



BUSINESS ACADEMY

SIMPLE STEPS TOWARDS VALUABLE BUSINESS MASTERY

A practical business course designed specifically for surveying business owners and aspiring leaders to help them grow their business, and achieve success in all areas of life and work



2025

Introduction

Surveyors Australia works together with our state partners to deliver the Business Academy. The Academy, which has been operating since 2019, was created to deliver practical business training for those stepping into a leadership role within our member firms.

Over 130 surveyors have graduated the Academy and the program continues to be enhanced to ensure it meets the demands of business leaders. In 2025, we have enhanced our material to adapt to the industry's rapid changes. As businesses navigate shifting priorities, the ongoing surveying skills shortage remains a significant challenge. At the Business Academy, we provide dedicated focus and strategies to address this critical issue.

The Business Academy program is an opportunity for Business Leaders and Potential Business Leaders in Surveying Firms to come together over 6 days to connect, learn and review their business with a view to improving profitability and achieve other measures of success.

The program has been designed by surveyors for surveyors and will include delivery and mentoring by surveyors. Surveyors who have been, and are successful, in their own business. We recognise that surveyors have already spent many years studying, and likely many more running their business. While there is always more to learn, there isn't time to undertake another university degree or get involved in a lengthy and costly business course program.

The program includes 3 separate sessions over a total of 6 days, spanning four months and includes time to network, discuss and connect over dinner. The sessions are led by Michelle Blicavs, CEO of Surveyors Australia. Michelle is a leadership expert, with extensive experience in research, education, and advocacy. In addition to being a Certified Association Executive (CAE), she currently serves on the Australian Construction Industry Forum (ACIF) board. Michelle is passionate about empowering small business leaders, is a 'Six Types of Working Genius' Certified Coach, and has a background in theology, management, and community service.

Participants also receive mentoring during the program from distinguished local guests who are leaders in their surveying consultancies (some of whom are past graduates!)

Assessment is key and participants will have the opportunity to prepare and present a Board report on their business, and the improvements made or recommended as a result of learning from this program. The Business Academy only takes 12 participants in each session and attendees who complete all sessions will receive certification as graduates of the business academy (GACS).

COST

Price for Members

\$4,000 plus GST

Price for Non-Members

\$5,000 plus GST

Cost Includes:

- Morning Tea, Lunch, Afternoon Tea
- Dinner and Drinks
- Course materials including business resource books

Cost Excludes:

- GST
- Travel and accommodation

THE ACADEMY PRESENTERS



Michelle Blicavs is the CEO of Surveyors Australia, leading the organisation with a focus on leadership, research, education, and advocacy. A Certified Association Executive (CAE), she has extensive experience in association management and the not-for-profit sector.

Michelle serves on the Australian Construction Industry Forum (ACIF) Board, advocating for surveyors and the built environment. Passionate about empowering small businesses and leaders, she is a Six Types of Working Genius Certified Coach and the founder of a business academy providing essential training for surveyors. She also created the Unique Leaders Network, supporting female leadership in regional areas.

With a background in theology, management, and community service, Michelle has held various leadership roles, including as a Wollongong City Councillor (2011-2016). She has also lectured in management at University of Wollongong and Alphacrucis College.

Kellie Hassab is a qualified Surveyor and Registered Planner with a postgraduate qualification in Environmental Studies. She is the NSW Manager and Director of Beveridge Williams, leading a team of over 120 staff and driving the company's growth in New South Wales.

With expertise in land development, project management, and planning, Kellie has worked across government, commercial, and residential projects. She was previously Director and Principal of Trehy Ingold Neate before joining Beveridge Williams in 2018.

A leader in the industry, Kellie is the first female President of Consulting Surveyors NSW and received the Young Surveyor of the Year Award in 2000. She is passionate about fostering a positive workplace culture and supporting sustainable land development.

A long-time Central Coast resident and mother of two, Kellie is committed to responsible planning that balances growth with environmental preservation.



Craig Turner is the Managing Director of SDG, where he leads a diverse and talented team dedicated to delivering the best solutions for clients. He values integrity, accountability, and a strong team culture, ensuring SDG remains a service-driven organisation committed to both clients and the community.

An award-winning surveyor, Craig was named 2022 Professional Surveyor of the Year and has been actively involved in the industry for many years. He has served as both Board Member and President of Consulting Surveyors NSW and is currently President of Surveyors Australia. Craig also contributes to various industry committees and forums and regularly presents at business workshops, conferences, and seminars across Australia, focusing on the business side of surveying.

Beyond his professional achievements, Craig is passionate about fostering a positive, service-oriented workplace culture at SDG, including pro bono work and community support.

SESSION 1

STRATEGY, AI & PRODUCTIVITY, STORY & SALES



DAY 1

STRATEGY, AI & PRODUCTIVITY

9:30am to 5:30pm

How is your business different to the business across the road or in the next town? If we don't tell a clear story and have a clear strategy that sets our business apart then the only competitive advantage we have is price. Do you want to compete on price?

This session will unpack the importance of a clear strategic plan for you personally, for your business and for your team. The goal is to ensure that everyone knows where the business is heading and all your effort and energy are heading you in that direction.



BOOK:

The E-Myth Revisited,
Michael Gerber

5:30pm | Dinner and drinks to connect and network at a local restaurant



DAY 2

STORY & SALES

9:30am to 12:30pm

We dive into how surveying is not a new profession and most firms have built relationships with clients over many, many years.

But do we take those relationships for granted? We don't sell a product, so why does sales matter?

Surveying is a professional service, and this session will dive into a better understanding of the sales process and why it matters to an older profession such as surveying.

Once you know where you're going how will you keep the team on track to get there? This session will provide some productivity hacks and showcase the latest AI tools that are available for you and your business



BOOK:

Building A Story Brand
By Donald Miller



"Can highly recommend! The best thing ANY business leader can do! The principles apply not only to Land Surveyors but all industries/professionals keen to grow themselves and their business for the better of all they interact with"

Matt Heemskerck, Licensed Surveyor, Thomas & George

SESSION 2

PRICING, PROFITABILITY, AND PEOPLE



DAY 3

PRICING & PROFITABILITY

9:30am to 5:30pm

The most common question amongst surveyors is about pricing.

This session will provide a system and framework for pricing any job profitably and explain why profit in business is key to success! Pricing and Profitability are essential for a Professional Practice, and this session is led by one of Australia's leading Surveying Firms, **Craig Turner**, Managing Director of SDG, winner of the 2021, 2022, and 2023 National Consultancy Excellence Awards.

You know how to read a survey plan, but how well do you understand financial reports? The afternoon session will take a deep dive into the financials of a surveying firm as we discuss what matters and why, how to read the financial statements, and how to ask the right questions of your financial advisors.

Finally, this session will tackle how to prepare for the inevitable rainy day—how to manage during turbulent times and where to seek help if things go wrong. Includes the importance of building a pipeline and managing debt and debtors.



BOOK:

Someone has to be the most expensive, Why Not Make It You!
by Andrew Griffiths

5:30pm | Dinner and drinks to connect and network at a local restaurant



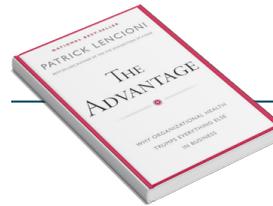
DAY 2

PEOPLE

9:30am to 3:30pm

Most of a manager's day is filled with managing people and projects. This session will dive into the recruitment, onboarding, professional development, performance review, and ongoing commitment to building a strong team to ensure success.

This session also includes a deep dive into the Six Types of Working Genius as we discuss how to get the most out of your team and understand how they can work better together



BOOK:

The Advantage,
by Patrick Lencioni



"I completed the Business Academy, and I highly recommend it for anyone running a surveying business or thinking about starting up... Many of the graduates are calling it the best thing they've done for their surveying businesses"
Clancy Sharp, NSW Registered Surveyor, Sharp Surveying



DAY 4

RISK MANAGEMENT & SUCCESSION

9:30am to 3:30pm

Surveying firms understand risk better than many businesses.

As a professional service provider, if a survey is wrong, that can be costly for the client.

But what about business risks? Risks like losing a registered surveyor on the team? The risk of a construction lockdown due to a pandemic!

This session will unpack the many and varied risks facing businesses in 2025.

Succession planning is critical for any business – and not just when you reach a certain age!

Successful businesses identify leaders in the business early and look at succession through the ranks and raising up through leadership in the business.

Joining us for this session are Accountants from People and Partners and **Kellie Hassab**, NSW Manager of Beveridge Williams, and President of Consulting Surveyors NSW.



DAY 5

ASSESSING YOUR BUSINESS AND GRADUATION CEREMONY

9:30am to 12:30pm

During the business academy, students will have learned a great deal about running a successful business.

Students will have identified areas within their own business that need some attention. In this session, each student will present to "The Board" from course learnings, including a formal report for review and assessment. This 15-minute presentation will include a recommendation for change in your business, and feedback will be provided from "The Board" to help with implementation.

This is the highlight of the course, as we invite back the guest presenters who offer their experience and support for students seeking to implement real change towards success. Presentations are followed by a formal Graduation Ceremony, with a formal certificate to be proudly displayed in your office.



BOOK:

The Infinite Game
By Simon Sinek



"The program which runs over a five-month period provides invaluable mentorship and business insights essential for professional growth"

Terrania Consulting



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