



## The Royal Geographical Society of Queensland Ltd

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# Strategic Plan 2023 – 2027

## Vision

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

## Mission

To advance geographical science and promote public awareness and enjoyment of geography and related topics in Queensland and across Australia.

## Strategy Priorities

The three priority areas and their goals have been identified as critical to the success of the Royal Geographical Society over the next 3-4 years:

### 1. Benefits for Members

To create, for each member, meaning, connection, and value for their association with RGSQ. This priority will be achieved through key projects, including:

- **New Opportunities** – Actively investigate an exciting mix of activities, projects, and member benefit opportunities that enables RGSQ to be a more attractive society to join, and motivates engagement from a wider segment of society.
- **Digital First** – Develop member and public digital strategies to optimise the use of modern technologies to increase engagement and accessibility.

Our success in achieving these goals will be measured in several ways, including total membership, member retention, and the rate of member participation in events.

### 2. Diversified Revenue Streams

To ensure RGSQ has the financial capability to instigate and manage programs of value to members and society as a whole. This priority will be achieved through key projects, including:

- **New Revenue** – Expand RGSQ revenue model to ensure there are enough funds to invest in projects and opportunities of value, and to keep the organisation on a solid financial footing.
- **Geographic Touring** – Develop a travel industry partnership model which combines operational and logistical expertise with RGSQ geographic knowledge and awareness, so that each tour will offer participants a geographically exciting and rewarding experience.

Our success in achieving these goals will be measured in several ways, including income from tours, investment portfolio performance, and annual surplus/deficits.

### 3. Enhancing Our Brand

To establish a lead role in society's recognition of geography's relevance. This priority will be achieved through key projects, including:

- **RGSQ Brand Review** – Review the RGSQ brand profile and evaluate opportunities to provide a consistent and contemporary brand, which supports a collective commitment to grow our reputation as a quality member-based society that also offers pathways to higher levels of membership and engagement.
- **Sharing Geography** – Investigate opportunities for new communication strategies and partnerships to improve the understanding and appreciation of geography as an essential component of addressing the challenges of the world. This may include promotional opportunities utilising a variety of media options to make new connections with our members and the broader community.

Our success in achieving these goals will be measured in several ways, including non-member event attendance and the number/size of collaborative projects.