



NATIONAL COME AND TRY MAY

Report



THIS REPORT PROVIDES AN OVERVIEW OF THE PLANNING, DELIVERY PROCESS AND OUTCOMES OF THE NATIONAL COME AND TRY MAY PROJECT UNDERTAKEN BY SHOOTING AUSTRALIA.

COMMENCING IN NOVEMBER 2016, THE PROJECT WAS DELIVERED IN MAY 2018 RESULTING IN THE MOST SIGNIFICANT NATIONAL PARTICIPATION INITIATIVE FOR THE SPORT OF TARGET SHOOTING IN THE HISTORY OF THE SPORT IN AUSTRALIA.

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Cover and left photo:
Australians Dan Repacholi,
Dane Sampson and Laetisha
Scanlan Commonwealth
Games 2018 Gold Medalists.
Photo | Narelle Spangher

THE INTRODUCTION

In 2016, Shooting Australia initiated a journey to grow the sport beyond a focus on High Performance. Through this journey, the sport of target shooting has grown together and developed stronger working relationships across whole-of-sport. Ultimately, through the shared passion of stakeholders at Shooting Australia, Sport Australia, Member Organisations, State/Territory Associations and Clubs, not only was National Come and Try May delivered, it was an overwhelming success.

THE SHOOTING AUSTRALIA ENVIRONMENT

The sport of Shooting is governed by 43 different entities, all of which have differing structures, brands and names.





THE START

After a long period of consultation and collaboration an independent review for the sport of shooting was conducted in 2016. At the conclusion of the review, Shooting Australia conducted a whole-of-sport Forum.

A key opportunity identified at the forum was the need for a “Whole-of-sport Participation Plan” (the Plan). It was identified that participation is exclusive from high performance, but without a focus on “grass roots” participation, the sport and high performance would suffer.

In order to progress this key item, it was agreed that a National Participation Working Group be formed immediately. Members of the working group met to develop this project as part of a continued consultative approach to ensure that experts within the sport had an impact in crafting the direction of the Plan.

THE CHALLENGES

The National Participation Working Group identified several impediments and barriers to the development of participation products. Whilst some of the existing barriers could be viewed as opportunities, there are legitimate concerns that were addressed in the Plan. These challenges include:

- Legislation places restrictions around age and firearm ownership and licensing.
- Negative news stories around non-sport shooting incidents.
- Cost of equipment and ammunition can be expensive.
- Access to ranges and proximity of ranges to central locations.
- Resource are relatively limited with an over-reliance on volunteers.
- Legislation requires a specific commitment to competing on ranges (i.e. pistol members are required to attend a minimum of 6 competitions per year).
- The governance structure of the sport means it is fragmented.
- Historically, Shooting has been slow to change.

THE VISION

This Whole-of-Sport Participation Plan is consistent with the new SA Strategic Plan 2016 – 2020 and, in particular, the values and culture. An important strategic priority is “more people participating, more often.”

Shooting will operate with unity of purpose to deliver better participation services and resources, achieve operating efficiencies and focus on diversifying revenue streams.

The participation Vision for this Plan is: **“A Sport for Life for All”**

This Vision reflects the unique characteristics of Shooting as a sport, in that it includes:

- Males and females as equal competitors
- All ages, at both community and elite levels
- Any body type, including people with a disability
- City and regional areas

LEADERSHIP MEANS BEING ACCOUNTABLE,
LEADING BY EXAMPLE AND HAVING
A GREAT ATTITUDE AND GREAT BEHAVIOUR.

LEADERSHIP

EXCELLENCE MEANS
'GOOD' IS NEVER
ENOUGH AND ENJOYING
THE JOURNEY WHILST
EMBRACING CHALLENGES.

EXCELLENCE

UNITY MEANS GREAT
PEOPLE WORKING AS ONE,
BEING ON THE SAME PAGE AND
CARING ABOUT OUR PEOPLE.

COURAGE

COURAGEOUS MEANS
BEING BRAVE TO
MAKE BOLD DECISIONS,
RAISING THE BAR AND
THINKING THE UNTHINKABLE,
SPEAKING THE UNSPEAKABLE.

UNITY

INTEGRITY

INTEGRITY MEANS HAVING OPEN
AND HONEST RELATIONSHIPS,
DOING THE RIGHT THING,
RESPECTING OURSELVES
AND RESPECTING OTHERS.

THE PLAN

The Shooting in Australia Whole-of-sport Participation Plan was released in 2017 with the initial priority being to deliver a nationally coordinated participation drive that leverages on the success at the 2018 Gold Coast Commonwealth Games.

THE SOLUTION

A new participation program with a single and nationally consistent name and logo. “National Come and Try May” was the agreed logo to be used by Shooting Australia, Member Organisations, State/Territory Associations and Clubs. To avoid confusion in the marketplace, it is best that the National Come and Try May logo was used on its own and not in conjunction with other logos – of which there are 43 different ones.

The objectives of this initiative were to:

- Provide a quality and enjoyable experience to new participants, thus, improving the perception of the sport of shooting and its members; and;
- Increase the number of participants accessing our sport.

THE PROCESS

In order to deliver a successful National Come and Try May, Shooting Australia established a Participation Action Group of like-minded people who are interested in being champions of this project and leading our sport through this exciting project. This Action Group also help the sport of shooting ensure that the other outcomes in the Plan around resources, club support, promotion, coaching and official development all progress.

Through regular communication led by the Shooting Australia Community Development Officer, the Action Group prepared resources, information and support to Shooting Australia.

In January 2018, Shooting Australia advertised for clubs to register to deliver a National Come and Try May event at their range. Following the coordination of registered clubs, Shooting Australia launched www.comeandtrymay.com during the 2018 Commonwealth Games.

THE GAMES

Shooting Australia was approached by GOLDOC to provide activities at an “Activation Site” during the 2018 Commonwealth Games. The purpose of the Activation Site was to provide spectators with an opportunity to “Have a Go” at the sport of target sport shooting and promote National Come and Try May.

Attendance at the site was recorded with participants encouraged to visit www.comeandtrymay.com and register to attend an event at their closest range.

THE RESULTS

National Come and Try May is the first national coordinated whole-of-sport participation drive for the sport of shooting. With this in mind, setting KPI's was limited. The Action Group set out the following KPI's for National Come and Try May in 2018:

- 50 clubs delivering events nationally
- At least one club delivering an event in each state/territory
- 1000 participants attending events

The results were as follows:

NATIONAL COME AND TRY MAY FAST FACTS



▶ **120** CLUBS INVOLVED

▶ **2852** PARTICIPANTS

▶ **1578** Activation Zone participants at the Commonwealth Games

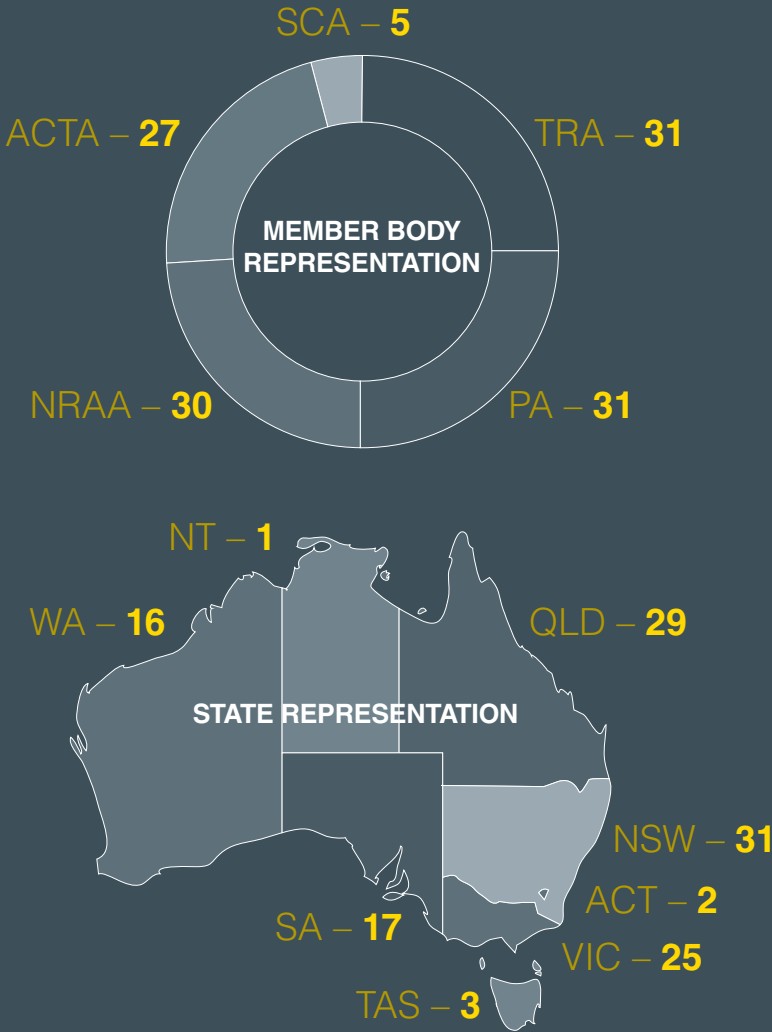
▶ **Newscorp papers**
Average readership – **2,945,000**
Total reach – **7,772,000**

▶ **Newscorp digital**
102,686 impressions

▶ **Facebook ads**
76,521 impressions
57,696 reach (how many unique people who received impressions)

▶ **Google Ads**
58,435 impressions

▶ **Facebook posts**
64,838 reach
7,006 views
1820 comments/likes/shares



“ Our Come and Try Day was a great success, expecting about 20 participants we topped the scales at 41, with probably 25% interested in returning to the club. Also of interest was that just over 50% were females and number included about seven juniors. Thanks for all your support. ”
Brian Martin, Cairns Target Shooting Club

“ Thank you so much to Shooting Australia for engaging with the community in this way. This kind of support to our clubs across the country is invaluable. ”
David Nicol, Ipswich and District Rifle Club

“ A great initiative, well organised for a first time event. ”
Mal Elliott, Callide Dawson Clay Target Club Inc

“ Four of the six Come & Try participants are now financial members of the club and the remaining two (husband & wife) have stated they will bring their membership forms out this Sunday. ”
Bruce Scott, Townsville Marksmen Rifle Club

“ Out of the nine we had five people sign up to join the Pistol Club. It was a very successful day. ”
Terry Greer, Dubbo Pistol Club

THE JOURNEY

November 2016	Shooting Australia conducted a whole-of-sport Forum with agreement from stakeholders to form a National Participation Working Group to develop a “Whole-of-sport Participation Plan”.
February 2017	The National Participation Working Group consisting of representatives from Member Organisations, Shooting Australia and the Australian Sports Commission first met in Brisbane
October 2017	Shooting in Australia Whole-of-sport Participation Plan delivered. This plan outlined objectives and goals essential for the sustainability and growth of the sport.
December 2017	First meeting of Participation Action Group. The group ensured that outcomes in the Participation Plan around resources, club support, promotion, coaching and official development all progressed.
January 2018	National Come and Try May was launched calling for clubs to register as event hosts.
April 2018	Registrations opened for National Come and Try May at the activation site during the 2018 Gold Coast Commonwealth Games.
May 2018	Shooting Australia and Member Organisations delivered National Come and Try May at clubs across Australia.
June 2018	The Participation Action Group came together to review results of National Come and Try May with Infographic produced to highlight the successful result.

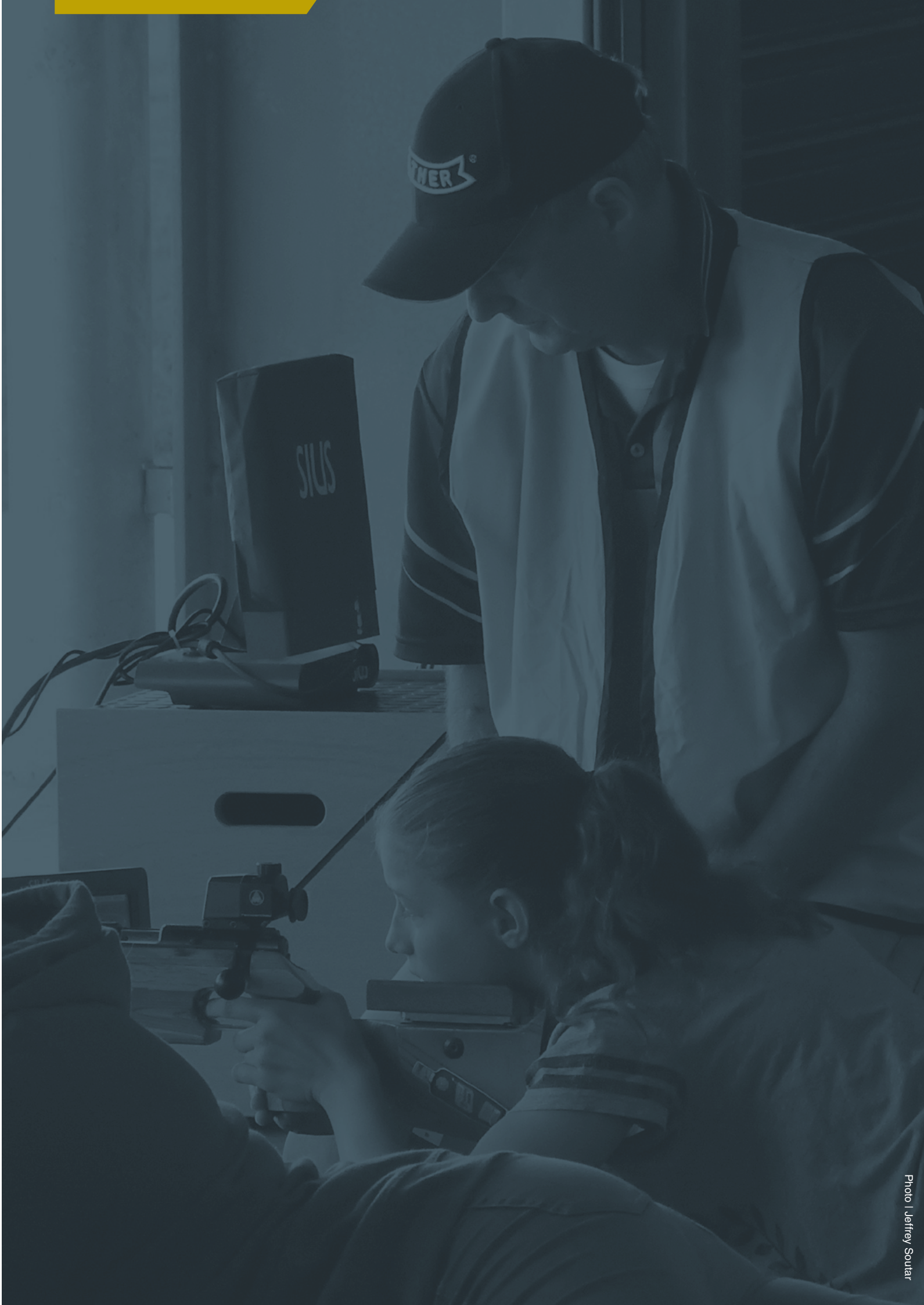


Photo | Jeffrey Soutar

THANK YOU

Shooting Australia would like to thank the following for contributing towards the success of National Come and Try May in 2018.

- Sport Australia
- Australian Clay Target Association
- National Rifle Association of Australia
- Pistol Australia
- Sporting Clays Australia
- Target Rifle Australia
- All National Come and Try May Foundation Clubs
- Participation Plan Working Group
- Participation Action Group
- GOLDOC

National Come and Try May Foundation Clubs

- Adelaide Smallbore Rifle Club
- Albury Wodonga Clay Target Club
- Ararat Rifle Club
- Ararat Small Bore & Air Rifle Club
- Bairnsdale Clay Target Club Inc.
- Ballandean Clay Target Club Inc.
- Bankstown Chatswood Rifle Club Inc.
- Beaudesert Sporting Clays Inc.
- Blanchetown Pistol and Shooting Club
- Boorowa Clay Target Club
- Bowen Pistol Club
- Brisbane Gun Club
- Brisbane International Pistol Club
- Brisbane International Shooting Centre Ltd.
- Brisbane Rifle Club
- Brisbane Smallbore Rifle Club
- Broome Pistol Club
- Burnie Clay Target Club
- Cadell Pistol Club Inc.
- Cairns Inner Circle Shooters Club Pa Inc.
- Callide Dawson Clay Target Club Inc.
- Callide Dawson Clay Target Club Inc.
- Canberra National Pistol Club
- Colac Rifle Club Inc.
- Competitive Pistol & Shooting Club, Monarto
- Cunnamulla Gun Club
- Dubbo Small Bore Rifle Club Inc.
- Eltham Small Bore Rifle Club
- Endeavour Rifle Club Inc.
- Esperance Clay Target Club
- Esperance Rifle Club
- Eugowra Rifle Club
- Explorers Rifle Club
- Fairfield Rifle Gun Club
- Frankston Australian Clay Target Club
- Frankston Peninsula Target Rifle Club
- Fraser Coast Pistol Club Inc.
- Geelong Rifle Club

- Genesys Pistol & Target Shooting Club Inc.
- Gladstone Clay Target Club
- Gladstone District Pistol Club
- Gnowangerup Pistol Club
- Gold Coast City Rifle Club
- Gold Coast Clay Target Club
- Goolma Clay Target Club
- Goondiwindi Rifle Club
- Grafton Rifle Club Inc.
- Gympie Small Bore Rifle & Silhouette Club
- Hamilton Clay Target Club
- Harvey Sporting Clays Inc.
- Holsworthy Rifle Club
- Hornsby Rifle Club
- International Clay Target Club
- Ipswich and District Rifle Club Inc.
- Jeparit Gun Club
- Kalgoorlie Boulder Pistol Club
- Kojonup Clay Target Club
- Koorda Pistol Club Inc.
- Lismore Target Pistol Club Inc.
- Lismore Target Rifle Club
- Mackay Pistol Club Inc.
- Manjimup Rifle Club
- Marconi Clay Target Club
- Mildura Smallbore Rifle Club
- Moora Clay Target Club
- Morgan Smallbore Rifle Club
- Mount Gambier Gun Club
- Murwillumbah Pistol Club
- Natives Rifle Club No.4 Inc.
- Newcastle Lake Macquarie Clay Target Club
- Newcastle Smallbore and Air Rifle Club
- Noarlunga City Pistol Club
- Normanton Gun Club
- North Arm Rifle Club
- North Rocks Smallbore Rifle Club
- North Sydney Rifle Club
- Northam Pistol Club
- Oakleigh Rifle Club
- Orange and District Pistol Club

- Ord Pistol Club Inc.
- Pacific Rifle Club
- Palmerston Pistol Club
- Paramount Targetsports Club Inc.
- Pegasus Sports Shooting Club
- Penfield Pistol, Rifle & Archery Club
- Peninsula Pistol Club
- Perth Fremantle Rifle Club
- Port Pirie
- Port Campbell Rifle Club
- Portland Smallbore Rifle Club
- Renmark Small Bore Rifle Club
- Reynella Smallbore and Air Rifle Club Inc.
- Rhein Donau Pistol Club
- Rosedale Rifle Club
- Roseville Rifle Club
- Royal Australian Engineers (Cmf) Rifle Club
- Sandringham Small Bore & Air Rifle Club
- South Australian Pistol and Shooting Club
- Southern Yorke Peninsula Target Shooting Association
- Sydney International Shooting Centre
- Taree Wingham Clay Target Club
- Target Rifle Traralgon
- Tasmanian Pistol & Rifle Club
- Tasmanian Small Bore & Air Rifle Association
- Temora Pistol Club
- The Brisbane Mariners Rifle Club Inc.
- Toowoomba Small Bore Silhouette Rifle Club Inc.
- Townsville Marksmen Rifle Club
- Wangaratta Clay Target Club Inc.
- Wangaratta Rifle Club
- Wangaratta Small Bore Rifle Club
- Warrnambool Clay Target Club
- Werribee / Victorian
- West Australian Gun Club
- Whiteman Park International Pistol Club
- Wingfield Rifle Club Inc.
- Wingham
- Wongan Hills Pistol Club
- Yackandandah Pistol Club
- Yarram Rifle Club Inc.



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