



RNRM Rifle Association
Corporate Communications Officer

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RNRMRA Full Distribution

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ROYAL NAVY ROYAL MARINES RIFLE ASSOCIATION CORPORATE COMMUNICATIONS OFFICER'S NEWSLETTER 01/07

HISTORY

1. As an Association we have often faced the challenge of our Aims and Objectives not being fully understood by the wider FLEET¹. While our endeavours are often appreciated at an Area level, this has unfortunately not been the case universally. Over the years this has caused concerns such as: low attendance at Area Skill-at-Arms competitions, lack of available personnel to compete at Command level and ultimately, lack of support, by an individual's unit, in their desire to be released for training, competitions and exercises. This absent awareness of our activities has also been exacerbated by the increased workload faced by all within the Service, and by the heightened operational commitments of our front-line units.

2. Therefore, the role of Corporate Communications Officer (CCO), has been created to help act as a bridge of communication between the Association and the FLEET. As your newly appointed RNRMRA CCO, I feel that the 1Q of 2007 is an ideal opportunity to inform you of the work completed so far, of how best to use my services and to encourage all to assist in the corporate communications cause.

MY AIMS AS THE CORPORATE COMMUNICATIONS OFFICER

3. At the Mar 06 RNRMRA AGM, it was established that the aforementioned line of communication would be a positive move in promoting our cause; with the following as my aim for 2007:

- a. Improve the FLEET's knowledge of the Association, and our output, with the primary message being: '**Competitive Combat Shooting can help further an individual's small arms skills, and therefore maintain and improve a unit's OC, in support of a navy "Ready to Fight and Win".**'
- b. Help improve recruitment for the Association.
- c. Create an RNRMRA Cadre of Presenters, to help sustain this important on-going link, (see para 4-5).

¹ This term is inclusive of all RN, RM, RNR and RMR units, who employ uniformed military personnel in support of the OC of the Senior Service, and who may be eligible to shoot in RNRMRA recognised regular and reserve competitions and exercises.

- d. Ensure that an open line of communication exists between the CCO, and our Area and Sports Shooting Associations (with this Newsletter being a first example).
- e. Establish a recognised logo, by which the Association can collectively be projected, (the 'Shoot Navy' badge - as seen below and as attached to the email).
- f. Help maintain a proactive line of communication with other organisations such as the Fleet COS Capability N7 Team, NMT Schools, the Navy News and Fleet Media.

ACHIEVING MY AIM AS CCO

- 4. The primary means of delivering the Association's message will be via a package of 2 PowerPoint Presentations - known as the RNRMRA P3:
 - a. RNRMRA P3(1) – Delivered to the Command, HODs, Co-ords, and members of the Fleet's senior and middle management, with a primary focus of conveying the Association's message, as per para 3.a.
 - b. RNRMRA P3(2) – Delivered to all ranks and interested parties alike. This version will help recruit/advertise the Area, Command and Sports Shooting cause.

DELIVERING MY OBJECTIVES AS CCO

- 5. The following list of planned presentations has been established, to ensure that the RNRMRA P3s can be delivered before CENTSAM 07:
 - a. Selected Senior Officers in Fleet HQ - Bespoke P3.
 - b. COs/XOs and PWOs Desig Course, HMS RALEIGH - P3(1).
 - c. WEO and Warfare Desig Courses, HMS COLLINGWOOD - P3(1) (first visit - TBC).
 - d. MEOs and AEOs Desig Courses, HMS SULTAN - P3(1) (first visit - TBC).
 - e. Warfare Professional and NMT General Courses, HMS RALEIGH - P3(1) and P3(2).
 - f. Annual Portsmouth and Devonport Area NMT Seminars - Bespoke P3.
 - g. Individual establishment, ship, unit, dept and NAS visits - Bespoke P3 (on request).
- 6. The latter list is very much a starting point - which will expand over time. However, my desire to ensure that the Association gains and sustains the FLEET's attention, in the long-term, cannot be achieved alone - hence my aspiration to create a Cadre of Presenters, to help deliver the RNRMRA P3s, to the required audiences.
- 7. In support of these objectives, all Area and Sports Shooting Associations, NMT Schools and the Fleet SPO Managers, via their CO, will receive, over the next few weeks, a copy of the Association's first corporate comms Poster and an accompanying 2007 One-page Rolling Brief. Both should be viewed as supporting literature in aid of that already published at an Area level, as these items encourage contact with the Association, purely via the www.RNRMRA.org website.

HELPING IN THE CORPORATE COMMUNICATIONS CAUSE

8. So, how can you help with the RNRMRA mighty Corporate Communications battle?
- If you feel that an RNRMRA P3 would be well received within your Unit or Area (with NASs coordinated within HERON, or Ships within a Flotilla as examples), then please contact me to arrange a presentation.
 - If you wish to volunteer your services as a Cadre Presenter, please let me know. After having witnessed a P3, you will be warmly welcome to take on any aspect of the presentation programme, (which will be reviewed and updated annually).
 - Use the RNRMRA CCO Poster and Rolling Brief in support of your Units, Area/Sports Association's cause, and use the 'Shoot Navy' crest, wherever possible.
 - At every opportunity, advertise and promote interest in our Sports Shooting Associations, as part of the wider RNRMRA cause. Also encourage your Command to attend and support all competitions, contacting me to ensure they are formally invited, by the Association, to attend the CENTSAM Queen's Medal Day, if you so desire.
 - Use me to forward all RNRMRA articles to the Navy News/Fleet Media. This will ease your workload and ensure their timely and coordinated publication (emails me with text in 'Word' and photos by 'JPEG').
 - Where possible, use the DW TEMPLATES, to help us establish a recognised image, while sustaining our Area and Sports Shooting Associations' identities.
 - Update and maintain your Area/Sports details on the www.RNRMRA.org website, create an RNRMRA email (via the Web Manager), and encourage all to use the website, to foster Association esprit de corps.
9. I hope you will agree, that in this time of constant change and transformation, we need to remain proactive to ensure that all are fully aware of the Association's already focussed and relevant Aims and Objectives. We must also continue to maintain our identity, and all that the Association stands for historically, to ensure a bright and positive future for the RNRMRA.
10. Although there is still much good work to be completed, I hope that this Newsletter is received by all, as a sound start. Moreover, should you have any questions, suggestions, and just as importantly, any criticisms, or if you wish to use my services, then please do not hesitate to contact me. I look forward to hopefully catching up with you all, through the coming year.

Yours aye

Dickie Byrd

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EA2 to the Capt RNAS Culdrose (tbr 18 May 07)/RNRMRA CCO

