



young
IPWEA

INSTITUTE OF PUBLIC WORKS
ENGINEERING AUSTRALASIA

Australasia Framework

VERSION 3.3

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***Young IPWEA - Developing Leaders of
Tomorrow***

Revision History

Name	Date	Reason For Changes	Version
Kim Sedgwick	November 2012	Initial	1.0
Kim Sedgwick	May 2013	Structure Change; General Updates	2.0
Kim Sedgwick	May 2013	Minor Editions	2.1
Kim Sedgwick	September 2013	Inclusion of New Zealand into Young IPWEA; Terminology changes; guideline changes	3.0
Michael Kahler & Paul Di Iulio	September 2013	Review	3.1
Kim Sedgwick	December 2013	Implementation of changes from October Board Meeting and Young IPWEA Annual Meeting	3.2
Kim Sedgwick	March 2014	Minor Updates/Document Title Change	3.3

Summary

Pioneered in Western Australia (WA), Young IPWEA was launched across Australia in late 2012, with the support of the National Board and IPWEA management team. In mid-2013, New Zealand became a special division of IPWEA which has provided the opportunity to further extend Young IPWEA. The Institute of Public Works Engineering Australasia (IPWEA) has endorsed the Young IPWEA initiative to be rolled out across Australasia.

This document has been prepared by young member representatives to provide a framework for the Young IPWEA initiative. Each division will have its own framework which aligns with the overarching Australasian framework outlined in this document.

The initial document formed a proposal to take to the Division presidents and executive managers of IPWEA. On November 26th, 2012 the nominated YIPWEA members from each Division met for the first time in Melbourne to set in place the framework to move forward the Young IPWEA initiative.

This document is to be maintained and updated by the nominated Chair, Young IPWEA and should be read in conjunction with the Young IPWEA Action Plan which is developed every two years.

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Introduction

There has been wide spread acknowledgement throughout public works that there is a chronic shortage in supply of good quality public work professionals to meet the increasing demand for specialised skills. This recognition has led to the establishment of the Australian National Engineering Taskforce (ANET). ANET provides industry and education collaboration and aims to “create a national strategy for the development of Australia’s current and future engineering workforce”.

In addition to the establishment of ANET, the Federal Government recently undertook a senate enquiry into “The shortage of engineering and related employment skills” within Australia with the enquiry being completed in mid-2012. From the enquiry, it was identified that there is considerable effort required to attract, retain and develop engineering skills within Australia, with specific mention of the public sector (recommendation 6 of the enquiry).

As the peak body representing Public Works Professionals across Australasia, the Institute of Public Works Engineers Australasia (IPWEA) has been an instrumental driver in the need for change to the way the public works sector is viewed within this country. This is clearly reflected in IPWEA’s vision:

“To be recognised nationally and internationally as the leading professional association that effectively informs, connects, represents and leads public works professionals for Australia.”

For the 2012/13 year, IPWEA identified “Facilitate & support national approach to a ‘Young IPWEA’ network” as it’s number one strategic action under the “Enhance Networks” Strategic Objective.

Complimentary to the IPWEA objectives relating to a Young IPWEA network, each of the Divisions are at various stages of progressing Division based networks. Through the support of the IPWEA President and Division boards it was agreed that a national approach to supporting the Young IPWEA group would provide optimal outcomes in achieving both Division and national objectives.

This document outlines the proposed process for implementing and running the Young IPWEA group at an Australasian level in conjunction with divisional based groups.

Aims and Objectives

Young IPWEA has a range of complimentary objectives which focus on the further development and promotion of young professionals in public works. As identified through numerous studies including the senate enquiry described above, the Public Works Engineering Community (as well as the broader Engineering Community) are faced with enormous challenges into the future to ensure this country's infrastructure requirements are met.

Young IPWEA aims to bring young professionals within the industry together to help combat these issues.

The following points outline the aims of the Young IPWEA concept:

- Keeping young professionals' interest high in order to ensure adequate staffing levels within the industry;
- Encouraging ongoing transfer of knowledge and expertise from other young professionals and experienced professionals;
- Exposing young members to different work techniques, projects and skill sets;
- Providing greater networking opportunities to young members;
- Encouraging young members to be mentored within the sector;
- Building experience in dealing with clients and marketing themselves and/or their business;
- Encouraging learning to take pride in individuals' work and competencies;
- Encouraging the advancement of skills associated with leadership, public speaking and personal confidence; and
- Opening Young IPWEA minds to new developments, techniques and issues within the industry.
- Identify potential barriers to new entrants into the profession
- Utilising the ability of Young IPWEA members to engage with school and university students to promote Public Works as a career of choice

Retention within the public works sector is an ongoing and chronic problem, particularly in light of the fact that we are faced with a significantly ageing workforce that are transitioning to retirement.

Knowledge loss is a major risk which is going to be felt across the sector in coming years unless significant action is taken over the short term. Knowledge loss may result from key staff members retiring and others moving – or relocating – to work in other sectors of the economy – particularly the mining and resource sectors.

Clear strategies need to be developed and actions put in place to minimise the loss of people and knowledge and mitigate its impacts.

Young IPWEA Structure

It is envisaged that each division will have their own structure which is suitable for their area. This will be outlined in each divisional framework. The below structure is the current Australasian model.

This structure has been kept simple for functionality and effectiveness. Figure 1 demonstrates the divisional office to allow for a streamlined and consistent approach across Australasia. It is envisaged that this will reduce duplication in work and increase the flow of ideas to the other Divisions.

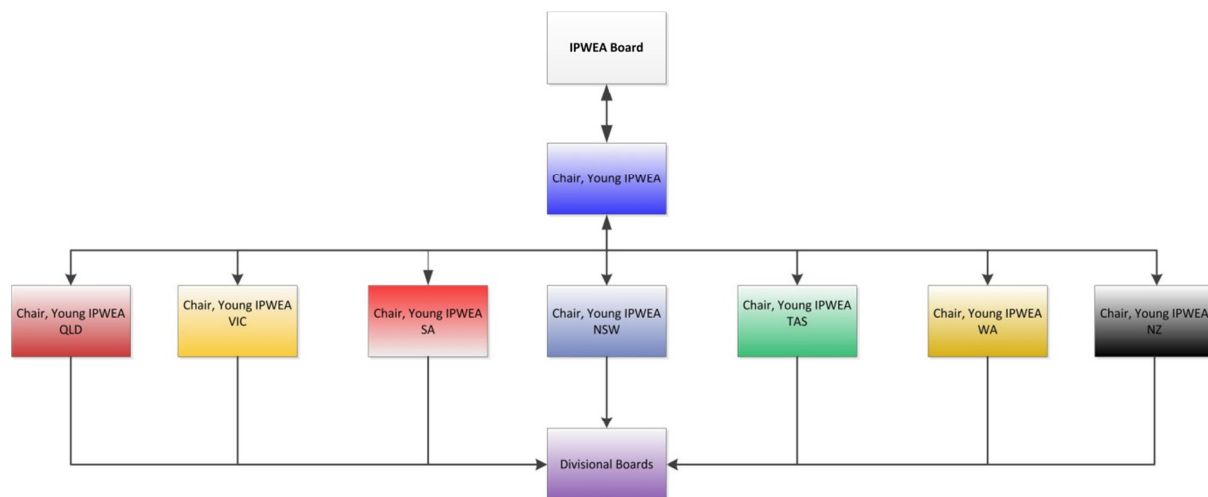


Figure 1 Young IPWEA Structure

Essentially, all the divisional Chairs make up the 'Young IPWEA Committee'. The following sections outline the proposed responsibilities and 'focus' which each role would have following the above structure.

It is expected that the Young IPWEA Committee will meet at least once a year face to face.

Chair, Young IPWEA

The Chair, Young IPWEA role will report directly to the IPWEA Board. The Chair will also be invited to attend the Australasian Board meetings as an observer.

The main responsibilities of the Chair include:

- Support each Division group in their development and building of Young IPWEA;
- Manage the relationship with the Young IPWEA National Sponsor(s);
- Attend National Board meetings and put forward Young IPWEA proposals;
- Be the voice of Young IPWEA concerns to the Board and Foundation;
- Implement ideas to the Divisions from the Board and Executives;
- Promote Young IPWEA at events;
- Maintain and implement the Australasian framework and strategy;
- Be an active member on the IPWEA online forums;
- Create and implement an action plan for their term (in conjunction with divisional Chairs);
- Encourage the formation of ideas; and

- Form and maintain relationships with other relevant young professional organisations.

In the future, it is hoped that the Chair would also sit on a panel of the relevant young professional members, for example Young Engineers Australia, to provide the cross cultural link which the industry needs to become sustainable.

Divisional Chair

It is envisaged that each Division will have their own Chair who will report to their respective Divisional Boards and will have a committee which they will convene on a regular basis. The role is similar to the Chair role, however at a divisional level. Therefore, their responsibilities are as follows, specific for their individual divisions:

- Spearhead the development and building of Young IPWEA in the division;
- Manage the relationship with the Young IPWEA division sponsor(s);
- Attend Divisional Board meetings and put forward Young IPWEA ideas;
- Be the voice of Young IPWEA concerns to the Divisional Board;
- Implement concepts from the Chair, Young IPWEA;
- Promote Young IPWEA at events;
- Be an active member on the IPWEA online forums;
- Maintain and implement the divisional framework and strategy;
- Communicate ideas and issues to the Chair, Young IPWEA;
- Encourage the formation of ideas; and
- Form and maintain relationships with other relevant young professional organisations.

Length of Terms

The length of term for the Chair, Young IPWEA is a two year term; however at the end of their two year term the same person is able to re-nominate for the following term. However it is strongly encouraged that this position be changed every two years. There is no limit to the number of terms that one person can be Chair, Young IPWEA. The Chair, Young IPWEA is nominated by the Young IPWEA Committee. The two year term for the Chair, Young IPWEA commences in November 2013 and will be open for nomination again two years thereafter; typically at the Young IPWEA Committee meeting.

There is no limit to the length of time personnel are able to stay on the committee. The committee will have one Chair from each division; and the division Chairs are elected as per their individual Division's framework. The divisional Chairs are nominated by their peers and approved by the division's Board.

Terminology

Each Division will use the terminology outlined in the above position descriptions and structure within each of their Divisions. When IPWEA on its own is used, it refers directly to the overarching IPWEA body at an Australasian level.

Membership

Automatically, any person who joins IPWEA, and is under thirty-five (35) years of age, will be affiliated with the Young IPWEA group. This will be communicated to the Young IPWEA members through a Young IPWEA marketing material, events and through the Communities of Practice.

Young IPWEA has similar target groups as the main IPWEA body, however with a greater focus on those groups which strongly support the retention of young members and are willing to give their support to the growing of Young IPWEA.

Focus Areas

A number of items and ideas are identified which form part of the plan to promote to the young professionals who are already in the industry, and also towards promoting the sector to those who are not aware of the Young IPWEA group within the Institute.

These focus areas include:

- Establishing a strong working relationship between the Executive Committees and Young IPWEA;
- Establishing a strong working relationship between Young IPWEA and Young Engineers Australia;
- Establishing a strong working relationship with other professional bodies, i.e. AITPM, REAAA;
- Promoting Public Works through universities and TAFE colleges;
- Encouraging established professionals to allow the younger professionals to participate in more knowledge-sharing activities;
- Promoting the Young IPWEA group ;
- Having activities (i.e. technical tours) in regional centres as well as metropolitan areas;
- Promoting young members to attend conference and seminars;
- Having young member functions at Conferences; and
- Having hands-on activities/challenges which bring people together and promote networking.

An action plan for each term of the Chair, Young IPWEA is to be developed by that Chair with measurements to gauge success.

Marketing

Typically, the most effective form of communication is through word of mouth. There is a need for closer interaction with TAFE programmes and training workshops which focus on promoting the skills required within the Division. However, it would be beneficial to be more active through the young people already involved in the Institute and using their experiences to promote the sector.

One of the initiatives of Young IPWEA is to work with the Membership Portfolio to establish target areas where the voice of Public Works is able to be heard.

Generic marketing materials in electronic format will be supplied by the Head Office to ensure they are consistent across all divisions. Suggestions to the Head office on marketing material for Young IPWEA can be made through the Divisional Chair and forwarded through to the Chair, Young IPWEA for consideration.

Social Media

Through the head office, the following social media pages are to be run to increase the interest and communications across Young IPWEA. These will be run in conjunction with the head office.

- LinkedIn;
- Young IPWEA Community of Practice; and
- Twitter.

Marketing initiatives through media will also be explored to gain maximum exposure to the industry, these could include:

- Triple J Hack Program;
- Discussion panels;
- Feature magazines (i.e. Qantas, Management Today etc); and
- Industry magazines.

The official Young IPWEA Twitter hashtag is *#youngIPWEA*.

Public Works Pro Magazine

Each edition of the Public Works Pro magazine will have a column from the Chair, Young IPWEA and a feature article on a young professional.

Sponsorship

As with any venture, funds are required to be able to run it successfully. Essentially YIPWEA, like IPWEA, runs off the time volunteered by its members to make ideas come to fruition. Therefore it is essential that YIPWEA secures funds which are allocated to achieving the aims and purpose of the group.

Sponsorships will be managed through the Divisional Boards. Each Division Board has supported an allocation of funds to be put aside for Young IPWEA. These should be negotiated at the start of each year between the Divisional Chair and Divisional Boards.

Branding

Branding is the most influential aspect of any organisation. The human brain creates numerous decisions based on what they associate with the brand that it sees. IPWEA is a strong brand which is associated with public works knowledge, expertise, engineering and professionalism. Young IPWEA strives to be associated with the same strengths, however with an additional strength of being the young voice amongst the organisation.

As a result one logo has been agreed upon and launched through Australasia. This logo will be used across all divisions, with no separation between divisions. This logo is demonstrated in Figure 2 below.



Figure 2 Young IPWEA Logo

Style Guide

The Young IPWEA logo must appear on all official Young IPWEA communication materials of marketing, administrative or operational nature. At a divisional level, the logo must not be used without the approval of the individual's Divisional Management; at an Australasian Level it cannot be used without the approval of the IPWEA CEO. For all more detailed specifications please see the accompanying IPWEA Logo Style Guide.