





### St. Laurence's GAA

# CLUB DEVELOPMENT PLAN 2025-2028



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# Fáilte ón gCathaoirleach

A Chairde.

This document outlines the club development plan designed to guide the ongoing evolution of St Laurences GAA. The plan establishes a structured framework for developing the club, its sporting activities, and wider community engagement over the next three years and beyond.

CLG Naomh Lorcán has a history of setting ambitious goals and pursuing high standards. The achievements of previous members and supporters have contributed significantly to the club's current status. The contributions of those who are no longer with us continue to be recognised as foundational to the clubs progress. The current membership continues to focus on further developing the club for future generations.

Johnny McMahon from the GAA provided assistance and mentorship throughout the creation of the Club Development Plan. After completing the Compass report, the club utilised support from the GAA in formulating this plan. Input was collected from club members and the broader community through surveys, workshops, and meetings with relevant stakeholders. The Steering Committee used this feedback to compile the development plan. This approach facilitated the inclusion of diverse perspectives and encouraged a collective vision, which supports the advancement of GAA clubs.

The Club Development Plan focuses on six central themes, and implementation of the recommendations has begun, with ongoing efforts to address and exceed the objectives outlined in the report.

I would like to thank to the subcommittee and club officers for their roles led by Anna Marie, Sinead and Tom in preparing the three-year plan and for Sean McMullen for bringing the report to life.

Le Meas

Niall Ó Conghaile Cathaoirleach





# **Club History:**

St. Laurence's G.A.A. [Gaelic Athletic Association] Club, Oldgrange, Narraghmore, Co. Kildare, R14 CX28 is based in the parish of Narraghmore, encompassing villages of Narraghmore, Kilmead, Booleigh, Calverstown, Kilgowan, Brewel, Ballymount, Crookstown, Ballitore and Mullaghmast.

St. Laurence's G.A.A. Club was officially formed with the amalgamation of Narraghmore and Ballitore G.A.A. Clubs in 1957.

Ballitore O'Moores and Narraghmore Féach Phádraig G.A.A. Clubs joined forces in the late 1920s and under the name Narraghmore went on to be the first winners of the new Kildare GAA Junior B Football Championship in 1947.

St. Laurence's G.A.A. club grounds in Oldgrange, Narraghmore was purchased in 1975 and the clubhouse dressing rooms opened in 1992 and 2007 respectively.

In 2009 St. Laurence's G.A.A. Club won their first ever Men's Kildare G.A.A. Senior Football Championship and won the first Senior Ladies Football Championship in 2016 and the hurling team were promoted to Senior B in 2024.



### **Our Vision, Values and Mission:**

### **Vision**

We are a welcoming club, where the views of everyone are sought and valued, where we provide the best opportunities for all members of all abilities to fully participate and develop their potential and where we foster a lifelong passion for Gaelic Games and providing support and facilities to the community.

### **Our Values**

**Community:** We take pride in the place our club holds in our local community. We nurture a strong community spirit among our members. As a club, we aim to enrich and strengthen our local community.

**Amateur Status:** We are a volunteer led organisation and our members and players participate in our games as amateurs.

**Inclusiveness:** We welcome and support everyone in our club equally. We actively promote universal access, equality, diversity and inclusion.

**Respect:** We show respect to others, on and off the pitch. We listen to the views of everyone equally. As proud ambassadors of the Gaelic culture in our community, we operate with integrity at all times.

**Player Welfare:** We proactively work to ensure all players have a positive playing experience, reach their potential and are supported in any challenges they may face.

**Teamwork:** We promote and value effective teamwork at all levels in our club.

### Mission:

St Laurence's GAA Club is a volunteer led, community organisation which promotes the Gaelic games culture. Building on the work of those who founded and developed St Laurence's GAA, our mission is to support every player and volunteer to achieve their full potential on and off the pitch. We do so, by providing high quality facilities, high quality coaching expertise and skilled club management. We are a community and amateur organisation. We are a proud community club, and the strong relationship with our local community is integral to our success and continued development.

### Methodology used to development of the plan

In October 2024, the Executive decided to develop a plan for a three-year club strategy and established a sub-committee to oversee this task. Leinster Council and Croke Park nominated Johnny McMahon as a facilitator to support the club to develop the strategy.

An introductory session was held with the Executive, the sub-committee and with Johnny McMahon. Johnny explained the recommended GAA process. It was agreed that the strategy would focus on six areas as recommended:

- Coaching and Games Development Adult
- Coaching and Games Development Juvenile.
- Club Management and Structure
- Development and Facilities
- Fundraising and Financing
- Culture, Community and PR

The subcommittee held several meetings and reviewed work completed by other GAA clubs. Using these six focus areas, the subcommittee developed and circulated a survey to members of the club and within the local community. The survey was promoted through traditional and online channels. 295 people completed the survey. A further consultation evening was held, with two focus groups, allowing further exploration of the five themes. Senior players of all codes were also invited to a consultation evening and feedback was captured.

In June 2025, the sub-committee drafted a club strategy plan which was reviewed, amended and signed off by the Club Executive.





# Section 1

### Coaching and Games development: Adult and Juvinile



Quality Coach
Education &
Support network

Prioritise Player Welfare across the board for all ages

**GOALS** 

Club wide player retention policies for all ages

Inrease referee base within the club. Encourage officiating. Increased resources and support for management & players



### Goal 1 -

### We wish appoint a Coaching and Games Development (C & GD) Sub-Committee

### **Desired Outcome:**

- A committee with expert skills and representation from all codes to lead coaching and games development in club, to enhance performance and experience of coaches and players.
- We will have a club wide coaching and development plan which nurtures a club wide style of play in each code.

### Committee/Person Responsible & Timescale:

- Executive to appoint sub committee
- Time: Q1 2026

**Actions:** C & GD Sub Committee will be appointed with key responsibilities in adult and juvenile structures to include:

- Developing a club wide coaching and games strategy
- Mapping existing coaching strengths & identify areas for development.
- Coach recruitment, induction and ongoing education, including in essential areas i.e. safeguarding and first aid.
- Develop coach welfare seek and provide feedback and supports as required.
- Support coaches by setting parents expectations as needed and reinforcing club culture on equal game time.
- Ensuring coaching environment supports player retention
- Adopting TURAS principles for coaching.
- Where possible that coaching is mixed to prevent direct parental involvement in coaching structures for 16 and above. This is a target that top clubs are all striving to achieve.



### Goal 2 -

We hope to provide the highest available quality of coaching courses, training and support to all of our coaches.

### **Desired Outcome:**

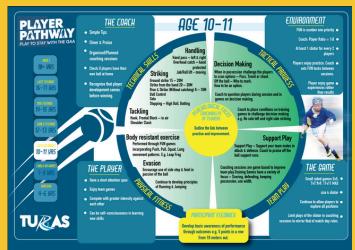
• To ensure that every player is coached by a person qualified to the coaching standards set out by the GAA.

### **Committee/Person Responsible & Timescale:**

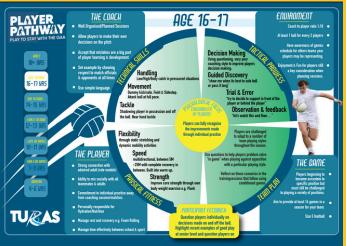
- Coaching & Games Development Sub Committee
- Time Q2 2026 & ongoing

### **Actions:**

All coaches will receive appropriate GAA coach education qualifications and each will have minimum of a ICGG coaching certificate.



Player Pathway Example 1: Hurling



**Player Pathway Example 1: Football** 



### Goal 3 -

We will develop and implement a club wide underage and adult player retention policy and plan.

### **Desired Outcome:**

 We will proactively implement preventative measures and reduce player attrition as possible.

### **Committee/Person Responsible & Timescale:**

- Coaching & Games Development Sub Committee- Retention
- Commence- H1 2026

- Develop a player retention policy in all codes, drawing on findings of GAA National
- Youth Participation Study & other national guidance.
- Engage with key stakeholders (past players, current minors, coaches, others) tasked with developing and implementing a return policy and plan reporting to quarterly to Exec (monitor metrics x% of players retained\* (\*Retained in player/coaching capacity). Patterns in attrition with individual teams/coaches/age groups will be identified and reviewed.
- Survey players on anonymous (current players, those in at risk age profiles, and those who have left), ask for their feedback. Direct contact should be made by a member unconnected with coaching structure to ensure feedback is freely given.
- To offer players leadership roles on and off pitch, to increase sense of connection with the club.
- Promote 'belonging' on &off the pitch proactively nurture social connection and team building.
- Consider mentorship programme, less experienced/new players with seasoned
- players. Build a sense of team, break down cliques.
- Support players to balance life commitments with flexible training schedule.



Underage Hurling trip to Joe McDonagh Cup Final 2025



Adult Football Dragon Boat Racing 2025



Junior Hurling Team Bonding 2025



Senior Ladies Football Pre-County Final Breakfast 2025



### Goal 4 -

Provide resources to support team management and players.

### **Desired Outcome:**

• All adult teams have appropriate level of resourcing.

### Committee/Person Responsible & Timescale:

- C Coaching & Games Development Sub Committee
- Q1 2026 and ongoing thereafter

- Continue to invest in strength and conditioning.
- Continue to provide first aid/medical support/DEFIB training
- Easy Read 'Tip Sheet' for every coach in every age group with overview of goals, skill development tips, training prep etc.





### Goal 5 -

Ensure player welfare across the age groups is a high priority in all we do.

### **Desired Outcome:**

• Increased evidence that players feel heard and valued in our club surveys. Player burnout and attrition are minimised.

### **Committee/Person Responsible & Timescale:**

- Coaching & Games Development Sub Committee to continually convey this to all coaches and routinely check up.
- H1 2026 and ongoing

- Regular check in by coaches with players post training must be routine practice.
- Consider creating a Player Well Being Support Role to provide support to
  players and to contribute to the development of player welfare in club. This
  role should operate closely with that of Healthy Club Officer/Healthy Club
  programme.
- Survey adult players and parents once per year in all codes to understand how club can improve player experience. Consider other forms of consultation as required.
- Co-ordinate training and matches within reasons with respect to participation in other sports and education this avoids burnout.
- Run Healthy Clubs Programme with emphasis on substance and alcohol misuse in GAA, gambling, bereavement, mental health, mentorship, safety in relationships
- Ensure substance misuse policy is shared widely and contact details for supports are placed in changing rooms and bathrooms inside toilet cubicles.
- Ensure continued responsible service of alcohol in the bar in compliance with legislation.
- Coaches to maintain regular contact with injured players & encourage contact with players.
- Injured players should be encouraged to take on other leadership roles.

# Player Burnout

#### This can occur where:

- You find it difficult to say 'no' to additional commitments or responsibilities
- Someone has been under intense and sustained pressure for some time
- A perfectionist coach does not delegate
- Someone is trying to achieve too much
- Someone has been giving too much emotional support for too long
- Often it will express itself in a reduction in motivation, volume and quality of performance, or in Dissatisfaction with or departure from the sport altogether

### SYMPTOMS OF BURNOUT

Burnout will normally occur slowly, over a long period of time, it may express itself physically or mentally.

### Physical Burnout

- Feelings of intense fatigue
- Vulnerability to viral infection
- Immune breakdown

#### PREVENTATIVE ACTIONS

If you feel that you are in danger of burning out, or are not enjoying your sport, the following points can help you correct the situation:

- Re-evaluate your goals and prioritise them
- Evaluate the demands placed on you and see how they fit in with your goals
- Identify your ability to comfortably meet these demands
- If you are over-involved, reduce the commitments that are excessive
- If people demand too much emotional energy, become more unapproachable and less sympathetic Involve other people in a supportive role
- You owe it to yourself to avoid being bled dry emotionally
- Learn stress management skills
- Examine other areas in your life which are generating stress, such as work or family, and try to solve problems and reduce the stress
- Get the support of your friends and family in reducing stress

### Mental Burnout

- Feeling of lack of control over commitments
- An incorrect belief that you are accomplishing less
- A growing tendency to think negatively
- Loss of a sense of purpose and energy
- Increasing detachment from relationships that causes conflict and stress, adding to burnout



### Goal 6 -

### Increase the referees base in the club

### **Desired Outcome:**

• Increase number of club referees.

### Committee/Person Responsible & Timescale:

- Coaching & Games Development Sub Committee
- H2 2026 & ongoing

- Promote, encourage and support Club members to become referees
- Monitor number of referees at all levels.



Club Members (L-R) Joe Doolan, Seán McMullen, Brian Kearney (Referee), Padraic Humphries, Tony McMullen - Officiating in Croke Park 2024



Go Games Refereeing course with Brendan Hickey

### Section 2

### Additional Goals related to Juvenile Games Development

• In Three Years Time: We will provide a juvenile games structure which implements a child and skill focused, not competition focused approach. Providing fair and equal game time for all children in their own age group until the age of 14 as per GAA guidance is vital, in terms of player recruitment/ development and is critical to retention. Coaches should receive guidance, support and clear oversight from club, to ensure this is implemented in practice.



### Goal 1 -

We create the right coaching environment to ensure player retention. This involves a commitment to the provision of fair and equal game time for all children U14 and younger in their own age group.

### **Desired Outcome:**

• All juvenile players U14 and younger, without exception, receive equal and fair game time in their own age group.

### **Committee/Person Responsible & Timescale:**

- · Coaching and Games Development Committee, Chairperson of Underage, Club Executive.
- To be implemented across all codes Q2 2026 and routine ongoing monitoring

- Promote a juvenile player pathway (to include vision, mission, core values, behaviours) which focuses on developing all juvenile players equally, regardless of skills level - with a clear focus on player retention.
- This will align with national GAA Guidance and will be a living document which club management can use to promote a positive coaching environment.
- Include the pathway in coaching education and refresher courses.
- Monitor and intervene any failure to comply with equal time for all players this is absolutely essential to embed culture.
- Consult with juvenile players from all codes from 10 years plus once per year to understand player experience and provide feedback to club executive. Surveys are not ideal for use with kids - use club members who are not coaches to hold a brief and fun focus group with juvenile players (on day of end of year party or on a day when training is called off due to poor weather).









U14 LGFA A Championship Winners 2013



U14 Boys Féile Peil na nOg Division 5 Winners 2018





Senior Ladies Football Pre-County Final Breakfast 2025



Underage Hurlers Playing in Croke Park, 2015

### Goal 2 -

We have a coaching strategy which coordinates and supports how individual coaches understand, benchmark and develop a players' skill level at juvenile level.

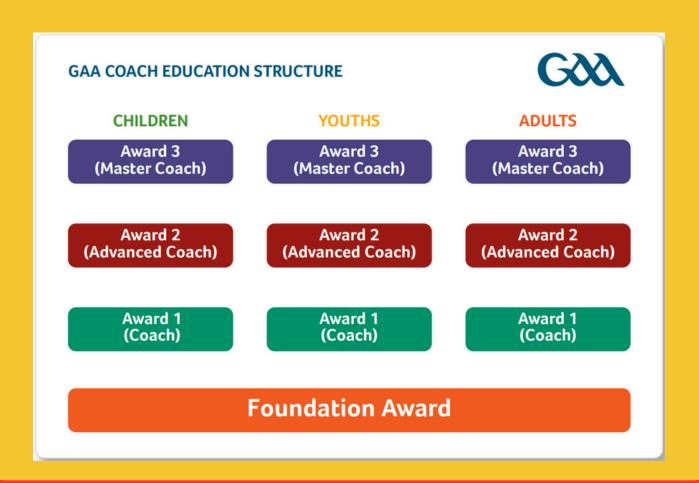
### **Desired Outcome:**

• Increased ability in underage structure for coaches to develop player skills

### **Committee/Person Responsible & Timescale:**

- Coaching & Games Development Sub Committee
- Q1 2026

- All coaches are trained to required level, in accordance with GAA guidelines.
- Coaches are encouraged to set development targets for their team based on GAA milestones set out in coordination with the underage lead.
- Coaching skill mix is always considered (i.e. Traditional football coach involved in every team).
- Induction and refresher sessions provided for all coaches.



### Goal 3 -

### Implement GAA code of Behaviour Underage Code

### **Desired Outcome:**

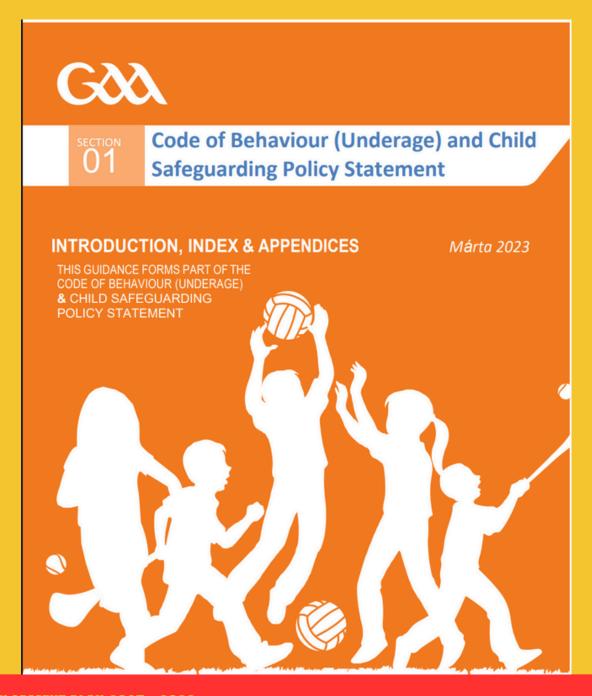
• Positive culture in which everyone is treated with respect.

### **Committee/Person Responsible & Timescale:**

- Coaching & Games Development Sub Committee
- 01 2026

### **Actions:**

• Advertise, share and implement GAA Code of Behaviour (Underage) to all relevant stakeholders (coaches players and parents) and refer to it as needed.



# Supporters















### Goal 4 -

We provide a safe and respectful environment for everyone involved in juvenile games, one which promotes.

### **Desired Outcome:**

• Safeguarding practices are embedded in all activities of the club.

### **Committee/Person Responsible & Timescale:**

- Coaching & Games Development Sub Committee some actions completed, others mobilized
- Q2 2026 and

### **Actions:**

• All coaches working with Underage and juvenile players are vetted by the Garda National Vetting Bureau.

### Goal 5 -

Player well-being, welfare and safety

### **Desired Outcome:**

• Ensuring the safety and well being of all players is maintained and improved.

### Committee/Person Responsible & Timescale:

- Coaching & Games Development Sub Committee, Coaches, Parents/Guardians
- ongoing

- All coaches are trained in child protection as per GAA Guidance.
- Coaches receive basic first aid training and are aware of action plan in case of incident, including how to access defy.
- Run Healthy Clubs Program for Juveniles with emphasis on substance and alcohol misuse in GAA, mental health, mentorship, safety in relationships
- Pro-actively encourage phone free spaces for juveniles dressing rooms etc. promoting club as a space for connection for young people.







### Goal 6 -

We develop and maintain a robust link between the club and all local schools.

### **Desired Outcome:**

• That all local school children and their families are aware of the club facilities and ethos – i.e. game time for all.

### **Committee/Person Responsible & Timescale:**

- Coaching & Games Development Sub Committee
- Ongoing

- Promote existing school liaison arrangements.
- Invite each local school to use club facilities at least once per year and provide flyers for schoolbags.
- Host school games
- Promote equal game time for all ethos in all contact with schools.
- Consider links between club Irish officer and schools.







### Goal 7 -

We promote involvement of adult senior teams in our juvenile games and Promote social connection and sense of belonging

### **Desired Outcome:**

 To create and foster positive working relationships across our Club and to highlight to adult players their wider value to the Club

### **Committee/Person Responsible & Timescale:**

- Coaching & Games Development Sub Committee
- Already implemented to some extent by to encourage more.
- H2 2026 ongoing

### **Actions:**

- Regularly invite adult senior players of all codes to participate in training/team talks or ten-minute mentor visits.
- Consider additional social events on and off site, on and off season.



Senior Footballers Adam Steed & Kevin Eustace Coaching



Senior Hurlers Brendan Gorman & Patrick Whelan Coaching

### Goal 8 -

We will continue to provide and support Summer and Cul Camps each year and ensure co-ordination across all sections of the Club

### **Desired Outcome:**

• To give all children in the community the opportunity to participate in Gaelic Games during the summer school holidays

### Committee/Person Responsible & Timescale:

• Summer camp committee.

- Continue to promote and expand summer camps.
- Ensure any non-member families are approached re membership after participation in summer camp.













### Goal 9 -

We will continue to support the participation of children with disabilities in Gaelic Games

### **Desired Outcome:**

GAA All Stars continues to thrive.

### **Committee/Person Responsible & Timescale:**

- Coaching & Games Development Sub Committee-
- Ongoing

### **Actions:**

• Recruit volunteers for GAA All Stars and provide continued support for the programme.





### Section 3

### Club Management and Structure:

• In Three Years' Time: We will have introduced roles and structures to improve the management of the club plan and to improve participation in the club.





We will appoint a Club Development Plan Co-ordinator and sub committee to oversee the implementation of the Club Development Plan 2025-2028

We will consider to appoint Young Persons' sub-committee representative of all sections of the Club





Set up a Volunteer Recruitment and Retention Committee to support work of club.

### Goal 1 -

We will appoint a Club Development Plan Co-ordinator and sub committee to oversee the implementation of the Club Development Plan 2025-2028

### **Desired Outcome:**

• To support the Club Executive with the implementation of the Plan by ensuring that there is a continued focus on the Plan

### **Committee/Person Responsible & Timescale:**

- Executive
- Q1 2026

### **Actions:**

• To monitor and provide written reports on the actions in Club Development to Club Executive.

### Goal 2 -

We will consider to appoint Young Persons' sub-committee representative of all sections of the Club.

### **Desired Outcome:**

 To ensure that our Club routinely gathers the views/opinions and input from young members in the development and delivery of Club policies, programmes and projects

### Committee/Person Responsible & Timescale:

- Executive.
- Time Summer 2026

### **Actions:**

To review and consider whether to appoint Young Persons Sub Committee. The proposed remit to include:

- Promoting youth participation in club
- Identifying roles for young people in club on and off the pitch.
- Carrying out surveys and providing feedback to Executive on youth views. (Survey over 10s+)

### Goal 3 -

Set up a Volunteer Recruitment and Retention Committee to support work of club.

### **Desired Outcome:**

• To aid the Executive committee to obtain and maintain Volunteers as they are a key support group to themaintenece of the club.

### Committee/Person Responsible & Timescale:

- Executive to appoint a sub committee on a more permanent basis.
- Time Q2 2026

### **Actions:**

- To undertake a survey to carry out skills analysis and approach individuals in the club and wider community for specific roles/tasks.
- Work with coaches to improve sideline participation as a pathway to volunteer recruitment.
- Prioritise and promote importance of volunteers to support members with disabilities.
- Promote the wide range of volunteer positions available within and beyond the Club

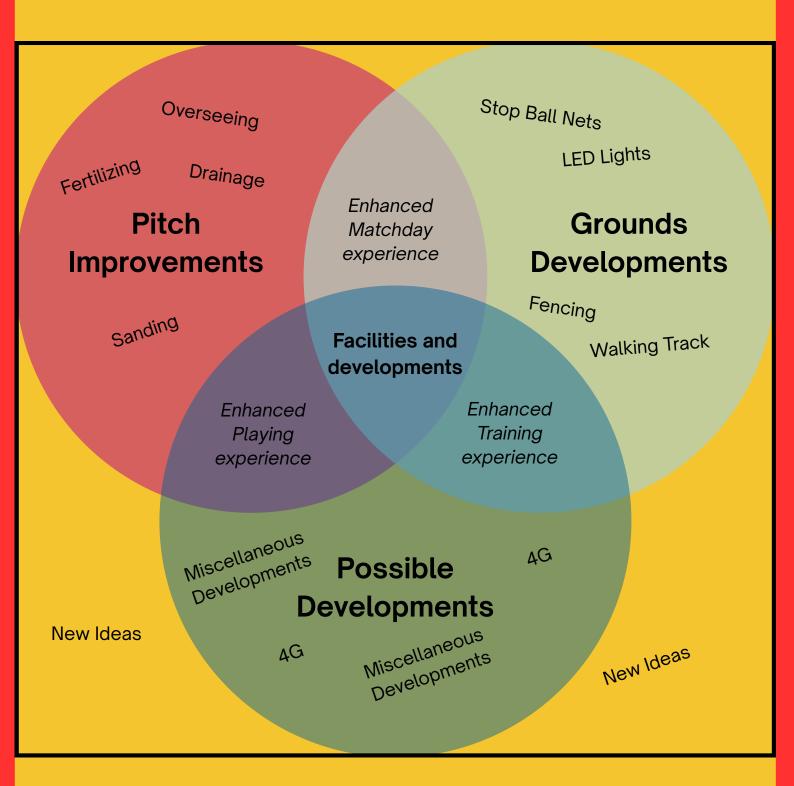
### **Our Committee**

Chairperson - Niall Connolly Vice-Chairperson - Ivan Keatley Secretary - Siobhan Wynne **Treasurer** - Marie Fahey **Communications Officer - Michael Grufferty** Club Registrar - Anna Marie Bissett Community Complex Chairperson - Johnny Tallon **Grounds Chairperson - Willie Keatley** Underage Chairperson - Tommy O'Neill Hurling Chairperson - Richard Lillis LGFA Chairperson & DLP - Deirdre Hurley Children Officer - Pamala Grufferty Irish Officer - Seán McMullen Health & Well being Officer - Elaine Marron County Board Delegate - Colm O'Toole Players Rep - Bart Blanchfield **Coaching Officer - Tadhg Fennin** Other Members: Martin Haydon, Dom Keatley, Aaron Gorman, Johnny Molloy

### Section 4

### Facilities and Development:

- In three years, we will have further enhanced our current facilities and evaluated future club development options.
- This Section has been split into 3 sub-sections all open to new ideas which you will see below:



### Pitch Improvements

How we will improve the playing surface over the next 3 years

### Goal 1 -

Supplement and thicken grass through 3 methods.

### **Desired Outcome:**

• Improved training and match experience.

### Committee/Person Responsible & Timescale:

- Officers & Facilities Committee
- To complete Q1 2026 & ongoing when required

### **Actions:**

• Overseeing, sanding and fertilizing of pitches A & B to supplement and thicken existing grass.

### Goal 2 -

Carry out drainage works

### **Desired Outcome:**

• Provision of essential drainage works to optimise pitch conditions.

### Committee/Person Responsible & Timescale:

- Officers & Facilities Committee
- Works ongoing Q2 2026

### **Actions:**

• Drainage works on pitch B



### **Grounds Developments**

How we will improve the Grounds and surroundings over the next 3 years

### Goal 1 -

**Installation & maintenence of Stop Ball Nets** 

### **Desired Outcome:**

 Improved training and match experience & reduce expenditure on lost equipment

### Committee/Person Responsible & Timescale:

- Officers & Facilities Committee
- To complete Q1 2026 & ongoing when required

### **Actions:**

• Stop nets to be installed on Pitch D and improvement to Pitch C

### Goal 2 -

**Install LED Lighting** 

### **Desired Outcome:**

Provision of quality and cost-effective lighting.

### Committee/Person Responsible & Timescale:

- Officers & Facilities Committee
- To complete Q1 2026

### **Actions:**

• Install LED lighting on pitches subject to grant and finances



### **Grounds Developments**

How we will improve the Grounds and surroundings over the next 3 years

### Goal 3 - Fence Pitch A

### **Desired Outcome:**

• Provision of high-quality fencing works.

### Committee/Person Responsible & Timescale:

- Officers & Facilities Committee
- To complete Q4 2025



### **Actions:**

- Install Spectator railing on Pitch A to include emergency exits.
- Erect fencing along entrance to new Pitch E with remaining ancillary works.

### Goal 4 -

Maintain walking track to safe and accessible use

### **Desired Outcome:**

• Continued provision of safe, high quality walking track.

### Committee/Person Responsible & Timescale:

- Officers & Facilities Committee
- Works Ongoing, Q1 2027

### **Actions:**

• Ensure condition of walking track is regularly inspected and maintenance work completed as required.

### Possible Redevelopments

How we could we improve on in future projects

### Goal 1 -

Carry out a scoping and feasibility study into the cost and maintenance of a 4G

pitch and the potential income generated

### **Desired Outcome:**

- Complete scoping and feasibility study.
- Consider fundraising options

### Committee/Person Responsible & Timescale:

- Officers & Facilities Committee
- To complete Q2 2027 for Scoping

Kerdiffstown Park, 4G Pithes

### **Actions:**

 To consider undertaking a scoping and feasibility report into the cost and maintenance of a 4G pitch, including possible revenue.

### Goal 2 -

Address small projects identified in club consultation Plan - Ongoing

### **Desired Outcome:**

• Unknown. Set to change with further developments

### Committee/Person Responsible & Timescale:

- Officers and Facilities Committee
- · Ongoing as required

### **Actions:**

 The Club continuously undertakes work to ensure that the facilities are maintained to a high standard and have rolling ongoing works e.g. upgrade dressing room facilities.

### Section 5

### Finance and Fundraising

• In three years, we will improve fundraising and maintain sound financial management to meet current needs and support future club growth.

Sub Committee for Finance and Fundraising



Equality, Diversity and Inclusion

CLUB DEVELOPMENT PLAN 2025 - 2028 33

### Goal 1 -

### Establish a Sub Committee for Finance and Fundraising

### **Desired Outcome:**

• To estabblish a sub-committee for finance and fundraising.

### **Committee/Person Responsible & Timescale:**

- Treasurer and Executive committee to appoint sub committee
- Time H1 2026

- It is proposed that the Sub Committee for Fundraising will have remit for the following activities. The Cub Exec will finalise the responsibilities for the Sub Committee:
- Developing a three-year plan for fundraising & with clear objectives, goals and barometer reporting.
- · Widening the base for fundraising
- Continue with 'big ticket' events we do this well.
- Develop corporate sponsorship plan across all areas and clearly communicate how sponsorship is used.
- Improving the PR, Comms and advertising of fundraising events.
- Update means of donations i.e. tap devices.
- Apply for relevant sports grants
- Continue existing strong financial governance and ensure financial reports are available and transparent to members.
- Chair of Fundraising Committee reports directly to Executive.









### Goal 2 -

### Equality, Diversity and Inclusion (EQI)

### **Desired Outcome:**

• Appoint an Equality, Diversity and Inclusion officer.

### Committee/Person Responsible & Timescale:

- The Executive in early 2026 to nominate a person on the Executive to champion EQI
- Time Q1 2026

### **Actions:**

 To ensure continued participation and ensuring that equality, diversity and inclusion is core to our organization, a personon the Executive will be nominated in Q1 2026 to champion EQI











### Section 6

### Communications, PR, Culture and Community:

• In three years, internal and external communications will be structured to provide members and the public with updates about activities.

Comprehensive communication plan for the club

Encourage inclusion and engagement with Everyone

Promote our language and Culture

COALS

Develop a past players community

Contribute to community life.

Guidelines and templates for match and activity reports

### Goal 1 -

### Develop a comprehensive communication plan for the club

### **Desired Outcome:**

• Clear, easily accessible information available about all club activities

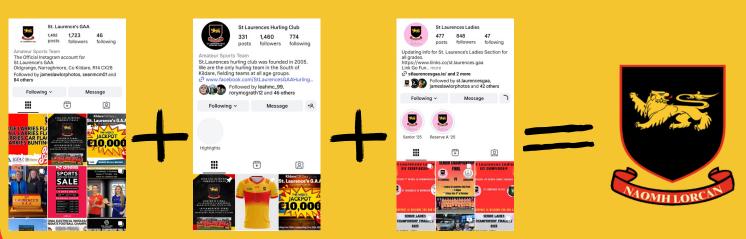
### **Committee/Person Responsible & Timescale:**

- Communications and IT Committee led by PRO assisted by relevant sections
- Spring 2026

### **Actions:**

Consider appointing a PR sub-committee to streamline communication. The proposed remit of the Sub Committee is as follows:

- Identifying club and community members with PR experience as potential volunteers.
- Streamlining communication using traditional and online means, using survey suggestions.
- Developing use of noticeboard in clubhouse/club newsletter. Promote Johnny's What's App Group on posters.
- Promoting club communication as ONE GAA club, Hurling club and Ladies. Consider closing multiple social media accounts and have one single club account all codes can feed into.
- Supporting all teams and players on social media avoid sole focus on successes.
- Using drone footage to drive awareness of the club
- Reviewing use of and revising our website
- Developing a panel of news contributors (supporting the PRO) representing every team and committee in the Club to highlight their activities across all media.



### Goal 2 -

Club to continue to contribute to community life.

### **Desired Outcome:**

• Continued high levels of community engagement

### Committee/Person Responsible & Timescale:

- PR Sub committee
- Q2 2026

### **Actions:**

- Organise a big ticket event once every 18/24 months.
- Hold Club walks/runs/quiz at regular intervals.
- Continue to facilitate as possible, space for new community groups survey had suggestions.
- Larries representation encouraged at community events, i.e. pink run.

### Goal 3 -

We will develop and agree standard guidelines and templates for match and activity reports

### **Desired Outcome:**

• To ensure consistency of reporting and to support the PRO in communicating report details across all sections of the Club and wider community

### Committee/Person Responsible & Timescale:

- PR Sub committee
- O3 2026

### **Actions:**

 We will develop and agree standard guidelines and templates for match and activity reports to ensure consistency of reporting and to support the PRO in communicating report details across all sections of the Club and wider community.













### Goal 4 -

### Develop a past players community

### **Desired Outcome:**

• This has potential fundraising benefits also as there are no doubt potential benefactors e.g. abroad who might welcome the opportunity to reconnect

### Committee/Person Responsible & Timescale:

- Executive to discuss
- 01 2027

### **Actions:**

• Develop a database of past players, including expat community and seek to build their active engagement in the club.











### Goal 5 -

### Promote our language and Culture

### **Desired Outcome:**

• Foster and support all efforts to promote our language and culture.

### **Committee/Person Responsible & Timescale:**

- Irish Language and Culture Committee
- Q2 2026

- Promotion of Scór to enhance participation entry in as many categories as possible.
- Consider hosting Scór events.
- Increase the promotion and visible use of Irish in all aspects of the club –i.e. conversational groups etc.





### Goal 6 -

Encourage inclusion and engagement with people who may not have been traditionally involved in GAA

### **Desired Outcome:**

 Develop plan to increase participation from any member of our community, including members from overseas, who may not have had previous involvement in GAA

### **Committee/Person Responsible & Timescale:**

Club-wide inclusion

- Focus on the School links as a possible means to expand our base.
- Look at possible Open days / targeted promotion of club to show our facilities and promote inclusion.

