



GEELONG RIFLE CLUB

Tradition. Precision. Community.
Hams Lane Range, Lovely Banks VIC 3221
www.geelongrifleclub.com

Geelong Rifle Club Strategic Business Plan 2026–2032

Executive Overview

This Strategic Plan outlines the key objectives and strategies for the development and growth of the Geelong Rifle Club over the period 2026–2032. It builds on more than 160 years of history while addressing modern challenges, opportunities, and sustainability.

The plan focuses on:

- Strong governance and administration
- Financial sustainability and diversified revenue streams
- Member participation, pathways, and community engagement
- Marketing and brand growth
- Infrastructure upgrades and facility expansion
- Securing the club's long-term tenure beyond 2032

Full-bore rifle shooting remains the club's core identity and priority, while exploring opportunities for small-bore and handgun disciplines to strengthen partnerships (cadets, police, security), broaden community benefit, and increase long-term funding security.

Vision

To be a respected, sustainable and welcoming rifle club driven by its members—fostering participation, skill development, and community connection, while preserving the traditions of target shooting.

Mission

The Geelong Rifle Club provides a safe, inclusive, and enjoyable environment for members and visitors to participate in target rifle shooting. We balance tradition with innovation, offering pathways for beginners through to elite competitors, while contributing to the social and sporting fabric of our region.



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Core Values

- Safety First – Uncompromising commitment to range and firearm safety.
- Tradition & Respect – Honouring our 160+ year heritage while embracing modern practice
- Accessibility – Supporting participation across age, gender, and ability.
- Excellence – Promoting continuous improvement and skill development.
- Community – Working together, contributing to the region, and strengthening bonds between members.
- Sustainability – Ensuring the long-term viability of the club, our environment, and our facilities.

Strategic Pillars and Objectives

Pillar 1: Administration & Governance

- Improve administrative efficiency and governance.
- Ensure financial sustainability.
- Implement modern systems for transparency and accountability.
- Establish strong leadership structures.
- Diversify revenue streams: memberships, events, merchandise, sponsorships, grants, facility hire.
- Introduce cloud-based club management software.
- Create a five-year financial plan with forecasting and investment strategies.
- Maintain compliance with laws and peak body standards.

Pillar 2: Marketing & Promotion

- Increase visibility and attract new members.
- Enhance brand reputation and community profile.
- Build sustainable pathways for growth.
- Strengthen digital presence: website, social media, targeted ads.
- Develop content strategy showcasing safety, mindfulness, achievements.
- Run referral programs with member incentives.
- Build partnerships with local businesses, schools, and councils.
- Grow sponsorships with industry and community organisations.



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Pillar 3: Membership & Participation

- Grow and retain active membership across all disciplines (TR, FC, SC).
- Run fortnightly Come & Try sessions to attract and develop new shooters.
- Establish structured coaching and mentoring programs.
- Create youth and family packages to encourage participation.
- Introduce tiered memberships with added benefits.
- Conduct regular member surveys for feedback and improvement.

Pillar 4: Competition & Pathways

- Maintain high-quality club and district competitions.
- Support members competing at state and national level.
- Ensure transparent scoring and fair weighting across disciplines.
- Host annual prize meetings and broaden participation.
- Trial innovative match formats to increase engagement.

Pillar 5: Facilities & Infrastructure

- Secure the Hams Lane Range beyond 2032 lease expiry (priority)
- Modernise and expand facilities to meet member needs.
- Implement sustainability initiatives: solar, water storage, environmental management.
- Investigate small-bore rifle and handgun shooting:
 - Support cadet training programs
 - Enable police and security training partnerships
 - Broaden community benefit and strengthen government funding cases
- Maintain ranges, butts, and target systems to high operational standards.
- Ensure all upgrades meet safety, accessibility, and compliance standards.



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Pillar 6: Community & Partnerships

- Strengthen community presence and reputation.
- Work with DRA 11, VRA, NRAA, and local clubs.
- Pursue partnerships with schools, cadets, police/security, and local councils.
- Promote volunteer recognition and community contributions.
- Highlight multi-use benefits to secure government and funding support.

Pillar 6: Culture & Member Experience

- Foster inclusiveness, sportsmanship, and wellbeing.
- Run education workshops (skills, reloading, mindfulness in shooting).
- Celebrate milestones including the 160th anniversary (2025) and future anniversaries.
- Maintain social traditions: BBQs, presentation nights, family days.
- Ensure members feel respected, engaged, and proud.

SWOT Analysis

Strengths: Strong history, safety culture, member expertise, established range.

Weaknesses: Small membership base, reliance on volunteers, lease uncertainty.

Opportunities: Expansion into small-bore/handgun, cadet & police/security partnerships, grant funding.

Threats: Declining youth sport participation, rising compliance costs, competition from other activities.

Implementation & Review

- Annual Action Plans under each strategic objective
- Quarterly Committee Reviews to monitor progress
- Biennial Member Surveys to capture feedback and guide improvements
- Full Strategic Review in 2030 to prepare beyond lease expiry



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Conclusion

By uniting strong governance, marketing, member development, infrastructure upgrades, and sustainability initiatives, the Geelong Rifle Club will thrive from 2026–2032 and beyond. This plan ensures full-bore rifle shooting remains at the core while embracing expansion opportunities that secure the range, grow community impact, and protect the club's future for generations to come.

Approved by:

Geelong Rifle Club Committee

Date of Approval: 09/04/26

Signed:

Captain: 
David Heath

Secretary: 
Gerald Gierer