

To increase our influence in both promoting and participation in the Sport of Shooting.



**SSAA**

**MOONTA BRANCH INC.**

Strategic Plan

2025 - 2030

# SSAA MOONTA Strategic Plan 2025 - 2025

1. Contents
2. Forward
3. SSAA Moonta Today
4. Major Achievements
5. Organisational Structure
6. Membership Types
7. Vision Statement
8. Mission Statement
9. Goals
10. SWOT Analysis
11. Detailed Strategies



## 2. Forward

The **SSAA MOONTA Strategic Plan** has been formulated in 2025 by the Committee Executive & counsellors.

We have used the information obtained by committee one on one conversations with current members together with the 2019 survey conducted by SSAA SA. SSAA SA conducted a comprehensive 115 question **Have Your Say Survey (HYSS)** to understand the current requirements and expectations of the Shooting Community in South Australia.

The information and strategies contained in this Strategic Plan are a result of the information that has been collected for direct local feedback together with the information collected by the SSAA SA HYSS survey.

Local member gathered information and information from the HYSS outlines the following as key areas for improvement;

1. With less than 1% of our Members being under the age of 18, the introduction, education and training of Junior Shooters needs to be a paramount focus of our efforts. Research needs to be conducted to reveal disciplines and activities that young people most want to participate in. (HYSS 90%)
2. There needs to be a greater emphasis on the recruitment, training and education for new firearms licence holders. (HYSS 89%)
3. Members want to see more funding of club infrastructure. (HYSS 87%)
4. The communications for club activities needs enhancement. Members want more eNews updates and an upgraded website. (HYSS 81%)
5. More support is required to assist Clubs in building Membership in their local communities. Try Shooting days will play a part in this. (HYSS 80%)



### 3. SSAA SA Today

The Sporting Shooters Association (Moonta) Inc is the largest shooting club on the Yorke peninsula representing 19 shooting disciplines. Current membership is at 126 members. SSAA Moonta caters for the needs of Rifle, Handgun and Shotgun Shooters. We provide a safe target shooting environment, safety training, and category 1 gun license requirements and are recognised as being a safe, family inclusive and progressive club.

Based in the heart of rural South Australia SSAA Moonta sees itself playing a vital role in the promotion of shooting both a sport and teaching and training with regard to rural safety with handling of firearms. SSAA Moonta has 6 current members certified as safety and training officer for the purpose of range officer training, firearms safety training and firearms licensing for category 1.

SSAA Moonta sees an opportunity for the club to promote itself to a wider audience in order to attract new members, particularly juniors and families. Increasing membership will not only improve the position of shooting as a sport but assist the long-term survival of our club.

The club is financially stable and has the additional support of SSAA South Australia. It has been recognized that we must keep focus on new members and to retain our current membership by continuing to improve the club facilities with our clubs next main focus being full club house facilities. It is important to note that more members produce more funds to be spent on increasing and improving the facilities available to shooters.

Target shooting is a sport that provides opportunity for all, whether that be succeeding at the club level or succeeding at the elite level.



## 4. Major Achievements

Last 5 years

- Outright owner of the land and all structures on the club grounds. (2020)
- Installation of a full off grid solar power system (2020)
- Full buffer mound reworks on range 2 & 3. (2020)
- Clubhouse and Amenities council approval. (2020)
- Installation Turning targets range 2 and shed storage area addition range 3. (2021)
- Membership achieving over 125 members (2024)
- Clubhouse and Amenities project completion (2024)
- Receiving grant for major upgrades to Main range (2024)
- Removal of all asbestos to club grounds (2024)



***The statement we hear so often to justify why we do things a certain way is - Because we've always done it this way"! Its a limiting statement which binds organisations to ideas which although relevant 'at the time' can later on hinder innovation. Even if we don't want to 'think different' we need to at least 'think' and by doing so we may even discover better ways, and ones which aren't as hard as we thought.***

## 5. Organisational Structure

### Elected Positions

President  
Vice President  
Secretary  
Treasurer  
8 Counsellors (maximum)

### Appointed

MPIO  
Public Officer  
Club Nominee

## 6. Membership Types

SSAA Moonta Membership is made up of the following categories;

- Ordinary Membership (Full Adult)
- Family Membership
- Junior Membership
- Pensioner or Disability Membership
- Concession 18-23 years
- Life Membership
- Honorary Membership
- Associate Member



## 7. Vision Statement

To increase our influence in both promoting and participation in the Sport of Shooting.

## 8. Mission Statement

SSAA Moonta exists to enhance the firearms related interests of its members and guests. Our aim is to provide a safe and inviting shooting complex for sporting shooters.

To promote competitive shooting as a safe, enjoyable all-inclusive sport.

## 9. Goals

- Develop and promote disciplines and activities that young people most want to participate in.
- Support the recruitment, training and education for new firearms licence holders.
- Complete dedicated Handgun range on range 2.
- Completion of buffer mounds on main range
- Complete food preparation area in clubhouse
- Reinstate gallery air range
- Development and Implementation of facility safety plans and procedures



## 10. SWOT Analysis

Below is an analysis of our Strengths, Weaknesses, Opportunities and Threats.

Strengths	Weaknesses
<p>Proven and effective Management structure</p> <p>Growing membership</p> <p>Communications</p> <p>Financial stability</p> <p>Club outright ownership of land title</p> <p>Self-sufficient off grid power supply</p>	<p>Limited budget derived from only membership fees</p> <p>Volunteer organisation relying on peoples 'free time'</p>
Opportunities	Threats
<p>New members with the capacity to step up, lead or assist the organisation</p> <p>To further our existing relationships with political leaders and Firearms Branch</p> <p>Continual facility mound upgrades to attract more membership and non local shooting competitions – National / State Titles and Interclub</p>	<p>SAPOL Firearms Branch additional conditions and regulations, including reporting imposed on Clubs including new range conditions</p> <p>Pressure from the greens and other anti-firearms groups</p> <p>Competing local sports offering a more social benefit after competition completion</p>

***"Progress is impossible without change;  
and those who cannot change their minds cannot change anything."***

## **11. Detailed Strategies**

## Focus

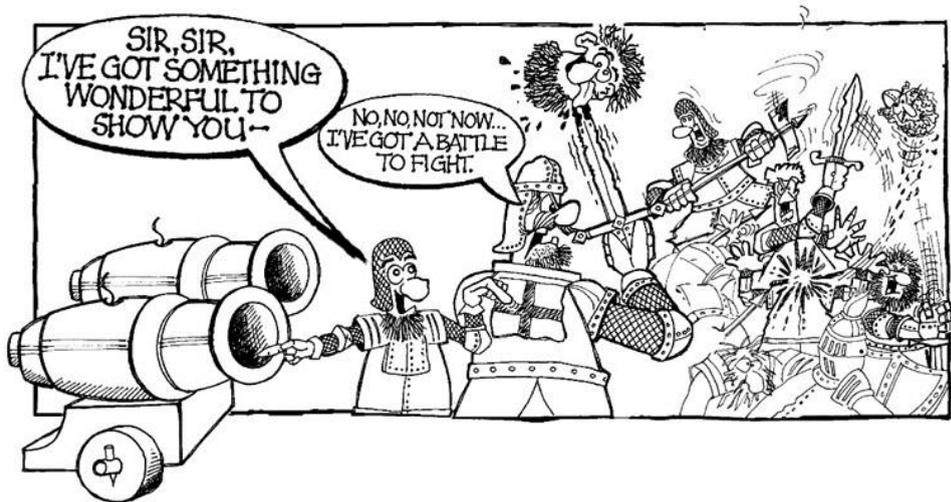
**Aims:** To focus much of our time and resources on these 5 key items.

Objectives	Strategies	Tactics/Progress
1. Completion Mound Upgrade and extension to main 200m range.	Plan in place to complete works.	All materials sourced and committed. Asbestos removal and shed recladding completed. Mound /Block upgrade in progress.
2. Develop and promote disciplines and activities that young people most want to participate in.	Correspond with other SSAA South Australia clubs to enquire of the growth disciplines with a focus on age groups and membership increase over last 3 years.  Continue to offer low junior and family membership fees	Participants at State meeting to ask other meeting participants on high junior participation rates disciplines.  Promotion of club owned firearms to enable trying of different disciplines.
4. Improve communications with club members including a dedicated web site.	Provide more info about what the club is doing.  All device friendly website. Additional social media channels including public and members only portals.	Website updates.  Public and Members only social media

## Communications

**Aim:** Provide regular information regarding SSAA Moonta events and promote the Shooting Sports to Members and the community.

Objectives	Strategies	Tactics/Progress
<p>Improve Members knowledge and understanding of club rules and expectations.</p>	<p>Inform Members through various means of communication about rules and expectation including any new or changed firearms regulations.</p>	<p>Post up on all ranges the do and don'ts of the range.  Information via, website and social media.</p>
<p>Improve communication of the executive committee decision to all members.</p>	<p>Inform Members through various means of communication about decision made by the committee and general club information.</p>	<p>Information via, website and social media.  Standing invitation for all members to attend committee meeting. All meeting published on yearly program schedule.</p>
<p>Promote the Association to potential shooters in South Australia.</p>	<p>Attend field days and agricultural events.</p>	<p>Attended Field Days at Paskeville with supervision for the mobile air rifle grange.</p>



## Events and Programs

**Aim:** Improve the quality and number of events.

Objectives	Strategies	Tactics/Progress
Clubs to hold State titles of various disciplines.	Holding bi annually of the lever action rimfire , Pistol Cal, Rifle Cal	Co- ordinate with other SSAA clubs to ensure we appear in the program bi annually for each event.  Apply for prize table subsidy from SSAA SA
Supply an annual program to include regular scheduled matches of the 19 offered disciplines, Range Officer course, firearms safety course and category 1 club licence training.	Programming sub-committee to include all discipline captains and certified trainers.	Program published and made available to all members in eNews and hard copy.

