



Our Strategic Plan

Vision:

To raise the profile of the club in the Whanganui community and increase membership particularly from younger members of the community.

Mission:

To foster and encourage the study, enjoyment and practice of photography in all its forms in the Whanganui region and throughout New Zealand.

To promote and arrange workshops, displays, exhibitions, salons, seminars, lectures and discussions to educate members and the community about photography in all its forms

Values:

The Club is committed to the provision of safe social and competitive opportunities for all members. It aims to provide all members with access to high standard Club facilities and activities that meet the needs and expectations of club members.

Programs:

The Club engages outside photographic experts where possible to act as judges for Club competitions and to provide education and expertise to club members through workshops and study opportunities. The Club also uses the expertise within the club to support and foster new and less experienced photographers in developing their understanding of photographic equipment and techniques.

Market:

The Club's market is its members and on occasion the wider community through exhibitions of club members' work and participation as photographers in Whanganui Community events.

Strategic Intentions:

Participation

To offer well organised social and competitive opportunities for all members from novice to experienced photographers; to encourage new members to participate in club events and enrich their photographic experiences.

Membership

To retain current membership and increase total membership. To encourage younger members of the community to join.

Quality Business Management

To manage the Club, including managing the risks of conducting Club activities, in a competent and accountable manner.

Maintain Financial Viability

To competently and accountably manage the Clubs finances including seeking further opportunities for sponsorship, fundraising and grants and ensuring the long-term financial viability of the Club.

People Management

To effectively recruit, train, retain and recognise Club committee members and other Club volunteers.

Facility Management

To effectively manage, maintain and upgrade Club facilities.

Marketing/Promotion

To create a positive awareness in the local community of the Club's activities through marketing, promotion and publicity initiatives, including participation as photographers in community events.

Quality Education and Training

To encourage photographers to develop their understanding of and proficiency in photography and provide the expertise from within and outside the club to assist them in this process.