

# CREATING A PROUD SPORTING NATION

“Every child  
hooked on sport  
for life”

“A nation of  
champions”

*sportwales*  
*chwaraeon cymru*



# “FUNDAMENTAL SKILLS”



**“EVERY CHILD HOOKED FOR LIFE”**





**“CWG – TOP PERFORMING HOME NATION  
PER HEAD OF POPULATION”**

*sportwales  
chwaraeoncymsu*

# MORE WELSH OLYMPIANS



sportwales  
chwaraeoncymsu

# SAILING CONTRIBUTION

Welsh statistics since 2007:

CWG Medals	Olympic	Paralympic	World (Senior)	European (Senior)	Membership
N/A	0	0	6	3	31,476

Olympic sailing medals:

Country	Gold	Silver	Bronze	Total	Welsh
GB	25	14	11	50	1



W54

# GOOD TO GREAT

## HIGH PERFORMING

1. **Unreasonable ambition** – set out a compelling vision for the future
2. **Performance insight** – effective strategy
3. **Empowerment, Responsibility & Engagement** – translate the ambition into clear roles & responsibilities
4. **Feedback** – frequent and high quality; learning; high standards
5. **Teamwork** – keep people united; common goals

## SPORT WALES SHIFTS

- Applying high challenge/high support culture
- Work with sports that can make the biggest difference
- Align investment to achieve big outcomes
- Greater emphasis on organisations that can deliver more innovatively and effectively
- Shift focus from school-based activity to sustainable community activity

## KEY CHALLENGES

- Balancing aspirations on medals and membership with limited resources
- Squad places irrelevant without medal success
- Making “Big Shifts” in NGB membership numbers – modern membership?
- Enhancing financial profitability at local and national level – communications key
- Can only achieve ambitions in partnership
- Growing a skilled and passionate workforce



<http://www.youtube.com/watch?v=2lXh2n0aPyw>