



2016-2020 Alberta Gymnastics Federation Strategic Plan

Membership Promotional Document - Separate

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Executive Summary

The Alberta Gymnastics Federation (AGF) was incorporated as a not-for-profit organization in 1971. Over forty years later AGF is a strong and dynamic organization dedicated to promoting the sport of gymnastics at both the general gymnastics and competitive levels. The AGF functions on behalf of its member clubs who work in the communities across Alberta to promote the sport of gymnastics and deliver quality programs and services. The member clubs are the “face” of gymnastics across the province.

It is exciting times with Alberta athletes’ continuing to have success with podium finishes at both national and world competitions. The opportunities are great and the timing is right to redefine our strategic plan that will lead AGF for the next four years. Based on a growing understanding of the needs of the clubs and members AGF aims to provide a diverse range of products and services that engage and build communities at a local level, enjoy success at all levels and extend the reach of the AGF brand.

The Board of Directors would like to acknowledge and thank those that completed the survey and recognize that the board has listened and will commit to the following key areas:

More gymnastics awareness for all stakeholders

- Educational components added to AGF website
- Increase communication through materials (such as the On the Flipside that was produced for the various 2015 Provincial events)
- Showcase AGF sanctioned events

More communication and transparency from AGF

- Continue to focus on website development and email communication as this is the number one way our membership prefers communication according to the feedback
- Readily available AGF strategic plan (including Website)
- Increased networking opportunities and sharing of resources between coaches/parents/athletes etc.
- Additional coach education opportunities
- Monthly features on website to include information about areas such as NCCP, 3rd Level Consulting etc.

Guiding Principles

AGF is guided by a set of principles that define our character and culture; they are fused into all of the strategic opportunities. They are a fundamental strength of our organization.

- Pursue excellence at all levels
- Work as a collective team
- Share knowledge
- Listen and communicate
- Effective Use of Multi Media

Mission Statement

We are dedicated to developing gymnastics and its values by encouraging participation, growth and personal success for everyone.

Values and Belief Statement

The Alberta Gymnastics Federation believes that gymnastics should be a positive experience for all and that every member is entitled to a safe and respectful sporting environment.

The Alberta Gymnastics Federation values honesty and integrity as demonstrated through:

- ❑ Teamwork, cooperation and foster respect for compliance with guidelines regulations and rules.
- ❑ Mutual respect between and among athletes' coaches, judges, clubs, disciplines, administrators and volunteers.

The Alberta Gymnastics Federation values equitable access to opportunities for personal success and development. The Alberta Gymnastics Federation values the fun, fitness and fundamentals of gymnastics: and the pursuit of excellence.

Goal Statement

1. More people participating in and enjoying gymnastics.
2. To achieve Olympic podium performances.
3. Inspire athletes to achieve personal success.
4. More partners building gymnastics.

Strategic Opportunities

Club Support & Development

Strategic Goal: To provide clubs in Alberta the opportunity to continue to work together towards building strong, successful programs in order to continue increasing numbers of participants, as well as assisting in the development and sustainability of new clubs/programs.

Coaching and Judge Development and Leadership (REC/WAG/MAG/T&T/ACRO COACHING/JUDGING)

Strategic Goal: To provide opportunities for coaches and judges to further their professional development; contribute to the retention of these coaches and judges for the long term benefits to gymnastics in Alberta.

Gymnastics Awareness

Strategic Goal: To continue increasing the number of people participating in and enjoying gymnastics, through various strategies and platforms.

Athlete Support and Leadership

Strategic Goal: To provide athletes and their parents/guardians additional information as it pertains to:

- Community and Sport Science services
- Personal development
- Career development
- Academic Opportunities

CLUB SUPPORT & DEVELOPMENT

Strategic Goal: To provide clubs in Alberta the opportunity to continue to work together towards building strong, successful programs in order to continue increasing numbers of participants, as well as assisting in the development and sustainability of new clubs/programs.

STRATEGIES

3 rd Level / Club Excellence	Administrative/Board	Mentorship Program	AGF Website
<ul style="list-style-type: none"> • Communication and Promotion • Recruitment of a Spokesperson • Quarterly Webinars 	<ul style="list-style-type: none"> • Fall Congress Addition of Specific “Best Practice” Session <i>(Alternate year of Fall Congress / AGF AGM)</i> 	<ul style="list-style-type: none"> • Provide opportunities for administrators and club Board Members to further their professional development 	<ul style="list-style-type: none"> • Further Development/Expansion • Specific Archive Section

OUTCOMES

<ul style="list-style-type: none"> • Provide clubs with a template for success - best practices, risk management, governance, business operations, etc. 	<ul style="list-style-type: none"> • Ensure specific “Best Practices/Standard Operation Procedures” sessions are available at the AGM and/or Fall Congress 	<ul style="list-style-type: none"> • Create an innovative mentorship program, specifically designed to assist with the development and growth of the member club 	<ul style="list-style-type: none"> • Continually improve the usability/functionality of the AGF website to ensure timely and informative communication to members.
<ul style="list-style-type: none"> • An AGF member is recruited to act as the representative for the program 	<ul style="list-style-type: none"> • Ensure all programs developed and implemented are continually evaluated. 	<ul style="list-style-type: none"> • Advocate the need and benefits of participation in the program 	<ul style="list-style-type: none"> • Develop and implementation of a Archive Section on the AGF website
<ul style="list-style-type: none"> • Host regularly scheduled webinars for both programs 	<ul style="list-style-type: none"> • Increase in club and individual attendance • Implementation of an Event Hosting Course 		

COACH/JUDGE LEADERSHIP AND DEVELOPMENT

(WAG/MAG/T&T/ACRO/REC COACHING/JUDGING)

Strategic Goal: To provide opportunities for coaches and judges to further their professional development; contribute to the retention of these coaches and judges for the long term benefits to gymnastics in Alberta.

Coach Mentorship	Cascade Educational Opportunities	Judge Mentorship
<ul style="list-style-type: none"> • Circulate applications for Master and Mentor coaches each year • Select appropriate candidates for each year • Monitor and allocate funds for meetings each year • Yearly review by each program 	<ul style="list-style-type: none"> • Communicate via surveys/face to face meetings/etc. with coaches to ascertain their perceived educational shortfalls • Continue educational opportunities for all levels of coaching (eg Provincial level clinics, National level training camps and clinics, AGF Fall Congress) • Yearly review by each program 	<ul style="list-style-type: none"> • Review current methods for assigning mentors • Review current accountability for mentees • Communicate with judges to ascertain their perceived educational shortfalls • Yearly review by each program

OUTCOMES

<ul style="list-style-type: none"> • Determine if current opportunities are sufficient or if additional, innovative opportunities are being missed 	<ul style="list-style-type: none"> • Communicate with coaches to ascertain their perceived educational shortfalls 	<ul style="list-style-type: none"> • Communicate with judges to ascertain their perceived educational shortfalls
<ul style="list-style-type: none"> • Select appropriate candidates for each year 	<ul style="list-style-type: none"> • Continue educational opportunities for all levels of coaching (eg Provincial Level clinics, National Level Training Camps and clinics, AGF Fall Congress) 	<ul style="list-style-type: none"> • Continue educational opportunities for all levels of coaching (eg Provincial Level clinics, National Level Training Camps and clinics, AGF Fall Congress)
<ul style="list-style-type: none"> • Monitor and allocate funds for each year 	<ul style="list-style-type: none"> • Monitor and allocate funds for each year 	<ul style="list-style-type: none"> • Monitor and allocate funds for each year
<ul style="list-style-type: none"> • Increase visibility (social media/website, etc.) of program opportunities • Successes/Achievements are celebrated/communicated 	<ul style="list-style-type: none"> • Increase visibility (social media/website, etc.) of program opportunities • Successes/Achievements are celebrated/communicated 	<ul style="list-style-type: none"> • Increase visibility (social media/website, etc.) of program opportunities • Successes/Achievements are celebrated/communicated

GYMNASTICS AWARENESS

Strategic Goal: To continue increasing the number of people participating in and enjoying gymnastics, through various strategies and platforms.

STRATEGIES

Community Engagement	AGF Membership	Provincial Sport Organizations Engagement
<ul style="list-style-type: none"> • City/Municipal facilities: Be Fit for Life/Vivo for Healthier Generations/All Sport 1 Day/Sport Councils • School Boards/Kids Can Move • Teachers' Conventions • Physical Literacy • Special Needs 	<ul style="list-style-type: none"> • Fall Congress • Annual General Meeting • Club Visits • Coach Awareness/Appreciation • New AGF Programs (ie. WAG Junior Olympic (JO) & Acro) • Gymnastics Awareness 	<ul style="list-style-type: none"> • Foundation Sports • Aerial based Sports • Alberta Sport Plan

OUTCOMES

<ul style="list-style-type: none"> • A strategy to address concept has been developed and implemented 	<ul style="list-style-type: none"> • A strategy to address concepts has been developed and implemented • A strategy to further build the Gymnastics brand has been developed and implemented 	<ul style="list-style-type: none"> • A strategy to address concept has been developed and implemented
<ul style="list-style-type: none"> • Research/Development of a strategy to address Special Needs coach education 	<ul style="list-style-type: none"> • Continue to engage the membership (<i>AGM/Fall Congress/etc.</i>) to share their insight and experiences • Implementation of Gymnastics Awareness Week 	<ul style="list-style-type: none"> • Actively advocate on behalf of members to partners, stakeholders and funders (<i>i.e. Gymnastics Canada and government</i>)
<ul style="list-style-type: none"> • A strategy to engage the non-gymnastics' audience is built 	<ul style="list-style-type: none"> • Develop a sponsorship strategy that supports gymnastics and club education province-wide 	<ul style="list-style-type: none"> • Key stakeholder relationships are enhanced

ATHLETE SUPPORT AND LEADERSHIP

Strategic Goal: To provide athletes and their parents/guardians additional information as it pertains to: Community and Sport Science services, Personal development, Career development and Academic Opportunities. By design, the development of athletes, coaches and judges on all levels will benefit.

STRATEGIES

Community and Sport Science services	Personal Development	Career Development	Academic Opportunities
<ul style="list-style-type: none"> • Canadian Sport Institute Calgary • Medical Information • Dietician and/or Nutritionist Information • Mental Preparation 	<ul style="list-style-type: none"> • Athlete Ambassador Training eg. Media and Social Media skills • Athlete/Parent/Guardian Education eg. Parent Respect in Sport/Colours/ etc. 	<ul style="list-style-type: none"> • Internal Retention (post athlete career) eg. Coach/Judge/Administrator • NCCP Course • Post-Secondary – ie. Athabasca University • Business of Gymnastics (Administration/Owner 	<ul style="list-style-type: none"> • NCAA –Scholarships/ etc. • National Sport and/or Charter Schools • Home Schooling

OUTCOMES

<ul style="list-style-type: none"> • A strategy to address concept has been developed and implemented 	<ul style="list-style-type: none"> • A strategy to build pathways and support for the development of athletes, coaches and judges has been developed and implemented 	<ul style="list-style-type: none"> • A strategy to address concept has been developed and implemented 	<ul style="list-style-type: none"> • A strategy to address concept has been developed and implemented
<ul style="list-style-type: none"> • Opportunities are increased for greater access to education 	<ul style="list-style-type: none"> • Personal development mediums are developed and communicated 	<ul style="list-style-type: none"> • Specific section on the AGF website is developed and implemented 	<ul style="list-style-type: none"> • Specific section on the AGF website is developed and implemented
<ul style="list-style-type: none"> • Specific section on the AGF website is developed and implemented 	<ul style="list-style-type: none"> • Specific section on the AGF website is developed and implemented 	<ul style="list-style-type: none"> • A collaborative relationship with a Post-Secondary institution is developed 	<ul style="list-style-type: none"> • Various pathways associated with academic development are communicated

PROPOSED EXPENSES							
	YEAR 1		YEAR 2		YEAR 3		YEAR 4
<i>CLUB SUPPORT & DEVELOPMENT</i>	Mentorship: \$4,000 Website:\$1,000.00		Mentorship: \$4,000 Website:\$1,500.00		Mentorship: \$6,000 Website:\$500.00		Mentorship: \$6,000 Website:\$250.00
TOTAL	\$5,000		\$5,500		\$6,500		\$6,250
<i>COACH/JUDGE LEADERSHIP & DEVELOPMENT</i>	WAG: \$6,000 MAG: \$2,000 T&T: \$2,000 REC: \$5,000 ACRO: \$0		WAG: \$6,000 MAG: \$2,000 T&T: \$2,000 REC: \$5,000 ACRO: \$2,000		WAG: \$8,000 MAG: \$4,000 T&T: \$4,000 REC: \$6,000 ACRO: \$2,000		WAG: \$8,000 MAG: \$4,000 T&T: \$4,000 REC: \$6,000 ACRO: \$2,000
TOTAL	\$15,000		\$17,000		\$24,000		\$24,000
<i>GYMNASTICS AWARENESS</i>	\$90,000		\$90,000		\$100,000		\$100,000
TOTAL	\$80,000		\$90,000		\$100,000		\$100,000
<i>ATHLETE SUPPORT & LEADERSHIP</i>	Website: \$1,000.00 Social Media Management Tool: \$0 (R&D)		Website: \$1,500.00 Social Media Management Tool: \$1,200.00		Website: \$500.00 Social Media Management Tool: \$1,200.00		Website: \$250.00 Social Media Management Tool: \$1,200.00
TOTAL	\$1,000		\$2,700		\$1,700		\$1,450
GRAND TOTALS	\$101,000.00		\$115,200.00		\$132,200.00		\$131,700.00