TARGET RIFLE AUSTRALIA LTD
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TRA MAGAZINE—FEBRUARY 2016

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SPECIAL POINTS OF INTEREST:

- All of it!

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OUR SHOOTERS DO IT AGAIN!

Australia's Natalie Smith secured a sensational victory over Slovakian Paralympic and World Championships medallist Veronika Vadovicova in the Women's 50m Rifle 3 Positions, at the IPC World Cup, in Al Ain, UAE.

The Australian team (Anton Zappelli, Natalie Smith and Libby Kosmala) has also won a bronze medal earlier on Day One of competition in the R3 10m Air RIfle Mixed team event.

It was a solid and consistent effort by the Aussies with Zappelli leading the charge scoring a 631.2 from Smith (627.0) and Kosmala (623.3) in the qualification round.

The final day of the IPC World Cup in Al Ain saw four Aussies "aiming for gold". Whilst none achieved a podium finish, one made the final and two smashed their personal bests for their event.

Nat Smith and Anton Zappelli represented Australia in the 50m rifle prone mixed SH1 event. Nat shot consistently qualifying for the final in 5th place with a score 618.5. This was Nat's first international final for this event with her score an international PB. Anton couldn't replicate his fine form a few days back ultimately finishing 19th in a score of 606.5.

Nat fought hard in the final but in the end she had to be satisfied with a 6th place, still her best performance in this event internationally.

Two other Australians competed in the 10m air rifle prone mixed SH2. Luke Cain shot consistently, scoring a personal best with a score of 631.9 placing 8th in his detail.

Tracey Jackson scored a 622.2 in the same event placing 11th in her detail. Neither athlete made the final.

All up, Australia won 1 gold, 1 silver and 1 team bronze medals from this competition – a great effort and confidence booster as the team strives to deliver in Rio.

AND NOW TO EUROPE AND THE RECENT AIR GUN TOUR

Jack Rossiter had GOLD on his mind. Over the series of competitions that took the team through snow covered Plzen, Jack posted some formidable scores and took home two Gold medals from the Junior Men's event.

He continued his fine form in the rest of the competitions.

Not to be outdone, Emma Adams worked very hard to achieve a 5th place in the Plzen event. This was solid shooting and showed that her future is bright.

Tori Rossiter—what a surprise package. After her success at the Oceania, she went to Europe for experience. Coach Petr noted that "*Tori did well during her first ever big trip and her performance was very consistent on higher level then I expected*". Praise indeed.

As usual there were very high scores in Munich (as always with 80-100 athletes in each event) and that didn't show how strong our athletes were, but Petr was very satisfied.

Jack again was the athlete to make the Finals in the Junior Mens event, and came home with two Silver medals.

Last comment from Petr—"*My special thank are to Jack - his strong junior performance showed he is recognized and ranked very highly by all other coaches and athletes*

Dane did well, especially in Munich and Emma went once to the final which was good for her and for her future competition."

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http://www.issf-sports.org/news.ashx?newsid=2257

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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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EXPRESSIONS OF INTEREST

National Development Coach – Pistol, Rifle, Shotgun, Para-Shooting

Shooting Australia is the peak body responsible for leading the growth, sustainability and success of target shooting sports in Australia.

Aiming4Gold (A4G) is the name of Shooting Australia's (SA) high performance program, a program designed to deliver on Australia's Winning Edge (AWE) strategy, specifically winning medals in events that matter - World Championships/nominated World Cups, Commonwealth Games and Olympic/Paralympic Games - whilst also assisting athletes make informed decisions both on and off the shooting range.

SA is currently seeking expressions of interest from talented and highly driven individuals to fill National Development Coach roles in all three Olympic disciplines and in our Para- Shooting Program.

As we enter an Olympic Year, the focus for our National High Performance Coaches will shift to those who are selected to represent Australia at the Olympics/Paralympics. Therefore it is an opportune time to create these National Development Coach roles.

The primary role of these Coaches will be to oversee the daily performance environment and coaching of targeted A4G talent and future squad athletes with the goal of optimising their future performances.

To be considered for these roles, you will need to have experience in the international sports arena either as an athlete or coach, be highly organised, have an ability to relate well to people at all levels and be well versed in international best practice shooting to achieve our strategic high performance objectives.

Whilst the positions are voluntary, some financial support is available to assist the appointed coaches fulfill their role. This support may include travel and accommodation to domestic and international events as well as other agreed costs. These positions will be reviewed in December 2016.

If you have the skills and experience to make a contribution to SA's future sporting success, please submit an expression of interest to join our team. You can do this by simply submitting a covering letter and CV to the SA High Performance Manager, Tim Mahon –

tim@shootingaustralia.org.

Applications close 9am Monday 29th February 2016.

SHOOTING AUSTRALIA

Awards of Excellence - Call for Nominations

Shooting Australia's Awards of Excellence is fast approaching.

Scheduled to take place at the Museum of Contemporary Art in Sydney on Friday the 8th of April 2016.

This event will also included the presentation of the 2016 Rio Olympic and Paralympic Games shooting team nominees so please save the date.

Nominations are now open for the Shooting Australia 2015 Coach, Official and Volunteer of the Year.

Shooting Australia encourage as many people as possible to nominate someone who deserves to be recognised for their contribution to the sport of shooting.

Please see the links below and send your finalist in each category to Kerry Copper, Operations Manager, by Monday 7 March 2016.

2015 SA Coach of the Year Nomination Form and Criteria
2015 SA Official of the Year Nomination Form and Criteria
2015 SA Volunteer of the Year Nomination Form and Criteria
SA Fellowship Award

The full information on the criteria for these awards is available at http://www.shootingaustralia.org/media/articles/2016/awards-of-excellence-call-for-nominations/

Or follow the links from the Shooting Australia homepage.

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Australian Government
Department of Immigration and Border Protection

DEPARTMENT OF IMMIGRATION AND BORDER PROTECTION NOTICE

No. 2015/40

Amendments to the Customs (Prohibited Imports) Regulations 1956 – Firearms and Weapons (A summary. See the full article as well)

The Customs (Prohibited Imports) Amendment (Firearms and Other Weapons) Regulation 2015 (Amendment Regulation) has now become law. This Amendment Regulation affects the lawful importation of certain firearms and weapons in certain circumstances under the Customs (Prohibited Imports) Regulations 1956 (the PI Regulations).

The changes to the PI Regulations are mostly deregulatory to improve the defence and law enforcement industries' ability to source specialised goods for use in the production of defence and law enforcement goods or supply to defence and law enforcement agencies.

Strict governance arrangements remain in place to ensure that only those with a lawful need to import firearms, weapons and associated parts, and components into Australia are able to do so provided they meet certain conditions and requirements.

Major changes

The major changes to the PI Regulations include:

Import permission will no longer be required for the following:

- Schedule 13 goods imported for the purposes of transhipment (Regulation 3D).
- The re-importation of firearms used in lawful shooting or hunting activities overseas by Australian residents (subject to conditions in new Regulation 3E).
- Eligible Schedule 13 goods imported by Australian Community members of the Australia-United States Defence Trade Cooperation Treaty (new Regulation 3F).

Adjustable, detachable and folding stocks are now defined under 'firearm part' rather than 'firearm accessory', impacting on which 'tests' are applied to these goods.

Further information

For further information regarding the importation of firearms and weapons, please visit the Department's Firearms and Weapons webpage.

The complete Regulation Amendment can be viewed on the ComLaw website.
If you have any questions regarding this amendment, please email Restricted Goods Policy at fwp@border.gov.au.

NOTE: PARTS OF THIS ARTICLE RELATING TO THE MILITARY HAVE BEEN OMMITTED. IF IN ANY DOUBT, PLEASE REFER TO THE FULL ARTICLE.

WADA releases the 2016 List of Prohibited Substances and Methods

Do you know whether that pill you take is sport legal, or what to take for a cold or cough?

The list is too expansive to list in these pages—take the time to check it out at

https://www.wada-ama.org/en/resources/science-medicine/prohibited-list

Download the app and keep it with you. Better to know than be sorry later!

QUICK HISTORY OF THE AIR RIFLE—PART 1

Believe it or not, this is a Japanese Air Rifle. In fact a Kunitomo air gun developed by the Japanese inventor Kunitomo Ikkansai, circa 1820–1830

However the history of the firearm dates back to 1580.

Air guns represent the oldest pneumatic technology.
The oldest existing mechanical air gun, a bellows air gun dating back to about 1580, is in the Livrustkammaren Museum in Stockholm. This is the time most historians recognize as the beginning of the modern air gun.

At that time, they had compelling advantages over the primitive firearms of the day. For example, air guns could be discharged in wet weather and rain (unlike muskets), and repeatedly discharged faster than muzzle-loading guns. Moreover, they were quieter than a firearm of similar calibre, had no muzzle flash, and were smokeless.

Thus, they did not disclose the shooter's position or obscure the shooter's view, unlike the black powder muskets of the 18th and 19th centuries.

During the 1890s, air rifles were used in Birmingham, England, for competitive target shooting. Matches were held in public houses, which sponsored shooting teams. Prizes, such as a leg of mutton for the winning team, were paid for by the losing team.

The sport became so popular that in 1899, the National Smallbore Rifle Association was created. During this time over 4,000 air rifle clubs and associations existed across Great Britain, many of them in Birmingham.

PART 2 IN THE NEXT ISSUE

IT'S FINALLY HAPPENED!

Introducing the new smallbore range in WA.

On February 22nd 2016, the Hon Terry Waldron MLA opened the range amidst fanfare and celebration. The opening was attended by various local politicians, officers from the Department of Sport & Recreation, and a host of volunteers whose many hours of work were finally on show.

The guests of honour included the Hon Terry Waldron MLA, former Minister of Sport, whose efforts secured the financial support for the facility, Mr Neil Wallhead, President of the WA Shooting Association, Mr Ron Alexander, Director of the Dept of Sport & Recreation, a number of local politicians and Presidents of the WASA members.

Two of WA's more successful athletes—Robyn Ridley and Alan Williams were introduced to the audience with a summary of their achievements—Alan being the first WA representative in a Commonwealth Games team, and Robyn, WA's first Olympian.

After the short speeches, it was then time to unveil the plaque and officially open the facility, which Terry Waldron did with great pleasure. He congratulated all the members of WASRA for their hard work and determination to bring this project to fruition.

Mr Waldron's true passion for sport was very evident, and he was keen to see all the areas of the facility. His easy and friendly manner ensured that when he left, he had made many friends within shooting.

Then is was time for the first official "after the Opening Ceremony" shot on the range. Terry Waldron took to the bench position and fired.

Under the watchful eye of Graeme Miller, Ron Alexander then tried his hand, as did a number of the other guests present. Then it was back to the WASRA room for more afternoon tea and a chat—the end to a very good day. Congratulations WASRA.

Although the Opening Ceremony was on February 22nd, the first shots were actually fired on Australia Day, after the Certificate of Safety was received.

Project Manager Mike fired the first shot and WASRA President Owen the second.

After the ceremonial shots were fired, the tradition Australia Day shoot was held with Barry Cowburn and Gary Templeman taking the honours in Prone and Benchrest respectively.

The range is, of course, very new, and the ground coverings in front of the shooters is yet to establish.

One thought already is that "while the sun is no issue—the wind is still a $%$%"

Congratulations to Owen and his diverse band of reliable helpers—this is a range of which all the shooters in WA should be proud. Next stage? Electronic targets...watch this space.

Prepare yourselves for the Nationals of a lifetime in the coming years.

CONGRATULATIONS KEN ASQUITH

Ken recently celebrated his 80th birthday and in fitting style—it was on a rifle range during the Australia Cup 1 in Sydney.

Ken is just one of the long standing volunteers who give of their time and experience to better the sport.

He has been known to fix a trigger, recommend a small change in approach, advise how to work the wind flags, as well as being able to strip a rifle to its infinite parts, and put it back together better than before.

Those who know Ken describe him as a quiet achiever, but heaven help those who get on his "wrong" side.

HAPPY BIRTHDAY KEN.

If you missed this last time—welcome to the **TENPOINTNINE PRINCIPLE** Watch a demo on Youtube, just type in "tenpointnine" and up comes the video from which these shots were taken.

It's not a cheap option in some ways—however it does eliminate the need to having jackets of all shapes and sizes at the club.

WHAT IS IT? - the apparatus is simply a band of material that fits around the chest, and uses Velcro to hold it in place. It comes in many sizes, however a club that had a small, medium and large would have all bases covered.

There is a strap that loops through, and holds the sling—much like a shooting jacket strap would do.

At this point the person is starting to look like a shooter with all the right kit. Add a glove and elbowing padding if needed, and your newcomer is ready to shoot.

This fitting has taken perhaps 10 minutes at most.

TENPOINTNINE PRINCIPLE (cont)

Down to the line, and made the normal adjustments with regards sling length etc, and there you have it…..ready to shoot prone comfortably on a sling, and without a jacket. Do let me know if any club buys them in from the UK—I'd love to see one. Editor.

Target Rifle Australia

Australian National Championships 2016

Monday 21st March to Saturday 26th March at MISC
on the 2006 Commonwealth Games Range,
and
Sunday 27th March to Monday 28th March at
Target Rifle Geelong Range

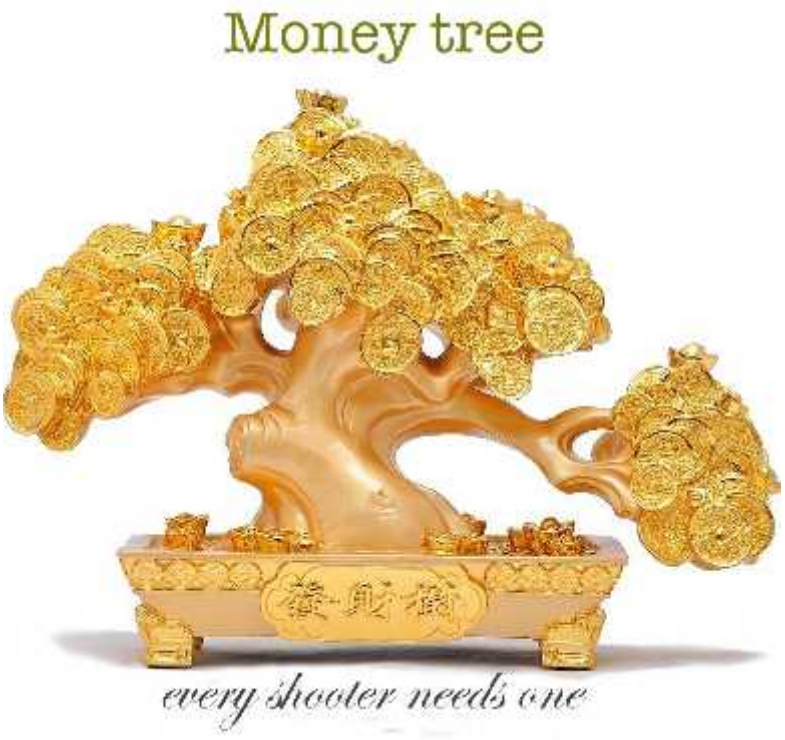
Tuesday 22nd	**3 x 40 Rifle 3 Position Open Championship**
Wednesday 23rd	**3 x 20 Rifle 3 Position Open Championshi**
	TRA - 50M Bench Rest - Day 1 -1st 60 shot
	10M Air Open Championship (inc' Finals)
Thursday 24th	**TRA - 50M Bench Rest - Day 2 - 2nd 60 shot (inc' Finals)**
	10M Air Mens 60 Shot (inc' Finals)
	10M Air Womens 40 Shot (inc' Finals)
Friday 25th	**Jim Smith English Match 50M Open Prone (1st 60 shot)**
Saturday 26th	**Jim Smith English Match 50M Open Prone**
Sunday 27th	**Bill Eddy Open Championship (1st 60shot at 20M)**
	Bench Rest Dual Range (1st 60 shot at 20M)
Monday 28th	**Bill Eddy Open Championship (2nd 60shot at 90M)**
	Bench Rest Dual Range (2nd 60 shot at 90Metres)

FULL ENTRY DETAILS ON THE TRA AND TRV WEBSITES.
BE THERE AND ENJOY THE EXPERIENCE

SLAZENGER 2015

Australia			New Zealand		
Jim Bailey	NSW	591	Janet Hunt	Manawatu	595
Jason Lowe	SA	590	Owen Bennett	Waikato	593
Dane Sampson	SA	589	Martin Hunt	Manawatu	593
Michael Brown	NSW	589	Ian Irvine	TSNZ	592
Andrew Sevelj	WA	588	Grant Taylor	Poroutawhao	591
Shane Jones	QLD	587	Denva Wren	Canterbury	589
Barry Cowburn	WA	586	Lindsay Arthur	Maidstone	587
Thomas Versace	QLD	585	Allison Archer	Waikato	586
Susannah Smith	NSW	584	Russell Henshaw	Canterbury	585
Warren Potent	NSW	583	Daniel Keis	Canterbury	584
Chris Lott	VIC	583	David Green	Manawatu	584
Frederyk Woodhouse	QLD	582	Conan Griffin	Canterbury	583
Daniel Croatto	VIC	582	Roddy Williamson	TSNZ	578
Mitchell Bailey	NSW	582	Graeme Vallance	Nelson	578
David Wright	NSW	582	Ray Mccaw	Canterbury	578
Richard Toye	QLD	579	John Chauval	Marlborough	576
Maris Taylor	NSW	577	Jackie Lindsay	Manawatu	575
Jim Brown	NSW	576	Paul Holland	Nelson	573
Owen Oliver	WA	568	Darrin Archer	Waikato	565
Robyn Sampson	QLD	566	Eddie Love	Marlborough	561
	TOTAL	**1649**		**TOTAL**	**1646**

AUSTRALIA WINS**! - CONGRATULATIONS SHOOTERS**



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MENTAL MANAGEMENT SYSTEMS

DEFEAT THE BIG 4

Right now people are busy setting goals, writing New Year's Resolutions and deciding what they want to accomplish in 2016. Maybe it's weight loss, quitting a bad habit, increasing skills in sport, winning tournaments, getting promoted, or paying off debt. No matter your goals for 2016 there are potential hurdles in your thinking you need to be aware of in order to have a better shot at maintaining the new habits you create. In this article I will walk you through how to defeat 4 mental errors which may rob you of success. In this article we will focus on - **Doubt and Fear, Past/ Present Thinking & Worry**

Doubt - Doubt is not believing in yourself. If you doubt your ability to reach your goal, the plan you set to reach it or doubt the goal itself you will be limited. Doubt steals your ability to move forward with a clear mind and reach your true potential. You will perform at a level below your ability when doubt is present.

The secret to overcoming doubt is **TRUST**:

You have to trust in your ability. With goal setting you have to trust your goal and your plan as well as your ability to achieve the goal. Believing in yourself is a must if you are going to become your best. It must become "like you" to TRUST. Start with building your Self-Image by making the right imprints to become someone who trusts instead of tries and who trusts instead of doubts. Lanny Bassham's Directive Affirmation tool is key to changing Self-Image. For more details on writing your own Directive Affirmation to help you reach your goals this year read chapter 14 & 15 in the book "With Winning In Mind".

Fear - Fear is being afraid or anxious of what is ahead. It could be the fear of failure, fear of letting others down, or even fear of success. Whatever fear you hold may prevent you from performing at your best and reaching your goals. Fear is real but it does not have to take over you. You can conquer your fears!

The secret to overcoming fear is **ACTION**:

Action - Action conquers fear. If you are afraid of something you need to do in order reach your goals, challenge yourself to do it more often! Simply doing a task more often helps you overcome the fear because action cures fear over time. You will also learn how to do the task you are attempting better by looking for ways to improve. If you never tried you could not reach your potential.

A child will fall hundreds of times before they learn to walk so they must keep trying. Do not limit yourself by limiting the amount of times you are willing to try to reach your goals. Get in the game, start walking toward your dreams today!

Past/Present Thinking - Past/Present thinking is having thoughts of negative past experiences or focusing too much on your current negative situation. For example: you're facing an opponent in competition that you have never beaten before and you start thinking about the fact that you have never beaten them. You remember your past performances against this competitor and doubt sets in. Past/ Present thinking is dangerous because it keeps you from growth. We live in an environment which focuses on the current moment. We also tends to bring up past experience which are similar to our current situation. If your memory is not a positive reminder it can have a negative impact on your performance.

The secret to overcoming present/past thinking is **Transportation**:

You need to see yourself in a different light than your past or present portrays you. You must mentally rehearse seeing yourself in the future and how it feels to compete at the level you desire. Mental rehearsal is vital for overcoming this issue because your Self-Image can not tell the difference between actual imprints and imagined imprints. Using mental rehearsal helps you build the Self-Image. For more information on Mental rehearsal read Chapter 6 in the book "With Winning In Mind".

Worry - Worry is thinking about things you have no control over. It could be what people think, the environment, or the outcome. Whatever it is, worry only leads to distraction and takes away your focus. If you're worried about anything, then you can not be focused on the process which allows you to perform. Remember the Conscious Mind can only think about one thing at a time. Worrying about the uncontrollable never plays in your favor.

The secret to overcoming worry is to **STOP:**

Stop worrying about whatever it is you are worried about. It has been said that 90% of what we worry about never happens. If this is true then worrying is a waste of time. I don't know if you are anything like me, but I like to use my time for my advantage not to waste it. I choose to give my worry over to God. Maybe you will want to talk to someone else about what is worrying you to gain perspective from someone you trust if you have trouble letting go. You might even want to talk to your coach about how to deal with it. The best advice I can give you is to be in control of your thoughts. The best way to do this is to have a solid primary way of thinking especially right before a task which matters to you. This goes back to having a good mental program and running that program consistently.

Motivation – It's all in your mindset—Jeff Mitchell

Think about a time when you felt really motivated. When you were energised and couldn't wait to tackle a project, or to get underway with something you wanted to achieve.

Maybe you were wanting to put into action something you had learnt on a course or read in an article. How did you feel? What was the impact on how you acted? How did it help you to achieve?

Motivation is a critical component for athlete development.
To build your understanding of motivation we will look at the direction of motivation, the sources of motivation, and the two mindsets that players can have regarding their ability. Following on from this we will look at your role as coach in fostering an appropriate motivational environment.

Goal orientation

A player's goal orientation is where they direct their motivation towards and what drives them. In sport there are two goal orientations: mastery and performance.

Mastery orientation: Driven to learn and improve.

Performance orientation: Driven to demonstrate their ability to others.

A player with a *mastery* orientation is driven to learn and to improve their ability. They want to be good at their sport and to improve their skills, without necessarily having to be better than other people. A player with a *performance* orientation is more concerned with demonstrating their abilities to others. They want to be seen as being the best; however, they are not as concerned with developing their skills to actually *be* better.

	Mastery	Performance
Focus	Learning and improvement	Demonstrating ability to others
Objective	Success at a task	Praise and approval
Comparison	Previous level of ability	Self to others

Motivation

Motivation is the driving force that gets people to act. It can be thought of in two ways: direction (what you want) and intensity (how much you want it).

Motivation determines where you will spend your energy (your goals) and how much energy you will spend to achieve them. The level of motivation will determine how much effort they put in, what goals they try to achieve, and how likely they are to achieve them.

Players that are motivated will enjoy their sport more. They will continue even when things are difficult, and the extra effort that they are putting in will result in greater It's all

It's all in your mindset (cont)

development. When players are motivated they are driven to achieve their goals, resulting in greater performances.

As a coach, your goal is to create a motivating environment for your players.

With a mastery orientation, the focus is on learning and improvement. The player wants to become good at a specific task. By contrast, with a performance orientation, a player wants to show others how good they are. They are looking for praise and approval; they are not as interested in improving a skill just for the sake of being better at it.

With a mastery orientation, a player will compare their current performance to what they have done previously: have they improved? With a performance orientation, a player will look to see how they compare to others: are they better?

You can have a large influence on the direction of your shooters' motivation. Which orientation do you want to encourage in them?

If you coach to develop athletes and instil in them the idea of continuous improvement, then it should be clear that a mastery orientation is the best approach. Players with this orientation are more resilient, as they will work to overcome the challenges that they face. They take responsibility for their performance, as they are focused on making it better. And they are continuously trying to improve, to be better than they were yesterday. The performance oriented player is more motivated to be seen to be good than they are to actually be good, and will only try and improve if the people they compare themselves to are improving.

Internal motivation: Chosen by the player. Includes goals, enjoyment, skill improvement.

External motivation: Comes from outside the player, such as rewards, coaches, or the fear of punishment.

A player that is internally motivated is more likely to adopt a mastery approach. They believe that their results are within their control, and that with effort they can achieve them. A player that is motivated by rewards or by someone else, however, is more likely to adopt a performance approach.

While both internal and external sources can provide strong motivation to begin with, the intensity provided by external sources often does not last as long as for an internal one. If they fail initially, players with an external source of motivation are more likely to give up as they aren't able to reach the standard set by someone else. An external source of motivation can actually make a player *less* motivated, as the player does not have control, and therefore ownership, over their achievement.

It's all in your mindset (cont)

Mindsets

A athlete's 'mindset' refers to the set of beliefs and assumptions they have towards situations. You can think of it as their usual attitude or mind state, and how they look at something.

For sport, as in many other human endeavours, the greatest influence on an athlete's development is how they view ability. This mindset can be termed either *fixed* or *growth*. Each mindset will set up completely different motivational systems and influence the player's development in different ways.

Fixed mindset

Players with a fixed mindset believe that you are born with certain abilities and characteristics, and that there isn't much you can do about it. Either you are good at something or you are not. People with this mindset place a lot of emphasis on talent and believe that you 'either have it or you don't'. These people often do not see a solution.

Growth mindset

People with a growth mindset believe that you can change your abilities through effort. While some people may be born more gifted than others, everyone can improve their own ability through effort and deliberate practice.

Fixed mindset:	Believe that you are born with certain, fixed abilities.
Growth mindset:	Believe that you can change your abilities through effort.

A player with a fixed mindset will have a very different motivation from someone with a growth mindset. These differences can be illustrated through three rules covering motivation, effort and mistakes.

Developing a growth mindset

As you are the coach, you have an important role to play in helping your shooters to adopt a growth mindset. You do this through the motivational climate that you create, both in training and competition, which should encourage athletes to achieve their goals.

This means creating an appropriate environment for the adoption of a mastery orientation and emphasising internal sources of motivation. It is your responsibility to create an environment in which your athletes can thrive, which requires them to adopt a growth mindset.

There are a number of factors that go into creating an appropriate motivational climate. Look at how you can use *praise*, *feedback*, *goal setting, mistakes* and *questioning* to create this environment..

Another superb publication is from Carol Dwek at http://mindsetonline.com/

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

Just reading this title, I can already hear the groans of "we don't need this" and/or "only the young people use that"

Let me assure you that a social media presence in this day and age is essential for every club.

Links into the local Dept of Sport & Rec, or the local Shire "What's on"

The game is changing. The emergence of social media has brought a landslide of opportunities and challenges for all those associated with sport and recreation – clubs, participants, coaches, administrators and everyone else with an interest.

Sports organisations can now use social media to:

- increase commercial opportunities
- reach and retain a larger fan base
- increase services to athletes

Social media also brings new risks which must be managed.

In starting to think about when and how to use the wide array of social media tools that are available, you have taken the first step on an exciting journey.

The *Social Media Game Plan* provides a nine-step process to help sports bodies, from national sports organisations to local clubs, identify ways in which social media can support the achievement of their goals.

It also lays out a plan for assessing resources, risk and opportunities, and explains how to best use the tools that are available.

Step 1: Analysis

The basis of any good strategy is to clearly identify and understand the environment in which you are operating. Start off with a simple "SWOT" analysis to review your internal strengths and weaknesses and external environment (i.e. the opportunities and threats).

Strengths

What does your organisation do well?
What makes your organisation better than your competitors?
What unique or low cost resources do you have available?

Opportunities

What trends are taking place in your market/sport/society?
What stakeholders and partners can you join forces with?
What areas could you realistically improve?

Step 2: Appraise your audience

Audience profiles

Sporting organisations have diverse audiences – athletes, coaches, volunteers, partners, sponsors and fans, to name a few.

It is important to define and understand the audience groups you want to connect with, and who may be interested in connecting with you. You'll need to know what they are looking for.

Questions for you

Which groups do you need to/want to communicate with?
Which groups need to/want to communicate with you?
What demographics do you already know about your audience?
Which key messages do you want them to know?
Which messages are they interested in receiving?
Who do they turn to or trust for information?

Step 3: Assess your resources

Internal resources

Who will manage social media may be an easy question if your organisation is small.

For larger bodies, responsibility will often fall to the marketing and communications team, who usually have existing relationships with target audiences. However, that shouldn't stop other parts of the organisation getting involved and contributing.

Questions for you

Will social media activities be managed by one member or a group?
How will you encourage other members to contribute?
How often will you need to check your platforms?
How much time will you be able to dedicate to responding and interacting?
What is your acceptable response time for responding to questions?
Who in your organisation is a good "ambassador" for your brand?
Do you have the necessary technology (computer, smart phone, internet)?

Step 4: Define your objectives

Business objectives

Social media activities can't exist in isolation - like anything else you do, they must support your overall business objectives. Check your strategic plan and work out which of your organisational objectives can benefit from increased awareness, engagement or promotion.

CONTINUED IN THE NEXT ISSUE

It takes 20 years to become an overnight success! All successful coaches have, by a combination of experience, skill, education and practice, developed ways and means of getting the best out themselves and their athletes.

Here are 40 Coaching Tips to help you achieve your coaching goals.

1. Develop communication skills and never stop trying to improve them.
2. Plan to succeed - Keep a detailed diary and record work actually done by athletes
3. Never stop learning. Learning is for life – embrace it with enthusiasm, desire and passion
4. Be open-minded. Never say, never.
5. Be a positive role model.
6. Allocate time every day for personal health and fitness.
7. Embrace effective change.
8. Use sports science wisely. The art of coaching drives the science of performance.
9. Seek out information – don't wait for the "secret to success" to fall into your lap.
10. Coach with your heart but don't forget the basics.
11. Believe in your athletes – and they will believe in you.
12. Strive to make yourself redundant – develop coach independent athletes.
13. Attitude + application + ability = achievement. The A4 approach.
14. Coach the person not the performance.
15. Develop a network and support structure. Be a resource manager.
16. What you believe will happen. What the mind can conceive it will achieve.
17. Communicate – clearly, concisely, calmly, constructively, consistently and cleverly.
18. Help develop your sport not just your current athletes.
19. Mix with successful people. Success breeds success.
20. Enthusiasm, encouragement, energy = EXCELLENCE.
21. It is easy to coach athletes when they are performing well. Do you have the ability to help athletes (and yourself) deal with the tougher times?
22. Contribute to the development of other coaches. You may learn from teaching and students are often the best teachers of all.
23. Be willing to share and be flexible in your methods and approach.
24. Constantly challenge yourself and your athletes.

25. Create a safe, stimulating, interesting training environment where athletes enjoy coming to train and/or compete.
26. In preparing athletes: leave nothing to chance: don't rely on luck: make your own!
27. Maintain good appearance, look like a professional.
28. Technology is your ally not your enemy. Use it wisely.
29. When the going gets tough, the tough get going. Mental toughness is a key component of successful competition.
30. Empathise not sympathise.
31. Desire: keep the dream alive, everyday. Motivation is a lifestyle not a one off event.
32. Be firm and fair.
33. Build your program around the five "E's": **Equity, Excellence, Empathy** and **Empowerment**.
34. Learn the phrase "I don't know".
35. Be aware of and carry out your legal responsibilities.
36. Recognise, publicise, and reward. Praise in public, criticise in private.
37. The coach is the creator of positive experiences.
38. Body language replaces words: It's not what you say but how you say it.
39. Process goals (how to achieve) should predominate over outcome goals (what to achieve).
40. Coach your athletes to distinguish between attainable and unobtainable but to never stop dreaming of what's possible.

THE SKY IS THE LIMIT!

LAST BITZ

The Australia Junior team of 2030 received a boost recently with the birth of Penny Victoria (daughter of Sue & Chris Lott) and Paige Charlotte (daughter of Robyn & Brett Ridley) Congratulations to everyone.

Did you hear about the Italian chef that died?

He pasta way. We cannoli do so much. His legacy will become a pizza history. Here today, gone tomato. How sad that he ran out of thyme.

Sending olive my prayers to the family. His wife is really upset. Cheese still not over it. You never sausage a tragic thing. It's such a shame good people have to die fusilli reasons.

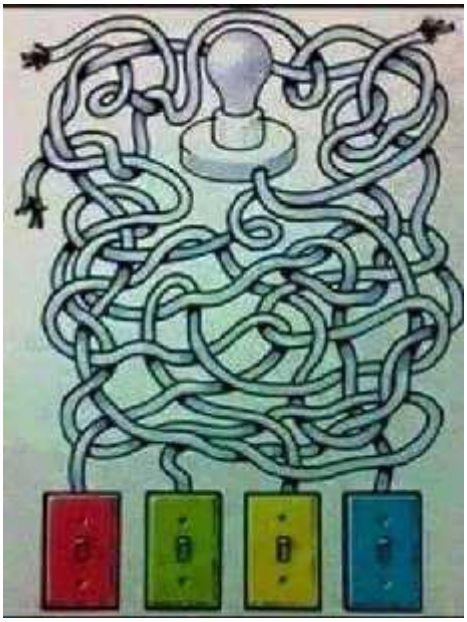
It was a farfalle from grace.

My brain is like The Bermuda Triangle... Information goes in and then it's never found again.

Happy 25th Birthday IKEA!
Here's your Cake.x

'Could you fax over a copy?'

'No, I can't fax because of where I live'

'Where do you live?'

'The 21st century'