

*George Wittorff was appointed to the position of “Special Advisor” to the Board of the NRAA at its May meeting. He was given the goal of reviewing the membership issues facing the movement at a national level, and developing and investigating strategies that State Associations and local clubs could gainfully use in a concerted effort to attract and retain members.*

*This is the first of a series of articles aimed at achieving that goal.*

## **NRAA MEMBERSHIP WHERE ARE WE NOW, AND WHERE TO FROM HERE?**

Membership and what can be done to arrest its steady decline, or better still to increase our numbers has been on the agenda of many meetings and informal discussions for at least 20 years to my knowledge.

Often good ideas are put forward and agreed upon, but sadly all too often they are left to wither on the vine for want of will, lack of time, apathy and sometimes the hope that someone else will pick up the torch and take an active role in promoting our sport rather than committing ourselves to the task.

Realistically, there is no escaping the fact that membership is everyone’s business, and each of us can play a part, as long as there is a framework within which each one of us knows what part we can play.

Over the coming months I intend to produce a number of articles, published both in the ATR as well as circulating to State & Territory Associations so that they may be distributed to clubs.

The concept of ASAPS – *Advancing Shooting as A Positive Sport* will run throughout these articles, and hopefully will be central to programs taken up by States and Clubs.

The articles will address the dual issues of attracting new members and retaining them. Addressing the first of these issues will usually count for naught if the second issue is not carefully addressed.

More importantly, unless any good idea is embraced at the local club level, little will come of it. Conversely, even mediocre ideas taken on board with a whole-club approach are almost certain to achieve positive results.

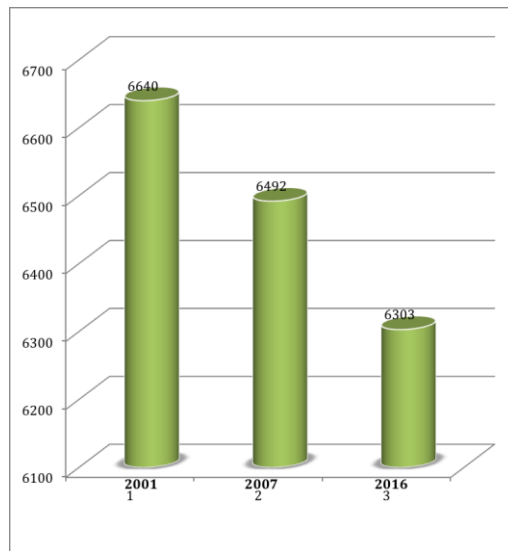
To begin, let’s look at current membership numbers and trends over the past 15 years.

The following graphs are the result of membership numbers supplied to me by the State & Territory Associations in mid May, 2016, while the 2001 and 2007 figures were collected by me from the same source when I was an NRAA Director, with the portfolio of ‘Membership’.

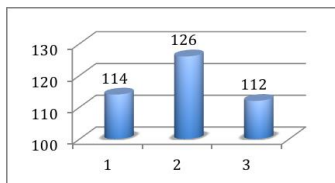
Individual S&T graphs are for local consumption, and hopefully to stimulate ideas and action.

## NRAA MEMBERSHIP TRENDS 2001-07-16

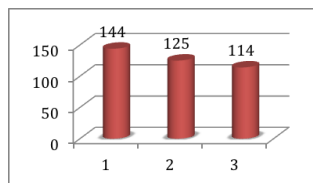
*2016 figures as at 24.05.16*



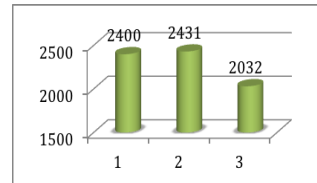
### NRAA MEMBERSHIP 2001 – 2007- 2016



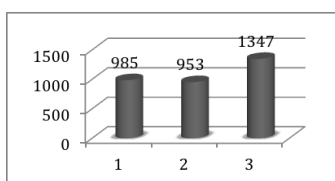
ACT 2001 – 2016 (-) 1.75%.



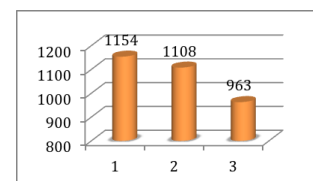
TRA 2001-2016 (-)20.83%



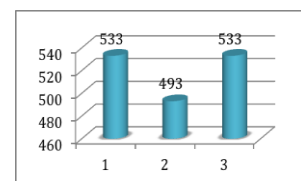
NSWRA 2001-2016 (-)15-55%



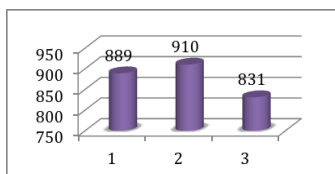
QRA 2001-2016 (+)36.75%



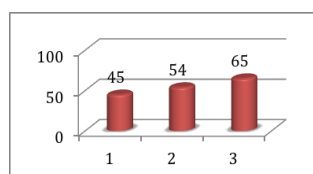
WARA 2001-2016 (-)16-55%



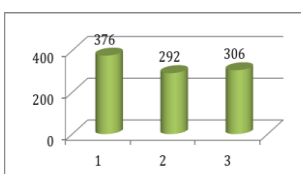
SARA 2001-2016 (+/-) 0%



VRA 2001-2016 (-) 6.52%



NTRA 2001-2016 (+) 44.44%



NQRA 2001-2016 (-) 18.62%

Alarmingly, all but two of our Associations have suffered a loss in membership since 2001. State Associations and clubs need to look at these figures, and make a decision whether to do something about membership or not. To not make a decision either

way is in itself a decision, and one which will guarantee continued membership decline.

Future articles will include a detailed study of QRA's CATTs program, use of the media, and club activities aimed at enhancing a welcoming club culture.

However, progressive club members will start immediately by deciding to at least make an effort to invite a friend, work colleague or relative to come down to the range next week to 'have a go' and doing the all important follow up invitation in the hope that they may be interested enough to come back a second time.

Remember:

Membership is the key to our sport's future.

Think:

*"ASAPS" – Advancing Shooting as A Positive Sport*