

SSAA Queensland Branch Media Guide



PROMOTING YOUR CLUB SAFELY AND POSITIVELY

Introduction

At SSAA Queensland we're proud of the safe and welcoming culture that exists across our many clubs. Recreational shooting is a legitimate and well-regulated sport, but we also understand it can sometimes be misunderstood by some members of the public.

That's why building a positive relationship with your local media and wider community is important. We encourage all clubs to consider how they communicate their events and values. This guide offers some simple and practical ways to help with that.

SSAA Queensland is of course also here to support you. If you're ever unsure about something, our Media Team is always available to help.



CONTACT US:

Email: news@ssaaqlld.org.au

Phone: 07 3281 3447

Promoting Events

Whether it's a standard weekly competition, Come 'n' Try day, national championship, or a working bee – if it's important to your club, it could be worth sharing.

Where to promote:

• SSAA Queensland media

If you have something notable, we may be able to feature it in *The Report*, the e-newsletter, our social media or our website. We can't cover everything, but we still want to hear about what you're up to.



• Local newspapers and radio

Most outlets accept local event listings and often cover regional sport. Sharing major event results or something a bit unusual could catch their attention. A simple media release can also be effective but is often unnecessary. Staying in touch with local media helps build and maintain relationships that can prove valuable over time.

• Your club's website and social media

If you have social media accounts, keep them updated. Even a basic post with your latest schedule, opening times or what's happening over public holidays can greatly help members and potential visitors. Google reviews also make it easier for people to find and trust your club.

Using social media effectively



Many clubs have a Facebook page or group, and that's great, but there are some things to keep in mind:

- Keep posts positive and respectful.
- Avoid sarcasm since it can be misinterpreted.
- Share events, results and updates regularly.
- Don't feel pressured to post every day. Long-term consistency and accuracy are more important.
- Make sure your information is up to date, especially opening hours and schedules. Old information can mislead people and cause frustration.
- If you're thinking of starting a club page, feel free to contact SSAA Queensland for assistance and guidance.

Photography and media visits

Safety and consent must be your top priority when it comes to photography or hosting media. If media are coming to the range, we want them to be safe, have fun and come away with a positive impression.

- **NEVER** pose in front of a firearm barrel and always be behind the line of fire.
- **ALWAYS** take photos from behind or side-on – follow the 180° rule.
- **AVOID** flash photography during live fire.
- **OBTAIN** guardian consent for any photos of junior shooters.
- **REQUEST** the guardian consent form from the Queensland Office.
- **INTRODUCE** media visitors to the Range Officer and make it clear that instructions from the Range Officer are final.
- **AS ALWAYS**, shooters should wear ear and eye protection – especially in any photos.

Good practice:

- Capture a mix of action and posed shots.
- Include full names and competition details when submitting images to the SSAA Queensland media team (news@ssaaqld.org.au).
- Get the details of any local media so you can contact them again for the next event.

Names:

- For adults, in local competitions or at a club level, it's expected full names will be used, but exceptions can be made.
- For state and national level competitions, full names are a must.
- A junior with a guardian's permission can consent to their full name being used.



Photo examples

INCORRECT



- Only one piece of camouflage should be worn at any one time.
- Barrel must not face camera.

CORRECT



Working with SSAA Queensland media

We are always looking for stories, both big and small. Championships are great, but so are the small things happening at every club throughout Queensland. There are so many stories to tell, and we need your help to spread the word.

Things we want to hear about:

- Come 'n' Try Days
- Working Bees
- State, Open, National, or international competitions
- Fundraisers
- Junior and school engagement
- Amazing shooting feats
- **Anything else interesting!**



SEND YOUR STORIES TO SSAA QUEENSLAND
news@ssaaqld.org.au



Long-term engagement

Your club doesn't need to be, and shouldn't be, a secret. Developing positive relationships with local media, schools and your community is one of the best things you can do. Some ideas to get you started:

- Host a Come 'n' Try Day and invite the media, local councils or other contacts.
- Many schools partner with SSAA clubs for annual shoots – get involved if you can.
- Every interaction with the public is a chance to highlight the best values of our sport.

- Many local media outlets report on weekly shooting results the same way they do netball or cricket – so start sending your results in.

This guide is just a starting point. Media engagement doesn't need to be complex or risky – just thoughtful, clear and aligned with the values of safe, responsible shooting.

If you've got questions, stories to share, or want help promoting your next big event, we're only a call or email away.

**Email us at news@ssaaqld.org.au
or give us a call on 07 3281 3447**



SSAA QUEENSLAND

SSAA Queensland Copyright/Release for Talent/Model/Author

By signing this agreement, I (talent/model) _____ grant **SSAA Queensland** (including its legal representatives, licensees, advertising agencies and any persons or corporations acting with its permission) unqualified, unrestricted, unconditional, unlimited, worldwide, irrevocable, perpetual and royalty-free right, license, authorisation and permission, in any form or format, on or through any media or medium to host, cache, store, maintain, use, reproduce, distribute, display, exhibit, perform, publish, broadcast, transmit, modify, and otherwise exploit all or any portion of my image, portrait, likeness, sound/voice recording, written word/testimonial, video/digital and/or verbal content produced by or for the **SSAA Queensland** for use in its publications, on its website or any other distribution platforms, whether currently existing or developed in the future for any purpose whatsoever without accounting, notification, credit or other obligation to me. This includes any and all unused footage, text, imagery or the like.

The rights, licenses and privileges described in this agreement and granted to **SSAA Queensland** shall commence immediately upon production of the work/project and continue thereafter perpetually and indefinitely, unless and until terminated, in whole or in part, by **SSAA Queensland** upon notice to me.

I acknowledge that I am of the legal age required to contract in my own name.

Signed by talent/model/author: _____ Date: _____

Signed by SSAA Qld representative: _____ Date: _____



PHOTOGRAPHY AND TALENT CONSENT – Under 18s

1. I _____ DECLARE that I am the parent/legal guardian of the child/ children depicted in the images and recordings and have the authority to consent to the use of their image.
2. I AGREE to SSAA (Qld.), its employees, agents or contractors:
 - a. posting/using photographic images or recordings, whether sound, digital or otherwise (images and recordings)
 - b. using, publishing or reproducing the images and recordings in any form (in whole or in part) and by multi-media, for public relations, promotions, commercial and advertising purposes (promotional materials)
 - c. retaining or storing the images and recordings (including those incorporated into promotional materials) in hard copy or digitally
 - d. agree that the rights granted to SSAA (Qld.) under Clause 1 are perpetual and that I will not receive any payment royalty or other consideration (whether monetary or otherwise) from SSAA (Qld.) in connection with making use or storage of the images and recordings.
 - e. agree to SSAA (Qld.) collecting, storing handling accessing, managing or transferring details and images in connection with the images and recordings or the promotional material
 - f. agree SSAA (Qld.) is the owner of the copyright of the posted images and recordings and the physical images and recordings
 - g. acknowledge and agree that any promotional materials expressly or by implication are, at the date of publications, made in good faith and are not intended to defame, or offend, or bring me into disrepute and to the best of SSAA (Qld.) knowledge and true and correct
 - h. acknowledge my or my child's personal details will not be disclosed in any publication or recordings and that, as a minor, only a first name will be used (no surname)
 - i. acknowledge I am consenting to the use of the images and recordings of my own free will, on the full understanding and comprehension of these terms



SSAA QUEENSLAND

- j. acknowledge should I wish to revoke my consent for the use of the images and recordings, I am required to contact SSAA (Qld.) via email address news@ssaaqld.org.au to request the removal
- k. examples of where photographs/recordings could include but is not limited to websites, e-newsletters, printed publications such as magazines, brochures.

Child's name: _____

Guardian/parent name: _____

Guardian/parent signature: _____

Date: _____

Address: _____

Phone: _____

Email: _____