



# Statewide Collaborations

Driving results through partnership

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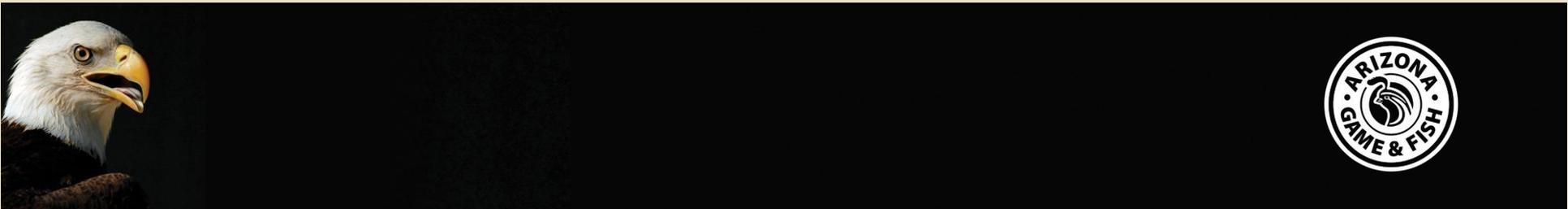
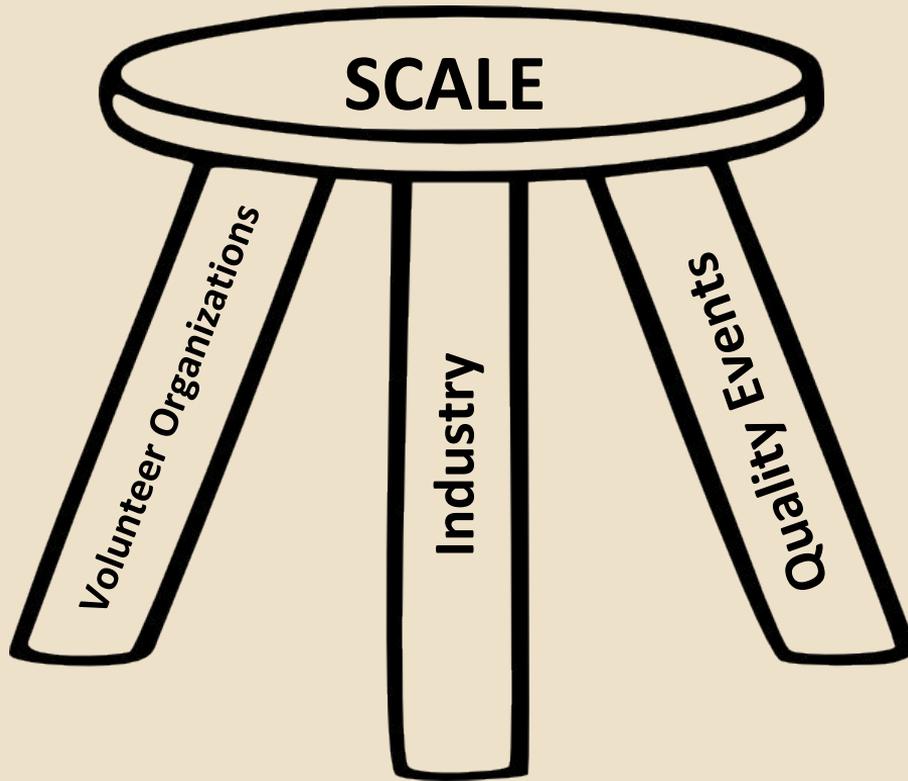
# Discovering Innovation

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- How do you offset the decline of tens of thousands with a staff of 600?





# Statewide R3 Collaboration

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## Partner's View

- Hunting Angling Heritage Workgroup or HAHWG
- 60 unique organizations
- 7? events per year
- 10 years old
- Over 10,000 served

## Customer's View



[www.azgfd.gov/OutdoorSkills](http://www.azgfd.gov/OutdoorSkills)



# Holding it Together

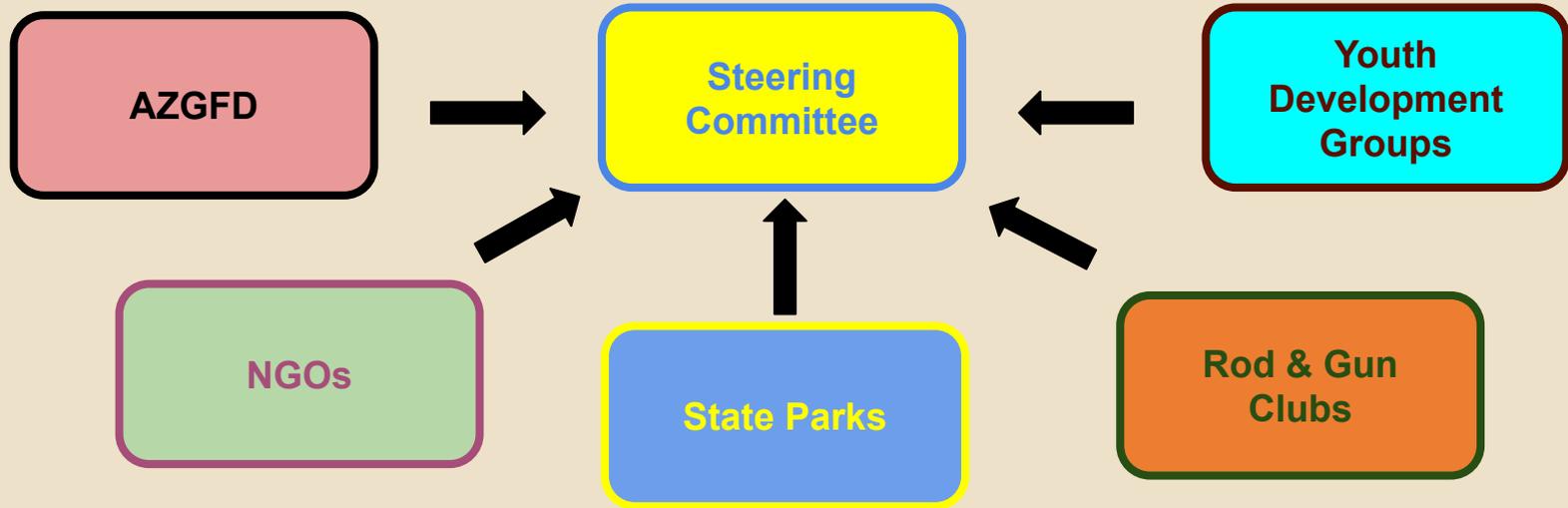
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- Take your hat off at the door
- Be able to have courageous conversations
- Making all partners feel valued
- Allowing partners to self select their role
- Bringing credible resources (works both ways)
- **NO ONE GETS THE CREDIT AND NO ONE IS MAKING ANY MONEY**



# Standards for Success

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# Standards for Success

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## Camp Standards

- Never 1 on 1 mentoring
- Parents participate
- No guns in camp
- No alcohol in camp
- Cooks trained w/food handling standards
- Clean wash stations and port-a-pots

## Best Practices

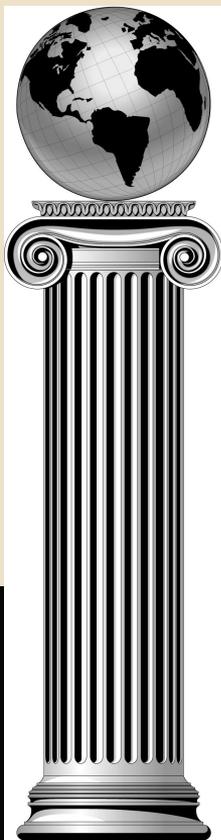
- Camp signage
  - Parking, registration, etc
- Online registration
- Include hunter ethics presentation
- Document (photos/vids)

<https://www.facebook.com/OutdoorSkillsNetwork/>



# State Agency is the Constant

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- Connectivity to National
  - Science
  - Best Practices
  - Speakers
- Local Sportsman's Grants
  - \$75k year
  - >\$800k since inception
- Loaner equipment
  - Firearms / Archery gear
  - Mess trailers
  - Canopies
  - Tables/chairs
- Stable leadership
- Digital resources
- Event Manager
  - Registration
  - Surveys
  - Volunteer hours tracking
  - Single destination



# Industry in the Mix

<https://www.azqfd.com/recreation/outdoor-recreation-business-summit/>

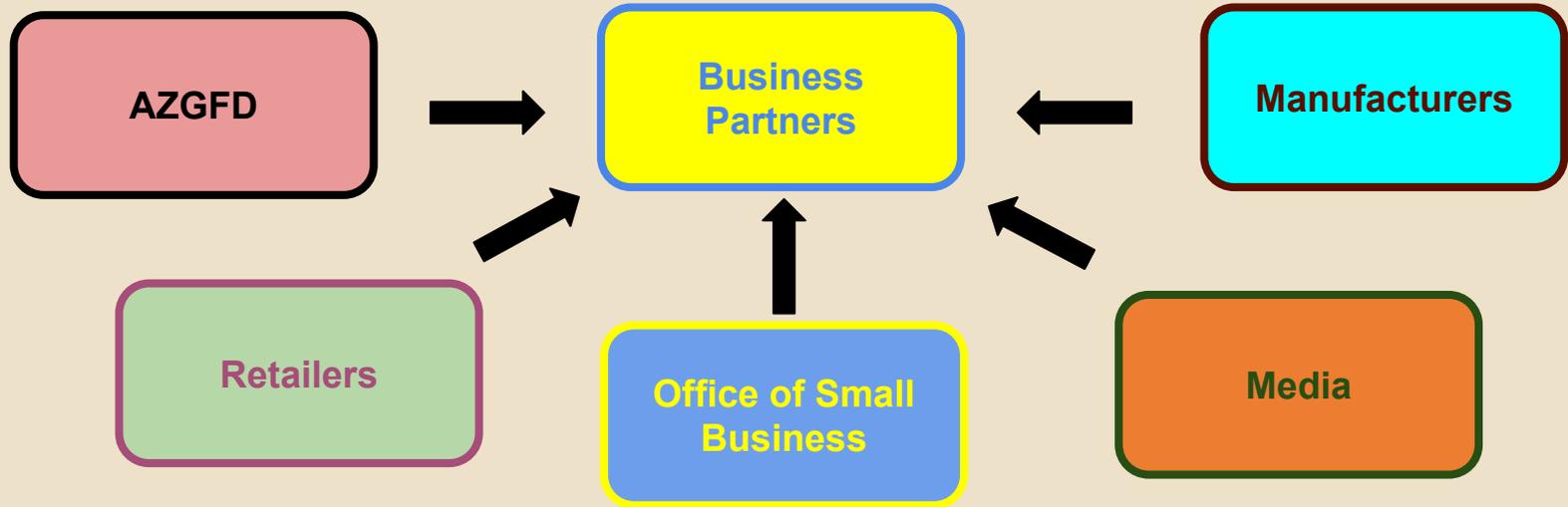
## AZ Outdoor Recreation Business Summit

- Reintroduced NAM, PR/DJ
- Needed to establish worth
- Didn't ask for anything!



# Standards for Success

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# Hot Topics

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- State of the State
- Partner Updates
- Legislative Updates
- Conservation at Work
- Media Relations
- Team Building
- Networking



# Quality Events

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## Must Haves

- Quality hands on trial experience
- Vendors to sell product to be successful
- Social organizations to fill calendar and provide social support
- Email collection
- Immediate re engagement



# Mentored Camps

- Categorize camps by skill level
- Multi organizational
- Multi Activity
- Must require the **PURCHASE** of a license
- Survey Collection



# What Does Success Look Like?

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- Year Round Effort
- Fewer lapsed volunteers
- Fewer lapsed recreationalists
- Expanded reach
- Shared weight
- Coordinated messaging
- Record license sales



# Questions?

