

## Updating the R3 Action Plan 2023

Updated 7.17.23

### Objective

Diversify and increase participation in hunting, fishing and shooting sports

Increase public support of hunting and shooting

### **Strategies and Actions**

Strategy 1: Improve cooperation, direction and resources among and for R3 partners	Action 1.1: Maintain GA R3 Initiative
	Action 1.2: Maintain state R3 Action and Work Plans
	Action 1.3: Host the annual GA R3 Summit for agency, NGO, industry and other stakeholders
	Action 1.4: Establish a Georgia R3 Grant Program
Strategy 2: Improve societal support of hunting and target shooting	Action 2.1: Provide conservation, hunting and fishing education
	Action 2.2: Marketing campaigns for both hunters and non-hunters targeted at increasing positive exposure to and support of hunting and shooting sports
	Action 2.3: Engage and support educational shooting programs
Strategy 3: Reduce lapse in participation (churn rate)	Action 3.1: Identify what assistance lapsed Georgia hunters need in order to continue on a yearly basis
	Action 3.2: Implement national retention strategies for high lapse in participation in women
	Action 4.1: Increase shooting sports opportunities on public and private land

Strategy 4: Improve access to hunting, fishing and shooting areas	Action 4.2: Identify public lands that do not provide adequate hunting and fishing opportunities and work with land managers to allow opportunities or supplement opportunities with additional acreage.
	Action 4.3: Promote private hunting opportunities
Strategy 5: Add evaluation and outcome tracking to all programs	Action 5.1: Communicate trends of hunting and fishing metrics to stakeholders
	Action 5.2: Implement participant tracking into every R3 program
	Action 5.3: Integrate participant surveys into every R3 program
Strategy 6: Redefine target audiences	Action 6.1: Shift current recruitment programs that target a youth-centered audience to a family-centered audience
	Action 6.2: Diversify participation in R3 programs
	Action 6.3: Increase opportunities to learn game processing, butchering and meal preparation
	Action 6.4: Expand learn to hunt opportunities for adult “first timers”
Strategy 7: Improve pathways and support systems	Action 7.1: Create targeted approaches to promote pathways and next steps
	Action 7.2: Create a database of available volunteer instructors
	Action 7.3: Provide shooting sport audiences and fishing audiences learn to hunt opportunities
	Action 7.4: Increase educational and informational support for Fishing

	Action 7.5: Convert single sport license holders into multi-sport license holders
Strategy 8: Increase Fish and Wildlife Relevancy to broader constituents	Action 8.1: Establish an agency working group to evaluate relevancy
	Action 8.2: Diversify perspectives and cultural values of conservation professionals