



# Programme Brochure 2023

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## ABOUT

The Club Leadership Development Programme (CLDP) provides learning opportunities to newly-elected and longer serving Club Officers in GAA, LGFA and Camogie Association Clubs to help them gain the knowledge and skills necessary to fulfil their roles.

The programme focusses on the practical aspects of the primary roles on a Club Executive, i.e., Chairperson, Secretary, Treasurer, PRO, Coaching Officer, Registrar, Irish Language and Culture Officer, and Coaching Officers.

The Officer Development Committee (ODC) partners with the various departments and committees centrally, the Provincial Councils, and County Planning and Training Officers to deliver the programme.

Over 10,000 Club Officers have participated in the programme since 2016 and the range of modules available continues to grow in response to the changing needs of Clubs.





# THE GREAT TEAMS AREN'T JUST ON THE FIELD

**CLUB LEADERSHIP DEVELOPMENT  
PROGRAMMES ARE AIMED DIRECTLY  
AT THE KEY PEOPLE IN OUR CLUBS.**

**These programmes are designed to give YOU,  
our leaders, the skills to successfully manage  
your roles as well as adding to your skillset  
for work and life.**

**To view courses in your area log on to:  
[learning.gaa.ie/administrator](https://learning.gaa.ie/administrator)**

**INVESTING IN LEADERS, INVESTING IN YOU.**



## FEATURES AND BENEFITS

### PROGRAMME FEATURES

Role-specific  
information

Experienced  
facilitators

Short events

Interactive  
discussions

Practical  
takeaways

In-person  
and online

### BENEFITS FOR CLUB OFFICERS

Gain	Gain a better understanding of your role and the roles of your fellow Club Officers
Find Out	Find out the latest 'Must Know' information relating to your role
Develop	Develop your leadership and management skills
Experience	Experience increased role satisfaction
Access	Access the latest resources and advice

### HOW IT WORKS

1. Each County's Planning and Training Officer is responsible for organising training events locally.
2. They typically consult with Clubs to determine the topics of most interest before organising modules.
3. Once the National Programme Coordinator appoints a trained Associate, events will be confirmed and the details made available in the Events Calendar.
4. Club Officers can find local events and register via the GAA Learning Portal
5. Confirmation details will then be circulated in advance of each event.

## FIND AND REGISTER FOR EVENTS

Find events by using this Events Calendar - <https://learning.gaa.ie/officertrainingcalendar>

Register for events by following the instructions in the Events Calendar.

## MORE INFORMATION

Contact your County Planning and Training Officer for more information. These Officers generally use the e-mail [planningandtraining.{County}@gaa.ie](mailto:planningandtraining.{County}@gaa.ie). However, double-check on your County Board's website.

## MODULE CATALOGUE

To see what each module involves and who they are for, please review the following Module Overviews below.

- Section A lists the live events that will be delivered either online or in person at the start of 2023.
- Section B list online learning modules. These modules will only be delivered live if there is sufficient demand.

### SECTION A: LIVE EVENTS

Title	GETTING STARTED AS CLUB CHAIRPERSON
Description	This module aims to help new Club Chairpersons understand their roles and responsibilities.
Content	This module covers: <ol style="list-style-type: none"> <li>1. What a well-run Club looks like</li> <li>2. Your role as Chairperson</li> <li>3. How to make your Club better</li> <li>4. How to get good people involved</li> <li>5. Managing meetings</li> <li>6. The Club Constitution</li> <li>7. How to get support and information</li> </ol>
Audience	Chairperson, Vice-Chairperson
Organisation	GAA, LGFA, Camogie Association
Level	New Officers (1st year)
Type	Live Webinar
Length	90 minutes

Title	GETTING STARTED AS CLUB SECRETARY
Description	This module aims to help new Club Secretaries understand their role and responsibilities.
Content	This module covers: <ol style="list-style-type: none"> <li>1. Your role as Club Secretary</li> <li>2. The qualities and skills needed by an effective Secretary</li> <li>3. The key areas of Club administration</li> <li>4. What is expected from Secretaries regarding meetings, communication and planning</li> <li>5. Where to go for information</li> </ol>
Audience	Secretary

Organisation	GAA, LGFA, Camogie Association
Level	New Officers (1st year)
Type	Live Webinar
Length	90 minutes

Title	<b>GETTING STARTED AS CLUB TREASURER</b>
Description	This module aims to help new Club Treasurers understand their role and responsibilities regarding finance and governance.
Content	<p>This module covers:</p> <ol style="list-style-type: none"> <li>1. Your responsibilities as a Club Treasurer</li> <li>2. The basic principles of financial management and governance</li> <li>3. Keeping proper records and providing appropriate financial reports</li> <li>4. Helping your Club to plan financially</li> <li>5. Complying with revenue obligations</li> <li>6. Assisting with income source generation</li> <li>7. Club governance</li> </ol>
Audience	Treasurer, Chairperson, Secretary
Organisation	GAA, LGFA, Camogie Association
Level	New Officers (1 <sup>st</sup> Year)
Type	Live Webinar
Length	90 minutes

Title	<b>GETTING STARTED AS CLUB PRO</b>
Description	This module aims to help new Club PROs understand their role and responsibilities.
Content	<p>This module covers:</p> <ol style="list-style-type: none"> <li>1. Your role as a Club PRO</li> <li>2. Promoting your Club and Association</li> <li>3. Recognising the importance of good communication</li> <li>4. Setting-up and maintaining digital and social media platforms in the Club</li> <li>5. Establishing working relationships with local media</li> <li>6. Accessing resources and supports</li> </ol>
Audience	PRO
Organisation	GAA, LGFA, Camogie Association
Level	New Officers (1st year)



Type	Live Webinar
Length	90 minutes

Title	<b>GETTING STARTED AS CLUB COACHING OFFICER</b>
Description	This module aims to help new Club Coaching Officers understand their role and responsibilities.
Content	<p>This module covers:</p> <ol style="list-style-type: none"> <li>1. The current coaching landscape</li> <li>2. Your role and responsibilities as Coaching Officer</li> <li>3. The Gaelic Games Player Pathway</li> <li>4. How to engage and energise volunteers</li> <li>5. Developing a games development plan</li> <li>6. Where to get more support and resources</li> </ol>
Audience	Coaching Officer
Organisation	GAA, LGFA, Camogie Association
Level	New Officers (1st year)
Type	Live Webinar
Length	90 minutes

Title	<b>HEALTHY CLUB OFFICER TRAINING</b>
Description	This module aims to cover the role of the Healthy Club Officer.
Content	<p>This module covers:</p> <ol style="list-style-type: none"> <li>1. Understanding the role of the Healthy Club Officer</li> <li>2. The criteria associated with implementing the healthy club framework with a focus to achieving the foundation level award.</li> <li>2. Identifying and implementing club priorities for the healthy club project.</li> <li>3. Knowing what supports are available for the healthy club project</li> <li>4. Understanding your next steps</li> </ol>
Audience	Healthy Club Officer
Organisation	GAA, LGFA, Camogie Association
Level	New Officers (1 <sup>st</sup> Year)
Type	Live Webinar

Length	90 minutes
<b>Title</b>	<b>GETTING WORK DONE WITH MICROSOFT 365</b>
<b>Description</b>	This module aims to help Club Officers use Office 365 more efficiently and effectively, which in turn will enhance the way they carry out their role within the club. This module will incorporate pre-recorded tutorial videos on how to get set-up with Office 365 along with live webinars which will cover certain topics in greater detail.
<b>Content</b>	<p>This module covers:</p> <ol style="list-style-type: none"> <li>1. Signing into your Office 365 account</li> <li>2. Starting to use the Outlook Web App and Calendar</li> <li>3. Starting to use OneDrive</li> <li>4. Accessing and knowing where to get more information on using Office 365 Web Apps - Word, Excel, PowerPoint and OneNote</li> <li>5. Using Office 365 on your phone and other tablet devices</li> <li>6. Different features within Outlook, Excel and other applications</li> <li>7. Accessing resources and supports, e.g. Helpdesk and the GAA Learning Portal</li> </ol>
<b>Audience</b>	Chairperson, Secretary, Treasurer, PRO
<b>Organisation</b>	GAA, LGFA and Camogie Association
<b>Level</b>	All Officers (New & Existing)
<b>Type</b>	Tutorial Videos & Live Webinar
<b>Length</b>	90-minute Webinar
<b>Related Resources</b>	<ul style="list-style-type: none"> <li>• Using IT to Simplify Club Administration Webinar, February 2022 - <a href="https://youtu.be/xrFXplCDuXY">https://youtu.be/xrFXplCDuXY</a></li> <li>• Further resources related to this module can be accessed here - <a href="https://learning.gaa.ie/ithelpdesks">https://learning.gaa.ie/ithelpdesks</a></li> </ul>

<b>Title</b>	<b>USING FOIREANN</b>
<b>Description</b>	This module aims to help Club Officers use Foireann more efficiently and effectively.
<b>Content</b>	<p>This module aims to help Club Officers use Foireann more efficiently and effectively:</p> <p>It covers:</p> <ol style="list-style-type: none"> <li>1. Setting up a Foireann Account</li> <li>2. Forgotten Username and/or Password</li> </ol>

	3. Completing or Editing profile 4. Adding Teams 5. Adding a Family 6. Events 7. My Teams 8. Membership
<b>Audience</b>	Chairperson, Secretary, Treasurer, PRO, Coaching Officer, Irish Language and Culture Officer, Registrar
<b>Organisation</b>	GAA, LGFA, Camogie Association
<b>Level</b>	All Officers (New & Existing)
<b>Type</b>	Tutorial Videos & Live Webinar Q&A Sessions
<b>Length</b>	90-minute Live Webinar Q&A Sessions
<b>Related Resources</b>	Further resources related to this module can be found here - <a href="https://learning.gaa.ie/GAAManagementSystem">https://learning.gaa.ie/GAAManagementSystem</a>

<b>Title</b>	<b>DIVERSITY AND INCLUSION IN GAELIC GAMES</b>
<b>Description</b>	This module aims to cover best practice for Clubs regarding diversity and inclusion in GAA Clubs.
<b>Content</b>	This module covers: 1. Procedures to guide Clubs on matters of best practice in preventative, proactive and responding to racism and discrimination. 2. Give Respect, Get Respect campaign.
<b>Audience</b>	Chairperson, Secretary, Treasurer, PRO, Coaching Officer, Irish Language and Culture Officer, Registrar
<b>Organisation</b>	GAA, LGFA, Camogie Association
<b>Level</b>	All Officers (New & Existing)
<b>Type</b>	Live Webinar
<b>Length</b>	90 minutes

<b>Title</b>	<b>CRITICAL INCIDENT RESPONSE TRAINING</b>
<b>Description</b>	This module aims to supports units in how to prepare for and respond should a critical incident occur. (A critical incident is something that overwhelms one's natural response mechanisms.)

<b>Content</b>	This module covers: 1. How to develop a club/county critical incident response plan 2. Advice/guidance for those leading the response to an incident 3. Identify the supports that are available to units during and after a critical incident
<b>Audience</b>	Critical incidents are usually managed by club/county executives with support from County Health & Wellbeing Committees and Healthy Club Officers
<b>Organisation</b>	GAA, LGFA and Camogie Association
<b>Level</b>	All Officers (New & Existing)
<b>Type</b>	Live Webinar
<b>Length</b>	90 minutes

<b>Title</b>	<b>SUBSTANCE ABUSE AWARENESS</b>
<b>Description</b>	This module aims to supports units in how to respond to concerns regarding substance use in their community or membership.
<b>Content</b>	This module covers: 1. The content and purpose of a club/county substance use policy 2. Evidence-based guidance for GAA clubs/counties in responding to local substance use concerns/issues 3. The additional training, resources, and partners that are available to support clubs & counties in this work
<b>Audience</b>	Any Club Officers or volunteers interested in this area. Healthy Club Officers
<b>Organisation</b>	GAA, LGFA and Camogie Association
<b>Level</b>	All Officers (New & Existing)
<b>Type</b>	Live Webinar
<b>Length</b>	90 minutes

## SECTION B: ON-DEMAND CONTENT

### ELEARNING MODULE

Title	CLUB OFFICER FOUNDATIONS
Description	This module aims to provide new Club Officers with the basic information they need to get started in their roles.
Content	This module covers: <ol style="list-style-type: none"> <li>1. An introduction to the Gaelic Games Associations</li> <li>2. An introduction to your volunteer role</li> <li>3. An introduction to key policies and procedures</li> <li>4. Getting started in your role</li> </ol>
Audience	Chairperson, Secretary, Treasurer, PRO, Coaching Officer, Irish Language and Culture Officer, Registrar, Vice-Chairperson
Organisation	GAA, LGFA, Camogie Association
Level	New Officers (1st year)
Length	60 minutes
Link	<a href="https://learning.gaa.ie/lms/mod/scorm/view.php?id=86117">https://learning.gaa.ie/lms/mod/scorm/view.php?id=86117</a>

### WEBINAR RECORDINGS

Title	RECRUITING, RETAINING AND ENGAGING VOLUNTEERS
Description	The module aims to give Club Officers tip and tricks to recruit and retain volunteers in their Clubs.
Content	This module covers: <ol style="list-style-type: none"> <li>1. Reasons why people volunteer</li> <li>2. Building a culture that promotes volunteerism</li> <li>3. Methods of recruitment</li> <li>4. Volunteer development opportunities</li> <li>5. How best to retain volunteers</li> </ol>
Audience	Chairperson, Secretary, Treasurer, PRO
Organisation	GAA, LGFA, Camogie Association
Level	All Officers (New & Existing)
Type	Live Webinar
Length	90 minutes
Link	Recruiting, Retaining & Engaging Volunteers Webinar, January 2021 - <a href="https://www.youtube.com/watch?v=V246xODjCxM">https://www.youtube.com/watch?v=V246xODjCxM</a>
Related Resources	Further resources related to this module are available at - <a href="https://learning.gaa.ie/clubresources">https://learning.gaa.ie/clubresources</a>



Title	AN GHAEILGE SA CHLUB
Description	An Ghaeilge sa Chlub - Ról an Oifigh Ghaeilge agus Chultúrtha Cuireann an modúl seo síos ar ról an Oifigh Ghaeilge agus Chultúrtha sa Chlub agus ar na dualgaisí atá ar an oifigeach an Ghaeilge agus an cultúr Gaelach a chur chun cinn. Tá Fondúireacht Sheosaimh Mhic Dhonncha agus Scór lárnach sa ról seo. This module outlines the role of the Oifigeach Gaeilge agus Cultúr in the Club and lists the duties the officer has to carry out in promoting Gaeilge and Irish culture. Fondúireacht Sheosaimh Mhic Dhonncha and Scór are central to this role.
Content	This module covers: 1. Áit na Gaeilge sa Chlub a dhaingniú agus a fhorbairt / Consolidating and developing the role of the Irish language in the Club 2. Fondúireacht Sheosaimh Mhic Dhonncha 3. Scór 4. Imeachtaí sóisialta agus oideachasúla a eagrú sa Chlub / Organising social and educational events in the Club 5. Ag Obair Le Daoine Eile / Building Partnerships
Audience	Irish Language and Culture Officer
Organisation	GAA, LGFA, Camogie Association
Level	All Officers (New and Existing)
Type	Live Webinar
Length	60 minutes
Link	Irish Language & Cultural Officer Webinar (as Béarla), February 2021 - <a href="https://youtu.be/RmKSJVfCipk">https://youtu.be/RmKSJVfCipk</a>

Title	ESSENTIAL TRAINING FOR DATA PROTECTION
Description	This module aims to help all Club Officers understand their responsibilities and rights regarding the General Data Protection Regulations.
Content	<p>This module covers:</p> <ol style="list-style-type: none"> <li>1. What data protection is and what information it applies to</li> <li>2. Who data protection applies to</li> <li>3. Data Controller vs. Data Processor</li> <li>4. Reasons why data protection is so important for your Club right now</li> <li>5. The 7 principles of GDPR</li> <li>6. How to comply with GDPR in your Club</li> <li>7. Actions for Clubs</li> <li>8. How to access resources and supports</li> </ol>
Audience	Chairperson, Secretary, Treasurer, PRO, Coaching Officer, Irish Language and Culture Officer, Registrar
Organisation	GAA
Level	All Officers (New & Existing)
Type	Online Webinar
Length	60 minutes
Link	Essential Training for Data Protection Webinar, January 2021 - <a href="https://youtu.be/4rqAde9dEfM">https://youtu.be/4rqAde9dEfM</a>
Related Resources	Further resources related to this module can be found here - <a href="https://www.gaa.ie/my-gaa/administrators/data-protection">https://www.gaa.ie/my-gaa/administrators/data-protection</a>

Title	UPHOLDING DISCIPLINARY RULES AND PROCEDURES
Description	This module aims to help Club Officers understand the rules and procedures relevant to the GAA's disciplinary processes.
Content	<p>This module covers:</p> <ol style="list-style-type: none"> <li>1. The disciplinary structure in the GAA</li> <li>2. The GAA's disciplinary processes and procedures</li> <li>3. Roles within the GAA's disciplinary structure</li> <li>4. Best practice guidelines throughout the process</li> </ol>
Audience	Chairperson, Secretary, Treasurer, PRO, Coaching Officer, Irish Language and Culture Officer, Registrar
Organisation	GAA

Level	All Officers (New & Existing)
Type	Live Webinar
Length	60 minutes
Link	Upholding Disciplinary Rules & Procedures Webinar, May 2020 - <a href="https://youtu.be/pv9UFNodLUc">https://youtu.be/pv9UFNodLUc</a>
Related Resources	Further resources related to this module are available here - <a href="https://www.gaa.ie/the-gaa/rules-regulations/gaa-discipline">https://www.gaa.ie/the-gaa/rules-regulations/gaa-discipline</a>

Title	CREATING A SAFE CLUB
Description	This module aims to create awareness of risk management and provide practical knowledge in how to create a safer club with the key objective of reducing accidents and potential insurance claims.
Content	<p>This module covers:</p> <ol style="list-style-type: none"> <li>1. Identifying and managing risk in your club grounds and facilities</li> <li>2. Understanding the value of documentation</li> <li>3. Managing third-party contractors and events</li> <li>4. Introduction to the Safe Club Programme</li> </ol> <p>Navigating the insurance and claims process</p> <ol style="list-style-type: none"> <li>5. Using scenario-based information to bring topics alive</li> <li>6. Creating a safety culture</li> </ol>
Audience	Chairperson, Secretary, Treasurer, PRO, Coaching Officer, Irish Language and Culture Officer, Registrar
Organisation	GAA
Level	All Officers (New & Existing)
Type	Live Webinar
Length	90 minutes
Link	Gaelic Games Officer Health and Safety Webinar, February 2021 - <a href="https://www.youtube.com/watch?v=lq_v45RX5WM">https://www.youtube.com/watch?v=lq_v45RX5WM</a>

Title	DIGITAL COMMUNICATIONS
Description	This module aims to cover the digital aspects of communicating and marketing Club activities, including best practices for Instagram, Twitter & Facebook.

<b>Content</b>	This module will cover: 1. An introduction to the digital elements of your role 2. Where to access support and information 3. Social media in the Gaelic Games Association
<b>Audience</b>	PRO, Secretary
<b>Organisation</b>	GAA, LGFA, Camogie Association
<b>Level</b>	All Officers (New and Existing)
<b>Type</b>	Live Webinar
<b>Length</b>	90 minutes
<b>Link</b>	Digital Communications Webinar, February 2022 - <a href="https://youtu.be/Cut4aBf_rnl">https://youtu.be/Cut4aBf_rnl</a>
<b>Related Resources</b>	Further resources related to this module are available here - <a href="https://learning.gaa.ie/lms/course/view.php?id=10767">https://learning.gaa.ie/lms/course/view.php?id=10767</a>

<b>Title</b>	<b>OPERATING EFFECTIVELY AS ONE CLUB</b>
<b>Description</b>	This module aims to cover best practices for operating as One Club.
<b>Content</b>	This module covers: 1. Structure and Governance 2. Coaching and Games Development 3. Finance and Fundraising 4. Code of Behaviour 5. Top Queries 6. Your Experiences 7. Getting more Information
<b>Audience</b>	Chairperson, Secretary, Treasurer, PRO, Coaching Officer, Irish Language and Culture Officer, Registrar
<b>Organisation</b>	GAA, LGFA, Camogie Association
<b>Level</b>	All Officers (New & Existing)
<b>Type</b>	Live Webinar
<b>Length</b>	90 minutes
<b>Link</b>	Operating Effectively as a One Club Webinar, February 2022 - <a href="https://youtu.be/S2TkgmRFRHQ">https://youtu.be/S2TkgmRFRHQ</a>
<b>Related Resources</b>	Further resources related to this module can be found here - <a href="https://www.gaa.ie/news/one-club-guidelines/">https://www.gaa.ie/news/one-club-guidelines/</a>

Title	RUNNING THE CLUB AGM
Description	This module aims to cover the practicalities of running an effective Club AGM.
Content	<p>This module covers:</p> <ol style="list-style-type: none"> <li>1. Know how to prepare for the AGM</li> <li>2. Understand the rules/articles concerning the AGM</li> <li>3. Be able to run the AGM smoothly</li> <li>4. Know where to seek additional support</li> </ol>
Audience	Chairperson, Secretary, Treasurer
Organisation	GAA
Level	All Officers (New & Existing)
Type	Live Webinar
Length	90 minutes
Link	Running the Club AGM Webinar, October 2022 - <a href="https://youtu.be/E76tjv4IE">https://youtu.be/E76tjv4IE</a>
Related Resources	Further resources related to this module can be found here - <a href="https://learning.gaa.ie/clubagm">https://learning.gaa.ie/clubagm</a>

Title	COMMUNICATION SKILLS
Description	This module aims to cover essential communication skills for Club Officers.
Content	<p>This module covers:</p> <ol style="list-style-type: none"> <li>1. Communicating in a Club</li> <li>2. Communicators – Good and Bad</li> <li>3. The Two Sides to Communication</li> <li>4. Your Role</li> <li>5. Your Style</li> <li>6. Communicating during Conflict</li> </ol>
Audience	Chairperson, Secretary, Treasurer, PRO
Organisation	GAA, LGFA, Camogie Association
Level	All Officers (New & Existing)
Type	Live Webinar
Length	90 minutes



Link	Essential Communication Skills for Club Officers Webinar, January 2021 - <a href="https://youtu.be/_b6E7BPnAb8">https://youtu.be/_b6E7BPnAb8</a>
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Title	THE CORPORATE TRUSTEE MODEL EXPLAINED
Description	This module explains the Corporate Trustee option and legal obligations for Clubs considering the appointment of Club Trustees.
Content	The Corporate Trustee is a separate legal entity, a Trust Company, called "Iontaobhas Corparáideach Chumann Lúthchleas Gael cuideachta faoi Theorainn Ráthaíochta" (ICCLG), set up by the GAA. The Trust Company holds the property for and on behalf of the Club (Who remain the beneficial owners).
Audience	Chairperson, Secretary, Treasurer, Club Trustee
Organisation	GAA
Level	All Officers (New & Existing)
Type	Live Webinar
Length	90 minutes
Link	The Corporate Trustee Model Webinar, October 2022 - <a href="https://www.youtube.com/watch?v=IKPLXB05imk">https://www.youtube.com/watch?v=IKPLXB05imk</a>
Related Resources	More resources related to this module are available here - <a href="https://www.gaa.ie/my-gaa/administrators/corporate-trustee">https://www.gaa.ie/my-gaa/administrators/corporate-trustee</a>

Title	THE GAA'S GREEN CLUB PROGRAMME
Description	This module explains the GAA's Green Clubs Programme.
Content	<p>This module will cover:</p> <ol style="list-style-type: none"> <li>1. An introduction to the environmentally, financially and socially sustainable management of GAA facilities and events, focusing on the themes of energy, waste, water, biodiversity and transport</li> <li>2. Practical guidance for clubs on how to take simple steps to improve the sustainable management of club facilities and events, using the tools and templates provided by the GAA Green Club Toolkit</li> <li>3. Partnerships for sustainability – including accessing local authority support, building community coalitions and identifying grant and funding opportunities</li> </ol>
Audience	Healthy Club Officer, Chairperson, Secretary, Treasurer, PRO, Coaching Officer, Irish Language and Culture Officer, Registrar
Organisation	GAA

Level	All Officers (New & Existing)
Type	Live Webinar
Length	90 minutes
Related Resources	More resources related to this module are available here - <a href="https://www.gaa.ie/my-gaa/community-and-health/green-clubs-sustainability/">https://www.gaa.ie/my-gaa/community-and-health/green-clubs-sustainability/</a>
Note	Training on this module will delivered in the New Year but the format and dates are yet to be decided.

Title	COMMERCIAL AND SPONSORSHIP
Description	This module will help Club Officers to better understand and navigate the commercial and sponsorship sphere within a GAA context.
Content	This module covers: <ol style="list-style-type: none"> <li>1. Contracts</li> <li>2. Value of Sponsorship</li> <li>3. Club Sponsor vs Team Sponsor</li> <li>4. Club Crests and Copyright</li> <li>5. Commercial Checklist for team jersey purchasing</li> </ol>
Audience	Chairperson, Secretary, Treasurer, PRO
Organisation	GAA
Level	All Officers (New & Existing)
Type	Live Webinar
Length	90 minutes
Link	<ul style="list-style-type: none"> <li>• Club Officers' Commercial &amp; Sponsorship Webinar Part 1, March 2021 - <a href="https://www.youtube.com/watch?v=Qfy8VvBp2f0">https://www.youtube.com/watch?v=Qfy8VvBp2f0</a></li> <li>• Club Officers' Commercial &amp; Sponsorship Webinar Part 2, March 2021 - <a href="https://www.youtube.com/watch?v=XaVOB0-Ar1A">https://www.youtube.com/watch?v=XaVOB0-Ar1A</a></li> </ul>
Related Resources	More resources related to this module are available here - <a href="https://learning.gaa.ie/clubofficerlearningfiles">https://learning.gaa.ie/clubofficerlearningfiles</a>

Title	GAA DEMOGRAPHICS
Description	This module will cover demographic planning considerations for Clubs.
Content	<p>This module covers:</p> <ol style="list-style-type: none"> <li>1. Demographic trends and demonstrate how Clubs can utilise their resources to manage the impact of demographic change.</li> <li>2. The impact of Local Authority Planning on Communities and outline how Clubs can engage with this planning process to mitigate some of the effects.</li> </ol>
Audience	Chairperson, Secretary, Treasurer, PRO, Coaching Officer, Irish Language and Culture Officer, Registrar
Organisation	GAA
Level	All Officers (New & Existing)
Type	Live Webinar
Length	90 minutes
Link	GAA Demographics – Practical Advice for Club and County Webinar, March 2021 - <a href="https://www.youtube.com/watch?v=LBGr7up2s0o">https://www.youtube.com/watch?v=LBGr7up2s0o</a>

Title	CLUB STRATEGIC PLANNING
Description	This module will help Club Officers to better understand the Club Planning Process.
Content	<p>This module covers:</p> <ol style="list-style-type: none"> <li>1. An overview of the Club Planning Programme</li> <li>2. Insights into a Club's experience with strategic planning</li> <li>3. An insight into the Facilitators perspective of strategic planning</li> </ol>
Audience	Chairperson, Secretary, Treasurer, PRO, Coaching Officer, Irish Language and Culture Officer, Registrar
Organisation	GAA, LGFA and Camogie Association
Level	All Officers (New & Existing)
Type	Live Webinar
Length	90 minutes
Link	Club Strategic Planning Webinar, April 2020 - <a href="https://www.youtube.com/watch?v=XUCuqriDvA4">https://www.youtube.com/watch?v=XUCuqriDvA4</a>
Related Resources	More information related to this module is available here - <a href="https://learning.gaa.ie/clubplanning">https://learning.gaa.ie/clubplanning</a>