

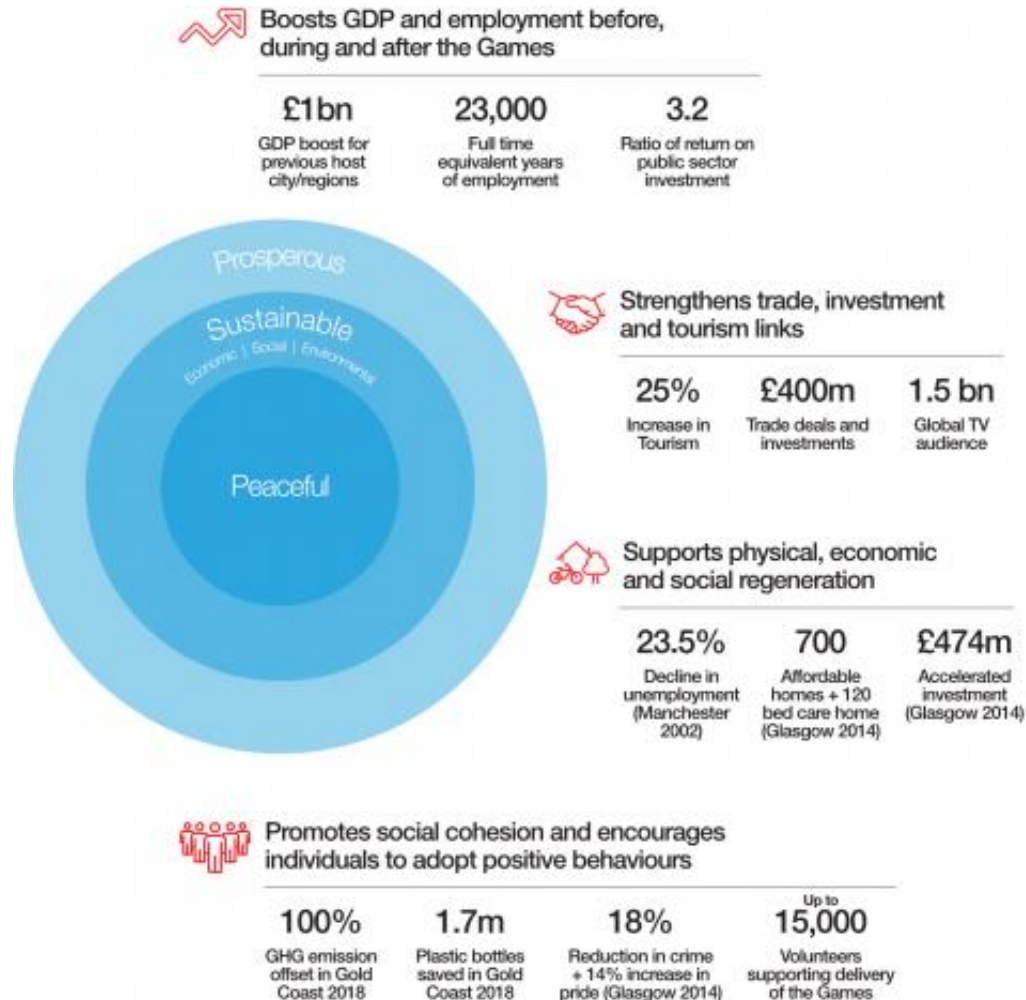


# **2026/30 Strategic Roadmap**

## Recommendations Summary

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# Introduction



Through our Transformation 2022 Strategic Plan we aim:

- to drive the positive impact of sport, culture and progressive development on society;
- to be an open-minded leader in sport and culture and social change; and
- to build an athlete centred, sports focused Movement across the six regions of the Commonwealth to transform the outlook of future generations.

**This opportunity, coupled with a strong proposition for prospective hosts, will allow a more sustainable long-term agenda, with increased awareness of how sport and culture can positively impact communities.**

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# Why?



- Agreement by members in Kigali to undertake in 2021 a **comprehensive evaluation aimed at optimising and evolving the sports programme** as part of the Transformation 2022 strategic plan
- **Compelling evidence** through 2026/30 prospective host dialogue that the Games, the Sports Programme, and delivery model **need to evolve** to remain appealing, relevant and provide the benefit that prospective hosts are seeking, whilst also **ensuring all CGAs can meaningfully participate** at the Games

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# The CGF has developed the 2026/30 Strategic Roadmap to consider how Commonwealth Sport should evolve

## Introduction

Against the backdrop of COVID-19; changes in audience consumption; innovations and competition in the wider multi-sports events landscape and the need to identify hosts for the 2026 and 2030 Commonwealth Games, the CGF has undertaken a Review to inform the future direction of Commonwealth Sport to:

- explore the challenges facing the Games
- assess the broader market in which the CGF operates
- draw out lessons learned and critical success factors from key stakeholders and partners
- make recommendations to address the identified challenges.



### Scope

- **feedback from key stakeholders and potential hosts**
- **a review of previous Games**, with a focus on legacy, benefits and costs
- **research and benchmarking** against other governing bodies and event owners
- **developing strategic ‘themes’ with a number of recommendations** and potential solutions for review and discussion with the CGF membership.



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# Key Takeaways

*The 2026/30 Strategic Roadmap process has been widely supported as an ambitious and important mandate for change and key to unlocking future hosts and our collective potential.*

1. Robust **evidence-based approach** involving extensive research and consultation, including analysis of broadcast, digital and athlete entry data by sport and in-depth insight from potential hosts
2. Opportunity to **increase flexibility** for the CGF and prospective hosts to shape the Games, and particularly the sport programme, for impact and benefit (increasingly important post-pandemic)
3. Opportunity for hosts/IFs to **increase the reach and relevance** of the Commonwealth Games with new innovations and sports/disciplines (often to drive youth and/or community engagement)
4. **Renewed commitment** to CGF Vision and Values: inclusion, sustainability, sport with a social purpose
5. Opportunity to **explore innovations and new models**: eg e-sports, co-hosting, multi-site villages.

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# Key Recommendations

## Sports Programme (1)



- To provide continuity and certainty, the recommendation is for approximately 15 sports to feature at the Commonwealth Games.
- Provide hosts with more flexibility to choose from a wider list of core sports, to include sports/disciplines that have previously been listed as optional sports such as T20 Cricket, Beach Volleyball and 3x3 Basketball.
- Allow hosts to be able to propose entirely new sport(s), relevant to their nation, culture or wider strategy, to drive innovation or enhance cultural showcasing and community engagement (eg wall climbing, lacrosse)

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# Key Recommendations

## Sports Programme (2)

- There would be flexibility with the maximum number of sports
- The latest recommendation is for Athletics and Swimming to be the only two compulsory sports, given their historical place on the programme since 1930 and on the basis of universality, participation, broadcasting, spectator interest, Para inclusion and gender balance.
- Engagement will continue with CGAs and IFs over the coming months in line with the vision, intent and direction of the Roadmap.



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# Key Recommendations

## Sports Programme (3)



- **Set a maximum number of athletes for each Games**, which should be agreed through consultation with prospective hosts once the number of sports is determined
- **Work with IFs to determine innovative competition formats or included disciplines**, to increase reach, appeal and efficiency
- **Maintain full commitment to integrated Para sport**, with continued focus on a sustainable development pathway



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# Key Recommendations Other

- Allow and encourage innovative co-hosting proposals, across multiple cities, regions, countries
- Only in exceptional cases, allow co-hosting to be inclusive of non-Commonwealth hosts
- Allow multi-site Athlete Village proposals, in markets that do not require new infrastructure
- Continue to explore impact and potential of Youth Games and links, if any, to main Games
- Develop a proactive Commonwealth Championships strategy
- Explore e-sports including potential pilot events
- Encourage mass participation events from prospective hosts as part of health and wellbeing programmes

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# Other Recommendations

- Commonwealth Masters Events
- Increased athlete engagement (esp digital)
- Continue to optimise Games Delivery Model and levels of service
- Continue to build long-term and multi-Games partnerships
- Continue to build the brand and social purpose narrative
- Develop an Athlete ambassadors programme
- Extend Royal Family connections
- Expand digital storytelling strategy
- Grow and build the Commonwealth Sport email and social databases
- Strengthen relationships with other Commonwealth entities

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# Next Steps



- Continued CGA engagement through Regional Meetings
- Continued engagement with IFs over coming months
- Athlete Advisory Commission engagement
- Ongoing engagement with prospective 2026/2030 hosts
- CGF to appoint a 2026 host in line with broad parameters and principles of Strategic Roadmap