

# Gymnastics ACT Strategy 2013 - 16

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**Gymnastics**  
Australian Capital Territory



# 2013 - 16 Gymnastics ACT Strategy Map

**Vision Statement:** Enriching lives through Gymnastics

**Our Mission** To promote, develop and grow Gymnastics for the enjoyment of all

2016 Beneficiary Performance Indicator  
 ▪ 4000 registered members  
 ▪ 100 new Technical members

**Strategic Imperative:** Achieve significant gains in participation growth and participant satisfaction conducted through safe and welcoming environments

## Strategic Priorities

01 Engage & Enthuse

02 Enable

03 Excel

04 Endure

## Performance Measurement

Increase total GACT registered members to at least 4000

Gymnastics to be recognised as the authority in fundamental movement programs in the ACT

Develop and implement GACT Facility Plan to support transformational strategy.

Develop and implement Communication Plan.

Increase the number of Technical Members by 100

Fully implement the new coach education framework, Club quality assurance program and National CRM platform

At least 12 podium performances at Australian MAG and WAG Championships

At least 3 podium performance at Australian ACRO or Trampoline Championships

An agreed strategic direction for the sport

Agreement of the roles and responsibilities between GACT and clubs

GACT Event Strategy with full cost recovery.

## Strategic Initiatives

1.1 Advocate the need and benefits of participation in fundamental movement programs for all Australian children

1.2 Build the Gymnastics brand

1.3 Grow involvement at the grassroots level of all Gymsports

2.1 Grow the number and capability of the Gymnastics workforce

2.2 Continually improve the delivery of Gymnastics in clubs

2.3 Utilise new and existing technologies

3.1 Ensure our HP system is 'fit for purpose' and geared towards world's best results for Australia

3.2 Provide clear pathways and support for the identification and development of world's best talent

4.1 Ensure organisational operations are viable and sustainable

4.2 Progress toward financial independence

4.3 Enhance key stakeholder relationships

## Core Values

Leadership

Teamwork

Respect

Excellence

Integrity

# 01 Engage and Enthuse

We will improve Gymnastics' visibility and 'share of voice' to reach and better engage with the Gymnastics family and general community.

## 2013 ACTIVITIES

Identify key stakeholders and develop contact list.

Meet with identified stakeholders to discuss outcomes and how we can work together.

Increase floor space available for Gymnastics for All Programs by 2000m<sup>2</sup>.

Develop and implement Communication Strategy and Social Media Policy.

## TRANSFORMATIONAL STRATEGY

Advocate fundamental movement as an essential life skill for a child's development and position Gymnastics ACT as the primary provider of fundamental movement programs in the ACT community.

## 2016 GOALS

Increase total GACT registered members to at least 4000

Gymnastics to be recognised as the authority in fundamental movement programs in the ACT

Develop and implement GACT Facility Plan to support transformational strategy.

## Ongoing Strategic Initiatives/Projects

### 1.1 Advocate the need and benefits of participation in fundamental movement programs for all Australian children

- Increase public understanding around the need and benefits of fundamental movement programs for children (*Involved*)
- Develop strategic stakeholder partnerships with education, health and government bodies / agencies (*Ourselves*)
- Develop and implement a targeted marketing, communication and engagement campaign (*Involved*)

### 1.2 Build the Gymnastics brand

- Research the needs of our current and future customers (*Involved*)
- Develop and implement a clear communications strategy that showcases the diversity and benefits of all Gymsports (*Informed*)

### 1.3 Grow involvement at the grassroots level of all Gymsports

- Provide consistent and clear participation programs and pathways (*Involved*)
- Implement engagement programs for schools at all levels (*Involved*)
- Develop and implement retention initiatives including transition and succession programs within and across all Gymsports (*Involved*)

# 02 Enable

We will improve the capability of Gymnastics providers to deliver quality services and experiences to participants.

## 2013 ACTIVITIES

Identify volunteer jobs and define roles.

Complete two volunteer surveys. The first in 2013 and the second after 2014 ACT State Championships.



## TRANSFORMATIONAL STRATEGY

*Build the workforce capabilities for Gymnastics with enhanced recruitment & education opportunities and by embracing new technologies that support the national, state, club and workforce needs.*



## 2016 GOALS

Increase the number of Technical Members by 100

Fully implement the new coach education framework, Club quality assurance program and National CRM platform

## Ongoing Strategic Initiatives/Projects

### 2.1 Grow the number and capability of the Gymnastics workforce

- Provide quality courses and resources for Coaches, Judges and Administrators *(Involved)*
- Conduct a skill gap analysis within the Gymnastics workforce *(Informed)*
- Improve access to relevant professional development opportunities *(Involved)*
- Develop and implement retention initiatives *(Informed)*
- Develop and implement program that attracts, trains and retains volunteers *(Ourselves)*

### 2.2 Continually improve the delivery of Gymnastics in clubs

- Provide effective frameworks and policies through club quality assurance program *(Informed)*
- Provide quality Gymnastics programs *(Informed)*
- Provide processes and guidelines to promote safe environments *(Informed)*

### 2.3 Utilise new and existing technologies

- Embrace a user-friendly CRM system that uses easily accessible technology for clubs and participants *(Informed)*
- Implement an online event and competition management system *(Informed)*
- Implement a LMS to aid in increasing accessibility to courses and resources *(Informed)*

# 03 Excel

We will identify and develop talent that will deliver podium performances for Australia at the Olympic Games, World Championships and Commonwealth Games.

## 2013 ACTIVITIES

Participate in GA High Performance “Fit for Purpose” initiative

Adopt GA pathways for the identification and development of world’s best talent



## TRANSFORMATIONAL STRATEGY

*Develop high performance pathways for athletes and workforce.*



## 2016 GOALS

At least 3 podium performances at Australian MAG and WAG Championships

At least 1 podium performance at Australian ACRO or Trampoline Championships

## Ongoing Strategic Initiatives/Projects

### 3.1 Ensure our HP system is ‘fit for purpose’ and geared towards world’s best results for Australia

- Implement a management system that provides clarity for GA and our HP system partners in respect to their roles and responsibilities and hold all partners accountable for fulfilling these roles to achieve the agreed world’s best performance targets *(Informed)*
- In collaboration with our HP system partners ensure delivery of world’s best daily training environments for the development / preparation of our athletes *(Informed)*
- Establish and maintain world’s best standards of sports science and medicine delivery to elite and pre-elite athletes *(Informed)*

### 3.2 Provide clear pathways and support for the identification and development of world’s best talent

- Implement talent identification systems / processes across MAG, TRP and RG *(Involved)*
- Enhance talent identification systems / processes within WAG *(Involved)*
- Introduce a structured professional development program for current and future elite coaches *(Involved)*
- Implement retention and talent transfer strategies to enable talented athletes and coaches to remain in Gymnastics *(Involved)*
- Implement a talent identification and transfer system to provide opportunities for athletes to transition to other Olympic sports *(Involved)*

# 04 Endure

We will build a sustainable business model to ensure the long-term future for Gymnastics ACT.

## 2013 ACTIVITIES

Develop and implement MOU between GACT and ACT Clubs.

Review and update risk management strategies and policies.

Review and update Constitution.

Investigate non affiliated ACT clubs, businesses and organisations who offer gymnastics.

## TRANSFORMATIONAL STRATEGY

*Develop and build an organisational structure that maximises efficiencies via clearly articulated roles and responsibilities and delivers financial diversity through increased membership and the delivery of high profile, profitable events.*

## 2016 GOALS

An agreed strategic direction for the sport

Agreement of the roles and responsibilities between GACT and clubs

Establish a GACT Event Strategy

## Ongoing Strategic Initiatives/Projects

### 4.1 Ensure organisational operations are viable and sustainable

- Implement one strategic direction for Gymnastics within Australia (*Involved*)
- Implement a best practice national governance model (*Ourselves*)
- Develop and implement an MOU between GA and its State and Territory organisations that ensures clarity and efficiency in governance and operations (*Involved*)
- Develop and implement an MOU between GACT and its Clubs that ensures clarity and efficiency in governance and operations (*Ourselves*)
- Implement proactive risk management strategies and policies (*Ourselves*)

### 4.2 Progress toward financial independence

- Develop a National Event Strategy that profiles all Gymsports and builds new revenue streams (*Informed*)
- Secure at least one FIG endorsed international event for Australia (*Informed*)
- Explore avenues for increasing national efficiencies and cost savings, and diversifying revenue sources (*Informed*)
- Conduct a full membership review (*Informed*)

### 4.3 Enhance key stakeholder relationships

- Develop and build key relationships with government and corporate bodies (*Ourselves*)
- Implement a national Cheerleading policy (*Informed*)
- Research the needs and deliver services that will engage and integrate non-affiliated gymnastics providers (*Ourselves*)

# Gymnastics ACT Values

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**Leadership:**

We will provide strong leadership and effective management, in all our activities to provide a positive experience for all.

**Teamwork:**

We provide support to one another, working co-operatively, in unity, and with open and effective communication to make our environment fun and enjoyable in achieving our shared vision for the growth and development of Gymnastics.

**Respect:**

We recognise and value the contributions all people make to Gymnastics, respecting one another's views and by treating them with dignity and consideration.

**Excellence:**

We promote a performance culture with a focus on results through commitment to innovation, flexibility and continuous improvement.

**Integrity:**

We are committed to ensuring a strong reputation for the integrity of Gymnastics by maintaining the highest standards of ethical and fair behaviour.



## OUR RESPONSE TO THE ACTIVE 2020

### STRATEGIC PLAN FOR SPORT AND ACTIVE RECREATION IN THE ACT AND REGION 2011-2020

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Active 2020 is a long term strategic plan for sport and active recreation in the ACT and region. It provides a blueprint upon which sport and recreation will be nurtured and promoted over the period 2011-2020. The proposed actions set down for Gymnastic ACT in this plan respond specifically to the following strategic initiatives identified in ACTIVE 2020.

In the course of this planning term, we will seek out support from government to progress any planned actions that clearly contribute to the success indicators for these ACTIVE 2020 strategic initiatives.

Strategic Initiative	Description	Strategic Plan Action
1.2	Provide and promote opportunities across the whole recreation-sport continuum based on researched need and ensuring alignment with national sport and recreation outcomes	1.1 1.3
1.3	Maximize availability for facilities and inclusive programs for people to get physically active	1.1
1.4	Embrace new and emerging sports and activities, as well as new versions of exposed sports, based on demands of changing population demographics	1.2
1.6	Engage with Education in providing formalized school sport and physical education, and actively promote links and pathways to community clubs	1.2
2.3	Promote workforce capability by engaging the vocational sector in training coach, official and administration education, volunteer management and coaching courses in high school	2.1
3.2	Promote cross club co-operation and co-ordination to provide efficiencies in resources, facilities and administration	2.2 4.1
3.3	Provide effective integration of new technology to enhance the experience and broaden the appeal of sport and recreation	2.3
3.4	In line with the National Sports Volunteer Strategy, ensure a more structured approach to volunteer planning and support for clubs around recruitment, definition of roles and responsibilities, retention, costs of volunteering and engaging corporate volunteers	2.1 2.2
3.5	Encourage succession planning for coaches, officials and administrators to ensure an ongoing supply and pathway	4.1



Strategic Initiative	Description	Strategic plan Action
4.2	Ensure ACT sport performance objectives are aligned with the National outcomes	3.1
4.3	Ensure ACT sports provide clear talent identification and development pathways for athletes and coaches	3.2
4.5	Ensure access to quality facilities, sports science, education and support services for developing athletes and coaches	3.1 2.3
7.5	Promote more partnering and sharing resources in program delivery, co-ordination and leadership	4.3
7.6	Promote multi use of school facilities and allow access for clubs	2.2