

# Mungret St. Pauls GAA Club

Strategic Plan

2011- 2016



Mungret-St Pauls GAA Club



Catering for the  
Mungret, Raheen, Dooradoyle, Ballycummin  
catchment area

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## Message from Christy Cooney, Uachtarán , Cumann Lúthchleas Gael

Is cúis mhór áthais dom na focail seo a leanas a scríobh ar ócaíd óllmhór do baill, imreoirí agus oifigí Cumann Mungarait Naomh Pól Co. Luimnigh. These are exciting times for everyone associated with Mungret St Paul's GAA Club and the publication of the club's Five Year Programme clearly marks out where the club wants to go, and how it plans to get there.

There has never been a shortage of passion or ambition associated with our Association and our games but plans such as this are crucial if this goodwill and energy is to be properly harnessed. At central level we produced our own roadmap three years ago with the production of the National Strategy and I am glad to say that this was mirrored by Counties and Provinces across the island and indeed by some of our overseas units in the intervening period. Crucially, this trend did not stop at county level and I am glad to acknowledge the work of a large number of our club units – our most important units – in following suit.

Mungret St Paul's GAA Club truly reflects the community that hosts it in that it caters for football, hurling, ladies football and camogie. Since it's reformation in 1929 the club has carved out a special niche for itself in Limerick's stable of clubs and it plays an important role in the promotion of our games in what is a huge catchment area in an important urban base for us. While hurling and football have long been established in this part of Limerick the additions of Ladies football (1991) and more recently Camogie, have added another dimension to the club's activity. The role of so many of the club's players in recent Limerick Ladies football successes underlines this.

Of course providing facilities for so many teams brings with it challenges most notably the development of facilities and your club has not been found wanting in meeting these challenges in years past, firstly with the acquisition of land in 1983 and the subsequent development of pitches and a hall that is central to life in your parish.

The success of your top performers in the green of Limerick serves as an inspiration to those who will represent the club next and the ambassadorial role played by so many of these figures down through the years should not be underestimated. It is a rich tapestry such as the one you are lucky to be able to boast of that makes your club so attractive and appealing to the youth of the area and to the schools who oversee excellent work in the promotion of Gaelic Games.

I commend everyone who had a part and the vision to see the very real need for a plan such as this. However, this is the start of the journey, not the end. I wish your club every success in its roll out and have no doubt that its implementation in the months and years ahead will leave your club in a stronger position ready to serve future generations.

Ar aghaidh len ár gcluichí,

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Uachtarán  
Cumann Lúthchleas Gael



## **Message from Liam Lenihan, Chairman Limerick Co Board GAA**

To achieve our goals it is vital that we first acknowledge them and then plan how best we can achieve them. This is especially true for GAA Clubs at the present time with issues such as Finance, Immigration and Competition from other Sports facing many of our Clubs. Strategic planning is perhaps more important now than at any time in the Association's history. This has been reflected at national level with the time and effort which went into developing the GAA Strategic Vision and Action plan covering the period 2009-2015.

Mungret St Pauls GAA Club are to be commended for having the vision to develop this plan and are the first in Limerick to do so. It is particularly important for them as they have strands within their Club catering for Hurling, Football, Camogie and Ladies football. We in the County Board are willing to assist all Clubs in preparing their plans and have a number of facilitators trained to assist with this work. Clubs should tailor their plan to suit their needs focusing their attention on areas that are important to them, be they in development, fundraising, coaching and games, administrative structures or communications. It is clear from this plan that Mungret St Pauls GAA club have carefully examined their club and as a result have clear objectives for the club over the next 5 years . I commend all involved in this work and I wish Mungret St Pauls well in its implementation .

Liam O Lionacahain Cathaoirleach



## **Message from John Furey, Chairman, Mungret St. Pauls GAA Club**

Since the G.A.A. was founded in 1884, the organisation has played a huge role in every parish in Ireland and abroad. Mungret has played its part in the development of the G.A.A. in the area since its foundation in 1929. Over the years and particularly in the last thirty years the facilities we have today have been developed and funded by our club members and the local community. The club is a much bigger club now than it was at the start of those developments and will continue to grow. Mungret is a small rural community on the outskirts of Limerick City, and while Mungret itself has not grown, the surrounding areas such as Gouldavoher and Raheen have had rapid growth.

Mungret St Paul's club facilitates Hurling, Football, Ladies Football and Camogie. With a larger membership comes a greater use of our facilities. With more players and members, comes more teams and matches and the need for more playing facilities. Hence the need for change and the five year plan.

The main objective of our club plan is to make sure we continue to effectively serve our members, supporters and the community that sustains us. With this plan we offer a blueprint for the future of CLG Mungairit Naomh Pol and aim to address the key issues facing us over the next five years.

Our players and members are our main priority. The welfare of our young boys and girls, while in our care is of the utmost importance, and we strive to make sure that their parents have full confidence in our coaches and administrators. We encourage all parents to play a role in their child's participation in our games. It is our club policy now to have all our coaches vetted and to strive to ensure that our coaches receive the best training available. We have a policy in place to ensure that all players get games and that no players are left on the sideline.

In order to achieve all of the above we want to ensure that all our players, members and the local community have the best facilities available to them. To ensure that this happens we have in place an able and working financial committee to ensure all the elements of the plan are achieved on attainable budgets. We will continue to make our facilities available for community events i.e. taekwondo, Irish dancing, cards and other cultural and social events, such as BBQ, Sports days etc. to bring together the local community.

Mungret St Paul's has a very successful Senior Club, Juvenile Club, Ladies Football club and recently started a Camogie Club. However the Ladies Football and the Camogie operate as a separate club. All the clubs are pulling from the same families for players, and from the same revenue stream. Perhaps now is the opportune time to embrace the plan and to operate as one club with one focus, "to ensure that all the children are playing the game and getting enjoyment from it". Our members have worked tirelessly over the years to get us where we are. For the past few months our members have put this plan together.

I would like all our members to continue to work with this plan for the next five years, and ensure the plan is successful, and that our club continues to be to the forefront in the Gaelic Athletic Association.

Ar aghaidh linn le cheile

Sean O'Foirreidh, Cathaoirleach.



## **Message from Neil Dignam, Chairman, Mungret St.Paul's Ladies Gaelic Football Club**

A Chairde

It is a great honour for me as chairman of Mungret St Paul's Ladies Gaelic football club to be addressing you in our strategic plan 2011-2016

Mungret St Pauls Ladies Gaelic Football club has made an incredibly positive contribution to the wellbeing of our members in the community since its foundation. Over the years since its inception, Mungret St Pauls Ladies Gaelic Football club has given our community and parish a value which has enriched and strengthened both their identity and development. This would not have been possible but for the unwavering support of everyone in the community, volunteers, sponsors. The foundations of every strong and vibrant club is built upon the cornerstone of a supportive community to which we are very fortunate to have in abundance. I wish to thank you for your continued support and be rest assured that we are steadfast in our commitment that our club continues to be your club, a community club.

Today we face new challenges, and the club must again be active in providing positive responses to give support and guidance to our members as they play their part in making our community healthier and more sustainable places in which to live. Our numbers are growing and the need for forward planning of our future is required to ensure that we develop your club to ensure that all facets of the club and community progress and benefit from its existence.

It is for these reasons we embarked on this project to assist and contribute to the development of Mungret St Pauls 2011-2016 strategic plan and on its completion we are very content indeed to see that the future of the club as whole is mapped out clearly, ring fenced by common ideals where it sees us providing all the structures and support to see our club continue to provide opportunities to the young and old in our community, from a very young age, guide our young members to become a success in everything they take part in.

I would also like to thank all who took part in workshops, also to the focus and steering groups and all who contributed in the culmination of our strategic plan document.

I am confident as you review this document you will agree that we are embarking on the beginning of a new and very vibrant era for the club as a whole.

Is Mise le Meas

Niall O Duignam,  
Cathaoirleach,  
Cumann Peil Gael na Mban,  
Mungairit Naomh Pol.



### Message from John Beatty, Chairman, Mungret St. Pauls Juvenile Club

I would like to express my thanks and appreciation to all coaches, committee members, parents and teachers of the schools in our community, for their contribution to the development of the club's strategic plan. A properly structured club with the right people in the right jobs is vital. We need to ensure the workload is shared and that everyone who wants to be involved gets the chance.

I believe our club with good coaching in place will reap rewards in the senior competitions into the future. To help our club progress further in this area the club, as part of the strategic plan, has initiated a coaching and games development sub-committee. Along with strengthening coaching standards, another of its aims will be to pinpoint and address the issues facing the club in retaining young players, and identify what more we can do to ensure our youth are continually attracted to our club to play football and hurling. Most coaches get involved as they believe they can make a difference. What we as the juvenile section will aim to do is assist coaches to achieve this goal.

The juvenile section mission statement as outlined in our Child Welfare document is:

**To provide the opportunity and encouragement for each child to enjoy gaelic games in a safe positive learning environment, with the promotion of the values of fairness, mutual respect, courtesy and tolerance of others.**

We now as a club must push to ensure the objectives of the plan are met, to deliver on the aims of coaching and games development and facilities. At a coaching seminar some years back I came across the line '**Anybody who has never made a mistake has never tried anything new**', so let's try new things when it comes to coaching and promoting GAA for the children in our community.

Sean MacBhíataigh,  
Cathaoirleach Bord naOg,  
Mungairit Naomh Pol CLG,

### Message from Teresa Fitzgerald, Chairperson, Mungret St. Pauls Camogie Club

Mungret Camogie Club was officially founded in February 2010. The club has grown from strength to strength with an approximate membership of 100. The club caters for girls aged 6-14. Training sessions are held in the Mungret G.A.A. clubhouse pitch every Tuesday night for all ages from May to September. Our plan for the future is to play competitively in all grades and to progress to senior status. To achieve this the club is going to ensure coaching and training is provided at the highest standard. Our plan is to increase membership of the club and I welcome anyone on board to help the club to reach this goal. We are delighted to be involved in the process of formulating the Mungret St. Paul's 5 year plan.

Treasa ní Gearilt,  
Cathaoirleach Camogie,  
Mungairit Naomh Pol CLG.

# Mungret St. Pauls GAA Strategic Plan 2011 – 2016



Mungret-St Pauls GAA Club

## CLUB HISTORY

### Mungret St. Pauls GAA Club

In the annals of the GAA, Mungret St Pauls, a Hurling and Football stronghold just a few minutes drive from Limerick City, has earned itself a reputation to be proud of. The Club was very much to the fore in the early days of the GAA but like many other clubs at that time, the 'Parnell Split' took its toll on Club membership with the result the Club disbanded. Players from the Club played with neighbouring clubs before the Club was reformed in 1929, and since then it has withstood many challenges to maintain its position as one of the leading dual clubs in Limerick. Nowadays the Club caters for a huge catchment area which includes, Raheen, Mungret, Dooradoyle, Ballycummin, Cloughkeating, Ballykeeffe and Gouldavoher and which has brought with it a huge increase in population to be catered for by the Club.

### Hurling

In hurling the Club fields teams from U8 to Intermediate level and over the years have won County titles at U12, U18, U21, Junior and Intermediate levels. The Intermediate team competes in the Intermediate championship which is a most competitive competition, however the team is endeavoring to achieve its goal of attaining senior grade. The Club has a very strong underage section with the Club competing in the premier section of all competitions up to and including U21.

### Football

In football the Club fields teams from U8 to Intermediate level. While football has not been played in Mungret St.Pauls as long as Hurling nevertheless huge progress has been made over the years and this is reflected in County titles won at U12,U14, U16,U18, Junior and Intermediate level and competing in the County Senior Football Final in 2001. The Club has a very strong underage section with the club competing in the premier section of all competitions up to and including U21.

### Camogie

In February 2010 there was a welcome addition with the formation of a Camogie Club. The Club caters for underage players and with a very enthusiastic Committee and eager participants the Club is looking forward to the future in a very optimistic light.

### Ladies Football

The Ladies Football Club was reformed in 1991and since then it has been to the forefront of Ladies Football in Limerick winning County titles in all grades from U12 up to senior level. In 2008 and 2009 the U14 team represented Limerick in the National Feile Competition while in 2010 five members of the Club; Catherine Murphy, Olivia Giltenane, Martina Giltenane, Yvette Moynihan and Marie-Claire Curtin, were members of Limerick's All-Ireland winning Ladies Junior Football team.



## **Development**

Like every GAA club in the Country Mungret St Pauls is constantly looking at ways to improve our facilities. For many years the Club used various fields in the Mungret area. In 1983 the Club purchased 10 acres of land from Irish Cement. A juvenile pitch was developed and opened in 1985 while in 1987 a clubhouse was opened. The clubhouse has been a major focal point in the Parish with the hall in use every night of the week. In 2001 a further major effort began to complete the adult pitch adjacent to the clubhouse and this was achieved in May 2002 when our brand new facilities including 4 dressing rooms, referees room and a full sized adult pitch were opened by the then President of the GAA, Sean McCague. In 2008 a hurling wall was completed and two dugouts were provided in the main pitch. In 2010 a training area adjacent to the main pitch was completed which will be available for use in 2011.

## **Schools**

Mungret St Pauls is fortunate to have primary Schools in the Parishes who actively promote Gaelic Games. We are indebted to the teachers in St Nessans Mungret, St Pauls Dooradoyle, Educate Together and Gael Scoil Raithin who instill in the boys and girls an interest in Gaelic Games and actively encourage them to partake in the various competitions run by the Primary Schools Board.

## **All Ireland Winners**

It is every players dream to play for their County while the winning of an All Ireland medal is the ultimate honour. In Mungret St Pauls we have a number of players who have achieved the ultimate honour with Limerick; Paddy McCarthy, Michael Fenton and Kevin O Donoghue (Minor Hurling winners 1940); Johnsie O Donoghue, Paddy McCarthy, John Madden, Simon O' Riordan and Arthur O Donoghue (Junior Hurling winners 1941); Paddy Ryan (Junior Hurling winner 1957); Liam O Donoghue (Senior Hurling winner 1973); Niall Murphy (Intermediate Hurling winner 1998); Brian Begley (U21 Hurling winner 2000); Colm Moriarty and Dave Bulfin (U21 Hurling winners 2000 and 2001).

## **Other notable achievements**

- John OGrady refereed the All Ireland Senior Hurling final in 1977 while Bill O Donoghue did likewise in 1951 and 1952.
- Tony Cronin and Ger O Donoghue won Harty Cup and All-Ireland Colleges medals with Limerick CBS in 1966. Eoin McCarthy won a Harty Cup medal with Ard Scoil Rís in 2010.
- Marguerite Guiry and Vera O' Brien won Feile All Ireland U14 Camogie medals in 1978 while Pa O Brien won a Presidential award for outstanding services to the GAA in 2006.
- Liam O' Donoghue won an All-Star award in 1981, National Hurling League Medals in 1983 and 1984 and Railway Cup medals with Munster in 1981 and 1984.
- Brian Begley and Eoin Rice were members of the first Limerick U21 Football that won the Munster U21 title in 2000 and were narrowly defeated by Tyrone in that years All-Ireland Final.
- Brian Begley, Colm Moriarty, Dave Bulfin and Paul Butler won All Ireland Hurling Colleges (B) Medals with St Clements in 1998
- Noel O Brien and Shane Fitzgerald won Harty Cup medals with Limerick CBS in 1993
- Cian O Brien captained Ard Scoil Ris to Rice Cup Success in 2010 -- Niall Mulcahy was also on team
- Donal Fitzgibbon was Chairman of Limerick Co Board GAA 1998 to 2002



# METHODOLOGY

In April 2010, Mungret St Pauls Club organised a meeting of all interested parties to discuss the challenges facing the Club. A number of actions specific to the Juvenile Club were documented but it was also a recommendation from the group that an overall club Strategic Plan should be prepared embracing the Senior, Juvenile, Ladies Football and newly formed Camogie Club. Later in the year, the Club organised two meetings of interested members to address issues with hurling and football within the Senior Club, with a particular focus on player retention. These three forums lead to a decision being made by the Club Executive to prepare a full 5 Year Strategic Plan using the process used to develop *The GAA Strategic Vision and Action Plan 2009-2015*.

The Club wanted a plan that would be developed by its members and would allow it to grow and develop over the next five years, addressing specific issues and challenges facing the Club.

The plan would:

- Be constructed around the values and traditions of the Club
- Be volunteer-led
- Be managed with excellence
- Maximise participation across all sections of the Club, including Ladies Football and Camogie
- Provide a roadmap for the Club for the future

The Club is a key part of the community with a rich heritage in the parishes of Mungret/Raheen and St.Pauls. The plan will build on the strengths and successes of the organisation while addressing the difficulties and challenges facing the Club.

Éibhear O'Dea had facilitated the Club meeting in April 2010 and he agreed to act as facilitator for the project. A steering committee was formed and acted as an advisory team to the process, developed ideas and encouraged participation throughout the project.

In October 2010, a club planning workshop was held in the clubhouse in which almost 100 people participated drawn from the following areas:

- Juvenile Club Coaches and Officers
- Senior Club Coaches and Officers
- Adult Players
- Teachers from Local Schools
- Ladies Football Club coaches and officers
- Camogie Club Coaches and Officers
- Parents
- Supporters
- Sponsors

Working in small groups; the gathering discussed a wide range of areas including coaching, facilities, fundraising, communications and club structures and administration. Each person was given the opportunity to outline areas where improvements to the Club could be made.



At the end of the workshop people were requested to volunteer to attend 2/3 further meetings in their particular area of interest in order to discuss and structure the ideas raised at the workshop. The five focus groups dealt with the following headings:

1. Club Structure & Administration
2. Coaching & Games Development
3. Finance & Fundraising
4. Facilities Development
5. Communications, PR & Culture

Each focus group met to develop the ideas and to structure them into a workable and realistic plan to be delivered over the next five years. In late November/early December the focus group leaders and the steering committee came together to finalise the draft plan which was placed before the Club membership for ratification. The output from all the workshops and meetings included specific details on how the members and officers believed the performance of the Club should be measured in future.

The five themes were progressed and aligned with the focus areas for the plan - these are outlined in detail in this document. They will be reviewed annually against the targets defined and will be refined and developed in line with the changing requirements of the club. Other areas may emerge and be included in the planning process as it evolves. The plan will be tabled at monthly club Management Committee meetings to ensure progress is being tracked and momentum maintained.

A key outcome of the process is that the Club has decided to keep on using the strategic planning methodology in its future planning. The Club will host an annual workshop one month prior to the AGM to give the membership the opportunity to review the plan.

The methodology is simple. It is based on consulting the membership at all levels and enabling them to have an active input into the plans to develop the club into the future. The people of Mungret St. Pauls GAA Club developed this Club Plan.



# Mission, Vision, Values:

The GAA's values are the heart and soul of our Association. In every Club around the world they are what binds us, what makes us unique and what attracts more and more players, members, volunteers and supporters.

## **Vision**

In 2016, Mungret St Pauls will be able to say;

We have attained standards of excellence in putting in place the structures within our Club to allow us effectively carry out how we are run and reach our objectives. We continuously reach out to recruit and include all members of our Community and ensure that all Club members have the opportunity to be welcomed, feel valued and appreciated, and are afforded the opportunity to grow and develop a clear identity and sense of belonging to our Club, Parish and Community.

## **Mission**

"The GAA is a Community based volunteer organisation promoting Gaelic Games, Culture and lifelong participation."

Mungret St Paul's are very fortunate to have so many people willing to give of their time in the promotion of Gaelic Games through their involvement in Hurling, Gaelic Football, Camogie and Ladies Football. We aim to develop the skills and potential of all our members in their chosen roles. At all times, we strive towards ensuring that the Games we play, the environment within which we play them and the values and identity we pass on will be an example to and an asset to the families, members, youth and communities that we serve.

## **Values**

Our Players and Members are our greatest asset and priority. Effective teamwork, showing respect and appreciation, on and off the Field of Play, for our Coaches, Referee's, opposing Teams and Officials are actively promoted and encouraged at all times. All members, players and officials will be treated with respect and dignity at all times in how we interact with one another to achieve our objectives, goals and targets. In adopting and working by these values, Mungret St Pauls will continue to grow and develop. Our Club provides an outlet and focal point of our Community. Collectively, we stand together as we aim to meet our objectives and challenges.

## **Conclusion**

The GAA grew its base nationally from a dedicated volunteer structure and Mungret St. Pauls is no different to any other club in this regard. We are extremely fortunate to have so many people willing to give of their time in the promotion of Gaelic Games through their involvement in Hurling, Gaelic Football, Camogie and Ladies Football. With roots in every Community and Parish in the 32 Counties the GAA is a huge presence. It is more than just sport. It is part of what we are. It provides an outlet for thousands of people around the Country and they all share in the joys and disappointment of their clubs in the quest for honors and whether you are a player, former player, administrator, supporter member or parishioner you will be always welcome in your local GAA club – Mungret St. Pauls. In Mungret St.Pauls, our members are drawn from up to 20 counties. They have made the Mungret/Raheen/St.Pauls area their home and have integrated well with the locally born people in carrying on the great tradition of the GAA in the area.



# CLUB STRUCTURES AND ADMINISTRATION

## **Aim:**

To achieve best practice in Club Administration, and to extend to all of our members both new and existing members, an opportunity to give of their time, expertise and enthusiasm, by contributing to a sub-committee of their choice.

## **In 2016, in Mungret St.Pauls GAA Club, we will be able to say:**

“We have achieved excellence in how we have structured our Club. All key sections in the Club are represented on all appropriate committees and on the Club Executive and all members are given the opportunity to get involved on sub-committees in their area of choice.

## **Background**

Mungret St. Pauls has seen a huge increase in its level of activities both on and off the pitch. On the pitch we can see the formation and growth of both Ladies Football and Camogie as well as development of three pitches and modern dressing rooms. On the social side our community centre is in operation seven nights a week and strives to become the centre of all community activities in the area, as well as for the celebration of special occasions.

However the same management structure is still in existence as existed twenty years ago. Briefly this is the election of an Executive Committee to run the Club with some loose committee structures. We consequently looked in detail at how we could review the structures and come up with a proposal to maximise the talent we have within the Club, attract new talent and integrate all sections within the Club, for the benefit of all within the community.

## **Project outcome**

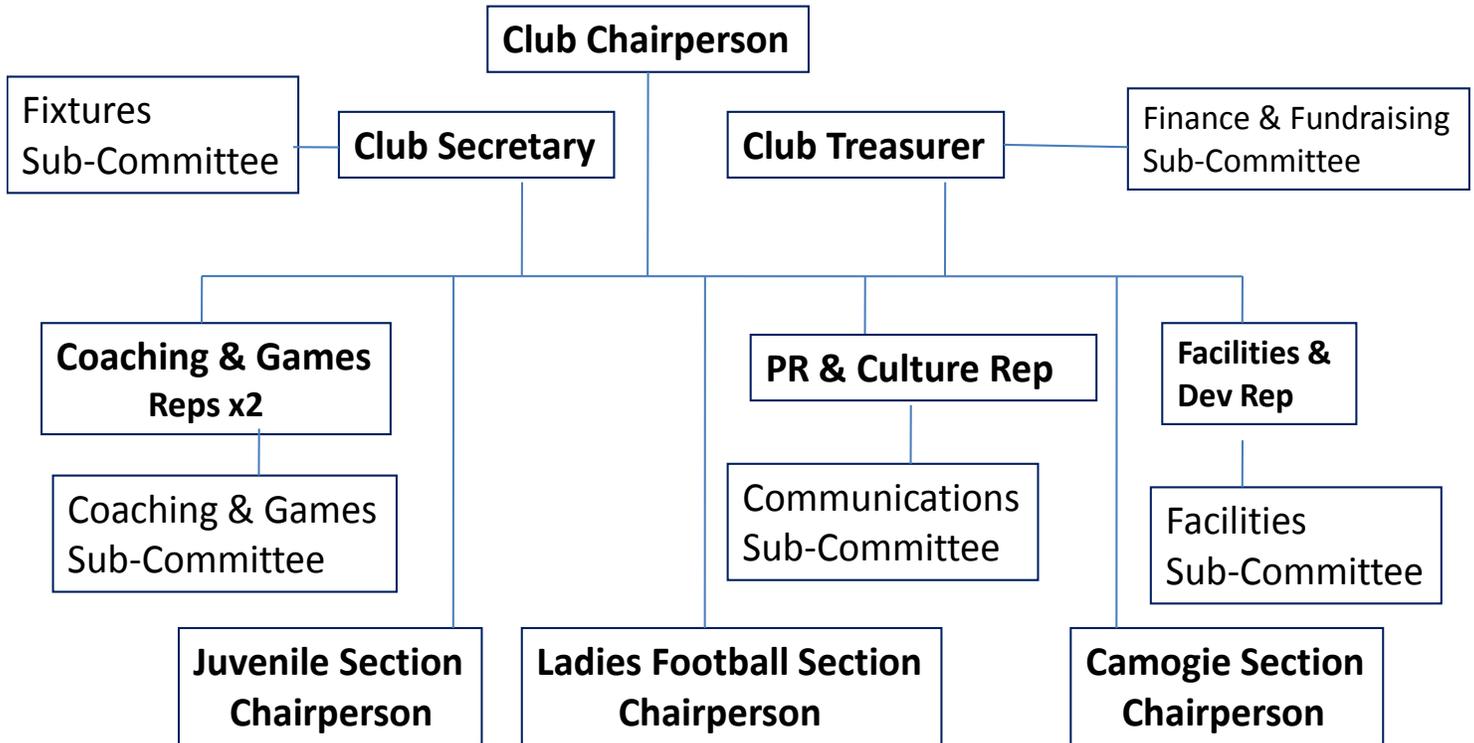
In 2016 when we look back on our proposals we would like to see that

1. Work load has spread over a greater number of people
2. Volunteers focussed their time, energy and expertise with their sub-committee of choice
3. All new members are allowed to develop their leadership potential
4. Members who sit on the representative committees are given a sense of belonging and achievement
5. An appreciation that none of us are good at everything, but we are all good at something
6. A greater synergy within the Club has been created
7. Mungret St. Pauls is an open vibrant club that people are made welcome to join and remain part of
8. A formal reporting system that integrated the structures of the Club, has been put in place.
9. Management Committee is allowed to focus on Mungret St Pauls – The Whole Club
10. An excellent working organisation has been built.

The proposed changes to our club’s administrative structures create an opportunity for everyone associated with Mungret St. Pauls GAA to experience a feeling of both affiliation and achievement.

Action	Outcome Sought	Timescale	Milestones	Responsibility
Document Club Structure	To ensure that each function is represented. Give titles to the sub committees	2011	Jan 2011	Strategic Group
Document and implement a recruitment process	To welcome all potential contributors and ensure they are given a best fit position	2011	March 2011	Management Committee
Each committee must be given terms of reference and suitable code of conduct	To ensure that each sub committee knows their function and promotes best practice	2010	February 2011	Strategic Group
Annual review process to update plan on a rolling basis	To give all members a voice	2011	Oct 2011	Management Committee
To ensure our club is a focal centre for community activity	One club, one focus	On going		Management Committee
Juvenile Club Integration	One club, one focus	TBD		Management Committee
Camogie Club Integration	One club, one focus	TBD		Management Committee
Ladies Football Integration	One club, one focus	TBD		Management Committee

# MSP Club Management Structure



The fixtures sub-committee is for minor age groups & above, and shall consist of club secretary, senior board delegates, reps from minor age group teams and above, along with the senior pitch co-ordinator.

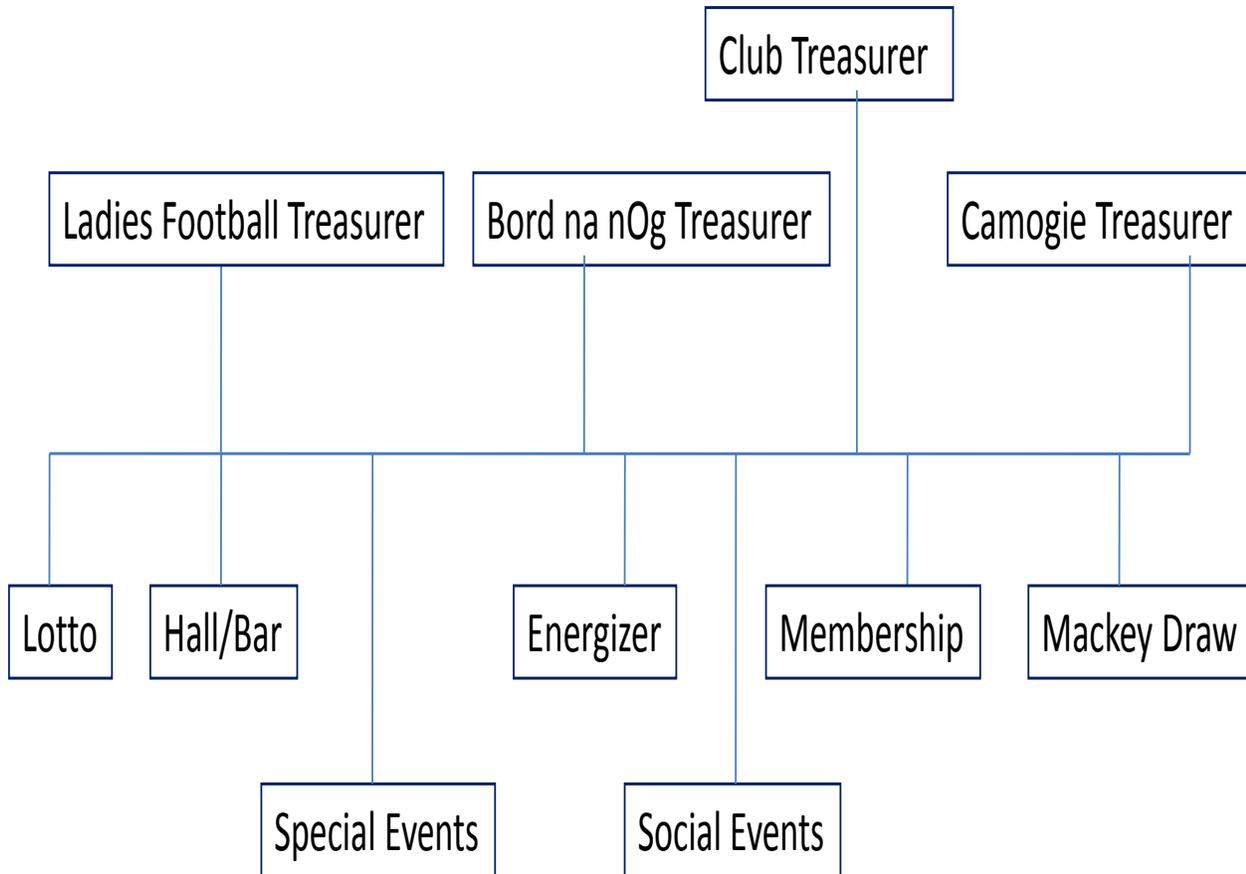
## Management Committee

The club management committee shall consist of the Chairperson, Secretary, Treasurer and representation from each subcommittee as highlighted above. In the case of the Coaching & Games Development, Communications/PR/Culture and Facilities & Development sub committees, these three committees will nominate their representatives to sit on Management committee at their first meeting of the year.

## Executive Committee

The Executive committee shall consist of the Management committee elected at the AGM along with an Irish Officer and Registrar who are also elected at the AGM. The terms of reference of the Executive committee will be to uphold the Club constitution and to deal with matters referred to it by the management committee. The Executive will meet as recommended by the rules in the GAA Official Guide.

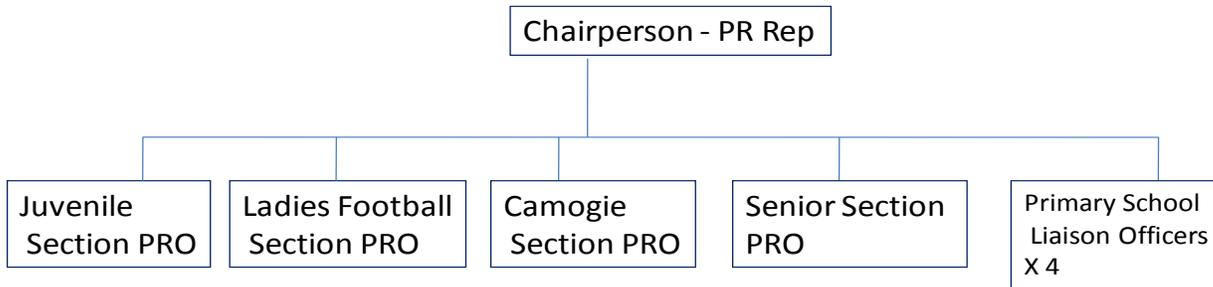
# Club Finance Sub Committee



- Lotto:* Manage and increase weekly Lotto sales
- Mackey Draw:* Manage existing contributors and increase sales
- Bar/Hall:* Manage staffing and bookings and purchase of supplies  
Take responsibility for preparation of hall before and after functions.
- Energizer:* The energizer is seen as a fundraiser for juvenile activities (u16) in club
- Special Events:* Project driven Fundraising activities and appoint Project Co-coordinators
- Membership:* This subgroup will be made from individual section registrars
- Social Events:* Manage events such as Club BBQ, Family fun day, La na gClub etc.



## Communications, PR & Culture Sub Committee



### Aims:

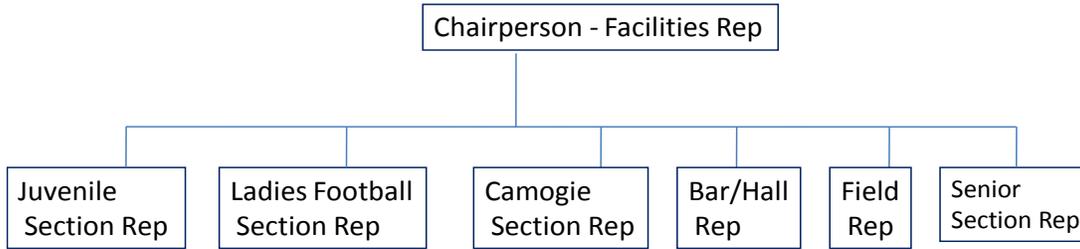
- All liaison with local media outlets and maintaining all content on the club website
- Working with the club committee to promote specific events within the club.
- Working with schools liaisons officers, generating club newsletter.
- Regular submissions to the local press covering upcoming matches, match reports and other relevant information
- Ensuring that all the above activities are carried out so as to present one interface to the community across senior, juvenile, camogie and ladies' football sections.
- The PRO sub-committee will nominate a chairperson. This chairperson will sit on the club management committee.

### The Function of the PRO Sub-Committee.

This sub-committee will be responsible for all activities which raise the profile of Mungret St Paul's GAA club in general, and specific events in particular. The PRO sub-committee will span the senior, the juvenile, the camogie and the ladies' football sections of the club.



## Facilities/Development Sub Committee



### Aims:

- To examine & improve facilities within the Club,
- To maintain existing facilities
- To facilitate the growth and development of the Club over the next 5 years,
- To examine proposals put forward by various units within Club.
- To make recommendations to the Management Committee
- The Chairperson of this sub-committee will represent facilities on the club management committee



# COACHING AND GAMES DEVELOPMENT

## **Aim**

Games in a sporting atmosphere for everyone and achieve competitive success at all levels of competition and all age groups up to senior level.

## **Key Project**

Develop a Coaching and Games Development Committee to provide support and education to coaches and to promote best practice at all levels and ensure that all players get the opportunity for involvement in a quality fixture programme.

## **In 2016 in Mungret St. Pauls G.A.A. Club we will be able to say:**

“In Mungret St. Pauls G.A.A. Club we boast successful teams at all levels of hurling, football, camogie and ladies football. The basis for this success is that the highest standards of coaching and player/team development are available at our Club.”

## **Improve Coaching Standards**

The Coaching & Games Development Committee will put in place a programme that will ensure that each player receives the highest standard of coaching. The committee will arrange, on a regular basis, coaching education courses and coaching demonstrations from expert coaches to ensure that the standard of coaching improves. Communication with coaches and players will be improved so that best practices are shared across all teams.

## **Code of Conduct for Coaches, Parents & Players**

The Coaching & Games Development Committee will support the Club Code of Conduct through all of its activities with the aim of ensuring that training and games are conducted in a safe environment for both players and coaches. We will promote respect and discipline towards match officials, team mates, opposition and spectators

## **Player and Coach Recruitment and Retention**

We will address the fall-off in playing numbers, particularly from U14 to U16 and U16 to Minor as well as from Minor to Senior. By the end of the period of this plan we will aim to have two teams competing at all levels in both hurling and football up to and including Minor. This will require a combined effort across the whole Club in improving coaching standards, playing facilities, ensuring a regular games programme for all players and development of a deeper sense of belonging to the club. In respect of Senior Club, a key factor is attracting and retaining players will be for the club to attain Senior status at both codes.

The key focus of the Camogie Club during the term of the plan will be to expand the player base with a view to having competitive teams up to and including Minor grade.

The aim for Ladies Football will be to achieve Senior status within the period of the plan and to achieve competitive success at all age groups.

Former players have valuable experience and knowledge that can be applied to the coaching and preparation of players at all levels. In order to increase the number of former players (either formerly of our own club or another club) it is proposed to create a “Recruitment Officer” who will focus on recruitment of players, coaches and indeed, other members of the community in non-games related roles within the Club. Volunteer recruitment will be a key responsibility of everyone within the club structure to ensure that all available talent is identified.



## Actions of Coaching & Games Development Committee

### Administration

Action	Outcome Sought	Timescale	Milestones	Responsibility
Establish Coaching & Games Development Committee (C&GD)	To put a structure in place within the Club to coordinate coaching activities, to provide support to coaches and promote best practice at all levels.	Committee set up and ratified at AGM 2011	Have first meeting within one month of AGM	Club Management
Half yearly assessment/review of C&GD Committee	Full review of the development and progress of the C&GD	June 2011	Report on the development and progress of the C&GD	C&GD Committee
Develop coaching policy at each code and level.	Coaching policy in place to ensure best practices in coaching and guidelines available to each coach	October 2011	Best possible coaching practices in place and guidelines available to coaches	C&GD Committee
Ensure that sufficient coaching aids/equipment are available for all teams	To ensure that coaches have sufficient resources available to them to ensure that the maximum benefit can be attained from each training sessions	June 2011	Sufficient equipment available to all teams within the Club	C&GD Committee
GAA Code of Best Practice and Code of Behaviour in place	To promote an environment of respect in the Club and to ensure that all players/coaches/ members maintain discipline when representing the club	March 2011	The reduction of indiscipline and disruptiveness by players/coaches/ members in the Club	C&GD Committee
Consider all input from Club Hurling & Football Forums held in Autumn 2010.	To ensure that all feedback from these forums in reviewed and actioned where necessary.	June 2011	Action on the inputs relevant to C & GD where considered prudent.	C & GD Committee

## Coaching

Action	Outcome Sought	Timescale	Milestones	Responsibility
All coaches to have at least Foundation Level coaching standard and to have availability of ongoing courses in specialist training areas	Coaches to have at least basic knowledge of coaching and to have other courses made available, i.e. physical training, core group training, weights training etc.	Sept 2011	To have coaches involved in the Club who have been trained in specialist areas for the use of all teams	C&GD Committee
All coaches of underage teams to undertake Child Protection Course and be Garda vetted	To ensure that each underage coaches are Garda vetted and confident and capable in dealing with child protection issues	October 2011	All coaches of underage teams certified Garda vetted and have completed child protection courses	C&GD Committee
Visit clubs outside the county for training, games and educational purposes	To provide challenge games and to learn from other clubs in regard to their training methods	Summer 2011	Identify suitable club where most can be gained from their experience and coaching practices	C&GD Committee
Develop policy to provide First Aid cover at all training and matches	At all games and training sessions to have the appropriate First Aid personnel present to deal with any situation that may arise. Arrange courses if required	April 2011	Person with First Aid skills at all training sessions and matches	C&GD Committee
Member of proposed C&GD Committee to be assigned to the executives coaching selection process	Experience and knowledge of member of proposed C&GD Committee to be utilised in the coaches selection process	October 2011	Appropriate coaches selected for each team within the Club	Club Management
Appoint coaching assessors for all facets of coaching in the Club	Continual improvement of coaching and coaching structures	Sept 2011	Report from coaching assessor	C&GD Committee
Input from Specialists in relation to team/player conditioning and	Improve preparation of all players within the Club and the education of coaches.	October 2011	Template for personal preparation	C&GD Committee

development			of each player towards playing	
Club-School link in place. Club/School liaison Officers to be appointed.	To cement the relationship between the schools and the Club and ensure that the children are given the opportunity of GAA coaching	Easter 2011	Liaison structure in place in all schools and GAA coaching available at all schools	C&GD Committee
Nursery Programme in place for all 4 to 7 year olds	To encourage young players to participate in Gaelic Games in a fun and safe environment	March 2011	Nursery programme in place and sufficient coach involvement	C&GD Committee
Go-Games model in place for all U12 players	To ensure that all under 12 players get appropriate games in a fun environment that promotes skill development	April 2011	Full participation in Go-Games by all under 12 players	C&GD Committee
Cul Camp held and promoted each year supported by our own club coaches	To give all children in the community the opportunity to be coached in Gaelic Games	August 2011	Cul Camp in action with Club Coaches to the fore	C&GD Committee
Programme of games in place for adult teams, including challenge games with other clubs outside the county.	To ensure that along with the league/championship games that all players get a meaningful program of games	Summer 2011	All teams satisfied with the number of games played throughout the year	C&GD Committee



## Recruitment

Action	Outcome Sought	Timescale	Milestones	Responsibility
Appoint Recruitment Officer and establish responsibilities of the role	Recruiting Officer to recruit players & coaches and to re-recruit ex-players. Also to recruit parents and other members of the community to non games related roles within the Club.	April 2011  Role & responsibilities to be established by Summer 2011	Increase in player, ex-player and parent participation in the Club	C&GD Committee
Welcome Pack to be given to all newly registered players	Give all newly registered players a sense of belonging to the Club while also advertising the Club through the use of the Welcome Pack	May 2011	All newly registered players to be in possession of some item of Club merchandise	C&GD Committee with assistance from Finance Committee
Increase participation of ex-players and current players in coaching	Recruit former players and current players to coach or manage teams. Utilise the knowledge and experience for coaching and team preparation.	April 2011 ongoing process	Increase in the involvement of players & ex-players as coaches/managers	C&GD Committee
New referees identified and trained at adult level and as 'Young Whistlers'.	The Club has sufficient referees at juvenile and adult level	October 2011	Club has sufficient refereeing representation within the county	C&GD Committee



# FINANCE AND FUNDRAISING

## **Aim**

To achieve financial excellence with full transparency within our Club

## **Key Project**

To have funding in place to meet agreed Facilities and Development needs, and to fund additional requirements, in relation to implementing the objectives of the Coaching & Games Development Committee.

## **In 2016 within Mungret St Pauls GAA Club we will be able to say:**

Our Club has done a great job in the finance and fundraising area to support the continued development of our club as well as financing our day to day running costs.

## **Finance and funding**

The Finance and Fundraising sub-committee will be responsible for increasing regular club income and identifying and organizing fundraising activities for the Club. It will provide funding for the delivery of the various projects within the time frame set out by the Facilities sub-committee.

## **Governance**

We will ensure the club complies with the highest accounting and financial regulatory standards. We will do this by ensuring that we:

- Have appropriate financial controls in place
- Protect our assets
- Always get value for money
- Have appropriate resources to achieve our aims.
- Have clear lines of responsibility and accountability throughout the club.
- Have effective succession management

## **Club Spending**

We will seek value for money in all costs we incur. We will have a clear and transparent process for spending approval.

## **Budgets**

The Finance and Fundraising sub-committee will undertake an analysis of club income and expenditure over recent years and draw up realistic budgets for 2011 and onwards.

## **Increasing Regular Club Income**

### *Weekly Lotto*

We plan to increase the lotto sales in 2011 by increasing door to door sales and promoting sales in local shops. We will also consider staging the weekly draw in alternative locations.

### *Mackey Draw*

We will actively encourage new participants.

We intend to maintain our other regular income generators, e.g. Energizer disco etc.

### *Sponsorship Policy*

In this challenging climate for business we shall address the issue of sponsorship and formulate a clear sponsorship policy for the club going forward.



## Grants and Tax Exemptions

We will explore any opportunities in this area and obtain a full knowledge of the processes and procedures for obtaining same.

## Fundraising

While the Camogie, Ladies Football, Juvenile & Senior sections of the Club will continue their existing fundraising activities, we will establish a special group, to include non members of the Finance sub-committee, to identify and organise special fundraising events to help fund projects, identified by the Facilities sub-committee, which will be of benefit to all sections of the Club.

We will involve new people in our fundraising efforts thereby spreading the workload more evenly. We will also prepare an annual calendar of fundraising events across all parts of the Club to ensure that fundraising activities of the various sections do not clash.

Action	Outcome Sought	Timescale	Milestones	Responsibility
Finance and Fundraising Committee appointed by the Club Executive	To organise and oversee the preparation of accounts and fundraising in the Club	February 2011	After AGM have Committee in place	Structures & Admin Group (Management Committee)
Prepare annual budgets.	To help the Club prepare for the year ahead and to help plan for fundraising events	2011	2011 Budget by March 2011. End of previous year thereafter.	Club Treasurers & Club Chairpersons
Club accounts audited each year	To ensure best practice is followed	Audit annually by end November	Annual Accounts prepared in advance of Audit deadline.	Club Treasurer
Increase Lotto Sales	Double ticket sales (from 500 to 1000).	July 2011	Sales at 750 tickets/week by Mar 2011	F&F Committee
Explore Grants/Tax Exemptions	Be familiar with all aspects of obtaining grants and tax exemptions.	August 2011	Present to Club Meeting April 2011.	F&F Committee
Two major fundraising events each year e.g. 10K Run, Greyhound Benefit Night, Fashion Show etc.	Events to be planned well in advance.	May/Nov annually	Present plans to Club Meeting	F&F Committee



Policy on sponsorship	A defined club sponsorship policy (covering all aspects including pitch signage, scoreboard ,players gear and events etc)	May 2011	Present to Club Meeting April 2011	F&F Committee
Mackey Draw	Increase subscribers by 33 to 300.	Feb 2011	Subscribers at 300	F&F Committee
Family Funday	Annual day for kids / adults in parish	2011	Select date by March 2011	F&F Committee
Fundraising Calendar	Calendar of Club Events for 2011	April 2011	Present to Club Mgt April 2011	F&F Committee
Improve use of the Bar /Hall	Generate more funds from the facility.	2011	New F&F committee to explore options during 2011	F&F Committee
Collection of Membership Fees	Ensure all members have paid their Membership fees	May annually	Complete Database of current Members by April 2011	Membership Sub- committee



# FACILITIES AND DEVELOPMENT

## **Aim:**

To provide top class playing, training, spectator and social facilities for all our members and for the use of others who visit our club or use the facilities.

## **Key Project:**

To develop a 3G all weather pitch with flood lighting.

## **In 2016 Mungret St. Pauls GAA club will be able to say:**

“We have improved our facilities in Mungret St. Pauls over the past few years by working hard and ensuring we derived an acceptable return for our investments. Our players, members and visitors whether involved in Hurling, Football, Camogie, Ladies Football or social visitors now enjoy the very best facilities in the area on and off the pitch”.

It is now acknowledged that we in Mungret St. Pauls need to upgrade and expand our facilities to cater for the ever growing needs of a population that has increased dramatically over the last number of years. We now have a development and facilities committee in place to plan and oversee projects.

We have looked at short term, medium term and long term projects over the next 5 years.

## **In the short term we are looking at projects such as:**

- External toilets at the rear of the dressing rooms in the main pitch
- External toilets in the village pitch
- Provide a proper surface in the Ball Alley
- Provide a rail at the club house side of the juvenile pitch
- Improve flood fighting in the village pitch
- Layout new sand based pitch and install goal nettings
- Erect fence parallel to roadway to provide greater security.
- Review security arrangements at the club grounds to ensure suitable precautions are in place to secure club property e.g. consider installation of security gates and CCTV.
- Develop a permanent Club shop at the main club grounds.

## **In the medium term we will be looking at the following:**

- Children’s play area
- Walking and Cycling Facilities around perimeter of grounds
- Tarmac and mark out parking area around club house and dressing rooms
- Provide terracing for spectators in area between juvenile pitch and adult pitch

## **In the longer term we will be looking at the following:**

- 3 G all-weather pitch with flood lighting
- To build an extension to the club house.

It is accepted that some of these projects involve serious financial outlay, however with all four aspects of the club working together over the next 5 years there is no reason why all of these projects cannot be attained.

Action	Outcome	Timescale	Milestone	Responsibility
Erect toilet in village pitch	Improve facilities for players and spectators	April 2011	Get prices and design Feb 28th 2011	Facilities and Development Committee
Improve signage at entrance to club	Make more people aware of club. Give the club better visibility through signage on boundary wall – to include club lotto and other relevant information.	May 2011	Approach sponsors Feb 28th 2011	Facilities and Development Committee
“Slow Down” signs on approach to entrance at club house	To improve safety of patrons exiting club	April 2011	Approach Limerick Co. Council by 31/3/2011	Facilities and Development Committee
Improve Ball alley (floor base)	To improve facilities and make it more user friendly	April 2011	Consultation and prices to be obtained by the 31/3/2011	Facilities and Development Committee
Signage in village Pitch “Private Property”	To prevent pitch being used for anti social behaviour purposes	May 2011	Approach Mungret-regional soccer club before 28/2/2011	Facilities and Development Committee
Improve flood lighting in ‘old’ pitch	To enable pitch be used more at night time	March 2011	Get prices by 28/2/2011	Facilities and Development Committee
Provide a rail at club house side of juvenile pitch	To provide Safety for players and to keep spectators off pitch	June 2011	To examine implications by 31/3/2011	Facilities and Development Committee
Erect fence along roadway	To make club grounds more secure to make grounds more safe for young participants	May 2011	Get prices to finalise plans 28/2/2011	Facilities and Development Committee

Review security arrangements at the club grounds to ensure suitable precautions are in place to secure club property e.g. consider installation of security gates and CCTV.	To ensure that club property is suitably protected from vandalism etc.	June 2011	Security to be reviewed and recommendation made to Management Committee	Facilities and Development Committee
Layout new sand based pitch and provide netting behind goals	To enable better use of pitch	April 2011	Work to be completed by 30/4/2011	Facilities and Development Committee
To provide walking and cycling facilities around perimeter of Club grounds	To provide healthy exercise for club members	May 2011	Explore grants available get costing for same – 30/4/2011	Facilities and Development Committee
To provide Children's play area within Club grounds	To enable facilities be used by parents and young children	June 2012	Explore Insurance implications and planning requirements and get costings 28/2/2012	Facilities and Development Committee
Develop a permanent Club shop at the main Club grounds.	To facilitate the sale of club merchandise/Lotto tickets etc.	November 2011	Plan and costings to be submitted to Club Management C'tee by June 2011	Facilities and Development Committee
Tarmac and mark out parking area around club house	To make better use of facilities	September 2012	To get costing etc 31/8/2011	Facilities and Development Committee
External toilets at rear of dressing rooms	To provide toilet facilities for patrons at games	September 2011	Planning to be sought by 30/6/2011	Facilities and Development Committee
To provide terracing for spectators in area between juvenile pitch and adult pitch	To improve spectator facilities at matches	January 2012	To get prices and planning 21/10/2011	Facilities and Development Committee
Bi-annual Health & Safety Audit of all club facilities to be conducted by a suitably qualified professional	Ensure that Club complies with relevant Health & Safety legislation and Best Practice	Next Audit to be conducted by 30th Sept. 2012	Audit Report to be presented to Management Committee by 31st Oct 2012	Facilities and Development Committee



To build Astro Turf pitch and flood light it. Re-orientate Hurling Wall.	To provide extra facilities for club members-Reducing the requirements to use other club, facilities at a cost to the club	April 2013	Planning to be submitted by 30/9/2011	Facilities and Development Committee
Build extension to club house incorporating gym, shop, kitchen, cafe, equipment room and meeting room.	To improve facilities for club members	February 2014	Planning to be submitted and get costings 30/6/2012	Facilities and Development Committee



# COMMUNICATION, PR & CULTURE

## **Purpose**

To continuously improve the profile of the Club in the community.

## **Our Goal**

We aim to ensure that Mungret St. Pauls GAA Club, at senior and juvenile level, for hurling, football and camogie, for boys and girls, has the highest profile possible within the community. We will use all available means to promote our facilities and activities in order to present ourselves in the most attractive and positive manner possible.

## **PRO Function**

The club currently comprises of four different sections, namely the Senior Club, the Juvenile Club, the Camogie Club and the Ladies' Football Club. These sections have traditionally operated independently of each other. The new strategy calls for much tighter cohesion between the sections, and as a consequence our messaging to the community will change accordingly.

## **Club Website and Internet Presence**

We will continue to expand the club website to cover the following additional functions:

- Include a separate page for every team that the Club fields, across all age groups. This will give the players themselves the opportunity to contribute to generating content. This may entail a redesign to the Club website, but we will look at ways of implementing this.
- Add extra content such as player profiles, consistent with the Club's child protection policies.
- Links to Facebook and Twitter sites.
- Monitor site traffic more closely, and understand what events and activities lead to increased or decreased numbers of visits to the site.

In relation to Facebook and Twitter, our objective is to set up Facebook and Twitter sites that are used and updated by every member of the Club who uses these sites.

## **Club and Community Events**

We will organise and promote community-based events that develop and improve our profile in the community. These events are particularly important in light of the fact that all sections of the Club can participate. Examples of this are:

- Club registration: Going forward we will propose that a common club registration night be organised for all sections of the club, starting in 2011. This sends out a clear message that the club is open and available to boys and girls in the community, even if the activities are being organized separately for the time being. It is also important that the club considers the question of the registration calendar, which currently runs from January to December.
- Club Day: The club has organized a successful Club Day on each of the last two summers, to mark the annual GAA Lá na gClub. This event is a great opportunity for the club to reach out to the community, and the PR sub-committee will use this event to market and to promote the Club.
- Although Scór has been somewhat in decline in recent years, it is still an important event, and in particular it gives an added outlet for Club members to display their talents. It is the objective of the Club henceforth to look for opportunities for Club members to participate in Scór, and thereby to give us another means of increasing our relevance to the community at large.
-

- Tea and coffee at training. This initiative was started in 2010 to cater for parents who are dropping children at training, and to encourage parents to stay on the Club premises for the duration of training. We intend to develop and sustain this activity throughout 2011.
- Schools Liaison. This is a particularly critical role in the Club, and we have the possibility of greatly increasing our visibility and impact in the schools by approaching them as a single entity, rather than as individual Juvenile, Camogie and Ladies Football Clubs. Throughout 2011 the PR & Comms sub-committee will develop a “Welcome Pack” for distribution to the schools in September 2011, and will work to keep the schools informed of training times and Club activities through school visits and the school noticeboard. We will also co-ordinate the activities of coaches who in the past have visited the schools and have contributed to football and hurling training sessions.

### Media

The PR & Comms sub-committee will continue to fulfill the traditional PRO function of submitting content, in the form of notes, match reports and photos, to local media. The difference in the future is that, by managing the content we submit through one channel rather than four, we make sure that we prioritize the most important news across the four sections in any given week.

Furthermore, we have published a glossy A4 newsletter for each of the last 2 years (2010 and 2009), which has been dropped through the letterbox of every house in the area. This delivery has taken place in May. This newsletter has been very well received, and we now plan to issue it twice a year. We will also look at the possibility of generating an e-magazine using the same publishing tools, for distribution solely by electronic means (email, web download, etc).

	Action	Outcome Sought	Purpose/Comment	Timescale	Milestone	Responsibility
1	That the various juvenile sections of the club have a common registration night, and expand registration to cater for “back to school” in September	All camogie, football, hurling and ladies football players are registered at the same event in January. Furthermore, we seek to repeat the exercise when new kids join in September.	Croke Park structures dictate that the clubs are run separately. The purpose of this proposal is to create at least one event where all sections of the club come together.  We also need to send a consistent message re registration to new children who join when schools return.	Agreed in advance of registration night, February 2011	Proposal circulated to all juvenile committees for discussion before last regular 2010 committee meetings.	Juvenile Club PRO
2	PRO officers to work with lead coaches to generate match reports for Club website	A match report is written for every match played	As well as generating additional content for the website and newspapers, this activity will create a written record of our match involvement. Some suggestions for pursuing this: <ul style="list-style-type: none"> <li>• Get players/children to write match reports</li> </ul>	To be carried out throughout 2011	<ul style="list-style-type: none"> <li>• PROs to have contact points for each team as soon as coaching teams are ratified at AGM’s – Feb 2011</li> <li>• PROs to have a fixtures list from every</li> </ul>	All PROs and lead coaches

			<ul style="list-style-type: none"> <li>• PROs to have a contact for each team</li> <li>• PROs to be proactive in taking up brief mach reports over the phone</li> </ul>		team by 1 March 2011	
3	Create “goodies” to distribute on school visits – possibly expand this into a Welcome Pack for schools	School Liaison officers (SLO) to distribute welcome packs, pens/pencils etc	Greater visibility, more excitement generated when someone from Mungret St. Pauls GAA visit St. Nessans, St. Pauls or the Gaelscoil	“Goodies” to be ready in advance of next SLO school visits, welcome pack to be ready for Sept 2011	Agreement from juvenile committees and sign-off from treasurers	All PROs and SLOs
4	School notice boards to be positioned and refreshed regularly	Bi-weekly updates to school notice boards	Confirm that we have a dedicated notice board in each school. Provide better communication to parents & kids through the schools.	March 2011	PROs and SLOs for each section communicate and agree how to approach this by mid-February	All PROs, SLOs
5	Investigate the level of interest in the Club in participating in Scór	That we have a liaison with Scór, we know Scór’s activities and we can direct people who are interested in participating. Any relevant info to be added to Club website.	Investigate how we can raise the profile of Scór within the Club.	April 2011	April 2011	PRO Committee
6	Investigate the level of interest within the Club for changing the name of the Club to reflect the area that we serve.	See if members think this is necessary	The PR sub-committee feel that it would not be possible to make recommendations on this suggestion without consulting the members. It is worthwhile gauging the feeling in the Club on this.	Inclusion of relevant action items in the Club communication plan	July 2011	PRO Committee
7	Set up official Facebook and Twitter sites for the Club	FB and Twitter sites exist and linked to Club website	Make the Club Facebook site official.	April 2011	Approach identified by March 2011.	PRO Committee
8	Encourage all Club teams to post content to Twitter and Facebook	Sufficient activity on both sites so that both are updated regularly, i.e. at least daily	In particular. Twitter is easy to use because you can post content from a phone – you do not have to get to a computer.	Ongoing through 2011	Presentation on use of these sites to content providers by end March 2011	PRO Committee
9	Increase frequency of Club newsletter to twice yearly	Newsletters dropped to all houses in parish twice a year. Also to	Proposed dates to be March and September. September to co-incide with return to school, March to co-incide with	Ongoing through 2011	Agreement on dates and frequency early January	PRO Committee

		be available by soft copy.	start of season.			
10	Kids Fun Day	At least one annual day focused on kids activities, with due respect to GAA insurance liability requirements	This could co-incide with Lá na gClub, but as this is a Senior Club event, the other sections need to liaise with each other and with the Senior Club.	Summer 2011	Agreement between the sections on how to proceed by end March 2011	PRO Committee
11	Maintain tea/coffee at training, and make sure all parents know about it.	Weekly well-attended tea/coffee events in the clubhouse	Keeping this going will depend on us following through on the idea of a social committee being formed	Ongoing through 2011	Finalise arrangements before summer training schedule starts in March 2011	Social committee, and all teams from all sections using this facility. Support from PROs needed also
12	Develop a communications plan which will specify how important information gets communicated within the club. This will cover how the various committees and subcommittees within the Club will be kept apprised of each other's activities and plans, and also how parents and players will be updated on games and coaching activities	An understandable communication system which ensures that everyone who needs access to information has access to that information, and which ensures that the key contact points are known for all the Club's important activities."	With the structures of the Club changing, it is imperative that our communications systems change accordingly.	Finalised plan ready to co-incide with the launch of the new committees, and also the re-launch of playing activities for the 2011 season.	Draft plan to be prepared within one calendar month of the adoption of the Club's strategy  Agreement from all the key people, whose participation is required for the plan to work, by end April 2011	PRO Committee
13	Engage with Live95fm and Spin South West	Regular content being fed to these stations	Same content issue here as before – PROs depend on club teams to generate content	April 2011 to start generating information and ongoing through the year	March 2011 to have made contact with radio stations, asking how they can help, how regularly should we provide content etc.	PRO Committee
14	Spread the word on the club lotto	All parents and coaches aware of Club lotto, and aware of how tickets can be sold and purchased	Liaise with lotto committee to help raise profile of Club lotto e.g. selling lotto tickets at club training sessions. Send regular texts to all Club members on this.	Ongoing through 2011	Treasurers and PROs to agree approach by end March 2011	PRO Committee



## Acknowledgements

### Steering Committee Members:

John Furey  
Maurice Walshe  
Ger Synnott  
John Beatty  
Mike Joy  
Brian Culhane  
Brian Lynch  
Brendan Ryan  
Mick Fitzgibbon  
Donal Fitzgibbon  
Geraldine Dee  
Gerry Mc Namara  
John Page  
Kevin O' Hagan  
Neil Dignam  
Teresa Fitzgerald

### Focus Group Members:

#### PR & Communications

John Page  
John Rochford  
Sinead Hickey  
Colette O' Grady  
Hugh Hernan  
Mike Hennessey

#### Facilities & Development

Gerry McNamara  
Geraldine Dee  
John Moriarty  
Donie Browne  
Gerry O' Brien  
Brian Lynch  
Gerry Mullins  
David Murphy  
Larry Roche

#### Finance & Fundraising

Brian Culhane  
Ger Synnott  
Noreen Moriarty  
Neil Dignam  
Margaret Horgan  
James O' Doherty  
John Lyons  
Brendan Ryan  
Tadgh O' Brien  
Vera O' Meara  
Eamonn O' Malley  
Kieran O' Brien  
Alan Carroll



### **Coaching & Games**

Kevin O' Hagan  
Michael Fitzgibbon  
Kieran O' Keeffe  
Theresa Fitzgerald  
Eoin Rice  
Brian Kelly  
Dermot Flahive  
Seanie Barry  
Albert O' Grady  
Jim Moran

### **Club Structure & Administration**

Donal Fitzgibbon  
John Beatty  
John Furey  
Anne Flannery  
Raymond O' Hagan  
Martin Corcoran  
John Bulfin  
Maurice Walshe  
Mike Joy  
Eugene King

### **Attendees at Club Forum:**

Adrian Dillon	Adrian Hanley	Aine O'Brien
Alan O'Carroll	Albert O'Grady	Anne Flannery-Hayes
Brendan Ryan	Brian Culhane	Brian Kelly
Brian Lynch	Brian Tobin	Chris Nix
Colette O'Grady	Dave Bulfin	Dave Murphy
David Brosnan	David Buckley	Denis Guilteneane
Dermot Flahive	Diarmuid Mullins	Donal Fitzgibbon
Donie Browne	Eibhear O'Dea	Eoin Rice
Eugene King	Fintan Hynes	Fr. Eamonn Fitzgibbon
Frances Murtagh	Gearoid Herbert	Ger Keane
Ger Synnot	Geraldine Dee	Gerry Hanrahan
Gerry Mullins	Gerry O'Brien	Harry Coyne
Hugh Hernan	Isabelle Madden	James Collins
Jim Moran	Joe McDonald	John Beatty
John Bulfin	John Cosgrove	John Foster
John Furey	John Hassett	John Lyons
John Moriarty	John O'Donovan	John Page
John Rochford	Jonathan Kenny	Justin O'Meara
Kieran O'Brien	Kieran O'Keeffe	Margaret Holland
Margaret Horgan	Martin Corcoran	Colm Ward
Mary Ryan Synnot	Maurice Walsh	Michael Sheehan
Mick Fitzgibbon	Mike Brennan	Mike Guilfoyle
Mike Joy	Neil Deignam	Niall Barron
Niall Long	Niamh O'Dea	Noel Downey
Noel Sheehan	Noreen Moriarty	Pa O'Brien
Padraig Flanagan	Pat Begley	Pat Brosnan
Ray Dowling	Raymond O'Hagan	Rory Linehan
Ruairi Walsh	Sean Barry	Teresa Fitzgerald
Trish Barry	Vera O'Meara	Vince Bolger
Wanda Hayes		