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Victorian Game Management Authority

# REDUCE Wounding Campaign Review Research

22 January 2026

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## Quality and Compliance Statement

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This project was conducted in accordance with the international quality standard ISO 20252, the international information security standard ISO 27001, as well as the Australian Privacy Principles contained in the Privacy Act 1988 (Cth). ORIMA Research also adheres to the Privacy (Market and Social Research) Code 2021 administered by the Australian Data and Insights Association (ADIA).

## Acknowledgments

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ORIMA pays respect to Aboriginal and Torres Strait Islander Peoples past and present, their cultures and traditions and acknowledges their continuing connection to land, sea and community.

We would also like to acknowledge and thank all the participants who were involved in our research for their valuable contribution. This project was funded by the Victorian Game Management Authority.

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## Executive summary

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### Background

The Victorian Game Management Authority (the GMA) launched the REDUCE Wounding campaign in 2022 to promote key actions that duck hunters can take to reduce waterfowl wounding and ensure the ongoing sustainability of duck hunting in Victoria.

The GMA has run the campaign annually in the lead up to and during duck season. In 2025, the campaign was promoted through the GMA social media channels and website, in-person channels, media releases and articles, hunting organisations including Field and Game Australia and Sporting Shooters Association Australia and firearms stores and retailers.

To maximise the effectiveness of the campaign going forward, the GMA commissioned ORIMA Research to conduct research with duck hunters into the impact and effectiveness of the REDUCE Wounding campaign.

The research aimed to understand duck hunters' **awareness** of and **engagement** with campaign materials, **perceptions** of the campaign and the impact of the campaign. Findings from the research will be used to inform delivery of the REDUCE Wounding campaign in future years.

### Methodology

The research was conducted in two parts:

- Qualitative research comprising online focus groups with duck hunters; and
- An online survey with duck hunters with an email address registered with the GMA.

The qualitative research comprised three online focus groups with duck hunters split by years of experience (n=22 participants).

A total of n=1,250 responses were received for the online survey from a sample of n=8,274 duck hunters contacted (response rate 15%). To maximise the representativeness of the survey results, the data was weighted to align the response sample distributions by age with those of the overall population profile (including game licence holders that did not have an email address registered with the GMA and hence were not invited to complete the survey).

### Key findings

#### General awareness and attitudes

Most duck hunters acknowledged the importance of reducing wounding while hunting. Around nine in ten respondents agreed that reducing wounding was important for animal welfare (90% 'strongly agree' or 'agree') and to ensure duck hunting in Victoria remains sustainable (87%). Most duck hunters also agreed they had a responsibility to continually improve their hunting skills to reduce wounding (93%).

The majority also reported they were already taking steps to reduce wounding and that they had very high confidence in their ability to prevent wounding (93% 'very high' or 'high' confidence) and in their understanding of the causes of wounding (94%).

However, there was still sentiment that wounding was an “expected” or “inevitable” part of duck hunting (45% overall), particularly among older hunters aged 55+ (48%, compared to 38% of those aged 16-34) and hunters with more than 10 years’ experience (48%, compared to 35% of those with less than 3 years’ experience).

Attitudes that wounding was not an issue overall were more salient among those who *disagreed* that GMA’s services assist them to be a lawful and responsible hunter (48%, compared to 33% of those who neither agreed nor agreed and 19% of those who agreed).

The research suggests that few duck hunters actively seek information about reducing wounding, reflecting high confidence in their own abilities and knowledge though many had seen information from the GMA or from hunting associations/ clubs. This highlights the importance of ‘push’ channels to maximise the reach of information on the topic.

## Campaign effectiveness

The REDUCE Wounding campaign had largely effective reach among duck hunters, particularly through the GMA website (54%), myGL modules (46%), the GMA Facebook (45%) and hunting association/ clubs communications (37%). Social media channels had greater reach for younger hunters and those with less experience, while hunting associations/ clubs had greater reach for older hunters.

Overall, around six in ten (61%) duck hunters recalled seeing materials or advertisements as part of the REDUCE Wounding campaign and those who saw the campaign had strong recall of its key messages, particularly “don’t shoot beyond 30 metres” (83%) and “regularly practice” (74%).

The results suggest that the campaign has had a positive influence on hunters’ attitudes and behaviours, particularly among younger hunters and hunters with less experience. While only a minority (27%) of those who had seen campaign materials felt it had ‘a lot’ or ‘a great deal’ of influence on their own hunting practices overall, most (86%) still reported taking at least one action as a result.

However, many hunters felt the campaign conveyed information they already knew and promoted strategies they already used and hence did not recognise a need to change their own behaviour as a result. This sentiment suggests that **existing entrenched attitudes may present a barrier** to attitudinal and behavioural change that a campaign, which is informative in nature, may not be able to address alone.

## Findings in relation to campaign materials

Perceptions of the campaign materials were generally positive and most duck hunters felt they were easy to understand (88-89% ‘strongly agree’ or ‘agree’ for the printed materials and social media tiles), relevant to other duck hunters (73-75%) and contained important information (83-85%).

However, the majority of duck hunters also felt that campaign materials did not tell them anything new (only 27-29% ‘strongly agreed’ or ‘agreed’ the materials told them something new).

Younger hunters aged 16-34 and those with less than 3 years’ experience were more receptive to the messages in the campaign and were more likely to feel the information was relevant to them.

Hunters had mixed perceptions of the “For duck’s sake” tagline with around half (49%) reporting they ‘like’ it or ‘really like’ it and 19% reporting they ‘don’t’ or ‘really don’t like’ it.

Perceptions were more positive among younger hunters aged 16-34 (64%, compared to 45% of those aged 55+) and those with less than 3 years' experience (72%, compared to 45% of those with more than 10 years). While results were not universally negative, they do suggest that future use of the tagline should be reduced or limited to channels targeting younger audiences.

### Future campaign directions

Overall, the findings suggest that the main ways campaign effectiveness could be improved are by increasing messaging that acknowledges hunters' existing skills, highlights the rationale for the campaign and its personal relevance to hunters, promotes the benefits/ importance of reducing wounding and promotes responsible/ ethical hunting.

The channels that respondents wanted to get information about reducing wounding largely reflected the channels that the GMA was already using, suggesting the GMA should continue utilising these channels (while considering preferences among different groups).

Notable proportions of duck hunters felt hunting associations and clubs would be better suited to promote information about reducing wounding to hunters. Just over one third (36%) of duck hunters felt information would be best promoted by Field and Game Australia, similar to the proportion who felt it would be best promoted by the GMA (37%). Field and Game was preferred among older hunters aged 55+ (39%, compared to 22% of those aged 16-34) and those with less positive perceptions of the GMA (46%, compared to 31% who *agreed* GMA's services assisted them to be a lawful and responsible hunter).

### Conclusions and recommendations

- 1  Most duck hunters acknowledge the importance of reducing wounding and have very high confidence in their own abilities to reduce wounding, but there is a notable cohort that do not think wounding is an issue overall.
- 2  Continue to promote and endorse all the strategies in the current campaign, but with more promotion of the messages "Don't shoot beyond 30m" and "Reducing wounding ensures the ongoing sustainability of duck hunting in Victoria".
- 3  Increase messaging that acknowledges hunters' existing skills, highlights the rationale for the campaign and its personal relevance to hunters, promotes the benefits/ importance of reducing wounding and promotes responsible/ ethical hunting.
- 4  Continue to utilise the GMA's main communication channels to promote campaign materials and information, particularly the GMA website, the MyGL website/ modules, the GMA Facebook and direct email communications.
- 5  Utilise hunting associations and clubs to communicate key messages to duck hunters, including clearly conveying where materials/ messages have been developed with or endorsed by hunting associations or clubs.

More detailed findings supporting each conclusion and recommendation are provided in Chapter VI (Conclusions and recommendations).

## I. Background and methodology

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### Background

The Victorian Game Management Authority (the GMA) launched the REDUCE Wounding campaign in 2022 to promote key actions that duck hunters can take to reduce waterfowl wounding and ensure the ongoing sustainability of duck hunting in Victoria. The campaign has been run annually in the lead up to and during duck season. In 2025, the campaign was promoted through a range of channels, including:

- The GMA Facebook, YouTube and website;
- In-person channels such as shows, expos and interactions in the field;
- Media releases and articles;
- Hunting organisations including Field and Game Australia and Sporting Shooters Association Australia; and
- Firearms stores and retailers.

To maximise the effectiveness of the campaign going forward, the GMA commissioned ORIMA Research to conduct research with duck hunters into the impact and effectiveness of the REDUCE Wounding campaign. Specifically, the research aimed to understand:

- Awareness of and engagement with the campaign materials among duck hunters, including channels of exposure;
- Perceptions of the campaign, including clarity, relevance and look-and-feel;
- Impact of the campaign in terms of positive behaviour change; and
- Opportunities to improve future delivery of the campaign.

Findings from the research will be used to inform delivery of the REDUCE Wounding campaign in future years.

## Methodology

The research comprised two components:

- Qualitative research comprising online focus groups with duck hunters; and
- An online survey with duck hunters with an email address registered with the GMA.

### Qualitative research

The purpose of the preliminary qualitative research was to gather in-depth feedback on the ‘REDUCE Wounding’ campaign materials, inform the development of the quantitative survey and better understand the target audience’s context, perceptions and likely responses to the campaign.

The qualitative research consisted of three online focus groups conducted with n=22 game licence holders endorsed to hunt duck between 17 – 18 November 2025. Online focus groups were conducted with game licence holders by years of experience, as shown in the table below.

**Table 1: Qualitative research design**

	Total
<i>Online focus group (OFG)</i>	
<b>0-3 years hunting experience</b>	1 x OFG n=6
<b>4-10 years hunting experience</b>	1 x OFG n=6
<b>More than 10 years hunting experience</b>	1 x OFG n=8
<b>TOTAL</b>	<b>3 x OFG n=22 participants</b>

To recruit participants, current Victorian duck hunting licence-holders were contacted via a participant information email from the Victorian Game Management Authority (GMA). This email informed duck hunters of the upcoming research and allowed them to register their interest in participating in online focus groups. Participants were then recruited in-house by ORIMA Research and were selected from a sub-set of those who had registered their interest to participate (n=370) as well as from an additional randomly selected group of duck hunting licence-holders who had not registered. Participants were then invited to attend focus groups based on their demographic characteristics and the number of years they had held their duck hunting licence. All participants received a \$110 thank you payment in recognition for their time.

## Online survey

### *Survey sample and response rates*

The sampling frame for the survey was all game licence holders who held a Victorian game licence endorsed to hunt duck at the time of the survey for whom email contact details were available and valid (n=8,274). Email addresses were provided by the GMA. A total of n=1,250 responses were received (response rate of 15%).

### **Weighting**

To maximise the representativeness of the survey results, the data was weighted to align the response sample distributions by age with those of the overall population profile (including game licence holders that did not have an email address registered with the GMA and hence were not invited to complete the survey). The data was weighted by age as years of experience hunting was associated with differences in awareness, attitudes and behaviours (for which age serves as a useful proxy).

Table 1 below compares the population and survey response sample of game licence holders by age, which shows that younger hunters were slightly underrepresented in the survey sample.

**Table 2: Survey responses by age compared to population profile**

Age group	Population*		Survey	
	N=	%	n=	%
16-17 years	148	1%	5	0%
18-24 years	942	5%	22	2%
25-34 years	2,167	11%	98	8%
35-44 years	2,939	15%	181	15%
45-54 years	3,780	19%	268	21%
55-64 years	4,181	21%	311	25%
65+ years	5,988	30%	363	29%
Not provided**	-	-	2	-
<b>Total</b>	<b>20,145</b>		<b>1,250</b>	

\*As the age groups in GMA's records differed from the age groups included in the survey questionnaire, population figures have been adjusted pro-rata (proportionally) to align with the age groups in the survey questionnaire. Hence, population figures are not exact and should be considered close estimates of the actual population.

\*\*Two cases chose 'Prefer not to say' and were assigned a weight of 1.

### *Statistical precision*

As this survey was an attempted census of all game licence holders with an email address registered with the GMA, the results are not subject to sampling error. They are, however, subject to non-sampling measurement error.

Unlike sampling error, non-sampling error is generally not mathematically measurable. The main non-sampling error risk with this survey is the potential for non-response bias to affect results. Non-response bias arises if the people who respond to the survey differ systematically from non-respondents in terms of characteristics relevant to the survey.

### *Fieldwork*

The questionnaire for the survey was developed and refined in consultation with the GMA project team. A copy of the questionnaire is provided in Appendix B.

The online survey was conducted from 5 to 19 December 2025.

All licence holders received a primary approach email from the GMA, advising them of the survey and encouraging them to participate. This was followed by an invitation email from ORIMA, containing a unique link to access the survey. Reminder emails were sent during the fieldwork period to maximise response rates to the survey. Responses were anonymous and were not linked back to any individual licence holders.

The GMA also added a page to its website confirming ORIMA's involvement in the survey and encouraged participation in the survey via its Facebook page.

## **Presentation of results**

### *Terminology*

Throughout this report, the following references have been used to differentiate between the quantitative and qualitative research findings:

- The term 'participant(s)' refers to participant(s) in the qualitative research whilst 'respondent(s)' refers to respondent(s) from the quantitative survey; and
- Numbers and percentages used only refer to the quantitative research findings.

Findings in the 'Key findings' boxes at the start of each chapter, as well as in the conclusions, are drawn from both the qualitative and quantitative research unless otherwise specified.

### *Understanding the quantitative research findings*

Reported percentages are based on the total number of valid responses made to the particular question being reported on. This occasionally differs from the total number of completed survey questionnaires because of omissions in the completed questionnaires. The results reflect the responses of people who had a view and for whom the questions were applicable. 'Don't know/unsure' responses have only been presented where this aids in the interpretation of the results, such as for awareness questions.

For ease of reading, the five-point scales have been condensed and are reported in the form of three-point scales—recording positive, neutral and negative responses. For example, the proportion of respondents who answered 'strongly agree' or 'agree' to a particular question are reported as the proportion who responded as 'agree,' while those who answered 'strongly disagree' or 'disagree' are reported as the proportion who responded as 'disagree.' In some cases, the sum of individual percentages may differ from the aggregate percentage due to rounding. Percentage results in stacked bar charts throughout the report also may not add up to 100% due to rounding.

Comments from the survey have been provided throughout the report to provide examples of comments coded under reported themes. Comments from the survey are presented in [aqua](#) text with double quotation marks.

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### *Understanding the qualitative research findings*

Qualitative research findings have been used to provide **depth of understanding on particular issues**. In some cases, qualitative data have been presented without quantitative data. **In these instances, it should be noted that the exact number of participants holding a particular view on individual issues cannot be measured.**

The following terms used in the report provide a **qualitative indication** of the number of qualitative research participants who held particular views:



**Most** – refers to findings that relate to more than three quarters of research participants.



**Many** – refers to findings that relate to more than half of research participants.



**Some** – refers to findings that relate to around a third of research participants.



**A few** – refers to findings that relate to less than a quarter of research participants.



Where qualitative results are presented as part of an infographic, this symbol has been used to distinguish these qualitative findings from quantitative (survey) findings.

The most common qualitative findings are reported except in certain situations where only a few have raised particular issues, but these are nevertheless considered to be important and to have potentially wide-ranging implications/ applications.

Participant quotes have also been provided throughout the report to support the main results or findings under discussion. Quotes from the qualitative research are presented in **blue** text with double quotation marks.

## II. General awareness and attitudes

### Key findings

- Most duck hunters **acknowledged the importance of reducing wounding** while hunting and reported they were **already taking steps** to reduce wounding. Hunters also reported **very high confidence** in their ability to prevent wounding.
- However, there was still sentiment that **wounding was an “expected” or “inevitable”** part of duck hunting, particularly among **older hunters** and **more experienced hunters**.
- Attitudes that wounding **was not an issue overall** were more salient among those with less positive perceptions of GMA generally.
- The research suggests that few duck hunters actively seek information about reducing wounding, reflecting high confidence in their own abilities and knowledge, but many had **seen information passively from the GMA or from hunting associations/ clubs**. This highlights the importance of ‘push’ channels to maximise the reach of information on the topic.

### Awareness and attitudes in relation to wounding

The qualitative research found that most participants were aware of the issue of wounding and its impacts on animal welfare, and some reported that it was a top-of-mind consideration when hunting.

Most duck hunters (92%) acknowledged it was ‘extremely’ or ‘very’ important to take steps to reduce wounding while duck hunting.

Perceptions of importance were similar between hunters of different levels of experience (92-93%) and between those who were exposed to the campaign versus not exposed (90-93%). However, perceptions of importance were *lower* among:

- Hunters aged 16-34 (85%, compared to 93% of those aged 35-54 and 93% of those aged 55+); and
- Those who *disagreed* that the GMA’s services assisted them to be a lawful and responsible hunter (71%, compared to 94% of those who agreed).

**Figure 1: Perceived importance of taking steps to reduce wounding while duck hunting**

Base: All respondents (n=1,244)



■ Extremely important ■ Very important ■ Moderately important ■ Somewhat important ■ Not at all important

Duck hunters reported high confidence in their understanding of the causes of wounding (94% ‘very high’ or ‘high’ confidence) and their own ability to reduce wounding (93%). These results suggest a level of overconfidence among duck hunters, as the proportions who reported consistently practicing different behaviours to reduce wounding were much lower (as shown in the next section).

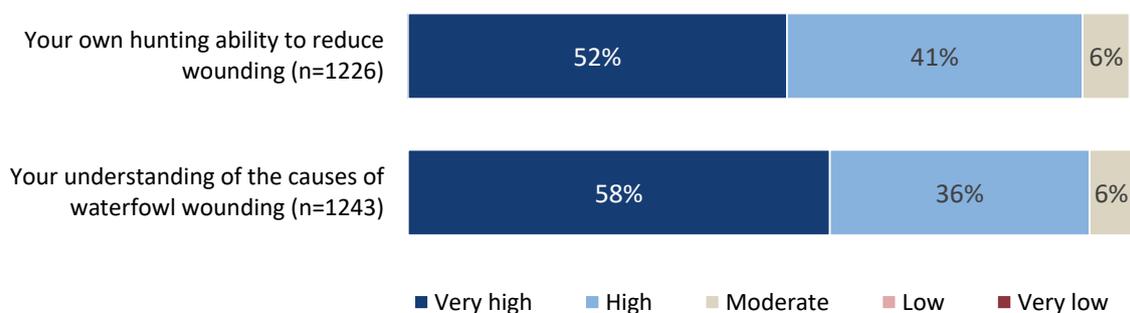
The qualitative research also found that there was likely to be a level of overconfidence amongst participants when considering their ability to effectively and consistently reduce wounding. While qualitative participants were aware of the topic, most participants felt that wounding was **more common amongst newer or less skilled hunters** and **felt confident in their own knowledge and abilities to prevent wounding** (regardless of how many years they had held their duck hunting licence).

Confidence in both their own ability and their understanding of the causes of wounding was higher among:

- Those exposed to the campaign (95-96%, compared to 89-90% of those not exposed); and
- Hunters with more than 10 years’ experience (94-95%, compared to 87-88% of those with less than 3 years).

**Figure 2: Confidence in own ability to reduce wounding**

Base: All respondents



Duck hunters generally acknowledged the reasons for why it was important to reduce wounding, with most agreeing that:

- It was important for them to continually improve their hunting skills to reduce wounding (93% ‘strongly agree’ or ‘agree’); and
- Reducing wounding was important for animal welfare (90%) and to ensure duck hunting in Victoria remains sustainable (87%).

Participants in the qualitative research provided similar reasons as to why reducing wounding was important. In particular, the qualitative research found that **reducing wounding was both important for participants personally** (e.g. as part of being an ethical and proficient hunter), as well as for the **reputation and sustainability of duck hunting as a sport in Victoria**. Participants were highly aware of the more negative views about duck hunters/ duck hunting held within the broader community, and as such felt that responsible hunting practices were critical to address these less favourable perceptions and **ensure that duck hunting continued to be sustainable into the future**.

*“Most duck shooters are going to shoot, and they want to be as proficient as possible. A clean kill is a good shot, and a wounded bird is a crummy shot. No one wants to go out there a wound them. The aim is to get your bag limit and go home”—Qualitative participant with 11+ years experience*

*“When hunting in areas near the general public, where people are fishing or doing other stuff, you feel like you’re under watch all the time, so it’s really important to make sure you’re doing the right thing”—Qualitative participant with 4-10 years hunting experience*

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While still high, agreement was lower that they would call out another hunter if they were hunting in a way that increased the risk of wounding (78%).

Although most duck hunters in the quantitative survey acknowledged the importance of reducing wounding, nearly half agreed that wounding is an expected part of duck hunting (45%). One quarter (25%) also felt that wounding in duck hunting was not as issue overall. Similarly, the qualitative research found that most participants felt that wounding was:

- A rare but sometimes “inevitable” occurrence due to “human error”; and/ or
- Overemphasised by the non-hunting community – participants felt that some in the non-hunting community overestimated how common wounding was in practice.

*“You don’t want to maim or cause the animal stress, you want to be as humane and efficient as possible... but despite your best efforts it’s unavoidable”—Qualitative participant with 3-10 years hunting experience*

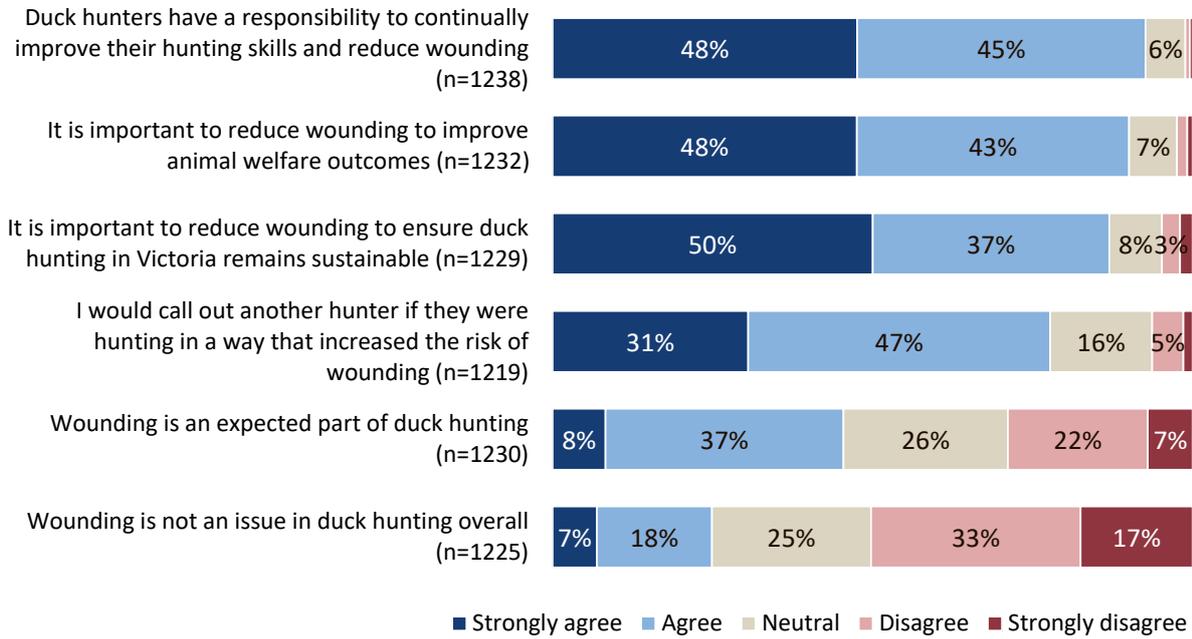
*“Most duck hunters are already aware of this type of thing. The public think we’re a bit rogue and shoot anything that flies but that just isn’t the case, and they need to see that we take steps to reduce wounding”—Qualitative participant with 11+ years hunting experience*

Respondents with more than 10 years’ experience and those aged 55+ years generally had less desirable perceptions of wounding. In particular, these groups were more likely to feel that wounding was an expected part of duck hunting (48% for both, compared to 38% of those aged 16-34 and 35% of those with less than 3 years’ experience). These groups were also less likely to agree reducing wounding was important for animal welfare (89-90%, compared to 91-98%) and to ensure duck hunting remains sustainable (86-87%, compared to 94%).

In addition, those who *disagreed* that GMA’s services assist them to be a lawful and responsible hunter reported less positive attitudes towards reducing wounding across all aspects. This group were most likely to agree that wounding is not an issue in duck hunting overall (48%, compared to 33% of those with neutral ratings of the GMA and 19% of those with positive ratings). These results suggests that although this group have the least desirable attitudes, messaging from GMA is unlikely to influence positive change among this cohort. However, the findings suggest communications from hunting associations/ clubs are likely to have more traction (see channel preferences in Chapter V).

**Figure 3: Perceptions of wounding in duck hunting**

Base: All respondents



## Current behaviours to reduce wounding

Respondents and participants in both the qualitative and quantitative research self-reported taking active steps to reduce wounding. More specifically, without prompting, the main things duck hunters in the quantitative research reported doing to reduce wounding were:

- **Only shooting within effective range** (53%) – including comments referencing the 30m distance as well as ‘close’ range more generally; and

*“We as a group and myself wait until the game species is in the kill range of around 30 metres or less. Firstly to positively identify target and secondly to have a clear and positive shot.” – Survey respondent*

- **Choosing their shots carefully** (29%) – including waiting for ‘clean’ shots, only shooting within their own capabilities and not shooting if they are not sure.

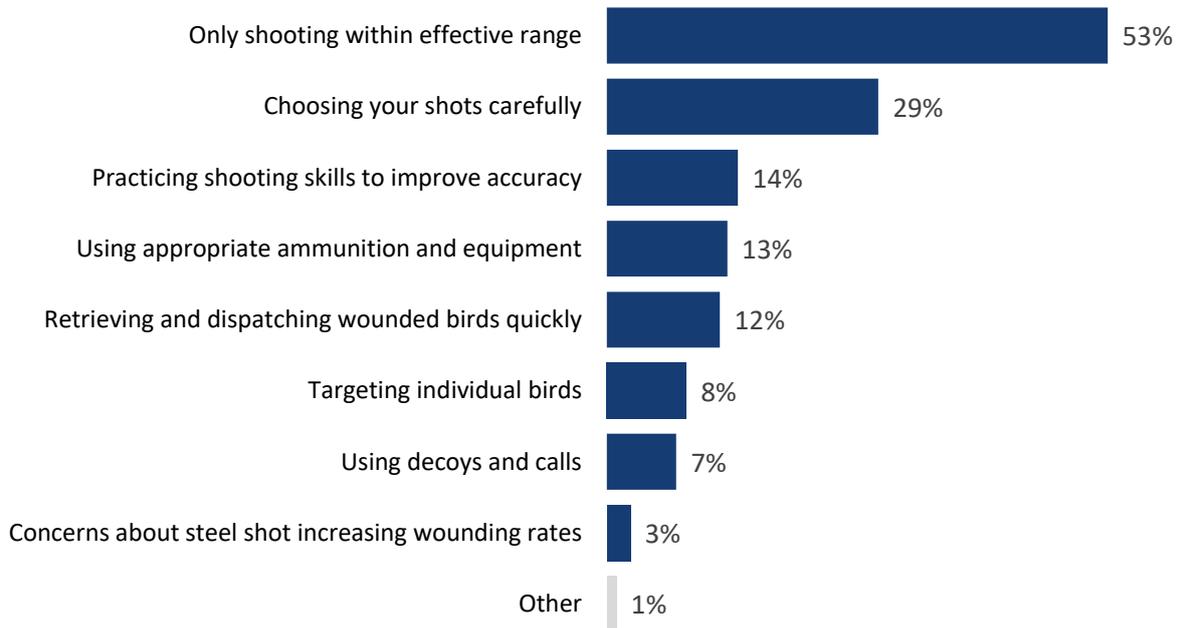
*“Be aware of the distance and difficulty of shot, don’t shoot if too much doubt.” – Survey respondent*

*“I don’t take shots that I’m not confident in taking the game cleanly, and I always err on the side of caution when doing so.” – Survey respondent*

The unprompted behaviours reported suggest that only shooting under conditions that maximise the effectiveness of a shot is the most top-of-mind attitude among duck hunters to reduce wounding.

**Figure 4: Current behaviours to reduce wounding (unprompted)**

Base: All respondents (n=1,166)

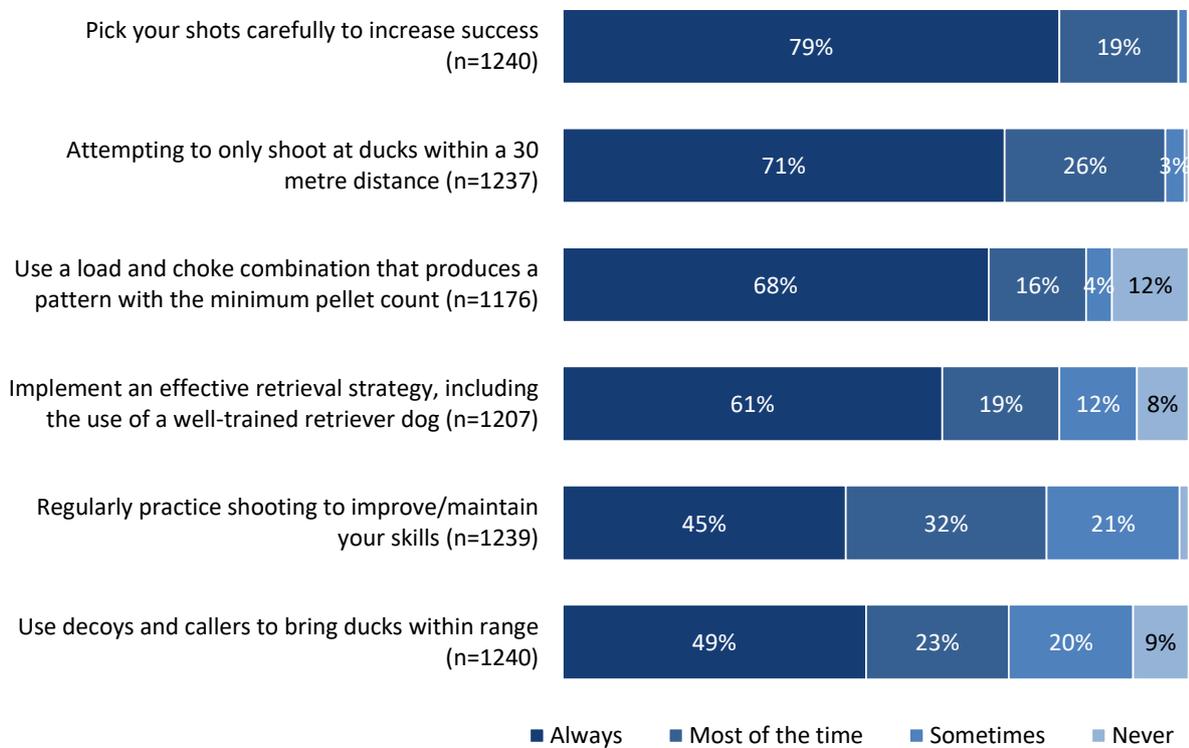


When prompted, most duck hunters reported frequently doing most tested behaviours to reduce wounding when they go hunting, most commonly:

- Picking shots carefully to increase success (98% ‘always’ or ‘most of the time’);
- Attempting to only shoot ducks within a 30 metre distance (96%); and
- Using a load and choke combination that produces a pattern within the minimum pellet count (84%).

Duck hunters aged 55+ and those not exposed to campaign materials were less likely to report they ‘always’ did each of these behaviours.

**Figure 5: Frequency of behaviours to reduce wounding**  
Base: All respondents



## Information consumption

When asked about their sources of information about duck hunting, participants reported accessing a **range of sources based on the specific type of information required**, with the **GMA** being the **primary source of information** about **game hunting licensing and regulatory requirements** for most participants (e.g. information about licensing requirements, season dates, permitted hunting areas/ species and bag limits).

When actively looking for information about hunting skills or ethical hunting practices, most participants reported that they generally accessed this information via **word-of-mouth from other hunters** and/ or through **hunting or shooting clubs/ associations** (e.g. Field and Game, Sporting Shooters' Association Australia [SSAA]). **Only a few participants** reported that they had **accessed or used information about hunting skills and practices from the GMA in the past** (e.g. information provided through mandatory licensing modules and YouTube videos on hunting and shooting skills), and many were **unaware that the GMA provided information about this topic**.

**When considering the topic of wounding specifically**, however, **no participants reported actively seeking information about reducing wounding**. The qualitative research suggested that this was likely due to participants' high levels of confidence in their own hunting skills and existing knowledge of the topic. This suggests that **'push' channels that proactively reach and engage duck hunters** will be important when communicating on the topic, as proactive or unprompted information seeking may be limited.

*"[I get information about hunting from] all the older blokes on the worksites, because I'm a tradie. We all go duck hunting... everyone gets little bits of info here and there and everyone puts their two cents in"—Qualitative participant with 0-3 years hunting experience*

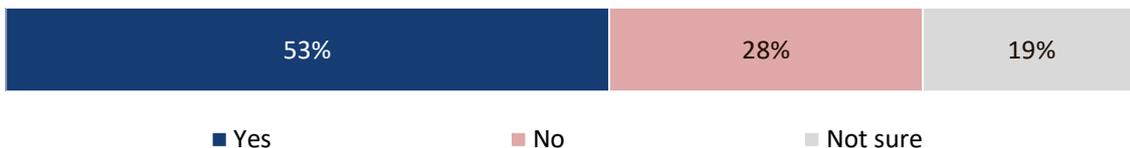
*"I tend to see information through my local hunting club"—Qualitative participant with 11+ years hunting experience*

*"[For me it was through the] GMA website and GMA emails. When I first signed up for my first duck licence information was spoon fed to me via emails, which is great"—Qualitative participant with 0-3 years hunting experience*

When considering both seeking and receiving information on the topic, around half of quantitative respondents (53%) recalled seeing or hearing communications about reducing wounding in the last 12 months without prompting.

**Figure 6: Seen or heard communications about reducing wounding**

Base: All respondents (n=1,244)

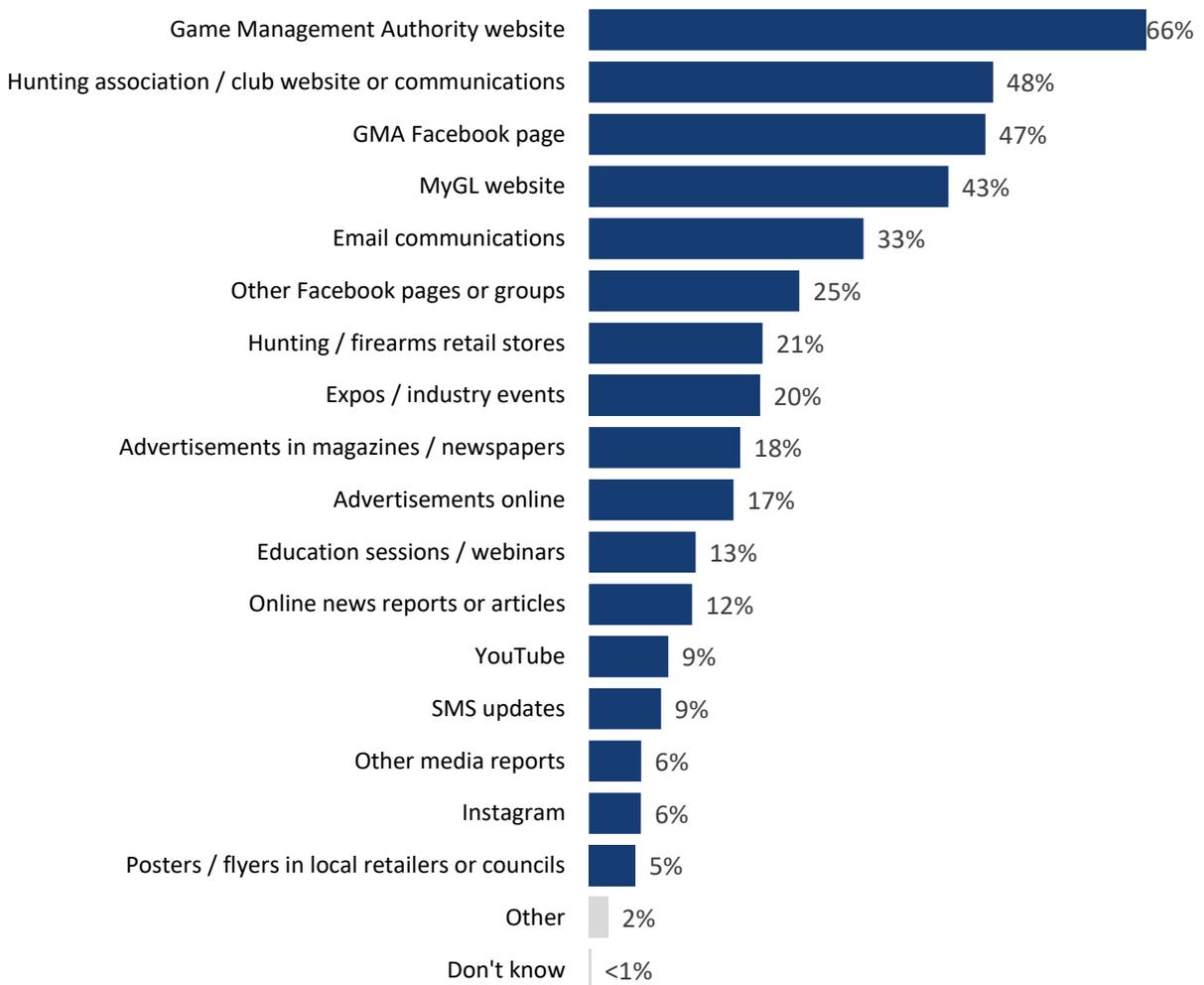


The main channels they had seen or heard communications about reducing wounding were:

- The Game Management Authority website (66%);
- A hunting association/ club website or communications (48%);
- The GMA Facebook page (47%);
- The MyGL website (43%); and
- Email communications (33%)

**Figure 7: Channels of information about reducing wounding**

Base: Respondents who had seen/ heard something about reducing wounding in the last 12 months (n=667)



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Some differences in where hunters had seen or heard information existed by age and years of experience.

Those aged 55+ were more likely to have seen information through the GMA website (71%, compared to 63% of those aged 35-54 and 58% of those aged 16-34) and hunting association/ club communications (57%, compared to 43% and 30%). In contrast, younger respondents aged under 55 were more likely to have seen information through social media and digital sources, including:

- The GMA Facebook page (62% of those aged 16-34 and 59% of those aged 35-54, compared to 34% of those aged 55+);
- Other Facebook pages or groups (31% and 32%, compared to 18%);
- YouTube (16% and 13%, compared to 5%);
- SMS updates (14% and 9%, compared to 7%); and
- Instagram (9% and 10%, compared to 2%).

Those with less than 3 years' experience were more likely to report seeing information on the MyGL website (61%, compared to 40% of those with more than 10 years' experience) and on the GMA Facebook page (58%, compared to 44%).

These results suggest that the GMA social media channels are particularly effective in reaching younger hunters and hunters with less experience. In addition, mandatory education modules through MyGL are an effective touch point to disseminate information to less experienced hunters. However, for older hunters, reach is likely to be more effective through communications from hunting associations or clubs. In addition, the qualitative research found that word-of-mouth is an important channel of information for all hunters.

### III. Campaign effectiveness

#### Key findings

- The REDUCE Wounding campaign had **largely effective reach** among duck hunters, particularly through the GMA website, myGL modules, the GMA Facebook and hunting association/ clubs communications. Social media channels had greater reach among younger hunters and those with less experience, while hunting associations/ clubs had greater reach among older hunters.
- Those who saw the campaign had **strong recall of its key messages**, particularly “don’t shoot beyond 30 metres” and “regularly practice”.
- The results suggest that the campaign has had a **positive influence** on hunters’ awareness, attitudes and behaviours, particularly among younger hunters and hunters with less experience.
- However, many hunters felt the campaign **conveyed information they already knew and promoted strategies they already used** and hence did not recognise a need to change their own behaviour as a result. This sentiment suggests that **existing entrenched attitudes may present a barrier** to attitudinal and behavioural change that a campaign, which is informative in nature, may not be able to address alone.

#### Awareness of campaign

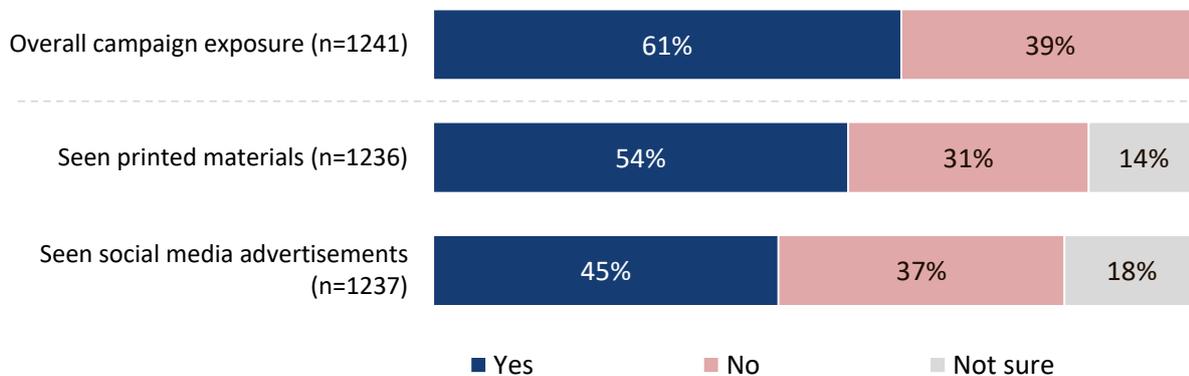
Overall, around six in ten (61%) duck hunters recalled seeing materials or advertisements as part of the REDUCE Wounding campaign.

Just over half (54%) of respondents had seen printed materials as part of the campaign, while slightly under half (45%) had seen the social media advertisements.

Duck hunters aged 16-34 and 35-54 were more likely to have been exposed to the campaign (67% and 65%, compared to 57% of those aged 55+), as well as respondents who were members of a hunting association or club (66%, compared to 50%).

**Figure 8: REDUCE Wounding campaign exposure**

Base: All respondents

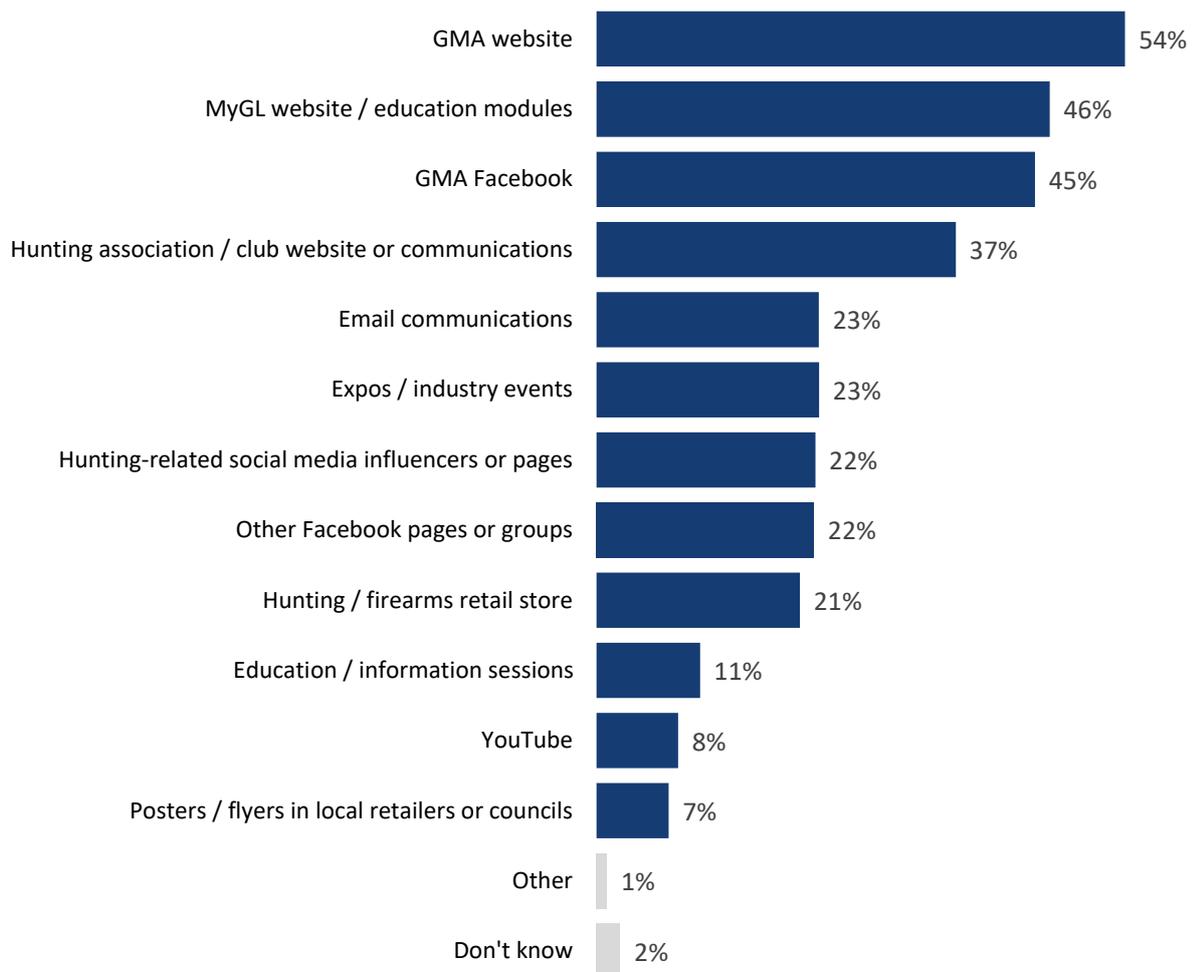


The main channels respondents recalled seeing campaign materials through were:

- GMA website (54%);
- MyGL website / education modules (46%);
- GMA Facebook (45%); and
- Hunting association/ club website or communications (37%)

These findings align with those from the qualitative research, in which **some participants recalled the campaign unprompted** and **most recognised at least one of the campaign materials** when they were shown during the research. Most participants reported having seen the materials through **at least one channel** including on social media (which many participants reported using to follow the GMA and other hunting-related groups or pages), the GMA website, in the training modules required to gain or renew their game hunting licence, posters in gun shops and, for a couple, through their local hunting/ gun clubs.

**Figure 9: REDUCE Wounding campaign channels of exposure**  
 Base: Respondents who recalled seeing campaign materials (n=736)



Younger hunters aged 16-34 were more likely than older hunters to have seen campaign materials through the GMA Facebook (62%, compared to 30% of those aged 55+), other Facebook pages/ groups (34%, compared to 15%) and hunting/ firearms retail stores (27%, compared to 21%). In contrast, those aged 55+ were more likely to have seen materials from a hunting association/ club (43%, compared to 27% of those aged 16-34).

Those with less than 3 years' experience were also more likely to have seen campaign materials on the GMA Facebook (68%, compared to 41% of those with 10+ years) or other Facebook pages/ groups (30%, compared to 20%). In addition, these respondents were more likely to have seen materials on the MyGL website (69%, compared to 44%) and at expos/ industry events (33%, compared to 21%).

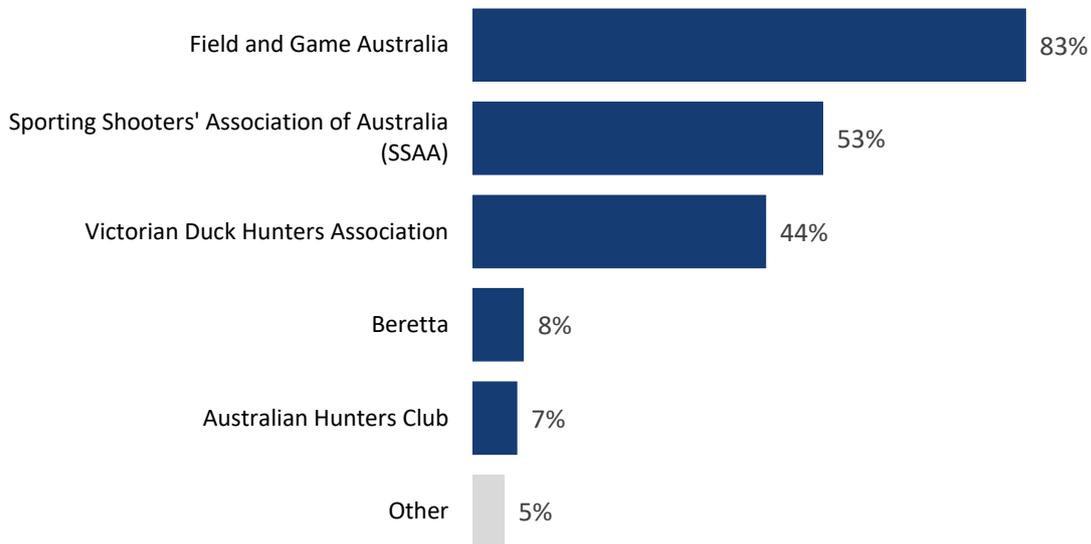
These results reflect that younger hunters and less experienced hunters were generally more likely to see information through social media channels and MyGL, while older hunters were more likely to see information from hunting associations/ clubs.

Among those who were exposed to the campaign through hunting association or clubs, most reporting seeing campaign materials through:

- Field and Game Australia (83%);
- Sporting Shooters' Association of Australia (53%); and
- Victorian Duck Hunters Association (44%).

**Figure 10: Hunting associations, clubs or stores of exposure**

Base: Respondents who recalled seeing campaign materials through a hunting association, club or store (n=333)



## Key message recall

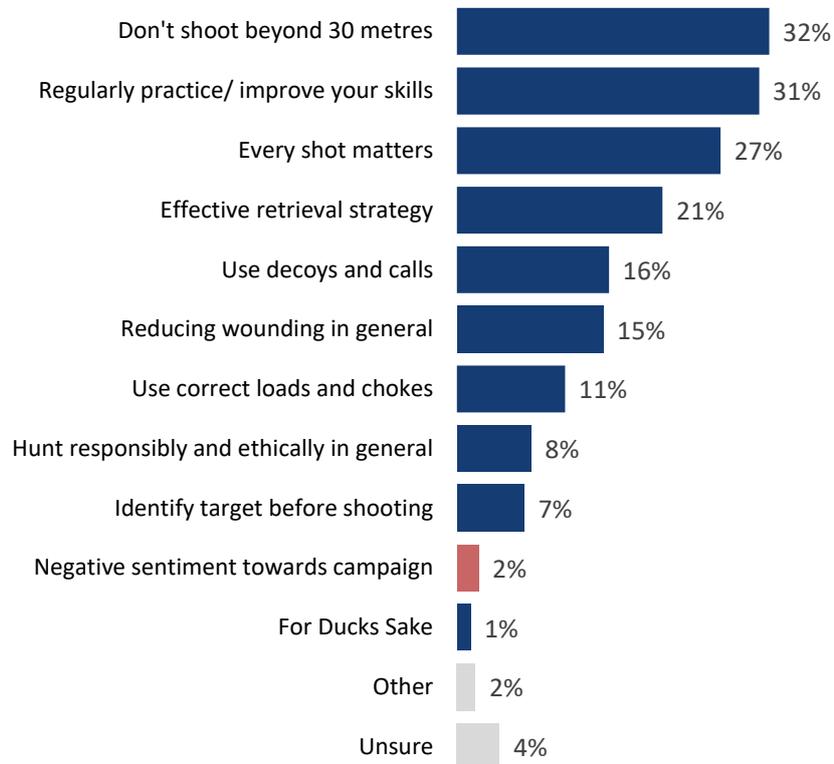
Unprompted key message recall was very high (92%) among those who had seen campaign materials, suggesting that the campaign has had some effectiveness in raising awareness of the strategies to reduce wounding.

The most recalled key messages were:

- Don't shoot beyond 30 metres (32%) – including comments about limiting shooting distance and only shooting within effective range;
  - Those aged 35-54 (37%) and 55+ (34%) were more likely to report this key message compared to those aged 16-34 (19%).
- Regularly practice/ improve your skills (31%) – including practicing shooting, using clay targets and pattern testing; and
  - Those aged 16-34 (45%) were more likely to report this key message compared to those aged 35-54 (30%) and 55+ (27%).
- Every shot matters (27%) – including understanding your limits, practising self-restraint and “don't fire in hope”.

**Figure 11: Unprompted key message recall**

Base: Respondents who recalled seeing campaign materials (n=627)



Prompted key message takeout was also very high (98%), with nearly all duck hunters exposed to the campaign able to recall at least one key message.

The main key messages they recalled when prompted were:

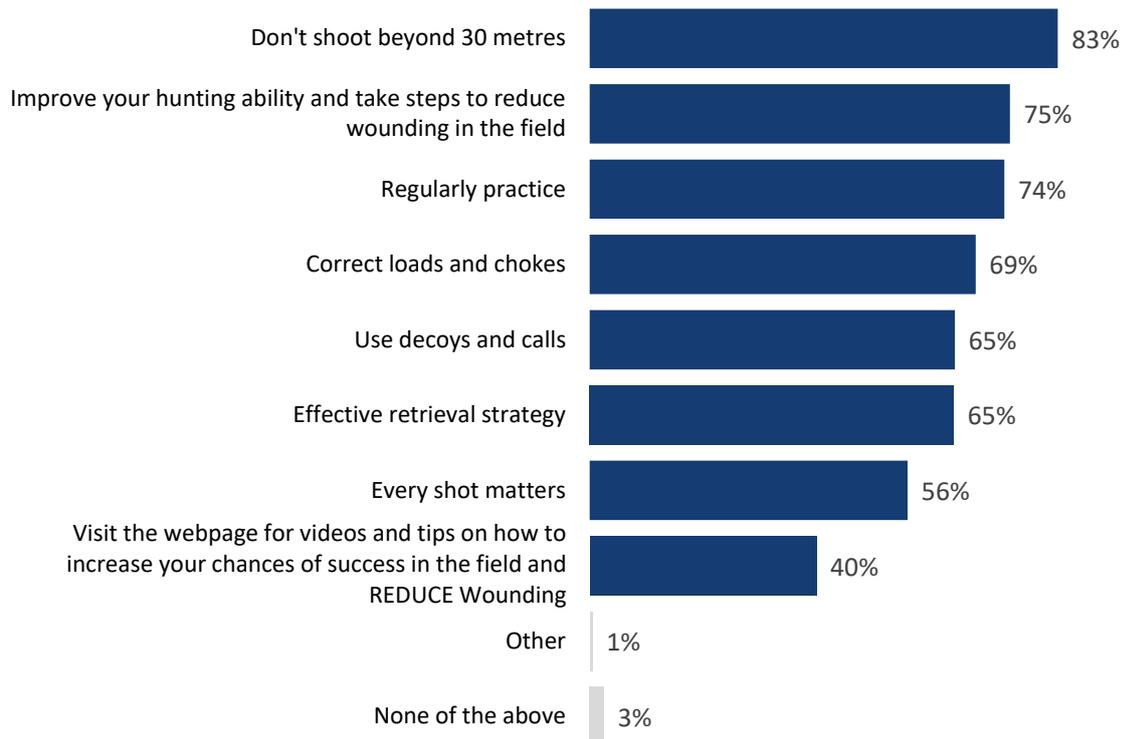
- Don't shoot beyond 30 metres (83%);
- Improve your hunting ability and take steps to reduce wounding in the field (75%); and
- Regularly practice (74%).

Prompted key message recall was higher for nearly all messages among those aged 55+ and members of hunting associations/ clubs.

Those with less than 3 years' experience were more likely to recall "Regularly practice" (79%, compared to 65% of those with 3-10 years and 74% of those with 10+ years) and "Every shot matters" (74%, compared to 53% and 55%). In contrast, those with 10+ years' experience were more likely to recall more technical messages, specifically "Correct loads and chokes" (70%, compared to 59% of those with 3-10 years and 63% of those with less than 3) and "Effective retrieval strategy" (67%, compared to 56% and 55%).

**Figure 12: Prompted key message recall**

Base: Respondents who recalled seeing campaign materials (n=733)



## Overall perceptions of campaign

The qualitative research found most participants were **supportive overall** of having a campaign on the topic of reducing wounding generally. These participants felt that a campaign of this nature was important to:

- **Educate newer duck hunters** (i.e. those who had recently obtained their license) – by raising awareness of the risk of wounding and providing information about how to prevent this;
- **Remind more experienced duck hunters** of the full range of precautions and actions they could take to reduce the likelihood of wounding; and
- Demonstrate to the wider community that the duck hunting community was **actively addressing the issue of wounding**, and convey the range of techniques and strategies used by hunters to reduce wounding.

*“There’s new hunters coming into the sport and we want to educate them, and as a hunting community we want to be putting our best foot forward and getting it’s right”—Qualitative participant with 4-10 years hunting experience*

*“It’s getting the message across to non-hunters because there is a lot of stigma around duck hunting”—Qualitative participant with 0-3 years hunting experience*

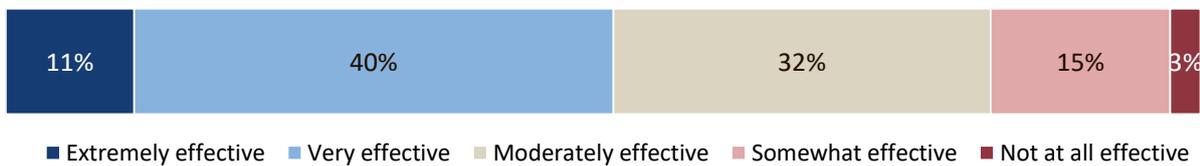
When considering the ‘REDUCE Wounding’ campaign more specifically, the quantitative research showed that the campaign’s recommended hunting approach was seen to be effective at reducing wounding and improving hunter success by around half of respondents (51%), while close to one fifth (18%) believed it would be somewhat or not at all effective.

Belief that the hunting approach promoted in the campaign was not effective was higher among:

- Duck hunters who had *not* been exposed to the campaign (21%), compared to those who were exposed to the campaign (15%); and
- Hunters who *disagreed* that the GMA’s services assist them to be a lawful and responsible hunter (46%), compared to those who agreed (11%).

**Figure 13: Perceived effectiveness of hunting approach promoted in campaign**

Base: All respondents (n=1,125)



Many qualitative participants also reported positive perceptions of the campaign. These participants felt that the campaign was **effective in raising awareness of the issue of wounding and informing the target audience of the steps necessary to reduce the likelihood of wounding occurring**. More specifically, the qualitative research identified the following favourable findings about the campaign:

- **Strong key-message take out and provision of important information** – most participants reported that campaign materials were clear and easy to understand, particularly due to the clear link to the topic of wounding via the headline and straightforward explanation of the recommended actions (i.e. via the ‘R.E.D.U.C.E.’ acronym). In particular, the campaign’s key messages, especially the ‘R.E.D.U.C.E.’ acronym, were seen as effective in raising awareness of

the topic for newer duck-hunters and/ or reminding more experienced hunters of the steps to reduce wounding;

*“If I was a first-time hunter and I saw that in a gun shop, I’d have six clear pieces of information that I could take away with me to use over time to build my skills and techniques”—Qualitative participant with 4-10 years hunting experience*

- **Strong cut-through** – most participants reported that the topic of duck hunting and provision of information relevant to their hunting practice would draw their attention, particularly in executions that depicted duck hunters/ duck hunting (i.e. the social media tiles) or that provided detailed information (i.e. those that featured the full ‘R.E.D.U.C.E.’ acronym);

*“[The campaign] is to the point, it catches your eye”—Qualitative participant with 11+ years hunting experience*

- **Strong visual appeal** – which many participants reported was due to the use of duck hunting-related graphics and visuals (e.g. social media tiles and the ‘REDUCE Wounding’ logo), effective use of white space, and the clear organisation of information in more detailed materials (e.g. by presenting discreet pieces of information for each letter in the ‘R.E.D.U.C.E.’ acronym);

*“I found that [the materials are] quite easy to read especially with it having bold headings and the dot points underneath, I found that quite helpful”—Qualitative participant with 0-3 years hunting experience*

- **Appropriate range of formats** – many participants valued the variety of formats included in the campaign (e.g. digital, social media, print, stickers), which they felt would be effective in supporting reach of information and catering to different preferences (e.g. by providing print materials for those less active online); and

*“It’s fantastic it’s on their social media. Everyone also goes on the website to renew their licence... we all get excited before the season and if you knew there was something coming up with an update like people will want to read it”—Qualitative participant with 11+ years hunting experience*

- **Clear and appropriate source** – most participants recognised the GMA as the source of the materials and felt this was appropriate given its regulatory role in game hunting in Victoria. The endorsement of the materials by hunting and shooting clubs/ associations (e.g. through co-branding or sharing materials) was also felt to be an effective way to enhance credibility, cut-through and reach of the campaign.

*“The GMA are an enforcement and compliance mechanism but I guess they have a role to play as an honest broker in providing information”—Qualitative participant with 4-10 years hunting experience*

However, the qualitative research also identified a range of less positive findings about the campaign overall. These included:

- **The potential for the campaign to reflect poorly on the duck hunting community** – given existing scrutiny and criticism of duck hunting/ duck hunters (e.g. by environmental/ conservationist groups or protestors) some participants felt that the campaign’s focus on wounding could **reflect poorly on the duck hunting community and reinforce these negative views** by “overemphasising” the prevalence of wounding **without positive acknowledging actions duck hunters were already taking** to address the issue. More specifically, the qualitative research identified the following elements of the campaign that were felt to contribute to the more negative portrayal of duck hunters:
  - Some elements of the **key messaging** (particularly when used out of context) and the **tagline** – as discussed in Chapter IV; and

- **Frequency of exposure to campaign materials** – some participants reported that they had seen the campaign frequently over the past few years, particularly on social media. Consistent with the previous research<sup>1</sup>, it was evident that frequent exposure to the campaign materials had contributed to the sense that the majority of the information the GMA provided for/ about duck hunters was negative among these participants. As such, these participants felt that frequent exposure to the campaign materials had the potential to overemphasise the scale of the issue and overlook positive elements of the sport; and

*“At the end of the day [duck hunting] is political. We are a minority that have to please the majority about it, but [the REDUCE Wounding campaign] doesn’t help our battle”—Qualitative participant with 11+ years hunting experience*

*“The full ad had information that I could use to explain these things to people. If you just see this one [digital advertisement], all you’ll take from it is that hunters are wounding ducks. It’s not providing context, this ad feels like it’s working against me as a duck hunter”—Qualitative participant with 4-10 years hunting experience*

- **Providing limited new information** – while participants felt that the information provided in the campaign was an effective reminder, most felt that the campaign did not provide new information and reported that they/ other hunters they knew were already undertaking these behaviours in their hunting practice.

*“I don’t think it’s teaching anything that most duck hunters don’t already know”—Qualitative participant with 4-10 years hunting experience*

More detailed qualitative findings about specific favourable and less favourable aspects of the range of tested materials can be found in Section IV.

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<sup>1</sup> ORIMA Research. (2025). *Communication preferences research*. Victorian Game Management Authority; Victorian Government.

## Impact of campaign

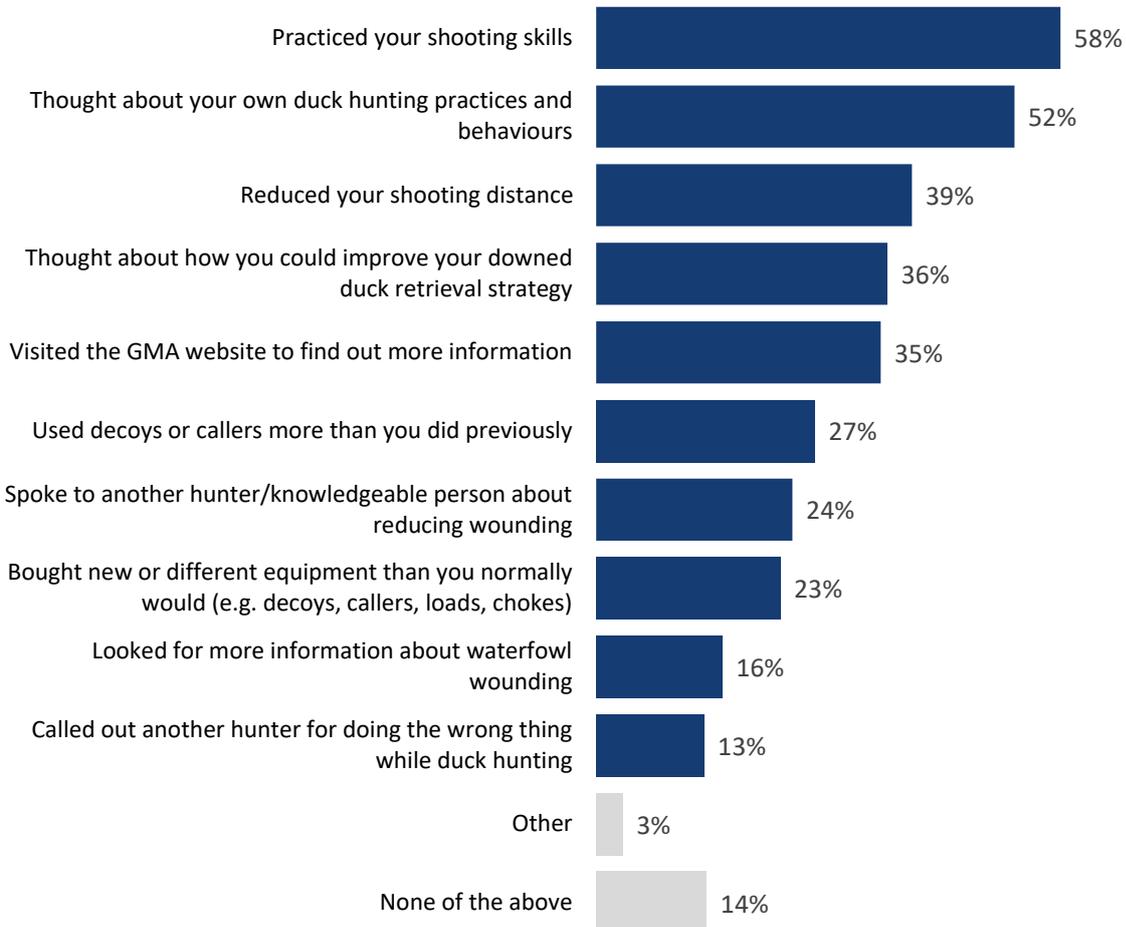
Overall, the quantitative and qualitative research suggests that the campaign has been largely effective in meeting the awareness-related communications objectives (i.e. raising awareness of the issue of wounding and the steps duck hunters should take to reduce the likelihood of this occurring). In addition, there was evidence that the campaign had some positive influence on hunters’ attitudes and behaviours, with those quantitative respondents who saw campaign materials reporting more positive attitudes and behaviours compared to those who had not. In addition, most of those who were exposed to the campaign reported taking positive action as a result and felt they were at least ‘a little’ influenced by the campaign.

Most (86%) of those who had seen campaign materials reported taking some action as a result of seeing the campaign.

The most common actions duck hunters had taken were:

- Practicing their shooting skills (58%);
- Thinking about their own duck hunting practices and behaviours (52%); and
- Reducing their shooting distance (39%).

**Figure 14: Actions taken as a result of campaign exposure**  
 Base: Respondents who recalled seeing campaign materials (n=726)



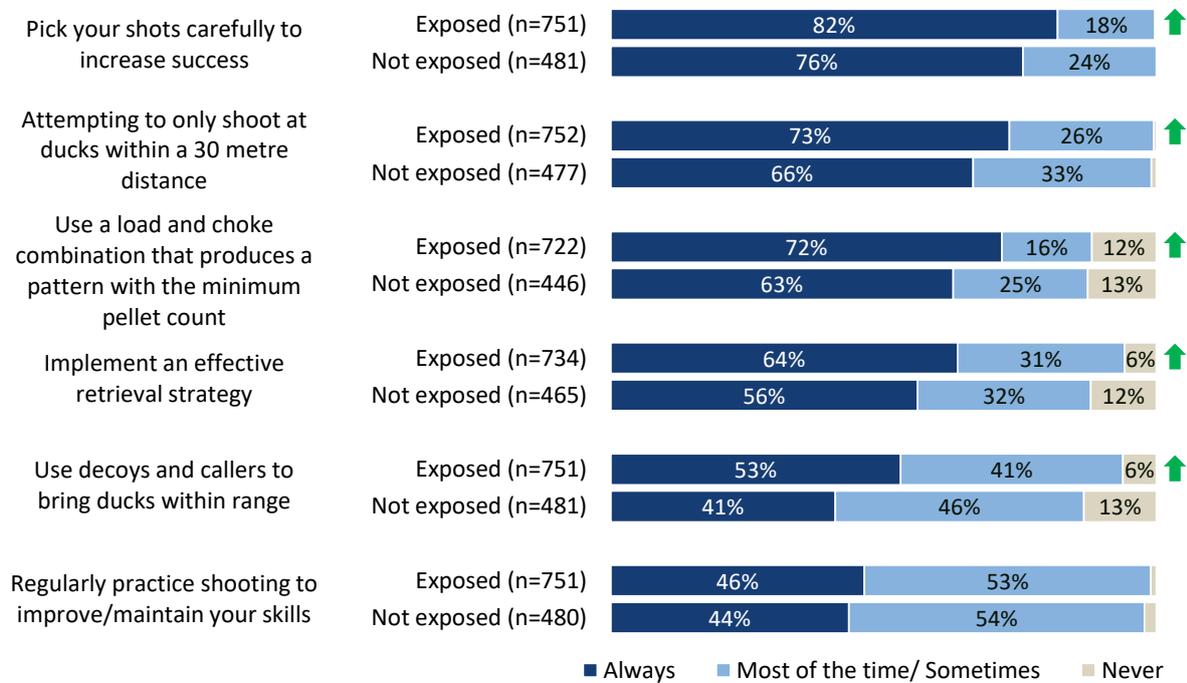
Greater proportions of duck hunters with less than 3 years' experience reported doing most actions compared to those with more than 10 years' experience, with the greatest differences observed in:

- Speaking to another hunter/ knowledgeable person about reducing wounding (43%, compared to 21%);
- Buying new or different equipment than they normally would (37%, compared to 20%); and
- Calling out another hunter for doing the wrong thing (29%, compared to 12%).

As shown in the figure below, greater proportions of those who had seen campaign materials reported 'always' doing nearly all behaviours than those who had not seen campaign materials. These results suggest that campaign exposure has had a positive influence on duck hunters' behaviour to some extent.

**Figure 15: Behaviours to reduce wounding by campaign exposure**

Base: All respondents

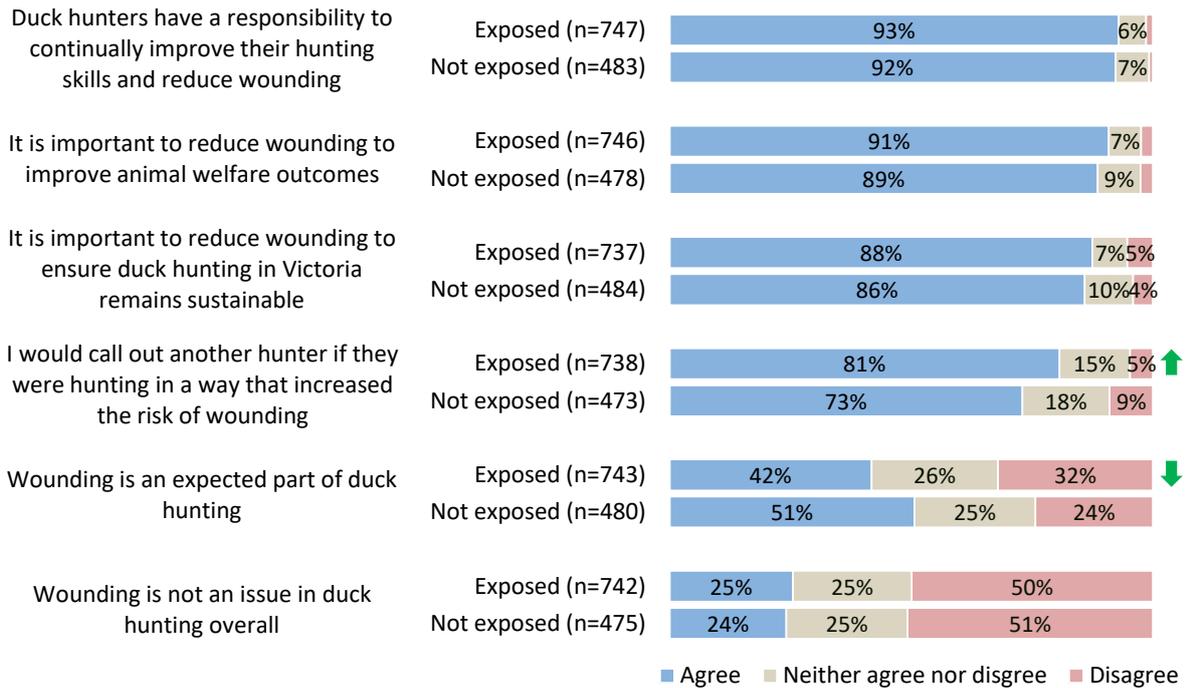


↑ 'Always' significantly higher compared to those not exposed

General perceptions of the importance of reducing wounding were similar between those who had seen campaign materials and those who had not. Although perceived importance was similar, those exposed to the campaign were more likely to report they would call out another hunter if they were hunting in a way that increased the risk of wounding (81%, compared to 73% of those not exposed). In addition, those exposed were *less* likely to agree that wounding was an expected part of duck hunting (42%, compared to 51%).

**Figure 16: Attitudes towards wounding by campaign exposure**

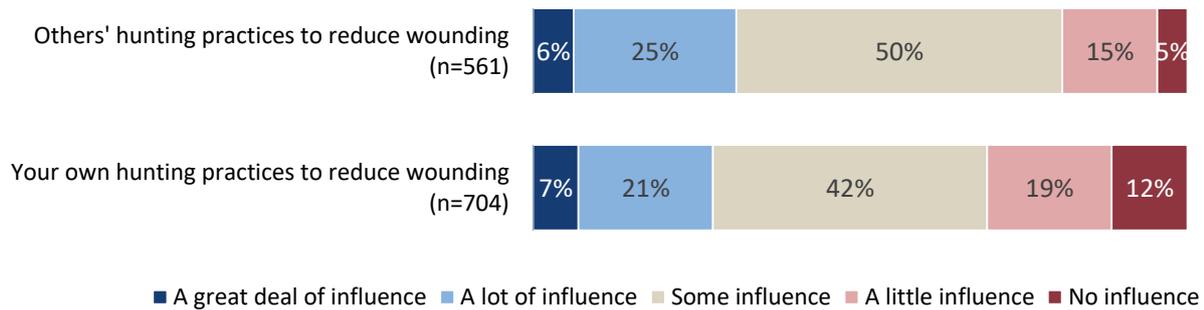
Base: All respondents



↑ ↓ 'Agree' significantly higher/ lower compared to those not exposed

Although several other metrics suggest the campaign has had a positive influence on hunter attitudes and behaviour, when asked to assess how much influence the campaign had on them, only a minority of duck hunters felt that the campaign had ‘a lot’ or ‘a great deal’ of influence on their own hunting practices to reduce wounding (27%). A similar proportion felt it had high influence on others’ hunting practices (31%). However, those with less than 3 years’ (39%) and 3-10 years’ (36%) experience were more likely to report the campaign had a stronger influence on their own hunting practices, compared to those with more than 10 years’ experience (25%).

**Figure 17: Influence of campaign on own/ others’ behaviour**  
 Base: Respondents who recalled seeing campaign materials



Similarly, many qualitative participants reported that the campaign was likely to have limited impact on their hunting behaviours, which the research suggests may be due to:

- **The campaign providing information that felt familiar to participants** – and hence not providing novel suggestions or encouraging them to think about the topic in new ways; and/ or
- **Participants’ confidence in the effectiveness of their current behaviours and approaches** to reducing wounding – many reported that they were already taking appropriate steps to reduce wounding.

Though not a core focus of this research, participants’ responses suggest that **existing entrenched attitudes and perceptions** (e.g. potential overconfidence in their own hunting abilities) may present a barrier to attitudinal and behavioural change that a campaign, which is informative in nature, **may not be able to address alone.**

*“I’d say [the campaign] is just reiterating the point that we already know or what we should already know. Its making everyone be aware to follow those steps every time they go out”—Qualitative participant with 0-3 years hunting experience*

*“I think 99% [of duck hunters] already understand this, and it’s the 1% that don’t that’ll read this ad”—Qualitative participant with 4-10 years hunting experience*

## IV. Specific findings in relation to tested campaign materials

### Key findings

- Perceptions of the campaign materials were **generally positive** and most duck hunters felt they were **easy to understand, relevant and contained important information**.
- However, the majority of duck hunters also felt that campaign materials did **not tell them anything new**.
- Younger hunters and those with less experience were **more receptive** to the messages in the campaign and were more likely to feel the **information was relevant** to them.
- Perceptions of the **“For duck’s sake”** tagline were **mixed**, but were more positive among younger hunters and those with less experience. The results suggest that future use of the tagline should be reduced or limited to channels targeting younger audiences.

A range of campaign materials were tested in both the qualitative and quantitative research. The full range of tested materials, detailed findings about each and recommended refinements are shown in the sections below and overleaf.

### Specific findings about tested printed materials

Perceptions of the printed campaign materials were generally positive, and most respondents agreed they were easy to understand (88% ‘strongly agree’ or ‘agree’), contain important information about reducing waterfowl wounding (83%), and are relevant to other duck hunters (75%). Wear-out was also fairly low, with only 19% of those who had seen materials agreeing they were getting tired of seeing them.

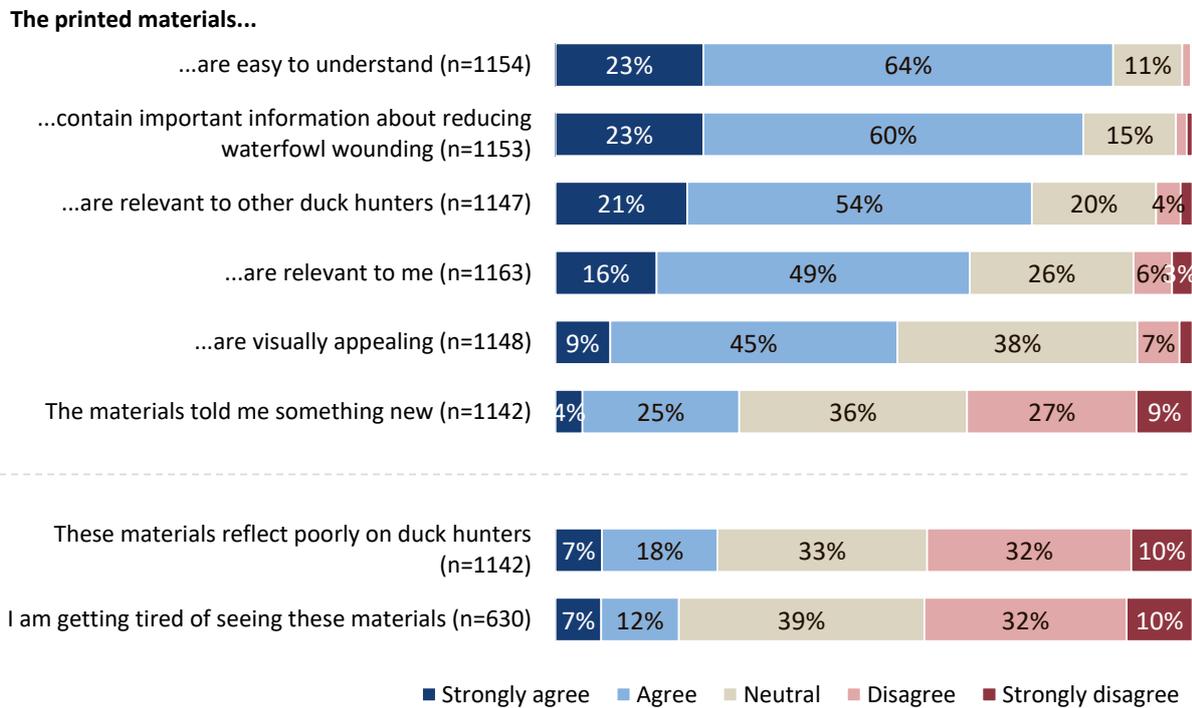
Notably, greater proportions of respondents felt that materials were relevant to *other* duck hunters than to themselves (65%), reflecting high self-rated confidence in hunters’ own abilities to reduce wounding.

Respondents were less likely to agree that the printed materials were visually appealing (54%) and that they told them something new (29%).

Younger respondents aged 16 to 34 were more likely to agree that the materials are easy to understand (94%, compared to 85% of those aged 55+) and visually appealing (68%, compared to 49%).

Hunters with less experience duck hunting were also generally more positive about the printed campaign materials. Those with less than 3 years’ experience were more likely to feel the materials are relevant to them (86%, compared to 62% of those with 3-10 years and 63% of those with over 10 years’ experience) and that the materials told them something new (44%, compared to 27% of those with more than 3 years’ experience).

**Figure 18: Perceptions of printed materials**  
Base: All respondents



Overall, qualitative participants also had positive perceptions of the printed campaign materials, noting that the information was clear, easy to understand, and provided helpful context for actions to reduce wounding in a visually appealing way. However, some minor refinements were identified, as shown overleaf.

✓ **Strong key-message take-out** – pairing each letter with a phrase provided clearer context to the ‘R.E.D.U.C.E.’ headline which improved understanding and enhanced key message take-out for many. This added context also helped minimise the potential for the materials to be seen as “authoritative,” “condescending” or negatively portraying duck hunters as it provided additional useful information about how hunters could reduce wounding.



“I liked how this one has what the letters stand for... it helps me know what to do” – Qualitative participant with 4-10 years hunting experience

**Print advertisement**



“I know a lot of hunters that don't use decoys but prefer dam hunting, so saying use decoys is the only way to reduce wounding isn't accurate” – Qualitative participant with 0-3 years hunting experience

× **Key message ‘use decoys and calls’ less relevant** – for a few participants who reported that if they were duck hunting on dams would not use this equipment.  
 >> **Consider revising broadening this instruction** to include those hunting in a range of settings.

“Convenient” QR code – which a few reported they would scan to explore information further.

“For me it sounds like we've been told it like we haven't been doing it already. ‘Be a better hunter’ it says we aren't trying to be that” – Qualitative participant with 11+ years hunting experience

× **The phrase ‘be a better hunter’** – which many participants felt implied that they were not currently skilled or responsible hunters. This, paired with the emphasis on the need to ‘reduce wounding’ was seen by some as contributing to a more negative tone that did not recognise the existing strengths of hunters.  
 >> **Consider replacing the term with ‘responsible hunter’ or similar**, as participants felt this better emphasised the importance of reducing wounding and ethical hunting, while acknowledging their existing skills as hunters.

**Sticker**



✓ **Effective format for some** – some participants felt that the sticker was useful in reminding hunters of key information on the topic, and a few younger participants reported that they had displayed this sticker (e.g. by sticking them on their vehicles) or would use them if available. However, the sticker format was not appealing to all participants, particularly those who did not want to be identified as a duck hunter (i.e. for fear of community backlash).

“I like stickers like that it shows what you stand for. Like bringing the ducks closer, better range” – Qualitative participant with 0-3 years hunting experience

× **Use of extended tagline** – with a few participants reporting the ‘bring them in’ phrase was unclear/ambiguous without additional context (i.e. in relation to which of the ‘REDUCE’ acronym it referred to).  
 >> **Consider revising text to enhance clarity.**

## Specific findings about tested social media tiles

Perceptions of the social media materials were also positive, similar to the printed materials. Most duck hunters agreed that they were easy to understand (89%), contain important information about reducing waterfowl wounding (85%) and are relevant to other duck hunters (73%). Wear-out was also fairly low and only 20% of those who had seen materials felt they were getting tired of seeing them.

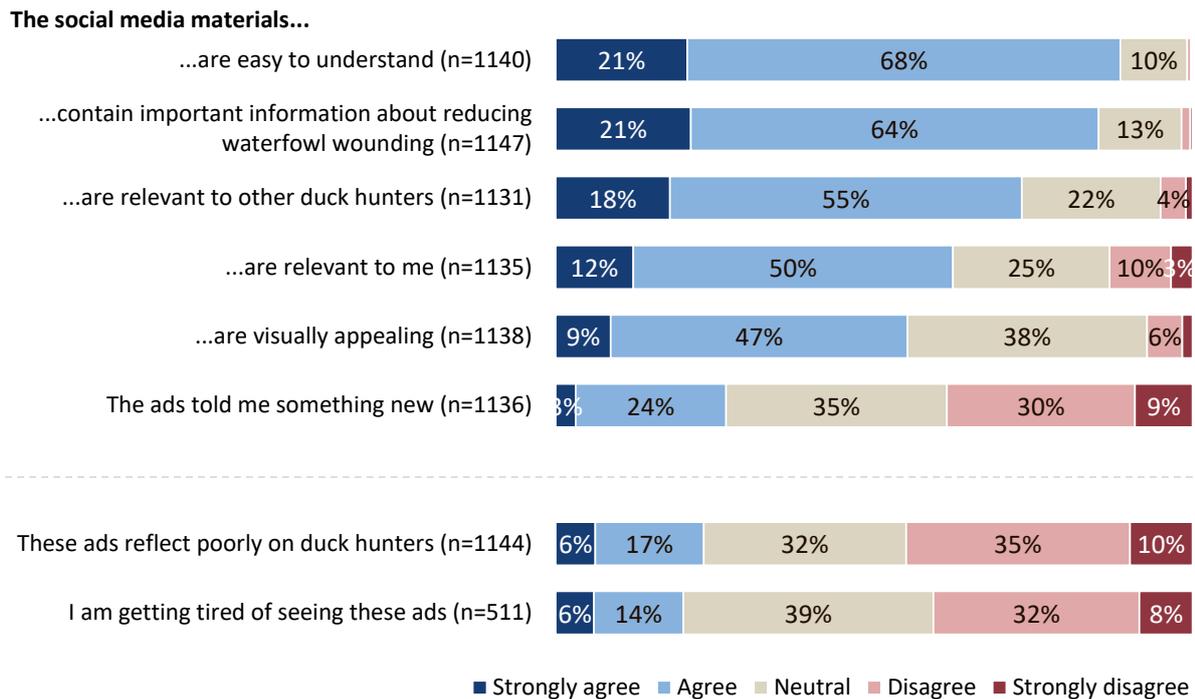
Greater proportions of respondents felt that materials were relevant to *other* duck hunters than to themselves (62%), again reflecting high self-rated confidence in hunters' own abilities to reduce wounding.

Respondents were less likely to agree that the social media materials were visually appealing (55%) and that they told them something new (27%).

Similarly, younger duck hunters aged 16-34 were more likely to agree that the social media ads are visually appealing (70%, compared to 49% of those aged 55+) and easy to understand (93%, compared to 87%). Correspondingly, duck hunters with less than 3 years' experience were more likely to agree that the social media ads are relevant to them (85%, compared to 59% of those with over 10 years' experience) and told them something new (38%, compared to 24%).

**Figure 19: Perceptions of social media tiles**

Base: All respondents



Overall, qualitative participants also had **positive perceptions of the social media materials**, particularly in relation to the visual images/ style and provision of clear information. However, some minor refinements were identified, as shown overleaf.



✓ **Strong cut-through, engagement and key message take-out** – most participants found the visual depictions of each phrase and succinct captions clear and visually appealing (i.e. due to use of images of duck hunters “in action” and bold lettering) , which enhanced likely engagement with the campaign. Participants also felt the clear visual representations served as a helpful reminder for duck hunters about how to minimise wounding.

*“Our society has a short attention span so I would say the use of big bold letters is good, and that it’s made up of up to just three or four words”—Qualitative participant with 0-3 years hunting experience*

✓ **Positive depiction of “responsible hunting” practices** – many participants reported that the depiction of hunters using strategies to reduce wounding positively showcased the skill and care of hunters which they felt reflected positively on the sport.

Social media tiles



✗ **Unclear link to broader campaign and topic of wounding** – some participants felt the link to the ‘REDUCE’ wounding campaign and acronym was unclear, particularly if social media tiles were used in isolation (as a single tile, rather than as a part of a carousel).

➤ **More clearly link each phrase to its corresponding letter in the ‘REDUCE’ acronym** (e.g. by visually highlighting the first letter in another colour and referring to the acronym in the post’s lead in text).

✗ **Link to website/ additional information** – some participants reported that it was unclear if they would be able to ‘click-through’ the social media ad to access the website and wanted clear information about how to find out more about the topic.

➤ **Include a clear link to the GMA website** in the post’s lead-in text.

## Specific findings about tested digital advertisement

While qualitative participants felt that digital advertising on relevant websites was an effective channel for the campaign, the tested digital advertisement was found to have limited effectiveness. In particular, the tested digital advertisement was found to have limited cut-through and visual appeal, as well as a more negative tone. More detailed findings are presented below.



- × **Use of the ‘REDUCE Wounding’ headline without further context** – use of this headline without additional information was found to heighten negative perceptions of the campaign as it was perceived to have an “authoritative” or “condescending” tone and be “unnecessarily telling hunters what to do” when not paired with further value/ information.
  - » Provide additional context for the tagline by including a brief explanation or supporting information to clarify its relevance to the campaign.

### Digital advertisement



- × **Link to website too small** – a few participants reported that the website link was difficult to identify, making them less likely to click on it/ seek further information.
  - » Consider increasing size and prevalence of the website link on the advertisement.

*“Maybe it could have some real images of people hunting in a swamp, it does look bit too generic for me” – Qualitative participant with 11+ years hunting experience*

- × **Limited cut-through and engagement** – participants felt that the digital ad and animated version of the logo was unlikely to catch their attention, and reported a preference for executions that were more informative and/ or incorporated more engaging visual elements.
  - » Consider ways to enhance cut-through for digital executions.

## Specific findings about the website

Most qualitative participants had not **seen or interacted with the reduce wounding page**, despite visiting the GMA website to apply for or renew their game licence. To increase engagement with the page, participants suggested promoting it in the **six weeks before the duck-hunting season**, targeting by linking to this page on other parts of the website likely to be utilised at that point in time (e.g. pages about season dates, licence renewal), and/ or via direct communication channels, such as emails from the GMA.

When shown the page, however, participants felt that the **information was clear, relevant and appropriately detailed**. Participants also appreciated the visual design elements of the website and links to other educational resources.



- ✓ **Good key message take-out** – most participants felt the information was clear, relevant and appropriately detailed to support understanding of the topic and desired behaviours.

*“I’m a visual learner and if there’s only words, I get lost and can’t process them so well. Having images helps me a lot more to process that information” – Qualitative participant with 4-10 years hunting experience*

### Website



- ✓ **Strong readability and visual appeal** – participants reported that the drop-down boxes (i.e. as per the ‘REDUCE’ acronym), user navigation panel on the left-hand side, bold headings, dot points and photos and videos enhanced comprehension of the content and visual appeal of the website.

*“It wouldn’t be new for us but guidelines and suggestions about what chokes and loads to use and some technical discussions on some of those points are very useful” – Qualitative participant with 11+ years hunting experience*

- ✓ **Inclusion of educational resources** – participants appreciated the videos and detailed hunting technique explanations, which they felt would benefit both new and experienced hunters.
- » A few participants also suggested that additional topics could be included (e.g. more technical details about chokes and loads) and that content could be tailored to different audiences (e.g. newer hunters, more experienced hunters, the general population).

#### Education tools

There is a range of education tools and resources on how to be an efficient and effective hunter and reduce waterfowl wounding, including:

- [Be a better game bird hunter](#)
- [Introduction to game bird hunting](#)
- [Guidelines for the humane dispatch of downed ducks](#)
- [Duck WISE DVD](#)

#### Videos

Regular practice - Clay target shooting



## Specific findings about tested videos

Only a few qualitative participants were aware of and had previously engaged with content produced by the GMA including as part of the GMA’s licensing modules. However, once aware of the videos, a few participants reported that they would consider using the videos in the future.

While not able to be tested in detail due to time constraints in the qualitative research sessions, overall feedback about the tested videos was positive, more specifically the following favourable elements were identified:

- **Appropriate timing of videos (i.e. 3-5 minutes)** – which many participants felt enabled informative and detailed content to be shown while maintaining interest and engagement.
- **Use of authentic hunters as talent and depiction of responsible hunting practices** – which increased affinity and personal relevance and was felt to portray hunting in a more positive light. In addition, one participant recognised the GMA worker in the videos and felt that having a ‘known face’ present the information increased affinity and credibility.
- **Engaging format and appropriate tone** – the question and answer (Q+A) format (i.e. two hunters talking together about responsible hunting) was found to support cut-through and engagement and was felt to provide appealing “conversational” and “relatable tone”; and

*“I find it quite good because with it being a Q+A system... your questions are answered as it goes along which is very nice”—Qualitative participant with 0-3 years hunting experience*

- **Clear and informative messaging on relevant topics** – many participants appreciated the provision of detailed and technical information in a clear and easy-to-understand way. The level of complexity and detail of the information was felt to be pitched appropriately to complement and build upon their existing knowledge.
  - However, for a few participants some of the recommended behaviours or actions were felt to not be accessible or applicable (e.g. clay target shooting which may not be accessible to all due to the high costs involved). These participants felt that more cost-effective behaviours and actions should be included and emphasised in future videos.
  - Additionally, a few participants expressed a desire for additional educational videos on gun safety more broadly.



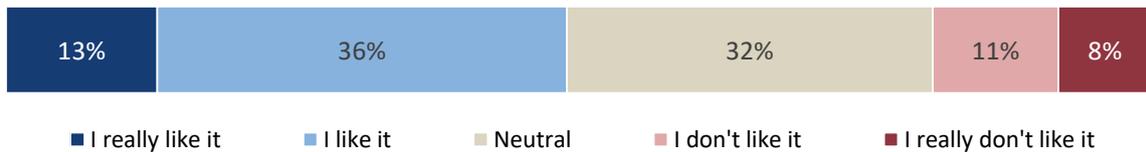
## Findings on tagline

Duck hunters had mixed perceptions of the “For ducks’ sake” tagline. The results outlined below suggest that future use of the tagline should be reduced or limited to channels targeting younger audiences. While perceptions of the tagline were not universally negative, the results suggest the benefits of using it (i.e. engagement and recall) may not outweigh the potential aggravation of those who had negative perceptions of it.

Around half (49%) reported they ‘like’ it or ‘really like’ it and 19% reported they ‘don’t’ or ‘really don’t like’ it.

The tagline was more accepted among younger hunters aged 16-34 (64%, compared to 45% of those aged 55+) and those with less than 3 years’ experience (72%, compared to 45% of those with 10+ years).

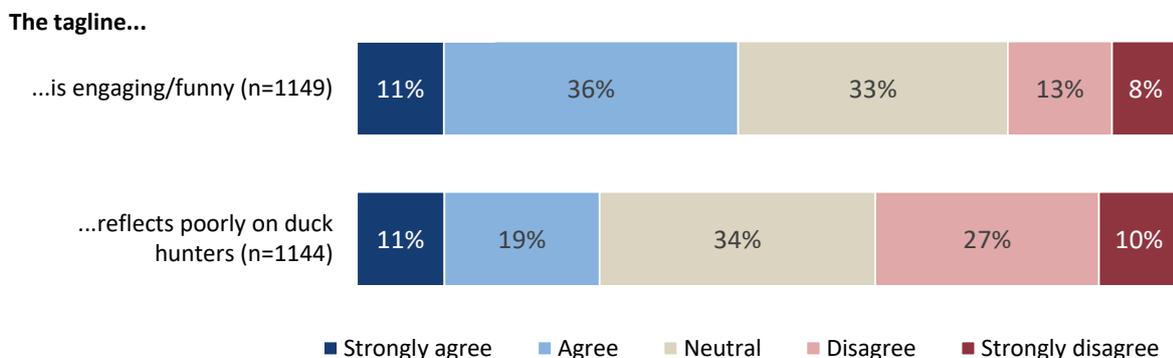
**Figure 20: Appeal of tagline “For ducks’ sake”**  
Base: All respondents (n=1,151)



Around half (46%) of duck hunters felt the tagline was engaging/ funny. Again, younger hunters aged 16-34 (69%, compared to 47% of those aged 35-54 and 39% of those aged 55+) and those with less experience (64% of those with less than 3 years and 63% of those with 3-10 years, compared to 42% of those with 10+ years) were more likely to agree with this statement.

Perceptions of whether the tagline reflects poorly on duck hunters were also mixed, with 30% who felt it did and 37% who felt it did not. Those aged 16-34 (44%, compared to 33% of those aged 55+) and those with less experience (54% of those with less than 3 years and 44% of those with 3-10 years, compared to 34% of those with 10+ years) were more likely to *disagree* that it reflected poorly on duck hunters.

**Figure 21: Perceptions of tagline “For ducks’ sake”**  
Base: All respondents



Similarly, the qualitative research found that the tagline was **polarising**, with participants expressing **mixed views on its effectiveness and appropriateness** for the campaign. For example, some participants appreciated the tagline's "cheeky" **humour and wordplay, which they reported enhanced cut-through, recall and memorability.**

However, some other participants felt that the tagline was **not appropriate for the campaign.** For these participants the invocation of the "aggressive" and "crude" phrase 'for f\*\*\*'s sake' in the tagline was felt to give it an **overly "reprimanding" and "disapproving" tone**, and it was felt to imply that hunters were not currently taking steps to reduce wounding. In addition, a couple of participants felt that the tagline had the potential to perpetuate negative stereotypes **of hunters** as being "**crude**", "**uneducated**" or "**uncaring**" **about animal welfare.** As such, participants were concerned that the tagline could reflect poorly on the duck hunting community, particularly if non-hunters were exposed to the materials.

*"I want people to know that we are trying to make an effort, but we don't need to be told like that"—Qualitative participant with 11+ years hunting experience*

*"[The tagline] comes across as quite negative. I understand it's meant to raise awareness, but it gives the impression that duck hunters are only causing harm – like there are ducks lying everywhere because of their actions. The way it's worded feels a bit overly aggressive and one-sided"—Qualitative participant with 0-3 years hunting experience*

## V. Future campaign directions

### Key findings

- Overall, the findings suggest that the main ways campaign effectiveness could be improved are by increasing messaging that acknowledges hunters' existing skills, highlights the rationale for the campaign and its personal relevance to hunters, promotes the benefits/ importance of reducing wounding and promotes responsible/ ethical hunting.
- The channels that respondents wanted to get information about reducing wounding largely reflected the channels that the GMA was already using, suggesting the GMA should continue utilising these channels (while considering preferences among different groups).
- Notable proportions of duck hunters felt hunting associations and clubs (particularly Field and Game) would be better suited to promote information about reducing wounding to hunters than the GMA. The sentiment was higher among older hunters, those with more than 10 years' experience and those with less positive perceptions of the GMA.

### Suggested improvements and future campaign directions

As outlined in the previous chapters, there were some positive findings in terms of the campaign's effectiveness in increasing awareness and understanding of wounding and how to reduce it, as well as its positive influence on attitude and behaviour change. However, the research identified several areas for improvement for the next stages of the campaign to **more effectively drive the attitudinal and behavioural change** required and **reduce perceptions that campaign materials negatively portray the duck hunting community**.

### Suggestions for improvement

When asked how the campaign could be improved, hunters gave a wide range of suggestions. Most commonly, respondents provided positive feedback about the current campaign (22%). Hunters aged 16-34 were most likely to give positive feedback (30%, compared to 20% of those aged 55+).

The most common suggestions for improvement included:

- Expanding campaign visibility and reach, such as through TV and social media platforms, distributing materials through gun clubs and stores, and repeat messaging (9%);
  - Younger respondents (aged 16-34) were more likely to suggest expanding campaign visibility (15%) compared respondents aged 35 to 54 (5%);

*"SMS message to hunters about reduce wounding just before opening season starts, flyer sent with game license renewal outlining the relevant reduce wounding points." – Survey respondent*

*"People need to see the campaign without having to go on their GMA account. Needs to be on mainstream TV radio etc." – Survey respondent*

*"Advertise it a lot more and everywhere you can. also provide these a month before the season and then continue all the way through the season and even provide weekly if possible." – Survey respondent*

*“The material needs to be available online and in printed form at gun clubs, gun stores and government offices.” – Survey respondent*

- Combating negative perceptions of hunters e.g. by acknowledging that most hunters are ethical and avoiding portraying hunters as unskilled or irresponsible (7%); and

*“I think hunters do a good job of effectively hunting ducks and that wounding rarely occurs, these campaigns can paint a bad picture or even an untrue picture, it needs to be in learning material but not advertised over social media for anti-hunters to use against us for no reason.” – Survey respondent*

*“If you can make it sound more like your promoting hunting with positive information. Rather than making it out that hunters are doing the wrong thing all the time that would be great. However, I think you’re heading in the right direction.” – Survey respondent*

*“I think duck hunting and hunters get a bad rap because the media and comms always focus on the negatives, some positive comms about how we reduce pest/ plague numbers to help farmers feed our communities, how we feed our own families with what we harvest when duck hunting and how all (at least the ones I hang out with) are ethical and reduce wounding as much as possible.” – Survey respondent*

- Promoting ethical and responsible hunting practices e.g. reinforce ethical hunting behaviors, highlight the importance of humane kills and encourage responsible shooting and retrieval (6%);

*“We want to reinforce human dispatch and good hunting and marksmanship. ‘Wounding’ focusses on what we want to avoid. Being a good hunter is what we want to target.” – Survey respondent*

*“Ads could feature respected and experienced duck hunters to reinforce the importance of ethical and responsible hunting.” – Survey respondent*

*“I think they should reinforce that when you are out in the field it’s really important that you act responsibly and ethically. Everyone needs to do the right thing and not give anti-hunters anything that can be used in their efforts to try and reduce hunting ducks. I think it’s also important to explain that the resource is managed scientifically and sustainably and that the ducks are migratory depending on food and water and shelter. We need to do everything we can to make sure that duck hunting is around for ourselves and future generations to enjoy and feed our families.” – Survey respondent*

- Shift focus from wounding to positive aspects of hunting e.g. promote hunting success and sustainability, highlight conservation efforts (6%);

*“The campaign would better resonate with hunters if the messaging assumed a higher level of existing knowledge and experience. Presenting information in a way that recognises hunters as informed and responsible participants, rather than simplifying content to a basic level, may increase engagement and credibility. Focusing on nuanced, evidence-based guidance rather than instructional tone would likely be more effective.” – Survey respondent*

*“It’s all based on trying to reduce wounding like it’s this massive problem. I get that improvements can be made and it’s important information to new hunters but deliver it in a more positive way not just focused on wounding. Like improve your bag, only take shots that are in YOUR effective range.” – Survey respondent*

*“We want to reinforce human dispatch and good hunting and marksmanship. ‘Wounding’ focusses on what we want to avoid. Being a good hunter is what we want to target.” – Survey respondent*

- Provide practical tips and resources e.g. range estimation, shotgun education programs, decoy setups, retrieval techniques (6%); and

*“The biggest issue is how to connect with long term duck hunters that resent being told anything by government and highlight that there is always something, however small, you can learn or do to improve hunting success and reduce wounding.” – Survey respondent*

*“Can be improved by posting more real life hunting scenarios as posted on the training modules. Show the hunters taking the shots (open gun then loaded gun as the birds getting closer), and retrieving the duck with dogs or do the proper finishing swatter loads. All these real videos are deeply memorable and convincing to new young hunters.” – Survey respondent*

*“Frequently update the material with new tips and tactics.” – Survey respondent*

- Avoid patronising messaging e.g. avoid instructional tone, recognise hunters' existing knowledge and experience (6%).

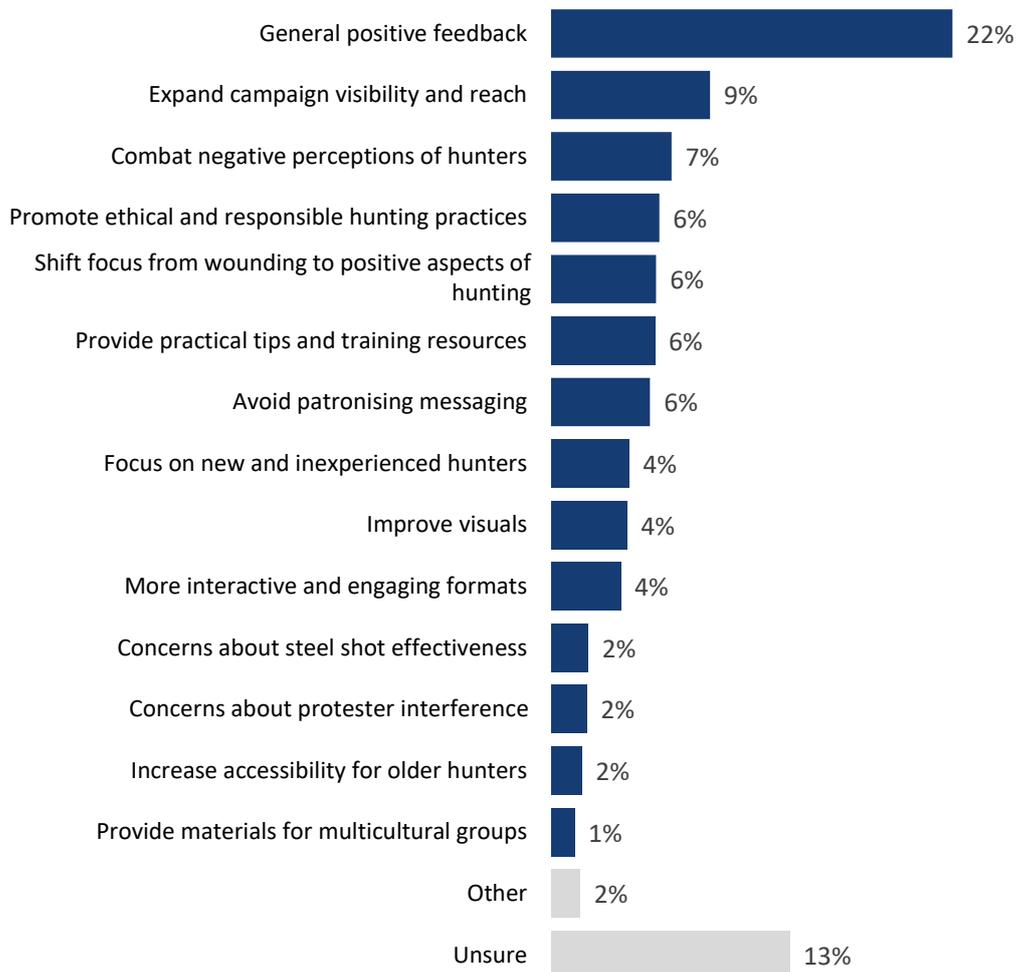
*“Stop treating hunters like idiots. Many of have been in this game for decades and don’t need lecturing.” – Survey respondent*

*“At the moment the material speaks down to duck hunters as if they don’t know anything. Comes across as a little patronising at times.” – Survey respondent*

*“Refrain from treating hunters like children. Despite the anti-hunting vitriol, the majority of hunters already responsibly shoot and do what they can to ensure minimal wounding. There is no solid evidence to suggest wounding is a problem.” – Survey respondent*

**Figure 22: Suggestions to improve campaign effectiveness**

Base: All respondents (n=700)



In addition to the suggestions identified through the survey and the suggested refinements to each material presented in Chapter IV of this report, the qualitative research identified a range of key suggestions and considerations for the next stage of the campaign. Specifically, the qualitative research found that the updated campaign should:

- **Take a strengths-based approach** – consistent with the quantitative research, qualitative participants also felt it would be important for future phases of the campaign to acknowledge the skills, experience and commitment to responsible hunting of most duck hunters. The qualitative research also suggested that this should help to reduce potential negative perceptions of the campaign amongst hunters;

*“I’d like to see a more proactive and positive approach. Instead of ways to reduce harm, [the campaign] should focus on the positives and on responsible hunting”—Qualitative participant with 0-3 years hunting experience*

- **Enhance the value proposition and relevance of the campaign** – to maximise engagement and potential for meaningful behavioural change, it will be important for future campaign phases to clearly communicate why it is personally relevant and important for duck hunters to take proactive steps to reduce wounding. This will be important to engage hunters with high confidence in their own abilities and behaviours, as well as to provide a compelling value proposition that clearly explains ‘what is in it for me’. The qualitative research indicated that while alluding to the importance of reducing wounding for the continued sustainability of duck hunting as a sport had potential to be a compelling value proposition, if not done sensitively, using this as a main or explicit message had the potential to create a more negative tone and hence careful execution will be required. Further exploratory research beyond the scope of this project could assist in deepening understanding of the attitudinal barriers to adopting the desired behaviours, and what messages and approaches would most effectively address these to achieve attitudinal and behavioural change;

*“It’s good to reinforce the information, although the campaign could focus more on the ‘why’, like why you’ve got to reduce wounding, why you’ve got to look after your ducks once you’ve got them”—Qualitative participant with 0-3 years hunting experience*

- **Replace or revise the current tagline** – to address the negative perceptions outlined in Chapter IV. In doing so, the qualitative research suggests adopting a more positive and strengths-based tagline which focusses on reducing wounding via being a skilled and responsible hunter, while still using humour or playfulness in the tagline to support engagement and memorability. For example, one participant suggested that a new tagline could encourage duck hunters to “become a gun”;

*“The tagline should be something like ‘become a gun’ – rather than ‘For ducks’ sake’ – its implying for f\*\*\* sake”—Qualitative participant with 11+ years hunting experience*

- **Depict hunters “in the field”** (i.e. by depicting hunters in real-world hunting scenarios) – to enhance cut-through, support key message take-out and build a sense of relatability and affinity amongst the target audience. This could be done either through depicting real people in the materials, such as in the existing video materials, or through realistic animations of hunters and hunting practices, such as in the social media tiles; and

*“If you got more people involved in the duck hunting community that are familiar faces, people would be more inclined to watch them and listen”—Qualitative participant with 11+ years hunting experience*

- **Clearly convey that the campaign has been developed in collaboration with the hunting industry/ community** – the qualitative research found that continuing to partner with hunting clubs and associations to promote the materials (e.g. through sharing of the materials via clubs

and associations' channels and/ or co-branding), as well as emphasising that the campaign was developed in consultation with hunting groups, was likely to increase the credibility of the information amongst hunters and amplify the campaign's reach and impact.

*“Field and Game are very vocal and probably even more so than GMA, because their release on information is consistent and constant – they could collaborate for a campaign like this in the future” – Qualitative participant with 0-3 years hunting experience*

## Key messages

When asked about which of the existing messages they felt would be most effective in encouraging hunters to reduce wounding, duck hunters most commonly selected:

- Reducing wounding ensures the ongoing sustainability of duck hunting in Victoria (27%); and
- Don't shoot beyond 30 metres (23%).

In contrast, hunters felt the following messages were least likely to be effective:

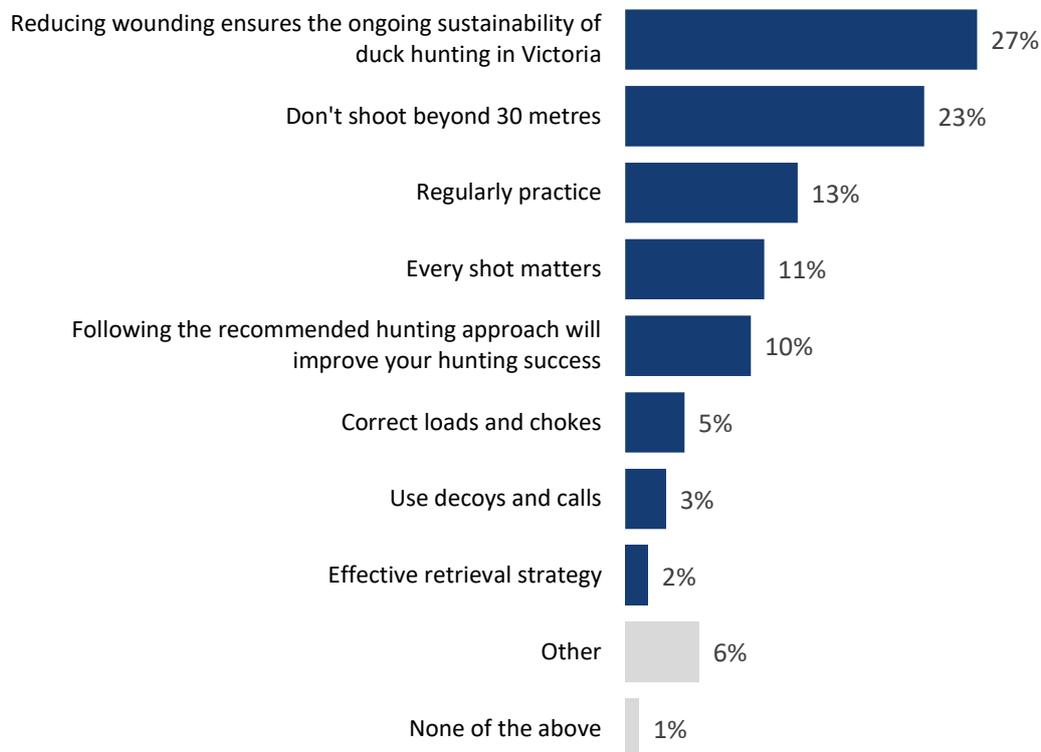
- Use decoys and calls (3%); and
- Effective retrieval strategy (2%).

Some differences in the perceptions of messages existed by age:

- Younger hunters aged 16 to 34 were more likely to select 'reducing wounding ensures the ongoing sustainability of duck hunting in Victoria' (33%, compared to 25% of those aged 55+) and 'every shot matters' (17%, compared to 10% of those aged 35-54 and 55+); and
- Older hunters aged 55+ were more likely to select 'following the recommended hunting approach will improve your hunting success' (12%, compared to 5% of those aged 16-34).

These results suggest that while a mix of these messages will be beneficial to influence different target audiences, messaging focused on the benefits of reducing wounding and not shooting beyond 30m is likely to resonate most with duck hunters.

**Figure 23: Perceived effectiveness of key message to reduce wounding**  
 Base: All respondents (n=1,153)



## Channel preferences

The channels that respondents wanted to get information about reducing wounding largely reflected the channels that from the GMA was already using, suggesting the GMA should continue utilising these channels (while considering preferences among different groups). Specifically, the most common channels reported were:

- The Game Management Authority website ([www.gma.vic.gov.au](http://www.gma.vic.gov.au)) (45%);
- Hunting association / club website or communications (29%); and
- Email communications (26%).

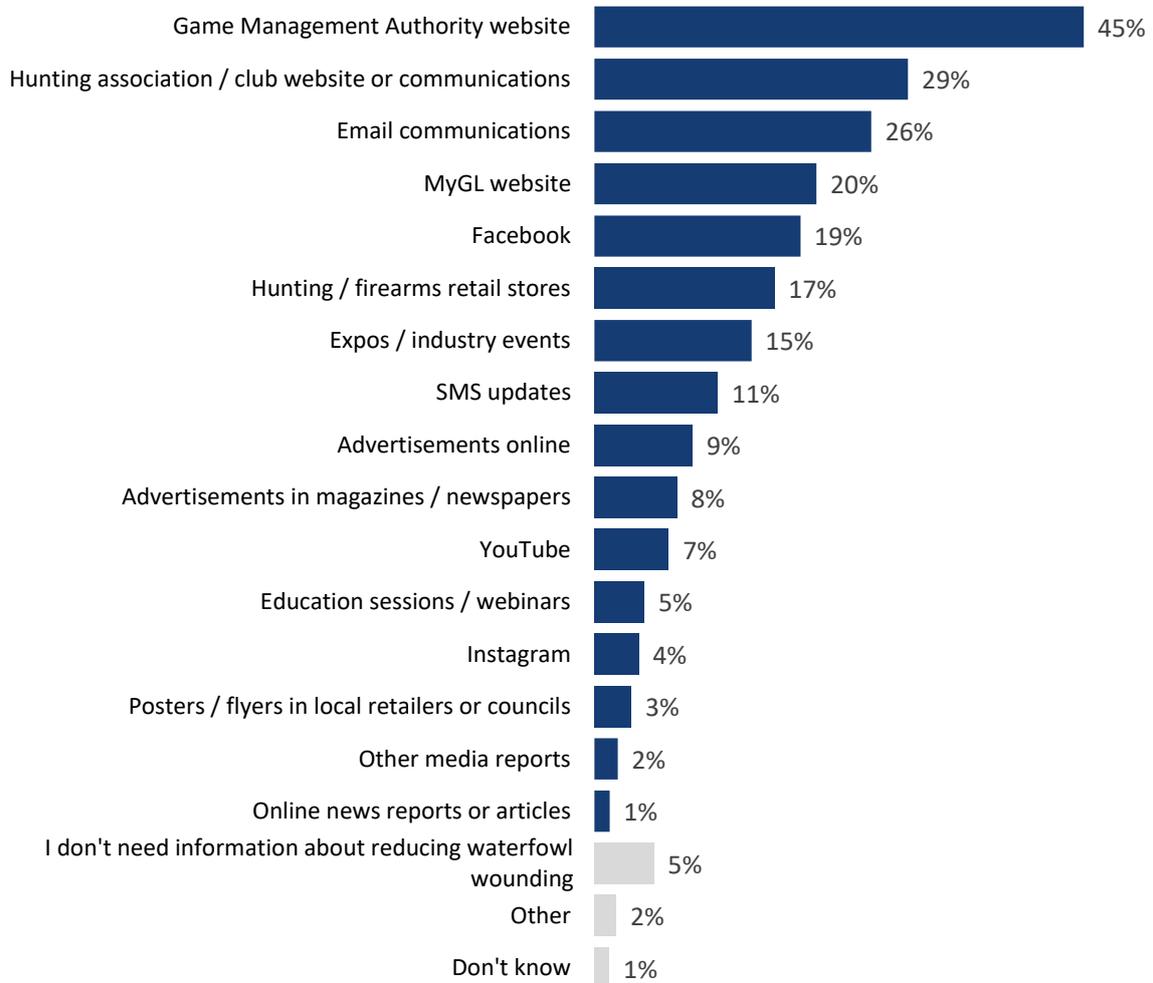
While the GMA was the most preferred source of information amongst all groups, some differences in channel preferences existed by :

- **Age:** Older respondents aged 55+ preferred the GMA website (49%, compared to 35% of those aged 16-34) and hunting association/ club website or communications (39%, compared to 14%). In contrast, younger respondents aged 16 to 34 were more likely to prefer Facebook (31%, compared to 11% of those aged 55+), expos/ industry events (25%, compared to 12%) and hunting/ firearms retail stores (25%, compared to 16%).
- **Years of experience:** More experienced hunters (10+ years) preferred information from hunting association/ clubs (32%, compared to 15% of those with less than 3 years' experience). Those with less than 3 years' experience were more likely to prefer the MyGL website (28%, compared to 19% of those with 10+ years), Facebook (22%, compared to 16%), expos/ industry events (22%, compared to 13%) and SMS updates (18%, compared to 11%).

- Campaign exposure:** Those who were not exposed to the campaign preferred to get information from email communications (32%, compared to 21% of those exposed), hunting/ firearms retail stores (20%, compared to 15%) and SMS updates (14%, compared to 10%).

**Figure 24: Channel preferences for information about reducing wounding**

Base: All respondents (n=1,158)



Respondents reported that the Game Management Authority (37%) and Field and Game Australia (36%) would be the best suited to promote information about reducing wounding to hunters.

Hunters aged 16-34 were more likely to preference the Game Management Authority (49%, compared to 35% of those aged 55+), while those over 55 were more likely to prefer Field and Game Australia (39%, compared to 22% of those aged 16-34). In addition, those who *disagree* the GMA's services assist them to be a lawful and responsible hunter were more likely to preference Field and Game Australia (46%, compared to 31% who *agreed* GMA's services assisted them).

These results suggest that Field and Game may be a key channel to reach and influence those aged 55+ and those with less positive perceptions of GMA overall, who have less desirable attitudes and behaviours towards reducing wounding.

**Figure 25: What organisation would be best suited to promote information about reducing wounding**

Base: All respondents (n=1,157)



## VI. Conclusions and recommendations

1



**Most duck hunters acknowledge the importance of reducing wounding and have very high confidence in their own abilities to reduce wounding, but there is a notable cohort that do not think wounding is an issue overall.**

The cohort who do not think wounding is an issue are also more likely to have more negative perceptions of the GMA overall and hence communications from the GMA are less likely to be effective.

2



**Continue to promote and endorse all the strategies in the current campaign, but with more promotion of the messages “Don’t shoot beyond 30m” and “Reducing wounding ensures the ongoing sustainability of duck hunting in Victoria”.**

Duck hunters felt these messages would be most effective in encouraging hunters to reduce wounding, compared to the other messages in campaign materials. Although most duck hunters felt they already knew this information, they also acknowledged its importance and the benefits of repeating messaging, including for educating less experienced hunters.

3



**Increase messaging that acknowledges hunters’ existing skills, highlights the rationale for the campaign and its personal relevance to hunters, promotes the benefits/ importance of reducing wounding and promotes responsible/ ethical hunting.**

Given many hunters felt the current campaign conveyed information they already knew, the research suggests that increasing messaging that addresses the above will more effectively drive attitudinal and behavioural change and reduce perceptions that campaign material negatively portrays the duck hunting community. When using existing communication materials, the specific refinements outlined in chapter IV should also be considered.

4



**Continue to utilise the GMA’s main communication channels to promote campaign materials and information, particularly the GMA website, the MyGL website/ modules, the GMA Facebook and direct email communications.**

The channels that respondents wanted to get information about reducing wounding largely reflected the channels that the GMA was already using, suggesting the GMA should continue utilising these channels (while considering preferences among different groups).

5



**Utilise hunting associations and clubs to communicate key messages to duck hunters, including clearly conveying where materials/ messages have been developed with or endorsed by hunting associations or clubs.**

Continuing to partner and co-brand with hunting clubs and associations is likely to increase the credibility of the information amongst hunters and amplify the campaign’s reach and impact. This will be particularly important to reach older hunters, those with more than 10 years’ experience and those with less positive perceptions of the GMA.