



Vision 2022: Strategy On A Page

Commonwealth Games England

8 March 2016

CGE VISION 2022



Key Stakeholders



Vision

“Empowering our athletes’ success and inspiring personal achievement through the power of sport.”

Strategic Priorities

1. Deliver Team England success in the Commonwealth and Commonwealth Youth Games

2. Create an English Commonwealth movement to promote personal achievement and our core values of equality, diversity and inclusion

3. Be one of the most effective, respected, best governed and well managed sports associations in England and the Commonwealth

Strategic priorities



“Empowering our athletes’ success and inspiring personal achievement through the power of sport.”

1. Deliver Team England success in the Commonwealth and Commonwealth Youth Games

- Deliver the best prepared Team England.
- Work closely with NGBs to deliver Team England medal success.
- Work closely with NGBs to deliver Team England para sport medal success.
- Support and empower athletes to achieve individual targets and personal best performances.

2. Create an English Commonwealth movement to promote personal achievement and our core values of equality, diversity and inclusion

- Develop an English Commonwealth Athlete Ambassador programme to promote personal achievement.
- Use the CGE brand to promote the values of the organisation.
- Use the CGE brand to promote the integration of disability sport.
- Use the CGE brand to promote the values of the modern Commonwealth.

3. Be one of the most effective, respected, best governed and well managed sports associations in England and the Commonwealth

- Develop a sustainable funding model.
- Maximise the value of the CGE brand and its commercial properties and develop new revenue streams.
- Work closely and collaboratively with all partners so that CGE is seen as a leading sports association.
- Operate to the highest standards of governance.