

***South Australian  
Field and Game Association Inc.***



**STRATEGIC PLAN  
2022 - 2025**

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## **1. INTRODUCTION AND BACKGROUND**

### **1.1 Methodology**

This plan was prepared at the instigation of the SAFGA Board, with all clubs being invited to participate. The South East and Lake Bonney clubs chose to participate, and delegates from these clubs met on four occasions to produce the plan, under guidance provided by the Limestone Coast STARCLUB Field Officer of the Local Government Association of SA.

### **1.2 Implementation & Review**

This plan should be tabled regularly at SAFGA Board meetings, and at Committee meetings of SAFGA Clubs. It is vital that all responsibilities are met and that refinements are made to the Action Plan as necessary.

## **2. CURRENT INFORMATION**

### **2.1 Association Information**

Full Legal Name Year Established	South Australian Field and Game Association Inc. 1962
Incorporation Number Incorporation Date	A3530 Circa 1962
ABN GST Registration Status	46 505 665 212 Not registered for GST
Street Address	N/A
Postal Address	PO Box 1438 Mount Gambier SA 5290
Current President Mobile Email	John Kentish 0438 255 131 president@safga.org.au
Association Website	SAFGA.org.au
Local Government Authority	Various – State wide

### **2.2 Management**

The Association is governed by its constitution, and is managed by a Board having a minimum of three, and a maximum of five, elected members. The Board may appoint members to assist it with its functions via positions created by By-Laws. At the time of adoption of this strategic plan, in February 2022, Board members were:

Portfolio	Name
President	John Kentish
Vice President	Rob Low
Secretary	Vicki Fabris
Treasurer	Jo Nannings
Board Member	Mark Fabris

## 2.3 Association Demographics

**MEMBERSHIP DEMOGRAPHIC TABLE AS AT 30-06-2021**

Age Band	Number of Members									
	Central		Lake Bonney		Rocky Gully		South East		State	
	No.	%	No.	%	No.	%	No.	%	No.	%
Under 20	4	3.6	10	8.8	5	4.3	20	14.0	39	8.1
Twenties	4	3.6	14	12.4	5	4.3	16	11.2	39	8.1
Thirties	8	7.3	13	11.5	20	17.1	16	11.2	57	11.8
Forties	18	16.4	19	16.8	25	21.4	16	11.2	78	16.1
Fifties	34	30.9	19	16.8	29	24.8	35	24.5	117	24.2
Sixties	17	15.5	22	19.5	22	18.8	21	14.7	82	17.0
Seventies	21	19.1	15	13.3	10	8.5	14	9.8	60	12.4
Eighty +	4	3.6	1	0.9	1	0.9	5	3.5	11	2.3
<b>TOTALS</b>	<b>110</b>	<b>100</b>	<b>113</b>	<b>100</b>	<b>117</b>	<b>100</b>	<b>143</b>	<b>100</b>	<b>483</b>	<b>100</b>
<b>Average Age</b>	<b>55.85</b>		<b>48.56</b>		<b>49.73</b>		<b>47.58</b>		<b>50.22</b>	

**Note 1:** This table assumes that continuing Loxton members had transferred to Central prior to 30-06-2021.

**Note 2:** Average Age is calculated by summing the precise ages of all members current as at 30-06-2021 and dividing that by the number of members.

It is thought that the Association has an aging demographic, and it is desirable that this is monitored. The future health of the association depends on the recruitment and retention of younger members, and therefore regular review of membership in the lower age groups is recommended for all clubs. The table above provides a benchmark for future monitoring, and comparison between clubs.

## **2.4 Association Stakeholders**

S.A. Field and Game Association will consider the following groups and individuals within this planning process:

- Members
- Families
- Volunteers
- Sponsors
- Local Businesses
- Local Government
- State Government
- SAPOL
- Dept of Environment
- Conservation
- CHASA
- Media
- Affiliated Clubs/Associations
- Land Owners/Lessors

## **2.5 Objects/Values**

The Objects of the Association are detailed in its constitution, but broadly speaking are:

To promote and administer the sport of shooting and hunting throughout South Australia.

To support conservation projects, including research.

To establish and manage shooting ranges.

To educate members and the public in the value of conservation and hunting.

To promote firearms ownership and safety.

## 2.6 SWOT Analysis

The following SWOT analysis examines the Strengths, Weaknesses, Opportunities and Threats facing the Association.

<b>Strengths</b> <i>(What we are good at)</i>	<b>Opportunities</b> <i>(What we should be working on)</i>
<ul style="list-style-type: none"><li>-good fellowship</li><li>-members</li><li>-volunteers</li><li>-sponsors</li><li>-friendships</li><li>-families</li><li>-affordable memberships</li><li>-provide a platform for members to improve shooting skills &amp; further their ambition in the sport</li></ul>	<ul style="list-style-type: none"><li>-reconnect with members</li><li>-communicate with member clubs</li><li>-clear direction from/for everyone</li><li>-more empathy</li><li>-visitors</li><li>-more social events</li><li>-redress imbalance between clay target shooting and conservation/hunting aspects</li><li>-more members/clubs to be added</li><li>-more conservation/hunting</li><li>-promoting bigger events</li></ul>
<b>Weaknesses</b> <i>(What we are bad at)</i>	<b>Threats</b> <i>(What we should be worried about)</i>
<ul style="list-style-type: none"><li>-arguing</li><li>-lack of members willing to take on roles</li><li>-lack of direction</li><li>-lack of support</li><li>-communications</li><li>-dysfunctional</li><li>-people looking after own interests rather than their club's or the Association's</li><li>-internal conflict</li><li>-lack of transparency</li></ul>	<ul style="list-style-type: none"><li>-internal conflicts</li><li>-political indifference (anti-gun &amp; anti hunting lobbies)</li><li>-public perception</li><li>-bad publicity</li><li>-unregistered firearms owners</li><li>-environmental issues</li><li>-bad management</li><li>-no forward thinking</li><li>-SAPOL/red tape</li></ul>

## 2.7 Financial Situation

SAFGA is a non profit organisation with its income reliant on membership subscriptions. The financial situation of the Association is sound in that it is able to pay its debts as they become due, but it does not have substantial cash reserves or other assets.

## 3. MISSION STATEMENT

SAFGA aims to provide a safe and friendly environment for its members, encouraging a positive and proactive approach to its ideals relating to conservation, hunting, clay target shooting, and promotion of responsible ownership of firearms.

## 4. ACTION PLAN

Goal	Strategies / Actions	Key Performance Indicators	Responsibility	Time Frame	Resources
1. Membership Growth	<ul style="list-style-type: none"> <li>❑ Liaise with other bodies to convince Education Dept to change current policy</li> <li>❑ Lobby national body to change policy around membership packages.</li> <li>❑ Restore balance between conservation/hunting and clay target shooting. i.e. revert to original ideals of Field and Game</li> </ul>	<p>Shooting returned as allowable school activity.</p> <p>New membership packages.</p> <p>Increase number of members who are mainly hunters.</p> <p>Membership Growth.</p>	<p>CHASA Reps</p> <p>State delegates to SCA</p> <p>Board &amp; Clubs</p> <p>Clubs</p>	<p>1-2 yrs</p> <p>1-2 yrs</p> <p>1-3 yrs</p> <p>Ongoing</p>	
2. Communication	<ul style="list-style-type: none"> <li>• Increase dialogue outside of just shooting clays to ensure hunting/conservation gets promoted as well.</li> <li>• Develop a social media strategy</li> <li>• Improve skill set of members to speak publicly on club/association matters.</li> <li>• Update website</li> <li>• Redo SAFGA Video</li> </ul>	<p>Increase Social Media posts at State &amp; club level.</p> <p>Increase circulation of hunting &amp; conservation info.</p> <p>Increase number of hunter return forms to CHASA/DEW to more than 50%.</p> <p>CHASA Style Game Dinner at Winery.</p> <p>Complete &amp; distribute social media strategy &amp; recruit/train members.</p> <p>Revised website linked to social media.</p> <p>Updated video to include hunting/conservation.</p>	<p>Publicity Officer</p> <p>Publicity Officer</p> <p>CHASA Reps</p> <p>Board to approach Liz Rymill.</p> <p>Board to approach Alex Button.</p> <p>Board to approach Mitch Devlin.</p>	<p>1-2yrs</p> <p>1-2yrs</p> <p>1-2 yrs</p> <p>1-2yrs</p> <p>1-2 yrs</p> <p>1 yr</p> <p>1-2 yrs</p>	

Goal	Strategies / Actions	Key Performance Indicators	Responsibility	Time Frame	Resources
3. Strengthen ties with CHASA	Become more active in conservation projects, both politically and at local project level.	Increase members' attendance & engagement in activities.	Board & Clubs	1 –2 yrs	
	Promote CHASA activities to SAFGA members.	Improve communication about CHASA activities.	Publicity Officer Website manager	1-2 yrs	
4. Promote Sport to wider community	Purchase DryFire simulator to promote sport at Field days/community events.  Engage schools, sporting clubs, corporates.	Increased engagement from community groups	State & Clubs	1-2 yrs	
5. More coaching – Hunting & Clay target shooting	Procure hunter education masterclass program. Liaise with DEW, CHASA, GMA, SSAA, FGA.  Re-accredit existing coaches.  Train new coaches.  SAFGA to liaise with SCA.	Train local members to deliver program to new & existing SA Hunters who wish to improve proficiency. Coaches re accredited.  New coaches identified and trained. Dialogue with SCA	State & Clubs  State and Club Coaching Directors Ditto  Board	1-2 yrs  1-2 yrs 1-3 yrs 1 Yr	



Goal	Strategies / Actions	Key Performance Indicators	Responsibility	Time Frame	Resources
6. Sustainable Financial Management	Create budgets for the current and subsequent financial year. Continuously review/revise budgets. Review share of membership subscriptions. Investigate broadening sources of income. Create a wish list for funding opportunities. Investigate possible grant opportunities.	Budgets completed.  Periodic reviews  Review completed  Investigation complete  5 items on list.  5 possible grant options identified.	Treasurer  Treasurer  Treasurer  Board & Treasurer  State & Clubs  State & Clubs	1 Yr  Ongoing  1-2 yrs  1-2 yrs  1 yr  Ongoing	
7. Governance Review	Constitution Review  Review State Titles & Qualifying Shoots guidelines	New Constitution  Updated Guidelines	Board  State & Club Target Directors	1-2 yrs  1 yr	
8. More Shoots	Investigate more National & International events in SA  Promote sporting club challenges  Promote shooting as a Corporate event option	Complete plan for increased no. of events.  eg invite local sporting clubs for fun social days.  Increase number of corporate style shoots at clubs.	State Target Director  Clubs  Clubs	1-3 yrs  Ongoing  Ongoing	