



National Rifle Association of Australia Limited

MEMBER UPDATE #47 (Amended)

Welcome to Members Update 47. The NRAA board has gone through some changes in the last 6 months with the appointment of three new Directors. Piers Cambridge has been appointed the Ammunition and Strategic Plan portfolios, Craig McGowan is now in charge of Competitions and Albert van Wyk will lead the NRAA with IT development and Membership. George Wittorff is now the Director for Rules and has also been appointed Chairman. Gordon Duncan has retained the portfolio of Finance.

The NRAA AGM will be held on Friday 29th November 2019. During this meeting there will be elections for three directors' positions. Nominations will be called as per the NRAA Constitution. The Members Forum will follow on Saturday 30th November, this is the opportunity for all State and Territories to present any recommendations to the NRAA Board.

All States and Territories have been participating in the Shooting Australia Roadshows. These have been a great success for information sharing. The Shooting Australia Members Forum will be held in May and we look forward to receiving the final report on all the discussion and outcomes. We will forward this to all once received. Shooting Australia has farewelled Damien Marangon who has been the CEO for the past seven years. The NRAA thanks him for all his efforts and wishes him well in his new endeavour.

To assist the invoicing process for the NRAA we have implemented a new order process, this will allow any issues to be addressed immediately and invoicing to be raised on receipt of the Goods Received form. This process will also help S&T Shops/Stores communicate to their Executives on deliveries received and upcoming payments. NRAA has also implemented a 30-day payment term.

Chairman/Rules – George Wittorff

In the period since being assigned the Rules portfolio I have addressed the following issues:

1. Attended an ICFRA committee meeting at Trentham, New Zealand in January, where the following points were raised:

- “Machine gunning”. For electronic targets when shooting single string. Target Rifle has mandated an instantaneous confirmation of registration of a hit by the target, with value and position to appear after 10 seconds. Australia voted against this change. Notwithstanding, in future ICFRA competitions in Australia, the requirement of a 10 second delay will of necessity apply. Australian Etarget suppliers/manufacturers will need to be made aware of this new stipulation and be required to update existing and future systems to be able to cater for this ICFRA requirement.
- In international teams events, to overcome the problem of penalizing the whole team in the event of a shot being fired in the preparation period, it was decided to do away with the preparation period altogether, and extend the time allowed for the team to complete its shoot by a single 2 minute period.
No change required to NRAA rules for teams required.



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- Decision to remove the position of Armourer from the Palma Match Team, reducing the Palma squad from 26 to 25.
NRAA Competitions manual to be amended to reflect the above.
- ICFRA has changed the International Teams rule to allow the use of 223 projectiles. Further 91gn 223 projectiles have been approved. *NRAA SSRs to be amended to allow the use of projectiles up to 91gn.*
This rule will become effective on 1st July, 2019.

2. Introduction of a new discipline, titled “Sporting/Hunting”
This set of rules was formulated via the use of a sub-committee who put forward a Draft set of Rules, which were then forwarded to all S&Ts for comment. Twenty one responses were received, and the input from these resulted in a final Draft being presented to the Board for approval. This discipline is introduced to cater for shooters who have off-the-shelf sporting/hunting rifles, and to offer them a venue at which to participate in the sport. It’s prime purpose is to attract new members and to encourage participation.

This new Discipline will become operative immediately, SSR’s will be published within the next seven days with New discipline included.

3. SSR 3.1.5.9 which reads “Prismatic non-magnifying periscopic devices at the backsight may be fitted to permit the competitor to address the peep sight in a downward direction, rather than horizontally” was presented to the Board.
Approved – effective 1st July 2019.

4. The following matters were raised as queries or complaints with the Rules Director by various members, and dealt with accordingly:

- Blow Off Shots
- Service Rifle – Optical Class
- Artificial rests
- F Class Teams – Personnel on Mound
- Match Rifle – 1500yds
- Minors Policy
- Muzzle Brakes
- Pointing and Meplatting
- Service Rifle Assessment
- Shooting Mats.

5. A short article was placed in the ATR, indicating a suggested approach by members when querying issues related to SSRs. In particular, Rule 11.2.3.2, which states: “Where any condition or matter arises which is not covered by any of these rules such condition or matter shall be deemed to be not approved. Application for approval can be made through a State or Territory Association to the NRAA provided the required notice is given.”



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Competition – Craig McGowan

It has been a busy start to 2019 for myself as Competitions Director for the NRAA. The highlight being the outstanding result by the Australian Rifle Team at the recently held Long Range World Championships in New Zealand. Reports have been received by Captains and Managers and will help form the basis of future teams competing overseas.

Preparations for Australian F Class Team to South Africa are moving along with both FTR and F Open Teams captains having selected their respective team managers.

Planning and preparation is also well underway for the National Championships to be held in June, along with the F Class Trans Tasman Championships.

The next three months in the lead up to the July Board meeting, will be busy for the NRAA office and director, with creation of both a Competitions Sub Committee and a Team Selections Sub Committee. Both committees will be tasked with the review of current competitions / policy and procedure and providing recommendations to the board.

April.

- Call for nominations – Competitions Sub Committee.

May.

- North Qld Championships
- Veterans Teams Championships.
- Call for Nominations – Teams Selections Sub Committee.
- Selection of Competitions Sub Committee.

June.

- Australian Target Rifle Championships and Queens Badge.
- Trans Tasman F Class Championships.
- Martin Baxter Match
- Selection of Teams Selections Sub Committee.

July.

- NRAA Board Meeting

Ladies Teams Matches New Composition

At the General Meeting of the Australian Ladies Rifle Association held on 18 June 2018, there was much discussion on the continuation of the National Ladies Team competition in its current format as Target Rifle only competition. As the NRAA is aware there is a growing membership of Ladies within the F Class disciplines and this has impacted the ability for States to submit a team for the National Ladies Team competition for several years. The Ladies have now approved the following:

- That future Ladies Teams will be Composite Teams, consisting of TR and F-Class shooters.
- Each State may nominate up to two (2) teams.
- That teams consist of 5 shooters and be made up of any combination of TR, FS, FO or FTR.
- The MCSI System or any other approved “mixed” scoring system be used for the competition. (*Executive of the Association to confirm the scoring system to be used prior to the commencement of the matches.*)

NRAA will update the teams manual and advise the new subcommittee.



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Calendar of Events 2020

Event	Location	Date
National		
Ladies Teams Matches	VRA	30 - 31 March
National Teams Championships	NRAA - Belmont	June
Australian Match Rifle and LR F Class Championships	Ragland, QLD	15 - 19 July
National Veterans Teams Matches	NSW	October
International		
Ladies Tri Nation Match	New Zealand	January
South Africa WFCLRC Test Event	South Africa	27 March - 4 April
Bisley Teams	Bisley , UK	July

Finance – Gordon Duncan

NRAA affiliation fees are coming due on the 1st July 2019. Please see the below fees for the 2019 - 2020 Financial year.

Affiliations

NRAA 2019 -2020 Affiliation.

Affiliations	Senior	Sixty Five (65) dollars Inc GST.
	Junior	Thirty Seven (37) dollars Inc GST

New member fees, annual charge as below.

Affiliation	Senior	Thirty Seven (37) dollars Inc GST
	Junior	Seventeen (17) dollars Inc GST



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Ammunition – Piers Cambridge

Members would be aware that Winchester have ceased production of ammunition in Australia. As a result, NRAA are seeking a solution for the long-term supply of a factory round.

In the interim, Winchester are producing a final 60000 rounds which is currently being manufactured. This ammunition will be distributed to the S&T as per the orders that have been placed; the outcome being that ammunition stocks should be available to members until later this year. We would ask members not to do any panic buying.

The NRAA has recently written to a number of ammunition suppliers in Australia asking them to bid on the supply of ammunition to a known specification. This specification is based on a Sierra 2155 and a velocity of 2950fps from a 30inch barrel. To date, three companies have responded and there is significant opportunity to move forward. When final details have been confirmed, the S&T opinion on a suitable round will be sought. In the intervening period it is likely that some people will be asked to test pre-production batches of ammunition. Firm details on the specification and cost will be provided once a supplier has been confirmed, you would appreciate that much of the information is commercial in confidence at this stage.

Members should also be aware that there is significant quantities of Commonwealth Games Ammunition (Berger 155.5gn projectile in an ADI case). Whilst at a higher price point than the Winchester ammunition, it is high quality ammunition using a Berger projectile. Members should be aware that all S&T agreed to sell the round at cost price which is \$1.82 per round.

Rules and Ammunition Changes

At the recent Board Meeting the following decisions were made:

- Any Powder now may be used by any discipline. Members are reminded to check manufactures specifications and start at the minimum load and work up loads in a safe and controlled manner. We would also make the observation, that due to the high costs and powder importation, that ADI powders will most likely remain the most available brand at the best price point.
- The Board has approved the use of any projectile up to 91gns in 223/5.56mm. Again, members are reminded to check manufactures specifications and start at the minimum load and work up loads in a safe and controlled manner.
- **These rules will come into effect on 1st July 2019.**

Safety Sub-Committee

The Board has agreed to create a safety sub-committee that will focus on creating a multi-person team to focus on range design and other firearm safety issues. As a result, people with an appropriate skill set will be asked to be members of the sub-committee and meet virtually to resolve issues/safety concerns as required. The NRAA will soon be seeking expressions of interest so please make yourself known to your S&T Association and keep an eye on the NRAA Website. The NRAA will also be asking selected individuals to participate in the sub-committee.



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Membership and IT – Albert van Wyk

“The NRAA and its associated member organisations have for long been experiencing a decline in membership numbers and participation in full bore rifle shooting.”

The statement above is quite often the most commonly held view of the NRAA membership status and any membership analysis, support this view. Trying to analyse the exact cause and effect of our decline in numbers proves to be an impossible task as most arguments centre around perceived issues as supposed to dealing in facts.

In general terms, clubs and member organisations throughout Australia have undoubtedly felt the continued pressures of an online and physically disconnected society where the means of interaction are no longer face to face but digital. Add to this the misinformation and perception of gun ownership in general and it becomes quite apparent that the NRAA must look at solving the issues by redefining what it stands for and the value that it adds to its members.

A continuation of the current membership trend will most certainly see the inevitable demise of full bore sports within Australia and loss of access to its facilities. Clearly thought through strategies need to be put in place to stop and reverse this eventuality.

The purpose of this documents is to generate dialogue between the S&T's and the NRAA, to define key membership goals and initiatives, to execute together with a single voice and to ensure the future success and continuation of Full-Bore Target Shooting Sports in Australia.

A technology review has highlighted that although the NRAA has some technological capabilities in the way membership is managed, most of these systems are either not fit for purpose or is not delivering against the key membership requirements. It is imperative that technology investment is aligned to key membership and operational requirements i.e. communication, signups, administration, finance and competitions.

Establishing a Strong Brand

The NRAA's ability to attract new members is strongly linked to our image, the satisfaction of current members and volunteers, and the quality of what is offered. It is critical to sell our virtues through marketing strategies and events which will greatly assist to put our name and profile in front of potential members with positive connotation.

What does the NRAA stand for? Why do we exist? What are we trying to achieve?

I believe that it would be very difficult to attain any consistent response from our membership base to these questions. To change this, we need to define and communicate the information so that we control the narrative and define the perceptions of who we are. The strategic review will deliver the foundation on which a strong brand can be built but it will require the effort and attention throughout every S&T and local clubs to execute.

Key Action items for consideration and discussion:

- NRAA name change
- Logo redesign
- Update website with new look and feel and functional areas to provide a centralised digital community.
- Improve on member communication though regular updates and EDM's (electronic direct mail
- Broader marketing awareness within local communities



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NRAA name change

The most recent gun violence events provide stark realities of what the NRAA name mean in the minds of the common man. The perceptions and connection with NRA in the United States is easy to understand as the NRAA values have not been well defined nor clearly communicated. To this end the ability to change the perceptions associated with our current name would be a mammoth and almost impossible task. It would take considerable effort and funding to change those perceptions within the broader society.

One potential path would be to consider a name change of the NRAA and to invest funds into building a strong values-based identity. I will seek input from S&T on this idea.

Possible Names for consideration and discussion:

- Australian Target Sports Inc.
 - QLD Target Sports, NSW Target Sports etc....
- Target Sports Australia
 - Victorian Target Sports etc....
- Australian Long-Range Shooting Sports Association
 - Western Australia Long-Range Shooting Sports Association...etc.
- National Target Sports Association
 - NSW Target Sports Association... etc.

Logo redesign

The current NRAA logo is masculine, cold and empty to the modern person who does not understand or know of our heritage. It speaks to an autocratic and regimented organisation that is less interested in its members and more so in its own wellbeing. The new NRAA logo need to be warm, gender neutral and speak to the values and benefits of target shooting sports in Australia.

Advice has been sought from brand experts who are advising on alternatives to be considered by the S&T's

Update website with new look and feel and functional areas to provide a centralised digital community.

Like our logo, our website is supposed to create a sense of excitement for any new visitor and be the platform on which we are able to communicate our brand, our values and the benefits that we offer. Unfortunately, the current website does not achieve in any of these areas.

Apart from the functionality improvements needed, our website need to be inviting and clearly demonstrate that we are a sport with impeccable standards of safety, a long line of tradition and high achievers, provide a humanistic link, embody our values and promote diversity and inclusion. Alongside the brand change, The NRAA is currently investigating options of changing the website, "look and feel" to align closer to these standards.



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Improve on member communication through regular updates and EDM's (electronic direct mail)

The NRAA is currently unable to send relevant information to individual shooters in a timely or effective manner. The need to send to S&T who then send these communications to clubs and maybe to the individual shooter is an inefficient and senseless approach. Not only does this approach lead to double, triple and quadruple handling of the task but it additionally leads quite often to the messages not getting delivered or being severely delayed.

The NRAA will be investigating the options to implement a communication platform that could be leveraged by S&T in order to improve on member communication.

Effective marketing and communication can attract members, sponsors, volunteers and funders. The more people who know about the NRAA, S&T's and our clubs, the more opportunities might come our way to attract and retain members. Marketing and communication initiatives are also a good way to promote (and thank) sponsors, funders and other community partners.

Promoting our organisation can include events, activities and advertising, however proactively sharing stories of successes and highlights can be just as effective. The NRAA should also ensure information is made available for people wanting to get involved as participants, coaches, officials, volunteers or supporters.

There are a number of ways to deliver these messages, including club networks and meetings, noticeboards, newsletters, emails, SMS, media releases, local and community newspapers and radio, newsletters, website posts, YouTube, Facebook, twitter, other community forums and event calendars etc.

The key is for communication to be regular, in order to retain interaction with members and stakeholders, but also ensure the community is aware of our activities. The simple task of ensuring accurate and complete information of where clubs are located have been overlooked and needs to be addressed with urgency.

Broader marketing awareness within local communities

I often hear from potential new members, "I never knew you (this range, club, discipline) existed.... This is an indictment on the way we have promoted ourselves and is a prime example of why we do not have people flooding the gates to join up. The SSAA has done an exceptional job in creating the "call to action" at local gun shops. When someone approached them to purchase a firearm, the first statement is, you need to join a club, and most often the SSAA are provided as the only option.

By working with S&T's I would like to identify these locations, formulate messaging and produce content and collateral to distribute to these locations. It will be imperative for local clubs to join in this initiative as it will be they who will need to manage the relationships ongoingly.



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Membership Growth Initiatives: for discussion and commentary

The strength of a brand can only be maintained with focused execution of initiatives designed to attract and retain members. I will be requesting input from S&T's and to form a membership sub committee to discuss and formulate these opportunities.

Some may include:

To formulate key strategies and underlying activities

1. Establish two broad member categories nl. Competitor, non-competitor
2. Broaden the audience, look at new shooting disciplines PRS, biathlon etc.
3. Focus on diversity, more woman and girls
4. Increase visibility of the NRAA and its proposition
5. Broaden and formalise skills development and training
6. Establish firearms safety facilitators and gain accreditation within all state and territories
7. Align more closely to political stakeholders and influencers
8. Create a Shooting Centre of Excellence
9. Remove barriers of entry
10. Establish local and regional media centres
11. Unify existing members around a common goal
12. Create content and collateral and distribute to local gun shops to create awareness and visibility.

Information Technology and System Review

The purpose of this review was to establish a baseline of where the NRAA stood from a functional perspective and to understand whether we are able to leverage our existing technologies in order to execute on future initiatives. What this review found is that the NRAA is not in a position to leverage existing technologies effectively as most systems are either not available or not fit for purpose.

The following is a brief overview of each area:

Websites

The current website was created using a WordPress predesigned template. This approach allows for increased speed to implement and guided ease of use however as a result in reduced functionality and ability to customise.

- Easy to do updates and no training is needed
- Limited ability to make structural changes
- Website is not mobile friendly
- No ability to include call to action "Join Now"
- Require secure "Members Area" with log in
- Require better resource library for members to access relevant documents and to provide S&T with templates i.e. Grant Application, Environmental planning etc.
- Dynamic Calendar of events with ability to register and pay for the event.

As part of the S&T subcommittee, functional areas will be defined and approved before functional changes to the website will be made.



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Communication Platform

Apart from not having access to individual shooter/member information, the NRAA does not currently have the ability to send relevant and timely information to individuals, or to track the delivery of such communication. An EDM tool will allow the NRAA and associated S&T to utilise the technology for announcements, External communication, Board and Council notifications, News& Updates and the ATR.

Current technology platforms are being investigated to provide options for the NRAA and S&T to leverage.

Online Shop / S&T orders

The current process of ordering and distributing goods to S&T allow for many delays and administrative issues as has been evident in recent times. In addition to this, the administrative burden on the NRAA to manage this process detract from the ability to execute on key membership initiatives and need to be addressed as a matter of importance.

It is envisaged that an Online Shop will be created as a sub category of the new NRAA website, that will allow integration of supplier inventory to show availability of goods and to track the distribution and payment of goods when linked to the NRAA finance platform. This will remove many of the current manual processes and include better controls to S&T on the distribution of goods.

Members Database/ Member Management Platform

No membership management platform or system is currently in place for the NRAA to manage individual shooters/members. The existing shooters database on the NRAA website is additionally at the point where it has reached the limit of suitability and storage. The way in which this was originally put together is not common practice, where membership information is hosted on the website, and should be corrected. Membership information should be held in a separate data repository where other systems, i.e. website or administrator portal are able to access on a permission and access bases.

Two states have continued down a path of implementing RevolutionizeSport(RevSport) as the chosen platform to allow the sates to manage the administration of their members.

Over the last few months I have had regular conversations with RevSport to investigate the suitability of their offering to the NRAA and associated S&T. I believe that although the offering will provide solutions to some of our needs I do not believe that RevSport will be able to perform all the tasks required by the NRAA and S&T's. Some reports from the two states on their experiences seem to support this statement.

A key requirement for the NRAA and in addition all S&T is to formulate a detailed set of requirements within a document, that aim to describe every functional area to a level of detail that ensure that there is no ambiguity or misunderstanding in our conversations with service providers.

The NRAA is currently working on a draft set of requirements that will be sent to S&T for further detail in order to finalise a master set of requirements. Once completed, it will allow the NRAA to have detailed conversations with service providers, including RevSport to ensure that we are delivered a system that perform all aspects of member and sport administration as required.