

Western Australian Clay Target Association Inc.

# Strategic Plan

1<sup>st</sup> January 2023 to 31<sup>st</sup> December 2026

## **Our Foundation**

Clay Target Shooting has existed in Western Australia since the 1940s and the State Association was affiliated with the ACTA so that WA competitors could participate in competition at state, national and international level.

The sport had good growth after World War II with the largest club in Perth and a number of affiliated clubs in country WA

Our greatest growth, along with international recognition, came in the early 1980s when the Association, along with the Western Australian Gun Club took up an area in Whiteman Park and developed some of the best Clay Target sporting facilities in Australia. The Whiteman Park grounds have the capacity to conduct Olympic and Commonwealth events both in Trap and Skeet, ISSF, DTL and Australian Skeet.

The Association, along with member clubs, have conducted two World standard competitions and a number of Australian National Championships

WACTA has a formal process to administer the sport, allocate State championships and supply \clay targets to member clubs in Perth and regional WA. The Association also conducts State tournaments and is responsible for the overall development of the sport on behalf of its affiliated Clubs and members in WA

As well as providing opportunities for strong competitive sport from club to international level, clay target shooting is an active sport that includes participation by people of all ages, gender, disability, cultural background and religious beliefs

Clay target shooting has a rich history and strong traditions that provide the foundation for the operation, development and growth of the sport today. A primary objective of WACTA is the encouragement and advancement of the sport in WA as a recreational activity and has a major role to play in providing leadership for the sport in the state.

This strategic plan recognises the important work of the past and builds upon a strong foundation. The plan sets out the main priorities that the Western Australian Clay Target Association will pursue during the next three years to ensure the sport of clay target shooting continues to develop and grow into the future

## Our Vision

- To foster, promote, encourage, and develop the sport of clay target shooting and the formation of clay target shooting clubs within WA.
- To be recognised as the premier Clay Target Association in Western Australia with International standing for hosting National and International Events.
- To increase participation in the sport at all levels of competition.

## Our Mission

- The Western Australian Clay Target Association is the administering body of Clay Target Shooting in WA and is affiliated to the Australian Clay Target Association Limited.
- Our aim is to provide a safe, enjoyable environment that encourages all participants to reach their full potential in their chosen sport, including international representation and to further develop Clay Target shooting in the state.
- We will do this by providing the best possible facilities and Clubs, together with providing pathways for competitors to reach elite status in the sport.
- We will source quality clay targets, at reasonable pricing, to support affiliated clubs to further develop the sport in their region.
- Our success will be measured by the pride our members take in the Association, their club and the role models we produce within our community.

## Strategic Direction

*In the development of this plan, WACTA has used the SMART approach to undertake a sensible assessment of the organisation's capability, capacity, expertise and resources to develop and achieve a set of realistic strategic objectives.*

*The assessment has been undertaken not to lower expectations but to ensure that WACTA, its members and the sport of clay target shooting is able to get the best results from the efforts expended. The plan presented sets out the strategic direction of WACTA for a three-year horizon.*

*The WACTA plan focuses on seven key strategic objectives. These are:*

- *Improve the visibility and profile of clay target shooting*
- *Promote safety, education and training.*
- *Increase the WACTA membership ratio of participants in the sport.*
- *Formalise policies and procedures.*
- *Improve volunteer attraction, retention and coordination.*
- *Strengthen stakeholder engagement.*
- *Build revenue in support of financial sustainability.*
- *Act as an intermediary body for the consultation of issues affecting clay target shooting in Western Australia.*

# STRATEGIC PLAN

Strategic Issues/Objectives	Actions	Measures/Results
<p><b>Improve the visibility and profile of Clay target shooting.</b></p>	<p>Develop and implement a formal communications and marketing plan.</p> <p>Maintain contemporary social media platforms for informing and advising existing and potential members.</p> <p>Utilise all available media to highlight positive stories on clay target shooting.</p> <p>Improve and expand the annual calendar of competitions and events.</p>	<p>The communications and marketing plan will be completed and implemented during 2023.</p> <p>A range of social media platforms will be used.</p> <p>The number of positive reports on local television and print media stories on clay target shooting will increase.</p> <p>New competitions and events will be added as required to satisfy member demand.</p> <p>WACTA will work with the ACTA and WAGC to develop and deliver national and international events in Western Australia.</p>

	<p>Attendance at Regional Field Days and City events to promote Clay Target Shooting to the Public Sphere</p>	<ol style="list-style-type: none"> <li>1) 2024 5 Stand Sporting National Championships (requested)</li> <li>2) 2025 DTL and Skeet National Championships (confirmed).</li> <li>3) 2027 ISSF Nationals (on rotation).</li> </ol> <p>WACTA will attend at least 3 Events throughout each year, Presenting the Brand to the public and providing information and opportunities for growth in the sport.</p>
<p><b>Promote safety, education and training</b></p> <p><b>Improve member participation ratio in the sport.</b></p>	<p>Arrange educational workshops in Zones</p> <p>Increase the number of registered club members with inclusion of female, junior and Para Athlete participation</p> <p>Instigate Coaching Clinics in Zones</p> <p>Review and improve School student program- introduction to clay target shooting.</p>	<p>Conduct a minimum of three (3) workshops per year over next three years</p> <p>Review all competition events to encourage greater participation at all levels.</p> <p>Provide financial assistance for selected clay target representatives.</p> <p>The total number of registered female members will increase by 2024 numbers during the life of this plan.</p> <p>Hold annual coaching session specifically tailored for females and Juniors and para-athletes.</p> <p>Utilise ARC Grants to fund clinics</p>

	<p>Recruit and develop female coaches and Members</p> <p>Clubs to run Come and Try days to increase Member base</p>	<p>Contact metro and regional high schools to include Clay Target shooting as part of their sport program offering. Investigate the re-introduction of schools' competition.</p> <p>One new female coach will be recruited and will complete a Level 1 coaching course</p> <p>Clubs to run a Come and Try day per year. Can be a fundraise event or coaching to encourage new members to join the association.</p>
<b>Formalise policies and procedures</b>	Review annually and update as necessary	Governance Sub-committee conduct review and promote to all members.
<b>Improve volunteer attraction, retention and coordination</b>	Ask for help and assistance	<p>Regular newsletters at least quarterly</p> <p>Update website and utilise social media</p> <p>Regular mail outs to members prior to events</p>
<b>Strengthen Stakeholder engagement</b>	Regular newsletters to members	<p>Effective delivery and feedback from our members</p> <p>Increased coverage of major events</p>

	Build effective relationships with local, regional and state media	Source members that can assist in this area. Diversify multi-media distribution, referring to text, photographic and video production and live streaming.
<b>Build revenue in support of financial sustainability</b>	<p>Promote Clay Target Sales</p> <p>Seek Sponsorship</p> <p>Increase member and interstate participation in State tournaments</p>	<p>Seek better pricing on stock purchases</p> <p>Have more Clubs purchase from WACTA</p> <p>Industry support and attendance at Tournaments</p> <p>Increased prize money on major events</p> <p>New attendance records at State Tournaments</p> <p>Seek alternatives to ensure financial security</p>
<b>Act as an intermediary body for the consultation of issues affecting clay target shooting in Western Australia</b>	<p>Involvement with Firearms consultation groups</p> <p>Government Sporting body interaction</p>	<p>Attendance at any Firearms/Industry consultation groups and meetings</p> <p>Liaise with DLGSC, WAIS, SportWest and any other government bodies that promote sport in the community</p>



## **What will success look like?**

Moving forward each year the association will see an increase in membership and participation at events at all levels from Club to State to National.

The increasing membership will allow clubs to take the burden that a few carry and distribute it around the members. Our sport allows for all persons of varying abilities to participate allowing us to have a very diverse base to draw experiences from.

The membership will be informed of all that is going on within the association and will be able to make informed decisions on behalf of themselves and their clubs.

The ensured longevity of clay target shooting within Western Australia.

