

Toowoomba Photographic Society

Strategic Plan 2017-2022

Mission

Enhance the skill, artistry and lifetime enjoyment of photography

Vision

Within five years the Toowoomba Photographic Society will be recognised as the leading source of photographic artistry and skill development in the Queensland Community

Purpose

The purpose of this plan is to take the club into the future, to deliver relevant benefits to the membership and to grow the membership in a sustainable way.

Considering the Future

STRENGTHS <ul style="list-style-type: none">• High photographic skill amongst members• Excellent venue and equipment• Financially viable	WEAKNESSES <ul style="list-style-type: none">• Too focused on competitions• Annual program too stale• Finding out what people want and why they leave• Narrow income generation base• Not enough social engagement
OPPORTUNITIES <ul style="list-style-type: none">• Display all members work publicly• Acknowledge member achievements• Use social media• Entering Nationals/Internationals	THREATS <ul style="list-style-type: none">• Other photographic groups that reduce member base• On-line resources that meet needs of potential members• Increased use of mobile devices for photography

Our Guiding Principles

1. Membership inclusivity
2. All people treated with respect and dignity
3. Enjoyment
4. Enhance and share knowledge, keeping our minds active
5. Stay within our financial means
6. Encourage exploration of new environments and experiences
7. Providing a historical record through photography
8. Engagement in the wider community
9. Give back to the community

Core Activities

- Hold Monthly aggregate competition for members
- Hold Monthly Field Day for members
- Maintain a TPS PhotoClub website

Strategic Goals

Goal 1: Establish a mentoring process by January 2018

Goal 2: Run a formal training program each year with the cost met by participants

Goal 3: By 2019 further develop relationships with photographic clubs in our Sister Cities

Goal 4: By 2019 develop a partnership with schools to encourage participation in photography

Goal 5: By 2020 have 100 members representing all age groups

Goal 6: By 2020 have a presence as an online community

Delivery

<p>Goal 1: Establish a mentoring process by January 2018</p>	<p>Goal 2: Run a formal training program each year with the cost met by participants</p>	<p>Goal 3: By 2019 further develop relationships with photographic clubs in our Sister Cities</p>
<p>Strategies</p> <ul style="list-style-type: none"> • Assign a mentor from the experienced photographers to those people that want one • Hold get togethers (evening or weekend day) for enjoyment and social interactions outside TPS Club or Skills nights at coffee shop, library meeting rooms, on photography location • Focus on participation and conversation • Topics suggested by participants (include non-TPS members) 	<p>Strategies</p> <ul style="list-style-type: none"> • Run 2 x 3hr sessions for beginners (camera skills and post-processing) • Run 2 x 3hr sessions advanced training (post-processing) 	<p>Strategies</p> <ul style="list-style-type: none"> • Make contact with photographic clubs in Sister Cities (Takatsuki, Japan; Paju, South Korea; Wanganui, New Zealand) • Investigate funding opportunities to conduct at least one annual on-line competition with each Sister City
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. Mentor process drawn up 2. Mentors identified 3. New members partnered with mentor when joining club 	<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. Training courses designed 2. Training courses delivered 	<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. Contact made with Sister City clubs 2. Annual competitions established with each Sister City club

<p>Goal 4: By 2019 develop partnerships with schools to encourage participation in photography</p>	<p>Goal 5: By 2020 have 100 members representing all age groups</p>	<p>Goal 6: By 2020 have a presence as an online community</p>
<p>Strategies</p> <ul style="list-style-type: none"> • Run a photography program within schools to encourage participation in photography • Run a junior photographic competition each school term • Investigate delivery of school photography service by TPS: <ul style="list-style-type: none"> ○ Approach one small school (less than 100 pupils) in 2018 to test school photography market ○ Use 3 to 4 TPS members to take photographs ○ Use as revenue stream for TPS 	<p>Strategies</p> <ul style="list-style-type: none"> • Run on-line photo competitions that will engage wider community beyond TPS (including younger members) • Provide training opportunities to wider community • Display the work of TPS members in public venues (galleries, cafes) 	<p>Strategies</p> <ul style="list-style-type: none"> • Establish, maintain and promote TPS online presence through the use of social media such as Facebook and Instagram (integrated with Toowoomba MyPhotoClub website)
<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. A photography program run with at least one school 2. Junior photographic competitions run each term in 2019 3. School photography market tested 	<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. TPS membership maintained at 100 members annually with a broad age demographic 	<p>Performance Indicators</p> <ol style="list-style-type: none"> 1. TPS on-line community established 2. On-line membership numbers equal to actual TPS membership