

GAA GAMES DEVELOPMENT CONFERENCE 2017





**“Better Learners
Make Better People
&
Values Optimise
Potential”**

SETTING THE SCENE!



2015
11 Wins

2016
17 Wins



GIANTS



2011

2012

2012
2 Wins

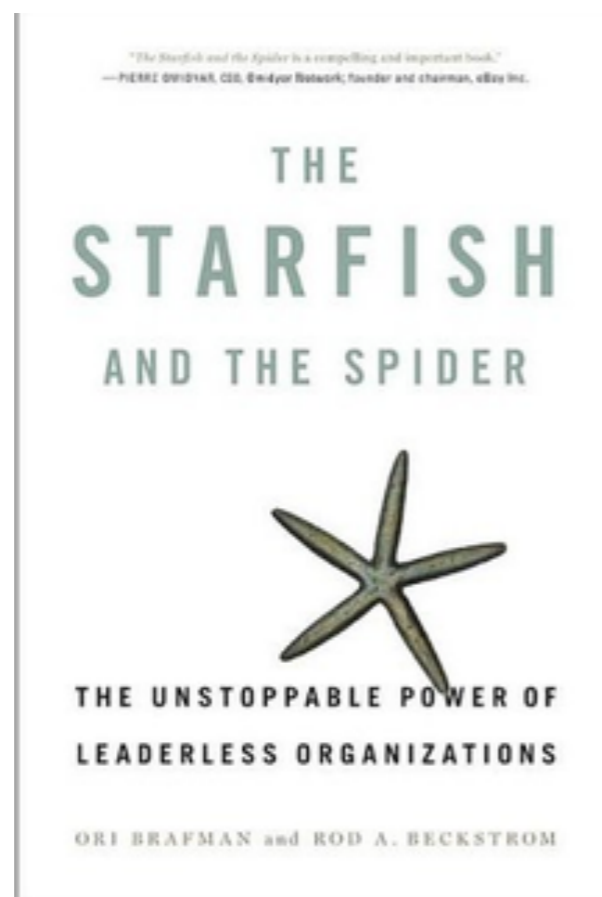
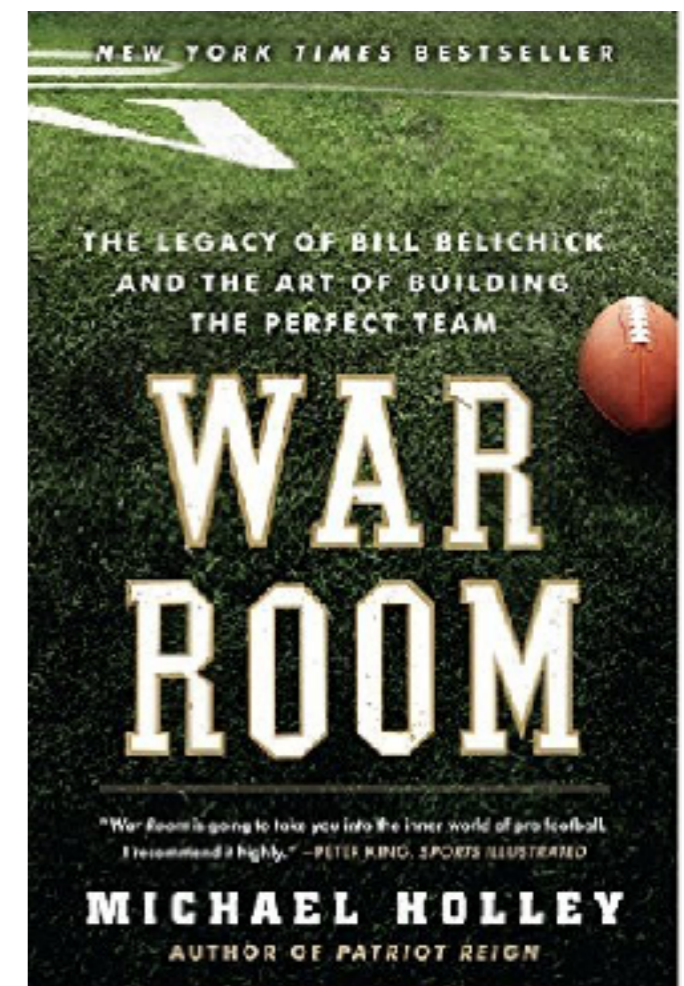
2014

2015

2016

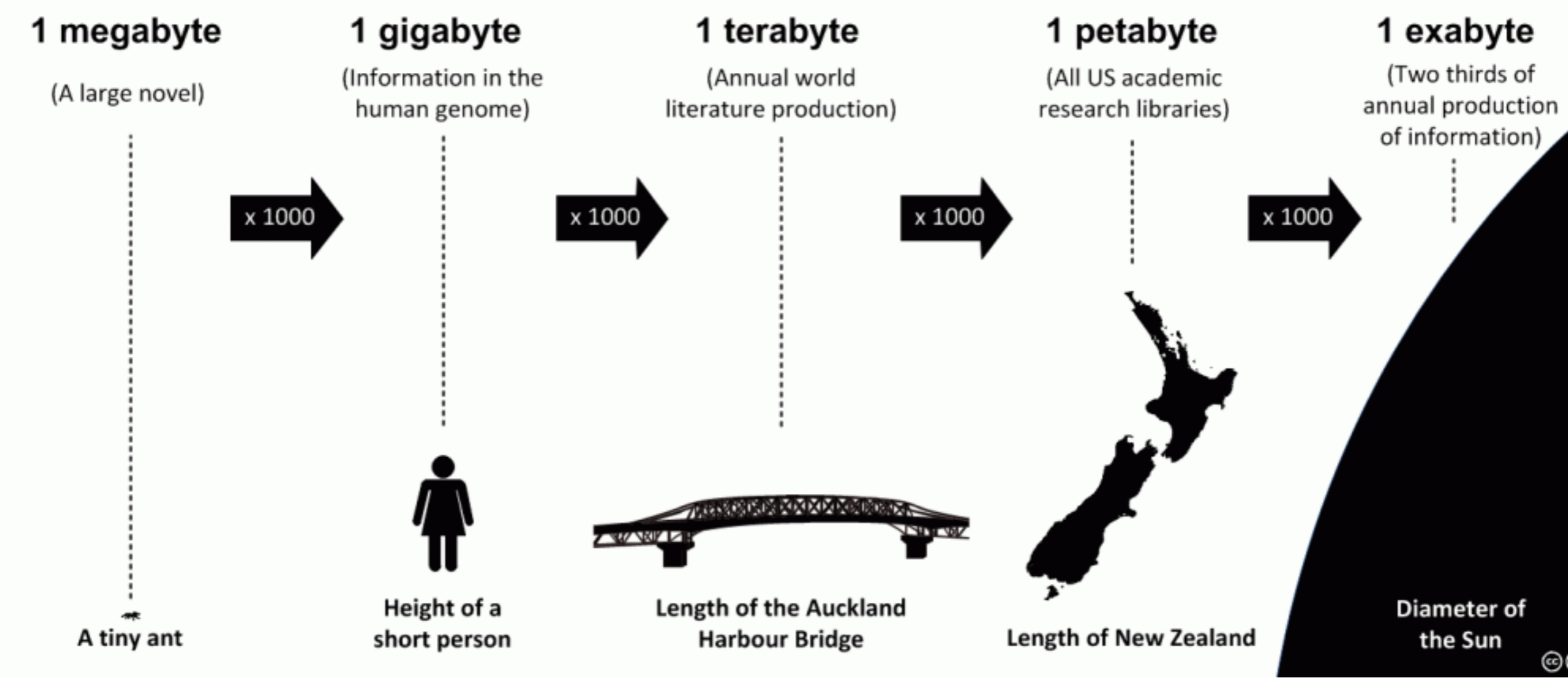
2013
1 Win





Knowledge doubling every 12 months & soon to be every 12 hours

understanding the data deluge: comparison of scale with physical objects



A black and white photograph of Albert Einstein, showing his head and shoulders. He has his characteristic wild hair and a mustache. His hands are clasped together in front of him, with fingers interlaced. The background is dark and out of focus.

**“IF YOU CAN’T EXPLAIN IT TO A SIX YEAR OLD,
YOU DON’T UNDERSTAND IT YOURSELF.”**

ALBERT EINSTEIN

© Lifehack Quotes

The Rule of Three



1. “Play to Stay” with the GAA

2. “Lead the Way” with the MVA

3. Know What, Learn How, Understand Why

1. “Play to Stay” with the GAA

Recruitment & Retention

Child Applied - Activities



127,473
participants



150,000+
participants



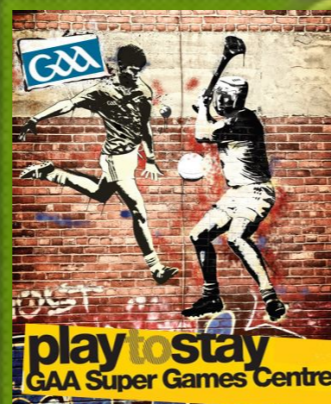
Youth - Applied Activities



9120
participants



9984
participants



89
centres



SCHOOLS OF
EXCELLENCE

14 / 15

7705
participants



DEVELOPMENT
SQUADS

16 / 17

4217
participants



1000
participants

Adult - Applied Activities



672
participants

Child Applied - Activities



Youth - Applied Activities



9120 participants



7705 participants



4217 participants



9984 participants



1000 participants



89 centres

Adult - Applied Activities



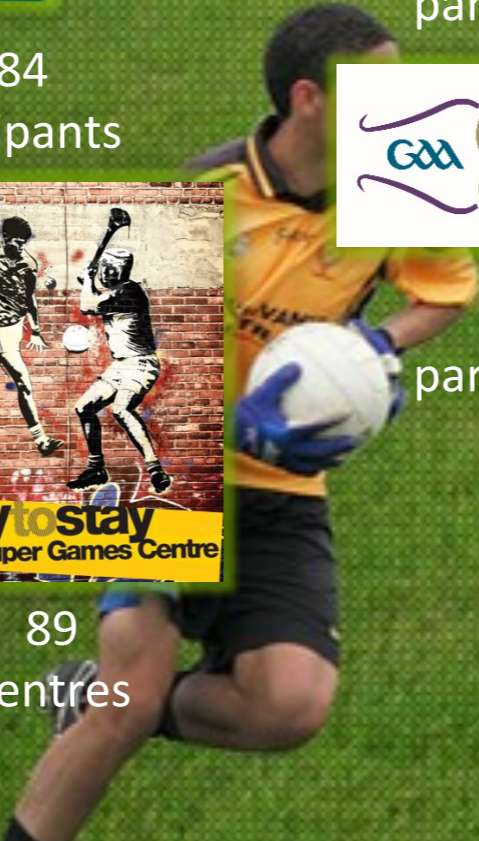
672 participants



127,473 participants



150,000+ participants



Child Applied - Activities



Camán (Ground Hurling)



Youth - Applied Activities



SCHOOLS OF
EXCELLENCE

14 / 15



DEVELOPMENT
SQUADS

16 / 17



CELTIC
CHALLENGE



Camán
(Ground Hurling)

GAA

Fun &
Run

Adult - Applied Activities



Caman (Ground Hurling)



Child Applied - Activities



Camán (Ground Hurling)



Youth - Applied Activities



Camán (Ground Hurling)



Adult - Applied Activities



Camán (Ground Hurling)



2. “Lead the Way” with the MVA

Volunteering & Values

Child Applied - Activities

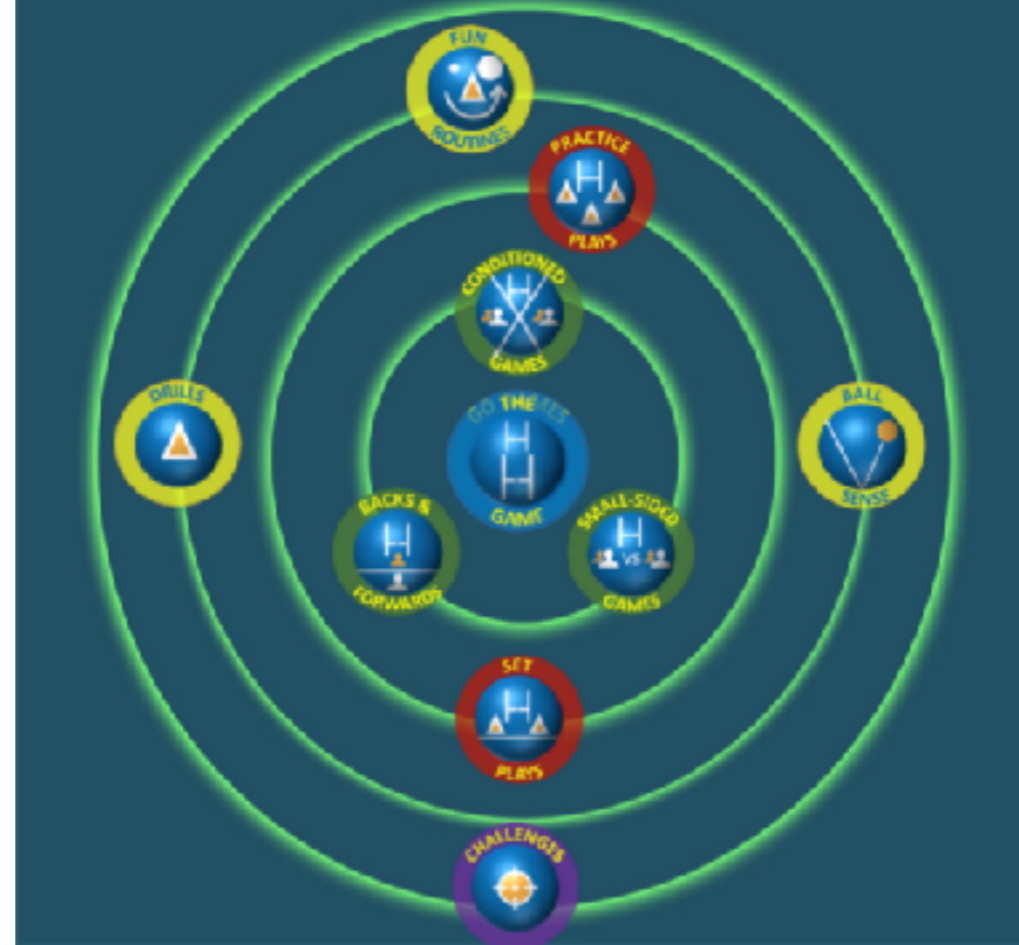


Camán (Ground Hurling)

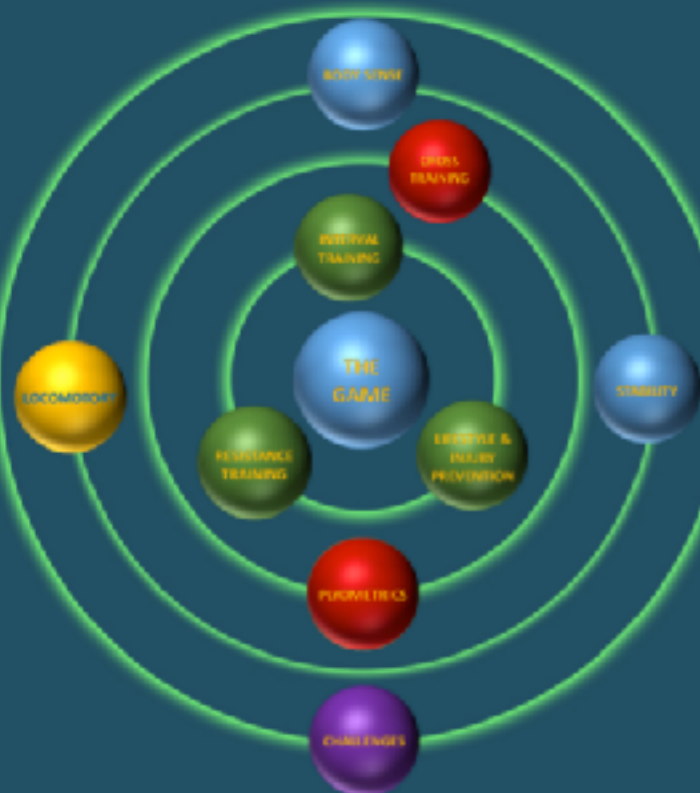


3. Know What, Learn How, Understand Why

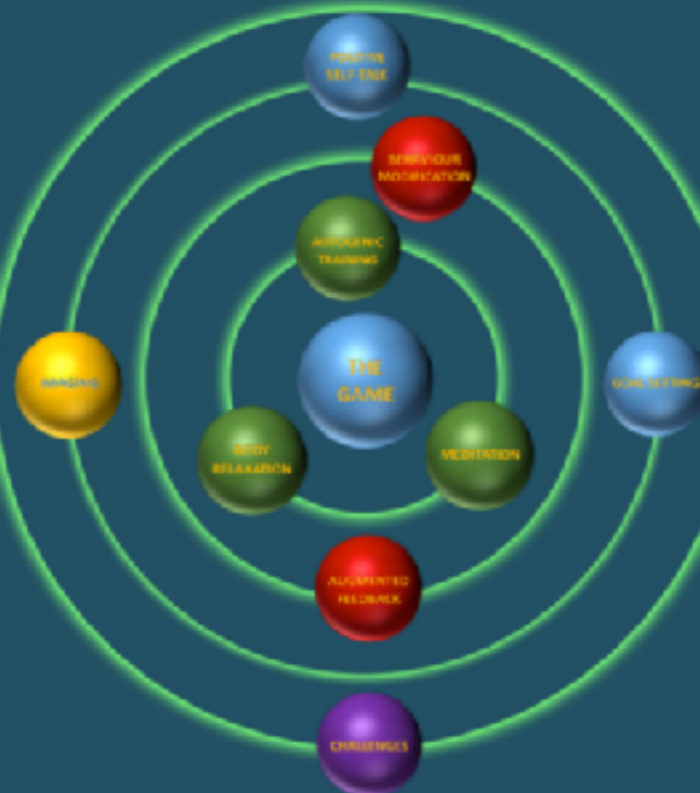
Coach¹⁰ Games-Based Activity Wheel – 'THE GAME'



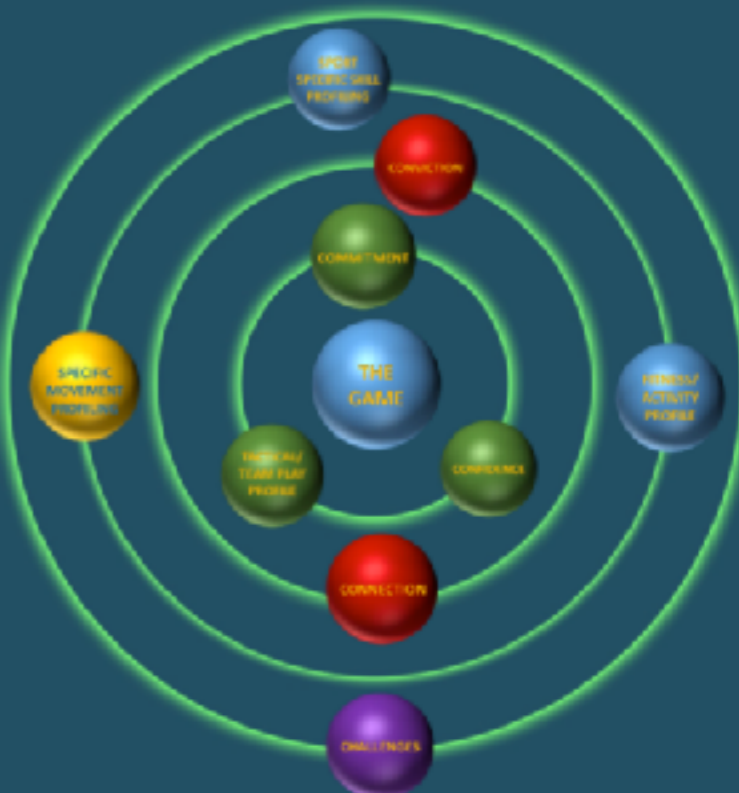
PHYSICAL



PSYCHOLOGICAL



ANALYTICAL





FAMILY

BELIEVING IN EACH OTHER

HARD WORK BEATS TALENT

HAVING A KICK-HAVING A CRACK

NOTHING WORTH HAVING COMES EASY

GETTING HIT-GETTING UP-GETTING ON WITH IT

THERE'S A GIANT IN ALL OF US

OUT SMARTING OUR FOE

CARVING UP THE GRASS

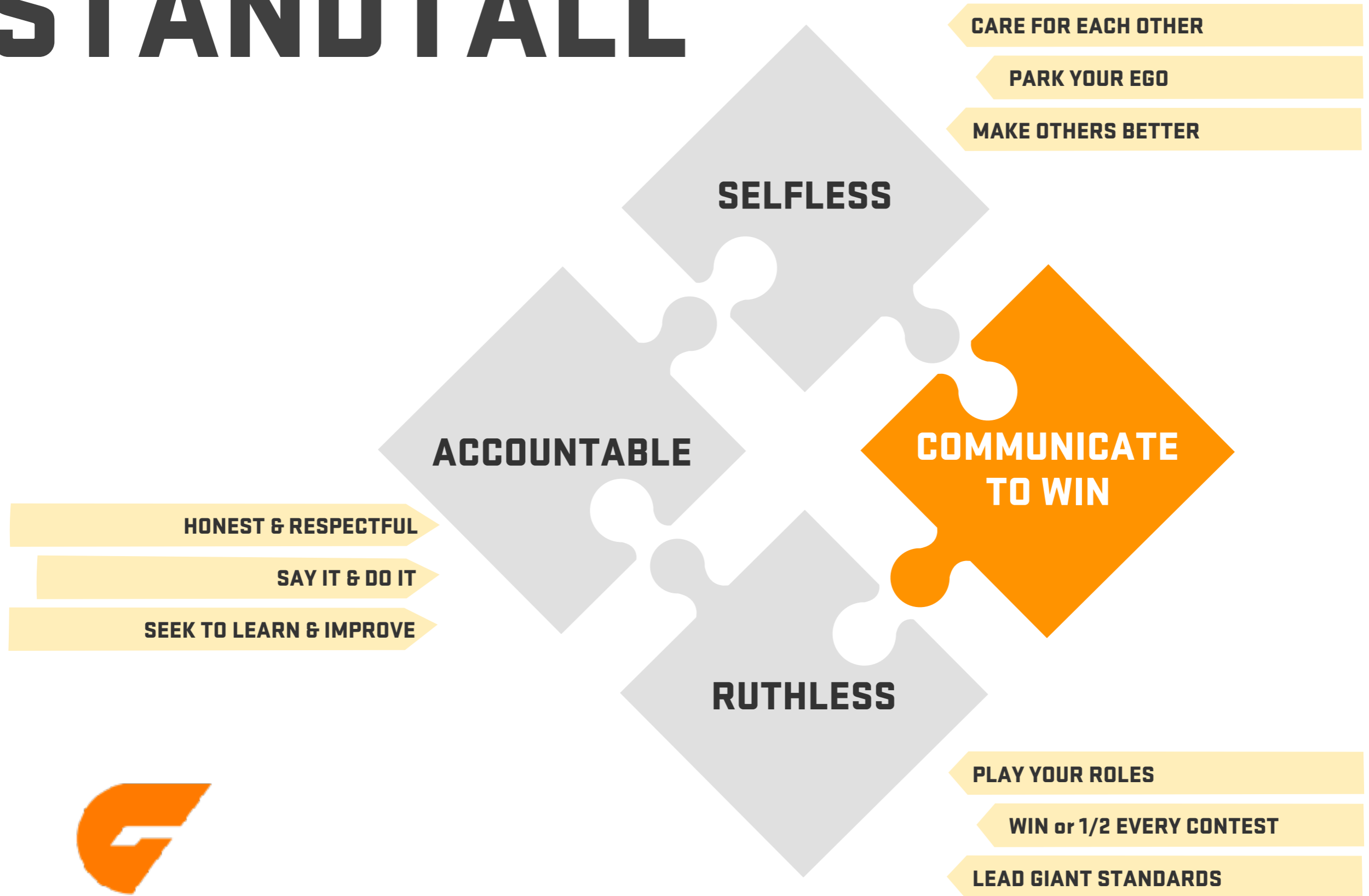
CARVING OUR PATH

ALWAYS REMEMBER WHERE WE CAME FROM

THIS IS OUR TEAM

THIS IS THE GAINTS

STANDTALL





COMMUNICATE TO WIN

**POSITIVE FEEDBACK
CONSTRUCUTIVE CRITICISIM**

**FAILING TO COMMUNICATE
ON ACTIONS**

RUTHLESS

SELF STANDARDS @ WORK

**TAKING SHORTCUTS
STANDARDS SLIPPING**

ACCOUNTABLE

**HONEST
RESPECT PEOPLES OPINIONS
DEVELOPING MYSELF**

**DISRESEPCT
EGO
NON TASK RELATED**

SELFLESS

**CARE
HELP & PRAISE**

**GOING THROUGH THE
MOTIONS**

2017 STAND TALL

SELF-REFLECTION

'serious' thought about ones character & actions'

GUT CHECK & REAL CONVERSATIONS

'communicate to WIN'

MENTOR GROUPS

'make others better'

INDIVIDUAL DEVELOPMENT PLANS

'seek to learn & improve'

ROLES & RESPONSIBILITIES

'play your role'

STAND TALL RATINGS

'Bring ruthless competitors'
'make others better'



LEADERS HAVE REAL CONVERSATIONS

LISTEN

UNDERSTAND

USE YOUR KNOWLEDGE OF THE
WORLD & PERSONAL EXPERIENCE

ASK QUESTIONS ABOUT GOALS,
ACTIONS, AND MINDSET

**REAL
CONVERSATION**

SPEAK

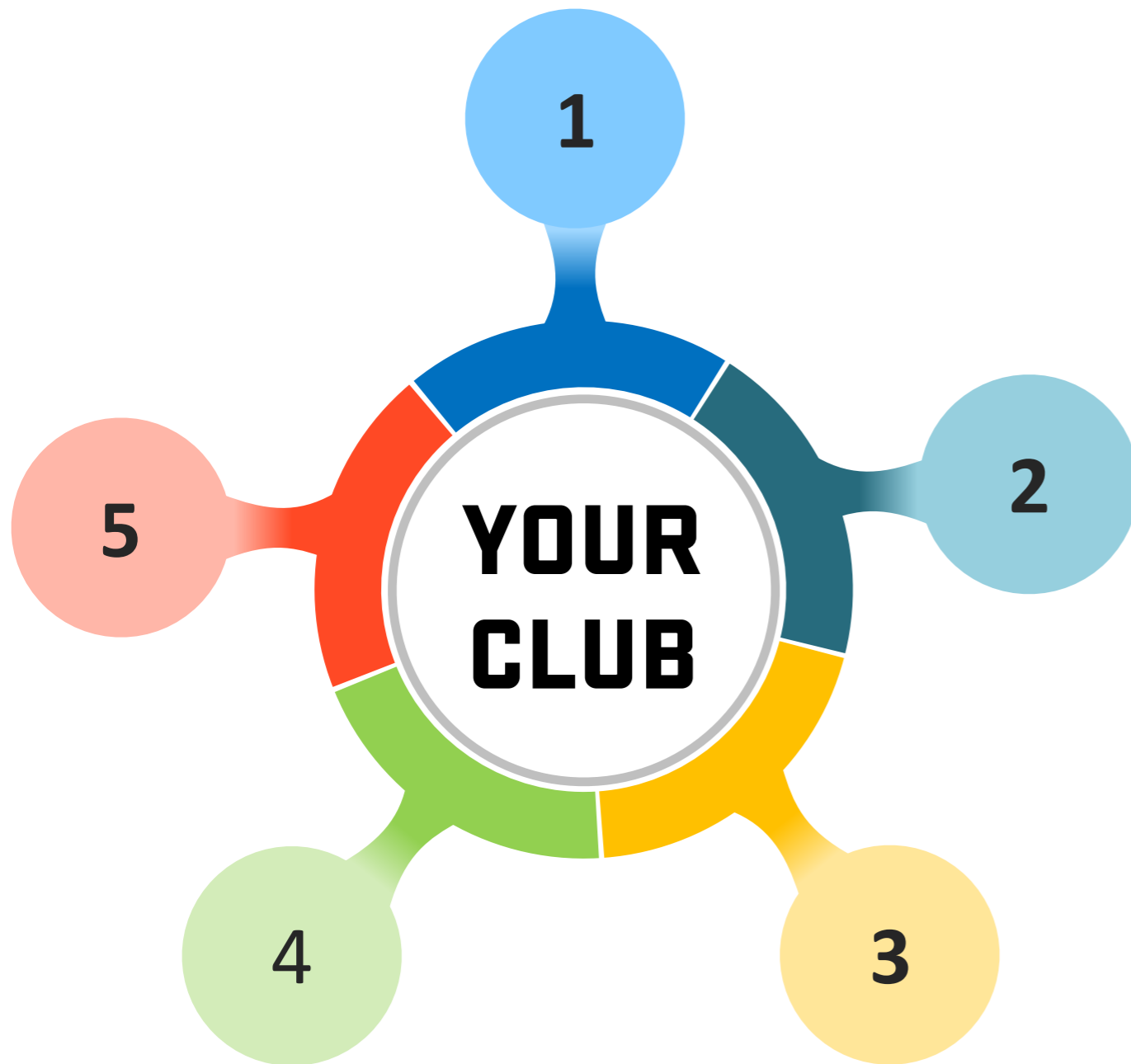
EXPLAIN WHAT HAS TO CHANGE
AND IMPROVE & WHY

SHOW CARE AND DEMAND CHANGE





HOW DOES THIS RELATE TO OUR GAA CLUBS



1. GOOD LEADERSHIP FROM THE TOP

2. CULTURE/VALUES

3. STRUCTURE/ ORGANISATION

4. WILLINGNESS TO LEARN

4. DEMAND HIGH STANDARDS



2017?

THANK YOU



www.afl.com.au



www.gwsgiants.com.au