

# STRATEGIC PLAN

2021-2024



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[www.gymnasticsireland.com](http://www.gymnasticsireland.com)

## Section 1

# About Us

Gymnastics is one of the largest participation sports in Ireland, one of the biggest sports in the world and one of the three 'Category A' sports in the Olympic programme. We are recognised worldwide not only as a major sport in our own right but also as a sport that provides the building blocks for almost all other sport.

Gymnastics Ireland is the National Governing Body (NGB) for the sport of gymnastics in Ireland and is officially recognised as such by Sport Ireland (SI). We are an inclusive club-based member organisation with clubs in all urban and rural communities nationwide. Our clubs come in all shapes and sizes with some being small, voluntary run set-ups; however, the majority are now run as small to medium enterprises (SMEs). These hugely successful community-based sports businesses have been growing year-on-year. Participation demand still greatly outstrips current club capacity; therefore, there is still massive untapped potential for future growth.

On a daily basis our clubs work with their members to unlock the full physical potential of every child or adult who wishes to participate in the sport, whatever their abilities or their sporting ambitions. For the vast majority that will be through the enjoyment and camaraderie of being involved at participation level and for a smaller number it will be as they progress through our pathway to sporting success at the highest level. Our hope is that for all it will be the beginning of a lifelong involvement with sport and physical activity through gymnastics.

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## What do we value?

### ENJOYMENT

in our inclusive sport, whether it is at recreational or competitive level - a positive experience for our members.

### PRIDE

in ourselves, in Gymnastics Ireland and in wanting to represent Ireland well on the international stage.

### TEAM WORK

underpins our approach, as working together we are stronger.

### HARD WORK

is how we achieve success.

### AMBITION

to strive to achieve success in everything we do, from training sessions through to competition results.

### FAIR PLAY

is the way we work and the way we win.

### RESPECT

for each other, our competitors and ourselves.

## 1.1 Our Programmes & Events

Gymnastics Ireland offers an extensive range of programmes and events covering participation through to performance levels. Each unique programme has varying elements ranging from education courses through to technical resources and events.



The Floor is an annual showcase event for member clubs. Clubs perform to show everyone just how skilful, fun, entertaining and exciting gymnastics is.



The National Series encompasses all national level competitive events including all National Championships.



GymEDGE is a series of gymnastics-based workshops for any coach from any sport designed to develop the complete athlete/player.



GymSTART is the participation programme for Gymnastics Ireland consisting of coaching courses, workshops, club programming tools and events.



GymABLE is an inclusive programme targeted at creating inclusive gymnastics environments from club to national level for people with disabilities.



GymACTIVE is a fun gymnastics-based fitness program focusing on strength, flexibility, and physical literacy skills for the leisure, fitness & wellbeing sectors.



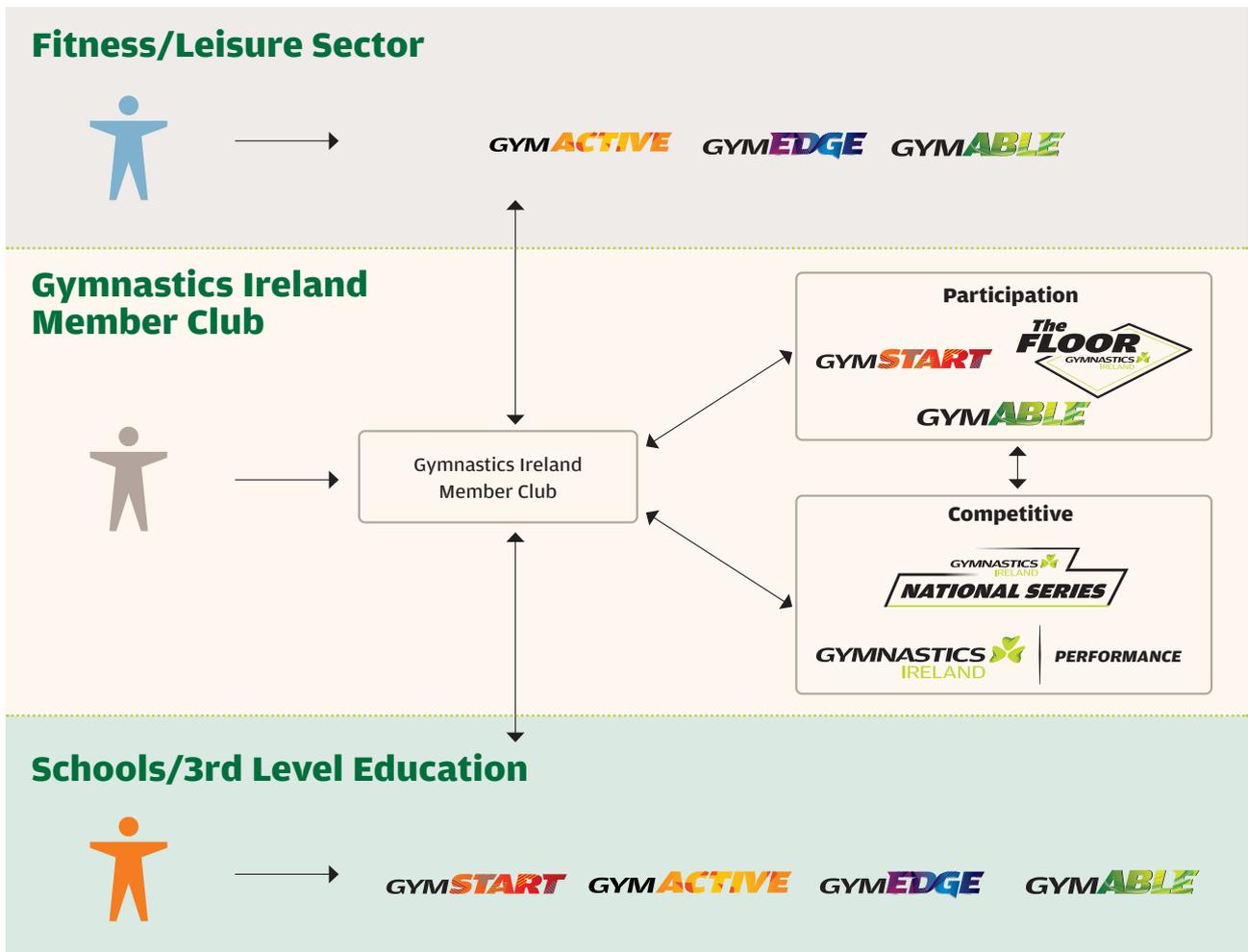
The National Awards Ceremony is an annual celebration of our members achievements from participation through to performance, and club through to national.

The Gymnastics Ireland master brand and all programme sub-brands are legally registered and protected trademarks owned by the company Irish Gymnastics CLG T/A Gymnastics Ireland.

For full programme details visit the programme section of [gymnasticsireland.com](https://gymnasticsireland.com)

## 1.2 The Gymnastics Ireland pathway

There are three main routes to participate in gymnastics in Ireland. The pathway diagram below illustrates each of these and highlights the relevant Gymnastics Ireland programmes to each pathway route.



In support of this top-line strategic plan we have developed two key sub-strategies:

**1. The Education & Participation Strategy 2021 - 2024**

[CLICK HERE](#)

**2. The High-Performance Strategy 2024 & 2028**

[CLICK HERE](#)

These sub-strategies provide more information regarding detailed specifics for the programmes relevant to each area covering gymnasts, coaches/officials and club management.

## 1.3 Our Partners

While our clubs and members are our main partners we regularly work with a number of key partners outside of our membership to further develop our sport.

### Sport Ireland

The government appointed agency tasked with the development of sport in Ireland covering participation, high-performance, anti-doping, ethics & coaching. Sport Ireland also is responsible for the development and operation of:

- The Sport Ireland Campus
- The Sport Ireland Institute
- The Local Sports Partnership (LSP) Network

### Olympic Federation of Ireland (OFI)

The National Olympic Committee (NOC) and representative branch of the International Olympic Committee (IOC) in Ireland. Its main responsibility is planning, preparing and supporting Team Ireland to compete in Olympic events in addition to leveraging the Olympic brand in Ireland.

### Federation of Irish Sport (FIS)

The voice of Irish sport ensuring sport is kept at the top of the agenda within political, government and media circles in Ireland while providing shared support services for members. The FIS also runs key sports sector events such as the Irish Sport Industry Awards.

### European Gymnastics (EG)

The European governing body responsible for the governance and development of the sport on a continental level including the operation of the European Championships.

### International Gymnastics Federation (FIG)

The world governing body responsible for the governance and development of the sport on a global level including the operation of the World Championships and Olympic qualification pathway.

### Ireland Active

The representative body for the leisure, health and fitness sector in Ireland.

### Sponsors

Gymnastics Ireland regularly partners with long-term or project-specific sponsors in the roll-out and delivery of various programmes and initiatives.

### Media

Gymnastics Ireland maintains a close working relationship with national TV, digital and print media in order to maximise exposure of our sport to the Irish general public while engaging with the global gymnastics media to ensure Irish stars are visible to gymnastics fans all over the world.

## Section 2

# Where are we **now?**



The period of the previous Strategic Plan 2016-2020 was a truly transformative period for Gymnastics Ireland:

- One of the largest participation sports in Ireland and largest Olympic sports in the world
- An innovative and dedicated national club network of thriving community-based sports businesses contributing tens of millions of euro to the Irish sports sector and providing employment opportunities for thousands of people
- Operating a diverse member/participant pathway consisting of a suite of high-quality programmes and events covering participation through to performance levels
- Completely re-structured governance systems and policies in-line with modern good governance standards and committed to the ongoing 'governance journey'
- Considered a leader in Irish sport – 2 x Irish Sport Industry Award winner including 'National Governing Body of the Year' and 'Inclusive Sport'
- Irish gymnasts consistently making finals and securing medals on the international stage
- Representatives sitting on Boards/committees in key national and international sports bodies in addition to relevant government bodies
- A world-class national base of operations at the Sport Ireland Campus in Dublin including the National Gymnastics Training Centre & Sport Ireland Institute, multiple event hosting venues and standard company/operational facilities
- An indoor facility-based sport where demand still out-strips capacity

## Section 3

# Where do we **want to be?**

**We want to be present in every local Irish community providing enjoyable gymnastics opportunities for all, through our expanding network of innovative clubs.**

**We want to be embedded in the consciousness of Irish sporting culture, providing national showcase events at home and globally energising performances away for the appreciation and entertainment of all Irish sports fans.**



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## Section 4

# How do we get there?

In order to get where we want to be we have identified the following key strategic areas of focus for the duration of this plan:

- **Culture & Governance**
- **Club Development**
- **Events**
- **Member Services**
- **Profile & Commercial**

For the duration of this plan we will further develop current programmes & initiatives, develop new programmes & initiatives, develop new sub-strategies & policies and annually allocate resources to the progress each of these key areas as follows:

## Culture and Governance

Ensure that we continue to promote a positive culture and operate to the highest standards of corporate governance by:

- Putting people first – creating an inclusive, safe, secure, enjoyable and rewarding environment where everyone is valued, avoiding a ‘win at all costs’ culture;
- Enabling people to be the best they can be, through the sport from participation through to international competitive levels;
- Having an active voice on the main global issues affecting gymnastics;
- Having an active voice on the main issues nationally in Irish sport;
- Continuing to develop strong internal structures, maintaining strong governance principles, policies and practices.

## Club Development

Clubs are our backbone. We need to support current clubs to be able to grow and encourage new clubs to start-up. Our supports should focus on the following areas:

- Rebuilding post Covid-19;
- Growing membership in current clubs (including male & adult participation);
- Helping current clubs to expand;
- Setting up new clubs;

- Supporting club coach/staff recruitment, education & development;
- Communicating effectively with our clubs;
- Supporting gymnastics clubs as community-based sports businesses;
- Enabling clubs to engage with partners at local level (Local Sports Partnerships, Local Authorities, politicians and potential commercial partners etc.).

## Events

Ensure we continue to roll-out and develop a quality range of events that showcase our sport, build awareness of the sport and provide inspiration for future generations of gymnasts to include:

- National events hosted in the National Indoor Arena at the Sport Ireland Campus including discipline specific 'National Series' events and flagship national participation level events;
- Rollout of GymSTART participation and competitive development events at suitable venues nationwide to ensure accessibility at local level;
- Develop and launch an annual/bi-annual flagship international event that becomes part of the national Irish sporting calendar achieving mass media/TV coverage;
- Continuing to develop and roll-out member relevant conferences, expos/trade shows & symposiums.

## Member Services

Deliver value-adding shared services for clubs through innovative digital/technology solutions such as:

- Membership management systems;
- Event systems;
- eLearning platforms;
- Online streaming;
- Member/fan communication & engagement.

## Profile & Commercial

Increase the profile and commercial value of the sport by:

- Growing awareness and public perception;
- Making gymnastics more mainstream;
- Developing the image and positioning of the sport - including an external ambassadorial programme;
- Increasing the number and value of commercial partnerships;
- Creating new/alternative revenue streams (e.g. philanthropy, foundation, EU funding etc.);
- Building contingency plans/robust reserve policies.



## Section 5

# What do we need to achieve this?



- Competent and innovative people driving the clubs at local level and the organisation at national level;
- Supportive and engaged community of members investing in the development of the sport from local to national level;
- Strong relationships with key external Irish national partners;
- Strong relationships with national, continental and world governing sports bodies;
- Representation of key competency-based personnel at national level in terms of wider sporting and political agendas;
- Representation of key competency-based personnel at international level within continental and world governing bodies;
- Continued financial sustainability and growth.

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