



ENGINEERS  
AUSTRALIA

# Welcome to Engineers Australia

Engineers Australia is the trusted voice of the profession. We are the global home for engineering professionals renowned as leaders in shaping a sustainable world.



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*Any opinions, advice and views contained in the presentation are those of the presenter and are not made on behalf of or endorsed by Engineers Australia unless expressly stated. Individuals seeking to rely on any information presented should obtain their own independent advice.*



# Housekeeping

- Mobile Phones – Silent, but Tweet, Post, Use AOG App etc!
  - It's free to download the AOG 2019 app. You can rate this session and also access twitter, so feel free to share your insights using our hashtag #AOG2019
- Toilets – Outside the room at the back of the hall
- Fire
  - Beep-beep = Prepare to evacuate
  - Woop-Woop-Woop – Evacuate to nearest exit, follow instructions of wardens
  - Don't re-enter until advised
- Sponsor - Lloyds Register
- Industry Supporters – Ventia, Upstream Production Solutions, InEight



# Context and Format

WA Oil and Gas Group is part of Engineers Australia

## Timing

- Presenting the issue
- Audience brainstorming and discussion on options for increasing profile of engineers
- Online voting of the most actionable ideas
- Feedback will be collated and sent to Eng Aust

Audience participation via voting is encouraged (questions during panel QA session)

- Go to [menti.com](https://www.menti.com) Use the code 532188
- The topic: “How to Raise the Profile of Engineers”
  - To project stakeholder
  - To next generation Engineers
  - To community



# Panel

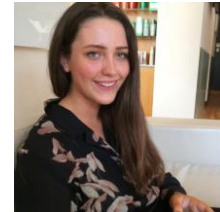
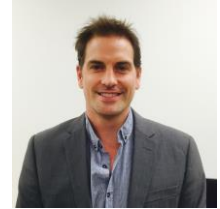
## Speakers

- Jonathan Beales: Advisor - Process design, Inpex
- David King: Director, Cube Offshore
- Alison Selman: Director, Atteris



## Host and Scribe

- Mark Williams: Global Systems Manager, Genesis
- Jazlyn Peattie: Engineering Student, Curtin. Intern, Engineers Australia.





## Dilbert - The Knack

# Framing

- We are enablers/ support system - Compare to other professions\*
- Prevention vs Cure
- You can only be what can you see
- Do we even tell our kids what we do? Do we alienate rather than attract?
- Can we stand out from the crowd and speak up?
- Engineering in positions of influence but keeping our roots
- Coordinated Voice of the profession
- Include competence framework to market the profession
- Make Registration/ Chartership genuinely desirable?
- Get serious about CPD
- If you're good ...



# Words associated with Engineering

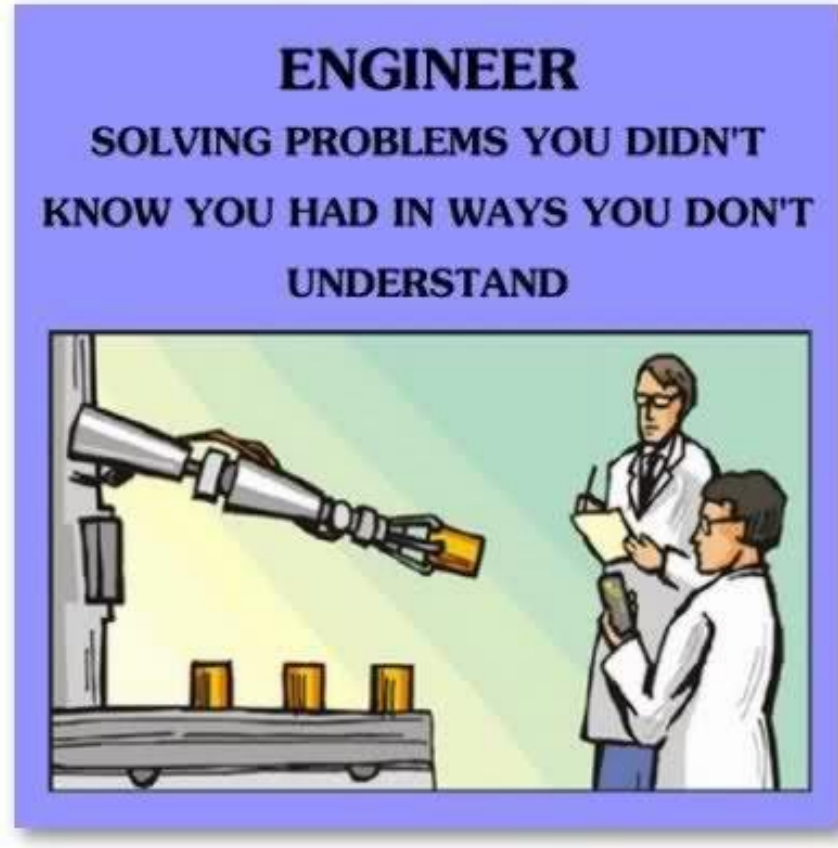
- Plan
- Analyse
- Problem-solve
- Logical
- Methodical
- FUTURE

# Words NOT associated with Engineering

- Leader
- Manager
- Politician – only approx 20 of our politicians have a background in STEM



# Perception of Engineers?





## Why might this be?

- “Just an engineer”, “Backroom boy”
- Part of a team
- Achievements complex and hard to explain quickly.
- Disasters get noticed, success rarely makes headlines.
- Engineers are usually humble?



# Engineers Think Differently





# Issues facing Australia

- Energy
- Climate change / Environment
- Transport
- Water
- Finite easy-to-access resources





# Our Challenge

- Engineers should be visible in laying out clear pathways to solutions for these issues.
- Engineers themselves need to make themselves visible.
- The public needs to be more aware of the engineers and their potential solutions – informed debate?
- Politics needs to be divorced from these issues.



Why we chose to be an Engineer? → who we are?

My Journey – different but the same - a familiar tale

Discussion context – this forum (us) vs what's outside (them).

Intended audience – the public, our leaders

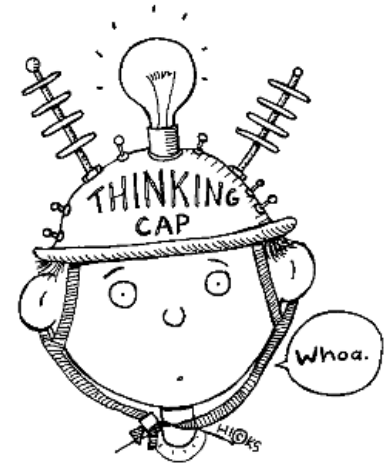


## Raising the profile of Engineers - David King

So what is the 'problem' with our profile and why does it need raising?

A step back.....

My take on Culture / Status / Role / Traits





## Raising the profile of Engineers - David King

To find the 'Solution' we need to define the 'Problem.'

Sorry to be negative  
– See it as advocacy for change.

The business imperative....?





## Raising the profile of Engineers - David King

History tells us what's coming – the more things change the more they stay the same.

Half the solution is knowing the problem, and the questions to ask.

Looking ahead ....

My suggestions for raising the profile of Engineers.





# Allison Selman

Director, Atteris Pty Ltd

Materials Engineer

Specialist in Asset Integrity Management &  
Decommissioning

EngTalk Program  
WISE Professional Network





# Google Image Search for “Engineer”



An Engineer In Metro Manila ...  
gineersnow.com



Engineers Salaries 2018 - Ir...  
irishjobs.ie



civil engineer in India ...  
m.economicstimes.com



A former AT&T employee is changing the ...  
thenextweb.com



Engineer of The Year - Call For ...  
saice.org.za



Speak English, not engineer - Advisian  
advisian.com



Mississauga & GTA - Engi...  
protempcanada.com



Civil Engineer Immigration to Australia ...  
deltaimmigration.com.au



Construction Engineer in Australia ...  
practicalengineers.com.au



Benefits Of Engineering Surveys - Town ...  
adcoqld.com.au



Senior Engineer: Structures – South Zambezi  
southzambezi.com



Mirette, Field Engineer ...  
youtube.com



starting your first engineering ...  
theengineer.co.uk



Difference Between A Good Engineer ...  
wonderfulengineering.com



Safety Vest Hardhat Writing Clipboard ...  
depositphotos.com



2016 National Engineers Week is Here | IES  
ie-services.com



How to get a job as a railway engineer  
telegraph.co.uk



Four project management rules of thumb ...  
engineerjobs.co.uk



Engineer - Wikipedia  
en.wikipedia.org



Nigeria and their Salary Structures  
mysalaryscale.com



# My Experience – Houston, we have a problem!



What is engineering?

Engineering is for boys

Hard hats & overalls

Not a stable profession

Mining / Oil & Gas



# How do we change this?

**PROFILE = IMAGE**

**Internal: How we  
perceive ourselves**

*Pride in our Profession*  
*Drop the Stereotype*  
*Professional Standards*  
*Be Excited by Engineering*

**External: How we are  
perceived by others**

*Learn to Communicate*  
*Convey Importance*  
*Be Relatable*  
*Media & News*



# Interactive Workshop

- Check questions submitted from Menti.com Code - 532188
- Quick experiences from the audience - good and bad
- What has changed for the better?
- What hasn't changed?
- Do you volunteer? Company hurdle or an individual shyness?
- Words are used to describe engineers (from within/ outside)
- Is it an Australian issue or a Global issue?
  
- Future Plan: What can we do? Who? How? When?



# Clean Up

- Thanks to all of our speakers
- Sponsors
  - Lloyds Register
- Industry Supporters
  - Ventia
  - Upstream Production Solutions
  - InEight
- Next Session in 20mins: Norwegian Energy Partners - Digital Well Solutions Seminar.

A nighttime photograph of a city skyline, likely Sydney, Australia, featuring several illuminated skyscrapers and a highway with light trails from traffic. A large, semi-transparent red triangle is overlaid on the left side of the image, pointing towards the right.

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[engineersaustralia.org.au](http://engineersaustralia.org.au)