



## **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.

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
- Promotional posters to stick up at your club and in the community promoting your event plus give-away for participants who attend
- Promotional material such as posters & flyers
- 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
  - 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

## **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 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. Participants will register through the online registration process and the club will be notified automatically when someone is interested in attending your club's Come and Try day. It will be the club's responsibility to make contact with the person interested in attending to advise them of details they may need to know before attending your Come and Try day.

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

Once the participant has booked the club will be emailed a notification. As mentioned above it will then be the responsibility of the club to link this person as a member and advise them of any additional information required for their Come and Try day.

***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

