

2021–2026 STRATEGIC PLAN



Executive Summary

The Alberta Gymnastics Federation (AGF) was incorporated as a not-for-profit organization in 1971. For fifty years AGF has played a key role in promoting the sport of gymnastics in Alberta as:

A foundational sport that teaches basic movement and skills that are core for other sports, including balance, agility, and coordination;

An opportunity for anyone to participate in gymnastics for fun and fitness through its “Gymnastics for All” programs; and

A supporter of competitive athletes striving to reach their personal best at all levels, including provincially, nationally, and internationally.

AGF endeavors to work collaboratively with clubs across the province to promote growth in gymnastics participation through increased awareness and marketing. Key to the success of gymnastics is the quality and consistency in coaching, and AGF is committed to providing the training and support to our clubs and their coaches that is necessary to continually grow their skills.

AGF is committed to listening to its member clubs and ensuring that it is providing the services they require, as well as offering value-added services that can further contribute to the success of gymnastics clubs in Alberta.

With an eye on the future, AGF’s 2021 – 2026 Strategic Plan is based on four Strategic Pillars:

Membership Development	Education	Athlete and Coach Support	Organizational and Operational Excellence
<p>AGF will work collaboratively with gymnastics clubs to increase participation and grow awareness of gymnastics as a foundational sport with health and wellness benefits for participants of all ages and abilities.</p>	<p>AGF will work with gymnastics clubs to ensure education is available to coaches, judges, and club employees.</p>	<p>AGF will work with gymnastics clubs to support athletes and facilitate coach training and mentorship to develop the skills and exposure necessary to reach their maximum potential.</p>	<p>AGF continually strives for organizational and operational excellence to provide a high-level of consistent service and support to gymnastics clubs, while ensuring sound financial practices and fiscal management.</p>

Vision

A thriving gymnastics community that delivers positive experiences in the pursuit of excellence.

In Alberta, gymnastics clubs are healthy and vibrant. AGF and clubs across Alberta work together as a community to ensure that all participants have a positive experience as they aspire to achieve their personal best.

Mission

To collaborate with gymnastics clubs to grow participation through positive experiences, coaching excellence, and athlete success.

AGF works collaboratively with clubs to grow the sport of gymnastics. AGF and its clubs continually strive to deliver positive experiences to participants. AGF recognizes that coaches are key to the success of gymnastics and invests in training and mentorship to ensure quality programming at all levels. AGF supports its athletes to achieve high levels of personal success.

MEMBERSHIP DEVELOPMENT

The Alberta Gymnastics Federation will work collaboratively with gymnastics clubs to increase participation and grow awareness of gymnastics as a foundational sport with health and wellness benefits for participation of all ages and abilities.

Priorities

Collaborate with gymnastics clubs to maximize positive interactions with participants to enhance the overall gymnastics experience.

- Ensure positive experiences for participants through coach and judge training and assist in enhancing other services provided at the club level.
- Provide information to clubs that will enable those interacting with participants to be ambassadors for the sport of gymnastics.

Work with gymnastics clubs to support the development and execution of marketing strategies to increase overall gymnastics participation.

- Utilize an integrated Marketing Approach to maximize reach at both a provincial and local level to exploit opportunities and share common costs.
- Employ traditional and innovative methodologies to promote the sport of gymnastics and share successful athlete experiences wherein the athlete benefited from gymnastics training.

Foster a sharing culture amongst Alberta's gymnastics clubs and facilitate opportunities for networking, sharing ideas, and best practices to increase gymnastics participation and club revenue.

- Utilize technology and other mechanisms to coordinate and facilitate sharing opportunities across clubs and communities.

Demonstrate the value of AGF to gymnastics clubs across Alberta regardless of location, size or discipline.

- Be a responsive and supportive resource to clubs based on their needs.

Ensure regular and open communication with clubs and other key stakeholders to deliver timely and accurate information.

Performance Metrics



Number of AGF gymnastics clubs remains stable or is increasing.



Gymnastics club satisfaction with services provided by AGF to support membership development.



Number of gymnastics clubs and participants attending AGF events.



Number of programs within clubs.

EDUCATION

The Alberta Gymnastics Federations will work with gymnastics clubs to ensure education is available to coaches, judges, and club employees.

Priorities

Ensure training and awareness of sport health and wellness, including Safe Sport, is appropriate for the audience and accessible, as determined at the club level.

- Provide training and awareness through a variety of mechanisms, as required.

Develop and deliver a stakeholder education program that is up-to-date, timely, and appropriate to the audience.

- Increase education and communication mechanisms to broaden information reach.

Identify and develop value-added training for gymnastics clubs and their employees that can be delivered in the format that best meets the needs of the individual clubs (i.e. professional development).

Provide training and mentorship opportunities for judges to better recruit and retain judges; and to ensure consistency in knowledge and enable judges to expand their judging repertoire.

Performance Metrics



Number of education opportunities provided.



Number of participants attending AGF education opportunities.



Number of registered officials and judges.

ATHLETE AND COACH SUPPORT

The Alberta Gymnastics Federation will work with gymnastics clubs to support athletes and facilitate coach training and mentorship to develop the skills and exposure necessary to reach their maximum potential.

Priorities

Support Alberta competitive athletes to achieve high levels of success provincially, nationally, and internationally.

- Ensure athletes have the opportunity to participate in training and attend competitions provincially, nationally, and internationally, as per policy.
- Optimize financial support for athletes to ensure opportunities for success.

Ensure training for competitive coaches is comprehensive and supported through mentorship.

- Increase accessibility to training opportunities and remove barriers by increasing the variety of learning methodologies and experiences, including travel opportunities to facilitate coaching excellence.
- Provide financial support or incentives for coaches to encourage skill development, as per policy.

Invest in resources/technical expertise to provide mentorship and technical training to elevate coaching skills across the province by working directly with coaches and their athletes. Incrementally grow this investment into a formalized mentorship/technical expertise coaching program.

- Across all disciplines establish functional committee structures that support ongoing professional development and the exchange of information and methodologies.

Ensure sufficient emphasis on training and mentorship for coaches in “Gymnastics For All” to deliver excellent quality programming that results in a positive experience for participants.

- Provide ongoing training that will support consistency in the participant experience in their gymnastics journey over time and across clubs.
- Enable training and mentorship opportunities that are inter-disciplinary and extend across clubs.

Develop a program and materials to recruit and retain coaches at all levels.

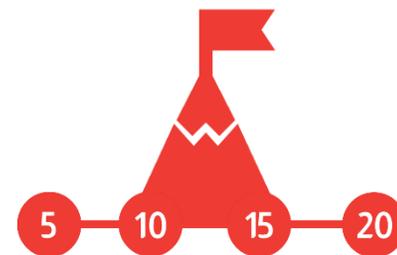
Act as a resource and advocate for coaches so that they are empowered to deliver a safe, high-quality gymnastics experience to athletes and are supported should an issue arise, as per policy.

- Work with clubs to develop a culture and environment that is conducive to coaches assisting one another to maintain safe practices.
- Provide clarity on policies and resources to coaches in the event of an issue and provide support accordingly.

Performance Metrics



Number of “Gymnastics for All” members.



Number of gymnastics coaches recognized for reaching years of service milestones.



Number of athletes at each competitive level.

ORGANIZATIONAL AND OPERATIONAL EXCELLENCE

The Alberta Gymnastics Federation continually strives for organizational and operational excellence to provide a high-level of consistent service and support to gymnastics clubs, while ensuring sound financial practices and fiscal management.

Priorities

Assume a leadership role in the implementation of the Strategic Plan for the benefit of Alberta gymnastics clubs and its participant and competitive athletes.

- Play a key role in implementing new and innovative approaches to grow the sport of gymnastics in Alberta and supporting clubs in achieving their membership goals.
- Contribute to the success of competitive athletes at the national and international level through coach development and athlete support.

Ensure a strong governance structure that is well-communicated and understood.

- Communicate and implement a governance model, including decision-making authorities at all levels across AGF.
- Ensure Board-level decision-making authority requires multiple members to ensure a balanced approach and accountability.

Ensure consistency and stability of AGF Board of Directors and employees to better serve clubs.

- Develop comprehensive training materials and transition plans to minimize disruptions in service during times of change.

Ensure long-term financial stability through strong financial accounting and responsible cost management that is transparent to gymnastics clubs and members.

- Be accountable to stakeholders through open financial reporting.
- Identify and implement cost saving measures, when appropriate.

Performance Metrics



Annual open and transparent financial reporting.



Gymnastics club satisfaction with the role and overall service of AGF.

Handwritten signature of Robin McDougall in blue ink.

Robin McDougall
Executive Director



ALBERTA
GYMNASTICS
FEDERATION

Handwritten signature of Brett MacAulay in blue ink.

Brett MacAulay
Chair, Board of Directors