



Club Manual

GAA Club Planning

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GAA



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All clubs should have a Club development plan that is reviewed on an annual basis. The advantage of having a plan is that the Club is actively planning ahead for its future and all the members can see the direction that the Club is taking. Developing a Club plan also helps focus the Club in terms of how the unit is structured and organised.

Planning ahead has never been more important. Many clubs have witnessed the population of their catchment area increase dramatically in recent years while others have experienced a decline in their local population base. In order to cater for this change and other changes in society, clubs need to put a development plan in place.

The GAA has developed a Club Planning Programme, which is designed to assist clubs in the development of their plan.

1: What is a Club Plan?

A Club development plan is a simple document that outlines the following:

- Where are we now?
- Where are we going?
- How are we going to get there?
- Who is responsible for getting us there?

It is developed when Club officers and members undertake an analysis and examination of all Club activity. They then decide on actions for their Club and outline how these actions can be achieved.

A good Club plan is:

- Concise
- Well presented
- Practical
- Achievable

A good Club plan is not:

- Long winded
- Difficult to read
- Complicated
- Over ambitious





2: Why Plan?

Put very simply,
“Failing to plan is
planning to fail.”

Planning can help your Club to:

- look objectively and honestly at the current position of the Club
- clarify its purpose and status in the community
- determine priorities for improvement and cope with changes
- agree the best method of delivery
- monitor progress

Club planning is best achieved by thorough review and honest assessment by the Club officers and members.

3: GAA Club Planning Programme

The GAA Club Planning Programme provides a structured and simple process to allow clubs to develop such a plan. This process is outlined below.

How does the Club planning programme work?

The main part of the GAA Club Planning Programme is the 'Club planning workshop', where all members are invited to attend a workshop and share their views on the future of the Club. It is important to encourage as many members as possible to participate. The Club Secretary should inform all members of this workshop, stressing the importance of the evening, the benefits to the Club and the advantages for the Club in developing a plan.

A Club plan workgroup is formed and is responsible for putting the plan together. This is discussed in more detail later.

Who is involved in the process of developing the plan?

Ideally the Club planning process should involve as many interested participants in the Club as possible. The greater the numbers of members involved, the greater the rewards and the greater the buy in from the general membership.

A Club must involve as many as possible of the following groups of people:

- Players
- Officials
- Mentors
- Committee members
- Parents
- Supporters
- Non-members

Process to develop a Club plan

- 1: The Club contacts their County Development Committee/Officer informing them of their wish to undertake the Club Planning Programme.
- 2: The County Development Committee appoints two facilitators to deliver the Club planning workshop and arranges with the Club a date and time for the event.
- 3: The facilitator contacts Club Chairman to go through arrangements for the workshop.
- 4: The Club appoints a Club plan workgroup prior to the Club workshop (please see the note below on the formation of this workgroup).
- 5: Club members are notified of the time, date and venue of the Club planning workshop.
- 6: Facilitator meets with Club plan workgroup 30 minutes prior to the start of the workshop to go through the process, the plan template etc



- 7: The workshop is delivered and the feedback is provided to the Club plan workgroup.
- 8: The workgroup works on the detail of the plan, using the plan template provided and can consult further with officers/members in the Club as they see fit as well as providing regular updates to the Club Executive Committee on progress.
- 9: The plan is presented to the Club Executive Committee for approval.

Remember: The facilitator is not present to tell the Club how it should go about its business, but is there to facilitate those present to air their views in a constructive and positive manner.

Forming the Club Plan Workgroup

This should consist of about eight to ten people. It should include some members of the Club Executive Committee e.g. Club Chairman, Secretary, Treasurer etc. although these officers can also be 'ex-officio members' of the group. The workgroup should include at least one adult player, one youth player, one parent and one team mentor. It is important that there are at least two female members on this group and that there is representation from the juvenile section of the Club. A larger group does not necessarily mean that the group will operate in a more effective manner!

This workgroup takes the feedback from the Club planning workshop and uses the knowledge and experience of the group to complete a plan, using the template provided.

Note: The most important activity in the Club is games development activity. The Club should consult the Games Development section of this manual and the

Games Development section of the GAA website to review best practice in this vital area in order to develop the games development sections of the Club plan.

Sample Club Plan Template

1: Chairman's address:

Brief address thanking those involved etc. Outline the purpose of the plan etc.

2: History of Club:

Outline the main dates of importance for the Club etc.

3: Mission, Vision, Values:

State the mission, vision and values of the GAA (please see GAA Mission, Vision and Values section of the Club manual).

4: Background to Club:

Can include:

- Overview of where the Club has come from
- What has changed in the community and the impact on the Club

- Outline of the facilities the Club has in place
- Outline the number of qualified coaches, teams at all levels, players, officers etc in the Club

5: Club Priorities:

This is the section that outlines the 'where do we want to go' and 'how are we going to get there'. It examines six key areas of Club activity, as outlined below.

1. Coaching and Games Development at Adult level
2. Coaching and Games Development at Juvenile level
3. Volunteering and the Community
4. Communication
5. Facilities
6. Finance

A Club can add other priorities as they see fit.

For each of the above priorities, the objective of the section is outlined (sample objectives are provided below). The



actions required in order to meet that objective are then listed along with the outcome sought from the action etc.

Objectives for each of the 6 priority areas:

Priority 1: Coaching and Games Development at Adult level

The objective of this section is to develop our coaching and games development structures at Adult level, ensuring that a balanced games programme of games is in place, that all our players get an opportunity to play and participate and we provide the best possible coaching structures.

Priority 2: Coaching and Games Development at Juvenile level

The objective of this section is to develop our coaching and games development structures at juvenile level, ensuring that a balanced programme of games is in place, that we focus on skill development and enjoyment and all children get an equal opportunity to play and participate in our Club.

Priority 3: Volunteering and the Community

The objective of this section is to improve how we attract and retain volunteers and to ensure that we continue to remain the number one sports organisation in our community.

Priority 4: Communication

The objective of this section is to improve both internal and external communication in the Club and to increase the profile of the Club in the community.

Priority 5: Facilities

The objective of this section is to develop the clubs facilities to ensure that our players, officers, members and spectators have the best possible playing and participation experience.

Priority 6: Finance

The objective of this section is to improve our fundraising capability, to involve more people in the Club in fundraising and to ensure that we have the finance in place to develop our Club.

Example 1:**Priority Area: Communication:**

Objective: The objective of this section is to improve both internal and external communication in the Club and to increase the profile of the Club in the community.

Action	Outcome Sought	Timescale	Milestones	Responsibility
Introduce Bulk Text Message System	To allow Club to communicate with players and mentors more efficiently	End 2010	Quotes from three suppliers by	Assistant Secretary
Weekly Club notes in the local newspaper	To inform the local community about all of the clubs activities	Immediate	Immediate	PRO
Publish Club Yearbook	To record all Club activities for the year in one publication in order to raise the image of the Club locally	First Publication December 1st 2010 Annual publication each December 1st from then on	Sub-group established First draft	PRO
Develop monthly Club news letter	To better inform all our member on the clubs activities	First edition March 2010 Monthly edition from then on	All Club member emails collected by	Assistant PRO

Example 2:**Priority area: Coaching and Games Development at Juvenile Level**

Objective: The objective of this section is to develop our coaching and games development structures at juvenile level, ensuring that a balanced programme of games is in place, that we focus on skill development and all children get an equal opportunity to play and participate in our Club.

Note: The most important activity in the Club is games development activity. The list of actions on this page are ones that the Club should strive to have in place. For further information on all of these, consult the Games Development Section of the GAA Website and the Games Development section of the Club manual.

Action	Outcome Sought	Timescale	Milestones	Responsibility
Club Coaching and Games Development Officer Appointed by Club Executive Committee	To ensure the best possible coaching structures are in place in our Club			
Club-School link in place with Club school liaison officer appointed	To cement the relationship between the local school and the Club			
Go-Games coaching model in place for all u-12 players	To improve skill development encouraging full participation in a fun environment for all children			
Underage blitz programme within the Club and with other clubs in place on an annual basis	To put in place a meaningful programme of games for all juvenile players			
All Club coaches receive GAA Coach Education Programme	To ensure that our coaches are trained to the best possible standards			
Fun-Do education resource pack available for all Juvenile coaches	To aid our Club coaches in skill development of our players			
GAA Cúl Camp held each summer	To continue to give all children in the community an opportunity to play and enjoy our games			

The following is a list of objectives taken from the National Strategic Vision and Action Plan and other national documents which relate to clubs. Clubs should ensure that these actions are part of their Club plan, if not already in place:

Volunteering and Community:

- GAA online player and member registration system in place
- GAA Volunteer Commitment Scheme in place
- GAA online Club manual and volunteer recruitment toolkit in use by Club officers
- ASAP programme officer appointed and alcohol and drug abuse policy developed (see section in the manual on 'ASAP Program')
- GAA 'welcome pack' received by Club (see section in the manual on 'Inclusion')
- 'Have a go' day held by Club (see section in the manual on 'Inclusion')

- Club officers attending GAA Officer programmes GAA
- GAA Membership card rolled out to Club members

Games Development:

- All coaches to have completed GAA coach education programme
- Club participating in underage blitzes with other clubs
- Club/School link in place
- Cul Camp held and promoted
- Go-Games in place in Club
- GAA Fun-Do resource in use by Club coaches
- GAA Respect Initiative in place
- GAA Code of Best Practice for Youth Sport in place
- Club Coaching Officer in place

Communication:

- Club using standard GAA Club stationary
- Clubs using GAA 'Google email' solution
- 'As Gaelige' section developed for Club website

Note: Club Activity Checklist

Clubs should consult the 'Club Activity Checklist' prior to doing their plan. This checklist provides a guide as to gaps that may exist in the Club's activities and areas where improvement can be achieved. Consult the '**Club Activity Checklist**' chapter of the manual.