



# ***VICTORIAN RIFLE ASSOCIATION STRATEGIC PLAN***

## **Towards 2026**

[www.vra.asn.au](http://www.vra.asn.au)



The Victorian Rifle Association has a long and notable history in Victoria and throughout Australia through the national body, the National Rifle Association of Australia which is known as one of the oldest sporting institutions in the country.

Both Associations have close historical ties to the Australian Defence Force and have many members that who have distinguished themselves in two World Wars and other conflicts.

The VRA formed in 1860 for the encouragement of shooting and held its first individual competition at the end of that year. The membership fee at the time was two guineas (\$4.20).

The first intercolonial teams match was held in Port Melbourne in 1862. The first Queens Trophy competition was held in 1881 in the Albert-Middle Park area and continues as a an annual event at the VRA State Range located in the town of Bendigo at Wellsford Rifle Range.



## Our Vision

To be Victoria's most established target shooting association, recognised as being inclusive, progressive and responsible.

## Our Mission

To promote the sport of target rifle shooting and responsible firearms use and ownership. To allow the public to participate and learn about shooting within a safe, inclusive and enjoyable environment.

## Our Values



Leadership



Inclusiveness



Integrity



Excellence



Courage & Fairness





Our strategic objectives set our proposed development path and provide us with a framework for which we can focus our efforts as an association.

Our membership and council are a key component of the future for the VRA and in consultation we must ensure that our objectives reflect our circumstances and needs.

## STRATEGIC OBJECTIVES





## Participation



The VRA is committed to the long term promotion of long range target rifle shooting in Victoria. With over 45 ranges, the VRA manages and co-ordinates one of the largest bodies of shooting ranges in the state.

The VRA continues to build communication capabilities via social media and electronic newsletters.

We have increased communication with our members and prospective members via our new website and online store.

During 2022 and 2023, a new membership data base will be introduced. This will allow members to easily pay renewals and join the association.





## Performance

The VRA is continuously looking towards encouraging and supporting all the VRA State teams with a focus on our juniors. The development of a State Teams Policy and discounts for Juniors will assist all members wishing to further their skills and represent Victoria at a State and National Level.

The VRA actively promotes the use of Wellsford Rifle Range as the State Range and the use of those facilities for all members. State Team Training is conducted at this range with a waving of all range fees for participants.



The VRA looks towards 2026 as a possible location for the Commonwealth games if the Victorian Government is successful in its bid for this event. This would mirror the success of the games held at Wellsford in 2006.



## Strategic Alliances

The VRA will align our sport to the Australian Sports Commission Sport Governance Principals 2012.

The VRA will conduct an annual skills audit of the VRA Council to target the most appropriately skilled individuals and to specifically seek interest from female members to meet Government gender ratios.

The VRA will actively seek interest from other sporting bodies wishing to utilise the facilities at Wellsford Range and develop relationships with other relevant external stakeholders.

The VRA will contact and cooperate with other like minded shooting bodies to promote mutual interests and establish joint objectives such as the promotion of shooting sports in a safe, secure and environmentally friendly atmosphere.







## Sustainability

The VRA will continue to investigate avenues for cost savings to members including the introduction of electronic targets at Wellsford Rifle Range. By reducing the staffing costs of events at Wellsford, the VRA can continue to maintain an affordable and sustainable pricing structure to allow all members from both Victoria and around Australia to participate.

The VRA will continue to utilise local media outlets for larger events to increase public awareness of the sport and the promotion of Wellsford Rifle Range.



The VRA will seek to increase membership by actively targeting diversity and sporting parity focusing on people with disabilities, women and families.





## Environmental Responsibility

The VRA will continue to seek ways to reduce lead contamination and processes for lead recovery for all the Victorian Ranges and inform our Clubs on best practice environmental behaviors.



VRA Clubs will be directed to follow guidelines in the Guide for Managing Contamination at Shooting Ranges (publication 1710) and to request further information when required from both the VRA and appropriate State Government agencies.

Encourage and promote managing all risks at VRA Ranges including how to better identify, assess and control risks that could impact air, land, water and groundwater as well as harm caused by noise pollution.



## Measuring our Success

Increasing the membership of the VRA by 5% each year towards 2026.

Successfully hosting the 2026 Commonwealth games at Wellsford Rifle Range if Victoria is nominated as the host State.

Continuing a stable and strong relationship with the NRAA and other State and Territory associations



Reducing staff overheads with the introduction of electronic targets at Wellsford Rifle Range by 2026.