Statewide Collaborations
Driving results through partnership

Scott Lavin
Wildlife Recreation Branch Chief
Discovering Innovation

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

Industry

Quality Events

SCALE
Statewide R3 Collaboration

**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

[Link to OutdoorSkills Network website]
Holding it Together

- 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

AZGFD

Steering Committee

NGOs

State Parks

Youth Development Groups

Rod & Gun Clubs
Standards for Success

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

• 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

AZ Outdoor Recreation Business Summit

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

https://www.azgfd.com/recreation/outdoor-recreation-business-summit/
Standards for Success

AZGFD

Business Partners

Manufacturers

Retailers

Office of Small Business

Media
Hot Topics

• State of the State
• Partner Updates
• Legislative Updates
• Conservation at Work
• Media Relations
• Team Building
• Networking
Quality Events

**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?

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