

# SHOOTING AUSTRALIA

## ACTIVE TARGET



### *Who are we?*

*Shooting Australia is the peak body responsible for leading the growth, sustainability and success of target shooting sports in Australia. Shooting Australia is governed by 42 organisations across national (6) and state/territory (36). Shooting Australia is a unifying leader supporting a strong and vibrant target shooting sport community that enables Australian athlete's to be World's best*

### **Program Outline**

The “Active Target” program, delivered by Shooting Australia is funded through the Sport Australia Move It AUS – Participation Grant Scheme. Promoting the Sport AUS Find Your 30 campaign, the Active Target program engages people from all areas of the community into a fun, friendly and uniquely physically active experience through the use of laser pistols and rifles.

### **Target Audience**

The project will be openly accessible to all members of the community with particular promotional efforts made to target the following groups:

- Women and girls
- Youth (13-18)
- Low-medium income or low SES households

The program, as target sport shooting is, will be inclusive of all ages and abilities. As a result, parents will be able to participate alongside their children and carers will be able to participate alongside disabled participants and the elderly. The program will be flexible, it can be modified to suit the abilities of any participant.

### **Aim of the Project**

The primary aim of the activity is to promote the sport of target shooting to the community in a method that is non-threatening and engaging.

### **Activity is**

The project will involve a 30-minute laser pistol/rifle activity that includes running/jogging/walking with shooting at stationary targets. This activity is a modified version of a current international competition

### **When & where will the program be delivered**

The project will be delivered in various community locations such as open space parks, community halls / recreation centres etc. Events will take place in a one-off location across targeted areas and states. Deliver program in March - June 2021

### **Addressing barriers to participation**

Barriers for the sport of target shooting:

- Legislation places restrictions around age and gun ownership and licensing
- Negative news stories around mass shootings etc
- Cost of equipment and ammunition
- Access to ranges and proximity of ranges to central locations

This grant allows:

- Through the use of laser equipment, participants are not bound by legislation and the equipment can be used in any appropriate public space
- Access to club/community firearms for the delivery of active programs is heavily restricted by legislation. The acquisition of laser equipment will increase accessibility to clubs and community equipment with lower costs and no maintenance costs.

### **How the program will engage inactive Australian in their local community**

By partnering with local councils, community groups and clubs this program will identify “pockets” where target populations exist and deliver programs in accessible locations within those communities. By partnering with these groups, Shooting Australia will be able to directly communicate with the community. Additionally, by delivering the free events and programs in a venue/location that is familiar and safe, Shooting Australia will provide an experience that is engaging for inactive community members.

Having community groups, clubs and Shooting Australia clubs involved in the delivery, will also expose inactive Australians to local activity providers. Through this engagement, it is expected that Australians who were once inactive, will regularly engage in activities and find their 30.

### **Safety & Risk Management**

All participating in Active Target will be put through a safety information session before the use of any laser pistol / rifle by instructors with firearms licence. The key risks align with the biggest barriers for our sport and therefore this project is critical to our long-term sustainability, public perceptions and allowing people of all ages especially children to safely be introduced to our sport through a modified program (lasers).

Shooting Australia has a detailed risk policy, risk matrix and a risk appetite reviewed regularly by Senior Management and the Shooting Australia Board.

### **Ambassadors**

Shooting Australia will endeavour to engage our Aiming for Gold Australian athletes to assist with running the program Australia wide.

### **Engaging local clubs**

Shooting Australia will work with the local shooting clubs to support with the transition from participation in the Active Target Program to participation in target shooting sports at a club range.

If your association or club is interested in hosting an Active Target Session or would like more information, please contact Ty Allen at the email address listed below.

Email – [Ty@shootingaustralia.org.au](mailto:Ty@shootingaustralia.org.au)

