

**GYMNASTICS**   
**IRELAND**

# **STRATEGY** **2025-2028**

*Sport Starts Here.*





# A LOOK BACK

## 2021-2024 KEY ACHIEVEMENTS

The period of the last Strategic Plan 2021-2024 delivered a step change for the development of our sport in Ireland. During this time, we...



### Recovery



Recovered from the impacts of the pandemic

### Investment

Hugely increased internal investment and public funding investment in our programmes and events



### Membership



Hit record numbers for club and individual membership

Solidifying our place as one of Ireland's largest sports

### Education

Published Nationally & Internationally recognised research in key areas such as Women in Sport



Continued to rollout our wide-ranging education programme including the launch of our annual club support conference **Gymnastics Ireland Exchange**

**EXCHANGE**

### Performance



Increased investment in our national coaching team & expanded our holistic athlete support services programme throughout the national squad to best support our next generation of emerging talent

### Events

Established a world class events programme



Covering participation through to performance pathways and hosted our first podium level international event as the pilot for hosting a regular international for our members/fans at home

### Equality & Inclusion

Became the first Irish sport to undertake an equality review with the



Coimisiún na hÉireann um Chearta an Duine agus Comhionannas  
Irish Human Rights and Equality Commission

Who praised us as a benchmark for other sporting bodies & cultural institutions regarding the promotion of equality in Ireland

### Participation

Continued to invest in our inclusive participation and 'Gymnastics for All' pathway programmes including:

**GYMSTART** **GYMABLE**

**GYM 4 TEENS** **JUMPSTART!**



Cheered on as our gymnasts consistently hit and exceed our high-performance target of **Final & Medal Potential**

No one more so than 3 x European, 2 x World and Paris 2024 Olympic Champion Rhys McClenaghan





# DRIVING FORWARD: 2025-2028

## ABOUT US



### A sport for all

Inclusive programmes covering participation to performance levels



### Member focussed

Prioritising enjoyable, safe and healthy participation



### Nationwide & Global

One of the largest sports in Ireland with clubs in all main urban & rural areas. A truly global sport



### Growing year-on-year

A sport in a constant state of growth with demand still hugely outstripping capacity



### High performing

Whether on the Field of Play or as a leader in the wider sports sector





# WHAT DO WE VALUE



## Enjoyment

Enjoyment in our inclusive sport, whether it is at participation through to competitive levels



## Pride

Pride in ourselves, our club, in Gymnastics Ireland and in wanting to represent Ireland well on the international stage



## Teamwork

Teamwork underpins our approach, as working together we are stronger



## Hard work

Hard work is how we achieve success



## Ambition

Ambition to strive to achieve success in everything we do



## Fairplay

Fairplay is how we achieve our goals



## Respect

Respect for each other, our competitors and ourselves





# OUR PROGRAMS

Gymnastics Ireland offers an extensive range of programmes and events covering participation through to performance levels. Each unique programme has varying elements ranging from education courses through to technical resources and events.



GymSTART is the fun and health focussed participation programme for Gymnastics Ireland consisting of coaching courses, workshops, club programming tools and events.



The Floor is an annual showcase event for member clubs. Clubs perform to show everyone just how skillful, fun, entertaining and exciting gymnastics is.



Gym4Teens is a programme targeted at retaining teenagers in gymnastics as well as growing teenage participation rates across our sport.



GymABLE is an inclusive programme targeted at providing gymnastics opportunities for people with disabilities



GymEDGE is a series of gymnastics-based workshops for any coach from any sport designed to develop the complete athlete/player.



GymACTIVE is a gymnastics-based fitness program focusing on strength, flexibility and physical literacy skills. It is available for the leisure, fitness & wellbeing sectors in addition to member clubs and schools/3rd level institutions.



As one of Ireland's largest membership based sports and majority female sports, we continue to invest in programs & initiatives that cater to this large female membership base covering participation through to performance pathways both on and off the Field of Play.



JumpSTART is a club recreational level competitive programme that acts as a bridge between our GymSTART & National Series programmes where gymnasts can compete across multiple disciplines either as an individual or part of a club team.



The National Series encompasses all national level competitions for all competitive disciplines covering development through to performance levels and including various National Championships.



The Next Gen Championships is an event targeting at showcasing the Irish starts of the future while also providing these young & talented gymnasts with critical podium level competition experience at home within each Olympic cycle. It is focussed on specifically defined key development levels within the National Series competitive structure.



Our holistic athlete centred performance programme targeting long term, enjoyable and healthy gymnast development inline with our benchmark target of supporting gymnasts to achieve 'final & medal potential' at international level.



Exchange is our annual hybrid virtual and in-person club support conference covering a wide range of areas relevant to our sport including participation, performance, inclusion, safesport & integrity and club/commercial development. It also provides our clubs with a great platform to connect, share success stories and build relationships.



The National Awards Ceremony is an annual celebration of our members achievements from participation through to performance, club through to national.

For full programme details visit the programme section of [gymnasticsireland.com](https://gymnasticsireland.com)

# OUR PATHWAY

There are three main routes to participate in gymnastics in Ireland. The pathway diagram below illustrates each of these and highlights the relevant Gymnastics Ireland programmes to each pathway route.

## Fitness/Leisure Sector

GYM**ACTIVE**GYM**EDGE**GYM**ABLE**

## Gymnastics Ireland Member Club

Gymnastics Ireland  
Member Club

### PARTICIPATION

GYM**START**GYM**ABLE**JUMP**START**!GYMNASTICS  
IRELAND

WOMEN IN SPORT

### COMPETITIVE

JUMP**START**!GYMNASTICS  
IRELAND  
NATIONAL SERIESGYMNASTICS  
IRELAND

PERFORMANCE

GYMNASTICS  
IRELAND

WOMEN IN SPORT

## Schools/3rd Level Education

GYM**START**GYM**ACTIVE**GYM**EDGE**GYM**ABLE**



# OUR PARTNERS

While our clubs and members are our main partners we regularly work with a number of key partners outside of our membership to further develop our sport.



An Roinn Cultúir,  
Cumarsáide agus Spóirt  
Department of Culture,  
Communications and Sport

**Department of Culture, Communications & Sport:** The Government of Ireland department responsible for the delivery of the National Sports Policy and distribution of public funds for sport covering participation, inclusion, high performance & events (through Sport Ireland) in addition to capital funding for sports equipment & facilities.



SPÓRT ÉIREANN  
SPORT IRELAND

**Sport Ireland:** The government appointed agency tasked with the development of sport in Ireland covering participation, high-performance, anti-doping, ethics & coaching. Sport Ireland also is responsible for the development and operation of:

The Sport Ireland Campus  
The Sport Ireland Institute  
The Local Sports  
Partnership (LSP) Network



TEAM  
IRELAND

**Olympic Federation of Ireland (OFI):** The National Olympic Committee (NOC) and representative branch of the International Olympic Committee (IOC) in Ireland. Its main responsibility is planning, preparing and supporting Team Ireland to compete in Olympic events in addition to leveraging the Olympic brand in Ireland.



**Federation of Irish Sports (FIS):** The voice of Irish sport ensuring sport is kept at the top of the agenda within political, government and media circles in Ireland while providing shared support services for members. The FIS also runs key sports sector events such as the Irish Sport Industry Awards.



European  
Gymnastics

**European Gymnastics (EG):** The European governing body responsible for the governance and development of the sport on a continental level including the operation of the European Championships.



FEDERATION  
INTERNATIONALE DE  
GYMNASTIQUE

**International Gymnastics Federation (FIG):** The world governing body responsible for the governance and development of the sport on a global level including the operation of the World Championships and Olympic qualification pathway.

Ireland  
Active

Leisure, Health  
and Fitness  
Association

**Ireland Active:** The representative body for the leisure, health and fitness sector in Ireland.

## Sponsors

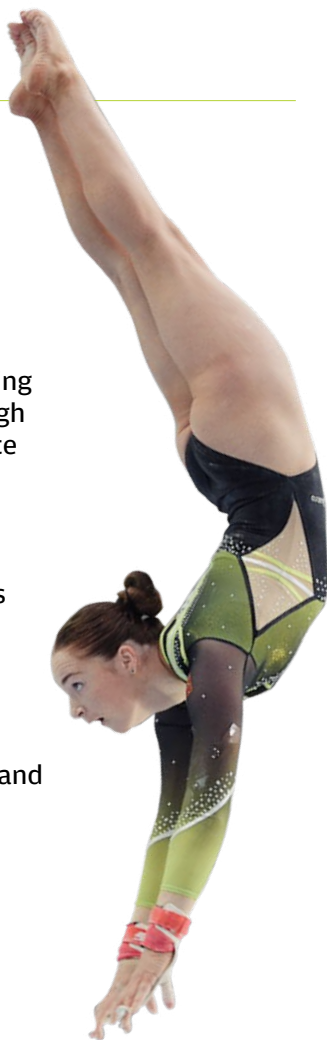
Gymnastics Ireland regularly partners with long-term or project-specific sponsors in the roll-out and delivery of various programmes and initiatives.

## Media

Gymnastics Ireland maintains a close working relationship with national TV, digital and print media in order to maximise exposure of our sport to the Irish general public while engaging with the global gymnastics media to ensure Irish stars are visible to gymnastics fans all over the world.

# WHERE ARE WE NOW?

- ✓ One of the largest sports in Ireland
- ✓ Operating award-winning inclusive programmes covering participation through to high-performance
- ✓ One of the most successful high-performance sports in Ireland
- ✓ Operating one of the largest events programmes in Ireland



# WHERE DO WE WANT TO BE?



Continuing to facilitate safe, healthy & enjoyable participation



Expanding our club presence in communities nationwide as part of the fabric of modern Ireland



Enabling members to constantly develop to be the best that they can be



Continuing to provide and expand our inclusive programmes and events



Entertaining the nation at home and away through the performances of our stars



Expanding our voice & influence in both national and international sport discussions

# WHAT WILL WE FOCUS ON?

- 1 CLUBS, COMMUNITY & PARTICIPATION**
- 2 EVENTS**
- 3 PERFORMANCE & TECHNICAL**
- 4 COMMERCIAL, MARKETING & COMMUNICATION**
- 5 CULTURE, GOVERNANCE & POLICY**



# 1 CLUBS, COMMUNITY & PARTICIPATION

## THE WHAT:



An inclusive membership community reflective of modern Ireland



Welcoming and open to all



Prioritising enjoyable, safe & healthy participation in our sport



Enabling individuals to be the best they can be





# 1 CLUBS, COMMUNITY & PARTICIPATION

## THE HOW:



### Enhanced engagement with Clubs & Members

- Continue to evolve existing member engagement programmes/initiatives such as Gymnastics Ireland Exchange
- Develop a new Club Focus group programme to gain enhanced club feedback re key policy and programme related developments
- Launch new membership management, event entry and comms system



### Continued Membership Growth

- Support development & growth of current clubs
- Support education needs of clubs through the development and rollout of a new accessible education framework
- Support new club development
- Work with government re investment in club equipment & facilities
- Work with potential private sector investors re investment in club equipment & facilities



### Targeted Programme Development

- Continued development of fun and health focussed programmes targeted at our large child/youth-based membership
- Continued strong focus on development for girls/women in sport
- Target new programmes and initiatives for growth in adult and male participation
- Target inclusive programmes around supporting the club as a community/social hub in addition to being a sports venue



# 2 EVENTS

## THE WHAT:



A 360 inclusive & enjoyable events programme for participants and spectators



Covering participation through to performance levels building on success of current event brands/programmes



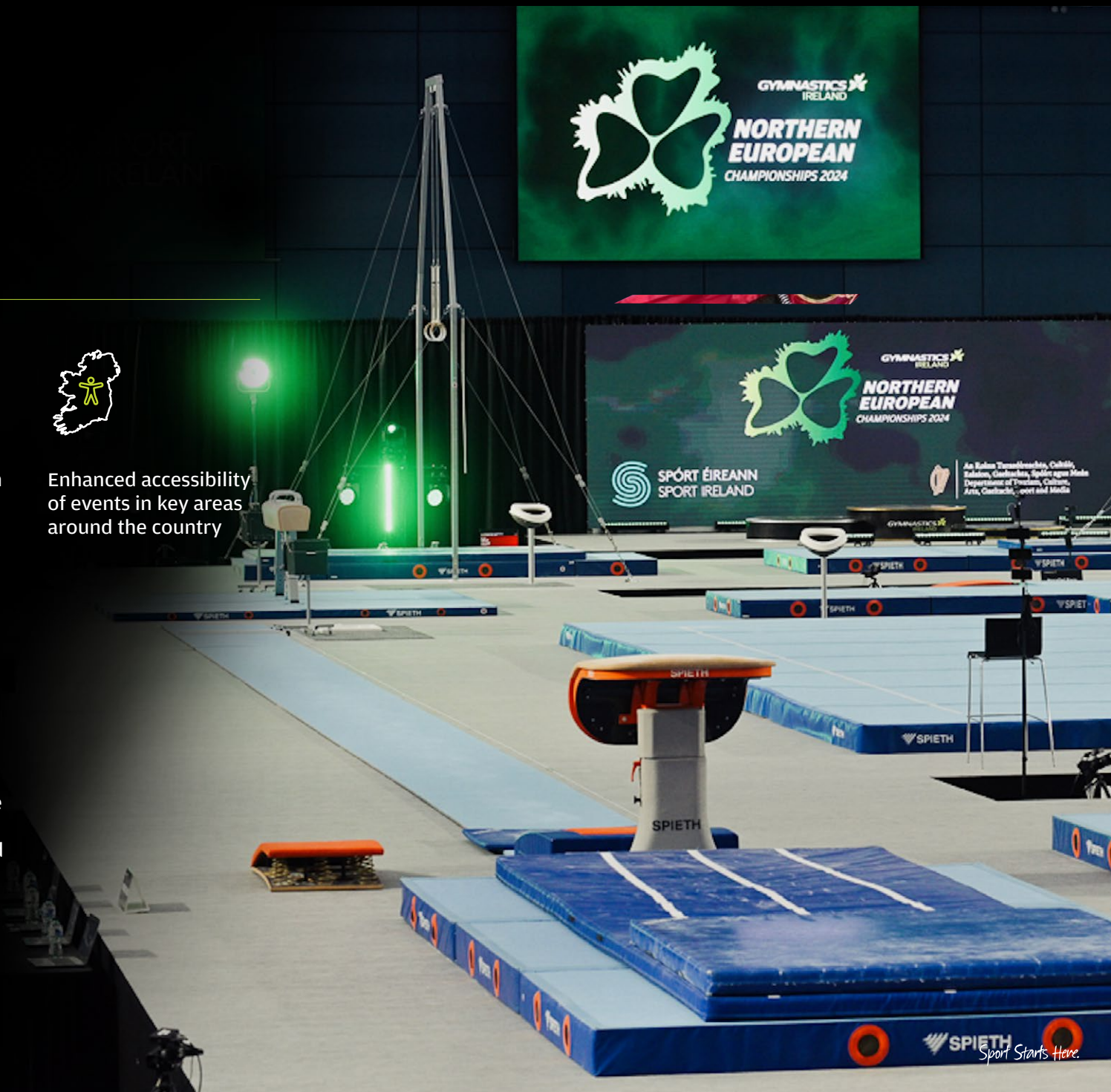
Enhanced accessibility of events in key areas around the country



Host regular flagship international events



An events programme operating in line with all relevant health and safety considerations





# 2 EVENTS

## THE HOW:

### Consolidate current events programme

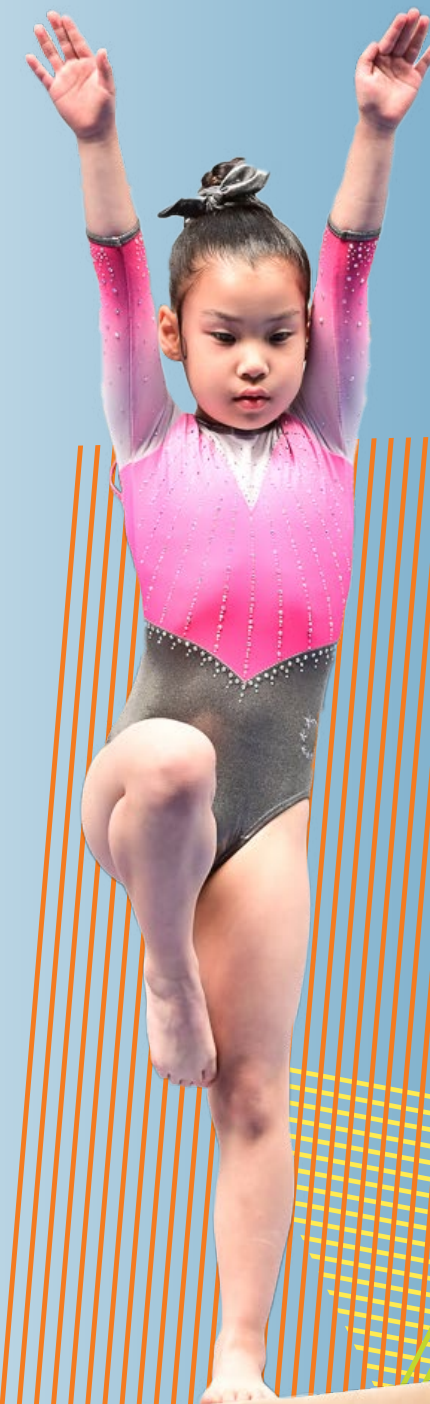
- Review and enhance current programmes to ensure continued focus on key strong demos such as child/youth and girls/women in sport
- Identify most efficient and effective scheduling of events re annual calendar and to maximise cross discipline/cross programme operation in terms of sharing of resource

### Develop new event programmes for key target groups

- Teens
- Adults
- Males

### Event Venues & Equipment

- Identify current/new suitable venues nationally to host Gymnastics Ireland events
- Lobby Sport Ireland/Government re the development of new provincial/area focussed sport event venues that would be suitable and appropriately equipped to host gymnastics events locally
- Work re continued development of facilities on Sport Ireland Campus suitable for gymnastics events
- Work with Sport Ireland/Government re regular sport capital investment in equipment for national events programme





# 3 PERFORMANCE & TECHNICAL

## THE WHAT:



A positive & enjoyable person centred 360/ holistic performance programme



Focussed on long term, safe and progressive competitive career development through a research based approach



A tiered approach educating gymnasts to understand and achieve their personal potential



Targeting our performance benchmark of enabling final & medal potential gymnasts



Underpinned by top level athlete support services



Supported by a holistic performance coach & judge education framework



PARIS 2024



Sport Starts Here.



# 3 PERFORMANCE & TECHNICAL

## THE HOW:

### Gymnasts & Coaches

- Ensure continued and enhanced pathway alignment between discipline National Development Plans, national competition structure/levels, national squad structure/levels and education framework
- Work with Sport Ireland Institute to further develop/enhance the athlete support services provision for the programme
- Develop and rollout a new continuous professional development-based performance education framework covering both coaches and gymnasts
- Work with Sport Ireland/Government to enhance coaching as an attractive career path in Ireland

### Judges

- Ensure continued rollout of accessible judge education pathway
- Continue to Invest in brevet judge education/development across all disciplines for the Olympic cycle

### Facilities/Equipment

- Work with Sport Ireland/Government to ensure continued development of gymnastics & associated programme facilities at Sport Ireland Campus as the national base of operations for the performance & technical programme
- Support club sports capital funding applications or club facility development plans





# 4 COMMERCIAL, MARKETING & COMMUNICATION

## THE WHAT:



Leverage the collective power of our membership based gymnastics economy to maximise internal & external investment in our sport



Promote our sport nationally and internationally through the stories of our members and successes of our stars



# 4 COMMERCIAL, MARKETING & COMMUNICATION

## THE HOW:



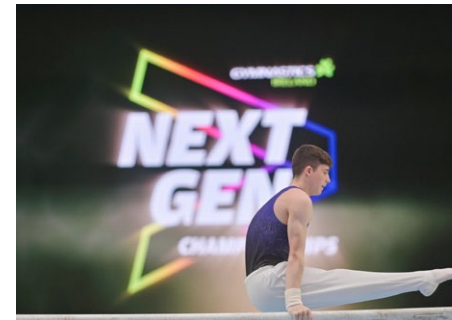
### Brand

- Continue to hone & improve the identity of Gymnastics Ireland through the development and evolution of the master brand and sub-brands to reflect the sport, community, our top stars and various programmes



### Storytelling

- Promote the positive stories of our clubs & members from participation to performance levels
- Promote our stars nationally and internationally
- Promote gymnastics as an inclusive, safe & healthy lifelong sport
- Promote our clubs as vibrant local community hubs



### Commercial Partners

- Identify and enhance approach to developing commercial partnerships for Gymnastics Ireland and our club network



### Private Investors/Philanthropy

- Seek to enhance awareness and links with the private/business and philanthropic sectors to open up potential new investment opportunities for Gymnastics Ireland and our club network



# 5 CULTURE, GOVERNANCE & POLICY

## THE WHAT:



An organisation fostering a supportive culture of respect and belonging



A sport governed in line with modern best practice governance principals & standards



A policy driven approach that supports our clubs and members



A focus on transparency and risk mitigation



Represent and influence on the national and international stage



# 5 CULTURE, GOVERNANCE & POLICY

## THE HOW:

### Culture



Enhanced engagement with our club network through a new club focus group programme



Promotion of our Inclusive Community Charter as underpinning the experience our members can expect from Gymnastics Ireland and in turn what Gymnastics Ireland expects from its members



Development of promotional resources for clubs to assist communicating our values and associated behaviours



Ensuring avoidance of the development of any 'win-at-all-cost' culture in any area of our community



### Governance

- Continued assessment of Gymnastics Ireland & club governance structures and practices against best practice nationally and internationally in sport, community and business sectors
- Ongoing implementation of Sport Ireland Governance Code

### Policy & Procedures

- Ongoing review of current and development of new policies & procedures with a focus on simple (where possible), commonsense and flexible member centric approaches to key programmes/areas



### Representation & Influence

- Gymnastics Ireland will continue to represent our membership by having influence on culture, governance and policy related issues/matters specific to gymnastics and also the wider sports sector on both the national and international stage

# SUPPORT PLANS & REVIEWS

**In support of this top-line Strategic Plan we will rollout detailed sub-strategies for the LA Olympic cycle and review progress annually in the following key areas:**

- Participation
- Inclusion
- Education
- Events
- High Performance
- Club Development
- Women in Sport
- Schools
- Commercial





# GYMNASTICS IRELAND

Irish Sports HQ  
Sport Ireland Campus  
Blanchardstown  
Dublin 15  
Ireland  
D15 DY62

Tel (+353) 01-625-1125  
Email [ask@gymnasticsireland.com](mailto:ask@gymnasticsireland.com)

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[gymnasticsireland.com](https://gymnasticsireland.com)

