



PESA Strategic Plan- ‘Towards 2024’

PESA
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Executive Introduction

Chairman's Foreword

As part of PESA's 50th anniversary celebrations in 2016 the PESA Federal Board launched its first Strategic Plan, "Towards 2019." Each of the elements of the Plan allowed PESA to navigate the financial downturn in the industry at the same time as laying the foundations for a sustainable future. Having achieved those key outcomes the current Federal Board decided it was time to formulate a new Plan that would have a 4 to 5 year operational time frame cast against a 10 year planning horizon.

One of the unique features of PESA is that it is a volunteer organisation with a continuously changing Federal Board and State Committees. With this being the second of our Strategic Plans one of its key aims is to allow current and future Federal Boards and State Committees to work towards defined goals across the nation by creating value and communicating that value to the broader community. The Plan documents how we aim to build agility to keep pace with evolving industry and member's needs together with developing the financial fluency as a Board in order for PESA to be clear about how finances are serving members. The current Federal Board was enthusiastically involved in preparing this Plan and hopes that it will serve as a facilitator in allowing PESA to be relevant to each individual member now and into the future.

Steve Mackie BSc, MBA, PhD
Chairman

Message from the Federal President

Following the downturn, the "Towards 2019" Strategic Plan provided a valuable compass for the PESA Federal Board in navigating its way to a sustainable future for the Society.

"Towards 2024" builds on the foundation laid through successful implementation of the previous Strategic Plan and provides a framework for the Federal Board to steward PESA through the next 5 years while ensuring a strong and sustainable Society, well into the future.

The key objectives of "Towards 2024" are to enhance and clearly articulate the value proposition of membership to new and prospective members, position the Society to thrive in an evolving energy landscape, all the while ensuring financial resilience. Over the coming years, the Federal Board and Committees will be working hard to deliver against "Towards 2024" and I am sure that as a result we will all, as members, benefit from a stronger Society.

Nathan Parker BSc, MBA
President

Our Vision

PESA is to be the influential Australian-based energy-geoscience professional organisation.

Our Mission

To promote professional and technical excellence in energy geoscience.

Our Purpose

The purpose of PESA is: -

- to promote professional and technical excellence in the upstream energy industry throughout Australia. This is fostered by providing forums to communicate technical innovations and lessons learnt to individuals on a national basis;
- to present views and facilitate discussion of technical and professional matters pertinent to the upstream energy industry;
- to foster and provide continuing education for the benefit of PESA members and students progressing towards a career choice;
- to nurture the spirit of research on matters pertinent to PESA members and their upstream energy industry colleagues; and
- to maintain a high standard of professional conduct on the part of its members.

The emphasis of PESA is primarily geoscientific although most aspects of the upstream industry are catered for. PESA is governed by a Federal Executive with local Branches in Queensland, New South Wales, Victoria/Tasmania, ACT, South Australia/Northern Territory and Western Australia, responsible for much of the organisation of technical and social events.

Our Values

Integrity:	Adhere to the highest standards of integrity
Professionalism:	Be an industry leader in how we conduct our business
Technical Excellence:	Keep members engaged and informed through our information
Innovation:	Take a progressive and innovative approach to all that we do
Accountability:	Take full ownership of strategies and outcomes

Our Strategy

Background

PESA's first Strategic Plan, "Towards 2019," was released at the beginning of 2016 with all targets to be achieved by end 2019. Due to its success in focusing the Federal Board on key strategic outcomes, it was agreed that a second plan be developed to commence at the beginning of 2020.

Process

To this end the Board and Executive worked through the process in a planning day in early September 2019 which was facilitated by Jill Jensen (MBA, GAICD). The Board completed a detailed SWOT analysis, worked in groups, brainstormed questions, answered strategic direction questions and worked through a ritual dissent process to reach the final outcomes. The Board engaged in discussion and debate and made use of the recent member satisfaction survey results.

Objectives

The Board was charged with finding a number of key strategic pillars to underpin what they believed the PESA of the future would look like. After a number of different discussions, the following key pillars were decided on;

- ❖ "Creating Value for Our Members"
- ❖ "Communicating PESA's Value Proposition"
- ❖ "Building Agility"
- ❖ "Sustaining Financial Resilience"

These key pillars form the basis of the 2020-2024 PESA Strategic Plan. The aim is to identify key result areas and then attach key performance indicators so the plan can be monitored by the Board and the Executive can be performance managed by the Board. Whilst it was noted that PESA still runs as a volunteer organisation and this may result in resources being an issue, the Board endorsed the use of Board Committees as the most effective and efficient means of achieving the objectives.

The following tables document the Strategies, Tactics and Targets for these key objectives or pillars.

Objective One; *Creating Value for Our Members*

Strategies	Tactics	Targets
<ul style="list-style-type: none">• Build value in membership• Develop recognition in membership• Reward membership• Build PESA's presence in the regulatory sector of the industry• Broaden technical scope eg. energy transition• Provide opportunities for knowledge sharing across state branches• Provide industry networking opportunities for members at corporate and early career levels	<ul style="list-style-type: none">• Hold events catering for geoscience / exploration managers• Improve technical library• Create forum for the events sharing photos and discussion forums• Training and technical talks tied to company requirements• Promote informal mentoring as well as more formal mentoring• PESA lecture series in Universities• Ensure robust continuation of existing technical forums• Work with ASX to have "competent persons" recognition	<ul style="list-style-type: none">• Two management related events (breakfast, sundowner) per year per branch• Working technical library with positive feedback by end 2020• Mentoring program run annually in every branch• Membership recognition scheme in place by end 2021• Achieve "competent persons" recognition by end 2021

Objective Two; Communicating PESA's Value Proposition

Strategies	Tactics	Targets
<ul style="list-style-type: none">• Clearly articulate and promote PESA's current value proposition• Develop marketing packs and brand awareness program• Improve corporate and community engagement	<ul style="list-style-type: none">• Identify stakeholder groups and their different needs• Promote PESA benefits at companies and universities• Create a communication and marketing pack engaging champions within companies• Visibility of brand through PESA branding packs, particularly for students• Engage companies to help improve value proposition for industry stakeholders• Train members in promoting their Society and being effective advocates for the Industry	<ul style="list-style-type: none">• Branches to appoint Publicity and Community Engagement Officer by end 2021• Engage branding tactics by end 2021• Develop marketing materials for students and company executives in order for members to promote PESA and the petroleum industry in general by end 2022• Tailor PESA website to promote communication to stakeholder groups by end 2022

Objective Three; *Building Agility*

Strategies	Tactics	Targets
<ul style="list-style-type: none">• Broaden focus of the society• Develop PESA presence in growth areas of the energy sector that remain consistent with the PESA 'mission' and 'purpose'• Establish PESA's position as an energy geoscience professional organization• Develop effective working relationships and/or partnerships with other societies in the energy industry• Continue to grow membership	<ul style="list-style-type: none">• Knowledge partnership for worldwide online knowledge sharing• Engage with companies to identify geoscience training needs• Engage fellows and SME's to diversify luncheon meeting topics• Engage with other societies in South East Asia and Australasia• Build capability to make full use of member database• Broaden membership• Tailor events to meet member needs by seeking immediate and regular feedback• Increase collaborative state branch events to facilitate growth beyond petroleum exploration	<ul style="list-style-type: none">• At least one collaborative event with South East Asian and Australasian society held bi-annually• Plan and develop an event focused on non-exploration upstream geoscience by end 2020 and then move this into an annual event• Develop a geoscience training program in consultation with companies as part of their budget cycle by 2021

Objective Four; *Sustaining Financial Resilience*

Strategies	Tactics	Targets
<ul style="list-style-type: none">• Build fiscal resilience through robust budget management and clear targets• Develop plan to respond to next downturn	<ul style="list-style-type: none">• Determine the financial buffer needed for industry downturns• Improve sponsorship and facilitate group administration• Develop a multi-year budget, 1-year firm and 2-year guidance• Broaden sources of revenue	<ul style="list-style-type: none">• Set targets by end 2021 budget cycle• Passive sources of revenue for the society identified by end 2022• Implement group administration by end 2020