



The aims and objectives of the Association are to:

1. uphold to the highest standards of ethical and responsible hunting conduct whilst in the field and to promote the traditions of responsible hunting;
2. promote and improve the image and integrity of professional hunting and hunting in general by supporting sound and socially acceptable hunting and conservation principles that generate incentives for conservation and social-economic benefits for wildlife stewards and people co-existing with wildlife;
3. promote broad based black economic empowerment in the hunting environment in order to contribute to redressing the imbalances of the past;
4. ensure, in fulfilling these objectives, and while recognising that the economic empowerment of previously disadvantaged Members is a crucial component of the broader spectrum of transformation that is imperative in South Africa, that:
5. the initiatives of the Association through its transformation strategy are carried out with integrity, whilst being developmental and representative of the interests of all South Africans;
6. the Association contributes to the existing and future developmental and empowerment programmes within the field of hunting in South Africa;
7. promote an ethos of integrity, transparency and accountability within the structures of the Association;
8. collaborate with governments and other conservation-orientated non-governmental organisations, and to assist them in the execution of their duties, aims and missions in all matters relating to hunting and conservation;
9. engage with and educate civil society and policy makers through the press, social media and any other mechanisms that become available regarding the true value and benefits of hunting within the realm of conservation;
10. promote and safeguard the interests and welfare of its Members in relation to the aim and objects of the Association;
11. cooperate with and assist (where possible) other associations that share similar values and goals to the Association;
12. promote brand South Africa as a hunting and tourism destination within the local and international hunting and tourism industry;
13. observe and promote the obligations in, and purposes of, the Firearms Control Act, Act 60 of 2000 ("the Act"); and
14. to procure funding for the promotion of the goals and objectives of the Association.