

SPECIAL POINTS OF INTEREST:

) All of it!

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OLYMPIC NOMINEES ARE ANNOUNCED



Friday April 8th, Shooting Australia announced the athletes who have been nominated to the AOC for inclusion in the 2016 Australian Olympic Shooting Team.

It is a group that includes experience and youth, and one that will represent shooting well.

We congratulate:

JENNIFER HENS (NSW)
WARREN POTENT (NSW)
DANE SAMPSON (QLD)
JACK ROSSITER (SA)
WILL GODWARD (SA)
Petr Kurka (Coach)



The Paralympic nominees were also announced today—they include

LUKE CAIN (VIC)
BRADLEY MARK (QLD)
NATALIE SMITH (QLD)
LIBBY KOSMALA (SA)
ANTON ZAPPELLI (WA)
Miro Sipel (Coach)
Anne Bugden (Asst Coach)

I speak for all Australia shooters when I say..
“May all your shots be 10.9s”

Enjoy the experience, and do your best—we are behind you all the way. Bring back the photos, the memories and the medals.

At a ceremony in Sydney the nominees were presented. Here is the full shooting and para teams.



Prior to that presentation, Shooting Australia announced the winners of the various awards for 2015.

2015 OFFICIAL OF THE YEAR— and the winners were Margaret Baker (Pistol) and our very own Alex Maranik. Congratulations.

2015 COACH OF THE YEAR—



I ask the question...what do the Coach of the Year and the Volunteer of the Year have in common? Simply that they are the one and only Anne Bugden.

Annie was noted for her unswerving efforts in helping both the abled and para sportsmen and women, and always being available to help: whether it be in the kitchen at Nationals, in the scoring area or fixing and tweaking rifles.

Congratulations to a wonderful woman—a thoroughly deserved recognition.

Another of the well deserved awards was presented to Natalie Smith pictured here with Glenn Tasker, Australian Paralympic Committee President - winner of the Shooter of the Year, Elite Athlete with a Disability Award at Shooting Australia's Awards of Excellence.



Last night's Shooting Australia Awards of Excellence ceremony saw the inaugural presentation of the Ashley Adams Perpetual Trophy. Ashley was the first athlete to compete at both ISSF and IPC Shooting World Cup events and the trophy is named in his honour, not simply because he was an outstanding athlete, but because of the way he behaved and conducted himself on and off the range. Ashley was world-renowned as a great competitor and human being and was loved within the shooting community and beyond.

This award is voted upon only by squaddied members and the winner is the athlete who best upholds the values and behaviours of our culture and who has performed outstandingly in a calendar year.

Presented by Kate Bates - Olympian, and Australian, Commonwealth, and World Champion cyclist, now Board Member of the Australian Sports Commission - the Ashley Adams Perpetual Trophy goes to shotgunner James Willett the Shooting Australia 2015 Athlete of the Year.

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ISSF RULES - 3rd Print published online – Quota rules and anti-doping

13.11.2014 by Marco Dalla Dea

The International Shooting Sport Federation has released the 3rd print of the ISSF Rules, now available for download. WADA updated the World Anti-Doping Code.

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HAVE YOU TRAINED YOUR BRAIN LATELY?

Changing thoughts and habits: an ongoing project...

Human beings think. We think all the time. It is a central factor in our lives; our experience of reality is shaped by the moment-by-moment flow of our thoughts. As long as we can still learn, we can change our thought habits.

Humans can acquire new thought habits, and even change or eliminate non-productive habits. One definition of *Thinking* is: *the reception and processing of external and internal data in order to assess and interpret the world within and around us.*

Of course, thinking also encompasses the much broader phenomena of human consciousness or awareness. It is said that the human body, not only the brain, but also the nervous system and all the sensory apparatus connected to it processes more than a trillion bits of data every second.

This data is received through our senses and processed, interpreted, and put to use. New data is received, stored, and held as archival memory for later use. Familiar data is matched to the archival memory information to be understood and utilised.

Many types of practices may help athletes learn new thought habits. Lee's focus on three: Repetition, Education, and Conversation.

Repetition

Repetition involves actively repeating new thought habits, such as mantras. In the case of athletes, they could repeat the thought habit "I believe I will achieve my goals" (or something more specific) until it anchored as an actual pathway within the brain. A coach might suggest the athlete quietly repeat the new thought habit several times daily: on waking, at midday, at the end of the day, and before sleeping.

Education

One of the answers, I believe, lives in an understanding of a deeper mechanism within us: thinking. Here is how the chain works:

-) As thinking occurs, feelings arise...
-) Changes in thinking and feelings help redefine the actions that an individual may be inclined to take...
-) When changes in thinking and feeling generate a change in action, a changes in results becomes possible...
-) When a change of thinking is sustained, the probability of a sustained change in actions and results is increased...
-) Therefore, the more we open our mind to learn, anything is possible.

Conversation

"Coaching" is more about asking questions that help athletes discover what they want in sport and indeed life, and how to go to get it. It's offering them ways to create something new for themselves. Once the athlete and coach have "mapped the terrain" ie worked out where they are going, and how, the conversation is based upon helping athletes to set better goals, and then reach those goals.

HAVE YOU TRAINED YOUR BRAIN LATELY?

How to Improve

You are not responsible for everything that happens to you (although you may accidentally contribute to it.) But you are responsible for how you react to these events, how you experience them and move on. Your reaction has three facets:

- J A mental reaction, how you interpret the situation, which is often a replay of old stuff you've attached to as part of your memories.
- J An emotional reaction that results from your interpretation, so you feel happy, angry, sad, or frustrated.

And a behavioural reaction: based on your feelings you act in a certain way, such as jumping for joy, getting away as soon as possible, or punching the other guy's nose.

So you create your own reaction with what you told yourself. It may have been instant and below the level of your consciousness but there was your voice inside telling you these things. Actually, though, you did have other choices.

Your inner voice can talk you into a lot of trouble or it can create a positive outlook that changes your life experience. The secret is to stay in the moment, to stay conscious, and spot your “inner voice” when it is replaying old tapes and talking nonsense, when it is being intolerant, exaggerating or over-reacting.

So my advice is: if it's not positive, STOP, gather yourself in the moment and reconsider. The following is a collection of possible phrases that build upon the thoughts presented. Work out your own responses and write them down....seeing is believing.





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GETTING INTO BENCHREST—RICHARD LIGHTFOOT

In making a decision to compete in a shooting sport, it is necessary to understand the nature of the competition, the rules and the way the competition is run.

If you are intent, firstly go along to the selected matches that you believe that you would like to participate. Ask questions, make observations but keep your hands in your pockets and off your wallets until you have made a rational decision on the equipment that you want and principally that you can afford.

Firstly, do you want your shooting piece to only compete in one type of competition or indeed, within different classes. If that is the case there is a different specification that you will require to fulfil. For example if you are intent in shooting benchrest, is it to be at 20m indoors, 25m, 50m or 90m. All these have different specifications and limitations that equipment choices may make on your ultimate achievements.

There are the various “off the shelf” type rifle combination or a custom built rifle. In the case of “off the shelf”, will it suit your physical shape, are you able to be comfortable when using it and is it likely to fulfil the purpose you desire? In relation to the custom built rifle, there is quite a variety of actions, barrels, and stocks. With these choices it is possible to have a tailor made shooting combination suitable for a wide variety of people.

Please do not race out and buy a rifle/s even though you might have some sentimental attachment to the name, or know something of the performance history. Think twice, spend once!

Now with a rifle selected, after indeed trying a number of rifles owned by your fellow club members, you will now have the choice of purchasing a telescope. Again it is absolutely essential to look through telescopes owned by some of the better shooters so that you have a benefit stemming from the mistakes that they have probably made getting to this stage of refinement.

So what do you need? Fine cross hairs, some people prefer a mildot and others with stadia hairs to help to determine among offset. Essentially a telescope has two things to fulfil –

- (a) It has to be suitable for the type of shooting you are going to undertake, namely, its magnification.
- (b) In the case of both of the International Sporter and the SSAA equivalent, use a 6x telescope whilst other categories of Light and Heavy, the Varmint scope power is unlimited, caution, the scope must be capable of being able to focus down to 20 metres.

Out of things comes a wide variety of choice. The principal telescopes are T 36 Weaver, Leupold 4045, Nightforce 15-50, or the variety of March scopes if your budget can stretch to those.

In one hand you now hold your prize rifle and in the other hand you hold your telescope. So, what is the problem? You need a set of mounts that are capable of fitting the telescope to the rifle. It is essential to get a matched set of mounts and also to achieve their correct alignment. With an aligning tool and a little abrasive compound, lap these in line so that when the telescope is clamped within these telescope mounts, there is no distortion, twisting or potential damage to the telescope.

With the rifle now with a scope and action ready, are you going to use a conventional stock or indeed purchase a custom stock that allows the parallel surface on which the stock sits and rides within the front rest and rear bag? Here there is a wide variety of choice, consideration being given to specifically the weight and the ability of such a stock to track accurately within the front stand and rear bag.

The rifle is now complete, or nearly complete and the next purchase is a tuner. These are aimed to reduce the vertical displacement of the group to a minimum. There are a variety of these tuners and extension tubes and consequently it is necessary to get some advice and also a confident person to fit them.

You are now set up with a competition rifle ready to go. Well not quite. You need a front stand and a rear bag. A variety of stands can be Farley, Randolph, Seb or similar. If your budget can accommodate, it is worth purchasing a good stand first up because you know it will last you for the length of your shooting career. Likewise, the rear bag needs to have solid base with the centre cut out so that the bag can settle into this shape and the base always remains flat. Both the stand and the rear bag need to be filled with a heavy sand. Sand is available from foundries, being chromite, illuminate, rutile or similar.

Now you are complete. You have arrived at the shooting range. A colleague has shown how to set up your latest purchases and you then have to find reasonable ammunition. Again this is something that you can talk to your colleagues about who may have a similar rifle and barrel arrangement and therefore are able to obtain a reasonable choice of ammunition. The choice of ammunition is ongoing because manufacturing batches of ammunition are only approximately 30,000 rounds per machine per day, which is approximately six cases of ammunition. In Australia testing of ammunition is more difficult because you do not get the variety of ammunition batches to test and there are very few adequate test facilities available. The answer to this problem is that if you do find good ammunition, make such that you purchase a reasonable amount as is practicable, so that you can rely on it in future competitions.

With the bench aligned, the stands in place, the rifle placed, the ammunition ready, the target in place, so you believe that you are already to go. Yes you are, however, there is one thing that does intervene, and that is the wind. A purchase that you will need to consider is to obtain some wind flags. Again such wind flags are in a multitude of varieties and you need to make further observation and question your colleagues as to the better choice.

By taking advice and being observant, it will be less costly in the long run. If however, you decide to go out on a frolic of your own with a wallet wide open, you can purchase a lot of different items that may or may not be useful, or economic. Advice is the cheapest thing you can receive. The old adage of think twice, spend once should be applied to all of your purchases so that when you do commence to shoot you will have a good choice of equipment based on good research and adequate advice.

All you have to do now is ensure that you do have a smattering of good luck, in the end you can have the best rifles, the best equipment, the best flags but you have to get the wind right, best bench location and in doing so be able to squeeze the trigger at the correct moment so that luck remains on your side.



2016 NATIONAL CHAMPIONSHIPS

Held jointly at MISC and the Geelong SRC, the 2016 Nationals saw Dane Sampson stamp his mark on many of the championship titles available. He methodically worked his way through the week, and should be congratulated on a solid performance.

While I could comment on every match—in fact the results are available on the TRV and TRA websites, so there is little use in reproducing them here. I thought it better to fill the pages with photos—snapshots of the week. Congratulations to all shooters and many thanks to Kyle my intrepid photographer





INTRODUCING THE SLAZENGER SHIELD



Shooters at the TRA National Championships will often have seen shooters receiving badges for their participation in the “Slazenger” match that is shot against New Zealand.

What you probably haven’t seen before is the actual shield that we shoot for. It was recently discovered hiding in a box, and brought out into the light.

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This is the inscription on the central plate, and the small shields on the front are the results of the Indoor Matches from 1949 until 1973.

The history of the match shows....**1949 - 1973** on the shield.

The annual postal competition was shot indoors 25 or 20 yards. The 20 person + 1 emergency New Zealand team shot the match after the Inter-Island match held at Queens Birthday Weekend. All New Zealand team members qualified for NZ Silverfern Pocket and NZ Rep Medal (1st time) and Black Date bar for each year in team.

OUTDOOR NATIONAL CHAMPIONSHIPS

After discussions (pre 1978) with Australia this match has been shot during the Outdoor National Championships and scores are marked by senior officials and exchanged by mail.

The Australian team is selected at the Australian Outdoor Championships and is shot in conjunction with the 2nd leg of the 50m Open Championship held at Easter

1978 - 1997 The New Zealand team was selected and shot after the Inter-Island & 50m Championships as a separate 1 x 60 shot (or 2 x 30) 50m teams match.

1998 The New Zealand team is selected prior to the final 50m match and shot in conjunction with the UIT Qualifying 50m event.

2000 Top 20 Agg. 2x60 + 1st match ISSF Shot on last day of Championship (+ 1 emergency)

2009-Top 20 Agg.2x60 + 1st ISSF match. Shot on last day of Championship. (+2 emergencies)

YEAR	NEW ZEALAND	SCORE	AUSTRALIAN	SCORE
SHOT	VENUE		VENUE	
1978	WANGANUI	7877		
1979	CHRISTCHURCH	7829		
1980	WANGANUI	11848	NEWCASTLE	11844
1981	TIMARU	11733	BRISBANE	7852
1982	WAIPA	7886	VICTORIA	7846
1983	CHRISTCHURCH	11715	PERTH	
1984	WANGANUI	7842	BRISBANE	7772
1985	TIMARU	11801	NEWCASTLE	11778
1986	ROTORUA	11866	ADELAIDE	
1987	BLLENHEIM	11826	BRISBANE	11741
1988	CHRISTCHURCH	11830	VICTORIA	11816
1989	ROTORUA	11815	TASMANIA	11625
1990	BLLENHEIM	11695	PERTH	11586
1991	AUCKLAND	11665	BRISBANE	11622
1992	TOKOROA	11673	ADELAIDE	11511
1993	CHRISTCHURCH	11696	WEST WYALONG	11669
1994	TOKOROA	11700	GEELONG	11736
1995	AUCKLAND	11616	TASMANIA	11647
1996	BLLENHEIM	11756	PERTH	11461
1997	CHRISTCHURCH	11616	BRISBANE	11610
1998	TRENTHAM	11589	ADELAIDE	11708
1999	BLLENHEIM	11681	GEELONG	11708
2000	WANGANUI	11615	WEST WYALONG	11681
2001	CHRISTCHURCH	11695	PERTH	11544
2002	AUCKLAND	11770	BRISBANE	11578
2003	BLLENHEIM	11705	ADELAIDE	11651
2004	PALMERSTON NORTH	11727	SYDNEY	11697
2005	CHRISTCHURCH	11716	TASMANIA	11716
2006	AUCKLAND	11784	MELBOURNE	11558
2007	BLLENHEIM	11717	BRISBANE	11451
2008	PALMERSTON NORTH	11765	PERTH	11586
2009	CHRISTCHURCH	11702	ADELAIDE	11668
2010	TOKOROA	11732	SYDNEY	
2011	CHRISTCHURCH	Not shot	GEELONG	
2012	PALMERSTON NORTH	11759	PERTH	
2013	CHRISTCHURCH	11684	BRISBANE	11659
2014	UPPER HUTT (Mana)	11605	ADELAIDE	11526
2015	CHRISTCHURCH	11646	SYDNEY	11649
2016	PALMERSTON NORTH	11593	MELBOURNE	

And what do the members of our HP Squad do to relax at the TRA Nationals after a hard day's shooting?

Find a two year old, in this case Tahlia Cullen, and pretend to know how to draw and colour inside the lines.

As you can see, Tahlia is not quite convinced!





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CHANGE YOUR SELF IMAGE

Changing a Self-Image that is keeping you from reaching your goals may be the most important skill you will ever learn.

I believe that you can change any attitude or habit you do not want.

You should experience a corresponding change in performance when the Self-Image changes. Here is how to do it in four steps.



First, you must be willing to change. Our Self-Image does not respond to the changes others want us to make. You must decide for yourself and you must choose to do it NOW.

Second, you must identify specifically the habits and/or attitudes that you need to change. Be specific. For example; "I'm looking for a solution to worrying about performing poorly in a competition in the days just before the event."

Third, you must identify a new Self-Image that is in direct conflict with your old one. For example, "I only think about what I want to have happen concerning up-coming competitions." This is called an imprint. The more you can think about and repeat this statement the faster it will become like you to become it.

Fourth, you replace the old Self-Image with the new one. You do this by only imprinting the new attitude or habit and trying to eliminate imprinting the old one. When harmful thoughts come in to your mind immediately replace them with the applicable helpful ones. You must become pro-active and do this immediately for this to work.

Remember, your Self-Image is the CURRENT state of you. It is not the FINAL state.

Be aware that your Self-Image is evolving in the direction of your imprinting. The better you control your imprinting the faster you will attain your goals. Your performance will not change unless your Self-Image changes.

For the past few months I have seen a reoccurring issue that keeps coming up with a lot of my students.

The common issue is not sticking with a mental checklist in the preload. This is something that becomes lost when the individual gets ahead of themselves in the task at hand.

When looking at the anticipation phase of a task, it is important to remember that there are always two parts to this phase.

First is the preload, this is when you breakdown your strategy and commit to the decision that is being made.

Second is the mental program, the last thoughts to occupy the conscious mind before the action. It is in the strategy part of the preload that the mental checklist must be adhered to.

When I was competing in rifle shooting, it was important to remember my checklist. The order of this mental checklist was important to follow because if I got ahead of myself I would put myself in a position to make a critical error, resulting in a poor shot.

My checklist had three parts to it.

1. **First:** Check the wind. I would always focus on where the direction of the wind was coming from. I didn't care where it went. I was always looking where it was coming from. So if the wind was coming from right to left I would look at the wind flags 10 to 15 points to the right of me. This gave me a good indication of how the wind was going to effect my shot.
2. **Second:** Make a decision on how to execute the shot. I had to decide if I needed to hold off, shoot a normal centre shot, or to let the sights settle in the middle of the target and then break the shot toward the wind
3. **Third:** I had to mentally rehearse the shot I choose to shoot. The preload sets up the mental program and if I didn't give myself a solid mental rehearsal of what I wanted to execute I would often have bad shots. The better the mental rehearsal, the better the shots.

Enjoy your shooting
Lanny



WHAT IS INTEGRITY, ETHICS AND CULTURE IN SPORT

From the Australian Sports Commission

Integrity is the integration of outward actions and inner values. A person with integrity does what they say they will do in accordance with their values, beliefs and principles.

A person of integrity can be trusted because he or she never veers from inner values, even when it might be expeditious to do so. A key to integrity, therefore, is consistency of actions that are viewed as honest and truthful to inner values.

A sport that displays integrity can often be recognised as honest and genuine in its dealings, championing good sportsmanship, providing safe, fair and inclusive environments for all involved.

It will be also expected to 'play by the rules' that are defined by its code.

A sport that generally displays integrity has a level of community confidence, trust and support behind them. The impact of this on their business cannot be underestimated.

Integrity in Sport can lead to:

-) increased participation - loyalty of members and the attraction of new members
-) financially viable - through membership, attraction of sponsors and funding grants
-) on field success - attraction of players who want to be associated with a healthy, successful brand.

Activities and behaviours that define sport as lacking integrity include: creating an unfair advantage or the manipulation of results through performance enhancing drugs, match fixing or tanking.

Anti-social behaviours demonstrated by parents, spectators, coaches and players are also a significant integrity issue for sport. Such behaviours may include bullying, harassment, discrimination and child abuse.

The integrity of a sport will be judged by its participants, spectators, sponsors, the general public and more often than not, the media. The survival of a sport therefore relies on ensuring that 'the sport is the same on the outside as it is on the inside' and remains true to its values, principles and rules.

WHAT IS SPORT ETHICS?

Ethics is the system that reinforces acceptable behaviours or values thereby ensuring a level of integrity or good character is maintained.

Sport ethics helps us see and differentiate right from wrong.

For example, we know that a person that handballs a goal in football, and tries to get away with it, is breaking the rules. They break the ethical code of football by being dishonest and cheating. Their integrity is brought into question through their actions.

In this sense 'ethics' are the overarching systems and concepts that dictate integrity. Such systems in sport include defined values, codes of conducts, bi-laws, rules, policies and the implementation of these policies and rules.

WHAT IS SPORT CULTURE?

Sport Culture or 'the way we do things around here', is the brand that presents itself to the public.

A healthy culture is generally displayed in those sporting organisations that recognise the paramount importance of maintaining their integrity. This recognition is owned by the leadership group and trickles down through all levels of the organisation.

A sport with a positive culture will demonstrate energy, commitment and effort in developing systems to ensure their sport is one that all members are proud to participate in and support. The key to a positive sport culture is consistency of action.

WHERE DO WE FIT INTO THIS....

Shooting Australia has adopted a "LUCIE" system that decisions and policies are braced against. Whether in sport or in life, this simple filter can be applied, and the best outcome achieved. The shooting national bodies, the State bodies and club management could also take on board the LUCIE approach.



WHAT'S NEW IN THE RIFLE DESIGN "TOYSHOP"...

The new Universal Concept stock from Esprit Carbine in France builds on the MEC Project, which was sold for a number of years prior to it being discontinued.

One stock provides two methods of attaching the rifle:

-) The traditional method of connecting the action of the rifle to the stock with bedding bolts is available, and the stock is delivered ready to accept a Bleiker Challenger - surely the most successful rifle in the world at the moment - straight out of the box.

Adaptor plates provide the ability to connect other makes and models of rifles, and the list of currently available options is shown below. New options will be added as they become available.

-) The alternative method of connecting the rifle to stock is provided by barrel clamps, which lock the barrel in two places, leaving the action free-floating. These clamps are adjustable, and a wide variety of rifles can be attached using this method. Prototypes of this stock were used to win major international medals in 2015, with Petra Zublasing (ITA) and Valerian Sauveplane (FRA) amongst those to shoot spectacularly well with them. Information is at <http://www.edinkillie.co.uk>



PLANNING FOR COACHING COURSES IN 2016.

If you are interested in becoming an accredited coach—then please ask your State Association for details about when courses will be held near you in 2016.

There is a TRA Instructor's course (which is only accredited with TRA) and from that the coach moves to the Club course, then the Competition courses, both of which are accredited with Shooting Australia and the Australian Sport Commission.

There is also an Advanced level, for those who are seriously interest in coaching.

The courses provide quality coach education. See your State Coach for further details.

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SOCIAL MEDIA GAME PLAN — by Clare Wolfensohn



We covered the first steps in the last issue—here is the continuing article

Step 4: Define your objectives

Questions to remember

- What messages are your audience interested in receiving?
- What questions/challenges does your audience face and can you assist?
- Which of your products or services would add value for your audience?
- What can your audience teach you?
- How visible is your brand in the eyes of your audience?

Remember: Social media may not be a useful tool for every organisation. If you cannot see a valid business outcome for using social media there may be little point venturing down this path.

Measurable goals

Wherever possible, make your social media goals “SMART”: Specific, Measurable, Achievable, Realistic and Time-based.

It will be much easier to track how you’re doing and demonstrate the return on your investment.

Examples of SMART goals include:

-) increase traffic to your website by 20 per cent in the first 6 months
-) increase the number of Facebook likes to 500 by July
-) create one video per month and publish to YouTube
-) Recruit ten new volunteers by December
-) Facebook to be one of the top ten referrers to your website by July
-) Facebook “Engaged Users” to sit at more than 10 per cent every month
-) Facebook “Talking about this” to be more than 10 per cent for every post

Listening and observing

Even if you never post a single comment, social

Step 5: Evaluate the options

media tools can still be useful in monitoring and listening to conversations and comments about your organisation, your sport and other relevant subjects.

You should connect to and monitor (by “liking” or equivalent) relevant organisations, brands, athletes, events and “experts”.

Questions for you

- How are similar organisations, or competitors using social media?
- Where are people already talking about your sport and what are they talking about?
- What common “hashtags” are used?
- Who has the most influence online?
- What are the new trends emerging in your industry?
- What feedback would we like to obtain from your members/stakeholders?

Content Review

Good content is crucial and drives much of a social network's conversation and engagement. The good news is that as a sport you will have a great deal of content available to you that is not only relatively easy to access but is also of interest to your audience.

Step 6: Make a Plan

Which platforms to begin with?

As you'll note below, there are a myriad of sites and services, with new ones springing up all the time. However, it's best to start with the most popular. In 2011, Facebook, Twitter, LinkedIn and blogs were the top four social media tools used by marketers, in that order. Sports organisations (at least in 2012) most often select Facebook, Twitter and YouTube as their main platforms.

To identify the best platforms for your organisation, think about these questions:

- What social media platforms are our target audiences already using?
- What platforms best suit the types of content we have available?
- How much time commitment is required to manage this platform?
- Is our organisation happy with the terms of service of the platform?
- How do the platforms fit together?

Step 7: Implementation

Now that you have figured out what is going on in your environment, what resources you have available, who you are trying to connect with, what you want to achieve, which platforms you are going to use and which tactics you are going to employ, start thinking about the actual roll out of your social media plan.

You do not have to launch all of your social media platforms at once. Sometimes it is better to do one thing well than spread your resources too thinly across too many platforms.

Step 8: Watch & Learn

Monitoring

Compared with traditional media, social media can be relatively easy to measure. You should aim to develop an evaluation method that matches your objectives. Prepare in advance what you will measure, how often and with what tools.

Step 9: Refine & Improve

Social media is constantly evolving and changing, with new tools and ongoing modifications to existing tools. Once you are committed to a social media strategy, you will need to be flexible to allow for change.

Flexibility

Social media is an ongoing learning process as you get to know your audience and adapt your activities to best meet their needs.

And Finally

Be a good [organisation] ambassador

No matter what level when using social media either in a personal or professional capacity, you are an ambassador for your sport. Don't publish anything you wouldn't want your mum to read or see.

Maintain a high standard

Before posting any content check your facts are accurate, fair, credible .
Check spelling and grammar.

**ENJOY YOUR JOURNEY IN THE
SOCIAL MEDIA OPTIONS**

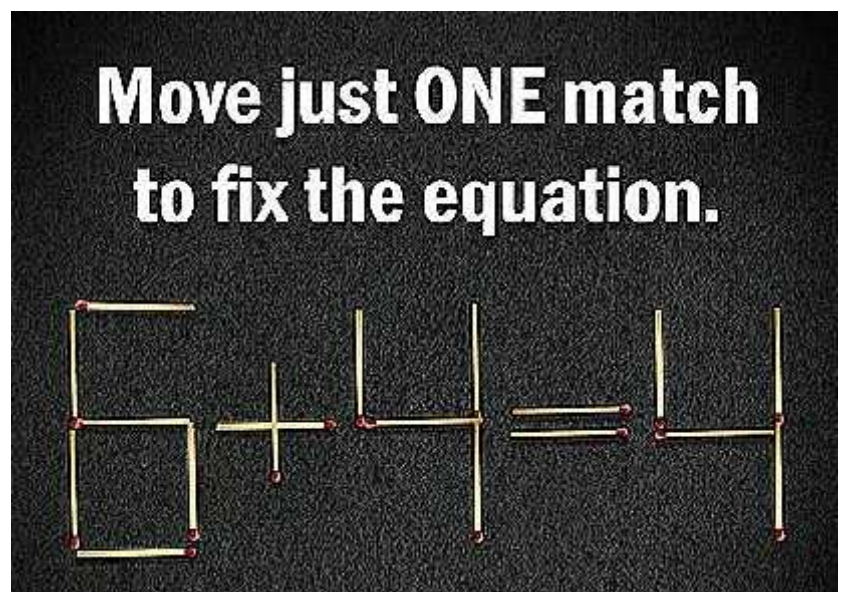
TRA HONOUR BOARDS—Have you ever wondered who the winners of the National Championships have been over the year. While it is on the TRA website, most have probably not seen it. It is testament to hard work and talent—there are a number of names that appear often. This list is only the list from the “new” ISSF targets in 1989.

YEAR	WHERE	3 X 40	3 X 20	AIR RIFLE	50M PRONE	WOMEN'S PRONE	JUNIOR PR
2016	VIC	Dane Sampson	Dane Sampson	Dane Sampson	Dane Sampson	Susannah Smith	Mitchell
2015	NSW	Dane Sampson	Robyn Ridley	Dane Sampson	Dane Sampson	Susannah Smith	Fred Wo
2014	SA	Dane Sampson	Robyn Ridley	Dane Sampson	Thomas Versace	Janine Chick	Fred Wo
2013	QLD	Robyn Ridley	Dane Sampson	Dane Sampson	Thomas Versace	Susannah Smith	Jack Cava
2012	WA	Dane Sampson	Chris Gulvin	Dane Sampson	Dane Sampson	Jennifer Hens	Fred Wo
2011	VIC	Dane Sampson	Robyn Van Nus	Chris Gulvin	Dane Sampson	Jennifer Hens	Fred Wo
2010	NSW	Peter Sidi (Hun)	Peter Sidi (Hun)	Peter Sidi (Hun)	Warren Potent	Robyn Sampson	Thomas
2009	SA	Robyn Van Nus	Robyn Van Nus	Robyn Van Nus	Thomas Versace	Sue Carlyon	Thomas
2008	WA	Robyn Van Nus	Robyn Van Nus	Robyn Van Nus	Jason Lowe	Janelle Rossiter	Clinton S
2007	QLD	Eddy Nagorcka	Robyn Van Nus	Robyn Van Nus	Ashley Adams	Debbie Lowe	Clinton S
2006	VIC	Ben Burge	Sue McCready	Robyn Van Nus	Warren Potent	Sue McCready	Eddie Na
2005	TAS	Matthew Inabinet	Robyn Van Nus	Matthew Inabinet	Robert Howell	Julie Holcombe	Cail Pars
2004	NSW	Michael Brown	Michael Brown	Sue McCready	Lindsay Arthur (NZ)	Kathryn Mead (NZ)	Thomas
2003	SA	Timothy Lowndes	Susannah Smith	Susannah Smith	Sue Linsdell	Sue Linsdell	Thomas
2002	QLD	Sam Wieland	Sue McCready	Sue McCready	Grant Taylor (NZ)	Kim Frazer	Barry Sar
2001	WA	Sue McCready	Sue McCready	Sue McCready	Warren Potent	Juliet Etherington (NZ)	Ben Burg
2000	NSW	Michael Brown	Susannah Smith	Sue McCready	Warren Potent	Kim Frazer	Michael
1999	VIC	Rajmond Debevec (Slo)	Sue McCready	Rajmond Debevec (Slo)	Bill Murray	Kim Frazer	Timothy
1998	SA	Timothy Lowndes	Sue McCready	Robert Wieland	Warren Potent	Kim Frazer	Berett St
1997	QLD	Dean Turley	Bill Murray	Belinda Muehlberg	Kim Frazer	Kim Frazer	Steele Gi
1996	WA	Eddie Adlam (NZ)	Carrie Quigley	Sue Banks	Robert Ward (NZ)	Sylvia Purdie	Brett Ste
1995	TAS	Ivan Kelly	Clinton Masters	Jason Lowe	Rod Norman	Kim Frazer	Aaron St
1994	VIC	Alan Williams	Rod Faint	Johann Saitz	Barry Sturgess	Sylvia Purdie	Brie McN
1993	NSW	Jason Lowe	Alan Williams	Kevin McKenzie	Yvonne Gowland	Anne Bugden	Jason Bu
1992	SA	Anton Wurfel	Alison Hittmann	Anton Wurfel	David Hollister	Yvonne Gowland	Robert B
1991	QLD	Richard Jeffries (NZ)	Sue Carlyon	Rod Faint	Alan Smith	Kim Frazer	Mark Go
1990	WA	Alison Hittmann	Alison Hittmann	Alison Hittmann	Dean Turley		Paul Bro
1989	TAS	Alison Hittmann	Alison Hittmann	Alison Hittmann	Don Brook	Debra Dullard	Chris Me

Have a look at the name of 20 years ago—who is still shooting? Then look at the 15, 10 and 5 year ago names. Discounting Sue Lott and Robyn Ridley who are new mums, how many good shooters have we lost over the years, and more importantly, what can be done to keep our current members until they too get their “20 years at the Nationals badge”

PRONE	DUAL RANGE	DUAL RANGE - W	50M BENCHREST	POSITION CHAMP	WOMENS POS	PRONE CHAMP
Bailey	James Daly	Janet Hunt (NZ)	Rebecca Richards	Dane Sampson	Not Awarded	James Daly
odhouse	Warren Potent*	Chloe Romanoff*	Peter Armstrong	Dane Sampson	Not Awarded	Warren Potent
odhouse	Warren Potent	Janet Hunt (NZ)	David Keen	Dane Sampson	Robyn Ridley	Thomas Versace
anagh (NZ)	James Daly	Debbie Lowe	Annette Rowe	Dane Sampson	Robyn Ridley	James Daly
odhouse	Dane Sampson	Robyn Sampson	John Patzwald	Dane Sampson	Robyn Ridley	Dane Sampson
odhouse	Dane Sampson	Janine Chick	Rebecca Richards	Robyn Van Nus	Robyn Van Nus	Dane Sampson
Versace	Warren Potent	Jennifer Hens	Barry Hilzinger	Peter Sidi (HUN)	Robyn Van Nus	Warren Potent
Versace	Thomas Versace	Debbie Lowe	Simone Collaros	Robyn Van Nus	Robyn Van Nus	Thomas Versace
ondergeld	Debbie Lowe	Debbie Lowe	Clinton Sondergeld	Robyn Van Nus	Robyn Van Nus	Robert Howell
ondergeld	Ashley Adams	Susan Carlyon	Ron Maine	Susannah Smith	Susannah Smith	Ashley Adams
gorcka	Jason Lowe	Julie Holcombe		Susannah Smith	Susannah Smith	David Clifton
ons	Jason Lowe	Susan Carlyon		Matthew Inabinet	Robyn Van Nus	Glenn Kelley
Ryan	Robert Ward (NZ)	Susan Carlyon		Michael Brown	Sue Mccready	Robert Ward (NZ)
Ryan	Ryan Taylot (NZ)	Susan Carlyon		Susannah Smith	Susannah Smith	Ryan Taylor (NZ)
rich	Warren Potent	Susan Carlyon		Sue Mccready	Sue Mccready	Grant Taylor (NZ)
ge	Warren Potent	Susannah Smith		Sue Mccready	Sue Mccready	Warren Potent
Brown	Glenn Linsdell	Sue Linsdell		Sue Mccready	Sue Mccready	Warren Potent
Lowndes	Heath Taylor	Susannah Smith		Timothy Lowndes		Dean Turley
ephenson	David Hollister	Debbie Lowe		Timothy Lowndes	Sue Mccready	David Hollister
ibson (NZ)	Aaron Stampa (NZ)	Anne Bugden		Belinda Muehlberg	Belinda Muehlberg	Dean Turley
ephenson	Robert Ward (NZ)	Anne Bugden		Carrie Quigley	Carrie Quigley	Robert Ward (NZ)
ampa (NZ)	Robert Ward (NZ)	Yvonne Gowland		Ivan Kelly	Carrie Quigley	Rod Norman
abb	David Hollister	Kim Frazer		Alan Williams		David Hollister
gden	Dean Turley	Debbie Gowland		Alan Williams	Sue Carlyon	Dean Turley
aker	Yvonne Gowland	Yvonne Gowland		Alison Hittmann	Alison Hittmann	Yvonne Gowland
wland	Yvonne Gowland	Yvonne Gowland		Rodney Faint	Sue Carlyon	Alan Smith
wn	Don Brook	Cheryl Brook		Alison Hittmann	Alison Hittmann	Don Brook
elrose	Barry Sturgess	Anne Bugden		Alison Hittmann	Alison Hittmann	Barry Sturgess

last bitz



Answer is on Page 27



If the woman is always right, and a man is always wrong. Then, if a man tells a woman that she's right.



Is the man right or wrong?

