



Strategic Framework 2017 - 2021

Vision

Gymnastics is a passion shared by millions

Mission

To create and inspire lasting success for gymnastics

Principles

We will:

- 1** Promote a culture of integrity and equality: striving for the highest ethical and professional standards in all our endeavours
- 2** Be thoughtful and deliberate in our choices, seeking the evidence to inform decision making, to better meet the needs of our customers and stakeholders
- 3** Be innovative, breaking new ground to improve the quality of our products and services, whilst protecting our proud heritage

Strategic Priorities

We will:

- Identify and then remove bottlenecks so that demand can be met, starting with addressing coaches and space limitations
- Reduce dependency on government funding by maximising current revenue streams
- Advance, connect and effectively communicate the pathways to provide opportunities for talent to develop consistently
- Articulate and deliver a clear brand proposition

