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## **Strategic Plan 2019-2022** as adopted by Council June 2019

The Royal Geographical Society of Queensland (RGSQ) was founded in 1885. The Society remains a vibrant and dynamic organisation. This Strategic Plan is aimed at maintaining its momentum into the 21<sup>st</sup> 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.rgsq.org](http://www.rgsq.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 and the wider community to participate in.

#### **2. Enhancing membership**

To understand, appreciate and strengthen the Society's membership 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, especially through the revitalisation of the Society's publications.

#### **4. Growing our reputation**

To further build the Society's profile and reputation locally and nationally, reinforcing and publicising 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 and membership, 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**

The RGSQ will implement a three year strategic planning process, identifying and adopting strategic objectives that are forward thinking and provide the Society with future directions. The Plan will be implemented by clearly identifying, prioritising, defining, and allocating tasks and responsibilities and achievable milestones. The annual progress of the Strategic Plan will be reported to the Society's Annual General Meeting. By the 2022 AGM the Strategic Plan will have achieved the following Tasks across most of the Strategies as follows:

### **Strategy 1: Engaging people in geography**

#### **Tasks:**

1. Encourage members and the wider community to engage with and enjoy geography through 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. The Australian Geography Competition (AGC): Investigation of optimal structure for the AGC; Expansion and modernisation of the AGC; investigation of the Primary Schools Competition, International opportunities, and digital assessments
3. Clarify the Society's continuing role, responsibilities and rights with respect to the AGC

### **Strategy 2: Enhancing membership**

#### **Tasks:**

1. Encourage increased membership and engagement of Young Geographers
2. Encourage member involvement in Society activities
3. Continuing analysis of the membership profile

### **Strategy 4: Growing our reputation**

#### **Tasks:**

1. Improve the Society's marketing information and literature
2. Continue Improvement of the Bulletin
3. Increase engagement on social media
4. Improve links with cognate societies, the Queensland Science Network and Government

### **Strategy 5: Securing the future**

#### **Tasks:**

1. Increase potential paid usage of the Society's boardroom and large meeting room
2. Encourage more members to take an active role in Society committees and voluntary activities assisting the functions and operations of the Society
3. Introduce a fee for non-members who attend lecture nights and continue to emphasise gold coin donations for supper. Special events such as the Thomson lecture should attract a fee for members and non-members