



# Strategic Plan update 2018-2020

Queensland Family History  
Society

# Strategic planning process



## Analysis and input

Trends in membership, financial, industry  
Member survey  
Completed



## Vision

Statement of the future for QFHS  
**Not critical, merger resolution has priority**



## Mission

The present: What we do and how we do it  
**Several similar options are in place**  
**Revision not critical at this time**



## Values

Behaviours that everyone counts on and expects  
**MC is developing a code of conduct**



## Issues

What's getting in the way of success  
**Issues agreed at MC meeting 3 December 2018**



## Strategic priorities

What will make the most progress towards accomplishing the vision  
**Priorities agreed at MC meeting 3 December 2018**

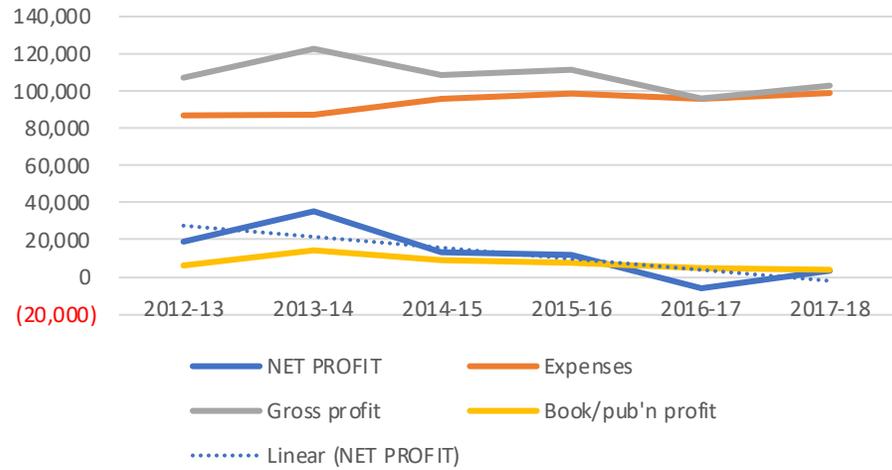


## Action plans

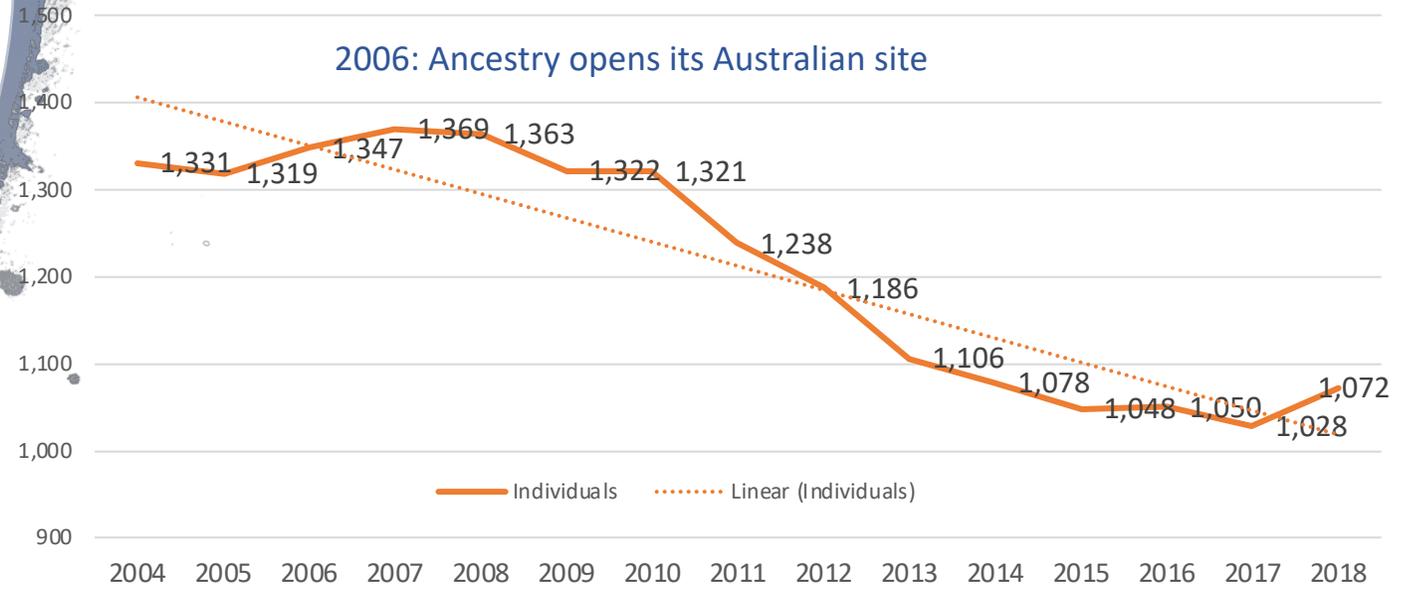
What we'll do to implement the priorities  
**Actions and process agreed at MC meeting 3 December 2018 and outlined here**

# Analysis recap

## QFHS Financial Indicators



## QFHS membership by year



# Vision

*What QFHS's  
future looks like*

- Key vision elements from survey
  - Sustainable
  - Sharing and collaborating
  - Expertise and resources
  - Innovation
- One suggestion
  - To provide a physical and virtual presence which will support, educate and enable our community to research and share family histories, using rigorous historical and ethical methodologies
- **Low priority – resolve merger first**

# Mission

*What we do  
and who we  
do it for*  
(QFHS  
constitution)

The aims and objects for which the Society is established are:

1. To be a non-profit, non-sectarian, non-political organisation for genealogical studies.
2. To bring together those people who are interested in the study of genealogy, heraldry, family and local history, and to assist and encourage members in their studies.
3. To hold regular meetings, conduct workshops and courses, invite guest speakers and other genealogists who can assist members in their research.
4. To maintain close contact with other Societies having similar aims and objects and interests, and to encourage the preservation of records of family and historical interests.
5. To acquire and maintain a reference and research library covering all aspects of genealogy, heraldry, family history and allied subjects for the use of members and others.
6. To encourage the writing of family and local histories, and to endeavour to undertake projects which will be of lasting value to future family historians.
7. To make records and indices of monumental inscriptions, parish registers and other genealogical material and to preserve and maintain them in the Society's library for the use of members and of others.
8. To produce regular journals and other publications at such times and of such nature as may be decided by the Management Committee.
9. To develop and foster standards of research in genealogy and to press for ease of access by family historians to public records and archives.
10. To endeavour to carry out these aims and objects with integrity and to foster a professional approach to genealogy and the study of family history.
11. To encourage members to participate in the aims and objects of this Society, and to do all such other things as are conducive or incidental to the attainment of all the above objects.

# Mission

*What we do  
and who we  
do it for  
(QFHS  
website)*

QFHS is committed to providing research resources in a pleasant, friendly environment and to providing suitable premises for members to spend time, both for educational purposes and as a meeting place to discuss shared interests.

Our aims are to:

- Provide quality print and digital resources
- Support new members commencing their family history research
- Ensure members' research experience is enjoyable
- Encourage members to ensure all research is sound and fully sourced
- Encourage and instruct members in using ethical principles and effective techniques of genealogical research
- Educate members in methods of sharing information and to respect the law of copyright and personal privacy
- Develop resources, offer workshops, newsletters, and events
- Organise expert local historians to visit and speak to members
- Enter into cooperative and/or sharing relations with other societies with similar or related aims, and to cooperate with them in promotion of our common interests

We undertake to provide quality resources and education to our members. In turn, we expect that our members pass on that knowledge to others and continue the aim of the thirty founding members who established the Society in 1979.

# Values

*Behaviours that everyone expects/relies on*



Input to Code of  
Conduct

- Volunteering
- Communication
- Innovation
- Collaboration and support
- Excellence
- Honesty
- Others?

# Issues

*What's  
getting in the  
way of  
success*

## Declining membership

- QFHS no longer demonstrates a strong benefit to many potential members
- Fewer members means fewer available to volunteer
- Aging member cohort – membership “cliff” when significant numbers leave at once

## Need for secure online service delivery/remote access

- The genealogy world is now online, it's a basic expectation of the industry
- A merger may provide additional expertise and resources
- New premises may impact this issue

## Merger with GSQ

- May help resolve the above two
- Will absorb much energy and volunteer time
- Enables stronger stakeholder management

## Premises – long term uncertainty

- Ongoing operational issue – discussions continue for QFHS premises
- A merger will impact this issue

## Management Committee and membership relationship

- Survey: concerns that member needs are not considered
- Some governance out of date
- Constitution overdue for review

# Strategic priorities

*Agreed by Management Committee 3 December 2018*

## GSQ merger

Assess potential to merge with GSQ

**MC Champion: Bev Young**

- Key priority
- Steering group in place
- Change management plan
- Timeline and deadlines
- Budget for \$ and people
- Impact on capacity for other strategies

## Membership

Develop the means to attract more and retain existing members

**MC Champion: Geoff Doherty**

- Key priority
- Overarching marketing and publicity plan
- New or refreshed services and products
- Admin - review and update membership protocols

## Remote access

Develop remote access capability

**MC Champion: Geoff Morgan**

- Key priority
- Physical assets – own or lease, locations
- Software assets and skills
- Skill sets amongst volunteers
- Longevity of skills and technology
- QFHS publications database structures

## Governance

Refresh management and governance

**MC Champion: Bob Thistlethwaite**

- Operational strategy
- Renew constitution
- Code of Conduct
- Internal communications plan - what, when, how

# Revised 2015-2020 strategic plan



Remote access

2019 priority



Membership

2019 priority

Includes Marketing and publicity



Merger QFHS/GSQ

2019 priority



Management & Governance

2019 operations (new, ops priority)



Future premises

2019 operations



Publications

2019 operations



Education

2019 operations



Existing premises

Actioned – completed



Sales

No longer part of strategic planning

# QFHS Strategic Plan status

## Key strategic priorities

- Membership – attract and retain
- Remote access – develop capability and capacity
- Merger with GSQ – review potential

## Operational strategies

- Management and governance – refresh
- Publications – meeting early 2019 to plan future outputs
- Future premises – continues as before
- Education – continues as before



# Priorities: immediate actions...

QFHS/GSQ  
merger  
(Bev Y)

Communication piece and plebiscite to members

Sue Reid, Charlotte Sale input to both

Next steering committee meeting 28 January

Member-  
ship  
(Geoff D)

QFHS marketing audit and draft plan

Charlotte to report to Geoff Doherty for February MC meeting

Remote  
access  
(Geoff M)

Geoff to review and report to Mgt Committee

Inputs Peter Reid, Laurie Lee, Sarah Barry, John Perryn

Timeframe tba

Management &  
governance  
(Bob T)

To be determined

# Strategic plan - process

- **Strategic priorities**

- Identify and allocate resources (\$ and people)
- Plan timeline and expected milestones
- If these cannot be agreed, **it can't be done**
- Each priority has
  - Standing item on MC meeting agenda
  - Verbal report each month from MC champion
- One MC representative responsible for delivery through to outcome
  - Doesn't have to do the work, must champion and report at MC meetings

- **Operational strategies**

- Subcommittee for each
- Monthly report to MC