

2016-20 STRATEGIC PLAN YEAR ONE AT A GLANCE

Club Support & Development



- Specific "Best Practice" Sessions occurring at the 2016 AGF Fall Congress
- Secure 3rd Level 'log-in' page developed
- Quarterly "Best Practice" Webinars continued research
- 10 Club Visits Feb. 1-2 and Apr. 11-12
- Coach Awareness/Appreciation – Gift Cards and Promotion
- Sponsorship strategy under development

Coaching & Judge Development & Leadership



- REC: 4 mentors /2 mentees. 6 sessions/events/visits.
- WAG: 4 mentors/3 mentees. 10 sessions/events/visits; 64 Registered Judges (Provincial, National, Brevet Candidate and Brevet), previous year 54
- MAG: 1 mentor and 1 mentee; 1 sessions/events/visits; 25 Registered Judges (Provincial, National, and Brevet); previous year 27
- T & T: 2 mentors and 2 mentees. 7 sessions/events/visits; 52 Registered Judges (Provincial, National, and Brevet); previous year 52
- ACRO: Currently no mentorship program offered, further evaluation in Year 2-4 as numbers increase; 3 members participated in an FIG judging course in Ontario, 1 information session offered in Alberta with 14 participants

Athlete Support & Leadership



- Creation of a Critical Injury Response Plan
- New section on the AGF Website is currently under development (provide athletes and their parents/guardians additional information as it pertains to: Community and Sport Science services, Personal development, Career development and Academic Opportunities)



Gymnastics Awareness

Community Engagement

- City/Municipal facilities: City of Calgary, KidSport, Alberta Learning, Parkland School district/ National Circus School
- School Boards/Kids Can Move- Calgary & Edmonton Public School District, Calgary Catholic
- Physical Literacy: CS4L, BFFL, PLAY YYC
- Special Needs: Between Friends, Gymnastics Victoria (Australia), Special Olympics



Communication & Social Media

- Development of event specific communication/ social media strategy, which outlines event promotion detail (when/where/how); recruit social media volunteers; promote hosting club and city; staff job responsibility; hashtags, etc.
- Promoting Alberta athletes (Canadians and Western Canadians Championships)
- Twitter is the main promotion tool, followed by Facebook, and Instagram
- Significant impressions/views/followers increased during the events
- On the Flip Side second edition published, over 1,200 copies circulated

