

**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

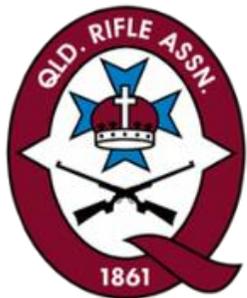
Harmonious, enjoyable, flexible and supportive

### 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

Membership 5000 - 2027

- Attract
- Engage
- Retain

Best practice club administration, growth and membership value.

Valued communication and engagement with members, volunteers and participants.

- Communication Plan execution
- Involve our Members- Working groups

Professional development pathways for volunteers, athletes, coaches and officials.

Skill Development aligned with individual goals

Member and participants choices through competition structure and diversity

International representatives and competitors

Active and deepened Stakeholder relationships.

Diversity and growth in revenue streams through sensible business planning.

- Revenue uplift 10%
- 5year plan

Governance at the highest standard, QRA, Committees and Clubs

- Training/Tools
- Forums
- Framework