

# Woden Valley Gymnastics Club

## Strategic Plan 2020-2025 and beyond

Review 1 - 2021

## Core Beliefs

At WVGC we believe that physical literacy is fundamental to building a happy and healthy life. By challenging one's physical and mental abilities, in a safe, supportive, inclusive and nurturing environment, we can build strong, resilient and adaptable people of any age to be valuable members of our community.

## Club Purpose

---

*To enable people to challenge and improve themselves both physically and mentally so that they can gain the skills and confidence to excel in all parts of life*

---

This is the Club's "Why". It is the purpose that drives the Club and everyone who is involved with it – Coaches, Staff, Gymnasts, Parents & Families

## How we live our purpose

We live the Club Purpose by welcoming all potential gymnasts and supporting them to build positive character traits and lifelong healthy practices for body and mind through gymnastics skills training. We do this by employing competent, qualified and experienced coaches and staff as well as providing ongoing mentoring, training and professional development resulting in the development of each gymnast in-line with their abilities and goals.

## What we do

We deliver quality gymnastics programs to people of all ages and abilities in the Canberra region by providing:

- Coaches for all programs and levels delivered by the Club who are suitably qualified, experienced and share the values and ethos of the Club
- Facilities for learning and skill development that are both challenging and safe.
- An environment that builds self-confidence, self-esteem, self-discipline and personal character using positive encouragement.
- Programs to develop physical literacy catering to physical, psychological, social and cognitive needs among others developed under the governance of Gymnastics Australia and Gymnastics ACT.
- Support for all of our gymnasts to achieve the highest possible level of skill in line with their ability and desire to achieve.

## Point of difference:

Woden Valley Gymnastics Club is unique in the ACT. The Club provides the widest range of gym sports and programs of any gymnastics Club in Canberra and the region. The Club has the ambitious goals of being both the most successful Club in Canberra in producing high performing competitive athletes and being the most inclusive, friendly and fun Club in the ACT.

## Facilities:

### Holder

WVGC leases a facility at Holder that is a fully equipped gymnasium to cater for competitive and recreational gymnastics programs.

Updated facility usage numbers at times during the year

Typical facility usage rates in 2019 term time:

Mon-Fri	Number of Gymnasts	Sat	Number of Gymnasts	Sun	Number of Gymnasts
6-9am	12-15	8am-12pm	200-225	8am-12pm	10-40
9-12am	30-40	12-6pm	50-60	12-8pm	20-30
12-3pm	45-60				
3-4pm	3-5 (Enable)				
4-9pm	200-240				
Total per day	290-360		250-285		30-70

## Current Constraints:

### Facility

The Club facility at Holder is at capacity with the number of Gymnasts and Programs being run. The facility is adequate for training, but poor for hosting competitions and other events. The volume of gymnasts is adversely affecting our ability to provide quality training and a quality training environment. A project is underway to improve the entry and spectator area and our ability to host events (partially funded by a Federal Sports Grant) however this will be at the expense of our training space further affecting accessibility.

### Financial

The Club's income streams are almost solely associated with fees for coaching services. This is not unexpected; however it provides limited opportunities for fundraising from within existing membership.

### Expertise

Gymnastics coaches with senior qualifications and experience are in short supply. The prospect of replacing one of our senior coaches would potentially lead to a

significant search Australia-wide and potentially internationally. International recruitment has been conducted before and taken considerable investment of time, money and resources.

## Survey of Members

The Club Committee ran an online survey of Members in 2019. A summary of the results are as follows:

Over 70% of responders said that one of the reasons they chose to join WVGC was because of the location. The next highest responses at just under 30% were Quality of Coaches, Welcoming Atmosphere, Training Times and Club Reputation.

When it came to the most important aspects of WVGC the overwhelming selection was the Coaches - over 75% of responders ticking that box. This was followed by Location (52%), Welcoming Atmosphere, Training Times, Gym Safety and Class Sizes (all between 30-40%).

We had a large variety of responses to where the gym could change or improve in the next 5 years. The highest proportion related to improvements to the building and the seating area.

## Long Term Strategic Objectives

2020

- Gymnasts, Families and Staff that are positive ambassadors for the Club.
- A facility that is well equipped and maintained to a safe standard for gymnastics training.
- A viable land parcel identified on which to construct a second facility and solid progress towards acquiring it.

2025

- Gymnasts and coaches collectively set and achieve goals.
- A 'Whole of Athlete' approach to program delivery incorporating physical literacy, mental strategies, nutrition, health & wellbeing.
- Coaches and staff are highly regarded within the gymnastics community for their knowledge, experience and attitude.
- Training, Professional development, mentoring, review and adaptation is ingrained in how all staff conduct themselves regardless of their role within the Club.
- Two fully equipped Gymnasiums capable of servicing 2000+ registered Gymnasts.
- A reputation as a Club that produces high quality, successful gymnasts in all gym sports offered by the Club.
- Retention of gymnasts within and between gym sports seen as a core principle.
- A facility that provides a positive experience for event spectators.
- The Club has a clear governance framework that is reviewed regularly and considered a model for other Clubs.
- A positive awareness in the local community of the Club's activities.

2030

- Gym presence established in Molonglo.
- Senior coaching staff numbers reinforced.
- Considered the Premier Gymnastics Club in the ACT and Southern NSW Region.

## Strategy Breakdown 2021

### Community Expectations – from our Why, How and What

Programs	Staff	Facilities	Culture	Governance
<p>A wide variety of programs to develop and maintain physical literacy, suitable for all ages, skill levels, abilities, ethnicities and genders.</p> <p>Programs administered under the governance of GA and GACT.</p>	<p>Coaches and Judges for all programs and levels who are suitably qualified and experienced.</p> <p>Administrative Staff who develop and oversee the Club as a successful medium size not-for-profit business.</p>	<p>Facilities for learning and skill development that are both challenging and safe.</p>	<p>An environment that builds self-confidence, self-esteem, self-discipline, personal character and resilience using positive encouragement.</p> <p>Support for all of our gymnasts to achieve the highest possible level of skill in line with their ability and goals.</p>	<p>A financially sustainable Club with the ability to service asset investments.</p>

### Strategic Objectives 2020-2025 – from our long-term strategic objectives

<p>Gymnasts and coaches have a clear understanding of gymnast goals and how to achieve them.</p> <p>A 'Whole of Athlete' approach to program delivery incorporating physical literacy, mental strategies, nutrition, health &amp; wellbeing.</p>	<p>WVGC Coaches, Judges and Staff that are highly regarded within the gymnastics community for their knowledge, experience and attitude.</p> <p>Training, professional development, mentoring, review and adaptation is ingrained in how all staff conduct themselves regardless of their role within the Club.</p>	<p>A facility that is well equipped and maintained to a safe standard for gymnastics training.</p> <p>Two fully equipped gymnasiums capable of servicing 2000+ gymnasts.</p> <p>A facility that provides a positive experience for event spectators.</p>	<p>Gymnasts, Families and Staff that are positive ambassadors for the Club.</p> <p>A reputation as a Club that produces high quality, successful gymnasts in all gym sports.</p> <p>Retention of gymnasts within and between gym sports seen as a core principle.</p>	<p>The Club has a clear governance framework that is reviewed regularly.</p> <p>A Club that is considered a model for how other Clubs could run their operations and governance.</p> <p>A positive awareness in the local community of the Club's activities through marketing, promotion and publicity initiatives.</p>
--	---	--	---	--

## Woden Valley Gymnastics Club

### Priorities – what to focus on to achieve our objectives

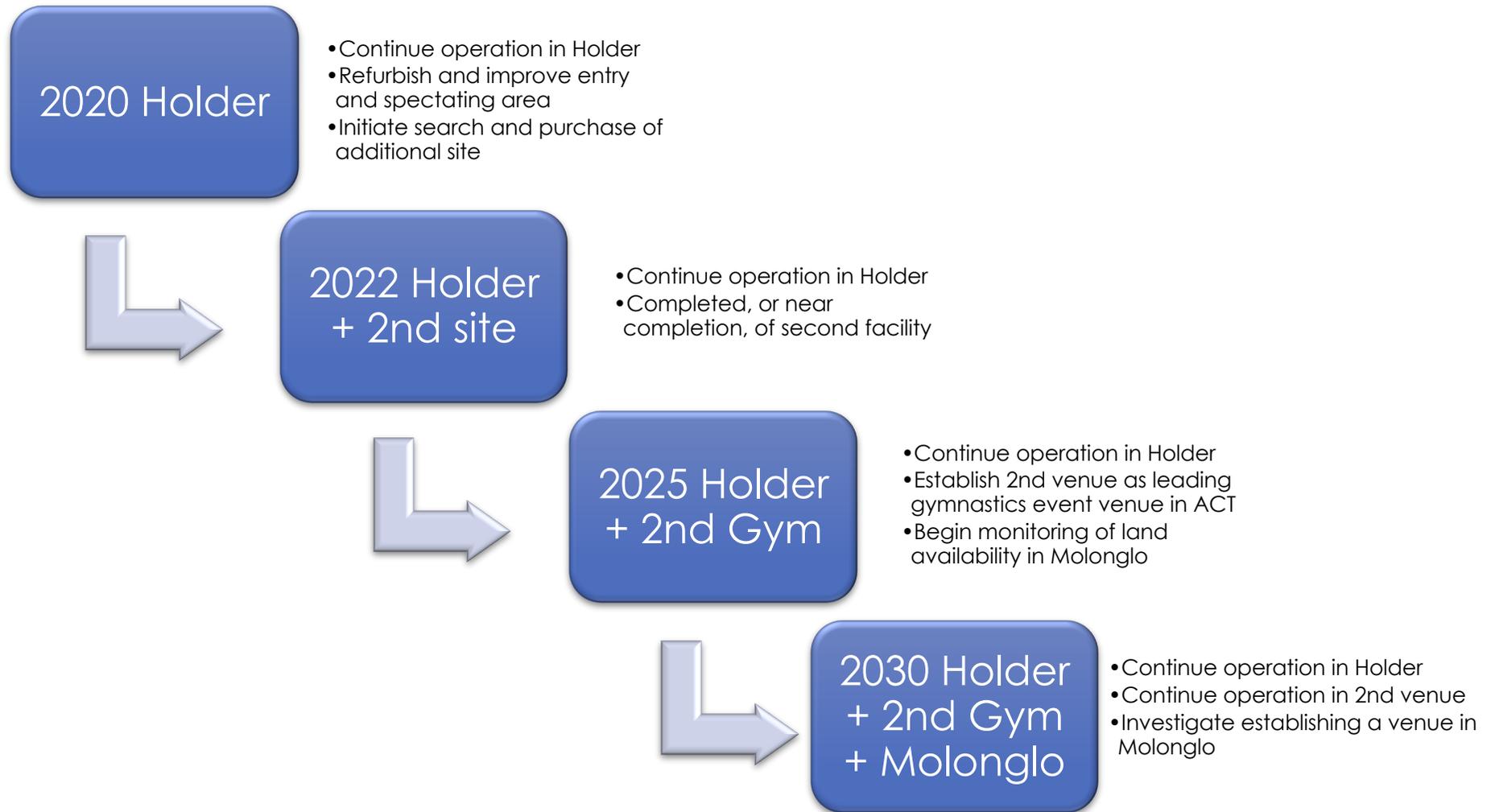
<b>Programs</b>	<b>Staff</b>	<b>Facilities</b>	<b>Culture</b>	<b>Governance</b>
<p>Improve Gymnast positivity about their achievements towards their goals at the end of their review period.</p> <p>Maintain overall membership numbers.</p> <p>Maintain numbers of gymnasts transitioning from kindergym into other programs.</p>	<p>Personnel development and retention program in place.</p> <p>Create a consistent voice, tone and manner for positive customer communication.</p>	<p>Improve the in-person experience for families, spectators and visitors to the WVGC facility.</p> <p>Pursue land acquisition for second facility site.</p>	<p>Improve engagement and communication with gymnast parents and carers.</p> <p>Improve competitive results across all gymsports.</p>	<p>Maintain business profitability.</p> <p>Investigate further avenues for revenue generation.</p>

### Key Results 2021- Stepping stones in-line with priorities

<p>At least 1 result in the top 3 at WAG, MAG, Acro ACT State Championships at all levels entered above L2.</p> <p>Fundamental skill progression of L1 &amp; 2 gymnasts overseen by Head Coaches.</p> <p>Events to celebrate gymnasts' successes and progression.</p> <p>Participation at National events such as GA National Clubs Carnival.</p> <p>State Representative Athletes at Australian Championships.</p>	<p>Toolkits, guidelines and assets to improve the consistency and friendliness of customer communication implemented.</p> <p>All staff participate in review processes relevant to their roles.</p>	<p>Refurbishment of gym entry and foyer project completed.</p> <p>A site to build second gymnasium obtained.</p> <p>Develop a prioritised list of desires for a second facility.</p>	<p>Gymnasts have appropriate goals and track their progression regularly.</p> <p>End of year member survey show a high level of customer satisfaction for all programs.</p>	<p>All programs are financially sustainable.</p> <p>Staff leave bank initiated and schedule for deposits created.</p> <p>Committee and Club Management roles and responsibilities clearly defined and documented.</p> <p>All governance documents completed and available.</p>
---	---	--	---	--

To enable people to challenge and improve themselves  
so that they can gain the skills and confidence to excel in all parts of life

## Future Facilities Strategy (end of year)



To enable people to challenge and improve themselves  
so that they can gain the skills and confidence to excel in all parts of life