

GNSW CASE STUDY 3

DEDICATED 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 Vision Gymsports has developed a successful program as a facility with a dedicated FreeG space.

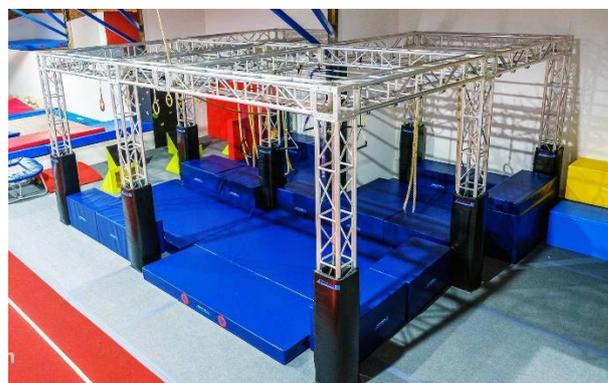
Background



Vision Gymsports is a Pty Ltd company located in Western Sydney at South Windsor. Established in 2016 Deon Ellison, Owner /Director leads a team of 2 permanent and 13 casual staff members with a customer target range between 1 and 18 years old.

The club was designed to deliver a diverse range of activities to all ages and abilities including KinderGym, Recreational Gymnastic, Trampoline and Tumbling programs for maximum participation within the community including Birthday Parties. As the FreeG Program is one of three standout programs delivered, the club designated a FreeG space within its design.

The Clubs main objective was to appeal to a male membership by offering a program that was much needed within the Community. FreeG offered young participants the opportunity to explore parkour style activities in a unique and safe environment.



The Cage



The Freestyle space

"People talk about the club and its diversity and how it caters for both boys and girls, and it still manages to be a cool place for teens to come to"

Deon Ellison – Owner/Manager

Start Here, Go Anywhere!

Approach

Program

After doing market research in the area the club found that there was nothing being offered to the community in the way of a Freestyle Gymnastics program. Understanding that there was a high rate of youth males in the community, the club new that they had a target market as well as participation for female members to join. FreeG is the main program offered at the club and runs 8-10 classes per week using the dedicated FreeG Space as well as incorporating the multi tramp area and other Gymnastic apparatus.

The club has developed a recreational and competitive program over the past 2 years building a strong crew to host the GNSW Grand Prix series 1 event as well as participating in the GNSW State FreeG Championships and National Free Championships.

Education

Staff attended a National FreeG coaches' workshop to learn the basic skills to start the program using the FreeG Manual and introduced a progressions program for athletes to meet basic skill competencies.

Facility Structure

Club management team found a venue that had the height and space to accommodate a Freestyle program. There were a lot of different floor designs that were looked at and discussed before the dream design was achieved. The Gym was divided into 4 functioning areas that were flexible in delivering recreational gymnastics as well as FreeG.

Dedicated space 1

A circuit cage with rings, ropes, climbing and balance equipment built in provide athletes with a focus on directed skill learning whist working on strength and coordination. The cage is a permanent fixture but can be used in multi ways for maximum engagement.

Dedicated space 2

The club built a ramp area designed for climbing, jumping and swinging. This area (also incorporating a 12mx12m sprung floor) allows the athletes to freestyle their skills and focus on the flow of a run. The vibrant style of the space gives an urban feel and by using both traditional and non-traditional gymnastic equipment provides endless run lines and keeps the program fresh.

Results



30 % increase in
membership

A FreeG program with the dedicated FreeG space is what separates Vision Gymsports from other sport programs in the area.

Introducing the program not only created employment and purpose for some of the youth in the area but also a place to train and show their talent.

Providing a dedicated space to run the program proved to be an asset to the Clubs success and a benefit to developing the athlete's skills set.

Conclusion

Start Here, Go Anywhere!