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What do Australian Engineers really want from their Professional Association? [Poster]

In 2007, a Strategic Marketing Review was undertaken by Beaton Consulting to clarify Engineers Australia's marketing objectives, including the need to address a shortage of practicing engineers in the Australian market. Other aims included increasing the public's understanding of engineering, and the value of existing services offered to Engineers Australia's 85,000 members.

The marketing objectives of this project were:

Increase membership by retaining existing and attracting new members, and

Increase diversity in engineering by including more women, more engineers with different cultural backgrounds, and more technologists and associates.

Preliminary workshops and surveys have identified 36 specific member needs which were grouped according to the following criteria: status; information; contribution; compliance; networking, and personal development.

It was widely agreed that if Engineers Australia can deliver two major benefits, namely Information and Professional Recognition, to a high level of satisfaction, then most Engineers Australia members would feel they would benefit strongly from their association.

In alignment with these sentiments, the Engineers Australia Library joined forces with RMIT Publishing to incorporate Engineers Australia's hard-copy engineering collection of more than 20,000 technical papers into RMIT Publishing's Informit Engineering Collection.

Currently Engineers Australia members, both within Australia and overseas, are able to get the full-text papers electronically through their Engineers Australia website member-login. The general public can access comprehensive metadata and abstracts via Google Scholar, and full-text papers can then be purchased on pay-per-view, or subscription basis, via Informit e-Library.

On Engineers Australia part, the major outcomes achieved to members' high satisfaction, are:

Engineers Australia member's Intellectual Property is reliably preserved electronically for the long term;

Engineers Australia members, whether working in Australia or overseas, can now access full-text papers electronically, and

Through this proposition, Engineers Australia members' works are now more visible to researchers worldwide.

The Engineers Australia Library project was runner-up to the winner of the Australian Library and Information Association Information Online Group 2009 Award announced in Sydney on the 21st January 2009.

Engineers Australia's (EA) Library Manager for 13 years, Elena Vvedenskaia is a "one-person band" for EA's national library services to 85,000 members. She has a bachelor degree of electronics engineering and graduate diploma in library and information studies. She is also a member of Engineers Australia.