



# 3D ARCHERY ASSOCIATION OF AUSTRALIA

ABN 37 082 971 439

AFFILIATIONS: INTERNATIONAL BOWHUNTING ORGANISATION  
ARCHERY ALLIANCE OF AUSTRALIA

**AGM 2018 - 2019 Annual Report Queensland Liaison Officer  
Brett Pirlo**

- In my second season as being part of the 3daaa committee started off busy with the appointed role of tournament director of the 3DAAA Benchmark Money shoot 2018.
- I was looking to grow the sponsorship in this area and actively sought out many new sponsors and merchandise that contributed to the benchmark's success and thought these sponsors made this event possible.
- Focusing on a social media advertising campaign in the lead up to the event to promote interest from all archery affiliated groups and encourage new members from the general public.
- Large cash donations from local businesses, encouraged me to seek out a way to bring some attractions for families to this event. These included a jumping castle and live entertainment, all of which helped to make this shoot one to remember. (however this was hard to convince a minority of the 3D committee that this entertainment for friends, families and members was worthwhile was more of an issue) families had traveled a long way and I be that we should be giving something back to the families that contribute to our sport.
- The Benchmark shoot was a great success and feedback from Archers and families that attended was very positive.
- It is my strong belief that archers and non archers alike should welcome and be entertained at our sanctioned shoots, not only will this improve numbers attending these events (which have been declining particularly in the youth divisions ) more people attending sells more canteen, and more interest in our sport.
- I am pleased to report that Queensland 3DAAA affiliated clubs have been working hard towards the upkeep and the purchasing of new 3D targets.
- I was nominated by the committee to assist if needed in the development of these new target scoring zones, as these are a Australian made cougar targets. This range has greatly improved the affordability of 3D targets for clubs and personal use.

In summary I feel that for 3D to move forward to a more positive and supportive sport we need to embrace change, its not about the personal feelings of people on the committee its about the members and making the right choice so our sport grows in the future.

Regards

Brett Pirlo  
Queensland Liaison officer

