

STRATEGIC PLAN

2009 - 2012



Executive Summary of the
Strategic Plan of
Gymnastics Australia



VISION

Gymnastics is a lifestyle, not only a sport.

MISSION

To promote, develop and increase participation in gymnastics from grass roots to elite through the provision of best quality programmes, products and services.



VALUES

Gymnastics Australia is well managed and committed to serving the interests of its Members and the Gymsports, through:

- Strong leadership, innovation, flexibility and continuous improvement;
- Open and effective communication;
- Valuing the contributions of staff, members and volunteers;
- Working effectively and with a common purpose, with Members, partners and affiliates in the planning and delivery of programs and services;
- Promoting a performance culture with a focus on results.



GOALS

The goals represent an agreed picture of success for Gymnastics in Australia by 2012.

Gymnastics to be lifestyle, not only a sport

- Gymnastics to be recognised as the foundation of all sports.
- Strong partnerships to be established with health and education agencies to ensure gymnastics is an essential part of new and existing programs and communities.
- Gymnasts to be hooked for life, there is something for every stage, age, ability and culture.

Gymnastics to raise its profile

- Olympic medals and sports stars to provide positive, public role models.
- Gymnastics to be widely accessed through new media which reinforces its contemporary, National profile.
- Gymnastics events to have a strong spectator appeal.
- Gymnastics to be exposed to a large, active virtual community.

Gymnastics to be a leader in delivering organised sport

- The sport to continue to thrive due to strong, diverse business models.
- Organisations to seek out gymnastics as a way to leverage their business.
- Coaching to be recognised as a desirable profession.
- Income sources to be diversified to provide financial sustainability and independence.
- Gymnastics to be an important and recognised contributor to current environment and social issues.



STRATEGIC PRIORITIES

A clear set of priorities is essential for Gymnastics Australia given the finite resource base. The strategic priorities when successfully implemented can contribute to the future goals of the sport.

1. Demonstrate the proven link between gymnastics, health and education, and secure government funds for implementation of projects and programs;
2. Adopt a national model for the operations of cheerleading and aerobics;
3. Create a stronger presence in the 12-16 year old market;
4. Implement a targeted national high performance plan to maximise Olympic medal opportunities;
5. Offer integrated education to strengthen the career pathways for coaches, officials and administrators;
6. Make more efficient the gymnastics systems and processes on a national basis;
7. Investigate the pros and cons of a non-federated model, and if proven beneficial, gain agreement for implementation.



STRATEGIC PARTNERS

In late 2007 participants involved in club, state and national roles were brought together to examine the health of gymnastics in Australia and develop national strategies that will take the sport to the next level.

Over the past 10 years, Gymnastics in Australia has made great advancements across all areas of the sport. This includes welcoming four new gymsports (sport aerobics, cheerleading, sports acrobatics and trampolining) into the Gymnastics Australia family and strong growth in athlete (42%), Club (22%) and Technical Member (19%) numbers.

Gymnastics Australia and its Association Members have reviewed the current position, determined the path forward and developed a four year strategic plan that will position the sport well into the future.

This “whole of sport” strategic plan is presented by Gymnastics Australia and its’ Association Members to its’ Members and partners for 2009-2012.

- Gymnastics ACT
- Gymnastics NSW
- Gymnastics NT
- Gymnastics QLD
- Gymnastics SA
- Gymnastics TAS
- Gymnastics VIC
- Gymnastics WA



www.gymnastics.org.au

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Australian Government
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