

Activity Report Card



*Presented by Doug Burt, AZGFD
Summer 2013 HAWHG Meeting*

Overview

- Past season recap of activities
- 2013-14 season preview of events
- Indicators of our efforts
- Google Calendar

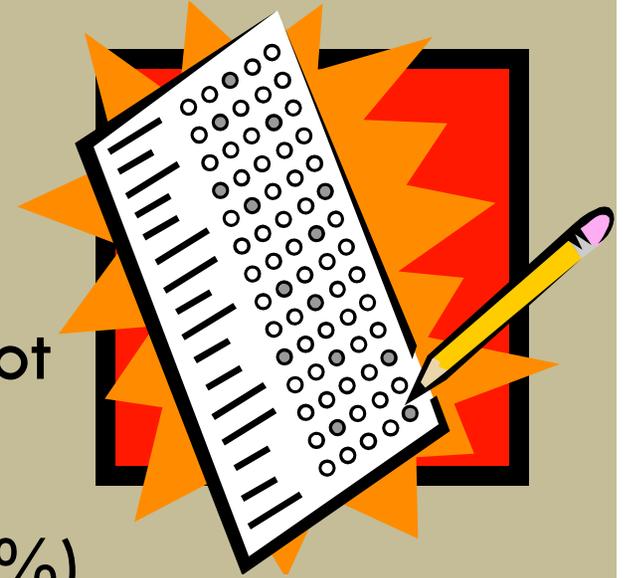


How did we measure up last season

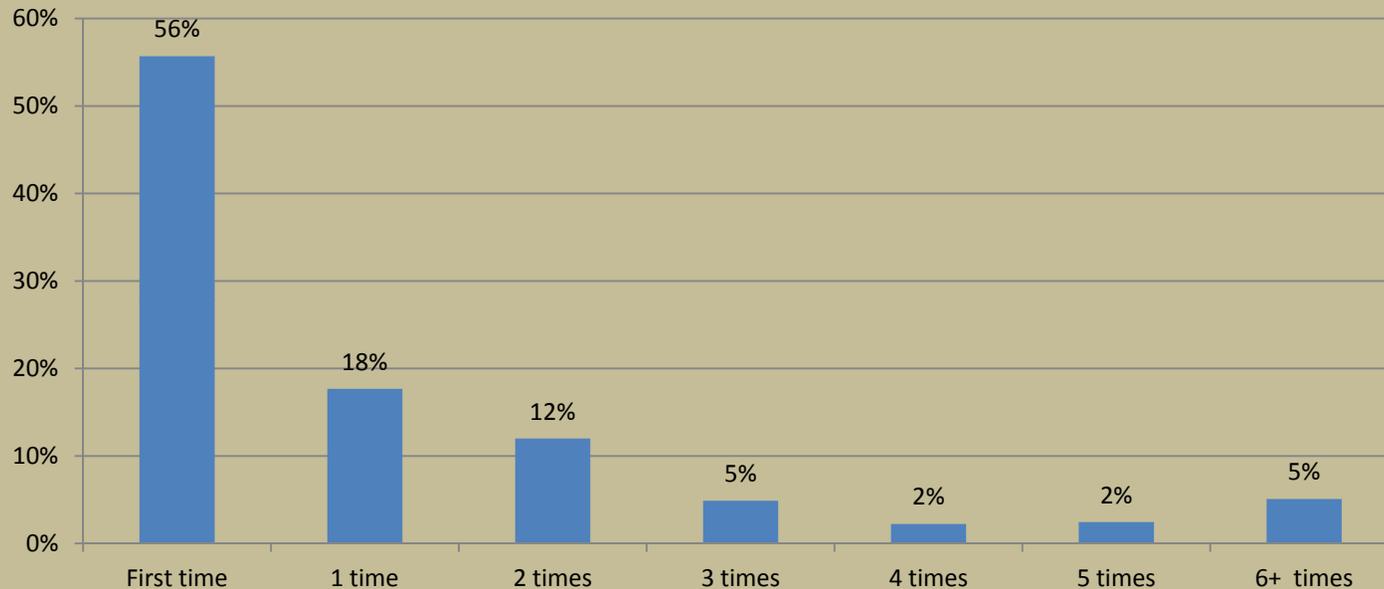
2012-13 PAST SEASON RECAP

2012-13 Season Recap

- 38 HAHWG recruitment events
- Extensive organizations involved
- Growing partnerships at many, if not all events
- 31% new to hunting (2011 was 27%)
- 56% first time attending an event
- 35% attended an event 1-3 times

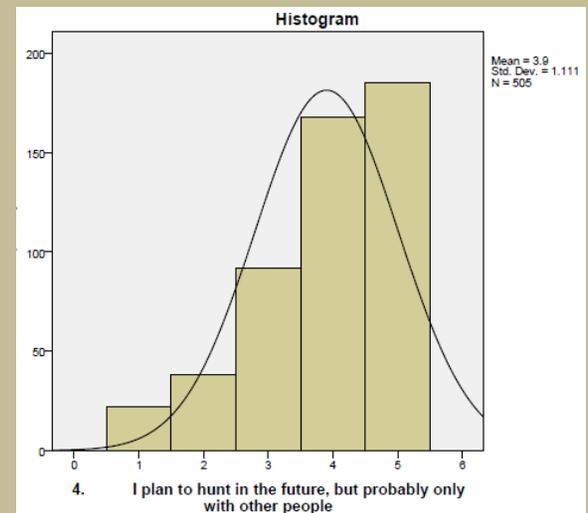
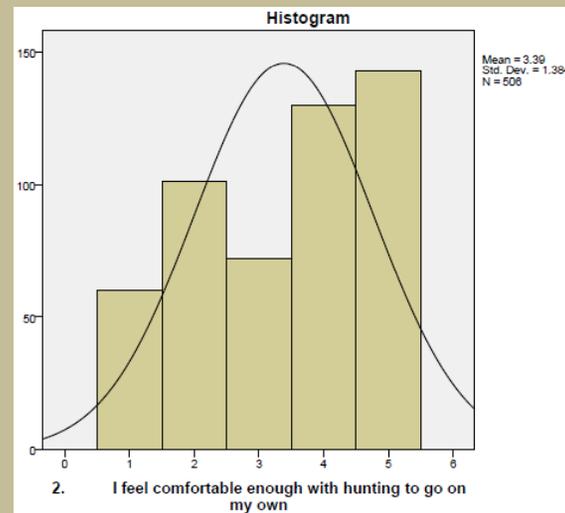
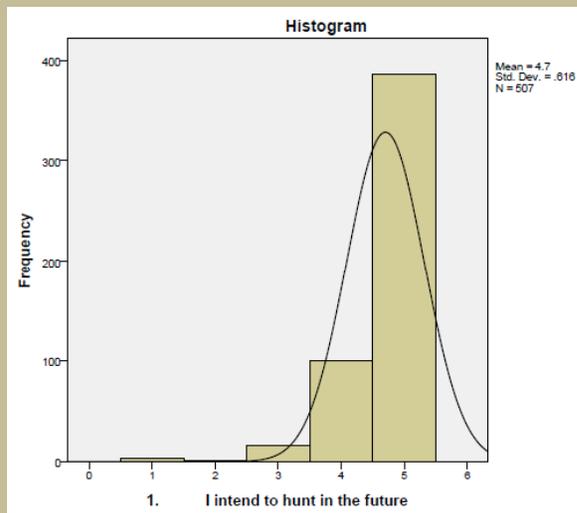


Frequency of Attendance



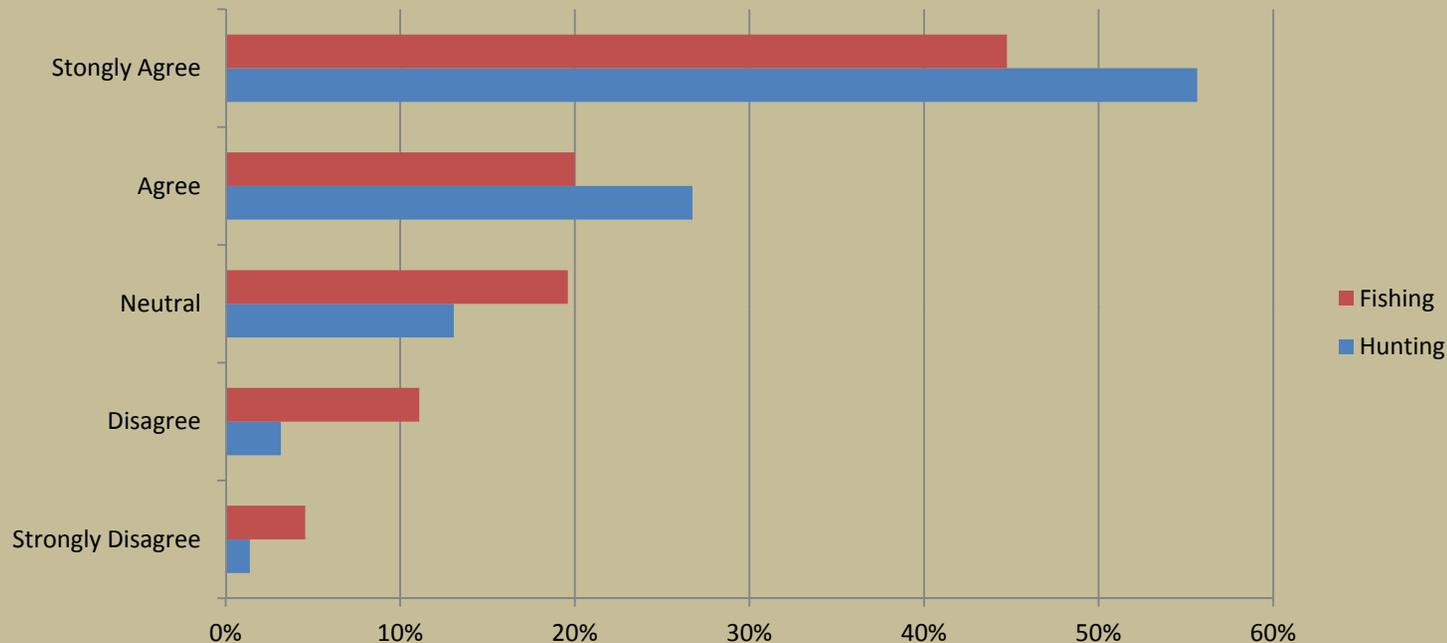
- 56% of participants are first-timers
- 35% of all reporting attendees, came 1-3 more times
- Less than 10% of participants attended 4 times or more.

Attitudes and Confidence



- Participants are interested in hunting / fishing again
- They are not completely confident to go on own yet
- They plan to hunt / fish with other people
- This data supports we are moving participants through the Adoption Sequence model. They need multiple mentoring experiences and need a social support system to keep engaged.

Commitment to Activity



- Participants plan on buying equipment in the next year
- Purchasing is a strong indicator of commitment to activity

Notables from the past season

- Added new events:
 - Women's deer hunt in southern AZ (Buenos Aires NWR)
 - Junior's duck hunt in NW AZ (Lake Havasu NWR)
 - (2) Junior's duck hunt for Scholastic Clay Target youth (Roosevelt Lake & Gila River)
 - (2) Dove hunts on Ben Avery property for Eagle Scouts and Scholastic Clay Target youth
- Continuing to refine our mentored event model
- Continuing to connect participants with 'Next Steps'
- Developed outreach materials: lanyards, baseball cards, poster board displays



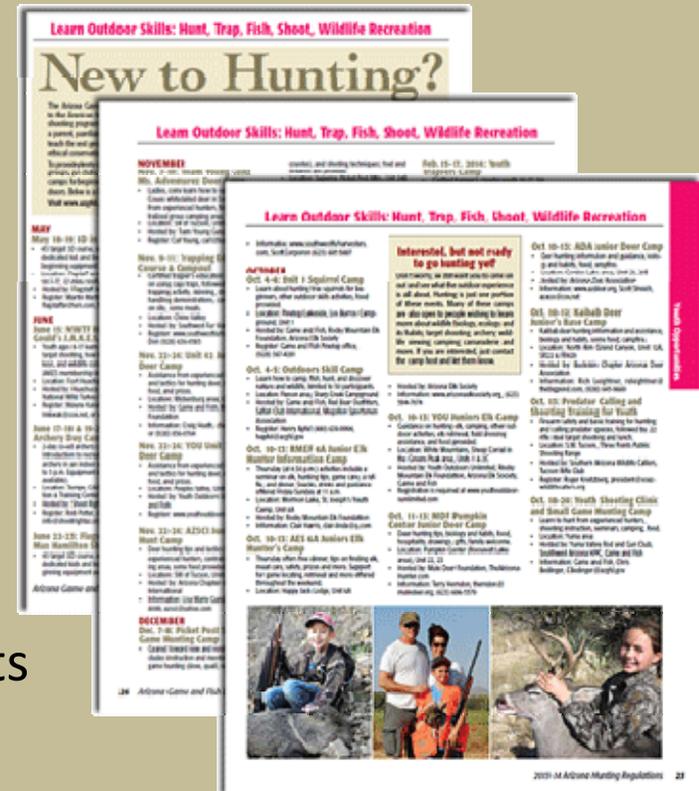
2013-14 Recruitment & Retention Season

ON THE HORIZON

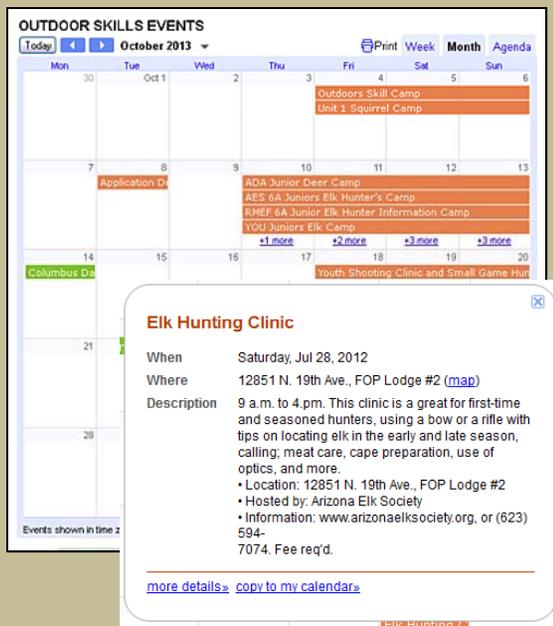
The Momentum Continues

2013-14 Season

- 38 events already scheduled
 - Extensive event variety again
 - Intro shooting events
 - youth conservation programs
 - dove, squirrel, quail, rabbit hunts
 - trapping and predator hunts
 - deer, elk, javelina and turkey hunts
 - events for kids, women, families
 - Extensive partnerships continue
- 3 full pages in the AZ Hunting Regs



The Momentum Continues



- All events are loaded in Google calendar on Outdoor Skills (sharable)
- \$75,000 in grant funds available to groups from AZGFD (closes Aug. 12)
- Resources, equipment and support for events available from AZGFD

- AZGFD to continue advertising events and marketing “Outdoor Skills” in parenting magazines & social media.

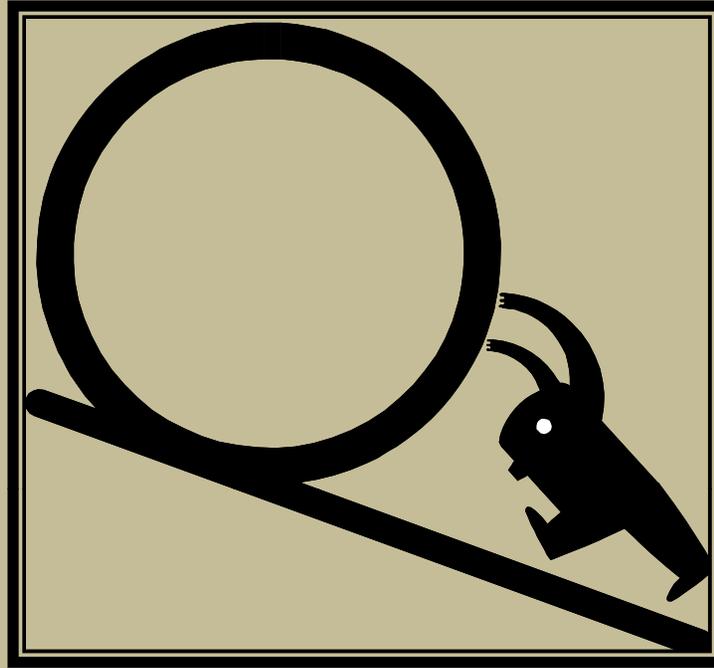


Expanding our Reach & Capacity



We are working with new partners to expand event offerings, reach new participants

- **New HAHWG partners:** HAHWG continues to grow, and we are new events & partnerships
- **Diamondbacks:** outdoor street fair at Chase Field
- **Retailers:** seminars, training, education, events
- **Parks & Recreation Departments:** outdoor educational activities, similar outdoor interests
- **Be Outdoors Arizona:** state-based organization representing the nature deficit movement and outdoor engagement, seeking opportunities



That's a lot of activity, but are we making a difference

ARE WE MOVING THE ROCK

Growing & Connecting

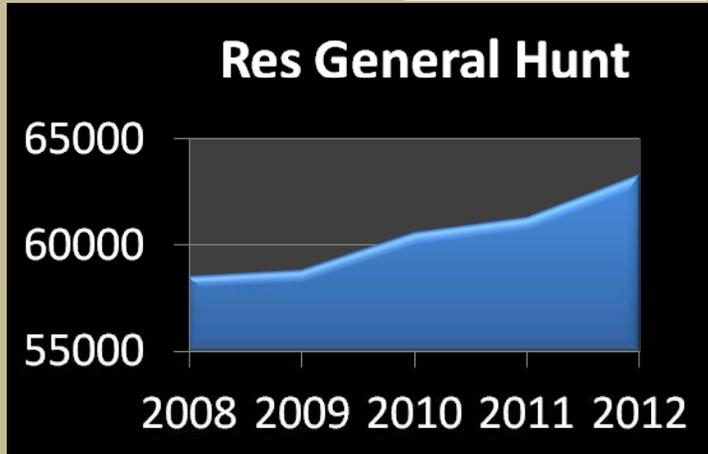
- The “Outdoor Skills” website continues to grow. Our continued messaging, marketing, advertising and promoting are bringing participants to your events.



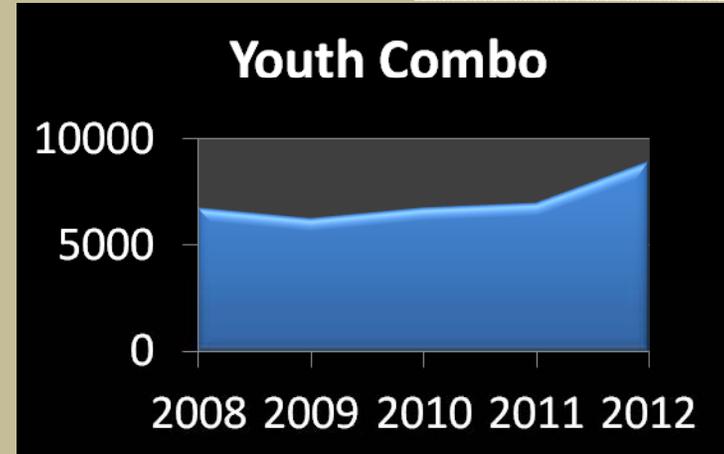
- 61% growth to visits to www.azgfd.gov/outdoorskills
- 68% growth of unique visits (new visitors)
- 25,523 p.v. in '12 vs. 15,852 in '11 (ranked 62 of 100)

Arizona License Trends

8% growth



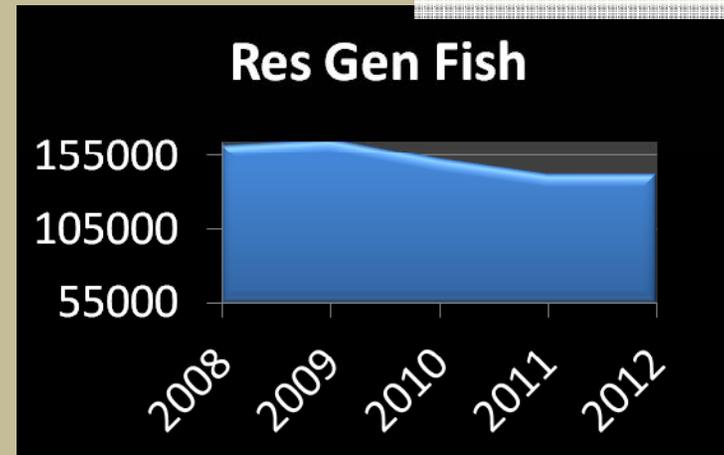
32% growth



5% growth

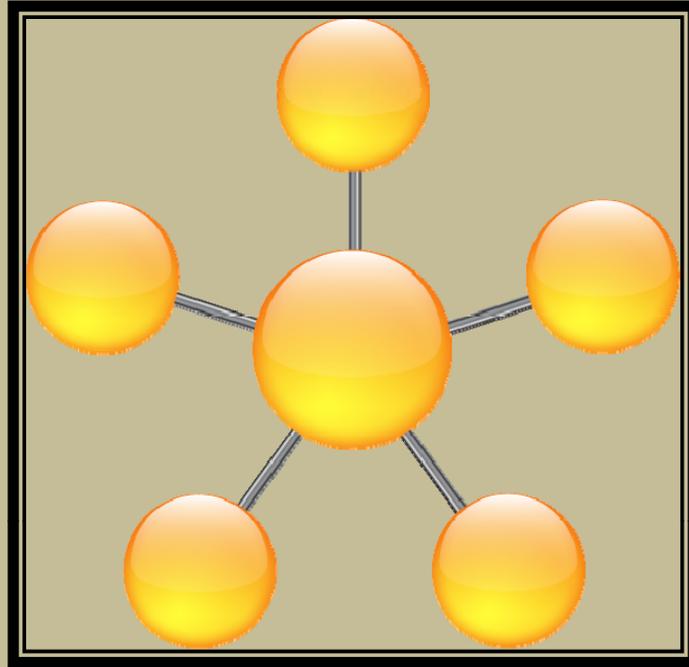


12% decline



Nationally

- The 2011 U.S. Fish and Wildlife National Survey reported that hunter numbers are up 9% between 2006 and 2011 and angler numbers are up 11%.
- Although there is growth over the past 5 years, but in comparison to the increasing population, our ranks are still in a decline when looking at the percentage of sportsmen compared to past generations.
- There is still work to do. Our Human Dimensions coordinator presented on the shift in societies value for wildlife. See it at www.azgfd.gov/hahwg winter 2012 “trends”



Organizing all our activities in one centralized location

EVENT CALENDAR – GOOGLE CAL.

About

- Winter 2012 meeting suggestion:
 - HAHWG calendar for scheduling events, minimizing duplication, reducing volunteer workload, and to foster partnering amongst HAHWG members.
- Google Calendar is public, sharable and easy for participants to find events
- Same calendar with different views is excellent HAHWG planning calendar, embedding in partner websites, MS Office Outlook calendar



All Inclusive

- Calendar categories include:
 - HAHWG: Outdoor skills camps, mentored events, hunt clinics, 1-day events, etc.
 - CONSERVATION: Habitat work, water projects, etc.
 - BANQUETS: Banquets, fundraising, annual meetings, etc.
 - AZGFD: Commission meeting, HPC, etc.
 - SEASONS: Primary hunting season dates
 - HOLIDAYS: US Holidays
 - EXTERNAL PARTNERS: Next step activities, retailer in-store seminars, parks & rec, etc.



Accessing, Submitting, Using

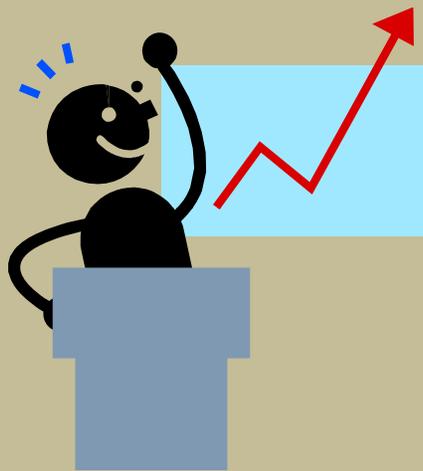
Binder handout shows how to submit events, subscribe and add events to your calendar, embed in your website and more.

Mobile-friendly view:
www.azgfd.gov/hahwgcald for all HAHWG events, or
www.azgfd.gov/outdoorskillscald for recruitment events only.

The screenshot displays the Arizona Game and Fish Department website. The main heading is "ARIZONA GAME AND FISH DEPARTMENT" with the tagline "MANAGING TODAY FOR WILDLIFE TOMORROW" and the website URL "www.azgfd.gov". The page features a navigation menu with links such as "DIY LICENSES", "BIG GAME DRAW", "NEWS", "CALENDAR", "VIDEO", "HUNTING", "FISHING", "WILDLIFE VIEWING", "CONSERVATION", "EDUCATION", "BOATING", "SHOOTING", "OHV", "SITE MAP", and "EMPLOYMENT".

The central focus is the "HUNTING AND ANGLING HERITAGE WORKGROUP: Preserving our outdoor heritage and conserving wildlife" section, which includes a "PLANNING CALENDAR, ACTIVITIES AND COORDINATION" and a "HAHWG MASTER CALENDAR" for July 2012. The calendar shows various events such as "Junior Sun Safety, Marksmanship Day Camp", "Sunrise Archery 3D Shootout", "HAHWG Summer Summit", "AES - Buck Springs Work Pr", "CE4A - Banq", "Bowhunter Happening", and "NWTF Valley".

On the right side, there are several resource sections: "SUMMER MEETING SET" for June 30-July 1, 2012 in Buck Springs; "HAHWG RESOURCES" including an "ACTION PLAN", "EVENT STANDARDS", "NEXT STEPS", and "MARKETING TIPS"; and "BINDER MATERIALS" for the 2012 Winter Meeting, Horseshoe Ranch, with a theme of "Strengthening Relationships".



Questions?
