Beyond the Peg: How ISNSW Preserves, Persists and Pioneers

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ABSTRACT

In 2025, the Institution of Surveyors NSW (ISNSW) launched its "Beyond the Peg" rebrand. The initiative was the culmination of extensive historical research conducted by Keo's Nic Hinwood and shaped through consultation with ISNSW regional group chairs, the board and committees. This process helped identify challenges and opportunities across the profession and regional communities, ensuring the rebrand reflects the perspectives and priorities of members, and not simply a change in logo or language. It represents a considered approach to maintaining relevance and supporting surveyors across New South Wales in a rapidly evolving professional landscape. At the core of the rebrand is the framework of "preserve, persist and pioneer", developed by Nic Hinwood. Preserve recognises ISNSW as a custodian of the surveying profession's history, safeguarding standards, ethical practice and foundational knowledge in NSW since 1891. Persist reflects the organisation's resilience in navigating shifting policy, technology, climate and societal contexts, ensuring ongoing support for members even in complex or uncertain circumstances. Pioneer embodies forward-looking innovation, embracing new ideas and approaches while supporting the next generation of surveying professionals. The rebrand is further expressed through four defining pillars: custodianship, unity, source of truth, and pioneering spirit. Custodianship honours those who came before and protects the profession's integrity for the future. Unity connects members across regions, backgrounds and generations, fostering belonging, collaboration and shared purpose. Source of truth reflects the clarity, precision and authority surveyors provide, both to the public and the profession. Pioneering spirit celebrates innovation and progress, positioning ISNSW as a proactive leader in shaping the future of surveying. This presentation shares the insights, process and vision behind Beyond the Peg, offering a practical example of how a professional body can honour its heritage, persist through challenges and actively lead the evolution of its profession.

KEYWORDS: *ISNSW, rebrand, heritage, innovation, membership.*