

2026 Presidential Election Personal Statement: Joanne Segars OBE LRPS

About me

I've long been an avid photographer. An enthusiastic member of the London Region and several Special Interest Groups I actively champion, and have benefitted from, RPS' culture of learning and inclusivity.

My extensive experience as a non-executive director, trustee and chair of several financial services boards means I understand what makes boards effective. I was the CEO of a trade association with 1,300 members, so know the importance of working with members to deliver shared outcomes.

What have I delivered for the RPS so far?

I became a Trustee in September 2025 and was elected Deputy Chair in November. I overhauled the risk register and I:

- sit on the Finance Committee, steering the RPS to financial health;
- chair the Representatives' Committee, providing a link between members and the Board; and
- represent the Society at events.

As a London Region volunteer, I was projects coordinator working with 25 photographers to deliver the *Sustainable London* exhibition.

What will I bring to the role of President?

I'll bring passion, enthusiasm and energy to the role. I bring effective working relationships with the CEO, trustees and volunteers; good people skills; and an ability to get things done.

As an educational charity, I'll focus the RPS on supporting each other to learn, grow and share knowledge and will operate through a culture of mutual respect, listening, inclusivity and open dialogue.

What will I seek to achieve as President?

The 1.3bn images posted daily on Instagram reflect the soaring interest in photography, with mobile cameras making everyone a photographer. I want the RPS to harness the enthusiasm of digital and analogue photographers, amateurs and professionals to help the RPS grow, support photographic education and deliver its mission of "photography for everyone".

That means extending the reach of our **education programme** to engage a broader cross-section of photographers and making the new **Distinctions programme** more attractive to more people, with success the norm.



I will seek to **raise our profile** by positioning the RPS as a thought leader on issues affecting photography. We should be seen as the UK's pre-eminent photographic body.

But to have a successful future we must **secure our foundations** by:

- Working in partnership with, valuing and supporting **volunteers**, who will remain vital to delivering our work, and reviewing our structures so there's a good presence across all our activities and regions.
- Rebuilding our **finances** by growing membership and accessing new income sources.

My life in photography outside the RPS

I'm a social documentary photographer whose work has been exhibited in group and solo exhibitions. I'm currently working on a long-term sustainability project, *Leftovers*, that celebrates companies transforming leftover products into new ones, as well as a year-long psycho-geography project. I'm an enthusiastic travel photographer.

In 2024 I gained my photography HND and was awarded the LRPS.

I believe my skills, knowledge and experience can help deliver success for the RPS.

It would be an honour to serve as President.

