



BRISBANE CAMERA GROUP

Strategic Plan

FOR 2018 - 2020

Developed October 2017

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Purpose and Vision

PURPOSE

To guide members in traditional areas as well as into new areas and aspects of the photographic medium through development of technical skills and artistic creativity in photographic visual communication.

VISION

BCG is a fun, friendly, participative, stimulating and supportive environment for social interaction among photographers of all ages and backgrounds, learning with and from one another.

Activities



A

Where are we now?

The club conducts 9 monthly competitions as well as an annual competition for prints and DPIs. Judges critiquing competition entries is considered a necessary stimulus to improvement. This is what Camera Clubs have traditionally done. A sizeable proportion of club membership have not been graded and/or do not take part in Club, National or International competitions.

There appears to be support among members for more critiquing of images through social interaction and/or discussion group activity rather than just through competition judging. Currently, image critiquing emphasises camera technique and minor post-processing adjustments.

C

What are our strategies

Continue image critiques via competitions; however, reduce the number of images submitted per member in some or all grades to reduce the length of Judging Night meetings and impost on judges. Also, consider reducing the number of monthly competitions each year to make way for new additional activities. Examine the implication of these measures on the scoring and grading systems.

Include sponsored prizes for monthly competitions, the annual competition, or for an annual photobook project.

Establish on-line image sharing and critiquing of members' images via closed Facebook groups, Instagram, BCG website or other means. Encourage members to view and comment. Foster improvement in members photography without necessarily having to enter competitions.

Establish on-line challenges where members are asked to submit images on a theme for critique/comment by other members.

B

Where do we want to be?

Members enter BCG monthly and annual competitions, and also some national and international competitions.

Members receive critiques of their images from other members, on images in general or images around a theme.

<p>Guest speakers address members once a month on a range of photography-related topics. This activity is valued by members. Special Interest Groups (SIGs) deal with specific topics: Street, Monochrome, International, Audio-Visual (principally still images) etc. on a monthly basis. Apart from Street, there is limited attendance at these SIG meetings.</p> <p>Photoshoot outings are organised throughout the year. Workshops (either paid or unpaid basis) are held several times a year, depending on the availability of subject material. These activities are also valued by members.</p> <p>The club focuses entirely on still image photography. We do not deal with video photography, even though this is an increasing trend in visual communication, particularly on social media platforms. All modern digital capture devices (cameras, phones, tablets) have video capability which is continuing to improve technically.</p>	<p>Organise a program of monthly presentations (February to October) by guest speakers.</p> <p>Members with similar common interests meet to photograph, critique and/or discuss issues around a photographic genre (e.g. “street”), capture device (e.g. video, drone etc), output medium (e.g. photobooks) or other topics. These are self-directed, self-sustaining groups that exist while member interest exists.</p> <p>Trial “BCG meet-up groups” with a social orientation, where images/videos (not necessarily of competition standard) are posted on the BCG website, Facebook or other social media platforms. These could be fluid groups formed as interests or occasions dictate. These may augment or replace, to some degree, monthly photoshoot outings depending of members interests.</p> <p>Paid or unpaid workshops are organised on various topics</p> <p>Introduce video photography into the club: guest speakers on video; members present and discuss video(s) they have produced and processed; make videos a part of Outings / Projects.</p> <p>Include video in some monthly competitions, or in a separate competition or project</p>	<p>Guest speakers give interesting presentations that inspire members and provide learning opportunities for them.</p> <p>Members interested in particular topics meet to learn with and from one another.</p> <p>Outings and workshops are held where members engage with other members to practise and improve their photography craft.</p> <p>Still image photography will continue to be a strong focus in the club, with activities to help members improve as serious enthusiast photographers producing high quality images.</p> <p>Video photography will be an additional focus for the club.</p>
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<p>Image transformation with apps (on phones) or post-processing software in computers is an increasing trend in photography. We have had only a few activities (presentations, workshops) on use of post-processing software to transform image data. We assume that everyone is up to date with Data Asset Management, Lightroom, Photoshop etc. but this is not necessarily the case. Members have indicated they want to learn more about post-processing.</p> <p>With meetings being held on a week night, there is pressure from many participants not to have the meetings go on too long.</p>	<p>Develop training programs or workshops in data management and post-processing to guide members' further development and use of these systems and techniques.</p> <p>Include "phone photography" and use of associated apps in monthly and annual competitions</p> <p>Engage with photography students (e.g. from Qld College of Art or other organisations) as "artists in residence" at BCG, as presenters at BCG meetings or in workshops or projects.</p> <p>Develop expertise in producing photobooks as outlets for members work. Conduct an annual photobook project challenge.</p> <p>BCG photographers document activities of several community groups each year as a way to reach out to groups who may benefit from our capturing their activities for display.</p> <p>Restrict the number of competition entries so judging night meetings finish earlier than previously.</p>	<p>Greater emphasis will be placed on enhancing members abilities in image data management and image transformation to move beyond images that are simple visual records.</p> <p>We will cater for an array of <i>Digital Capture Devices</i> (phone, tablet, mirrorless, SLR and video cameras, drones).</p> <p>We will support members to improve as photographers for visual communication, with the <i>Output medium</i> (still image, video), <i>Output quality</i> and the <i>Platform</i> (DPIs, prints, photobooks, their own or BCG website, Facebook, Instagram etc) determined by their user needs.</p> <p>The Club will aim to have regular meeting nights finish by 9.30pm</p>
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Communication



A

Where are we now?

C

What are our strategies?

B

Where do we want to be?

The Secretary sends a weekly “Short Notes” bulletin to all members through internet mail. This covers all the goings-on of the club. It builds involvement with members and has been very well received.

The current BCG website is several years old; it cannot handle competition entries. A new website based on the Visual Pursuits template is being developed with implementation scheduled for late 2017/early 2018.

BCG has Facebook, Instagram pages to promote the Club; access is restricted to administrators. Google + is available to

Reduce the frequency of “Short Notes” to twice monthly (after the Committee meeting and a fortnight later) to reduce the workload. Maintain the flexibility to produce an additional issue if necessary.

On the new BCG website, members load their own images (stills/video) under their personal ID and from there content can be channelled to Competition, Galleries etc as required. All entries for club and inter-club competitions will be via the new website.

Promote use of the “on-line Forum” on the website where members can seek advice, assistance, discussion and engage the expertise in the club.

Build resource documents and information about the Club and photography more generally and host these on the website.

At a Club level, BCG continues to use Facebook and Instagram (@brisbanecameragroup) as its premier social media to market BCG, its events and

“Short Notes” serves as a regular short-term communication vehicle and highlights activities for members who may not access the BCG web site on a regular basis.

The BCG website serves as a “one-stop shop” for information about BCG. It will have member and public access options and provide information on the club and all of its activities.

BCG makes effective use of social media to promote its activities and to showcase

<p>members to post images and comment in the social media realm.</p>	<p>activities to a broader, and particularly younger, audience. Individually, members can hashtag their own photos on their own Instagram accounts with #brisbanecameragroup.</p> <p>“Closed” BCG Facebook groups (one for all members and others for particular interest groups) are created for members to display their work associated with BCG. All “closed” FB groups must be sanctioned by the Committee.</p> <p>Guide members on development of their own photography websites and blogs and how to link these with other programs, e.g. Lightroom.</p> <p>Google + is no longer used by BCG as a platform for activities or inter-action.</p>	<p>members’ photography associated with BCG.</p>
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Membership & Location



A

Where are we now?

Membership has increased substantially in 2017 from 68 to over 100. A new “Junior” category of membership was added to Ordinary, Concession, Life, Affiliate, Honorary and Family by a Special Resolution at a General Meeting in 2017.

A Membership Survey indicates that there are no members under 30, that about 14% of members are under 50 and that 86% are aged over 50 (27% 50 to 59, 29% 60 to 69, 20% 70 to 79 and 10% >80). *These figures are indicative based on membership survey returns.*

C

What are our strategies?

The BCG policy of openness and inclusivity is reflected in all material and information.

During their first year in the Club a sticker is attached to new members’ badges so existing members can assist and make them welcome. They are thoroughly inducted into how the Club operates.

Examine the option of on-line membership in BCG and implement this if feasible. This membership would give access to members area of the website, allow photos to be posted on closed BCG Facebook groups for comment/critique and other social media, participate in on-line challenges around themes.

The BCG uses social media relevant to younger photographers (under 35 age group) to link with them as prospective members.

Invite photography students to show and discuss their work and invite them to participate in activities on a no-fee basis.

B

Where do we want to be?

The BCG is open and inclusive for all irrespective of age, gender, race or religion.

New members are made especially welcome, their interests are surveyed and we evaluate how well we are meeting their needs

Expand the traditional concept of what a “Club” is to have a more “fluid” type of club.

<p>The “Brisbane” of BCG seems to attract members from a wide area of the city. The premises at Windsor has advantages (centrality, size, availability, storage facilities, affordability, screen set-up) but it has some drawbacks with noise and general ambience. Members are not generally dissatisfied with the premises.</p>	<p>Casual suitability enquiries can be made if a location has promise.</p>	<p>Committee members are open to informally consider other venues in the approximate vicinity.</p>
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Corporate Governance



A

Where are we now?

C

What are our strategies?

B

Where do we want to be?

Considerable work has been done to bring BCG up to date and compliant with all of its statutory obligations.

BCG is in a healthy financial position, in part due to the Sholto Douglas estate equipment donation and sale. Annual subscriptions (\$50) have not changed in 17 years but they are in the middle of the normal range compared with similar clubs.

The BCG is vulnerable to things going wrong and disruption if the occupants of particular Committee and Non-Committee positions become unavailable due to unforeseen circumstances.

Major items of equipment and software have recently been replaced and updated.

Committee members (President, Secretary and Treasurer) scrutinise and ensure our compliance and report to Committee meetings on any changes.

Keep annual membership and meeting attendance fee at current levels for the next twelve months, with a review after that time.

Where feasible, run events so that they do not incur a financial loss.

Where feasible, seek external financial support for major items of expenditure.

Revise responsibilities of Committee and Non-Committee positions and add new positions to cover areas of change as required (e.g. on-line activities, trends in photography and technology).

In the short term, identify particularly vulnerable positions and organise back-up arrangements. In the medium term, carefully arrange a Succession Plan, particularly for key Committee positions.

Maintain ongoing review of equipment needs, particularly as technology improves and also in new areas of activity by the Club.

The BCG is totally compliant and up to date with all of its statutory responsibilities.

BCG remains financially solvent with financial assets greater than that required for normal annual expenditure.

We carefully consider reports from allocated position holders aimed at keeping us contemporary and abreast of developments.

BCG does succession planning for its Committee positions in the manner of a prudent commercial enterprise.

Up to date equipment is available for use at BCG events and for members as appropriate.

SWOT Analysis

STRENGTHS

- ✓ Friendly, inclusive, sense of community
- ✓ Different people
- ✓ Safe, trusted
- ✓ Good membership numbers
- ✓ Good attendance at meetings
- ✓ Active, competent Committee & Helpers
- ✓ Up to date equipment
- ✓ Successful & active at obtaining grants
- ✓ Open to new ideas, prepared to be progressive
- ✓ Up to date equipment (Projector, Audio, Lap-top, Software)

WEAKNESSES

- Emphasis on a competitive approach to photography
- A bit “same old, same old”
- No accessible Wi-Fi in the Club meeting rooms
- Blurred lines : enthusiast / artist / semi pro / professional (however, *this may also be a Strength*)

OPPORTUNITIES

- ✓ Be contemporary with new ideas & technology
- ✓ Trial new ideas
- ✓ Contribute to community
- ✓ On-line as well as physical interactions
- ✓ Meet-ups
- ✓ Allow access to SIGs for younger people at no / low initial fee
- ✓ Grow membership
- ✓ Sponsorship
- ✓ Up our game to be the best we can be

THREATS

- Very low number of younger people in the Club
- Not sufficiently on-line and engaging through Facebook and other social media
- Perception : the only time for photography is when you are older
- Old fashioned – most activities are what camera clubs have been doing for many, many decades
- Not taking account of future trends in photography, and activities relevant to younger photographers.