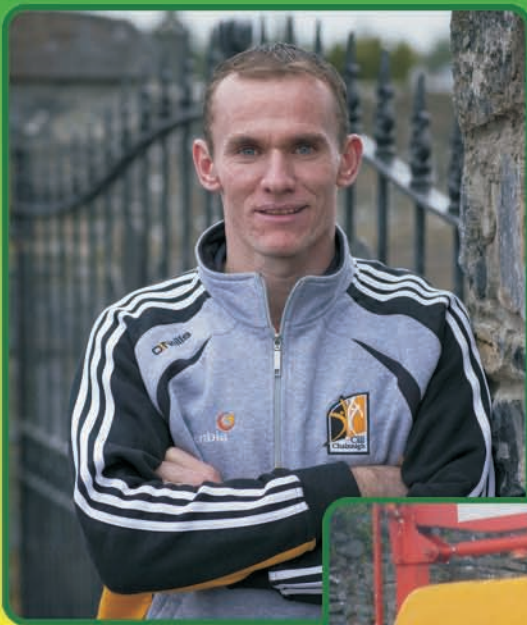


# PLANNING FOR OUR **FUTURE**



***Dunnamaggin GAA Strategic Plan 2013 - 2017***





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## Dunnamaggin GAA club - a brief history.

Founded in 1896, Dunnamaggin GAA club was originally known as 'Glory Rovers', taking its name from the Glory River which flows through the village of Dunnamaggin. Since the formation of the club, various different fields have been used for training and playing matches. One of the first to be used was owned by the O'Neill family in Ballintee and this was the scene of many famous "battles" in the fifties. In the early sixties three different fields were used; one owned by Mick Barry of Goodwins garden as well as two other fields owned by Townsends at Raheen and Dunnamaggin. In 1968, under the guidance of Rev. Johnny Kearns, Hayden Park was established as the home of Dunnamaggin hurling for the next thirty years.

History shows that Dunnamaggin, one of the smallest parishes in Co. Kilkenny, won their first adult title in 1994, 97 years after the club played its first hurling game in 1897. This followed defeats previously in the County Junior Final of 1966 versus Galmoy as well as in the southern junior finals of 1968, 1969, 1980, 1982 and 1984. However, in 1994 Dunnamaggin became the 52nd club to win the county junior crown and so put an end to the club's longstanding hurling famine with a 2-09 to 1-10 win over Blacks & Whites.

In winning the 1995 Vale Oil Intermediate Championship, Dunnamaggin joined an elite group of clubs that managed to jump from the junior to senior grades in successive seasons. 1995 was to be the most successful year ever for the club as the Minor 'A' and Under 21 'A' hurling titles were captured at the expense of the powerful James Stephens city sides. Kilmoganny's footballers also captured the intermediate football crown of '95 walking in the footsteps of the hurlers from the junior to senior grade in just two years.

In this same year, the club finally shed itself of the tag of being the only club in Kilkenny not owning their own playing field. A parcel of land was purchased at Dunnamaggin East and with the generous help of hurling people all over the county and beyond, the current pitch was developed. On a sadder note for the hurling community throughout the county, 1995 also marked the untimely death of Kilkenny and Dunnamaggin's famous Jim "the Link" Walsh.

Although defeated by Gowran in the county senior hurling semi-final in 1996, the club captured the Special Junior 'B' Championship and league titles as well as the U-21 'A' hurling crown. On the football front, Kilmoganny failed at the final hurdle in achieving a historic Junior-Intermediate-Senior trio of championship wins back to back when going down by just two points to James Stephen's.

On Sunday 12th October 1997, Dunnamaggin entered the history books as the 24th club to win the Kilkenny Senior Hurling Championship as they toppled red hot favourites Young Irelands of Gowran by 2 - 10 to 2 - 07. The win marked a remarkable sequence during which the club had lost only one championship match in four years – the 1996 senior semi-final defeat by Young Irelands.

However, 1998 was to prove a disappointing year as the club was relegated to the intermediate grade. A return to senior ranks followed after the club again won county intermediate honours in 2000. When the club made its last appearance in a county senior hurling final in 2002, DJ Carey ensured that the 1997 result between the same teams was reversed.





## Address from Chairman of Dunnamaggin GAA club.

The development of a five year Strategic Plan by Dunnamaggin G.A.A. Club is a significant milestone in the club's development. I wish to thank all those members of the Club Executive who, in January 2012, decided to develop a strategic plan. On April 13th 2012 a meeting of 64 Club members took place in St. Leonard's Hall, Dunnamaggin. This meeting was facilitated by John Buggy and John Comerford from Kilkenny Co. Board G.A.A. I would like to sincerely thank all who attended and contributed at that meeting.

The work of the club's Strategic Planning Group really began following that meeting. I wish to express my sincere gratitude to all members of this Group and in particular to Denis Walsh who lead the group. They had many meetings in the interim before the plan was finalised.

The Strategic Plan is a guide for the club as it progresses during the next five years. It provides a base line on which to build for the future. Implementing and reviewing the Strategic Plan is a task to be undertaken. I am confident that the present membership of the Club has the expertise, enthusiasm, willingness and commitment to make the Strategic Plan a reality.

I am confident that all club members will support the implementation of the Strategic Plan so that in five years time Dunnamaggin G.A.A. Club will have evolved and will continue to contribute positively to the community.

*Nicholas A. P. Flavin*





## Address from Chairman of Dunnamaggin GAA Strategic Planning Committee

It was a privilege to have been asked to chair the Strategic Planning Committee of a club with as proud a history as Dunnamaggin GAA club.

Whilst the economic collapse of the past 4 years has caused genuine hardship for many people, a rare benefit from the Celtic Tiger has been a significant population transfer from urban areas to rural parishes such as ours. In January of 2013, there are almost 90 children between the ages of 4 and 7 attending the three schools in our parish.

The challenge now has become one of ensuring that we promote our club effectively to this new audience through ensuring that we have appropriate facilities, properly vetted and trained coaches at all age groups and adult teams that can compete annually for major trophies. We must also provide the opportunity for people of all ages and ability to play with and feel part of our club and our community. Thus, we need a plan and all of us need to be fully aligned with this plan. This document sets out a roadmap for our club for the next five years in five key areas, in line with the GAA's club planning template.

However, putting a plan in writing is the easy part – the challenge now is to implement this plan, review it, amend it and add to it as necessary each year to ensure that the club continues on the strong development curve that is currently underway.

I continue to be amazed at the way in which our club actively encourages new people to become involved and allows everybody to contribute in whatever way they wish – surely the mark of a great club and a great community.

I want to thank the 64 people who made the effort to attend the club planning session in St Leonard's Hall on 13<sup>th</sup> April 2012 and who contributed enormously in helping us to prepare this plan and develop a vision for our club. In particular, I want to thank our juvenile members who joined us on the night and gave their views and their wishes for the future of our club.

Finally, I also want to thank the members of the Strategic Planning Committee; Fr. Nicholas Flavin, Eugene O' Donovan, Billy Heffernan, Dick O' Shea, James Rossiter, Matt Doran, John Fitzpatrick and John Hickey. All have given enormously of their time to the club in different ways over many years and continue to do so.

**Ar aghaidh linn le cheile.**

*Denis Walsh*

Chairman – Dunnamaggin Strategic Planning Committee 2012





## Methodology

At a meeting of the Executive Committee of Dunnamaggin GAA Club in January 2012, a committee was elected to prepare a strategic plan for the club. After some preliminary discussions, the committee agreed that the plan should deliver in the following key areas for the club:

- **Be constructed around the values and traditions of the club**
- **Be volunteer-led;**
- **Be managed with excellence;**
- **Maximise participation across all areas of the club;**
- **Provide a roadmap for Dunnamaggin GAA club for the future.**

Dunnamaggin GAA Club is a key part of the local community and this plan will build on the strengths and successes of the club within the parish. The planning team identified the immediate and longer terms challenges that the Club faces and set out to develop a plan that would be clear, practical and ready to put in place. The plan should be for everyone - most importantly the players, ordinary members and parents - and have clear and understandable objectives. The club planning template outlined in the GAA's Strategic Vision and Action Plan 2009-2015 was tailored to suit our circumstances. John Buggy, Kilkenny County Board Strategic Planning Committee and John Comerford Development Officer Kilkenny County Board advised and supported the committee on the planning process.

The process began by listening to the membership of the Club. On Friday 13<sup>th</sup> April 2012, a club planning meeting was held in St. Leonard's Hall Dunnamaggin where 64 club members and interested parties participated with others in the subsequent focus groups and planning workshops. These workshops included members and non-members from the following areas:

- **Adult Club Players – Hurling and Gaelic Football**
- **Adult Team Management - Hurling and Gaelic Football**
- **Club Executive Officers and Administrators**
- **Juvenile Club Players - Hurling and Gaelic Football**
- **Juvenile Club Mentors and Coaches**
- **Juvenile Club Officers and Administrators**
- **Parents**
- **Supporters**
- **Community Leaders**

A significant number of those taking part on the night were female. Some attendees were relatively recent members of the club while others have had many years of involvement. There were players and former players, coaches, students and some were at their first G.A.A. meeting. Working in small groups, the people shared their views on what they believed was important to the club and what our priorities should be. A wide range of areas were discussed at the workshop including coaching, facilities, finance, fundraising, communications and club structures and administration. Everybody was given an opportunity to give an opinion on areas where improvements could be made. At the end of the workshop people were requested to volunteer any further feedback to committee members over the coming weeks. The club also advertised strongly for the following three weeks in the local newspaper, the parish newsletter and parish website for anyone unable to make the club planning meeting to give their thoughts.





In line with the GAA's club planning template, the strategic planning committee then undertook to review all ideas and feedback under the following five headings;

- 1. Club Structures & Administration**
- 2. Coaching and Games Development**
- 3. Finance and Fundraising**
- 4. Facilities Development**
- 5. Communications, PR and Community**

The Strategic Planning Committee met on eight further occasions over the following months to develop ideas and formulate the plan. By mid October, the output from all of the workshops and meetings included specific details on the key areas for improvement for the club over the coming five years and how progress in these areas would be measured. The five themes were progressed and aligned as the focus areas for the plan and these are outlined in detail in this document. These will be reviewed annually against the targets set out and will be refined and developed. Other priorities will most likely emerge and will be included as the process of implementing the plan evolves. The plan will be tabled at the club's Executive Committee meetings to ensure progress is being tracked. The club will host further workshops in the future to give the membership the opportunity to review and update the plan and the methodology will remain centred around consultation with the membership at all levels.

The members of the Strategic Planning Committee who worked on the development of this plan are;

- **Fr. Nicholas Flavin**
- **John Fitzpatrick**
- **Dick O' Shea**
- **Eugene O' Donovan**
- **Matt Doran**
- **James Rossiter**
- **Denis Walsh**
- **Billy Heffernan**
- **John Hickey**







## Mission, Vision and Values.

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

### Mission

**“The GAA is a community based volunteer organisation promoting Gaelic games, culture and lifelong participation.”**

The GAA is a volunteer organisation. We develop and promote Gaelic games at the core of Irish identity and culture. We are dedicated to ensuring that our family of games, and the values we live, enrich the lives of our members, families and the communities we serve. We are committed to active lifelong participation for all and to providing the best facilities. We reach out to and include all members of our society. We promote individual development and well-being and strive to enable all our members achieve their full potential in their chosen roles.

### Vision

Our vision is that everybody has the opportunity to be welcomed to take part in our games and culture, to participate fully to the best of their ability, to grow and develop and to be inspired to keep a lifelong engagement with our Association.

### Values

#### Community Identity

- Community is at the heart of our Association. Everything we do helps to enrich the communities we serve
- We foster a clear sense of identity and place

#### Amateur Status

- We are a volunteer led organisation
- All our members play and engage in our games as amateurs
- We provide a games programme at all levels to meet the needs of all of our players

#### Inclusiveness

- We welcome everybody to be part of our Association
- We are anti sectarian
- We are anti racist

#### Respect

- We respect each other on and off the playing fields
- We operate with integrity at all levels
- We listen and respect the views of all

#### Player Welfare

- We provide the best playing experience for all our players.
- We structure our games to allow players of all abilities reach their potential

#### Teamwork

- Effective teamwork on and off the field is the cornerstone of our Association

**Ní neart go cur le chéile**

*(There is no strength without working together)*

**GIVE  
RESPECT  
GET  
RESPECT**

**Our games. Our choice.**





## Background to Dunnamaggin GAA club

Although considered a small club in terms of population and geographical area, it could be argued that Dunnamaggin GAA club punches above it's weight in the context of Kilkenny club hurling. There were a significant number of juvenile successes throughout the early 1990s which were precursors to a series of adult championship victories from 1994 through to 2000. Club success has gone hand in hand with our ability to provide senior hurlers to the Kilkenny county team and Dunnamaggin GAA club has had at least one representative on the Kilkenny senior hurling panel every year since 1998. Players from the club have won a total of 20 All-Ireland Senior Hurling Championship medals since Brian Cody's reign began in 1999.

The parish of Dunnamaggin is comprised of three villages - Kilmoganny, Kells and Dunnamaggin itself and players and membership of the club are drawn from these three areas. The 2011 census result confirms the combined total number of people living in these areas as just over 1700. We currently field three adult teams in the local club championships every year - U21, Junior and Intermediate.

We also field teams within every age group at juvenile level. The figures below set out the number of players at each age group;

<b>Adult -</b>	<b>- 29 players</b>
<b>17-18</b>	<b>- 12 players</b>
<b>15-16</b>	<b>- 12 players</b>
<b>13-14</b>	<b>- 18 players</b>
<b>11-12</b>	<b>- 23 players</b>
<b>4 -10</b>	<b>- 70 players</b>

For many years, Dunnamaggin GAA club did not own it's own grounds and the club rented various fields for use as a pitch. However, after the club's senior championship victory in 1997 and following a massive fundraising drive across the county, our new facilities located in Dunnamaggin East were officially opened. These included a full size adult pitch, two dressing rooms with showers, a kitchen, a garage and a car park. In recent years, we have also developed a juvenile playing area as well as further development of our adult pitch with a re-levelling and drainage programme. However, based on significant growth of juvenile members from each part of our parish and to ensure that we cater adequately for all players in our club, we must continue to expand and improve our facilities.

Local schools are an important channel for our club and our juvenile club recruits annually from the three primary schools within the parish, one in each village. There are a total of 175 children attending these schools, broken down as follows;

<b>31 in Kilmoganny</b>
<b>127 in Dunnamaggin</b>
<b>32 in Kells</b>





## Finance & Fundraising

### Aim

Our aim is to ensure that we generate sufficient funds to cover the annual running costs of our club and that we further generate sufficient funds to finance the development needs of our club as defined by this plan and/or any future development plans.

In 2017, Dunnamaggin GAA Club will be able to say;

*“Our Club is successful in fundraising and in financial excellence in order to support the on-going and future development of our Club. We have new and innovative fundraising ideas and have new members involved to help with our fundraising efforts.”*

### Key Projects

#### Finance and Fundraising Sub-Committee

The role of Club Treasurer will become Club Treasurer & Fundraising Officer to take care of fundraising in the Club. This officer will act as Chairman of the Finance & Fundraising sub-committee and this committee will present a report to each Club Executive Committee meeting.

#### Annual Budgets and Fundraising Plans

We will develop annual fundraising plans before end of February each year, with planned events, dates and target amounts to be raised.

#### Increase Club Membership

To facilitate the above, we will grow our club membership by 50% to 350 registered adult members by 2016.





ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITY
Finance & Fundraising Sub-Committee appointed by the Club Executive.	To organize and oversee all fundraising activities within the club and report on the same to the club executive.	2013 and on-going	Club Treasurer & Fundraising Officer appointed.	Club Executive
Club Budget prepared at the beginning of each year	To help the Club prepare for the year ahead and to help plan for fundraising events	2013 and on-going	Annual Budgets available for review by Club Executive Committee before end January each year.	Club Treasurer & Fundraising Officer
Club accounts validated and signed off by an Accountant each year	To ensure best practice is followed	2013 and on-going	Formal sign off of club accounts by an accountant each year.	Club Treasurer & Fundraising Officer
A Fundraising Plan is issued each year before end February for sign off by the Club Executive.	To ensure that there is visibility of the funds required to run the club each year and a plan in place to deliver these funds.	2013 and on-going	Annual Fundraising Plan available for review by Club Executive Committee before end February each year.	Club Treasurer & Fundraising Officer
All potential grants from all sources are applied for each year.	To assist with fundraising and to maximise funding available to the club outside of the club membership / parish.	2013 and on-going	An assessment of all grant opportunities (e.g. GAA, Government, Sports bodies etc.) will be included in the club's Annual Fundraising Plan each year with process agreed for ensuring all grants are applied for.	Club Treasurer & Fundraising Officer
Increase membership by 50% to 350 adult members by 2016.	To broaden the fundraising base of the club, thereby ensuring that the burden of fundraising is shared more evenly within the parish.	2016	The club will have 350 registered and paid up adult members by 2016.	Club Executive





## Club Structures and Administration

### Aim

Our aim is to achieve best practice in the administration of our club and to have the appropriate structures in place to ensure all key areas of the club's activities are being managed and reviewed to the required standards. We will have a club structure in place that promotes involvement and has inclusive representation for all members of our Club.

In 2017, Dunnamaggin GAA Club will be able to say;

*“In Dunnamaggin we have excellence in terms of the way we are structured to run our Club, all of the key groups within the Club are treated with respect and are properly represented at committee level and on the Club Executive. This has resulted in all of our teams being well organised and competitive and with everybody having a clear sense of belonging in the Club.”*

### Key Projects

#### Executive Committee

The Executive Committee is elected annually at the Club AGM and will be appointed as outlined in the Club's constitution. The Executive Committee has the sole right to appoint sub-committees as required. This Strategic Plan identifies a new administrative structure for our club, which aims to share the workload, have equal and inclusive representation for all members and for all areas of our parish (Kilmoganny, Kells and Dunnamaggin) as well as an appropriate reporting structure that can deliver the aims and objectives of this plan. This structure includes the club's Juvenile Committee which caters for all juvenile activities within the club from the ages of Minor (U18) down to players under 6 years old. This new structure includes a number of new positions and is outlined in Appendix 1 of this document.

#### Executive Committee Meetings

A schedule of meetings will be set out at the start of each year with the venues for same being rotated throughout the three areas of the parish (Kilmoganny, Kells and Dunnamaggin).

#### Roles and Responsibilities

The roles and responsibilities of each position of the club executive committee will be re-defined to ensure clarity of purpose for the club executive. The responsibilities of each club sub-committee will also be defined to ensure clarity of purpose of each sub-committee.

#### Club Constitution

We will maintain an up to date GAA constitution and our club will be administered in accordance with this constitution.

#### Membership and Structure of Club Sub-Committees

We will appoint a number of sub-committees as necessary to deal with Fundraising, Communication/ PR and Facilities Maintenance & Development. We will recruit new volunteers to sit on these committees who, as much as possible, will have a particular talent for these areas. We will pay special attention to the make-up of these committees to ensure that we have proper representation from all areas of our parish (Kilmoganny, Kells and Dunnamaggin) as well as appropriate levels of female representation and player representation at committee level within the club.





### Strategic Plan Implementation Sub-Committee

We will appoint a sub-committee to monitor the implementation of the club's strategic plan. This committee will be appointed annually at the club's AGM and will include as a minimum at least two members of the club's executive committee as well as others as required.

### Club Registrar

We will appointment a Club Registrar who will work with the Club Secretary to ensure registration of all players and members on GAA's on-line registration system each year.

ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITY
Update Club Executive Committee Structure	To ensure that the club structures are set up to meet the needs of the club over the next five.	2013 and on-going	New Club Executive Committee in place post AGM at beginning of 2013.	Club Chairman and Club Executive Committee
GAA Club Constitution adopted and in place	To make sure that the Club is being run in accordance with GAA rules.	Complete	Revise and update as necessary annually.	Club Executive Committee
Strategic Plan Implementation Sub-Committee appointed by Club Executive	To monitor the implementation of the club plan	Sub-committee to be appointed annually at AGM	Annual review of plan to be complete.	Club Chairman and Club Executive Committee
GAA Volunteer Recruitment Toolkit used by Club officers (www.gaa.ie)	That the Club is following best practice in terms of recruiting and retaining volunteers	2013 and On-going	Relevant executive/ club members are familiar with toolkit and new volunteers being recruited.	Club Executive Committee
Club Alcohol and Substance Abuse Policy.	To make sure that the Club is following best practice regarding the use of alcohol in the Club	End 2013	Policy published and ratified at AGM.	Club Executive Committee
All Players and Members registered on GAA online registration system. All teams affiliated to the Player Injury Fund.	To comply with GAA regulations on registration of players and members	Complete	Appointment of Club Registrar and 100% registration complete by Club Registrar each year.	Club Chairman and Club Executive Committee
All Club property vesting documents in order and Club Trustees up to date	To safeguard all of the Clubs property	End 2013	Verified by Independent Legal Advice.	Club Executive Committee
Children's Welfare Officer	To oversee implementation of the GAA Code of Best Practice and to deal with any allegations of abuse in the correct manner.	Complete	Designated Person appointed annually at Juvenile AGM and communicated within club.	Juvenile Chairman





*Club Structures and Administration continued.*

ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITY
Club Executive Meetings	Minimum of 9 meetings held per year plus AGM. The location for these meetings will rotate around the three centres of our parish (Kilmoganny, Kells and Dunnamaggin) to ensure full involvement of the club throughout the parish.	2013	Meetings take place with minutes recorded and issued.	Club Executive Committee.
Membership and Structures of Sub Committees	In principle, any person will only be a member of a maximum of 2 sub-committees and all sub-committees will, as much as possible have proper representation from all areas of our parish (Kilmoganny, Kells and Dunnamaggin) as well as appropriate levels of female representation and player representation.	2013	Sub-committees properly resourced without the same person being members of multiple committees or sub-committees	Club Executive Committee.
Roles & Responsibilities of Club Executive Committee	Define the responsibilities of each position on the club's executive committee.	2013	All members of the club executive committee are clear on their role within the committee and within the club.	Club Executive Committee.
Roles & Responsibilities of Sub-committees	Define the responsibilities of each sub-committee.	2013	All members of club sub-committees are clear on their role within the sub-committee and within the club.	Club Executive Committee.





## Coaching and Games Development

### Aim

Our aim is to have sufficient numbers of properly qualified coaches working at all levels within our club to ensure that every player gets the opportunity to fulfil his/her potential to the maximum. We will also ensure that all players get sufficient game time to develop the skills that they learn within the club.

In 2017, Dunnamaggin GAA Club will be able to say;

*“Dunnamaggin’s GAA Club’s juvenile section compares favourably with all other clubs. Through the on-going development of our coaches and our coaching standards and by providing games for our young players in a safe and enjoyable environment, we are facilitating players to reach their full potential. Our Club’s adult teams also perform to their full potential because we have the best possible coaching and games development structures in place.”*

### Key Projects

#### Club Coaching Officer

A role as Club Coaching and Games Development Officer will be incorporated in the club’s committee to oversee all aspects of coaching and games development in the club. This will include identifying new coaches in the community, encouraging parents to become involved in coaching and ensuring that all of our Club’s coaches have GAA Coach Education qualifications as well as being fully vetted through Garda Vetting Procedures. The Coaching and Games Development Officer will also ensure that a balanced programme of games is in place and that all players get an opportunity to play and participate. This Coaching and Games Development Officer will report to Juvenile and Adult club committees as required throughout each year.

#### Underage Games Programme

We will put in place a programme of games for all players from under 12s down to under 6s involving Go-Games and Blitzes within the Club and with other Clubs. This will ensure that all players get meaningful game time in an environment that is fun and promotes skill development.

#### Coach Education

We will put in place a programme to ensure that every player is coached by a person qualified to the appropriate level. All Club coaches will have a minimum of a Foundation Award coaching certificate. We will ensure that all our volunteers working with children are Garda Vetted and that our children participate in a safe environment. We will aim to have all coaches at a minimum of Award 1 level over the next five years. We will also identify new referees, who will receive referee education and assistance from the County Board.

#### GAA Code of Best Practice and Code of Behaviour

We will put in place the GAA Code of Best Practice and Code of Behaviour. Everyone in the Club will show due respect to each other, to Club officers, to team mentors and to match officials.

#### Club / School Link

We will appoint a Club / Schools Liaison Officer who will develop close links with our local primary schools. This officer will provide support and advice to the schools in promoting our games.







## Club Coaching Manual

We will develop a club coaching manual which will outline the basic skills required at each age group for the club's juvenile teams so that all coaches will have a template to work from each year.

### Recruitment and Retaining of Juvenile Members

We will maintain a register of all juveniles within our schools and parish to ensure that we are capturing as many new juvenile members as possible each year. We will review this register annually in advance of Juvenile AGM to capture any players who have dropped out and take appropriate follow up actions.

ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITY
A role of Club Coaching Officer to be incorporated into the Club Committee	To oversee all aspects of games development in the Club and ensure the best possible coaching structures are in place in our Club	2013 and on-going	Appointment ratified at Juvenile Club AGM each year	Chairman of Juvenile Club
Club-School link in place through appointment of Club-School Liaison Officer	To cement the relationship between the local schools and the Club and ensure that the children are receiving GAA coaching.	2013 and on-going	Appointment ratified at Juvenile Club AGM each year.	Chairman of Juvenile Club
Nursery programme in place for 5 to 7 year olds	To encourage our young players to become involved in Gaelic Games and to give them the opportunity to participate and play in games on a regular basis and in a fun environment that promotes skills development.	2013 and on-going	U6s and U8s coaching teams appointed at Juvenile Club AGM each year	Juvenile Club Committee & U6s and U8s Coaching Teams
Recruitment and Retaining of Juvenile Members	To ensure that we are capturing and retaining as many new juvenile members as possible each year.	2013	Annual review of Juvenile register in advance of Juvenile AGM to capture any players who have dropped out with appropriate follow up actions.	Club Registrar
Go-Games model in place for all U12 players, with each player participating in blitzes and challenge games.	To ensure that all under 12 players get appropriate numbers of games and are given the opportunity to participate and play in games on a regular basis, in a fun environment that promotes skill development.	2013 and on-going	Fulfil all County Board-organised Go Games each year as well as other challenge matches / blitzes	Juvenile Club Committee & U12 Coaching Team
Fun-Do education resource pack (Go Games) available for all Juvenile coaches	To aid our Club coaches in skill development of our players	2013 and on-going	One Fun Do pack to be available immediately for U6s, U8s and U10s coaches with further packs to be purchased over the next 3 years.	Chairman of Juvenile Club & Juvenile Club Committee





Coaching & Games development continued.

ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITY
More parents becoming Juvenile Coaches.	To increase the number of coaches available to our Clubs	2013 and on-going	Maintain current average ratio of 1 coach for every 5 children in the juvenile club.	Chairman of Juvenile Club & Juvenile Club Committee
All Club coaches receive GAA Coach Education and have access to coaching resources ( <a href="http://www.gaa.ie">www.gaa.ie</a> )	To ensure that our coaches are trained to the best possible standards	2013 and on-going	Minimum of 2 coaches from the club to complete each level of Bord Na nOg organised coaching courses each year. Also use of County Bord Na nOg coaches for some juvenile coaching sessions each year for club coaches and children to learn.	Chairman of Juvenile Club & Juvenile Club Committee
Promote Cúl Camps held around the county each year and promote Gaelic Games in summer camps held locally each year.	To give all children in the locality additional opportunities to be coached in Gaelic Games	2013 and on-going	Publish details of county Cúl Camps & local Summer Camps within the club and around the three parish centres.	Secretary of Juvenile Club & Juvenile Club 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 children participate in a safe environment. Codes should clearly set out the disciplines and behaviours expected of all players, coaches and club members on and off the pitch.	2013 and on-going	Adopted at Adult & Juvenile AGMs annually	Chairman of Adult Club & Children's Welfare Officer
All coaches working with underage players will attend a Child Protection Workshop and a register of attendees will be maintained by the club.	To ensure that all children participate in a safe environment	2014 and on-going	Improve from current 20% to 100% by end of 2016	Secretary of Juvenile Club & Children's Welfare Officer
New referees identified and trained	To ensure that the Club has sufficient referees at underage and adult level	2016 and on-going	Develop a plan to ensure that we have a minimum of 2 Juvenile referees in the club by end of 2016 with numbers increasing in subsequent years.	Chairman of Adult Club & Chairman of Juvenile Club





Coaching & Games development continued.

ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITY
All coaches working with underage players have received Garda Vetting and a register of attendees will be maintained by the club. No person will be allowed to coach a team on their own without Garda Vetting approval.	To ensure that all children participate in a safe environment	2013 and on-going	Improve to 100% by end of 2014	Secretary of Juvenile Club & Children's Welfare Officer
Club Defibrillator in place and coaches trained in its use	To ensure that the welfare of our players and supporters is of top priority	2013 and on-going	Defibrillator in place with some training complete – balance of training to be complete by end 2014.	Chairman of Adult Club & Club Liaison / Player Welfare Officer.
Club Coaching Manual to be developed.	To ensure that all club coaches, current and future, have a coaching template to work from.	2014	Plan published giving basic skills requirements per age group and issued to all juvenile coaches at the beginning of each year.	Club Coaching Officer
Ensure Participation for All	To ensure that all players irrespective of skill level get the opportunity to play a minimum number of games each season.	2013 and on-going	Games are organised against teams of different strength so that at the end of each season, every player will have played a minimum number of games.	Club Coaching Officer
First Aid Training	To ensure that we have sufficient numbers of trained First Aid personnel so that we have appropriate cover at all matches/training sessions.	2014 and on-going	Minimum of one qualified First Aider at all matches / training sessions.	Club Liaison / Player Welfare Officer.
Ladies Teams	To ensure that we build on the current levels of activity available to our female members and develop an outlet for adult lady members.	2016 and on-going	Develop a plan to field an adult ladies football team.	Club Executive Committee.





## Communications / PR and Culture

### Aim

Our aim is to ensure that all of our members, current, past and exiled, are kept up to date with club events and activities and have the opportunity to become involved with current activities in our club.

In 2017, Dunnamaggin GAA Club will be able to say:

*“Our Club is the best possible sporting, cultural and social organisation in our Community. All of our members and supporters are connected through traditional and new media. Our members in the community are aware of everything that is happening in the club.”*

### Key Projects

#### Newsletter

We will email members a newsletter, once every year initially and quarterly from 2014, which will inform them of all of the clubs activities.

#### Club Membership Database

We will develop an accurate up to date database of all our members with accurate addresses, phone numbers and e-mail addresses to facilitate all future club communications and fundraising events.

#### Club Notes/Match Reports

We will recognise the efforts of players on all of our teams from adult to juvenile level through match reports and pictures where possible through all media available to us including local press, parish website, facebook etc.

#### Membership Cards

We will issue GAA Club membership cards to all fully registered and paid up members each year.

#### Communication with Past and Exiled Members

We will maintain an up to date and accurate database of former/exiled club members to allow them keep informed about club activities, receive newsletters and to re-join the club should they wish.





ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITY
Maintain Club / Parish website	To have an up to date website that is informative and well presented	Complete.	Club/Parish Website is operational and being updated as necessary.	Club PRO
Club Facebook page developed	To help improve communication with our members, particularly with those who are abroad	Complete.	Club Facebook page is operational and being updated as necessary.	Club PRO
Weekly Club notes in the local newspaper, website and facebook page.	To inform the local community about all of the Clubs activities. As much as possible, we will encourage juvenile parents to assist with match reports, pictures etc.	2012 and on-going	Notes on club activities with match results and reports listed in parish notes section of Kilkenny People / DKK.ie parish website and facebook page at least once per fortnight from April to October each year as well as occasional pictures of juveniles.	Club PRO
Collect email address and phone number for each Club member	To allow us to communicate directly with all Club members	Complete	A complete and accurate database of our membership with up to date e-mail addresses and phone numbers.	Club PRO and Club Registrar
Issue quarterly Club news letter	To better inform all of our members on Club activities	2014 and on-going.	A newsletter will be issued annually from 2012 and quarterly from 2014 onwards.	Club PRO
Membership Cards	To create a sense of identity for all of our club members, both juvenile and adult.	Complete.	The club will issue membership cards for all of our registered members before the end of March every year.	Club PRO and Club Registrar
Communication with past and exiled members.	To keep former club members and ex-members who live abroad informed about club activities and events and allow these people to re-activate their membership	2014 and on-going	A full database in place with contact details of former members and exiled members with all club communications being forwarded to them. These people will also have access to an on-line registration / payment system to re-activate their membership.	Club PRO and Club Registrar





## Club Facilities and Developments

### Aim

We will have appropriate facilities in place to allow all of our players at adult and juvenile levels to prepare, train and play our games to the best of their abilities. This will ensure having sufficient areas that all of our players can access our facilities to train and/or play without restriction.

In 2017, Dunnamaggin GAA Club will be able to say;

*“Our players and members now enjoy the very best possible facilities in the area, both on and off the pitch.”*

### Key Projects

#### Club Safety Statement

We will develop a club safety statement that will help identify all potential safety hazards, thus ensuring that our grounds follow best practice in providing a safe environment for players and supporters.

#### Playing Facilities

We will develop juvenile playing facilities in proximity to our schools in Kilmoganny and Kells to cater for our juvenile members in these areas. Kilmoganny will be progressed in 2013 with Kells to follow by 2015. We will also develop a second adult playing pitch in the parish in order to protect our main pitch during periods of heavy activity or poor weather.

#### Club Infrastructure

We will further develop our existing facilities to include re-surfacing our existing juvenile pitch in Dunnamaggin, lights for winter training, a viewing stand and a storage area for our training equipment.

ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITY
Club Safety Statement developed	Providing a safe environment for players and supporters	2013 and on-going	Club Safety Statement finalised and published	Club Executive Committee
Walking Path	A facility for members / parents / supporters to take a walk in a safe and secure environment	2013	Develop a lighted walking path around our grounds in Dunnamaggin for general use subject to fundraising plan and timelines in place for club developments as well as Planning Approval and Capital Sports Grants approval.	Club Fundraising Officer and Club Facilities Maintenance & Development Officer plus Sub-committee.





*Club Facilities & Developments continued.*

ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITY
Viewing Stand	Develop a Viewing Stand for Spectators	2018	Build a viewing stand in Dunnamaggin subject to fundraising plan and timelines in place for club developments as well as Planning Approval and Capital Sports Grants approval.	Club Fundraising Officer and Club Facilities Maintenance & Development Officer plus Sub-committee.
Dressing Rooms Upgrade	Refurbish existing dressing rooms	2013	Re-furbish existing dressing rooms subject to fundraising plan and timelines in place for club developments as well as Planning Approval and Capital Sports Grants approval	Club Fundraising Officer and Club Facilities Maintenance & Development Officer plus Sub-committee.
Grounds Maintenance by FAS	Optimise use of FAS resources for grounds maintenance.	2013	Develop a plan to access FAS resources to assist with maintenance of grounds at Dunnamaggin, including grass cutting, hedge utting, pitch lining etc.	Club Facilities Maintenance & Development Officer plus Sub-committee.
Field Presentation for Games	Ensure that our field is properly presented at all times for training of our club teams as well as playing of matches.	2013 and on-going	For all games that are scheduled to be played in Dunnamaggin, our field will be properly lined, with flags out plus gate and scoreboard attendants in place as well as showers and other facilities as needed by visiting teams.	Club Facilities Maintenance & Development Officer plus Sub-committee.
Annual Facilities Audit	To ensure that we maintain our facilities at the highest standards on an on-going basis.	2013 and on-going	Carry out an audit of all of our facilities at end of season each year and complete any necessary upgrades / improvements during the closed season.	Club Facilities Maintenance & Development Officer plus Sub-committee.
Drinking Tap	To give members, parents and supporters access to fresh drinking water.	2013	Fix an outdoor drinking tap at our dressing rooms.	Club Facilities Maintenance & Development Officer plus Sub-committee.





*Club Facilities & Developments continued.*

<b>ACTION</b>	<b>OUTCOME SOUGHT</b>	<b>TIMESCALE</b>	<b>MILESTONES</b>	<b>RESPONSIBILITY</b>
Floodlights on Juvenile / Training Pitch	To ensure that we have appropriate training facilities in the Spring / Autumn of each year.	2013	Install floodlights on Juvenile / Training pitch subject to fundraising plan and timelines in place for club developments as well as Planning Approval and Capital Sports Grants approval.	Club Fundraising Officer and Club Facilities Maintenance & Development Officer plus Sub-committee.
Juvenile / Training Pitch Surface	To ensure that we have appropriate training facilities in the Spring / Autumn of each year.	2013	Upgrade surface of Juvenile / Training pitch subject to fundraising plan and timelines in place for club developments as well as Planning Approval and Capital Sports Grants approval.	Club Fundraising Officer and Club Facilities Maintenance & Development Officer plus Sub-committee.
Training Gear Storage Area	To have a proper storage space for all training equipment and reinstate the Kitchen for normal use.	2013	Install a separate storage space for all training equipment so that the kitchen will become just a kitchen.	Club Fundraising Officer and Club Facilities Maintenance & Development Officer plus Sub-committee.
Grass Cutting Facilities	To have appropriate grass cutting facilities suitable for efficient cutting of grass on our pitches as required.	2013	Replace existing lawnmower during the life of this plan.	Club Fundraising Officer and Club Facilities Maintenance & Development Officer plus Sub-committee.
Juvenile Facilities in Kilmoganny	To develop a juvenile playing pitch in Kilmoganny so that juvenile members from Kilmoganny will have an appropriate area to play and practise in.	2013	Develop a juvenile pitch in Kilmoganny.	Club Facilities Maintenance & Development Officer plus Sub-committee.
Juvenile Facilities in Kells	To develop a juvenile playing pitch in Kells so that juvenile members from Kells will have an appropriate area to play and practise in.	2015	Develop a juvenile pitch in Kells.	Club Facilities Maintenance & Development Officer plus Sub-committee.
Second Adult pitch	To develop a second adult pitch to ensure that our main pitch is protected during periods of poor/ wet weather.	2013	Develop a second adult pitch.	Club Facilities Maintenance & Development Officer plus Sub-committee.







## Implementation and Review Mechanisms

This Plan is a living document. It will be reviewed, assessed and adapted to ensure it facilitates the Club in reaching its potential over the next five years.

The Club Executive Committee will put in place a Plan Implementation Sub-Committee. This sub-committee will meet as necessary to assess the progress of the plan against its stated objectives and will report directly to the club's Executive Committee. This sub-committee will decide on the most appropriate method to carry out a comprehensive annual review of the Plan. This will involve the assessment of the current initiatives, their appropriateness for the needs of the club and the identification of additional initiatives to assist in the completion of achieving the goals and objectives. If required, the Plan will be modified and adapted as necessary. The Committee will also be responsible for communicating any modifications to the Plan to all Club members.



## Acknowledgements

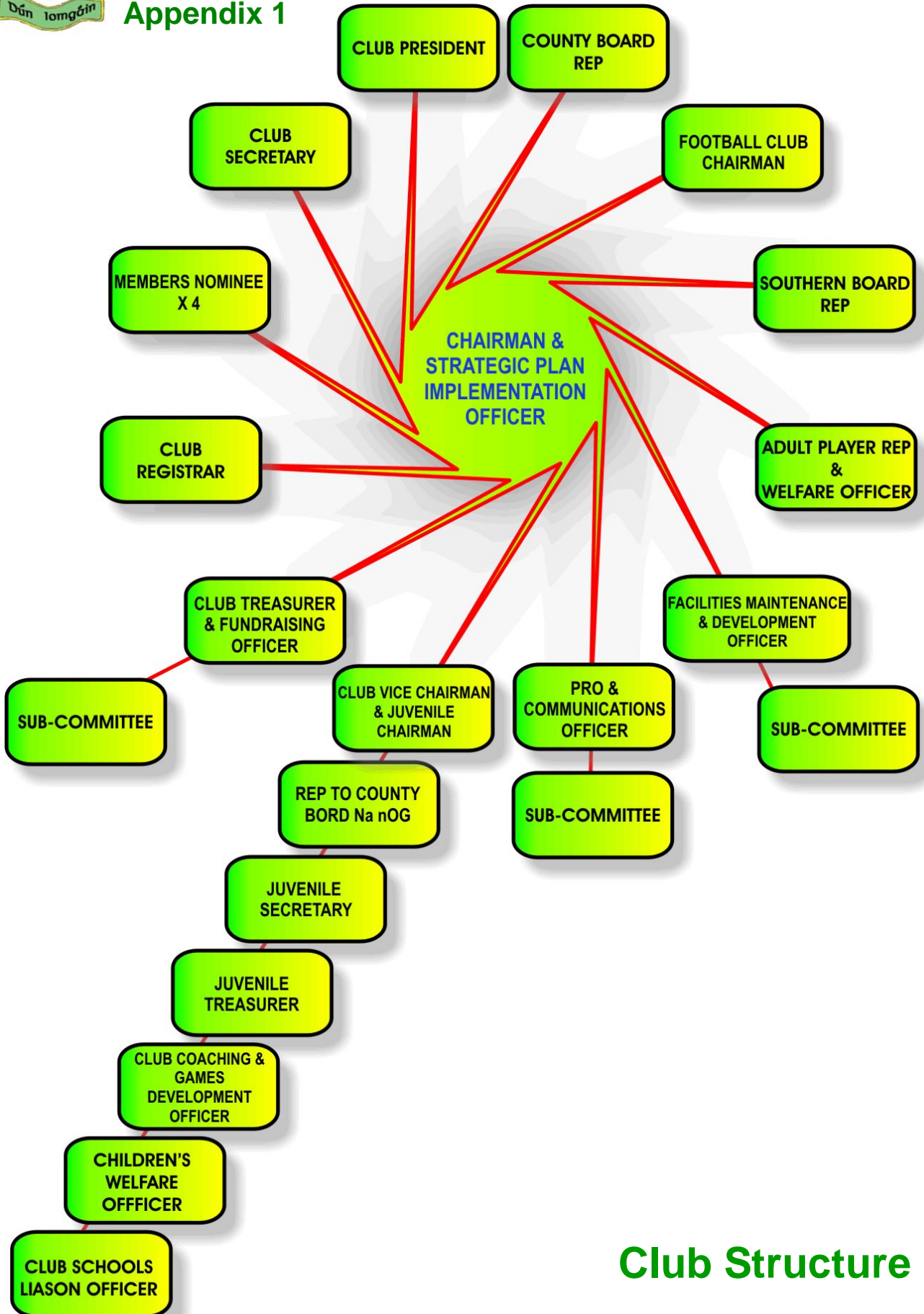
Many people have taken the time to contribute to the formulation of this plan over the past year. While it is impossible to thank everyone individually, it is appropriate to acknowledge the following;

- ◆ **The Executive Committee of Dunnamaggin GAA Club**
- ◆ **The members of the Dunnamaggin GAA Club Strategic Planning Committee**
- ◆ **John Comerford – Kilkenny County Board**
- ◆ **John Buggy – Kilkenny County Board**
- ◆ **Those 64 people made up of club members, parents, players, administrators and interested parties who took the time to attend the club planning workshop on April 13<sup>th</sup> 2012 and make a contribution to the development of this plan.**
- ◆ **In particular, the juvenile members of our club who attended the club planning workshop on April 13<sup>th</sup> 2012 and shared their views on how our club should be run over the next five years.**





# Appendix 1



## Club Structure







**Dunnamaggin GAA Club**  
**Co.Kilkenny**

**[www.dkk.ie](http://www.dkk.ie)**