

Frankston Photographic Club

The Future

The Frankston Photographic Club is developing a strategy to guide us on how we should develop the club into the future, based on our members ideas and requests.

We encourage all current and past club members to express their views on how you would like to see the club develop and what type of club you would like us to become in the coming years. In particular, this project will focus on the following areas:

Club Meetings

- Is the current weekly meeting format the best? Should it continue, or change to more or less meetings?
- Should we be encouraging other "Special Interest Group" meetings? We already have Daytime Group and Advanced Member meetings. Is there interest in other specialised meetings?

Club Facilities:

- Are the current club room facilities adequate? Bear in mind that more luxurious and spacious facilities come at a cost which needs to be funded by the club.
- Should the club be trying to establish a photographic studio that can be used for club events (photo-shoots of fashion or portraits), or able to be hired by club members or the general community? If so, would you actually use it more than a few times?
- Should we be establishing a computer studio for image editing, AVs, workshops etc? If so, would you actually use it?
- Is the photographic equipment owned by the club adequate? Currently our lighting, backdrops, flash triggers etc is rarely used, or hired. Is this because it is inadequate or simply of no interest to you?
- What other club facilities would you like to be made available to members?

Club Activities

- Is the breadth of activities within the club appropriate? Are there areas you feel are not being covered adequately?
- Do we currently have an appropriate balance between camera craft vs image editing vs photo-shoots vs printing vs guest speakers? Would you prefer to see a change in our current balance?

- As technology develops, there are opportunities to take on new areas of photography not covered at present. Accordingly, is there any interest in aerial photography, astro-photography, new camera types etc?
- Would you be interested in assisting the club to open up new "Special Interest Groups" which will address these emerging areas?
- How else should our club be preparing for emerging technologies?

Social Activities

- Our club social functions are currently organised as Weekend Workshops by Brendan and the Daytime Group by Mack. Are the current social activities appropriately targeted?
- Should we be organising all weekend events such as photo-shoots?
- Are there other social activities you would wish to see introduced by the club? If so, would you participate in them?

Monthly Club Photographic Competition

- Is the current club photographic competition appropriate for your needs?
- Would you prefer to see changes to the competition format? If so, what changes would assist you with your photographic development?

FPC Interaction with the local community

- Should we be more active in our communication with the local community? This includes the local population, schools, council, businesses etc.
- Are there other organisations we should engage in club activities?

FPC Interaction with the broader photographic community

- Should our club be more actively engaged with the broader photographic community? This includes other photographic clubs, local photographic businesses, colleges etc.

Metrics for the club's performance

- Should the club develop a set of metrics to enable the current and future club committees to gauge our progress and focus on key outcomes?

In a Perfect World, what should the club look like in 5 years?

- **This is the important one.**
- What would you like the club to be doing in 5 years that we are not doing at present?
- Should we become more commercially focussed?
- Is our club currently too small or too big?

Summary

Please give us your ideas on any of these areas that are of interest to you. DONT try to answer every question unless you have a genuine interest in them. You can offer an anonymous submission if you want.

Your suggestions can be emailed directly to the club at futurevision@frankstonphotoclub.com.au

Terry Dyson FPC President

Jeff Symons FPC Committee