



Strategic Advisory Group

Meeting notes Saturday 6 April 2019

Purpose:

The idea is simple: to use the years of expertise built up within the membership to inform, check and challenge the work of the Sport Team and other areas of the organisation, so that we can create the most enjoyable and best quality of experience for everyone at every level of the sport. The group consists of a range of members, from all aspects of the sport. Their purpose is to:

- Check and Challenge Sport Team Senior Managers as to Sport Team Activity, Approach and Future Direction
- Meet twice per year and times in between to support the sport team
- Ongoing insight and influence based on competencies of knowledge, skills, experience and values

Meeting Summary

The meeting involved group discussions on a number of topics including, exploring our values and what people enjoy most about our sport, as well as looking at different archery communities and how we can increase engagement to make our sport more inclusive.

What do you get from archery and your involvement in the sport?

- Enjoyment – Friendship, Social, Fun, Relaxing/Meditative
- Well-being – Coping time for self, Personal growth, Developing/Transforming of others/Mentoring
- Progress – Self-achievement, Technical mastery, Satisfaction

What values do these views of archery indicate of the sport and its members?

- Inclusive, Accessible, 'Communalism'
- Accepting/Tolerant, Supportive/Collaborative
- Holistic, Growth, Self-reliance/Togetherness
- Safe, Pleasurable, Enjoyment, Fair, Honest

From these values and as the National Governing Body of the sport, what should be the Purpose of AGB and its staff?

- Carry out members views and ambitions
- Provide the safe and compliant framework of operation

- Advertise and Market the sport/activity to the and a wider audience
- Look outside itself, Be Creative and Visible

The group went on to discuss, currently, what and how are we doing. What do we need to stop, continue, start and what do we need to maintain, improve and breakthrough?

This allowed us then to consider how we might help archery become more attractive to different types of people and what are some of the current challenges i.e. visibility of facilities, cost of equipment, competition from better profiled sports etc.

The group then considered what additional projects, programmes and initiatives i.e. more staff on the ground, better support for volunteers, highlighting of specific 'role-models', more sharing of information and improved profile, can we deliver to overcome or help reduce these challenges.

A key factor noted was the need to work closely with clubs to address internal and external perceptions of archery.

**If you are interested in joining the SAG then please email Kate Dunnighan:
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