

CABOOLTURE PHOTOGRAPHY CLUB

STRATEGIC PLAN 2019-2022

MISSION

The Caboolture Photography Club mission is to preserve, promote and excite an interest in the art and science of photography, and to support and encourage photographers of all skill levels in an open learning environment. The club will be known as one who welcomes and supports new members and provides an open learning environment, where those with experience can share their knowledge with others who have a passion and enthusiasm for the art of photography.

VISION

Within four years the Caboolture Photography Club will be recognised as a leading source of photographic artistry and skill development in the local Community.

PURPOSE

The purpose of this strategic plan is to provide the Caboolture Photography Club with a direction and a commitment towards the continual improvement in supporting and fostering an enjoyable open learning environment in all facets of photography for the benefit of all members. It is a plan that encourages active wider community participation, promotes membership growth, whilst maintaining the integrity of the club in a healthy sustainable environment.

CONSIDERING THE FUTURE

<p style="text-align: center;">STRENGTHS</p>	<p style="text-align: center;">WEAKNESSES</p>
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> • Better tailor outings to forthcoming 'Set' subjects and increase advance notice of outings - Seek a person/persons to take on Outing Coordination as a priority • Establish 'Special Interest' Groups for Workshop & mutual support purposes • Where practical & feasible, ensure the new Website incorporates member suggestions from this Survey • Officially 'Launch' the Website to gain 'buy in' from members & encourage use of the Members Area • Increase membership amongst a younger age demographic • Develop networking relationships with Community Groups/Colleges/Uni's • Introduce some 'In-House' training workshops • Incorporate new photographic technologies e.g. phone/drone into Club activities or workshops 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> • Poor retention of members after 5 years - lack of motivation & enthusiasm in some longer-term members • A small percentage of disgruntled members • Not delivering on Member expectations of Training & workshops • Poor Succession Planning/possible future loss of motivated Management Committees • Location of nearby Photography Clubs & other Photographic learning opportunities (eg U3A, School & TAFE programs) • Lack of continual improvement or follow through with identified Strategic Goals/Targets

OUR GUIDING PRINCIPLES

1. Promote the art of photography, friendship and fellowship based on high ethical standards, common courtesies, humour and caring.
2. Seek the active contribution of members through collaboration with like-minded people.
3. To encourage members to participate and be active in the running of their Club.
4. Leverage the expertise and strengths of our members involvement in club activities according to their capability, capacity, knowledge and skills.
5. Encourage and foster a mentoring program for all members regardless of skill levels.
6. Acknowledge and support new beginner photographers and new members
7. Make use of modern communications and technologies to engage and expedite club news activities and knowledge to all members.
8. Actively promote our photography club to the wider community and business community.
9. To foster and promote an environment where members encourage and support each other along a pathway of continual improvement of their photography knowledge and skills.

CORE ACTIVITIES

- Hold regular monthly meetings. (number to be set and reviewed from time to time by the Committee)
- Conduct in-house monthly digital and print competitions.
- Present a monthly slideshow of members images. (number of images per person to be determined by the Committee based on membership level)
- Organise and conduct monthly photographic outing or other activity, including an annual weekend away where possible.
- Keep members informed via a monthly digital newsletter and social media web updates and posts, of club activities and other relevant information.
- Participate in annual interclub photographic competitions and other competitions, or opportunities for participation in external events, that may occur from time to time .
- Organise, set-up and sponsor the annual local community show exhibit and competition and undertake an annual review to determine whether there are opportunities to enhance /expand this activity
- Organise and present skills training, workshops and presentations throughout the year
- Provide strong leadership, stable management and due diligence to all legal, financial and social obligations.
- Encourage the formation of Special Interest groups
- Ensure this Strategic Plan is reviewed annually, in advance of the AGM, and is updated to reflect the ongoing strategic direction of the Club

STRATEGIC GOALS

Goal 1

Develop a culture of continual improvement through photographic knowledge and skills training.

Goal 2

Co-ordinated scheduling and planning to align skills training, with skills themed outings.

Goal 3

Source external specialty skills training workshops for photographers in special interest groups.

Goal 4

Establish an in-house team of mentors that cater to the various skill levels of members.

Goal 5

Develop and maintain modern and up-to-date communications and social media platforms.

Goal 6

Develop and encourage a positive pathway towards succession planning.

DELIVERY

GOAL 1	GOAL 2	GOAL 3
<p>Develop a culture of continual improvement through photographic knowledge and skills training.</p>	<p>Co-ordinated scheduling and planning to align skills training, with skills themed outings.</p>	<p>Source external specialty skills training workshops for the photographers in special interest groups.</p>
<p>STRATEGIES</p> <ol style="list-style-type: none"> 1. Develop and present a 'Fundamentals of Photography' type of course for beginner photographers. 2. Develop and present in-house a more intermediate photography course for novice photographers. 3. Introduction of specialty workshops for photographers in special interest groups, including different genres and techniques. 	<p>STRATEGIES</p> <ol style="list-style-type: none"> 1. Implement Program & Outings Coordinator roles, with supporting volunteers, to oversee outings and training events/ specialist speakers 2. Establish a yearly calendar plan of club photographic outings that ensure that skills learned the previous month can be practiced in the chosen locations. 3. Establish and promote a yearly calendar plan of skills base training workshops and presentations. 	<p>STRATEGIES</p> <ol style="list-style-type: none"> 1. Formation of special interest groups. 2. Promote these groups to new members 3. Respond to training needs by sourcing appropriate speakers, resource materials and assisting in awareness of external opportunities for development 4. Encourage Special interest group outings.
<p>PERFORMANCE INDICATORS</p> <ol style="list-style-type: none"> 1. Member feedback. 2. Observation of improvement in member confidence and techniques. 3. Active member participation in courses provided 4. Retention of new members 	<p>PERFORMANCE INDICATORS</p> <ol style="list-style-type: none"> 1. Member feedback. 2. Evidence of relevant outings/training speakers and calendar development 3. Timely publishing of calendars to members 	<p>PERFORMANCE INDICATORS</p> <ol style="list-style-type: none"> 1. Evidence of Group formation and continuance 2. Member feedback 3. Photographic results 4. Membership retention

DELIVERY CONT...

GOAL 4	GOAL 5	GOAL 6
<p>Establish an in-house team of mentors that cater to the various skill levels of members.</p>	<p>Develop and maintain modern and up-to-date communications and social media platforms.</p>	<p>Develop and encourage a positive pathway towards succession planning.</p>
<p>STRATEGIES</p> <ol style="list-style-type: none"> 1. Encourage experienced members to take on a mentoring role for less experienced and newer members. 2. Encourage all members to take on a buddy role in assisting new members. 	<p>STRATEGIES</p> <ol style="list-style-type: none"> 1. Refresh club website. 2. Refresh monthly newsletter. 3. Develop a new look new members handbook. 4. Encourage all members to use club social media as a source of information sharing. 5. Use social media to promote club activities to the wider community. 	<p>STRATEGIES</p> <ol style="list-style-type: none"> 1. All elected and non-elected positions to take on an assistant-in-training and to help share the workload. 2. Implement a system where newly elected members have a defined period in which to settle into their new role before the stepping down of the previous member.
<p>PERFORMANCE INDICATORS</p> <ol style="list-style-type: none"> 1. Visual observation of mentoring support on outings and at meetings 2. Member Feedback 	<p>PERFORMANCE INDICATORS</p> <ol style="list-style-type: none"> 1. Launch, Promotion and regular use of new website 2. Committee to review Facebook statistics which are provided on a regular basis re public page. 3. Feedback from membership and non-members 4. Growth in membership numbers 5. Evidence of Community-based activity each year 	<p>PERFORMANCE INDICATORS</p> <ol style="list-style-type: none"> 1. Successful and smooth transition during Committee changes 2. Evidence of members volunteering to assist as team members in each of the identified roles. 3. Transition to separation of AGM and Committee member elections, with effect from 2019/20