



## FREQUENTLY ASKED QUESTIONS

### **Why be involved in the *National Come and Try May*?**

*National Come and Try May* is a great opportunity to be part of a national movement building the public profile of the sport of shooting in Australia!

As target sport shooters we tend to focus on our own club and what's happening in our back yard. The *National Come and Try* is a way for all of us to work collectively in a positive way to increase the visibility of our sport.

By being involved you and your club can make a difference by showing your local community how much fun our sport can be!

It will also be a fantastic opportunity to get more people into your club and increase participation.

### **How will *National Come and Try May* benefit our club?**

Your club will be in a prime position to increase participation and draw in a previously untapped market from your community, responding to the national advertising campaign.

You will also receive resources and processes that you can adapt and modify to fit in with how you already do things. If you don't already have a process in place, this could be your club new way of doing things.

### **Why May?**

Our sport is in a great position to take advantage of the 2018 Commonwealth Games at the Gold Coast and the positive media attention it will generate. During April and specifically Games time (April 4<sup>th</sup> -15<sup>th</sup>) our full attention needs to be focused on our athletes representing our country.

When considering the temperature and rainfall averages around the country, May stood out as the best time to create a window that was suitable for all locations around the country to have the greatest chance for success.

### **How is Shooting Australia supporting *National Come and Try May*?**

#### Promotion

- A national advertising campaign with major coverage in state newspapers
- Templates you can use to advertise in your local community paper
- Promotional posters to stick up at your club and in the community promoting your event
- Promotional material such as posters, flyers and drink bottles
- Communication with State Firearms licensing branches to let them know about the event, and in those states where participant notification is required, they are likely to receive a larger influx of requests than normal to ensure a timely process

#### Resources

- Checklists and templates to help manage your come and try experience for new participants including;
  - Safety briefing tips
  - Discipline specific session plan templates
  - Checklist focused on creating the best experience for the new participant from the moment of first contact until they leave the range
  - Checklist for legislative issues to be aware of in each state/discipline in running a Come And Try
- A step by step guide of how to turn visitors in to members

### **Our club is running our biggest shoot of the year in May, do we have to choose between running our traditional event and *National Come and Try May*?**

Not at all. We recognise and celebrate that clubs have important traditional events and they need to continue to be the first priority. That's the beauty of this event! You can choose any time during the month of May that works best for your club. This allows you to consider when your club has access to the range and the times of day that you can hold such an event.

### **We already run come and try days, how will this be any different?**

That's great that you already run come and try's!

The national advertising campaign will provide a great opportunity for all clubs to promote what they do to members of the community.

Some of the resources available may also give your club ideas on ways to provide positive experiences to your participant's and get them excited about continuing on in the sport.

***Are there any subsidies for clubs who get involved in Come And Try May?***

We will be assisting clubs by providing a national advertising campaign, promotional drink bottles, and supporting clubs with session plans, templates and other resources that will assist in the running of your event.

At your discretion, clubs are encouraged to cover costs incurred or create a revenue stream for the club by charging each participant a fee.

***Can we use National Come and Try May as an opportunity to raise revenue for our club?***

Yes.

It isn't necessary for clubs to charge a fee if they prefer to keep the costs/barriers to new participants as low as possible. However for those interested in either recouping costs, or creating another revenue stream for the club, the opportunity does exist for interested clubs to charge a fee.

There will be no mandatory requirement around whether a fee is charged or how much the fee is, only that this fee is communicated with Shooting Australia during registration. Shooting Australia will not apply any fees to clubs wishing to be involved and will not be generating any income from *National Come and Try May*.

***How will clubs know how many participants will be coming via the online booking system?***

The only way that a participant can sign up for a club's event is to book through the online booking platform. At the end of each week during the advertising period to the public leading up to your event, you'll receive an email updating the number of registrations for your club through the online booking system. One week before your event online booking for your site will close. This will give your club time to finalise your list of volunteers, firearms needed, and any other requirements you have. It will also provide Shooting Australia enough time to send out enough drink bottles to fill your needs.

***What happens after the participant books their session online?***

Once the participant has booked they will receive a confirmation email that will provide generic details of what they should wear, what they should bring (suitable ID) and the contact details that you provide in the second survey. The club will also receive a copy of the email template so that you understand exactly what information is being provided to those that sign up for your event.

From the point the participant receives their confirmation email, all correspondence in relation to your upcoming event will be solely the club's responsibility.

***Can SSAA branches also be involved in National Come And Try May?***

SSAA branches that aren't also affiliated with one of the Member Bodies won't be able to access this program.

Involvement in this type of national program, developed by Shooting Australia, is one of the benefits to clubs affiliated through:

Australian Clay Target Association  
National Rifle Association of Australia  
Pistol Australia  
Target Rifle Australia  
Sporting Clays Australia

