

Strategic Plan 2021-2025

Champion, Strengthen and Enlighten through
Geography

Royal Geographical Society of South Australia (Inc.)



Champion Strengthen Enlighten



The Royal Geographical Society of South Australia (Inc.) is a not-for profit organisation for advancing geographical science and promoting public awareness and enjoyment of geography and related topics.

While the Society takes a special interest in the geography of South Australia and its immediate region, the Society considers global issues impacting our region.

About Us

**Advancing geographical science and
promoting public awareness and
enjoyment of geography since 1885**

From the President



The Royal Geographical Society of South Australia Inc (RGSSA) was founded in Adelaide on 10 July 1885 for 'the advancement of geographical science, discovering the past, describing the present and promoting the future'.

The Society's library and meeting room is located at the southern end of the Mortlock Wing of the State Library on the mezzanine level where it has been housed for over 100 years. Although a private collection, the Society's collection is discoverable through the State Library's catalogue and is available for use by members of the Society and the general public. The collection focus is Australian geography and exploration, but includes items dating back many centuries and is home to the relics of some notable explorers.

I encourage everyone to explore and engage with the RGSSA to discover our past and to enrich our future through geography.

Strategic Planning

- This strategy was developed from an RGSSA Council workshop on 28 November 2020
- The workshop considered:
 - The present context
 - How we currently manage this context
 - Strategy for the future
 - Actions to implement the strategy
 - What first steps can we take?
- This strategy will be used to consult broadly to define our future actions



RGSSA Purpose



Public Awareness

Advance public awareness of, and interest in, geography and related disciplines, including environmental issues



Geographical Science

Encourage research and scholarship in geography



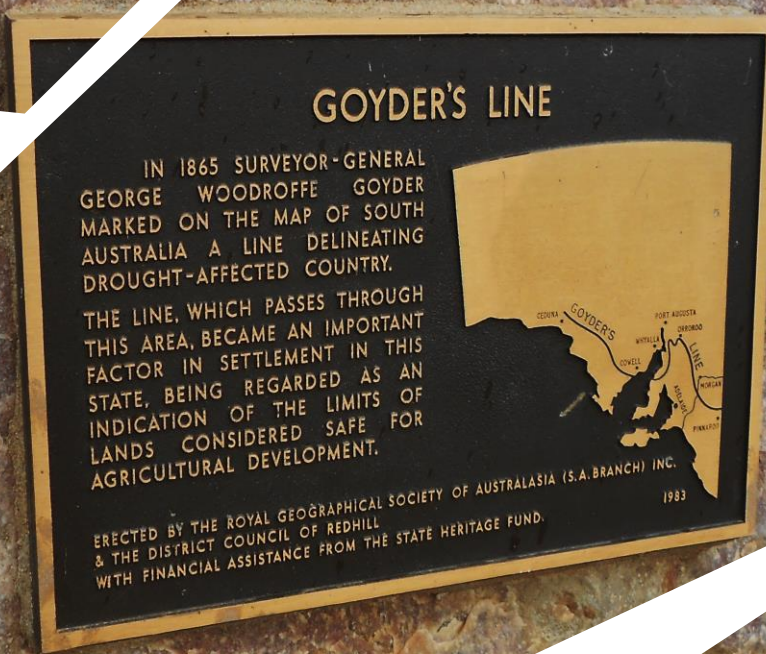
Recognition

Recognise and reward achievements in geography



Commemoration

Commemorate past achievements of significance to geography.



This has been achieved through:

- A program of public lectures, exhibitions and field activities
- Publishing geographical material, including fully refereed research papers and items of popular and topical interest
- Encouraging interest in all aspects of environmental, economic and social geography
- Maintaining an extensive library and historical collections
- Providing grants for research and awards to geography students and outstanding geographers
- Conserving and managing collections and monuments relating to the geographical heritage of South Australia and other parts of Australia



What's Good



Passionate Volunteers

Core group of dedicated and generous volunteers.



Prestige

We have a long record of distinguished members and contributions!



Long History

Society going since 1885. Many years of publications, lectures, trips, monuments, etc to draw on.



Our Library

Amazing collection of books, maps and artefacts. We have a lot of hidden treasures!



Service to our current members

Currently successful with 250 members. Serving our current membership who appreciate the offerings in book meetings, lectures, excursions, etc.

The Problem



Limited Resources

No money to hire staff. A little fish in a big pond. Limited ability to produce material or facilitate interaction with members.



Reliance on Volunteers

Limited capacity of volunteers to drive strategic action. Limited strategic marketing actions.



Geography's identity

Reduced funding for, status of and enrolments in geography courses. Misconceptions about the nature and contemporary value of geography. Competition with history, archaeology and other disciplines?



Focus on the past

RGSSA has a flavour of colonisation leading to diminishing relevance. Changing demographics and ageing membership. Need to be relevant to today and its multicultural population.



Globalisation

Lectures, journals are increasingly online. COVID largely isolated membership. Not clear what the role of the society is – social club or geography promoter?

The Solution

Invest in the Society for its future sustainability across three key areas



Champion

What is our role in the promotion of the nationally agreed understanding of geography?



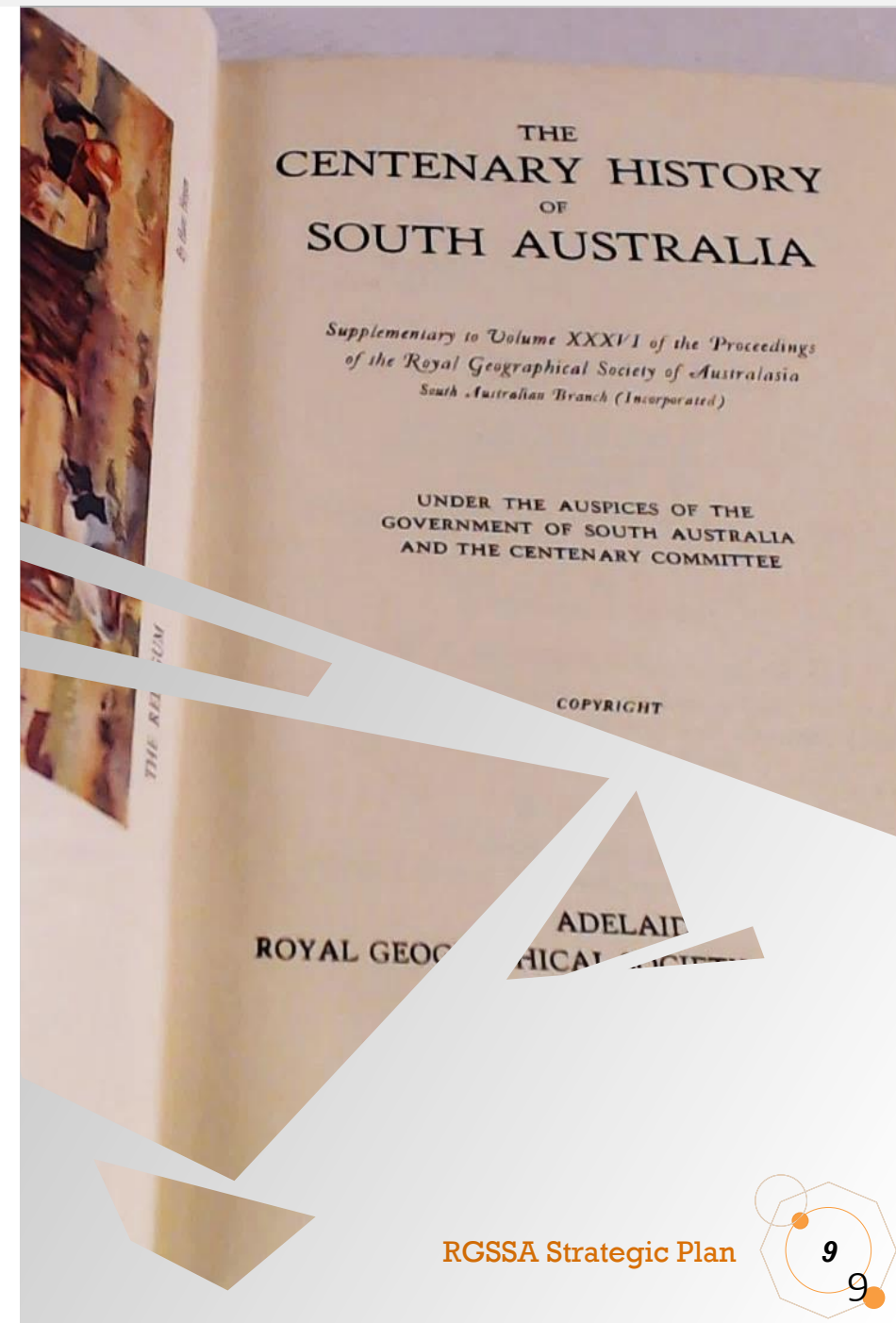
Strengthen

Increase funding. Hire paid staff. Invest in marketing and tools.



Enlighten

What are the right services? How do we deliver these? What are the right channels to engage on?



Strategic Goals

CHAMPION

1. **Making Geography Great Again**– branding and our role as a society in geography, increase marketing through merchandise and promotion, increase partnerships with other societies, universities, industry and political sectors, influencing and promoting the role of geography

STRENGTHEN

2. **From Strength to Strength** - sale of unrelated assets, sponsorship, products, improve management of volunteers and hire paid staff, increase membership

ENLIGHTEN

3. **A Society for the Future** - revamp publications, improve offerings to young and multicultural communities and on geography relevant to today, enhance custodianship for books, maps, etc



Actions – 1. Making Geography Great Again

Theme	Goals	Actions
1.1 Our Role	<ul style="list-style-type: none"> Define our role as a society Support what geography means today 	<ul style="list-style-type: none"> Link the Nationally agreed definition of geography to the Society's goals (2021) Advocate for Geography – public, schools and tertiary education (2022)
1.2 Marketing the Society	<ul style="list-style-type: none"> Define our brand Develop marketing strategy including website and social media Create marketing material and merchandise Have larger events 	<ul style="list-style-type: none"> Brand valuation – to market effectively to sponsors/partners (2021) Prepare marketing material for sale (2021) Branding and marketing consultancy (2021) Prepare society marketing material (2021) Develop website (2021) Prepare book marketing plan (2021) Develop social media campaign including Facebook, LinkedIn and Twitter (2021) Improve visibility of the office and collection location (Contact Adelaide Council about sign on North Tce, Geoff Stempel re a sign in State Library) (2021) Accessibility - Discuss options with State Library (2021) Discuss alternate location in State Library with Geoff Stempel or consider Institute Building currently being allocated (2021) Get architectural advice to build on principles already established and design layout Conferences each year (2021/22/23), capitalising on our strengths (maps, rare books and exploration) and our goals (cosmopolitanism, contemporary geography)
1.3 Positioning the Society	<ul style="list-style-type: none"> Increase our partnerships with industry and academia Increase our political activity Consider mergers and acquisitions 	<ul style="list-style-type: none"> Meet with potential partners such as other societies (RGSQ and RGSNSW), Universities, and industry and business – eg RAA, BHP (2022) Release University partnership prospectus based on use of the collection and other benefits (2022) Find sponsors/partners with 'aligned organisations (philosophy) for gift recipient policy (2022) Prepare merger and acquisition paper (2022)

Actions – 2. From Strength to Strength

Theme	Goals	Actions
2.1 Generate income	<ul style="list-style-type: none"> • Understand our value • Prepare income plan • Understand sponsorship opportunities 	<ul style="list-style-type: none"> • Develop an Asset Register (2021) • Hire a consultant to work out income 'maximisation' (2021) • Use 'Philanthropy Australia Guide to Giving' (2021) • Develop list of possible grants (2021) • Relationship with Law Society for Codicils in wills (2021) • Sell unrelated assets (2021) • Collection needs to be insured through State Library/State Gov. Care and custody MOU to be drawn up to cover insurance (2021) • Release sponsorship prospectus (Aug 2022)
2.2 Increase membership	<ul style="list-style-type: none"> • Improve membership process including induction • Improve membership retention and recognition • Promote membership more broadly • Increase membership value proposition 	<ul style="list-style-type: none"> • Develop a plan to convert membership from source of income to be an asset we 'sell' (2021) • Streamline membership application process to be faster/easier (2022) • Tier-based and reciprocal memberships (2022) • Promote RGSSA to 'like-minded' groups, eg Rotary, APEX, to early retirement groups, recent-retirees, U3A – via email (2022) • Work with Volunteering SA to recruit new volunteers (2022) • Create a half-day induction/orientation training for new staff/volunteers (2022) • Make offerings attractive to new members (young and multicultural) (2023) • Have online volunteer system to better organise and attract volunteers (2023)
2.3 Hire staff	<ul style="list-style-type: none"> • Succession planning for key roles • Find ways to employ staff (CEO, administration and editor) 	<ul style="list-style-type: none"> • Prepare role descriptions for each role in the Society (2021) • Prepare position descriptions for salaried positions ready to advertise (2021) • Advertise new positions (2021)

Actions – 3. A Society for the Future

Theme	Goals	Actions
3.1 Publications	<ul style="list-style-type: none"> Revamp main publication into new journal/magazine Diverse publications 	<ul style="list-style-type: none"> Re-activate the Research, Publications and Awards Committee (new members) (2021) Recruit advertising (sponsor promotion) (2021) Consideration given to: <ul style="list-style-type: none"> Merging the newsletter, GeoNews and RGSSA Journal into a new journal/magazine (2021) Establish a paid editor (2022) Self-publish journal (2022) Introduce e-books (2022) Create a 'glossy' publication – eg Map Tour of South Australia book (2022)
3.2 Events	<ul style="list-style-type: none"> Increase number and attendance at events Improve offerings to attract young and multicultural attendance More events on promoting Geography 	<ul style="list-style-type: none"> Prepare plan for future events to attract more diverse membership – including type of event, delivery method such as online and timing of events (2021) Prepare two event calendars – one more social and one more academic geography based (2022) Conferences each year (2021/22/23), capitalising on our strengths (maps, rare books and exploration) and our goals (cosmopolitanism, contemporary geography)
3.3 Use our Collection	<ul style="list-style-type: none"> Make better use of our collection Generate income and memberships 	<ul style="list-style-type: none"> Prepare plan to make better use of our collections (2022)
3.4 Awards and Recognition	<ul style="list-style-type: none"> Use awards to recognise and promote geography Use awards to attract members and promote the Society Commemorate geographical events Fund geographical research 	<ul style="list-style-type: none"> Prepare 3 year plan for commemorative events (2021) Prepare prospectus for geographical funding (2022)

Proposed Executive Team



TBD

CEO
Manager of
operations and
volunteers



TBD

Administration
Administration,
communications and
support for
volunteers, CEO and
the Council




Leigh Radford


President
President of the
Society and chair of
the Council

Be part of RGSSA's future



RGSSA Council 

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