

PESA Strategic Plan: ‘Towards 2030’

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1. Executive Introduction

1.1 Chair's Foreword

Every four-five years the PESA Federal Board spend a day meeting in person (where possible) to review and update the Society's strategic plan. The first such plan was released in 2016 with the aim of navigating the downturn in the industry and building foundations for PESA's future. The second plan (Towards 2024) was released in 2019 with a 5 year operational time frame set within a 10 year planning horizon. The plan was revisited in 2021 but had the means to weather the Covid-19 pandemic in place so did not need significant updates. PESA's third strategic plan was due to be developed in 2024.

The PESA Federal Board changes every two years as it rotates around State Committees which also change every two years, highlighting the importance of evergreen strategic frameworks for our society. PESA Strategic Plans enable current and future Federal Boards and State Committees to work towards achieving defined goals across the nation through each planning cycle.

A detailed survey was sent to all PESA members ahead of the strategy day and provided extremely valuable demographic data and feedback which were used to inform development of this strategic plan. The PESA Federal Board met in Adelaide on 21 October 2024 for an intense but productive day of discussions to develop this plan. Given the many 2030 targets set by governments, the board also decided to align PESA's new strategic plan timeframe to 2030.

The Towards 2024 Plan was released just before the Covid-19 pandemic had profound impacts on many PESA activities, however it also opened up opportunities for new member services (e.g. national webinars, online content) and new ways of operating (e.g. remote meetings). This Towards 2030 Plan states how we aim to create more value for all PESA members by ensuring that we continue to deliver cost-effective, relevant and innovative services and products in this time of rapid and dramatic changes - globally, nationally and for Australia's broader energy resource sector.

1.2 Message from the Federal President

The "Towards 2030" strategic plan builds on the plans from previous years. Our previous plan was developed before the COVID-19 pandemic and all of the changes that entailed. While the previous plan guided us well through this difficult time, there have been some changes to our industry, and the world at large that require PESA to change alongside.

"Towards 2030" involves broadening the focus of the society to encompass the wider range of energy geoscience that makes up the work of our members. This involves more cross society collaboration and a shifting of some of our allegiances.

The plan also doubles down on an increasing trend within PESA for more online content, with the technical library, webinars and new member driven news offering of PESA Gazette.

The success of this plan will rely heavily on the volunteers within our society who sit on federal and branch committees. But it will also rely on our members in general who are put more in the driving seat for generating content for our communications and helping take PESA in the technical directions they are interested in.

Helen Debenham

President.

1.3 Our Vision

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

1.4 Our Mission

To promote professional and technical excellence in energy geoscience.

1.5 Our Purpose

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

The emphasis of PESA is primarily geoscientific although most aspects of the upstream industry are catered for.

1.6 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.

2. Our Strategy

Background

This strategy is the third in a series of strategy documents starting with the first in 2016. As the world we are operating in changes around us, these strategy documents keep PESA moving forwards with clear goals.

The 2019 strategy was set just prior to the COVID pandemic and all the changes that brought about. However, a review of this strategy in 2021 determined that the key items required in a strategy to weather that storm had actually been put in place by the board at the 2019 planning session, and no interim update of the strategy was required. Now as we look back over the 5 years of the previous strategy and look forwards to the next 5 years there are a number of things that will remain constant, but also plenty of new ideas to help move us forwards in a different era.

Process

The board and executive of PESA worked through a strategy and planning day on 21st October. This was held in Adelaide and most members of the board were present in person, with 2 interstate members dialling in online.

Prior to the meeting an information and question pack was circulated to ensure that board members were prepared for the questions that would be raised and had the opportunity to read the background material.

A presentation was also circulated and presented at the start of the day highlighting key results from the Membership survey that had been carried out a month or so prior. This enabled Board decisions to be informed by and reflect the views and concerns of the wider membership (or at least those who responded to the survey). Survey feedback was a critical part of the strategic planning day and it is recommended that in future a member survey is run before future strategic planning days to inform and underpin board discussions and the new plans.

Strategy.

The 4 key strategic pillars devised at the 2019 planning session were deemed to still be appropriate as a foundation to the plan, and these enable the plan to be broken neatly into sections targeting particular items and have specific and measurable targets to ensure that the implementation of the plan can be ensured.

The following tables document the Strategies, Tactics and Targets for these Strategic Pillars.

Objective One: Creating Value for Our Members

Strategies

- Build value in membership
- Gather member feedback to measure value PESA is providing to its members.
- Ensure PESA members are supported by their organisation
- Broaden technical scope across sub-surface energy geoscience
- Provide opportunities for knowledge sharing across State branches
- Promote industry networking opportunities for all members
- Maintain and strengthen mentoring programmes
- Provide member discounts for events run by other societies.
- Develop recognition in membership

Tactics

- Increase corporate promotion of PESA
- Improve technical library to provide better member access to PESA publications and technical content
- Use the Gazette as a forum for members to share Branch, photos and technical information
- Use webinars as prime vehicle to provide relevant training and knowledge sharing to all members
- Provide training, technical talks and conferences aligned to member needs and interests (using survey results)
- Ensure robust continuation of existing technical forums
- Provide a clear framework for mentoring programs
- Develop MOUs/agreements as relevant with relevant societies (e.g. GSA, SPE, ASEG)

Targets

- Develop/licence improved search capabilities for technical library
- Collaborate with and support subsurface focused events with other societies including reduced fees for our members
- Reinstating the Distinguished Lecture series
- Bi-annual membership survey
- Gazette to be emailed to members each month.
- Develop a schedule of training and educational events each year and promote via website and gazette.
- Develop a schedule of regular webinars each year and promote to members via emails and gazette.
- Mentoring programs available to every member in all branches
- Yearly certificates presented to log standing members at AGM or branch meetings

Objective Two: Communicating PESA's Value Proposition

Strategies

- Articulate and promote PESA's current value proposition to members
- Promote PESA as the Energy Geoscience Leader to non-members
- Use the PESA website to promote the society and its activities.
- Communicating PESA value proposition to corporate/executive leaders
- Promote PESA awards and scholarships

Tactics

- Promote PESA benefits to key decision makers in companies and government organisations
- Engage champions within companies to promote membership and event attendance
- Gather feedback through membership surveys to understand our membership demographic and corresponding needs
- Maintain visibility of brand where applicable
- Use selected webinars to attract potential members via free access
- Engage early career peers to promote the industry and provide them with a consistent 'elevator pitch'
- Maintain the status quo with student engagement

Targets

- Develop elevator pitch. Could be used for members and non-members
- Keep the PESA website relevant, evergreen and engaging
- The PESA website is recognised as a source of information about energy resources and upcoming events.
- Utilise young career peers to promote the industry
- Make PESA Gazette articles public and have only the technical papers behind the firewall where appropriate
- Use LinkedIn for events and free content outside the firewall
- No decreases in membership numbers

Objective Three: Building Agility

Strategies

- Broaden focus and reach of the society
- Develop PESA presence in growth areas of the energy sector that remains consistent with the PESA 'mission' and 'purpose'
- Establish PESA's position as an energy geoscience professional organisation
- Develop effective working relationships and/or partnerships with other societies in the energy sector

Tactics

- Knowledge partnership for worldwide online knowledge sharing
- Engage with other societies in Southeast Asia and Australasia
- Engage fellows and SMEs to diversify luncheon meeting topics
- Support branches that need further support
- Broaden membership
- Increase collaborative State branch events
- Each branch to have a liaison for engagement with other societies
- Apply survey feedback to ensure member needs are being met
- Develop a common calendar for society events
- Tailor events to meet member needs

Targets

- At least one federal collaborative event with a Southeast Asian or Australasian society held bi-annually
- At least one branch collaborative event with another society per year
- Each branch to assign one committee member to act as the liaison between other societies
- Quarterly meeting for PESA liaison sub-committee members. Though education committee
- Collaborate with other societies and support subsurface focused courses, lectures and joint events
- Support new energy focused societies with collaborative events and cross marketing etc.
- Calendar used to minimise clashes, maximise uptake of speakers and identify topics suitable for joint meetings/field trips/courses.

Objective Four: Sustaining Financial Resilience

Strategies

- Develop plan to respond to next downturn
- Build fiscal resilience through robust budget management and clear targets
- Broaden sources of revenue
- Use member money wisely
- Financial governance
- Optimise administration to ensure PESA is receiving best practice, value for money professional society support services.

Tactics

- 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
- Monitor opportunities to broaden sources of revenue
- Regularly review and optimise our revenue from term deposits.
- A business case for significant projects (>\$10k) will be developed and presented for Board consideration
- Ensure PESA is compliant with financial regulations and requirements (ASIC , ATO etc .)
- Review service delivery requirements with our provider when the contract come up for renewal.

Targets

- Maintain our bank balance which equates to two-years of expenditure
- Term deposits are generating optimal interest and money is available when needed.
- Budget to be presented to the board in month November and regularly reviewed during the year
- Increase the number of organisations providing sponsorship funding and/or advertising income to increase revenue.
- Board develops a seriatum of significant projects to manage budgets and timing
- Regular meetings of Finance Committee with oversight by the Board.
- Optimise value for money and services delivered by our support organisation