



# Cork GAA Strategic Vision and Action Plan 2010 - 2015

## Press Summary

[www.gaa.ie](http://www.gaa.ie)



*We are today launching Strategic Vision and Action Plan for Cork for the six year period 2010 to 2015. This has been completed following an extensive consultation involving GAA Players, Administrators, Coaches, Officials and representatives from all groups in the County. In all, over 1500 people contributed to the formulation of this plan.*

---

The Plan which deals with all areas of the GAA in Cork is ambitious and challenging and contains over 140 specific targets for the County with each target outlined in a format that provides accountability to facilitate tracking our progress.

Following the publication of the Plan, there will be a comprehensive roll out of the Plan across the County to outline the strategy to our members in each Club /Unit in the County. The County Committee will establish immediately a Strategic Plan Implementation Committee who will be responsible for delivering on the recommendations contained in the Plan. The resourcing for the Plan will be determined by the Management Committee.

The recommendations contained in the Plan are a mixture of specific actions to be initiated immediately and a number of pilots that will be reviewed and assessed on an annual basis. A key commitment in the Plan will be the holding of an annual Club Member Workshop in the County - eight weeks before our annual convention, to assist in reviewing the progress in each area and updating, adapting and modifying the Plan as appropriate.

The Plan is split into 11 Separate Sections -

- **Games Development**
- **Administrative Structures in Cork**
- **Games Schedule in Cork**
- **Communications in Cork**
- **Supporting our Volunteers**
- **Finance and Fundraising**
- **Planning and Infrastructure**
- **Welcoming People from different Traditions into our Association**
- **Urbanisation**
- **Club, Culture and Community**
- **Ensuring the Safety and Well Being of our Young Players**

**The following is a brief summary of the main targets in each Section of the Plan.**

### **Area 1 -Games Development.**

This is the largest section in the Plan with over forty specific recommendations for the six years of the Plan, broken down into seven specific areas of Games Development.

#### **1. Games Opportunities- Child Games**

- 'Go Games' in place in all Schools and Clubs by 2015.
- A Nursery programme in Place in all Clubs in Cork by 2015.
- Growing our Cul Camps participants to in excess of 11,700 participants by 2015.

#### **2. Games Opportunity - Youth Games**

- 'Super Touch' Blitz programme in All Clubs in the County.
- 55 Internal blitzes Centres in Second Level Schools in the County

#### **3. Skill Development Initiatives**

- Eight week Training programme supported by Volunteer Coaches in place in all Primary Schools
- All Clubs to have trained Coaching officer in Place.
- All Clubs and Schools to have a training Plan in Place.

#### **4. Education Initiatives**

- Annual Under 12 workshop in Place in each Region
- All Clubs will have a minimum of five Qualified Foundation Level coaches in place by 2012

#### **5. Referees**

- 'Cara' system piloted with new referees.
- All Juvenile Referees will be Assessed annually by 2015.

#### **6. Second Level Schools**

- A Club/School link to be put in place for all Second Level schools by 2015.
- Practical skills training programme held twice a year.



## 7. Support and Capacity

- 'Lee Flag Scheme' to be rolled out for Coaching Excellence in Clubs .

### Area 2- Administrative Structures in Cork

This section deals with structures in Cork at County, and Divisional level that support our Clubs and Schools. It also deals with the role of the full time Games Development Team in supporting our Volunteers in the County. A number of ambitious and challenging recommendations are outlined in this section with the goal of providing greater variety of games for our Players. The following are the primary recommendations in this area .

#### Adult Structures

- Pilot County-wide Junior B Championship in 2011- Evaluate pilot for 2012
- Pilot Junior A and B County-wide league competition based on 4 Regional leagues in 2011 and 2012. These Competitions in the Four Regions will be administered by Officers of the existing Divisions that will be involved in each Region.

The Semi Finals and Finals will be administered by the County Competitions Control Committee.  
Evaluate Pilot for 2013.

#### Under Age Structures

- Pilot the establishment of County Youth Committee -Coiste na nÓg to take responsibility for all under age affairs in the County from Minor grades for a two year period (2011-2012)
- It will be the one Fixture Making Body for Minor downwards.
- The Pilot will involve the formation of 4 Regions for Underage competitions in the County- Central, North, East and West- Evaluate the pilot for 2013.

### Area 3 - Games Schedule

Each Year in Cork in excess of 16,500 fixtures are played. The Primary goal in this section is to provide a balanced fixtures programme for all our Players within the County.

The following are the primary recommendations in this area .

- Production of a Masters Fixtures Plan for Under-Age games each year, incorporating,
  - Club Competitions,
  - Primary and Second Levels Schools fixtures,

- Meeting the requirements of the Divisional/ Regional Squads and Schools of Excellence.
- Support the Second Level Schools Fixtures programme.
  - o Clubs to put in place a liaison person to support the Schools,
  - o Pilot a scheme where no Club games at Under 16 and Minor level will take place on Monday and Tuesday nights between September and December.
- Transition of Fixtures Management to 'Serva Sport'
- Introduce a new Under 12s Competition Structure.

### Area 4 - Communications

Our goal in Cork is to achieve excellence in Communications with our Members, Clubs, and Supporters. We will also communicate effectively with other partners such as the media, parents and community groups.

The Following are the primary recommendations

- Appointment of a Communications Officer combining the existing roles of PRO and IT officers.
- Appointment of Divisional Communications Officer
- County will host an Annual Club Workshop to review the Plan each year
- Specific Programmes to Promote
  - Second Level Schools Competitions.
  - Interfirm Competition.
  - Handball 'Have a Go' open week.

### Area 5 - Supporting our Volunteers

Our Volunteers are the lifeblood of the Association in Cork. We will be focused on their needs into the future.

The following are the primary recommendations in this area.

- Review the County Committee and Sub Committees structure
- Launch a Volunteers' Charter in Cork
- Roll out a Volunteers Commitment Scheme.
- Roll out GAA Volunteer Education Programmes.

### Area 6 - Finance and Fundraising

Effective management and generation of funds are essential to our continued growth and success in the County .



The following are the primary recommendations in this area.

- Complete a survey of all Club Grounds in the County
- Complete a review of the Cork Club Draw
- Complete a three year Marketing Plan to optimise the Value of the Cork Brand.

### **Area 7 - Planning and Infrastructure**

Our goal is to have a robust planning culture in Cork that will allow us to monitor and review our County Plan. Through this process of effective planning we will anticipate emerging needs and develop our infrastructure at Club and County levels to meet the needs of our Players and Supporters.

The following are the primary recommendations in this area.

- Establish a County Strategic Implementation Committee.
- The key target for the County Committee will be the redevelopment of Páirc Uí Chaoimh, probably on a phased basis. It will incorporate most of the back-up facilities required for a Centre of Excellence that it is proposed to develop in the vicinity, with the co-operation of Cork City Council. It will include an Administration Centre.
- Development of Centre of Excellence including a 4G Floodlit pitch.
- Each Club in Cork to have a simple practical Club Plan in Place by 2015.

### **Area 8 - Welcoming people from different traditions into Our Association**

Cork has become a more diverse community. We wish to make our Games accessible to all of the Communities within the County.

The following are the primary recommendations in this area.

- Roll out the National Inclusion Strategy in the County
- Train all full time Games Development Staff in the Area of Inclusion and Integration
- Include inclusion initiatives in our Annual Games Development Plan.

### **Area 9 - Urbanisation**

The population structure of Cork has changed substantially in couple of decades. We need to examine our Structures so that our Clubs and our

Games are accessible to all.

The following are the primary recommendations in this area.

- Roll out a specific Underage strategy in Urban areas to increase participation.
- Promote "GAA on the Green" Concept in Urban areas.
- Establish Urban Committees to support Clubs in 4 group areas over the duration of the Plan
  - Group one- City
  - Group two- Towns with populations in excess of 10,000
  - Group three- Towns with populations in excess of 5,000
  - Group four – Towns with populations in excess of 3,000
- Development of new Clubs/Teams

### **Area 10 - Club, Culture and Community**

In Cork we are very proud of the place our clubs have at the heart of our communities. We will continue to promote this into the future and we will also promote our Language and culture within each of our Clubs. Roll out the National Inclusion strategy in the County.

The following are the primary recommendations in this area.

- Divisional Officer to be put in place to promote Culture and Language in each Division.
- Put a Cultural Officer in place in each one of our Clubs
- Communications/Cumarsáid as Gaeilge
  - County and Divisional Boards websites will have a dedicated section as Gaeilge.
  - A minimum of 50% of our Clubs will also achieve this goal.

### **Area 11 - Ensuring the safety and well being of our young Players**

In Cork we aim to provide a safe and enjoyable environment for all our Underage Players. This will be achieved by constantly striving for excellence in this area.

The following are the primary recommendations in this area.

- Promotion of 'Best Practice' in the area of Child Protection and Welfare
- Appointment of a Children's Officer and a Designated person in each Club.
- Hold a Youth Workshop every two years.

