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