

SSAA Queensland Branch Media Guide



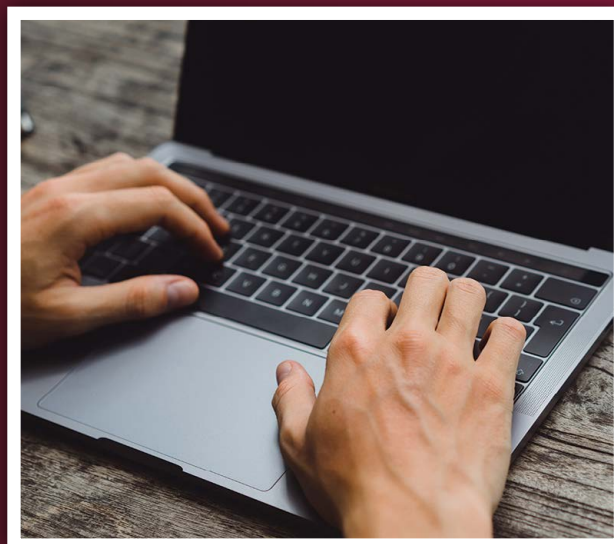
PROMOTING YOUR CLUB SAFELY AND POSITIVELY

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.

If a journalist contacts you or your branch for an interview, please contact SSAA's Media Team – Tim Bannister or Sam Talbot – prior to engaging with them. Call the SSAA Queensland Office on 07 3281 3447 for the best contact details.



CONTACT US:

Email: news@ssaaql.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.



Camera should not be facing shooter.

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**