



Strategic Plan 2022-2025

Values:

To ensure clay target shooting is sport of choice in a friendly and safe environment

Mission:

To successfully lead, manage, promote and develop clay target shooting for the benefit of our members and maximise the enjoyment and opportunities for all.

Values:

Enjoyment
Professionalism
Teamwork and co-operation

Honesty and integrity
Openness and transparency
Customer service focus

Goals and Strategies

Goal 1			
To raise the profile and to increase participation by 10% in Clay Target disciplines through implementation of active promotion strategies			
Sub Goal	Strategies	Resources	Indicator
Improve profile of the sport	<ul style="list-style-type: none"> Write 3 media releases each year around NT events, competitors and competitions, participation in national events etc. 	Executive / consultant	Releases
	<ul style="list-style-type: none"> Encourage clubs to undertake promotion activities and 'come and try' and 'coaching' days 	Secretary	Number of events
Assist clubs to attract new members	<ul style="list-style-type: none"> Provide clubs with marketing material and ideas for promotion 	Executive	Material
	<ul style="list-style-type: none"> Utilise 'NT school sports association' to promote school aged students participation in Clay Target sport 	Executive	School aged participants
Promote Inter and intra state competitions	<ul style="list-style-type: none"> Utilise ACTA and Shooting Australia to promote NT championship events 	Secretary	Promotion
	<ul style="list-style-type: none"> Prepare Club profiles and facilities to be accessed through web and social media 	Consultant	Profiles
Attracting visitors to events and competitions	<ul style="list-style-type: none"> Active promotion of NT facilities through Shooting Aust 	Executive / consultant	Promotion
	<ul style="list-style-type: none"> Utilise ACTA web site and marketing to reach interstate club members 	Executive	Promotions
Invite Defence members to events and open days	<ul style="list-style-type: none"> Write / send promotional material to Australian service members and US Marines on NT facilities / competitions 	Pat	Material

Goal 2			
To provide leadership for the sport of clay shooting through effective governance and management			
Sub-goal	Strategies	Resources	Indicator
Continue to use S&AR good governance training	<ul style="list-style-type: none"> Participate in training opportunities when provided by Sport & Active Recreation 	Executive	Training
Maintain up to date policy documents	<ul style="list-style-type: none"> Ensure policy review dates on all documents and reviews conducted 	Executive	Reviews
	<ul style="list-style-type: none"> Monitor requirements from funding bodies and national associations 	Executive	Changes
Ensure accurate and timely audits	<ul style="list-style-type: none"> To maintain accurate and timely financial reporting 	Treasurer	Reports
	<ul style="list-style-type: none"> To provide regular financial reports 	Treasurer	Reports
Maintain records and data bases	<ul style="list-style-type: none"> Ensure minutes of meetings are maintained and stored electronically etc. 	Executive	Minutes
	<ul style="list-style-type: none"> Enter membership information regularly 	Secretary	Data base
	<ul style="list-style-type: none"> Ensure accurate club and NTCTA membership data base 	Secretary	Membership
Encourage members to update national data base via ACTA	<ul style="list-style-type: none"> Encourage members to access and update ACTA data base 	Secretary	Current data base
	<ul style="list-style-type: none"> To ensure club and NT data bases are coordinated 	Secretary	Up to date

Goal 3
Support to clubs to increase participation and membership

Sub-goal	Strategies	Resources	Indicator
Financially support clubs to attract new members	• Develop marketing material for clubs to use	Executive	Materials
	• Offer 'come and try days' NTCTA funds to clubs as per funding and budget	Treasurer	\$ spent
Develop facts sheets on getting gun licence	• Make available to clubs and at events	Executive / Consultant	Material
Facilities for clubs	• Offer letters of support for facilities upgrades and grant applications	Secretary	Letters

Goal 4
To manage and deliver a competitions across disciplines and the NT

Sub-goal	Strategies	Resources	Indicator
Support competition National and NT Championships	• Support members to attend national events as part of NT Team, with contributions to uniforms and travel	Treasurer	Budget \$ spent
	• Support members to NT Championship through purchase of trophies and event operational support	Treasurer	\$ spent
To support training of coaches and officials	• Provide financial support to clubs for coaching and skill development where possible	Executive	Programs
	• Provide a link to ACTA coaching videos to clubs and NTCTA web site	Secretary	Link
Encourage shooters to participate in titles	• Provide information on championship events to clubs and subsidies	Secretary	Number

Ranked SWOT

Strengths		Weakness	
3	Facilities Aust best Alice Springs, Top End and Darwin	4	Committee members are time poor
3	Good governance	3	Lack of a marketing plan
2	Good reach across the territory	1	Cost of participation (\$ investment)
2	Open communication between clubs		Police process in obtaining firearms licence
1	NT has high percentage of firearms ownership		Communications with ACTA of membership process
1	Stable long serving committee		
	Have 'endorsed event' status		
	Strong core membership		
	Reasonable ability to attract new young members		
12		8	

Opportunities		Threats	
4	The sport is not age or gender exclusive its inclusive	3	Reliance on peak body funding
3	Link to defence for new members	2	Negative 'public perception' of firearm ownership
2	People with disability able to participate	2	Increased competition from other sports
2	To capture Aust participation in state comps	1	Increase demand or greater participation by women
	To attract 'Olympic' teams to come for preparation		
	To market to 'Shooting Aust' and ACTA as quality facilities		
11		8	

3 year financial summary

After two years of curtailed operation and events due to covid the NT Clay Target Association is looking forward to engaging new members and increasing participation. Supporting Clubs to increase membership and participation in the sport will be the main focus for the next few years.

Northern Territory Clay Target Association 31st March by year			
Income	2019	2020	2021
Grants	27,580	35,800	35,600
State Carnival	11,934	10,687	-
Membership	2,710	1,980	2,130
Other	854	230	144
Total Income	43,078	48,697	37,874
Expenses			
Sponsorships	7,080	-	32,112
Advertising	1,748	7,452	-
Clay Targets	8,481	7,439	-
Legal Fees	-	7,150	-
Depreciation	2,599	2,175	1,838
Administration	6,064	6,203	3,310
Traveling	4,796	6,723	-
Trophies	2,910	5,927	3,233
Training	8,626	4,421	-
Unforms	4,974	2,515	-
Total Expenses	47,278	50,005	40,493
Surplus / Loss	- 4,200	- 1,308	- 2,619
Current assets	83,813	84,680	83,879
Non Current	9,780	7,605	5,767
Total Assets	93,593	92,285	89,646
Total Liabilities	-	-	-
Net Assets	93,593	92,285	89,646