

GNSW CASE STUDY 2

MOBILE 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 Gym Man has developed a successful program as a mobile Provider.

Background



Gym Man is a Mobile School Provider situated in the Southwest Region of Sydney. Gym Man provides School programs as part of the Sport Australia's sporting schools project delivering Gym fun, Aero and FreeG schools programs.

Michael Bastion has been the Owner/ Manager and Head Coach at Gym Man for the past 5 years. Gym Man currently has 1 permanent and 7 casual staff members as part of the Gym Man coaching team with a customer target range between 6 and 12 years old (Kindergarten to year 6 students).

Michael also coaches at a club in the afternoons where he is part of an established MG program.

One of the key objectives for Gym Man was to increase School bookings by offering a mobile FreeG program.



Gym Man mobile set – 2019 School Spectacular, Sydney Olympic Park

"We have quite a few new sporting schools request that I have booked since adopting the FreeG program. We also started with the FreeG resource from Gymnastics Australia to get us up and running, it really freshened up the program and made it exciting to coach".

Michael Bastion – Gym Man Owner

Discover the Freedom

Approach

Program

FreeG became a new program under the sporting school's initiative and was a good way for Gym Man to stand out from other providers by offering the program and by having coaches who could deliver it.

Education

After attending the FreeG workshop for school providers offered by GNSW, Gym Man found that the coaches had the competencies to deliver the Speed run program with equipment they already had and amending parts of their school programming to suit. FreeG offers 2 styles of delivery

1. Speed Run – circuit based on spring, balance, swing, landings and vaulting
2. Freestyle – Floor routine

Facility Structure

As a mobile provider, the speed run set up as a circuit provided flexibly to be delivered in many different school environments i.e. School Hall, Classroom or outdoors depending on the weather and the schools schedule during the day. It doesn't matter what the space is like, there are skills and equipment that can be used to suit.

Added Extras

- FreeG provided a structure that met the Syllabus Outcomes in 'Movement skill and performance'
- Classes could also be delivered with a high ratio of 1:15 with 2 coaches present throughout the class
- The equipment required can be easily stored or unpacked from a van.
- The same equipment can be used in both the Gym Fun and FreeG Schools programs.
- Set up can be down at Fetes and promotional days

Results



GymMan School program
bookings increased by
18%



Retention of school
bookings increased by
23%



Workforce increased
by 40%

Conclusion

When marketing the mobile FreeG school program to potential customers, Michael explains the program as "it's like a floor is lava race with checkpoints followed by a freestyle session with elements of gymnastics, Parkour, tricking with a hip hop and breakdance vibe"

By taking on the FreeG Schools program as a mobile provider, Gym Man has now set themselves apart from other school providers by offering multi Gymsports programs that utilise the same equipment in delivery.

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