



STRATEGIC FRAMEWORK 2017 - 2021

VISION

Gymnastics is a passion shared by millions

MISSION

To create and inspire lasting success for gymnastics

STRATEGIC PRIORITIES

- 1** Diversify sources of revenue to develop and grow the provision of gymnastics
- 2** Build the capacity and grow the demand for gymnastics
- 3** Raise the profile and increase the appeal of gymnastics
- 4** Drive consistent international success through an evolving and sustainable system
- 5** Innovate with technology to enable the exploration of new opportunities
- 6** Develop lasting and valued relationships with all customers

VALUES

- Connected family
- Pride and joy
- Active support
- Lead the way

