

GNSW CASE STUDY 1

SHARED FREEG SPACE

Overview



Gymnastics Australia (GA) licensed FreeG from British Gymnastics (BG) in 2016. Since that time the program has expanded with help from

resource development for clubs and the implementation of an event circuit.

GNSW will look at how Central West Gymnastics have developed a successful program when sharing the facility space with other Gymsport programs.

Background



Central West Gymnastics (CWG) is a medium sized Gymnastics Club situated in the Central West of NSW in Orange. The Club provides participation programs, competitive programs and School programs as part of the Sport Australia's sporting schools.

The club was established in 1999 and currently has 4 permanent staff members and 13 casual staff members as part of the junior coaching team and has a customer target range between 1 and 60 years old.

Before the Gymnastics Australia FreeG program was adopted by the club its focus was on competitive Gymnastics and was tailored toward

female participation.

One of the key objectives was to increase membership for males. The club had been running a very small all boys tricking and tumbling class but needed a program and promotion opportunities to work with.



“Freestyle is fun and cool; the kids have control of their outcome on the floor based on tricks they love to do.

We don't feel it's a phase, we feel it's growing and will continue we just need to keep up.

Reynee Ward, Central West FreeG Coach

Discover the Freedom

Approach

Program

GNSW announced a new non-traditional program within the GFA umbrella that focused on Freestyle Gymnastics and adopted the FreeG program. With the success of Chanel 9 Ninja TV program the club leveraged off the promotional opportunity as there was now interest from the community for a club in the area for these enthused athletes to join.

Education

Space, Equipment and Coaches were the main concern for the club to deliver the program but after attending the FreeG workshop the Club discovered how easy it was to adapt their facility to include a space to run the FreeG program and using the equipment they already had within the facility.

Facility Structure

CWG have a designated FreeG team of coaches and classes are based around space required to run the program effectively. The Coaches found FreeG is very adaptable and can change as required based on class size and space required when running multiple Gymsport programs at the same time within the venue.

Added Extras

- FreeG provided a structure and added in extras like vaulting, precision jumps that they never had. The branding of FreeG has given it a place and people are starting to recognise it.
- athletes have the option to participate as a recreational member learning skills and drills or a competitive member putting your skills to the test.

Results



increasing male participation by approximately 15%



Retention:
Increase of 85% Male membership
increase of 15% Female membership

Conclusion

By embracing the program and including both males and females into the classes CWG has found that the FreeG program impacted their clubs success by increasing Gymnastics for All members, creating a new pathway for their members to enjoy and participate in and is inclusive of age, gender and ability.

FreeG has brought more kids into the gym that would not have signed up for a traditional gymnastics class.

Discover the Freedom