



Strategic Plan 2015-2019

AS ADOPTED BY COUNCIL – MARCH 2015

The Royal Geographical Society of Queensland (RGSQ) was founded in 1885. The Society remains a vibrant and dynamic organization and this Strategic Plan is aimed at maintaining its momentum into the 21st century.

What is Geography

Geography is the integrated study of the earth's landscapes, peoples, places and environments – their nature, dynamics, interactions and change. Bridging the natural sciences, social sciences and the humanities, it is the spatial discipline. *(from Royal Geographical Society Strategic Plan www.rgs.org).*

Vision

To be a vibrant lead organisation in the sharing and promotion of geographical knowledge.

Mission

To expand the knowledge of people, places and environments, to build a better world.

Strategy

With the Vision as the goal, the Strategic Plan has five strategic objectives that consider the Society as it is today, the world around us, and where the Society wishes to be in the future.

1 Engaging people in geography

To continue to offer a range of services and opportunities for the Society's members to participate in, engage with and enjoy geography through day activities; short and long treks within Australia and overseas; lectures; scientific expeditions; and, opportunities to be involved with activities that support the promotion of geography.

2 Enhancing membership

To understand, appreciate and strengthen the Society's membership bonds and to widen the membership base, as the foundations of a vibrant and successful Society.

3 Knowledge and understanding

To promote geographical understanding amongst the Society's members and the wider community, in order to advance geographical knowledge.

4 Growing our reputation

To further build the Society's profile and reputation, nationally and internationally, reinforcing and publicizing its role as a leader amongst related societies and a partner of choice in geographical endeavours.

5 Securing the future

To enable a robust future for the Society, by increasing income sustainability, using technology effectively, and enhancing staff capabilities. To support the Society's activities, through the effective use of good business practices and evolving technologies.

The Plan Implementation – 2015

The RGSQ will implement a five year strategic planning process, identifying and adopting strategic objectives that are forward thinking and provide the Society with future direction.

The Plan will be implemented by clearly identifying, prioritising, defining, and allocating tasks, responsibilities, and achievable milestones. The annual progress of the Strategic Plan will be reported to the Society's Annual General Meeting.

By the 2015 AGM the Strategic Plan will have achieved the following Tasks across most of the Strategies during 2015:

Strategy 1: Engaging people in geography

Tasks:

1. Expanded the Australian Geography Competition and investigated the Primary Schools Competition

Strategy 2: Enhancing membership

Tasks:

1. Completed research and analysis of the membership.
2. Completed a review of registration issues associated with the Society's name.

Strategy 4: Growing our reputation

Tasks:

1. Improved the Society's marketing information and literature
2. Improved the Bulletin/Newsletter
3. Increased engagement on social media
4. Clarified the Society's continuing role, responsibilities and rights in respect of the Australian Geography Competition

Strategy 5: Securing the future

Tasks:

1. Increased potential paid usage of the Society's Auditorium
2. Completed role descriptions of Council Executive Officers, Chairpersons of Committees and roles and functions of existing Committees
3. Completed the review of the Society's financial principles
4. Completed the review of the Society's product management principles, including product cost reporting, budgeting and pricing
5. Completed the review of the Society's Constitution in respect of modern governance principles and practices
6. Engaged more members in voluntary activities assisting the functions and operations of the Society.