

VISION: To be internationally recognised for providing the most professional, safe and inclusive Target Shooting experience for all members and participants.

PURPOSE We develop an environment that enhances organisational and club administration for long term sustainability, while supporting quality facilities to allow our members to learn, develop and compete in a professional and supportive way.

OUR VALUES

DIVERSITY & INCLUSION

Equitable opportunities to participate

ACCOUNTABILITY

Take ownership and accept responsibility

TEAMWORK

Harmonious, enjoyable, flexible and supportive

EXCELLENCE

Benchmarking safety, innovation and competition

INTEGRITY

Respectful, honest, trustworthy and reliable



STRATEGIC PILLARS

GROW PARTICIPATION AND MEMBER ENGAGEMENT

Grow the level of interest and sustainable participation in target shooting across all demographics in the community.

PEOPLE, PLAYERS AND TEAMS

QRA's participation development pathways will allow athletes and officials to realise their potential and participate at whatever level they choose throughout their life.

GOVERNANCE SUPPORTING GROWTH

Improving and supporting governance across all levels to help deliver our sport across the community and ensure financial sustainability.

STRATEGIC PRIORITIES

- Grow membership to 5,000 by 2027
- Revise and further develop our website
- Expand social media presence
- Grow GIAS program to 1,000 p.a.
- Refine membership options
- Streamline member on-boarding
- Benchmark membership growth and retention
- Conduct member satisfaction survey
- Improve communication and engagement with members, volunteers and participants

- Survey and assess current skills development activities
- Professional development pathways for volunteers, athletes, coaches and officials
- Review Competition structures to support better skills growth
- Capture and share lessons learned across the organisation
- Increase the number of accredited skills coaches
- Increase state team nominations

- Review rules and regulations
- Ensure sub-committees are aligned to meet QRA and legal requirements
- Review and confirm sub-committee charters
- Identify governance training needs at all levels in our sport
- Develop a five-year business plan
- Develop a plan to grow revenue by 10% annually
- Review and refine investment policy
- Conduct annual review of QRA Board performance
- Grow and Strengthen all Stakeholder relationships

QRA STRATEGIC PLAN 2022 - 2027