



New Zealand  
Deerstalkers' Association



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# CHASING GREAT

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A collaborative effort compiled with input from NZDA members of

Hutt-Valley  
Rakaia  
Thames Valley  
Direct

Auckland  
Nelson  
Porirua

A continuation on the 2016 Annual Conference Break-out initiative lead  
by Hutt-Valley Branch



SEPTEMBER 22, 2016

Prepared by: Chasing Great Team

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## Distribution

This document has been distributed to the following personnel:

Person	Date	Reviewer	Comments/Feedback
NZDA National President and Executive Team	22/9/16		
Chasing Great Team	22/9/16		



## Overview

### NZDA 2016 Conference

An excellent NZDA conference was hosted by the Auckland NZDA branch from July 15-17 2016.

On the second day, the Hutt Valley branch undertook a brief presentation that respectfully challenged the association across three key area's with the view to augment and refresh the association's value and relevance proposition as its heads towards 2020. It then facilitated breakout sessions for all conference attendees to review the topics tabled and respond with their views and idea's.

The topics tabled by the Hutt Valley branch were:

1. Growth
2. Information Flow/Communication
3. Rules

The Chasing Great Team has reviewed the NZDA Business Plan 2016/2017, this report should be considered complementary and should be used conjunction.

### *Hutt Valley Presentation*

Hutt Valley theme - embrace change to encourage new membership, encourage greater branch participation and continue to build upon the value proposition that NZDA stands for towards 2020.

Participation in recreational hunting - is a key pillar for the NZDA Hutt Valley branch members and is consistent with NZDA mission "to retain, enhance & create opportunities for the enjoyment of responsible recreational hunting"

The intent of this document is to capture/consolidate the takeaways following this presentation at the 2016 Conference. Further, some who were inspired by the presentation and breakout sessions have since contacted us directly, this document therefore also describes more ideas that have come forth from these members across the country which all resonate with the three core topics.

Finally, this document then summarises this material and proposes recommendations based on that summary which broadly include;

- Development, and distribution of a Strategic plan
- Creation, engagement and acceleration of sub-committees that own specific portfolios to enable the strategic plan

An increased focus on Communications via multiple approaches, solutions and channels



## Why NZDA?

The following document sets out the results wanted and path to them. Driving that should be an understanding of why we value the organisation, why members belong, why others should belong, what we believe in.

We believe:

Recreational hunting and associated activities are best able to be advanced or sustained through an efficient well-resourced cohesive organisation and NZDA should be that national organisation. To meet that goal, we need to:

- Increase our influence
- Improve our communications.
- Have the organisation managed and governed effectively and efficiently making best use of the time and capabilities of its members

## Issues and Themes

### 1- Growth

Numbers equals influence and resourcing for things advocacy and research = VALUE to new and existing members

### Strategic Plan:

*Strategic Plan to address:*

- What sort of members do we want in 5 years' time?
- What will their age groups / demographic be and what will they want to shoot and why?
- Why would they join?
- How many of 10,000 new FA licensees per annum should we target and how would we do this?
- Is the South Island "different" to North Island? And if so does that matter?
- How do we keep regional matters regional and National Office on generic topics but not miss anything and maintain a coherent approach?
- What about these spinoff groups?
- Digitalisation to the connected world
- Communications (internal & external, digital/online media etc.)
- Advocacy (Access, DOC, Govt, etc.)
- Where does GAC fit? What is our strategy with this group?
- How do we hold our heritage and core values through modernisation and keep the hearts and minds of our older generations who gained us our successes and still offer much for the association?
- What format does our political / lobbying plan take and need in the future?
- HUNTS and Hunter Safety
- Financial sustainability



## 2- Information flow/Communication

Fragmented engagement between National office and Branches which leads to:

- A perceived lack of transparency and lack of inclusion (for both parties)
- Fragmented engagement between branches
- Fragmented outcomes which is inefficient and ineffective

Requires a refreshed communications strategy that sits under the Strategic Plan above.

Effective communication both internally and externally is vital to the success of any organisation. Whilst there is a current communications strategy we have looked at why we need to communicate (to present our messages, to encourage participation and to gain influence), what are we doing now and what changes or enhancements will lead to improvements and cost efficiencies.

### Communication themes:

- Email Communication. Standardising emails offers the potential to add predictability and branding. Simplicity, consistency and reliability.
- Electronic communications. H&W in a quarterly print medium is economically unsustainable. There is a need to provide communications without the current significant cost and also explore opportunities for improved frequency of communications.
- Internal communications are inconsistent, infrequent and opportunities for timely information/knowledge sharing are limited. Communications from the branches and from the National Office need to improve.
- Web based communications systems are critical to internal and external communications of any modern organisation and we must embrace them enthusiastically. Currently neither our website nor our Facebook page present themselves as favourable assets for the association, both must be dynamic assets to the organisation.

## 3- Rules and Administration

- Our current rules are outdated and unwieldy
- Operational Excellence: Organisational modernisation - systems (accounting, communications, archiving etc.), governance and policy (constitution, policies, guidelines, templates, manifesto etc.), and delivery excellence.

We require rules that enable the organisation, that are simple to comprehend and maintain.



## Solution Options

### Membership loyalty scheme

Subject to an automated process and fiscal sustainability the following could be considered as an incentive to long term sustained membership. E.g. refer the AA.

After 5 years - you get a 5% discount on your Sub. After 10 years, 10%, after 15 years, 15% ...and so on, right up to after 60 years, 60%. This scheme effectively would cost nothing to introduce - because you'd review and strike Subs at a level to compensate (offset). To review it - you just keep maintaining a "nominal Sub" amount (current Sub with inflation adjustment).

### Additional membership options

#### (A) - Virtual Branch

To replace/encompass the current Direct Branch. As a virtual branch, online only. This is intended to appeal to those recreational hunters who for whatever reason don't want to join a geographic branch. Correctly pitched - this has the potential to resonate with younger hunters who could then migrate to a "physical" club at a pace that suits them if it demonstrates value such as learning/hunting/access opportunities etc.

Would still have a Branch Committee - to make sure that the needs of members of this Branch are catered for.

#### (B) - Supporters Club

A separate entity or subsidiary of NZDA. This club is intended to allow for currently unaffiliated recreational hunters to belong to an organisation - to effectively address a "gap in the market"

This club will be online only to limit admin costs and effort. This club also has the potential to resonate with younger hunters who could then migrate to NZDA membership. Membership of the supporter's club would provide them with updates, newsletter and lobbying on the behalf of recreational hunters - it is to give them a voice at the table on topics of interest to hunters such as animal management, access, firearms licencing and policy, pest control, research and conservation.

It would not provide the benefits of full NZDA membership, i.e. no insurance cover, no national voting rights, no H&W, not eligible for entry into national competitions.

### NZDA brand and "Tagline"

Enhance the marketing of the Association to attract new members. If we are going to do that - the Association should have an effective tagline. A tagline is a catchphrase or slogan that is used in advertising. It should capture the essence of the unique selling proposition the association is offering to its "Customers", or primary / target audience e.g.: The Warehouse "Where Everybody Gets a Bargain".

The existing NZDA alignment to any tagline is "Protecting Hunters Rights Since 1937" which is potentially out of date and only reflects one part of what the association does, and from some perspectives could potentially read defensively on behalf of the Association.



An idea of a new tagline is something like:

**NZDA "Hunting for Your Success"**

*Alternatively - A new tagline could be sought by running a competition with members.*

### Online membership options

There could be a true online membership system. Would cater for the increasingly computer literate (Generation-C, Connected) population who already embrace and actively seek online methods and reduce office workload. Commercial systems exist that integrate Website, invoice management, membership management and traceability, e.g. Wild Apricot as used by Hutt Valley Branch.

### Communications options

#### Refreshed National Email System

##### **Foreground:**

Proposed phase in implementation of a refresh of national email system to aid and streamline communication within the association.

##### **Research:**

A global not-for-profit organisation called TechSoup, (Yes, it's called TechSoup) and its New Zealand sub-organisation TechSoup New Zealand [techsoup.net.nz](http://techsoup.net.nz) is an organisation that works to help New Zealand charitable organisations to understand and utilize technology.

If NZDA National Office were to register with them (eligibility appears to be a given, following a brief conversation with their staff), then NZDA National domain name [www.deerstalkers.org.nz](http://www.deerstalkers.org.nz) could be used to host an email system. Ideal for branding and most practical as the NZDA National domain name would and should be the central communications nexus for all branches.

The [www.deerstalkers.org.nz](http://www.deerstalkers.org.nz) could be substituted for any domain name if another is preferred and the domain is available. Example. There may be a requirement for an alternative domain or one that is abbreviated and thus neater; i.e. John Smith - [jsmith@nzda.nz](mailto:jsmith@nzda.nz) instead of [jsmith@deerstalkers.org.nz](mailto:jsmith@deerstalkers.org.nz)



**Implementation:**

How it works: once an account is created with TechSoup, a software license/token can be applied for. We would recommend that the license be used on Google's email platform <https://www.google.co.nz/intl/en/nonprofits/> of which NatEx or appointed person/s could create an unlimited amount of business grade, professional email address to better coordinate and present the Association to external and internal stakeholders. The Association has the choice of either Google or Microsoft to develop onto. Our recommendation would be Google.

**Email System Roll Out Phases:**

Implementation would be rolled out in phases, it would be recommended to offer up-take voluntarily starting with the NatEx and moving through different levels of NZDA Hierarchy.

**Phase One:**

On-Board NatEx and NZDA Reps

User: [cforsyth@deerstalkers.org.nz](mailto:cforsyth@deerstalkers.org.nz)

**Phase Two:**

On-Board NZDA Branch Executive's that choose to use email platform as users.

User: [dfriedman@deerstalkers.org.nz](mailto:dfriedman@deerstalkers.org.nz), [nz.auckland@deerstalkers.org.nz](mailto:nz.auckland@deerstalkers.org.nz)

User: [boleary@deerstalkers.org.nz](mailto:boleary@deerstalkers.org.nz), [nz.nelson@deerstalkers.org.nz](mailto:nz.nelson@deerstalkers.org.nz)

**Phase Three:**

On-Board NZDA General Committee and persons conducting NZDA business that choose to use platform.

**Phase Four:**

Create subcommittee groups easily and quickly as needed for projects.

**Examples only:**

[nz.2017conf.team@deerstalkers.org.nz](mailto:nz.2017conf.team@deerstalkers.org.nz)

[nz.2017sikashow.team@deerstalkers.org.nz](mailto:nz.2017sikashow.team@deerstalkers.org.nz)

[nz.arms.act.reform.team@deerstalkers.org.nz](mailto:nz.arms.act.reform.team@deerstalkers.org.nz)

**Cost analysis vs savings using tech soup and google:****@ Phase Two Level Implementation**

100 x business grade/cloud based email address @ \$120 p/a = \$12,000.00 p/a however we access and utilize this functionality at no cost.

**@ Phase Four Level Implementation (subject to 100% Adoption)**

50 branches with avg. committee of 15 persons, plus a national executive of avg. 15

Approx. 765 email users @ \$120 p/a each = \$918,000.00 p/a at no charge.

Email is only one small aspect of the Associations' IT needs.

Phase Four + we will continue to have the ability to scale as the association grows.

**Email system conclusion:**

This is only the tip of the iceberg in terms of what could be available to the Association. A wide array of computer discounts and software discounts are available and has the potential save the Association stakeholders' expenses in other areas. Groups like



TechSoup can offer complete design suite afforded by Adobe and Microsoft 2016 Office suite could be made available further allow the Association to present its self in up to date and professional manner and cementing the future.

### Hunting and Wildlife: Options

1. That NZDA appoint a digital media portfolio manager
2. That NZDA utilise an online package to construct regular (frequency to be determined) digital publications to members
3. That NZDA review the desired content of any on-line H&W - what role should it perform and should we avoid options that conflict with other hunting magazines.
4. An additional option is that NZ Outdoor Hunting Magazine (started in the same year as NZDA itself) has offered to include NZDA material in its publication inclusive of branding on its front cover (commercial to be agreed) with the view that this magazine is then offered back to members at a special discounted rate
5. That in place of quarterly H&W, all members instead get regular (at least monthly) newsletters and an annual H&W magazine (pdf)
6. **Recommendation** that analysis via survey of a membership sample to determine if the magazine in physical form is a benefit to membership at large, a digital format is a hypothetical solution or a hybrid model
7. **Recommendation** the 'scope' of H&W magazine be determined and the direction it should take in the future. i.e. cut off the commercial aspect of the magazine and just distribute to members or standard be lowered but to still meet member's expectations. Break-out sessions and workshops to develop the magazine could be a possible solution.



### Internal Communications - Improvement options

- That NZDA appoint a digital portfolio media manager overseeing the communications portfolio and digital business strategy. This person need not be a member of the national executive but they need to report to one of the executive.
- Institute regular updates from branches to national office or the “comms manager” Perhaps a standardised (templated) electronic monthly branch report.
- Institute regular updates from National office to branches and members. Perhaps in part based upon the monthly update reports from the branches - aim is to share learning and awareness without undue admin effort.
- The website needs to be maintained and sustained as a current well updated resource including membership info, forms, capitation info, branch contact info, current policy and rules, research papers, member updates, regional group contacts etc. If the present website is not readily maintainable and updateable then it needs to be replaced with one that can be. There are numerous good examples of the potential possible - e.g. [www.jbnz.co.nz](http://www.jbnz.co.nz) (Jet boat NZ).
- Facebook. Delegate to an appropriate person (or ideally persons to ensure coverage and limit the load) managing the Facebook page.

### Rules and Administration - Options

- Investigate options that streamline membership processes with the aim being to reduce the workload on administrative staff (“leverage technology to automate processes”) - perhaps delegate this task to a non-exec member. Any membership system must reliably and readily produce correct data for management and financial reporting. Ideally any membership system encompasses options not only to serve national office but also the branches - potential to standardise systems.
- Review association rules to make them better reflect modern business practice and remove redundant references.
- Embrace modern communications methods, email, website, Facebook, conference calls. The aim is to reduce the workload on the executive and the administrative staff. For example, regular conference calls have the potential to limit the need for or scope of full meetings of the executive thereby reducing costs and the burden on the exec members as well as potentially providing for more efficient and timely decision making. An option is the use of video conferencing e.g. Chasing Great Team used online meeting tool used was Zoom (<https://zoom.us/meeting>) which allowed collaborative review of documents online and online meetings e.g. live discussion on documents.
- Enhanced delegation of portfolio service provision tasks to non-executive members. Those people would then report to the executive who would then perform a pure governance role rather than a mixed governance/service provider role. This fits



with the driver of reducing the load on the exec members and creating a pool of experienced talent to provide for succession. A regional structure would also assist this purpose.

## Summary

NZDA has a strong history of looking after and advocating for the rights of hunters and shooters in NZ.

The 2016 Conference was very positive; the association is generally in good shape. However, it has identified the need to look at where it wished to be going forward to ensure relevance, sustainability, effectiveness and growth for the years ahead. The breakout session sat the 2016 Conference enabled the capture of key takeaways, and subsequent follow-up also documented other initiatives tabled by branch delegates (such as the interest and passion that this subject generated). A core review group then undertook considerable discussion, consolidating themes to arrive at the recommendations presented in the next section.

The material within this document should be seen at National Executive level as constructive feedback with recommendations. Any recommendations adopted are what we would wish the executive to oversee occurring with an expectation of others being asked to assist with implementation.

There is a need to better engage the younger generations many of whom who will form the succession pool for people to run the organisation through the next decades and the use of modern tools is one way to engage the web savvy (“Generation C” - connected). A sound, efficient, effective organisation overseen and guided by a governance team doing strategic management in place of day to day operational matters should be our goal. The current model is not serving us well and overloads the executive, limiting the ability to take on tasks that add value to increase relevance both internally and externally and via automation/technology.

## Recommendations

### *Part 1 - Growth - “Chasing Great”*

That the elements below be undertaken with a draft strategic plan presented at the National Annual Conference 2017:

- Development of a strategic plan that should consider, but not be limited to the following;
  - Growth Strategy addressing NZDA relevance and value proposition to broader “market” such that increased membership is assured (perhaps in differing forms to current model).
  - Digital plan for the association (including potential electronic replacement of the current paper based Hunting & Wildlife magazine - understood to begin shortly).



- Communication plan and protocols for the association (including internal communications, Web and Social Media).
- Advocacy plan
- NZDA regional group structure (NatEx, North, South and other regions deemed relevant)
- Creation, engagement and acceleration of sub-committees that own specific portfolios to enable implementation of recommended strategies.

*Part 2 - Actions - 2016 to 2017*

Some of the matters need to be addressed rapidly to obtain benefits, to reduce expenditure, to reduce loading on the executive and to motivate membership. The 2016 conference overwhelmingly supported change.

*Leveraging Internal Skills*

It was noted that there is a “silent strength” within the organisation and a focus should be to unpack that and use the many, particularly technical, skills that exist in membership to support any number of the processes discussed above. Again this leads to the need to communicate internally in a more coherent and in a consistent manner first.

Task No	Priority task 16-17	Implementation timeframe	Resource requirements
1 Growth	Improve or replace membership system. Currently we are unable to accurately determine how many members we have - seek assistance to review membership system, identify improvements needed and the means to implement.	Review ASAP or by Oct 31 <sup>st</sup> 2016  Implement improvements to current system if possible by November 30th 2016  If improvements not possible then replace system by Jan 30th 2017	Review by appropriately skilled persons.  Resource must be adequate to ensure 2017-18 renewal processes occur
2 Comms	The website needs to be improved, refreshed or replaced and contain relevant resources and keep up to date.	Refresh or review ASAP or by end of 2016  Implement improvements to current system if	Review by appropriately skilled people to establish any impediments to this action occurring

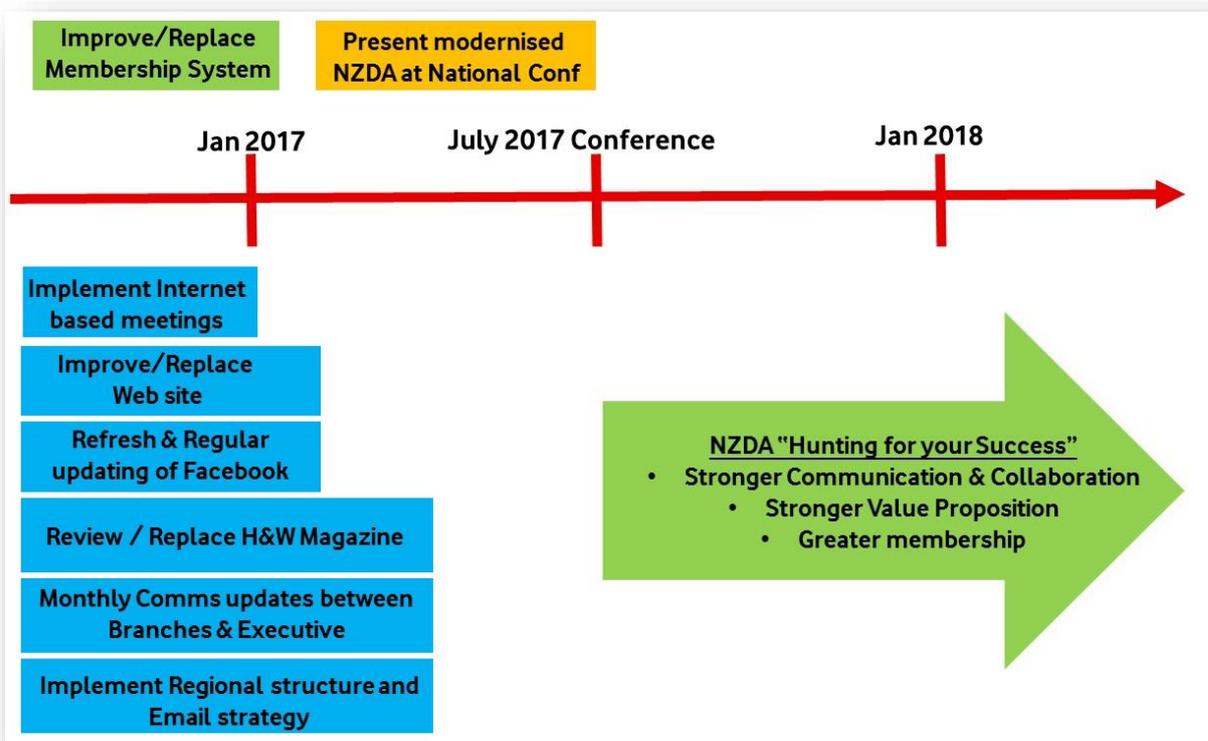


		possible by end of 2016  If improvements not possible then replace system by Jan 30th 2017	
<b>3 Comms</b>	The Facebook page needs to be maintained daily and used to its potential. Protocols for responses need to be developed to align with NZDA policy.	Prior to end of 2016	Authorised response should be from Executive, office staff or delegated to others. Key is to ensure delegated authority/trust to respond to avoid further loading of exec.
<b>4 Comms</b>	The H&W magazine to be reviewed in its current print medium and content. A digital platform run in parallel.  Hybrid delivery and non-commercial channel (not retailed) to be considered.	By summer 2016. Though understood to be already underway.	Suitable publishing and distribution system.
<b>5 Comms</b>	Monthly branch updates to National office needs to be implemented	By end of 2016	Template required - example attached.
<b>6 Comms</b>	Monthly updates (or more frequent) from National office to branches by email needs to be implemented	By end of 2016	Suitable publishing and distribution system.
<b>7 Comms</b>	The proposed email structure needs to be implemented	ASAP	Domain name, technical knowledge.
<b>8 Comms</b>	Creation of a regional structure.  Suggested NZDA Regions could be: Northern - from North Cape to Taupo; North-Central - from Taupo to Wellington; South-Central - from Nelson/ Marlborough to the Rangitata (incl West Coast); Southern - rest of the South Island  In line with email structure.	ASAP	Assign branches to regions and exec members to lead those regional groups  Needs to be sold to the branches
<b>9 Comms</b>	Trial of online meetings to supplement formal venue focussed exec meetings. Should complement not replace physical meetings.	ASAP	Will require a subscription to suitable video meeting platform. (i.e. Zoom conferencing = internet, cell phone, landline)



10 Structure	A business like structure should be set up with a formal CEO / Operations Manager position and board considered.	Future	Adequate and sustainable funding  Functional, working job description  Organisational restructure to make the position successful
11 All areas	A series of key performance indicators should be introduced that are relevant for the tracking and communicating of areas of interest to the associations stakeholders.  Key performances indicators (KPI) could relate to CEO benchmarking, deliverables and priorities.	ASAP	Information gathering  Standardisation of information sharing  Reporting

*Recommend Timeline Implementation:*



**High Level Project "Chasing Great" Timeline**

The members of the Chasing Great Project team are happy to discuss directly with the National Executive - we are all in this together and sincerely wish to help grow NZDA's value proposition to make it better, bigger, stronger and more relevant to young and old than it is today.



## Appendices

### Breakout sessions conference 2016 - Feedback table

Break-Out Team 1 - Reuben Hayward/ Dustin Murdock	Additional information and potential Solutions
<p><b>Communication: Support Social-Media channel to drive growth, member engagement and connected value</b></p>	<p>Requirement for adequate management of social media profile and principle on dissemination of NZDA information to members (maybe via a closed, member-only user group within Facebook)</p>
<p><b>Communication: H&amp;W magazine - seems too costly (commercial uptake is poor) and ineffective. A refreshed look at communication is required - ideally digital</b></p>	<p>Piggyback off an existing hunting magazine AND also distribute an internal document electronically</p>
<p><b>Rules: Agree that rules require a refresh</b></p>	<p>Appoint a national office member to own and convene sessions with interested branch members</p>
Break-Out Team 2 - Lee McKinstry	Additional information and potential Solutions
<p><b>General: Skill sets outside of National office within the entire NZDA membership are not been leveraged to help out</b></p>	<p>National Exec to reach out for help</p>
<p><b>Communication: An Online business strategy needs to be owned and developed (again, seek help from membership on this rather than burden National office alone with the task)</b></p>	<p>National executive appoint an online business owner including a “RACI” model;            Responsible - person/persons/branch working on activity            Accountable - person/persons with decision authority            Consult - Key stakeholder who should be included in decision or work activity            Inform - person / persons who need to know of decision or actions</p>
<p><b>Communication: H&amp;W magazine to go electronic with distribution more often than quarterly</b></p>	<p>Procure a digital media product that meets pre-defined requirement features and appoint an owner to produce and distribute regular digital versions via online methodologies</p>
<p><b>Communication: Drop offs in competition entries, possibly related to poor communications between National Exec to Branches and between Branches</b></p>	<p>Improve internal communications method (email distribution lists, voice/video conferences etc.)</p>



Break-Out Team 3 - Maureen Coleman / Alby Frampton	Additional information and potential Solutions
<b>Growth: huge opportunity to increase growth through relevance and digitisation of communication (50,000 big game hunters out there and we need to enable, empower)</b>	Develop a Digital business strategy
<b>General: not enough HUNTS instructors</b>	Use communication to motivate more HUNTS instructors
<b>Communication: Branches need more concise and relevant information back from the National office</b>	Improve internal communications method (email distribution lists, voice/video conferences etc.)
<b>Communication: More inclusion of Branches in tasks owned by the National executive</b>	National Executive to hand off some tasks (delegate) to interested Branch members (who have asked in the past but been rejected)
<b>Communication: H&amp;W magazine to go electronic, potentially one printed copy per year</b>	Email a “PDF” version of an NZDA magazine and potentially print one copy per year if cost effective to do so
<b>Communication: Web site needs a refresh - too old and not updated which will disenchant new prospective members</b>	National office appoints a professional web designer to refresh the site (potentially ongoing dependent on an NZDA digital channel strategy)
<b>Growth: Grooming of talent for governance roles later is needed</b>	Executive sustainability plan required
Break-Out Team 4 - Stewart Hydes	Additional information and potential Solutions
<b>General: “Change is required but is not a threat”</b>	Embrace change - NZDA needs it to survive & prosper
<b>Communication: Full refresh required</b>	<p>Hutt Valley suggested that communication verticals be developed, this team call them “communication portfolio’s” owned by respecting National office &amp; Branch members such as:</p> <ul style="list-style-type: none"> <li>Membership development</li> <li>Access</li> <li>Public relations</li> <li>Internal communications</li> </ul> <p>At National office, this is augmented with other portfolio’s such as:</p> <ul style="list-style-type: none"> <li>Comms and Media</li> <li>Conservation and Environment</li> </ul> <p>At Branch level, it is proposed that each Branch may have the following portfolios:</p> <ul style="list-style-type: none"> <li>VP - Membership (focused on developing, attracting, encouraging and retaining membership - including promoting and supporting “WIFM” benefits of membership)</li> </ul>



	<p>VP - Access (focused on all access-related issues, Branch Rep for Regional Access Group)</p> <p>VP - Public Relations (focused on NZDA Branch interaction with the local community etc.)</p> <p>VP - Safety and Education (incl making sure that new entrants to the sport are encouraged to join HUNTS etc.)</p> <p>Secretary (incoming and outgoing correspondence, minutes, Branch Newsletters - as currently)</p> <p>Treasurer (responsible for finance issues - as currently)</p> <p>Further, that such portfolios should be mirrored at both regional and national level</p>
<p><b>Growth</b></p>	<p>Introduce a “Recreational Hunting Supporters Club” - under a separate logo to NZDA:</p> <p>Aimed at recruiting some of the balance of the estimated 50,000 big game hunters, most of whom will not and will never be NZDA members</p> <p>Don't get the benefits of full NZDA membership (i.e. no H&amp;W, no insurance etc.)</p> <p>e.g. estimated 30,000 pig hunters</p> <p>modest annual subscription e.g. \$25</p> <p>10,000 members' x \$25 = \$250,000 additional lobbying funds for NZDA - that is unlikely to be obtained from such individuals any other way</p> <p>NZRHSC Members target recruiting ground for full NZDA membership</p> <p>“Special deal” for subscribers through another Club (e.g. \$15 for a member of a pig-hunting club)</p> <p>Target to attract other recreational hunters (apart from “big game”) e.g. game bird, small game</p> <p>Similar philosophy to FMC - provides an opportunity for members of other Clubs - and those who are not otherwise a member of any Club - to access a nationally affiliated organisation (NZDA) which has an effective lobbying voice in Wellington, on a range of subjects:</p> <ul style="list-style-type: none"> <li>- firearms licensing</li> <li>- animal management</li> <li>- access</li> <li>- research</li> <li>- conservation</li> </ul>



<p><b>Growth</b></p>	<p>Recognise that the lack of a regional structure significantly undermines the resourcing of NZDA - and severely restricts effectiveness and growth          What other national organisation of 49 Branches similar to NZDA - does not have a regional structure?          For example, NZ Four Wheel Drive Association (just 2,000 members) is broken up into 3 x Regions (and it is currently proposed to add a 4th)          Suggested NZDA Regions could be:          Northern - from North Cape to Taupo;          North-Central - from Taupo to Wellington;          South-Central - from Nelson/ Marlborough to the Rangitata (incl West Coast);          and          Southern - rest of the South Island</p>



## Recommended North Island and South Island Email Structure

Implementation would be phased in voluntarily starting with the National Executive and trickle down to NZDA Island Representatives and Branches that request to adopt it.

Users: [boleary@deerstalkers.org.nz](mailto:boleary@deerstalkers.org.nz) and [nz.nelson@deerstalkers.org.nz](mailto:nz.nelson@deerstalkers.org.nz)

### Example Executive email structure

[nz.nat.ex@deerstalkers.org.nz](mailto:nz.nat.ex@deerstalkers.org.nz)

[nz.reps@deerstalkers.org.nz](mailto:nz.reps@deerstalkers.org.nz)

[nz.all.branches@deerstalkers.org.nz](mailto:nz.all.branches@deerstalkers.org.nz)

[boleary@deerstalkers.org.nz](mailto:boleary@deerstalkers.org.nz)

### North-Island email structure

*Key: “dash” and “circle” are channels, while “small square” is a user*

- [nz.north.island@deerstalkers.org.nz](mailto:nz.north.island@deerstalkers.org.nz)
  - o [nz.region.northland@deerstalkers.org.nz](mailto:nz.region.northland@deerstalkers.org.nz)
    - [nz.northland@deerstalkers.org.nz](mailto:nz.northland@deerstalkers.org.nz)
    - [nz.whangarei@deerstalkers.org.nz](mailto:nz.whangarei@deerstalkers.org.nz)
  - o [nz.region.auckland.waikato@deerstalkers.org.nz](mailto:nz.region.auckland.waikato@deerstalkers.org.nz)
    - [nz.auckland@deerstalkers.org.nz](mailto:nz.auckland@deerstalkers.org.nz)
    - [nz.north.auckland@deerstalkers.org.nz](mailto:nz.north.auckland@deerstalkers.org.nz)
    - [nz.south.auckland@deerstalkers.org.nz](mailto:nz.south.auckland@deerstalkers.org.nz)
    - [nz.waikato@deerstalkers.org.nz](mailto:nz.waikato@deerstalkers.org.nz)
    - [nz.te.awamutu@deerstalkers.org.nz](mailto:nz.te.awamutu@deerstalkers.org.nz)
    - [nz.thames.valley@deerstalkers.org.nz](mailto:nz.thames.valley@deerstalkers.org.nz)
    - [nz.south.waikato@deerstalkers.org.nz](mailto:nz.south.waikato@deerstalkers.org.nz)
  - o [nz.region.eastern@deerstalkers.org.nz](mailto:nz.region.eastern@deerstalkers.org.nz)
    - [nz.rotorua@deerstalkers.org.nz](mailto:nz.rotorua@deerstalkers.org.nz)
    - [nz.bay.of.plenty@deerstalkers.org.nz](mailto:nz.bay.of.plenty@deerstalkers.org.nz)
    - [nz.wairoa@deerstalkers.org.nz](mailto:nz.wairoa@deerstalkers.org.nz)
  - o [nz.region.taranaki@deerstalkers.org.nz](mailto:nz.region.taranaki@deerstalkers.org.nz)
    - [nz.north.taranaki@deerstalkers.org.nz](mailto:nz.north.taranaki@deerstalkers.org.nz)
    - [nz.taranaki@deerstalkers.org.nz](mailto:nz.taranaki@deerstalkers.org.nz)
    - [nz.central.king.country@deerstalkers.org.nz](mailto:nz.central.king.country@deerstalkers.org.nz)
  - o [nz.region.hawkesbay@deerstalkers.org.nz](mailto:nz.region.hawkesbay@deerstalkers.org.nz)
    - [nz.hastings@deerstalkers.org.nz](mailto:nz.hastings@deerstalkers.org.nz)
    - [nz.napier@deerstalkers.org.nz](mailto:nz.napier@deerstalkers.org.nz)
  - o [nz.region.wellington@deerstalkers.org.nz](mailto:nz.region.wellington@deerstalkers.org.nz)
    - [nz.hutt.valley@deerstalkers.org.nz](mailto:nz.hutt.valley@deerstalkers.org.nz)
    - [nz.kapiti@deerstalkers.org.nz](mailto:nz.kapiti@deerstalkers.org.nz)
    - [nz.bush.pahiatua@deerstalkers.org.nz](mailto:nz.bush.pahiatua@deerstalkers.org.nz) (renamed to include pahiatua)
    - [nz.manawatu@deerstalkers.org.nz](mailto:nz.manawatu@deerstalkers.org.nz)
    - [nz.porirua@deerstalkers.org.nz](mailto:nz.porirua@deerstalkers.org.nz)
    - [nz.ruahine@deerstalkers.org.nz](mailto:nz.ruahine@deerstalkers.org.nz)
    - [nz.taihape@deerstalkers.org.nz](mailto:nz.taihape@deerstalkers.org.nz)
    - [nz.wairarapa@deerstalkers.org.nz](mailto:nz.wairarapa@deerstalkers.org.nz)
    - [nz.wellington.west.coast@deerstalkers.org.nz](mailto:nz.wellington.west.coast@deerstalkers.org.nz)



## South-Island email structure

**Key:** “dash” and “circle” are channels, while “small square” is a user

- [nz.south.island@deerstalkers.org.nz](mailto:nz.south.island@deerstalkers.org.nz)
  - o [nz.region.nelson.marlborough@deerstalkers.org.nz](mailto:nz.region.nelson.marlborough@deerstalkers.org.nz)
    - [nz.golden.bay@deerstalkers.org.nz](mailto:nz.golden.bay@deerstalkers.org.nz)
    - [nz.marlborough@deerstalkers.org.nz](mailto:nz.marlborough@deerstalkers.org.nz)
  - o [nz.region.westcoast@deerstalkers.org.nz](mailto:nz.region.westcoast@deerstalkers.org.nz)
    - [nz.greymouth@deerstalkers.org.nz](mailto:nz.greymouth@deerstalkers.org.nz)
  - o [nz.region.northcanterbury@deerstalkers.org.nz](mailto:nz.region.northcanterbury@deerstalkers.org.nz)
    - [nz.malvern@deerstalkers.org.nz](mailto:nz.malvern@deerstalkers.org.nz)
    - [nz.northcanterbury@deerstalkers.org.nz](mailto:nz.northcanterbury@deerstalkers.org.nz)
    - [nz.southcanterbury@deerstalkers.org.nz](mailto:nz.southcanterbury@deerstalkers.org.nz)
  - o [nz.region.central@deerstalkers.org.nz](mailto:nz.region.central@deerstalkers.org.nz)
    - [nz.rakaia@deerstalkers.org.nz](mailto:nz.rakaia@deerstalkers.org.nz)
    - [nz.ashburton@deerstalkers.org.nz](mailto:nz.ashburton@deerstalkers.org.nz)
  - o [nz.region.otago@deerstalkers.org.nz](mailto:nz.region.otago@deerstalkers.org.nz)
    - [nz.blue.mountains@deerstalkers.org.nz](mailto:nz.blue.mountains@deerstalkers.org.nz)
    - [nz.otago@deerstalkers.org.nz](mailto:nz.otago@deerstalkers.org.nz)
    - [nz.southern.lakes@deerstalkers.org.nz](mailto:nz.southern.lakes@deerstalkers.org.nz)
    - [nz.upper.clutha@deerstalkers.org.nz](mailto:nz.upper.clutha@deerstalkers.org.nz)
  - o [nz.region.southland@deerstalkers.org.nz](mailto:nz.region.southland@deerstalkers.org.nz)
    - [nz.gore@deerstalkers.org.nz](mailto:nz.gore@deerstalkers.org.nz)
    - [nz.southland@deerstalkers.org.nz](mailto:nz.southland@deerstalkers.org.nz)
    - [nz.western.southland@deerstalkers.org.nz](mailto:nz.western.southland@deerstalkers.org.nz)

Regions can be added or subtracted as required.



## **Example:** NZDA Branch Monthly report to National Office

**Note:** This report is to provide a means for each branch to supply a **brief** summary of monthly activities such that National Office/Executive can remain informed of activities and issues around the branches and seek further info if needed. Complied information can then be provided back to all branches noting common themes, opportunities for cooperation and learning experiences.

Please keep this document in a format such that text can be readily copied.

**Report Issue date:**

**Report for Month:**

**Branch:**

**Branch contact email:**

**President:**

**email:**

**Secretary:**

**email:**

**Treasurer:**

**email:**

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### **Branch activity report**

**Membership:**

**Club hunting:**

**Hunter training:**

**Club Meetings:**

**Partnership activity with DoC or others:**

**Access issues:**

**Other Issues/lobbying:**

