

The Royal Geographical Society of Queensland Inc

Draft Strategic Plan

This Strategic Plan, to be put to the 2007 Annual General Meeting of the Society, defines the priorities of The Royal Geographical Society of Queensland for the next 5 years. It is not a static document, and will be revised as needed over that time.

A Dream in Trust, the Centenary History of the Society, opens with an explanation of the title adopted.

Thomson's dream of 1885 – the dream that one day a Society would grow in Queensland with the strength to support geographical science, encourage exploration and contribute to the acquisition and dissemination of geographical knowledge about Queensland – has not been fully realized but has not been forgotten. The dream has been held in trust for a time when the Society is in a position to act on and realize that dream. That time is now – 1985.

More than 20 years later, this still applies. The Society must not delay acting to fulfill this dream. Its financial position is such that with careful management the Society can play its part in promoting the importance and relevance of geography to our nation.

The Society provides a forum to promote geography on a community wide basis. The community involvement in Society membership and activities is integral to the sharing of ideas, knowledge and understanding of geography.

PURPOSE

The Rules of the Society define the purpose of the Society as follows:

The object for which the Society is established is to promote and stimulate the study of geography.

This purpose remains central to the short and long term planning of the Society.

GOALS

The Society's purpose will be achieved by its Council, Committees and other members working to meet these key goals (not in priority order):

1. Raise the profile and status of geography in schools
2. Have geography taught as a compulsory stand-alone discipline in middle and junior secondary school years
3. Raise public awareness of geography's relevance to everyday life
4. Expand beyond Brisbane public knowledge of the Society and its role
5. Strengthen the membership base and the active involvement of members in Society activities
6. Recognise excellence in geographers and student geographers
7. Maintain the financial health of the Society

The actions or strategies to fulfill these goals are outlined in the following pages.

Goal	Strategy/Action
1 Raise the profile and status of geography in schools	1a Organise the Australian Geography Competition (in conjunction with AGTA); continue to implement ways to improve the Competition and expand participation (eg introduction of Geography's Big Week Out); organise Aust teams to international competitions
	1b Facilitate talks by geographers to school classes by compiling a list of geographers (members, academics, IAG members) who are willing to do this, advertising this service to Qld secondary schools, and coordinating contacts
	1c In conjunction with GTAQ, send careers advisers in all Qld secondary schools, information on geography's relevance to careers
	1d Develop relations with Educ journalists, write letters to the editor, to attempt to get more coverage for geography
	1e Renew marketing of existing promotional material (posters, brochures) to teachers
2 Have geography taught as a compulsory stand-alone discipline in middle and junior secondary school years	2a Lobby politicians at state level with GTAQ and federally with AGTA, IAG and others, for geography's place in the curriculum.
	2b Monitor opportunities and contribute submissions to policies and reviews of education and syllabuses that affect geography, in conjunction with above organisations.
	Actions under Goal 1 also indirectly contribute to Goal 2.
3 Raise public awareness of geography's relevance to everyday life	3a Organise an annual programme of lectures (overlap with 5a) which demonstrates the broad interests of geographers and will appeal to the public; expand the ways information on these lectures is disseminated to the general community
	3b Organise 1 workshop a year which presents geographical perspectives and multiple views of contentious issues, possibly in conjunction with other organisations
	3c Widen media coverage of geographers' perspectives by compiling a list of geographers (done concurrently with Action 1b) willing to talk to the media on particular topics, monitor opportunities, and initiate contacts between media and geographers
	3d Organise a significant project every few years to grab the public imagination and demonstrate the breadth and/or depth of geography, eg Queensland by Degrees project, a Scientific Study in which geography is the organising principle integrating a cross-section of other disciplines
	3e Publish (print, CD, website as appropriate) material arising from the projects in 3d

Goal	Strategy/Action
4 Expand beyond Brisbane public knowledge of the Society and its role	4a Conduct 2 meetings each year at major centres outside Brisbane, possibly in conjunction with joint teacher workshops with GTAQ
	4b Incorporate in other Actions focii outside Brisbane, eg in Action 1b, 3d
5 Strengthen the membership base and the active involvement of members in Society activities	5a Organise programme of treks, lectures and social events that appeal to members and potential members (overlap with Action 3a)
	5b Plan Actions for all Goals to maximise opportunities for meaningful contributions by members
	5c Draw up plan and budget to use free and paid media and internet to advertise events and membership; implement after budget approved by Council
	5d Identify specific outlets where membership brochure could be distributed
	5e Communicate useful information to members in a timely way through publishing a newsletter 11 times a year and updating website at least as frequently
	5f Award 1 Fellowship annually, and Honorary Life Membership rarely, in recognition of a member's contribution to Society's work
6 Recognise excellence in geographers and student geographers	6a Award Thomson Medal to prominent geographer annually
	6b Award Medals to top geography student in 4 Qld universities
7 Maintain the financial health of the Society	7a Manage the Society's property and investment assets to ensure a strong and stable financial position
	7b Continue to tap other sources of income such as earning fees for services, sponsorships, hall hire