and community Sir Eric was made a Companion of the Order of Australia (AC) in 1988. He was named Australian Business Magazine's Businessman of the Year in 1987, and is a holder of the United States Department of Defense Medal for Distinguished Public Service.

*For his service to industry, Sir Eric was made a Knight Bachelor in 1982*

*The Peter Nicol Russell Memorial Medal is the most prestigious award made by the Institution. First awarded in 1923, it perpetuates the memory of Sir Peter Nicol Russell, a Sydney industrialist during the latter half of the 19th century, who made major contributions to the cause of engineering in Australia.*

*The award is presented annually to an Honorary Fellow of the Institution who has made a notable contribution to the science and/or practice of engineering in Australia. The recipient represents the highest technical, professional and community service standards of engineering to the engineering profession and the community.*



# Building The Trusted Voice Of The Profession

*Improving the public voice of the engineering profession is a priority of our Council and of our organisation.*

Our Royal Charter gives Engineers Australia a clear responsibility and mandate to advance the science and practice of engineering and promote the contribution of the profession as widely as possible. To further these objectives, we proactively engage with media and government decision-makers across the country.

Engineers Australia has seen phenomenal growth in this area over recent years, and this year is no different.

2014-15 saw Engineers Australia break new ground in terms of the depth and volume of media coverage we attracted across the year. While 2013-14 was itself a record-setting year for our organisation, 2014-15 eclipsed this record and exceeded our previous results by over 100 percent with Engineers Australia being featured in almost 5,000 media stories across the year.

In advancing the public voice of the engineering profession our CEO and staff regularly provide briefings and commentary to journalists on current affairs matters and news developments. The strong growth in our media coverage over recent years does reflect a growing awareness of the role of engineers and engineering in society, which is a key strategic goal of our organisation.

The way that news is created and delivered has changed rapidly over recent years, and Engineers Australia has adapted our approach to make access to the views and opinions of our profession and our organisation as easy as possible. In 2014-15 we launched our online newsroom ([newsroom.engineersaustralia.org.au](http://newsroom.engineersaustralia.org.au)) that brings together a range of multimedia resources to provide a single-source channel for media engagement.

Containing a range of high-quality images, statistics, media releases, member-led opinion articles and social media feeds, our online newsroom has proven popular with internal and external stakeholders alike and the site continues to show a rapidly growing volume of web traffic.

2014-15 saw Engineers Australia adopt a range of priority areas to guide our media and policy engagement over the year. Reflecting major policy debates underway across the country, and backed by a range of internal member expertise, Council selected five priority areas to guide media and policy engagement across the year: infrastructure planning and delivery; STEM education and innovation; defence engineering capability; skilled migration; and, Australian energy policy.

Each of these topics was selected to provide a timely and relevant contribution to a current public policy process, or processes, underway across the country. Our work towards these policy priorities saw Engineers Australia represented in processes ranging from stakeholder roundtables to senate inquiries.

While the sheer scale and diversity of the engineering profession requires Engineers Australia to remain active across a wide variety of topics and current affairs issues, focusing our resources on these priority areas has provided strong recognition for our points-of-view in the public arena.

Our National Councillors are often called upon to represent Engineers Australia in the media, and during the year Councillor Greg Walters featured in the Canberra Times and across Fairfax national online outlets when he wrote on cuts to the defence engineering workforce. Past National President and 2015 Councillor Professor Alex Baitch also featured heavily across News Corporation media outlets in June 2015 when he raised the importance of science and mathematics education in schools.

Supported by the work of our Division Presidents and General Managers, our media commentary on state and local issues remained strong throughout the year. In March 2015 Queensland Division President Chris Warnock's opinion article on how the political cycle affects infrastructure planning and delivery was published in the Courier Mail.

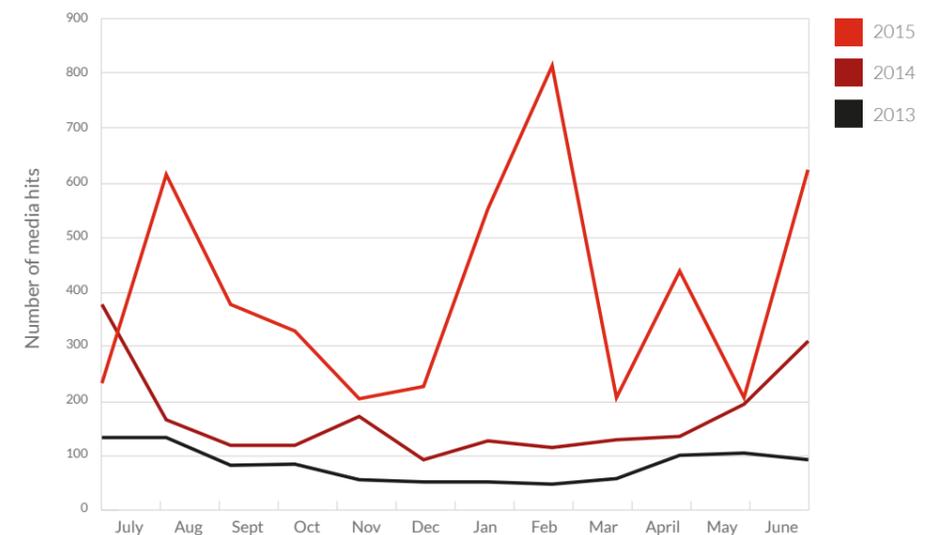
Our Tasmania Division General Manager, Dr Vicki Gardiner, also featured regularly in the state media providing commentary on a variety of workforce and engineering issues. Dr Gardiner's interview on Hobart's floating bridge attracted national coverage on ABC television and radio in May 2015.

Similarly, Western Australia Division President Francis Norman was interviewed by ABC about the big fall in advertised jobs in the mining and resource sector in the state. The story was hugely popular and was syndicated across 42 ABC television outlets Australia-wide and also on Western Australian ABC radio stations.

Our media presence is underpinned by an enormous contribution from the many volunteers who act as authorised spokespersons. Effective media engagement requires our spokespersons to be on hand and available at a moment's notice. Engineers Australia maintains 24-hour availability to field media inquiries, and this requires both commitment and sacrifice.

Our spokespersons deserve recognition for their efforts throughout the year. Without the commitment of our National President, our CEO, Division Presidents, General Managers, the Public Affairs team, our policy analysts, Engineers Australia staff and volunteers, our achievements in this area would not be possible.

*Our Media Coverage*



# Leadership and Performance

*Alongside our commitment to advancing the growth and development of the engineering profession, Engineers Australia is committed to providing a working environment where leadership capability and high performance are actively developed, recognised and rewarded.*

Our strategic priorities include a core focus on developing our people and are based on three central themes:

- *Respect and authenticity*
- *Accountability*
- *Supporting the organisation's view*

Our leadership behaviours reflect our organisational values, our culture and our aspirations, and closely align with the ethical and professional standards upheld by the engineering profession.

Consistent with our aspiration to be a world-class professional association, the Engineers Australia Recognition, Objectives, Appraisal and Development (ROAD) map outlines a framework of expected behaviours that align to staff responsibility and leadership levels, and support development goals relating to: stakeholder focus, change agent, effective collaborator and delivery of excellence.

## Organisational Structure

In response to the most comprehensive market research undertaken in the history of our organisation we have refined our organisational structure into four core business groups. This realignment is designed to support our Strategic Priorities at a time where the ever increasing challenge for all professional associations is to remain relevant, agile, responsive and innovative.

The functional realignment will empower accountability, collaboration and commercialisation of our leaders and places a greater focus on the delivery of our strategic priorities including being an active and visible advocate for the profession.

The new business groups are:

- *Professional Standards and Practice*
- *Corporate Services*
- *Commercial Services*
- *Communication and Member Services*

The key changes in our operating structure include the development of the Commercial group and the realignment of the General Managers' roles so they are better able to pursue the industry, government and media engagement activities that our members value so highly.

## Recognition

The STAR awards are now well established as our flagship recognition program at Engineers Australia. This year, 55 staff members across a number of different Business Units and Divisions were nominated by their peers. The 11 STAR awards recipients will be announced in December.

A new reward program called Spotlight has been developed. This award is to instantly reward and recognise employees that demonstrate outstanding behaviour and extraordinary effort in line with Engineers Australia's corporate expectations and strategic plan for 2015/16. This is a further example of our effective People Development programs designed to increase engagement, improve motivation and retain the best talent for the future. This policy applies to all employees, with continuous service of more than six months.

The employee salary review program saw a continuation of the approach introduced last year where economic conditions, market positioning (parity) and performance measures dictated an individual's ability to gain a salary increment. A matrix model was used to guide managers' discussions to assist their assessment of any increase in remuneration.

## Objectives

Performance objectives are now appropriately aligned to our 32 functional business unit plans. These objectives, along with our corporate expectations provide clear operational linkages between individual effort, business unit activities and the organisation's overarching strategic priorities.

## Appraisal

This year, Engineers Australia was able to review performance based on our corporate expectations and individual objectives. Employees were able to gain feedback on their progress towards the achievement of the strategic plan. A collaborative approach was also adopted to assess the performance of the leadership team to ensure that all business groups were able to provide constructive feedback.

## Development

Engineers Australia's commitment to supporting ongoing development and progress towards our employees career aspirations is highlighted through our Engineers Australia ROAD map. We strive to identify and undergo learning and development activities to ensure our team has the adequate support in order to achieve their objectives.



From left to right, members of the Executive Leadership Team: Brent Jackson, Ben Leaver, Stephen Durkin, Ron Watts, Caroline Argent and Michael Allen

*We strive to identify and undergo learning and development activities to ensure our team has the adequate support in order to achieve their objectives.*

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## Major Conferences and CPD Events

*Our Colleges and Special Interest Groups facilitate the advancement of the engineering profession by providing a robust program of conferences and events every year.*

### 2014-15

Engineers Australia ran 13 national and international conferences throughout the year attracting more than 2,650 delegates. The Chemeca 2014 and AIAC16 conferences both exceeded projected delegate numbers delivering a higher profit than projected. We delivered our first International Chapter conference in Singapore being the AAEC 2015 conference which was well received and attended within the Asian region.

This year all eminent speakers had their presentations video-streamed and made available on the Engineers Australia website. One significant speaker in the eminent speakers series was Dr Mark Diesendorf, who spoke on Sustainable Energy Future for Australia. Dr Doug Cato presented a successful series on "Sonar, Shrimps, Whales and Submarines - How sonar and submarine operations depend critically on the ocean acoustic environment" and was well attended throughout all Divisions.

Additionally we held our first ever multi conference Convention in Melbourne in November 2014. This event brought together numerous conferences, keynote speakers and technical workshops. While delegate numbers were not at the level desired, overwhelming feedback from attendees and industry indicated it was a great event, and a great starting point to build upon.

### CPD+

As we continue to expand our industry engagement strategy, the CPD+ program has been well received in the marketplace. Fully accredited, the program provides a unique platform of activities and events which bring together major stakeholders within the engineering community to raise awareness of the challenges and opportunities facing the profession.

With a focus on emerging global technologies and best practice, we take a leadership role through partnering closely with industry to identify the target audience, subject matter expert speakers and the content and structure of the program.

Working across all industry sectors, the program has both a national and international scope and aligns with our policy and communications strategy with planned activities which include raising the debate in energy, infrastructure and diversity.

## Accreditation and Assessment

*Accreditations at 24 education providers, encompassing universities, TAFE's, private providers and one offshore campus, were conducted by our expert accreditation panels.*

The panels reviewed a total of 158 programs across the Washington, Sydney and Dublin Accords, ensuring that Australian qualifications are recognised not just within Australia, but also internationally.

The accreditation processes of Engineers Australia for Technologist programs were reviewed by an international team of assessors in 2014, and our continuing status as a full member of the Sydney Accord was confirmed at the subsequent meeting of the International Engineering Alliance in June 2015.

We presented workshops on accreditation to education providers in several states to help them prepare for accreditation reviews, and publicised the benefits and value of accreditation at a number of university forums through presentations.

### Improving Chartered assessment

Over 1,000 members achieved the Chartered credential, with applications assessed via the online system and Professional Interview, or in accordance with our Mutual Recognition Agreements with international engineering professional bodies.

A major project is underway to introduce a new simpler and quicker assessment model for Chartered in late 2015. We are developing a new academic Chartered pathway and have introduced a mutual recognition pathway for Navy Charge Engineers. We have recently completed a certification of the Master of Advanced Engineering degree for Monash University aligned with Chartered competencies.

### Migration Skills Assessment

During 2014-2015, our Migration Skills Assessment unit received more than 8,300 applications from individuals with engineering qualifications wishing to migrate permanently to Australia.

An online system for Migration Skills Assessment was launched in November 2014. The system has led to more convenient lodging of applications leading to greater customer satisfaction, increased efficiency and shorter processing times. All applications are now submitted online.

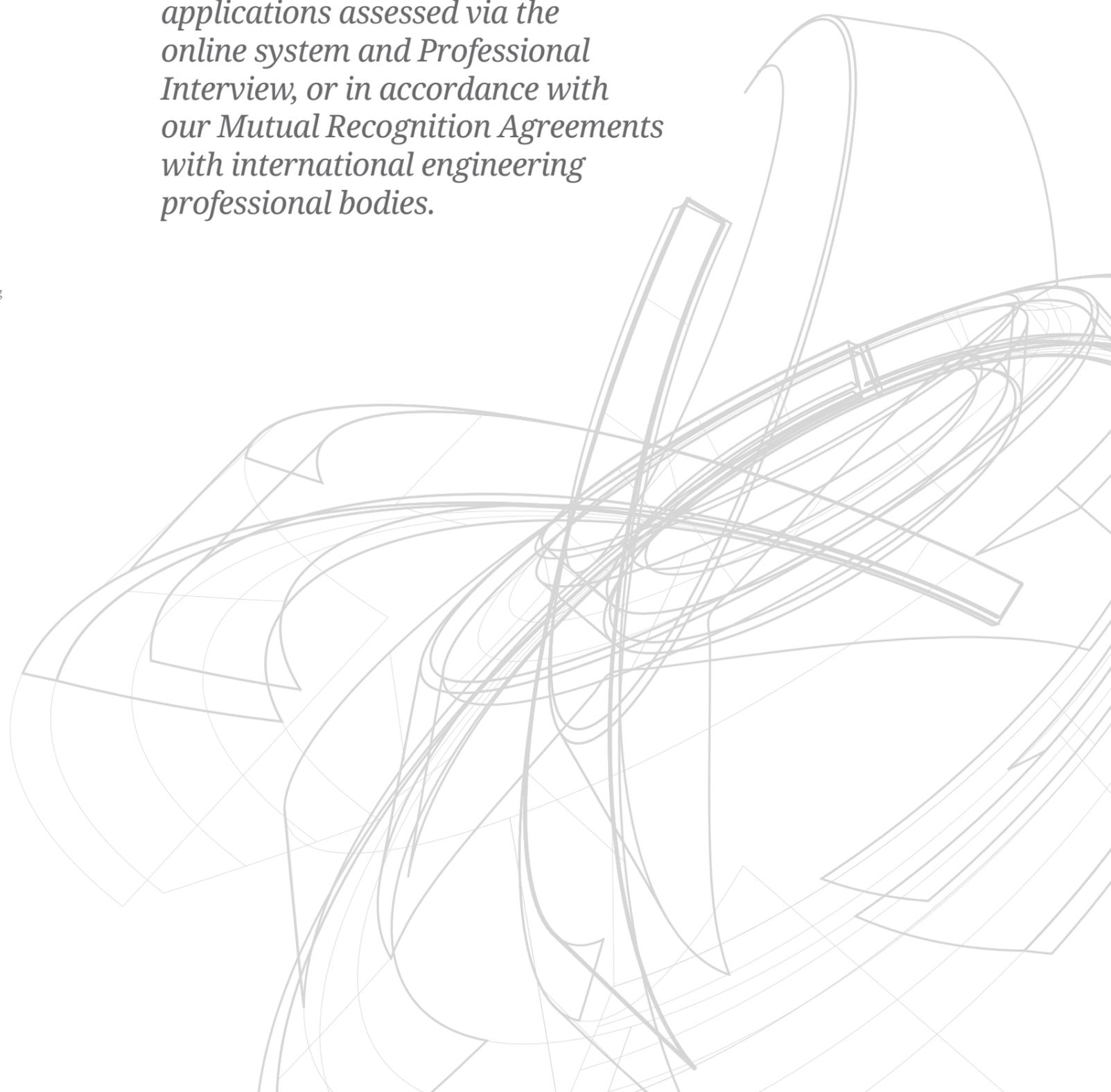
In response to applicant demand, we are planning the introduction of a new express service in August 2015 with guaranteed reduced processing times.

Our Migration Skills Assessment service remains very highly regarded by migration agents and their clients, and we continue to build our relationships with the Department of Immigration and Border Protection, and the Migration Institute of Australia.

### Registration of Engineers

A major project was commissioned by Council in late 2014 to establish a National Engineering Register (NER) for Chartered and eligible non-Chartered members. There are strong indications that the Victorian government may introduce compulsory registration of engineers in 2016 and the NER will allow eligible Engineers Australia members and non-members to become registered through Engineers Australia.

*Over 1,000 members achieved the Chartered credential, with applications assessed via the online system and Professional Interview, or in accordance with our Mutual Recognition Agreements with international engineering professional bodies.*



## National and International Partnerships

*Engineers Australia's commitment to and focus on its global approach to the profession took further strides in the past year.*

*The appetite among corporations for seamless, consistent, nationwide partnership initiatives is strong.*

Interest groups continued to grow around the world. In the UAE and Qatar interest grew sufficiently and Council agreed to set up an official chapter in the region. This resulted in a Middle East chapter being announced in June 2015 with launch events planned for August 2015. Closer to home there has been significant interest from Australian companies based in the Philippines, where we established an interest group that will meet biannually.

Our National President and CEO continued to forge greater relationships with our Asian neighbours. As part of the 2015 National President and CEO visit to the Asian Chapters in March, CEO dinners were held in Singapore and Malaysia and were attended by 18-20 industry leaders. The discussions were seen as a great step forward in our engagement with international engineering companies.

The 3rd Australian-ASEAN Engineering Congress was hosted by the Singapore chapter in March 2015. The theme was "Innovative Technologies for Sustainable Development and Renewable Energy" and brought together approximately 120 attendees from around Asia. The conference was opened by the Australian High Commissioner to Singapore, His Excellency Philip Green.

The student chapters at Monash University Malaysia and The University of Newcastle Singapore continue to develop and build momentum. Naturally, this has provided the impetus to increase our support of our student and graduate members overseas and continues to be a strong focus. A student chapter was established in RMIT Hong Kong in September 2014. The launch event was attended by (then) Dean of Engineering at RMIT, Prof Aleksander Subic. Additional student chapters were launched at Swinburne University and Curtin University in Malaysia in October 2014.

Engineers Australia's international agreements and participation continues to grow. International agreements to facilitate international mobility for our members have now been split into two categories: Mutual Recognition Agreements (MRAs) and Cooperation Agreements. In 2014-15, Engineers Australia signed the following MRAs:

- *Korea*
- *Sri Lanka*
- *Singapore*

In 2014-15, Engineers Australia signed the following Cooperation Agreements:

- *Brazil*
- *Czech Republic*
- *India*

Significant work has also been done to progress our agreements under the APEC Engineers Agreement.

We continue to take a leading role to ensure Engineers Australia continues to remain a thought leader within the International Engineering Alliance. In June 2015, Professor Elizabeth Taylor was elected to the position of Deputy Chair of the Washington Accord.

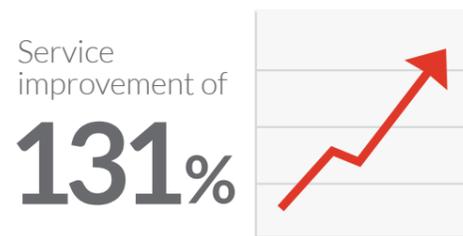
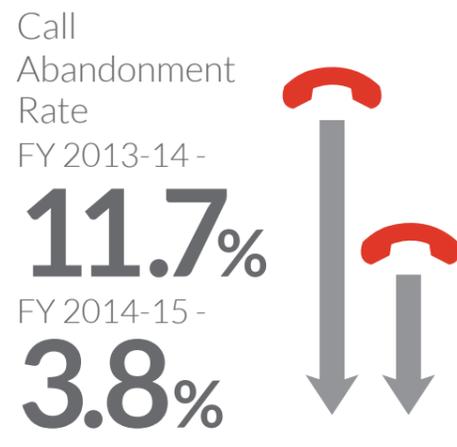
Our achievements this year allow us to maintain highly respected engagement with international engineering organisations.

# Member Services

**Key milestones:**

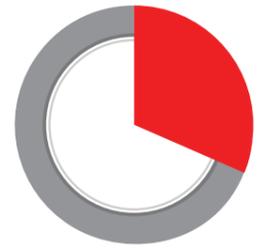
2014-15 has seen a continued focus on establishing a Centre of Excellence for Service through our Member Services Team (MST). With the launch of our new online renewals platform and Customer Portal 'myPortal' the MST was able to deliver a highly successful membership renewal and retention campaign.

In December 2014 we established a specialist team within the MST to handle all inbound Migration Skills Assessment (MSA) inquiries. This has enabled Engineers Australia to deliver an enhanced customer experience to our MSA applicants by having their inquiries handled by highly trained service professionals and it has also enabled our MSA team to focus on delivering a more professional assessment service and improve processing times dramatically.



Number of calls received through the Member Services Centre during 2013-2014 **67,022** during 2014-2015 **81,585**

Increase in call volume at YoY **14,563** or **21.7%**



**38%**

Increase in number of calls handled or **21,323 YoY**

Average reduction in call waiting time **38 seconds**

Average call waiting time

FY 2013-14 -	67 seconds
FY 2014-15 -	29 seconds

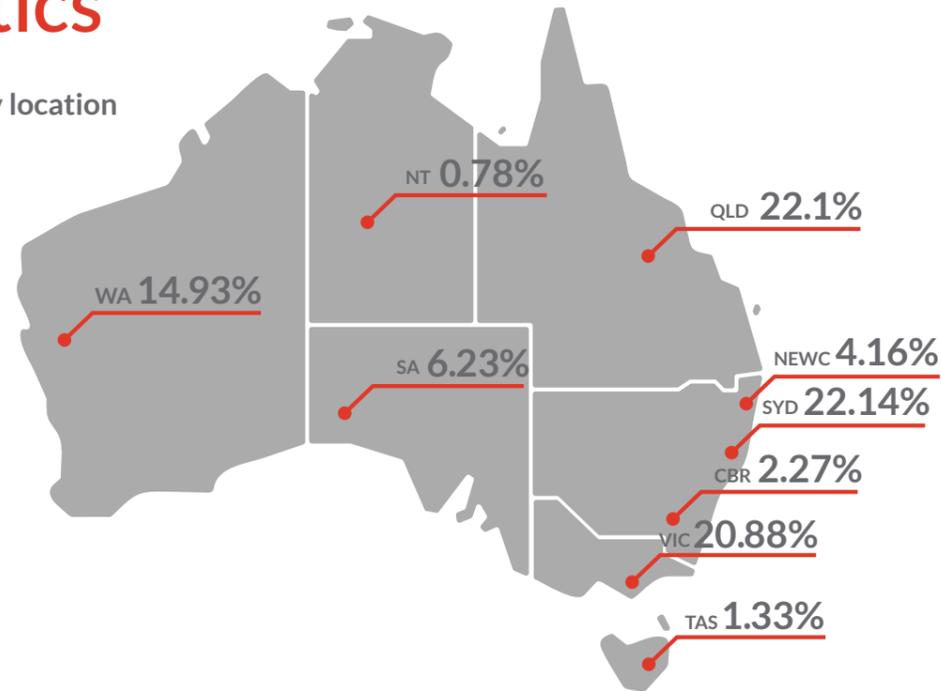


Number of calls handled by the Member Services Team during 2013-2014 - **55,810** 2014-2015 - **77,133**



# Membership Statistics

## Membership by location



Total members as of June 30 2015

# 104,381

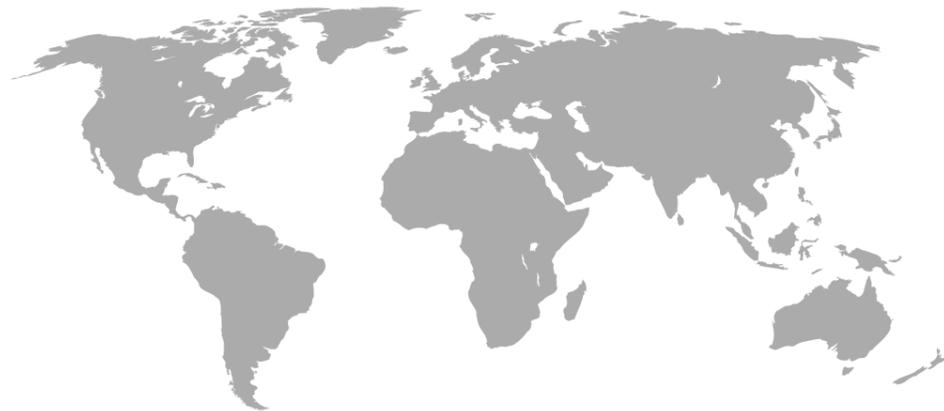
Female members

# 12.13%

Male members

# 87.87%

Overseas Chapters 5.18%



# Business Development

## Tertiary and Careers

Activity in the Tertiary portfolio focused on three major areas this year:

- *Restructuring our approach to engage and recruit Student members;*
- *Enhancing the process for Student to Graduate conversion; and*
- *Strengthening our relevance for institutions and professional engineers in the Tertiary sector.*

Student Recruitment in 2015 shifted focus from measuring the numbers of student members to a focus on working with institutions to create 'Student Roadmaps'. This approach defines how Engineers Australia and the tertiary institutions will work together to support students and connect them to the engineering profession. Engineers Australia also developed a number of services that offer greater value to student and graduate members, such as the MyCPD online platform and several new on-campus events that link students to practicing engineers. Student to Graduate (S2G) recruitment took a similar approach; strengthening the value proposition of membership and also working more collaboratively with institutions to link graduands to the engineering profession and Engineers Australia membership.

Engagement with the Tertiary sector more broadly included developing new services to support professional staff, including a pilot program linking PhD students with industry-based mentors (in collaboration with ATSE), and the introduction of certified Masters programs aligned with the Chartered competencies. Staff also worked in conjunction with the Australian Government to develop research proposals aimed at the creation of resources for ePortfolios and virtual work-integrated learning.

The Careers centre continued to provide member value through online support including resume assistance and career advice.

The Careers Centre also took a lead role in building the market value of the Graduate segment through the formation of our Graduate Road Map program which includes a variety of educational events across all Divisions. Building broader value, the foundations were laid to launch a structured series of webinars and further events for graduates in Q1 2015/16. This facilitated engagement with all student members focused on promoting tangible value in supporting a student transitioning into the engineering workforce.

## Engineering Employers Update

The 2014-15 financial year saw the expansion of Engineers Australia's Business Development team, including the formation of a new business unit focused on member growth.

The team's key focuses were to develop employer partnerships, grow our membership, build a Chartered workforce and ultimately contribute to our partner organisations' business growth.

Throughout the year, the Business Development team increased their meeting and presentation outreach in industry by 26%, contributing to the following achievements:

- *24 engineering employers secured as Professional Development Partners (PDP), increasing our overall PDP partnership number to over 300;*
- *1,116 new Chartered members; and*
- *3,957 new and readmitting members.*

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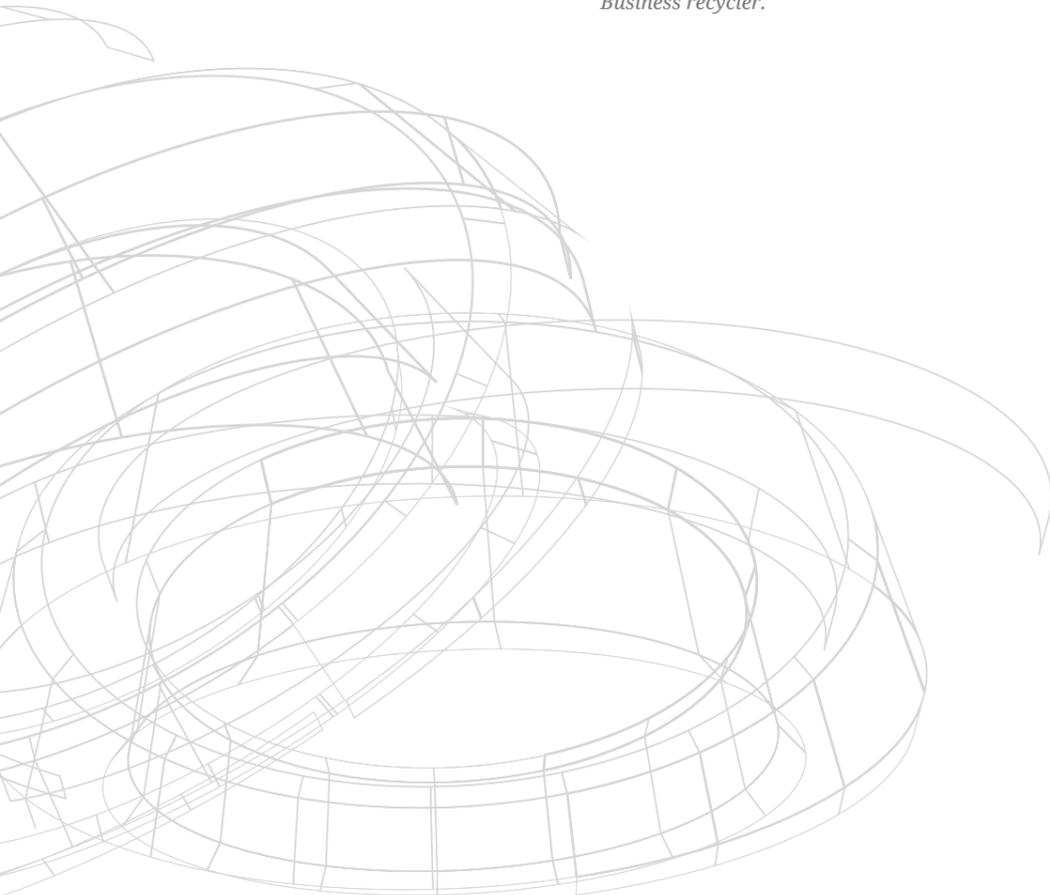
## Sustainability

*Engineers Australia continues to improve the sustainability of our operations in terms of assets and services.*

Engineers Australia continues to improve the sustainability of our operations in terms of assets and services. Engineers Australia established a Sustainability Action Plan including sustainability targets.

The internal operations of Engineers Australia are typical of small-to-medium office-based organisations in Australia.

- *We estimate the carbon impact of our energy usage at 1,211t CO<sub>2</sub>-e, a 13% decrease on last year.*
- *National Office paper usage is estimated at 657 reams, almost 50% lower than last year.*
- *Including Division offices, our estimate of office-based paper usage is 1,745 reams, 27% lower than last year.*
- *During the year, our National Office has become a re-accredited ACT Business recycler.*





## Our Subsidiary Companies

### ENGINEERING EDUCATION AUSTRALIA

Engineering Education Australia (EEA) is Engineers Australia's training company. For 25 years, it has delivered world class technical, business and management courses and programs to engineers and engineering organisations.

#### Overall Business Outcome

General Manager, Ann Ellis, retired in December 2014 and David Williams was appointed General Manager in January 2015. The 2014-2015 year saw substantial growth in the number of users of the online learning platform myCPD at engineersaustralia.org.au (formerly Engineering Online EOL). Revenue from in-house courses and the Professional Year in Engineering program grew in the last half of the year. Revenue generated in the subsidiary company declined while redevelopment of the project management qualification was undertaken by one of Australia's leading universities. EEA and its subsidiary delivered strong consolidated surpluses in the final half, the Board and management chose to write down the value of its subsidiary company and a small portion of its learning platform this year. Management has restructured the companies to focus on delivering a strong surplus next financial year.

#### Enhanced Collaborative Relationship with Engineers Australia

Collaboration between EEA and Engineers Australia has been greatly enhanced. The national Engineers Australia sales team is now trained and equipped to sell EEA products and services. This, and closer collaboration with Engineers Australia marketing and events, will be a key driver of business growth and engagement with industry.

### Governance

The Council and management of Engineers Australia plan to integrate EEA and its subsidiary into a new business unit within Engineers Australia.

### Financial Result

	2014-15 \$m	2013-14 \$m
Income	8,041	7,225
Expenses	8,909	6,263
<b>Operating (deficit)/surplus</b>	<b>(0.903)</b>	<b>0.962</b>
Total Members' Funds	2,486	3,388

### ENGINEERS MEDIA

#### Closure of the Company

Following a review by Engineers Australia of its future publishing requirements the company's Board was advised in February 2015 that publication of Engineers Australia magazine and Engineers Australia technical journals would be outsourced to external publishers at the end of the current financial year. This decision would have significantly impacted on the financial viability of the company post June 30. Council therefore advised the Board that the company should cease trading at the end of August 2015.

#### Overall Business Outcome

The company struggled for most of the year to achieve budget revenue targets in print and digital advertising. While substantial savings were made to offset the downturn in revenue, provisions for staff redundancies and long term liabilities and asset write downs increased the company's expenses.

Engineers Australia's magazine underwent a design revamp and editorial upgrade in early 2015, which was well received by members and advertisers. In April we mailed members a copy of Infrastructure Australia magazine, which showcased the major infrastructure projects around the country. Our other regular magazines circulated to members included: Engineering World, Electrical News, Water Engineering Australia, CEA and Monitor.

We published 15 digital and print issues of Engineers Australia's technical journals. Our custom publishing operations published four issues of Concrete in Australia magazine for the Concrete Institute of Australia as well as other publications for third party clients.

#### Engineers Australia Salary and Benefits Survey

In November we published the thirteenth annual issue of Engineers Australia Salary and Benefits Survey. The survey completed by engineering employers represented the salaries paid to more than 37,000 engineers.

#### Digital

We continued to provide members with digital access to the current and archived issues of Engineers Australia magazine. Our new weekly industry newsletter, Industry News, was launched in August. The newsletter received high readership levels, but failed to attract interest from advertisers.

#### Practice Notes and Guidelines

We continued to work closely with Engineers Australia's Colleges and Technical Societies to help grow their body of engineering knowledge. Guidelines on Safety Cases, and Towards sustainable engineering practice were published during the year. This service was transferred to Engineers Australia in August 2015.

#### EA Books

While sales were close to budget for most of the year, orders slowed in the last quarter due to the pending closure of the bookshop.

### Financial Result

The deficit for 2015 reflects the slowdown in advertising revenue and the expense of winding down the company's operations.

	2014-15 \$m	2013-14 \$m
Income	3,309	4,245
Expenses	3,943	4,164
<b>Operating (deficit)/surplus</b>	<b>(0.634)</b>	<b>0.081</b>
Total Members' Funds	1,749	2,383



# Consolidated\* Financial Performance

## Engineers Australia - Overview of Financial Results\*\* Five Years 2010-11 to 2014-15

	2010-11	2011-12	2012-13	2013-14	2014-15
	\$m	\$m	\$m	\$m	\$m
<b>Income</b>					
Net membership subscriptions	18.966	19.943	21.418	21.982	22.319
Courses, conferences/meetings & CPD	8.608	13.166	12.808	10.905	11.811
Assessment fees	5.333	6.280	7.155	8.569	8.783
Sponsorships, grants and commissions	2.197	3.074	2.266	2.177	3.373
Publishing	2.663	2.509	2.315	2.177	2.101
Other Revenue	3.444	3.497	3.565	7.194	7.417
	41.211	48.469	49.527	<b>53.004</b>	<b>55.804</b>
<b>Expense</b>					
Employee and consultancy expenses	19.238	20.964	24.715	26.525	28.875
Administration, travel, publication and IT expenses	10.501	10.281	10.771	10.847	10.565
Premises expenses (excl depreciation)	1.892	2.017	2.119	2.057	2.188
Depreciation and amortisation	1.188	1.259	1.715	1.803	2.077
Conference/meeting expenses	8.612	12.589	11.312	8.646	14.552
Other	0.383	0.492	0.456	0.432	0.857
	41.814	47.602	51.088	<b>50.310</b>	<b>59.114</b>
Operating Surplus/(deficit)	(0.603)	0.867	(1.561)	2.694	(3.310)
Asset Revaluation	0.518	1.948	0.293	(0.733)	(0.108)
Increase in members funds	(0.085)	2.815	(1.268)	1.961	(3.335)
<b>Total Members Funds</b>	<b>33.485</b>	<b>36.300</b>	<b>34.998</b>	<b>36.959</b>	<b>33.624</b>

\* The consolidated entity incorporates Engineers Australia and its subsidiaries, Engineers Australia Pty Limited and Engineering Education Australian Pty Limited and its subsidiary (The Moreland Group Pty Ltd).

\*\* Audited full and concise financial statements for the year ended 30 June 2015 will be presented at the AGM on 20 November 2015. They are available in PDF at [www.engineersaustralia.org.au/annualreport](http://www.engineersaustralia.org.au/annualreport).





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