

# Bullet-In

SPRING EDITION 2014  
ISSUE 34



## EDITORS NOTE:

- This newsletter will be initially sent out to club captains but will also be sent to all members for whom we hold email addresses.
- Given it has been a while since the email addresses have been used there maybe some errors which we will update after each time we send out any communications.
- So please be understanding if you do not receive this edition and others did. Maintaining an accurate record of email addresses is always difficult as they change so often.

As we all know, over recent years, there has been ongoing difficulties with the Department of Finance. Since the change in Government, last year, we have been trying to get an audience with the Finance Minister, Senator Mathias Cormann to once again, state our position. Through the intervention of Senator David Leyonhjelm the minister and the head of his department, Jane Halton visited the range for a meeting with the NSWRA where the following options were discussed,

One is remaining at ANZAC Malabar. To this point it was reinforced that the NSWRA has proven in the court that it has the right to stay here unless an alternative site is developed which meets our needs. But if we were to move, the following

sites would seem to suit us best

Either Sydney International Shooting Centre ("SISC") at Cecil Park, which would see all the shooting disciplines together but is subject to the right range design, being found, or Wildcat Ridge, near Holsworthy which would see us on our own but on a greenfield site.

The meeting had a positive tone and the

## POSITIVE TALK WITH MATHIAS AT ANZAC RANGE



Jane Halton, Senator David Leyonhjelm, Minister Mathias Cormann and John Baxter.

Minister left with a clear understanding of our position and gave an undertaking that the threatening actions of the previous Government will not be continuing. Although no agreement was reached for action in the immediate future, a constructive dialogue has been opened which will lead to further talks.

## NATIONAL TEAMS CHAMPIONSHIPS POSTPONED

The state team matches that were planned for September 2015 have been postponed until Sydney, September 2016.

This decision was made by the board of the NRAA after consultation with all the states in response to the large number of competitors that will be involved in the Palma Team tour to the USA in Au-

gust 2015 and a subsequent visit to Canada.

It is believed that the planned date in September would either not give sufficient turn-around time for the Australian team members or would prevent members from competing at all. While some discussion was held regarding the opportunity of bleeding others, it was reinforced that the

event is about competition between the best shooters in the country and should be maintained at that level.

Given the next teams matches are not to take place until March 2017, the NRAA has decided to postpone the 2015 matches for 12 months until September 2016.

## WORLD CHAMPION

Warren Potent, a member of the Concord Rifle club has conquered the world by taking gold in the 50m Prone Rifle event at the 51st ISSF World Championships in Granada in early September. Warren won the final with 210.0 after qualifying with 626.9. In addition to the gold he also ensured a possible

spot for himself at the Rio Olympics by securing the first quota place for Australia and if all goes well, will be Warren's fifth Olympic participation.

Talking to the press afterwards Warren commented that he "felt excited, relived and relaxed."

Warren also joined Angus Bell (Port Jackson) and David Wright (Holsworthy) in the

300m teams competition to finish in a very credible 6th place .



Holsworthy youngster, Mitch Bailey has beaten all comers to win the NSW State Small Bore 50m prone championships. Mitch, a B Grader, shot 592 in qualifying to go into the eight person final

## MITCH BAILEY: STATE SMALL BORE CHAMPION!

with a four point lead over the top A grader and seven point leader over his father Jim. Then in the 10 shot final he shot 9 tens to maintain his four

point margin to be crowned 2014 State Champion.

Other notable performances were the appearance in the

final of Jim Bailey and Maris Taylor and the third place medal for Chris Schwebel in B grade.

**COUNCIL SHORTS**—John Baxter acting chairman

- ⇒ Council has approved the merging of Kiama-Albion Park with Southern Highlands.
- ⇒ FTR has now been added to the 2015 F Class National Teams Championships being held in Brisbane in August 2015.
- ⇒ Special mention was made by the acting Chairman of the wonderful efforts made by the MDRA volunteers in preparing Anzac Range for the Open

Championships in September and members from MRCA in undertaing the headland clearances.



- ⇒ It was noted that the open championships were conducted on electronic targets for all target rifle events without any issues being encountered.
- ⇒ Some discussions were held around the Queens structure and a working

group will examine that early in the new year.

- ⇒ Agreed to fulfil the promise made when raising funds to save the range and purchase engraved pavers to lay in front of the memorial gates.

**NSWRA INSURANCE**

The NSW Rifle Association through John Leask’s QBN Insurance, has put together a competitive insurance package for shooting clubs and members. So before you purchase or renew your insurances give John a call to get an obligation free quote. Each policy sold contributes a small amount to the NSWRA.

**Contact:** John Leask    **Mobile:** 0428 875 683    **Email:** john@qbninsurance.com.au

**NSWRA STORE**

Anzac Rifle Range Franklin St Malabar

**OPEN**

Tuesday, Thursday 10am—3pm

and Saturday 10.30am-12.30am and 4pm-5pm

TF 02 9311 7485 email: store@nswra.org.au

**Ammunition & Components**-Ammo Box & Cases-Powder-Primers Projectiles-**Apparel**-Coats-Gloves-Mitts-Hats-Caps-Jackets-Shirts-Undershirts **Bedding Compounds- Bipods-Books-Ear Protection**-Ear Muffs-Ear Plugs **F Class Bipods Fullbore Sights & Attachments**-Eagle Eyes-Front Sights-Rear Sights-Parts-Rings **Ground Sheets-Mats-Range Materials** -Flags- Gauging-Patches **Reloading**-Case Preparation-Dies-Gauges-Loading-Accessories-Priming Tools-Fittings **Rifle Care** Bags &Cases Cleaning Products **Rifles - Parts** Actions and Parts Complete Rifles Stock Fittings Triggers & Parts **Scales** Shooting Glasses Spotting Scopes Slings

## TOP 8 WAYS TO GET YOUR CLUB INTO THE LOCAL MEDIA

One of the greatest unknowns is how to get the stories about your club into the local media. It often seems that every other club gets into the local media easily. So how is it done?

**1. Relationships** – like everything else in this world strong personal relationships are vital so you need to form strong relationships, firstly with your local sports reporters and secondly with their editors or managers.

**2. Invite the media to your events** – Initially when you don't know the reporters, managers and editors it is a lot easier to be contacting these key people if you have a purpose rather than just ringing to introduce yourself and your club. Therefore create or tailor a club event to make it news worthy and then invite the media to attend your event. Eg Presentation night.

**3. Mayors and Councillors love to be in the media** – create opportunities for them to be in the media. Likewise the local media love featuring Mayors and Councillors so invite both groups to your events and let the other party know that each other will be there.

**4. Consistently produce and send media releases** – that contain not just the

competition results but also a story, a quote from a key person or people relating to the story, where possible a photo and the contact details of somebody if they want further information. If a reporter has a choice between a complete story of community interest with quotes and photos lobbying on their desk or having to go out interview somebody and then write the story, well most would take the easy option.

**5. Don't just tell the sports stories** – Don't aim just at the sports pages – local sports clubs do so much in the community that is non-sport related. Make sure the media outlets are aware of these stories, well in advance if possible. This significantly increases the potential for the story to be picked up because it can be run in any part of the media publication not just in the sports section.

**6. Relive club history** – local media is all about story telling so continually tell the stories from great events and people from your clubs past. Link them into current day events if you can. For example anniversaries of key club and individual milestones are great stories the media love to pick up.

**7. Develop long term relationships** – relationships take time to build so make sure that you are continually looking for ways to build relationships with the reporters. Don't just make one phone call to the sports reporter and then assume they will automatically start covering your club. You have to educate them about your club over time and hopefully they will "fall in love" with your club. Unfortunately this takes time.

**8. Self publish** – Even if you have strong relationships and are publishing great media releases every week you still may not get into the media as much as you like. If this is the case you may wish to consider joining the media. Grab a smart phone and start interviewing coaches, each weeks winner, and anybody else around your club then publish the video on your clubs webpage. You will be surprised, how quickly you will build an audience of people interested in your club.