



SSAA NSW Ltd Media & Brand Usage Policy

1. PURPOSE

The purpose of this policy is to protect the reputation and integrity of the Sporting Shooters Association of Australia NSW Ltd (SSAA NSW), its members, affiliates, and the broader shooting sports community. This document sets out expectations around the use of the SSAA NSW Ltd name, brand, logo, facility/ies, visual identity, and any association with the sport.

Shooting sports are a legitimate, lawful, and inclusive activity enjoyed by Australians from all walks of life. SSAA NSW actively promotes firearm responsibility, education, and participation in a sport that values safety, discipline and community.

2. GUIDING PRINCIPLES

- Shooting sports must never be portrayed as dangerous, extremist, or inherently violent.
 - Participants must not be stereotyped as aggressive, unsafe, or socially irresponsible.
 - The SSAA NSW brand must be used respectfully, factually, and in ways that support the sport's positive image.
 - Imagery of shooters should always include ear and eye protection (PPE) and individuals should always observe range discipline.
 - We encourage balanced and constructive dialogue around firearm ownership and use — however, misinformation, scaremongering, or malicious mischaracterisation will not be tolerated.
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3. LEGAL AND REGULATORY CONTEXT (MUST ACKNOWLEDGE)

- In NSW, firearm use is governed by strict licensing legislation enforced by NSW Police and the Firearms Registry.
- All SSAA NSW-affiliated activities occur within and are governed by these laws - including sporting events and competitions, hunting, and collecting.



- Shooters must complete a safe shooting course prior to obtaining their firearm licence.
- Licensing conditions are governed by the mandatory participation requirement per [Part 10 of the NSW Firearms Regulations 2017](#) and are reported on each year.

4. UNACCEPTABLE USE OF SSAA NSW BRAND AND IDENTITY

The following uses of the SSAA NSW brand, name, logo, or imagery — whether by members, third parties, media, or the general public — are strictly prohibited:

- Using the SSAA NSW name, logo or association in derogatory, defamatory, misleading or inflammatory contexts.
- Representing or implying that shooting sports or their participants are dangerous, mentally unstable, violent, or extremist.
- Sharing content that sensationalises firearm use in a way that could reflect poorly on the sport or the organisation.
- Editing, manipulating, or juxtaposing SSAA NSW content in ways that distort meaning or damage reputation.
- Using the SSAA NSW brand to advance political or ideological agendas that contradict the Association's values.

5. REQUIRED STANDARDS FOR MEDIA AND PUBLIC COMMENTARY

Any public use of the SSAA NSW brand or reference to its activities must:

- Reflect the legal, regulated and structured nature of sporting shooters in Australia.
- Acknowledge the Association's commitment to public safety, responsible firearm ownership, and community involvement.
- Recognise that participants in shooting sports come from diverse, law-abiding backgrounds, including women, families, youth, veterans, farmers, disabled individuals and professionals.
- Emphasise that shooting sports are a mainstream recreational activity and part of Australia's sporting landscape.

6. USE BY MEMBERS AND AFFILIATES

All official and semi-official communications (including club pages and groups) must be:



- Respectful in tone.
- Aligned with SSAA NSW messaging.
- Compliant with this and other social media policies

7. MEDIA AND PUBLIC RELATIONS USE

Journalists, influencers, media producers, and content creators must:

- Seek written permission to use the SSAA NSW name or branding in content that is not already publicly released.
- Attribute sources accurately when referencing SSAA NSW programs, policies, or events.
- Ensure contextual accuracy and avoid misleading representations.
- Understand that failure to comply with these standards may result in formal complaints, takedown notices, and legal recourse where necessary.

Language guidelines

Choose words that accurately reflect the nature of the sport and its community.

Preferred terms:

- Responsible firearm owner
- Licensed shooter / sports shooter
- Sporting shooters
- Safety course / mandatory training
- Conservation or ethical hunting

Visual guidelines

Use imagery that communicates responsibility, safety, community and inclusion.

Acceptable imagery:

- Shooters using ear and eye protection (PPE) and observing range discipline.
- Members engaged in training or competition (image usage of junior shooters must be approved by a parent or guardian).
- Ranges, events, and club facilities.
- Community activities, ethical hunting, and conservation programs.



Interviews, Statements & Media Access

- All interview, quote, and media access requests must go through the SSAA NSW Communications team – media@nsw.ssaa.org.au.
- Only approved representatives are authorised to speak on behalf of SSAA NSW.
- Media attending SSAA NSW events or facilities must adhere to all safety, range rules and compliance protocols.

8. ENFORCEMENT AND REPORTING

Misuse of the SSAA NSW name, brand or reputation will be taken seriously. Breaches may result in:

- Warnings or removal of content.
- Disciplinary action.
- Legal action in cases of defamation, intellectual property infringement, or reputational damage.

To report a suspected breach of this policy, contact: media@nsw.ssaa.org.au.

9. FINAL NOTE

Shooting sports are part of Australia's diverse sporting culture. SSAA NSW takes pride in promoting safe, inclusive, and respectful participation. We ask all those using or engaging with our brand to help preserve the integrity and public trust in our valued sport.