

Our Administrative Structure

The RSSA Inc Council structure is defined by our Constitution.

The Council has the power to create sub committees and to create by-laws to direct how the Society functions within the bounds of the Constitution.

All tasks rely on the volunteer members of the Society.

We currently have (or had or need) the following administrative, contributory and operating groups :

Council (elected members and immediate past president)

Branch Councils (Chaffey, South East, Eyre and RITH)

Show Committee (incl. Schedule Committee, Judges Forum, New Exhibitor Workshops, Catering, Gift Shelf, Plant Stall, Equipment Storage, Signage, Show Administration.)

Publicity Committee (and Media Management)

Bulletin Publication.

Historical Data Collection of People, Places and Events.

International Rose Garden Volunteers

National Rose Trial Garden Volunteers

Gift Shelf

Library

Combined Branches Meeting 2019 Committee to be hosted in Adelaide
Allan Campbell Weekend

National Rose Society, Annual General Meeting 2019 Committee. Event to be hosted in Adelaide

National Rose Society, World Convention 2021 Committee. Event to be hosted in Adelaide

Combined Branches Meeting 2021 Committee. Event to be hosted in Adelaide

Botanic Gardens Redevelopment Committee representation

Adelaide City Council Rose Gardens advisory role

Adhoc advice to the public, pruning demonstrations

List of approved pruners. (Assessment, Credentialling and Listing).

Liaison with Neutrog (major sponsor)

Technical Equipment Management / Maintenance and Asset Register.
(Asset Management database, including photos.



The Rose Society of South Australia Inc.

Strategic Plan 2017 - 2022



Our Vision

Our vision is that our society understands the cultural significance of the rose and the joy of growing roses.

In realising this vision, the Rose Society of SA Inc. will initiate rose related participation events and be a resource of accurate and up to date cultivation techniques, be recognised as a significant contributor to the knowledge base of the general gardening community, influential in the way local communities structure and present public gardens and horticultural societies show and judge cut flowers, and, work creatively and collaboratively within the national body and world rose organisation.

Our Mission

To provide excellence and innovation in the promotion of the rose.

The Society is managed with a primary focus on developing a wider appreciation of the rose within our community and supporting members and groups that enhance the cultivation of the rose.

Our events provide joy, comradeship and knowledge support for all participants.

We engage with members and the wider community through the use of all media styles to share our knowledge, event dates and members achievements.

Our Strategic Focus

1. Promote the culture of the rose.
2. Create and conduct Rose Shows and Events of a high standard.
3. Collaborate with the National body to facilitate and conduct the 2021 WFRS Convention.
4. Communicate with members and the wider public using a number of different media.
5. Recognise and celebrate the contribution of members to the work of the Society.
6. Consolidate the RSSA Inc as a model plant society within the social structure of our state.
7. RSSA Inc. to continue to create and promote partnerships with business and government instrumentalities.

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Many local Councils and businesses have made attempts to enhance public spaces and business premises. Identifying these groups and encouraging better cultural techniques will enhance our general environment and possibly encourage an expansion of their efforts to make our surroundings and less attractive areas more rosy.

Key Action	Performance	Expected Outcomes
Promote the work and/or products of the Society's partners / sponsors.	Use media and events (rose shows, country shows etc.) to showcase sponsor products.	Ensure long term support of sponsors.
Work with NRSA trial garden, Botanic Gardens, City and Municipal Councils across all areas of culture, cultivars and staff 'rose' related training.	Offer advice, voluntary assistance and attend, formulate and pursue outcomes of meetings.	Improved public rose gardens in range of cultivars on show and in general cultivation practises.
Identify businesses that actively maintain rose beds on their premises.	Create a list from member observations within their local area of businesses with rose plantings on their business premises. Contact businesses and offer them memberships and encourage their participation in society activities.	Greater appreciation and enhancement of the local environment. A broader support base for the society to have local meetings or shows.



Provide exemplary administrative experience and skills to conduct the business of the Society.	Maintain a consistent and high standard of administration at all levels of the Society's structure. Ensure all positions are filled with enthusiastic and experienced members. Ensure all business is conducted within the framework of the Society's Constitution and By-Laws.	Continued and expanded support for the Society by its members, sponsors and general public. A summary of core values that best describes our Society. Descriptors of each role assigned by the Society to ensure a smooth transition when a role is transferred to another member.
Actively gain support of similar groups to achieve collaborative goals.	Contact and liaise with 'similar' plant groups to identify the needs of the groups in the short and long term. Initiate plans to identify the highest priority needs and ensure plans are enacted to meet these needs.	Improved facilities, membership and attendance at events organised by the individual plant societies. Societies able to structure themselves internally and collaboratively to ensure their future viability.



1. Promote the culture of the rose.

A lot of information has been generated over many centuries that recognises the rose can be cultivated to improve its performance as a garden plant. Much of this information has been generated in the northern hemisphere where a different climate dictates different growing conditions not necessarily suited to our climate. For much of the last century this information was still being disseminated to our southern gardeners and the old books are still being used by new growers to establish their growing and maintenance techniques. Higher temperatures, higher intensity levels of UV, clearer skies etc. etc. as well as improved and more disease resistant varieties and the introduction of shrub roses, mini flora roses and ground cover roses are all factors that have led to a re-think of our cultivation and maintenance techniques so that we can best enjoy our roses as high performing and spectacular garden plants.

Key Action	Performance	Expected Outcomes
Conduct monthly meetings in the city. Conduct regular Branch meetings.	Metro : Maintain a central meeting place and continue to provide interesting guest speakers. Branch : Continue to rotate meetings between major towns. Vice presidents of Council to attend when possible.	Increased attendance and interest at meetings.
Conduct Pruning Demonstrations.	Provide pruning demonstrations using expert pruners in metro and country regions during June and July.	Remove the myths that surround pruning of roses. Healthier and more resilient plants to improve flowering.



Use newsletters, radio and TV, online media (web pages, blogs, social media, databases) and allied businesses to espouse/publish rose culture notes.	Create links with horticultural media through which events can be highlighted and advertised. Provide media training to Council / Committee members who are nominated for this task.	Continued and increased interest in improving rose cultivation. Increased patronage at organised events.
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2. Create and conduct Rose Shows of a high standard.

Rose shows have continued to be an effective way in which the society can engage with the wider community. It is a place where a visitor can experience unbridled joy when seeing and smelling the mass of blooms for the first time. Experienced growers can check for new varieties and the uncertainties of cultivation can be cross checked with the society members on hand to answer queries.

To encourage members to exhibit, the standards for exhibiting must be clear and judging of blooms must be maintained to a high standard and in accord with the rules of exhibiting. Show administration must also be efficient and inconspicuous.

Key Action	Performance	Expected Outcomes
Conduct Spring and Autumn Rose Shows in the metropolitan area.	Consolidate a central venue. Maintain equipment to a high standard of repair. Maintained exhibitor and judging standards, interesting guest speakers, provision of sustenance and provide for various stalls and activities.	Increased visitor numbers. Increased interest in rose growing. Increased member participation. Increased number of members who are confident in answering rose related problems.
Assist branch shows or exhibits with judging and exhibitor training.	Provide where needed, equipment, exhibitor and judging expertise.	Show schedules to be more expansive and to reflect some of the metro. classes.

6. Consolidate the RSSA Inc as a model plant society within the social structure of our state.

The RSSA Inc will continue to provide events of interest and knowledge and culture techniques through a range of communication media to enhance the health and productivity of the rose plant.

Many plant related societies and clubs, in the city and in the rural areas, are currently experiencing a downturn in membership and volunteers to occupy committee positions. Communicating with other groups to identify the common issues of concern, developing a plan to address the problems and implementing a supporting a program will strengthen the position of our society and other plant groups to ensure viability into the next generation.

Key Action	Performance	Expected Outcomes
Establish a geographical home base.	Establish a home base from which the business of the Society can be conducted and the Society library can be established. The business of the Society includes dissemination of information, monthly meetings and shows.	Ready access to rose cultivation matters, easy and identifiable home base for meetings and shows. Increased patronage at RSSA Inc functions. A focal point that will assist the Society to achieve its goals.
Provide expert advice.	Ensure all media and RSSA Inc. events are used as effective tools to disseminate the correct and useful information about the cultivation of the rose.	Improved appreciation and cultivation of the rose as a garden plant and increased use and improved cultivation of the rose by public institutions.



Commemorative / Traditional Lunches/ Dinners	To initiate special events when a situation presents itself or is pro-actively initiated by Council. eg 'Allan Campbell Lectures', Life-Members gathering, 'Christmas Dinner'. etc.	To develop closer networks between rosarians or provide an educational function or develop collaborative ties between members or groups or to celebrate achievements.
Recognise outstanding service on an annual basis.	Recognise the service and work contributed by members in the administration, organisation, participation and completion of the functions of the Society.	Increase the opportunity for members to participate in a complex organisation and to be recognised for their effort.
Document the history of the Society	Continue the work of the 'Centenary' celebration group and add to the records that were used to create the book published in 2008.	Organisers of future milestone events will have a ready source of factual data to use in publications and celebration events.



Assist other Show organisations in presenting a 'Rose Section' in their schedule.	Administrators, exhibitors and judges to participate in shows and to provide information to local patrons.	Improved exhibiting by locals and increased interest in rose cultivation.
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3. Collaborate with the National body to facilitate and conduct the 2021 WFRS Convention

This event is to be held in Adelaide and our Society is in the front line to ensure all aspects of the organisation is supported.

Key Action	Performance	Expected Outcomes
Commit and meet funding agreements set by the NRSA Inc.	Assessed annually by Council and discussed to ensure commitment targets have been achieved.	Successful conduct of the WFRS World Convention.
Initiate fund raising initiatives to conduct the event.	Use the Rose Show as a vehicle for the Convention committee to promote their 'products'. A portion of the entrance fees paid by patrons to be donated to the NRSA for the purpose. Encourage branches to organise a fund raising event.	Meet the funding targets set by NRSA Inc. and ratified by Council.
Act as conduit for information and advertising of the event to members and the wider public.	Ensure information is made available to members and the general public via the 'Bulletin', Society web site and other social media.	An understanding of the significance of the World Convention for SA.

Set in place the organisational structures needed for the RSSA Inc to play its role in the conduct of the event.	Establish a committee to implement the event and to report to the NRSA Inc. and RSSA Inc.	Organisational structures are set in place to action the event. Funding targets are met. A successful convention is conducted.
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4. **Communicate with members and the wider public using a number of different media.**

Knowledge, events and achievements must be communicated effectively and accurately to ensure the goals of the activity are met. Print, Radio, TV and social media all lend themselves readily to some aspect of promoting an activity.

Key Action	Performance	Expected Outcomes
Web Page	Review, by creating a sub-committee, how RSSA Inc. can best utilise the web and social media.	Make the 'Bulletin' and other communications available to members through this medium by choice, rather than using hard copy.
Social Media	as above.	as above.
Membership and book keeping database.	Use a database to track membership, roles and awards. Ensure email addresses are maintained. Link with a receipts and payments system for regular and annual reporting.	Email receipts to reduce postage costs. Simplified reporting to track economic status of RSSA Inc. Easy auditor access. Email information for reporting or requesting assistance for particular events.
Radio, TV commentary.	Provide media training to Council / Committee members who are nominated for this task.	Improved and more succinct messaging to reach target audiences.

Conduct Combined Branches Meeting regularly.	Continue with bi-annual combined branches meetings with each branch assuming responsibility for its conduct in turn or as negotiated.	Increased collaboration and networking between branches and Council.
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5. **Recognise and celebrate the contribution of members to the work of the Society.**

Life Membership for service and/or innovation, 25 Years Continuous Membership for loyalty and National awards continue to be supported. Branches encouraged to implement their own recognition system. Compilation of a roll of executive position holders and award recipients could be investigated and a consideration of the show trophies is needed. (eg Currently the Spring Show offers many more trophies than the Autumn Show and members are not taking possession for the interval between shows.) Service Awards have been made in the past and consideration will be given to formalise the process and to identify the criteria to be met to be eligible for such an award.

Key Action	Performance	Expected Outcomes
25 Year membership.	Upgrade the data on the members database to ensure the reliability of data when searching for this entitlement.	All eligible members to be recognised for this award on an annual basis.
Life Membership	Life Membership' sub committee to meet regularly to consider eligible members.	All eligible members to be recognised for this award on an annual basis.
National and International Awards	Council to discuss members names which are to be forwarded to the National and International organisations.	All eligible members to be recognised for this award on an annual basis.