

Frankston Photographic Club  
Events and Activities  
5 Year Strategic Plan and  
Social Secretary's Role

*Brendan Edwards*

*2018*

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## Introduction

I have been in this role for 2 years. This is my third season as:

- Social Secretary
- Cruise Director
- Weekend Workshops Coordinator
- Strategy Development

When I took over the role there was no formal hand over due to the frustration with the committee of the previous position holder. There was an expectation of continuity and advancement of the role that was unfulfilled due to a lack of succession planning.

Since then, I have been working hard to make sure the next position holder has a significantly easier transition and an opportunity to provide relevant, useful and productive events from their first time at running one.

With a background Web Presence Optimisation and being in the role now for over 2 years, I have been trying to implement several different strategies for both members and the club.

1. Opportunities to practice camera craft and techniques
  - Probably the main role of the social secretary
2. Provide online reference materials of high quality on the FPC website
  - Includes activities and events suggestions
  - Making FPC the 'GoTo' place for advice and opportunities
  - Used to improve organic search optimisation
3. Arc for beginners to progress to higher standards over time
  - Instead of starting each year with beginners
4. Alignment of workshops to match arc and beginners over more than a 12-month period

## The Perceived Role and Responsibility of the Social Secretary

The role and responsibility of Social Secretary usually falls to a single person and the expectation of the committee and club members is that the Social Secretary is:

- Responsible for the lives, health and wellbeing of members during the excursions.
- Aware and capable of First-Aid and OH&S and Risk Minimisation
- A Tour, Site and History Guide?
- Capable of driving required vehicles for group expeditions
- A taxi driver for some members?
- Has an endless supply of available events:
  - To choose from at any given time that are suitable for all listed requirements (See below)
  - That are current and interesting to all members of the club and their particular skill levels and types of photography they are interested in

## The Type of Events and Activities Committee Encourage and the Members Want

The responsibility of Social Secretary usually falls to a single person and the expectation of the committee and club members is that each formally approved Club Event is:

- Mentored and has instructional value
- Of a social nature
- Unique
- New (not previously done)
- Provides opportunities for images
- Provides opportunities to learn camera craft and techniques
- Caters for all members of the club (Old, Retired, Young, Active, Immobile, Fully Funded, Not so well funded, and while we want to encourage younger members, there are some hurdles to get over)
- Caters for a single member request
- Has significant numbers of club members attending
- Aligned with club monthly competitions
- Close to Frankston
- Away from Frankston
- Only of a short duration (a couple of hours)
- Of a long duration (a full day expedition)
- Has overnight stays
- Has multi-day trips
- On a Saturday, a Sunday, or Wednesday evening when the club has activities that have limited seats for non-booked members
- Low cost or free
- Paid for by members
- Indoor
- Outdoor

## Previous History of the Role

History of the role is limited and mostly oral in nature. I only know of one previous occupant. They in-turn, know only of one previous occupant.

1. Brendan
2. Matt
3. The Other Person (name unknown by me)

Matt (2) made some changes to the social activities to hold external excursions. Feedback of The Other Person (3) suggested *“every club event was over at Beauty Park.”*

Beauty Park is opposite the Frankston Football Club and close to the Brotherhood of Saint Lawrence (Frankston Photographic Club premises). While convenient and close for club members, it appears opportunities for new lessons quickly ran out leading to reduced attendance.

The expectation of Matt (2) also seemed high with some comments that:

- *“he was late”*
- *“he forgot to turn up”*

While the events are formally organised, approved by the FPC committee to comply with insurance purposes; there seems to be expectations similar to a paid for tour, expedition or tour guide for a voluntary position. Especially when people can have other expected or unexpected commitments of family or work or both.

## Current History of the Role

When I took over the role there was no formal hand over. So, when each request was submitted to the committee for approval, there always seemed to be further previously unidentified details required.

During my time as Social Secretary I have tried to formalise and simplify the documentation for the next Social Secretary:

- Designed a simple template to prompt for the detail required for event approval by the committee.
  - To make organising, requesting and receiving approvals more streamlined.
  - To hand over to the next Social Secretary to make their job easier.
- NOTE: These requirements were neither exhaustive or difficult, just unknown and undocumented at the time I took over.

The previous monthly reporting template was brief and didn't provide many details for archiving purposes or follow up if other members were to become the Social Secretary for temporary amount of time.

- Developed and refined a monthly report that is easy to navigate, brief but also contains other information important to the role and the club's historical records.

There were suggestions for events or venues appropriate or approved.

- Developed several lists that may be of interest to the club and members of
  - Annual, Bi-Annual, Local and further afield events and venues.

- These were extracted from the monthly report and are now available on the website for viewing and download.
- **NOTE:** these were removed from the website menu options without notification. There are links and mentions throughout the site to links that are now broken. I will fix this...

I have encouraged email addresses and email lists that are also CC'd to an archival email address.

- [committee@frankstonphotoclub.com.au](mailto:committee@frankstonphotoclub.com.au)
- **NOTE:** this also ensures that committee members are not left off or forgotten in related and relevant committee correspondence.

#### Significant Moments and rewards

- Seeing images in competitions taken during outings
- Seeing images getting favourable judging comments taken on events I organised
- Seeing images reach commercial viability from events that I have organised
- Being given access to venues that are normally restricted.
- Having members say how much they enjoy the outing organised.

## Planning, Scheduling and Tracking Attendance of Events

### First Year

During my first year, it was recommended to align club events and activities with club competitors.

Looking over the schedule and giving time for members to participate in competitions required:

- Organising events and activities 2 months before submitting to a competition
  - Presentation of topic (roughly 2 months out)
  - Event, Venue or Activity
  - 1 month to edit their image(s)
  - 1 month to have their images printed
- Finding venues or events of interest and related to competitions
  - Approximately 1 per month
- Busy year. Mostly successful.
- However, the Committee seemed to expect greater attendance numbers.
  - Unsure of numbers that were KPI'd against for success ratings.
- With frustration at varying attendance levels advice was sought from committee and members.
  - Organised an event that was of interest to a particular member at their request.
  - They cancelled deciding they didn't want to go or couldn't attend.
  - Decided never to cater to a single member again.
- Advice was again sought:
  - Response: Do what you want to do.
- Worked on developing attendance record sheet which is a legal requirement for the FPC's insurance purposes.

There were already Printing and Image Editing Workshops provided by the club. However, while these were incredibly useful and practical, they seemed to serve separate distinct purposes that were not particularly aligned with any particular outcomes for members.

To better align the perceived purpose of the Social outings the name was changed FROM Social, TO Weekend Workshops. The name change was a bit of branding as they now matched the other activities provided by the club.

- The focus was changed to technical techniques to practice at the workshops rather than a purely social aspect (although this aspect was still to be retained)
- The aim was to develop reference material that members could read online and have the option to download.

The next task was to better align the workshops so there was a more cohesive flow from start to finish for members and image makers.

## Second Year

During my second year in 2017, the topic presentations were closer to the competition submission dates. This made preparing an outing to give time for members to edit and print before the competition submission was restricted for those members

- Working full time,
- With family commitments and,
- Limited access to high quality printers.

Around this time my circumstances had changed and I was working full time (40+ hours) plus 15 hours travelling with limited opportunities for using laptops. Plus other commitments.

Organised events were limited to one every 2 months depending on other commitments and activities I had. They were too focussed on techniques that are useful and common across all photographic genres along with some creative outlets.

- Time restrictions prevented a full set cheat sheets (download hints and tips) being developed.
- This is still a work in progress and includes,
- A summary of common comments by judge's.

From these technique-based workshops and a club competition came the development of the activities-based cheat sheet on Liquid Art. A practical event held in the garage at my home inspired creativity and some award winning and highly acclaimed images.

The lessons from this included

- Interesting and unusual interpretation of the topic
- Have enough props and equipment 'at hand' to not limit creativity
- Supportive attendees
- Social atmosphere. Group dinner and discussions.
- Members mentoring each other.
- Single venue - not much travelling.
- Being the facilitator and gopher for the group, image taking opportunities for me were limited.

## A New Longer Term Strategy is Formed: Take >> Edit >> Print >> Submit >> Tell

Developed a tag line and strategy to align the goals of the club from the events and activities up to the submission of images to competitions.

- **Take >> Edit >> Print >> Submit >> Tell**
- To encourage a full ecosystem of club activities, workshops and image taking process
  - To align the purpose and direction of the various FPC workshops
  - To encourage members to participate in the FPC Image Editing Workshops
  - To encourage members to Print and Matt their images
  - To encourage members to Submit images to competitions (FPC and others)
  - To encourage members to submit articles for the club newsletter

### Using Common Calendar Events for teaching Camera Craft

The timing of presentations and competitions in the 2018 calendar does not leave much time to print before submitting images to FPC competitions. Digital images are easier to submit and encourage participation in the competitions.

A new format is being tried. Each year has several well-known annual events. Such as:

- Australia Day
- Valentine's Day
- Mum's Day
- Dad's Day
- Christmas
- Other

These can be used as a basis for opportunities to learn camera craft and try new techniques and still be social.

**NOTE** : Some of the craft and techniques are not always related to the technical aspects of image taking.

### *A high-level overview of the Weekend Workshops for 2018 include:*

- Combine competition topics with technical and other peripheral aspects of image taking
  - Include: planning and concept development.
- Maybe hold 1 event or activity every 6 weeks depending on other commitments.
  - This will be more frequent than 1 every 2 months / 8 weeks.
- Develop Multiple Arcs of timelines and purpose
  - Regular monthly competition outings
    - 6 per year.
    - Encourage members to use website resources to explore various events and venues
    - **NOTE**: some of these were removed from the website menu options without notification. There are links and mentions throughout the site to links that are now broken. I will fix this...

- Bigger strategy of involving members in increasing numbers of more prestigious competitions

*Other Strategies (Online)*

- Continue to develop downloadable materials
  - Add Analytics Tracking Links to measure popularity of materials
  - Develop member resources so that the website is regarded as a Go To place for quality and qualified materials
  - Generate internet traffic using organic traffic to increase the popularity of the club website; and following on, the Frankston Photographic Club.

## Valentine's Day Photoshoot: Lessons

- Valentine's Day: Story Telling, Planning an image
- Choose an emotion related to the occasion, design the image, see if a viewer can experience the emotion or story intended...
  - Disappointing turn out.
- Conclusion: members do not want to think about the art or process of planning an image.
  - They are more interested in looking through the eye piece and taking a picture

However, the next presentation: Nature by Max Lane, mentioned all future international competitions will consider STORY over technical aspects of images.

**Conclusion:** on the right path. Too early for members.

## 5 Year Plan: Strategy Overview

- Clarify and stabilise requirements, expectations including time commitment of Social Secretary Role
- Develop a list of events and activity options suitable for members to utilise without club permissions
  - These can be cheat sheet type download items
  - If not used by FPC, other clubs may find them useful
- Develop a list of skill and technique cheat sheets for
  - Members to reference and download
  - Make FPC be seen as a place of qualified, simple and comprehensive information
  - Drive organic (not paid for) web traffic to the FPC site to increase search engine rankings
    - Increased popularity of the site and club may make it easier to attract new members
    - May also lead to increased funding potential of the club and
    - Increase the recognition of FPC over all.
- Develop an archive of documents pre-packaged for
  - Events
  - Skills
  - Daytrips
  - Contacts
  - Other relevant details
- That can be used for inspiration or that called upon during planning a yearly schedule or itinerary.
  - NOTE: the archive is intended to be added to for future reference and the ongoing corporate memory and searchable digital history of the club.
- Increase the participation of the full cycle of:
  - Take >> Edit >> Print >> Submit >> Tell
- Increase the participation of more members to enter and have accepted entries in a local, national and international competitions
- Increase the number of members feeling comfortable promoting their own images in their own exhibitions
- Having the FPC being seen as a place of expertise in the wider community
- FPC to become a preferred supplier for the Frankston Council
- FPC to become a publisher to have Press Passes to give embers special access to concert photography experiences
- Have the basic camera course (currently Lyn) take over basic camera learning and the Weekend Workshops begin to develop camera craft and techniques beyond camera settings.

## 5 Year Plan: Strategy Details

### Year: -2 : 2016

- Formalise reporting template
- Recommend set up common emails to be CC'd to FPC archival email address
  - committee@
  - president@
  - secretary@
- FPC Archival Email address
  - FROM : [fpcphotoclub@yahoo.com](mailto:fpcphotoclub@yahoo.com) (TBC – yahoo closing email service)
  - TO : [fpcphotoclub@gmail.com](mailto:fpcphotoclub@gmail.com) (TBC – FPC now here. Gives access to Analytics)

### Year: -1 : 2017

- New separate email address for role
  - [socialsecretary@frankstonphotoclub.com.au](mailto:socialsecretary@frankstonphotoclub.com.au)
  - CC'd to:
    - Role Holder's email address
    - FPC archival email address
- Attempted to reduce workload of role by having less events and focussing on common photographic techniques that are common and useful across all photographic subject topics and competitions.
- However, other personal commitments dominated
  - Work (up at 5:00am, back home at 6:30pm7:00pm during the week)
  - Family (weekends, and during the week)
  - Out 3, maybe 4 nights per week (including camera club each Wednesday)
  - Still managed a significant number of outings
- Developed consistent branded documentation for website
  - Updated several current documents on the site
- Attendance Record update to include Insurance details and how to submit an article to the newsletter using voice activated technologies in mobile phone handsets.

## Year 0 : 2018

- Organise mix of practical outings / workshops based and Annual Common Calendar Event
  - Approximately 4-6 annual themed events
  - Approximately 4-6 competition-based events
    - Choose a new / different technique for each one
- Encourage members to take advantage of: Take >> Edit >> Print >> Submit >> Tell
- Add, update, complete cheat sheets and guides
  - Add references to website for members and others to download and to generate organic traffic.
- Teach member to use the resources already on the website
  - to inspire them to take images.
  - **NOTE:** some of these were removed from the website menu options without notification. There are links and mentions throughout the site to links that are now broken. I will fix this...
- Utilise the Brotherhood of St. Lawrence Building, "Nave" Room for Weekend Workshops
  - FPC to pay for venue hire
  - Mum's Day and Dad's Day Portraits
- Develop a Funding Budget for Social Activities
  - Frankston Community Bus Hire (currently refunded after bond personally purchased)
  - Set up an account with Frankston Council for this purpose
  - Photographic Props (TBC)
- Investigate how to become a preferred supplier to the Frankston Council for Imagery
  - There are some in the main foyer on Davey Street, we could do those
  - The Council will have professional photographers. FPC could supply secondary images throughout all council buildings
- Encourage more articles for the FPC newsletters
  - Techniques tried
  - Setting up the shot
  - Experiences
  - Lessons learned
- Introduce events and activities to a wider audience
  - Start with Pakenham and Casey
  - Confirm number of Leaders vs Attendees for safety etc.
    - Should there be a minimum requirement?
    - Example 1 per 10 or 15?
- Develop list of 'Mentors' that are suitable and available for Weekend Workshops
  - For particular skills and techniques to teach
- Add tracking code to document down load links on the FPC website
- Confirm '**add to calendar**' code for website event listing links
  - ICS for Google, Outlook, (Yahoo - tbc)
  - This allows interested parties to download a file containing details of the event (time date, location) and have the details added to their calendar as a reminder
- First Aid Training
- Working with Children Check

- Review Progress and adjust Goals, Plans and Strategy to suit
- Have socialsecretary@ email displayed prominently on website home page

## Potential make-up of events for 2018

- 3 local (Frankston, Mornington Peninsula, Phillip Island etc.)
- 3 distant (Melbourne and beyond – Bendigo, Ballarat, Mansfield, Gippsland etc.)
- 3 common annual events for storytelling and creativity with techniques, props, editing etc.
  
- 30 – 60 minute challenges
  - Pick a random theme
  - Pick a technique
  - Choose the number of shots allowed
  - Count frames on camera
  - Display images on a large screen (Nave??) to review and discuss
- 2 per day. All over in 6 hours, maybe.
- Teaching the use of the camera, like in the good old days of limited shots
- Teaches thinking about the shot to take
- Teaches:
  - Planning for the shot.
  - Thinking about what and where as well as how

## Year +1: 2019

- Organise mix of Competition based and Common Calendar Event practical outings / workshops
- Encourage members to take advantage of: Take >> Edit >> Print >> Submit >> Tell
- Add, update, complete cheat sheets and guides
  - Add references to website for members and others to download and to generate organic traffic.
- Further promote the 'Basic Camera Skill Introductory Course' (Lyn) to teach camera users about the basic settings;
  - Weekend Workshops can then focus on the next level of camera craft and technique.
- Develop list of 'Mentors' that are suitable and available for Weekend Workshops
  - For particular skills and techniques to teach
- Utilise the Brotherhood of St. Lawrence Building, "Nave" Room for Weekend Workshops
- Maybe have a second Weekend Workshop Coordinator
- Move documentation to Google Docs or MS Office 365
  - Group Access
  - Corporate Memory
  - Easier to make 65 or 70-year memento. 8 years away?
    - Maybe not just member images, but booked based on a theme of outings
    - Not just short descriptions, but a story with the images
- Encourage more articles for the FPC newsletters
  - Techniques tried
  - Setting up the shot
  - Experiences
  - Lessons learned
- Use web and social analytics more for tracking site statistics: downloads etc
  - Add tracking codes to links
  - Determine which downloads are more popular.
- Continue events and activities that include a wider audience
  - Start with Pakenham and Casey
    - Increase Clubs notified of events to Warragul and ? (Peninsula / Knox? TBC)
  - Confirm number of Leaders vs Attendees for safety etc.
    - Should there be a minimum requirement?
    - Example 1 per 10 or 15?
- Investigate how to become a preferred supplier to the Frankston Council for Imagery
  - There are some in the main foyer on Davey Street, we could do those
  - The Council will have professional photographers. FPC could supply secondary images throughout all council buildings
- Organise larger outing for a larger group
  - Book a coach (45 seats +)
- Add event booking form to FPC website independent to Printer and Image Editing Workshops
  - For Administration (so bookings can be set up and not sent to the wrong groups)
  - For planning, Go/No Go etc.
- Review Progress and adjust Goals, Plans and Strategy to suit
  - Begin in October (after AGM)

- Attain appropriate First Aid Training
- Attain Working with Children Check

## Potential make-up of events for 2019

To simplify planning and maintain an interesting variety for members

Work to provide skills building on previous skills sets for Fine Art / High End / Large Format

- 5 local (Frankston, Mornington Peninsula, Phillip Island etc.)
- 1 distant (Melbourne and beyond – Bendigo, Ballarat, Mansfield, Gippsland etc.)
- 3 common annual events for story telling and creativity with techniques, props, editing etc.
- 1 overnight (Wilson's Prom, Craig's Hut etc) depending on interest from Tri-Club
  - FPC is unable (at this stage - 2018) to sustain minimum requirements for a large private hut at Wilson's Prom
  - Frankston Community Bus is not available for Craig's Hut (road restrictions) so multiple personal 4WD vehicles are needed to be organised or hired
  
- 30 – 60 minute challenges
  - Pick a random theme
  - Pick a technique
  - Choose the number of shots allowed
  - Count frames on camera
  - Display images on a large screen (Nave??) to review and discuss
- 2 per day. All over in 6 hours, maybe.
- Teaching the use of the camera, like in the good old days of limited shots
- Teaches thinking about the shot to take
- Teaches:
  - Planning for the shot.
  - Thinking about what and where as well as how

## Year +2: 2020 (yes, hindsight is a good thing)

- Organise mix of Competition based and Common Calendar Event practical outings / workshops
- Encourage members to take advantage of: Take >> Edit >> Print >> Submit >> Tell
- Add, update, complete cheat sheets and guides
  - Add references to website for members and others to download and to generate organic traffic.
- Utilise the Brotherhood of St. Lawrence Building, “Nave” Room for Weekend Workshops
- Further promote the ‘Basic Camera Skill Introductory Course’ (Lyn) to teach camera users about the basic settings;
  - Weekend Workshops can then focus on the next level of camera craft and technique.
- Develop list of ‘Mentors’ that are suitable and available for Weekend Workshops
  - For particular skills and techniques to teach
- Continue events and activities that include a wider audience
  - Start with Pakenham and Casey (Tri Club alumni)
    - Increase Clubs notified of events to Warragul and ? (Peninsula / Knox? TBC)
  - Confirm number of Leaders vs Attendees for safety etc.
    - Should there be a minimum requirement?
    - Example 1 per 10 or 15?
- Encourage more articles for the FPC newsletters
  - Techniques tried
  - Setting up the shot
  - Experiences
  - Lessons learned
- Start an appreciation of Fine Art techniques for image making, editing and printing
- Start a Fine Art, high resolution in house printing and matting service
- Currently printing is restricted due to speed of the number of images needed to produce during the Print Sessions
  - Cost Recovery +. For Profit
  - Source association with local high quality + matting providers
- Have the Australian Photographic Judges Association run a judging course at FPC to
  - qualify members as judges,
  - teach in detail to members what judges look for in images.
  - The course is normally run over several sessions / weekends spread throughout the year
  - Have FPC seen as proactive in increasing the standards of members, images and a respect for judge’s talents, skills, comments and feedback
- Investigate how to become a preferred supplier to more Peninsula Councils for Imagery
  - The Council will have professional photographers. FPC could supply secondary images throughout all council buildings
  - The Council could provide a theme, the club could organise outings based on the commissions
- Investigate process for FPC to become a registered publisher
  - This will allow members Press Passes for other experiences not accessible without the Passes.
  - This will allow publishing of Press Pass images

- Review Progress and adjust Goals, Plans and Strategy to suit
- Confirm and Update First Aid Training
- Confirm and Update Working with Children Check

## Potential make-up of events for 2020

To simplify planning and maintain an interesting variety for members

Work to provide skills building on previous skills sets for Fine Art / High End / Large Format

- 4 local (Frankston, Mornington Peninsula, Phillip Island etc.)
- 2 distant (Melbourne and beyond – Bendigo, Ballarat, Mansfield, Gippsland etc.)
- 3 common annual events for storytelling and creativity with techniques, props, editing etc.
- 1 overnight (Wilson's Prom, Craig's Hut etc) depending on interest from Tri-Club
  - FPC is unable (at this stage - 2018) to sustain minimum requirements for a large private hut at Wilson's Prom
  - Frankston Community Bus is not available for Craig's Hut (road restrictions) so multiple personal 4WD vehicles are needed to be organised or hired

Visit a Museum Archivist to see what makes a significant image from a historical or cultural perspective.

See what they say about image preparation, paper stock, framing etc. to ensure the image is at its best for generations to come. 200 years +

Ask about particular lighting techniques for print preservation. Example. Leonardo Davinci's Codex Exhibition had low lights pulsating. What image preparation would work best for this type of exhibition etc.

- 30 – 60 minute challenges
  - Pick a random theme
  - Pick a technique
  - Choose the number of shots allowed
  - Count frames on camera
  - Display images on a large screen (Nave??) to review and discuss
- 2 per day. All over in 6 hours, maybe.
- Teaching the use of the camera, like in the good old days of limited shots
- Teaches thinking about the shot to take
- Teaches:
  - Planning for the shot.
  - Thinking about what and where as well as how

## Year +3: 2021

- Organise mix of Competition based and Common Calendar Event practical outings / workshops
- Encourage members to take advantage of: Take >> Edit >> Print >> Submit >> Tell
- Add, update, complete cheat sheets and guides
  - Add references to website for members and others to download and to generate organic traffic.
- Further promote the 'Basic Camera Skill Introductory Course' (Lyn) to teach camera users about the basic settings;
  - Weekend Workshops can then focus on the next level of camera craft and technique.
- Add a new Camera Course that progresses learning about the camera
  - Weekend Workshops focus on unique events and venues
  - Weekend Workshops focus on more advanced techniques and camera craft concepts
- Utilise the Brotherhood of St. Lawrence Building, "Nave" Room for Weekend Workshops
- Develop list of 'Mentors' that are suitable and available for Weekend Workshops
  - For particular skills and techniques to teach
- Continue an appreciation of Fine Art techniques for image making, editing and printing
- Continue a Fine Art, high resolution in house printing and matting service
- Currently printing is restricted due to speed of the number of images needed to produce during the Print Sessions
  - Cost Recovery +. For Profit
  - Source association with local high quality + matting providers
- Encourage more articles for the FPC newsletters
  - Techniques tried
  - Setting up the shot
  - Experiences
  - Lessons learned
- Continue events and activities that include a wider audience
  - Continue with Pakenham and Casey
    - Increase Clubs notified of events to Warragul and ? (Peninsula / Knox? TBC)
  - Confirm number of Leaders vs Attendees for safety etc.
    - Should there be a minimum requirement?
    - Example 1 per 10 or 15?
- Investigate process for FPC to become a registered publisher
  - This will allow members Press Passes for other experiences not accessible without the Passes.
  - This will allow publishing of Press Pass images
- Organise to hire out a distinctive 'space' for a concept shoot
  - Could be models or fashion
  - Could be a professional space (photoshop guru with studio in Dandenong)
    - Historic Building normally with restricted access
  - Could be Commission Work from local or prominent brand
    - Example: The Loreal head Office / Distribution point is in Dandenong
    - Frankston Council are changing the direction for Tourism, we may have an in...
- Presentation Exhibition at renowned gallery.

- McClelland, Mornington, Monash Gallery of Art
- Have the Australian Photographic Judges Association run a judging course to qualify members as a judge, or to so members what judges look for in images.
  - The course is normally run over several sessions / weekends
- Retrospective of National, International
- Review Progress and adjust Goals, Plans and Strategy to suit
- Confirm and Update First Aid Training
- Confirm and Update Working with Children Check

## Potential make-up of events for 2021

To simplify planning and maintain an interesting variety for members

Work to provide skills building on previous skills sets for Fine Art / High End / Large Format

- 4 local (Frankston, Mornington Peninsula, Phillip Island etc.)
- 2 distant (Melbourne and beyond – Bendigo, Ballarat, Mansfield, Gippsland etc.)
- 3 common annual events for storytelling and creativity with techniques, props, editing etc.
- 1 overnight (Wilson's Prom, Craig's Hut etc) depending on interest from Tri-Club
  - FPC is unable (at this stage - 2018) to sustain minimum requirements for a large private hut at Wilson's Prom
  - Frankston Community Bus is not available for Craig's Hut (road restrictions) so multiple personal 4WD vehicles are needed to be organised or hired
  
- 30 – 60 minute challenges
  - Pick a random theme
  - Pick a technique
  - Choose the number of shots allowed
  - Count frames on camera
  - Display images on a large screen (Nave??) to review and discuss
- 2 per day. All over in 6 hours, maybe.
- Teaching the use of the camera, like in the good old days of limited shots
- Teaches thinking about the shot to take
- Teaches:
  - Planning for the shot.
  - Thinking about what and where as well as how

## Year +4: 2022

- Organise mix of Competition based and Common Calendar Event practical outings / workshops
- Encourage members to take advantage of: Take >> Edit >> Print >> Submit >> Tell
- Add, update, complete cheat sheets and guides
  - Add references to website for members and others to download and to generate organic traffic.
- Further promote the 'Basic Camera Skill Introductory Course' (Lyn) to teach camera users about the basic settings;
  - Weekend Workshops can then focus on the next level of camera craft and technique.
- Add a new Camera Course that progresses learning about the camera
  - Weekend Workshops focus on unique events and venues
  - Weekend Workshops focus on more advanced techniques and camera craft concepts
- Develop list of 'Mentors' that are suitable and available for Weekend Workshops
  - For particular skills and techniques to teach
- Encourage more articles for the FPC newsletters
  - Techniques tried
  - Setting up the shot
  - Experiences
  - Lessons learned
- Continue events and activities that include a wider audience
  - Continue with Pakenham and Casey
    - Increase Clubs notified of events to Warragul and ? (Peninsula / Knox? TBC)
  - Confirm number of Leaders vs Attendees for safety etc.
    - Should there be a minimum requirement?
    - Example 1 per 10 or 15?
- Have the Australian Photographic Judges Association run a judging course at FPC to
  - qualify members as judges,
  - teach in detail to members what judges look for in images.
  - The course is normally run over several sessions / weekends spread throughout the year
  - Have FPC seen as proactive in increasing the standards of members, images and a respect for judge's talents, skills, comments and feedback
- Review Progress and adjust Goals, Plans and Strategy to suit
- Confirm and Update First Aid Training
- Confirm and Update Working with Children Check

## Potential make-up of events for 2022

To simplify planning and maintain an interesting variety for members

Work to provide skills building on previous skills sets for Fine Art / High End / Large Format

- 4 local (Frankston, Mornington Peninsula, Phillip Island etc.)
- 2 distant (Melbourne and beyond – Bendigo, Ballarat, Mansfield, Gippsland etc.)
- 3 common annual events for storytelling and creativity with techniques, props, editing etc.
- 1 overnight (Wilson's Prom, Craig's Hut etc) depending on interest from Tri-Club
  - FPC is unable (at this stage - 2018) to sustain minimum requirements for a large private hut at Wilson's Prom
  - Frankston Community Bus is not available for Craig's Hut (road restrictions) so multiple personal 4WD vehicles are needed to be organised or hired

If FPC is now a publisher, try for a conference, press gathering or concert where the Press Pass can be used. FPC may need to develop policy that states images only, not to be used to gain access to promote a political platform etc. Use the images in an End of Year Annual or gallery exhibition.

Visit a printer of High Quality Fine Art prints to ask if there are any specific differences or considerations when planning a shot or editing that shows up differently compared to A4, A3 or A2 printing?

- 30 – 60 minute challenges
  - Pick a random theme
  - Pick a technique
  - Choose the number of shots allowed
  - Count frames on camera
  - Display images on a large screen (Nave??) to review and discuss
- 2 per day. All over in 6 hours, maybe.
- Teaching the use of the camera, like in the good old days of limited shots
- Teaches thinking about the shot to take
- Teaches:
  - Planning for the shot.
  - Thinking about what and where as well as how

## Year + 5: 2023

- Organise mix of Competition based and Common Calendar Event practical outings / workshops
- Encourage members to take advantage of: Take >> Edit >> Print >> Submit >> Tell
- Add, update, complete cheat sheets and guides
  - Add references to website for members and others to download and to generate organic traffic.
- Further promote the 'Basic Camera Skill Introductory Course' (Lyn) to teach camera users about the basic settings;
  - Weekend Workshops can then focus on the next level of camera craft and technique.
- Add a new Camera Course that progresses learning about the camera
  - Weekend Workshops focus on unique events and venues
  - Weekend Workshops focus on more advanced techniques and camera craft concepts
- Encourage more articles for the FPC newsletters
  - Techniques tried
  - Setting up the shot
  - Experiences
  - Lessons learned
- Continue events and activities that include a wider audience
  - Continue with Pakenham and Casey
    - Increase Clubs notified of events to Warragul and ? (Peninsula / Knox? TBC)
  - Confirm number of Leaders vs Attendees for safety etc.
    - Should there be a minimum requirement?
    - Example 1 per 10 or 15?
  
- Review Progress and adjust Goals, Plans and Strategy to suit
- Confirm and Update First Aid Training
- Confirm and Update Working with Children Check

## Potential make-up of events for 2023

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Work to provide skills building on previous skills sets for Fine Art / High End / Large Format

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  - FPC is unable (at this stage - 2018) to sustain minimum requirements for a large private hut at Wilson's Prom
  - Frankston Community Bus is not available for Craig's Hut (road restrictions) so multiple personal 4WD vehicles are needed to be organised or hired
  
- 30 – 60 minute challenges
  - Pick a random theme
  - Pick a technique
  - Choose the number of shots allowed
  - Count frames on camera
  - Display images on a large screen (Nave??) to review and discuss
- 2 per day. All over in 6 hours, maybe.
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