



National Rifle Association of Australia Limited

MEMBER UPDATE #43

Chairman/ Finance – Gordon Duncan

At a meeting of Directors, Presidents/Chairmen of State and Territory Associations over 9-10 December 2016, many pertinent decisions were reached.

Financial:

Due to a number of factors, it has become necessary to recognise that some changes must be made to the general operations:

- (a) The ATR magazine will cease from 30 June 2017
- (b) There will need to be reductions in expenditure where feasible but especially with Australian Teams funding.
- (c) A similar reduction will be needed on various National Teams matches.

On the other hand, there was no increase in affiliation fees. Every effort will need to be made though, to assess a method that both F Open and FTR shooters contribute to NRAA finances. Other sections of the sport contribute through ammunition/projectile/powder sales.

Insurance:

NRAA cover was discussed with the perception that the cover provided was not up to the standard offered through SSAA. Unfortunately, this is akin to comparing horses and cattle. Presently the insurance cover equates to \$10 per shooter registered with NRAA per annum. There is a much greater public liability cover with NRAA, a generous cover for travelling teams but granted no specific cover for firearms.

Other:

Only three nominations were received for the three directors' positions declared vacant. George Wittorff (WA), Robert Pedersen (Vic) and Gordon Duncan (Qld) were elected.

George Edser who has overseen the ammunition portfolio did not renominate. His expertise and input over several situations were gratefully received by the Board.

A request to review the current ICFRA target dimensions, especially at the longer ranges, was rejected.

No change was contemplated to the Grading System.

GR Duncan
Chairman



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Rules – Reg Cunningham

Muzzle Brakes

The Board have reviewed the current wording and will be updating the SSR's.

Range Officer

A full review of the current RO duties is underway. This will be presented at the February board meeting.

Membership – George Wittorff

As part of my brief to address membership issues facing the movement at a national level and develop and investigate strategies that State Associations and local clubs can gainfully use in a concerted effort to attract and retain members, I have approached membership from a range of strategies.

Publications:

Using the ATR as a vehicle for disseminating information, members have been exposed to:

- ATR 123: As clear as is possible, a graphic picture of the trends in membership for National as well as for individual S&Ts. Based on the figures over the periods 2001, 2007 and 2015, with the exception of two Associations, there has been a steady decline in membership.
- ATR 124: This article used the CATTs program run by the QRA as a positive exemplar of what can be achieved when the Association's central body shows leadership and runs an organised program to attract, introduce and follow up prospective members. Significantly, the QRA is one of the two State Associations showing an increase in membership over the research period.
This approach can also be used at the club level.
- ATR 126: Another example of how a club (Busselton WA) expanded its scope of shooting to members by introducing Field as well as Service shooting. Significantly, these disciplines are covered in the SSRs, illustrating that clubs have a range of activities available to within the rules.
This club has bucked the trend in WA and has had a significant increase in membership as a result of offering a range of disciplines. Other clubs can easily copy or adapt this approach.
- ATR 127: Is a researched list of activities that clubs may pick and choose from to suit their circumstances, but which can assist in attracting and retaining members.

Additional research-based articles will appear in subsequent editions of the ATR.

It has been agreed by the S&Ts at the 2016 AGM that these articles be placed on the NRAA website, preferably in a separate menu entitled "Membership Toolbox".

Marketing:

Advertisements have been placed in three consecutive editions of "Fishing Australia" beginning with the January 2017 edition. This advertisement is aimed at attracting readers of this



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publication to apply for NRAA Supporter Status. The membership is \$15, and the recipient will receive an NRAA lapel pin and certificate. The advertisement states that the funds so received will go directly to assisting Commonwealth Games shooters as well as International Teams. The aim of the NRAA in this venture is to increase our total membership as a means of strengthening our hand when negotiating or reacting to Government or other bodies.

Recruitment Aids:

Two aids for clubs to use for recruitment of new members have been placed on the NRAA website under "Publications". They are, "Membership Plan for Clubs", and "Try Shooting" flyer