



**PARK/RATHENISKA GAA CLUB**

# STRATEGIC PLAN 2014-2019





A chara,



**Jim Morrin**

Welcome to the Park/Ratheniska GAA Club's 2014 – 2019 Club Strategic Plan.

The following document outlines our Clubs plans, hopes and ambitions for the next 5 years and follows on from our last development plan which was launched in 2003. That plan proved to be a great asset to us as it put in place many of the structures we use today in running our Club, such as our sub-committees, Games & Development strategies, budgeting guidelines, our Club Constitution and many others. It is our aim that this plan will carry on the good work initiated in 2003 and enhance the running of our Club, benefitting all our members, players, Club officers and supporters.

This plan outlines some of the physical developments we aim to make to our facilities over the coming years. There will be a financial cost to these plans but the end result should be of great benefit to our players and members. Our Clubhouse and pitches are kept in immaculate order and receive continuous praise by visitors to our grounds. This didn't happen by accident but by the hard work of our members and caretaker. This plan intends to continue this good work and ensure our facilities are the best they can be.

The most important part of any Club is its players and this plan sets out structures which should benefit and improve the skill levels of our players. The 2003 plan put in place the Games & Development structures which now see our Club fielding teams from U6 up to U16 at juvenile level, and Minor, Junior and Intermediate at adult level. We foresee this plan strengthening and developing what has been achieved to date through the hard work and dedication of our Club Officers and Coaches.

We have always strived to give our players the opportunity to play both codes and become dual players, this seems to be a dying breed at inter-county level but at Club level it can still work. We are committed to helping our players play at the highest grade possible, whether it be Junior, Intermediate or Senior in either code, and that is set to continue with this plan.



This 2014 – 2019 Strategic Plan is not set in stone however, it is merely a roadmap to allow us reach our goals. 5 years is a long stretch of time and many things can change over the course of the plan, so to that end we aim to review and evaluate our progress on a regular basis throughout the period and adapt our goals to changing circumstances, whatever they may be.

I would like to take this opportunity to thank all who contributed to this plan. To all those who attended our Club forum, it's your input which has resulted in the plan you see outlined in this booklet. Thanks to all who took part in the five focus groups who collated all the information gathered at the forum.

Thanks to the County Development Officer Tom Jones for all his assistance over the course of this process. Thanks also to our Steering Committee; Brian Ramsbottom (Chairman), Tommy O Connell, Christy Fingleton, Pat Brennan, Johnny Brennan and Brendan Dowling, with a special thanks to Brian Ramsbottom for compiling all of the information and producing the blueprint for the next 5 years of Park/Ratheniska GAA Club, which you hold in your hand today.

Yours in sport,

**Jim Morrin**

*Chairman,*

*Park/Ratheniska GAA Club*





## HISTORY OF PARK/RATHENISKA GAA CLUB



Park/Ratheniska GAA Club is situated circa 5 miles outside of Portlaoise town in County Laois and is nestled under the famous Rock of Dunamaise.

Gaelic Games in the area can be traced back to 1913, and we have a rich and proud heritage in Laois GAA.

We are a dual Club, with roots dating back to 1933 when the Park GAA Club was first founded. The Ratheniska Hurling Club followed 20 years later in 1953. As both Clubs were primarily using the same players, it was decided to amalgamate them under the one banner in 1981, and with that, the Park/Ratheniska GAA Club was founded.

In the past the Club has competed at Senior in both Hurling and Football (most recently in 1996 in both codes at once) with our footballers winning back to back Senior Championships in 1952 and 1953. The Club currently enters football teams in the Laois Intermediate and Junior "C" Championships and a hurling team in the Laois Intermediate Championship, with all 3 also competing in the Laois All County Leagues.

Our last men's title was in 2011 when we captured the Laois Junior Hurling 'A' Championship and the Leinster Special Club Junior Hurling Title. We also won Laois and Leinster Junior Football Titles in 2006, making us the only Laois Club to hold Provincial titles in both codes.

The Club has a vibrant Juvenile Section where players are catered for from U6's all the way to U21 either on our own or through amalgamations with neighbouring Clubs. Huge work has gone into fostering our underage structures over the past 15 years or so and it is our hope that this plan will further those endeavours.

The Park Ratheniska Ladies Gaelic Football Club was founded in 1995 and having begun with just one U12 team the Club now boasts teams from U8 to Senior. At intermediate level Park Ratheniska claimed the All-Ireland 7's title and senior status was reached when the Club won the Intermediate county title in 2007. The senior team has since won the senior league title in 2008.

## CLUB PLANNING PROCESS & METHODOLOGY

1. Park/Ratheniska GAA Club contacted Laois County Development Officer, Tom Jones, who became the Facilitator for our Strategy Plan
2. County Development Officer provided Club with the GAA “Club Planning Pack”
3. Club formed a steering committee to drive completion of the plan

### PARK/RATHENISKA CLUB PLAN STEERING COMMITTEE

Brian Ramsbottom – Jim Morrin – Pat Brennan – Tommy O’Connell – Christy Fingleton – Johnny Brennan – Benny Dowling – Brendan Delaney

4. Club held Planning Workshop/Club Forum in October to gather information and receive feedback and ideas for the plan
5. The steering committee set up focus groups comprising of people both from within and outside current Club administrators with the aim of getting a more balanced and fresh approach to specific areas of the plan





### FOCUS GROUP MEMBERS

Coaching & Games Development	Pat Brennan, Brendan Delaney, Stephen McLaughlin, Anthony Hitchcock, John Sugrue, Pat Morrin, Darach Kennedy, Danielle Keane
Club Structure & Administration	Jim Morrin, Tommy O’Connell, Martin Foran, John Buggy, John Kelly (Hophall)
Finance & Fundraising	Christy Fingleton, Har Ramsbottom, John Connolly, Joe Cunningham, John Kelly (Loughteague)
Facilities & Development	Johnny Brennan, Barry Delaney, Jimmy Shiels, Stephen McLaughlin, John Grace, Johnny Brennan (Loughteague)
Communications, PR & Cultural	Benny Dowling, Brian Ramsbottom, Gerard Ramsbottom, Max Ramsbottom, David Kelly

6. A representative from the Coaching and Games development committee submitted the coaching section to the Laois coaching officer Colm Browne for his appraisal

7. Focus groups all met several times before presenting a draft of their sections of the plans to the steering committee

8. Steering committee formulate plan before presenting a draft to Club committee and Laois County development officer for approval

9. Plan finalised by steering committee

10. Plan launched.





## MISSION, VISION, VALUES:

The GAA's values are the heart and soul of our Association. In every Club around the world they are what binds 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 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 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).*





## 2014 - WHERE ARE WE NOW?

### CLUB MEMBERSHIP FIGURES BASED ON 2013

Membership	311
Adult Full Member	115
Youth Member (U18)	196
Youth Member Male	157
Youth Member Female*	39
Adult Player	77
Adult Non Player	38 (33 male - 5 female)

*\* All U10 - after this they move to Ladies Club*

As we launch this plan in 2014, the Club currently fields 3 adult teams, Intermediate Hurling and Football, and a Junior C Football team. All 3 sides compete in League Competitions, ACHL 2, ACFL 2 and ACFL 5 respectively. We have in the past entered a second hurling team in the Junior C Hurling Championship, but player numbers have seen us discontinue this team for the time being. We pride ourselves in our dual Club status and seek to continue to promote both codes as we have done since our founding.

Since we took possession of our current grounds in 1995, we have gone about developing them to the current high standard which sees us have 3 pitches (2 juvenile & 1 adult), Club house, Meeting Rooms, Dressing Rooms, Kitchen, Visitor Toilets, and Electronic Scoreboard. After a number of years of major infrastructural developments we concentrated on maintaining our current facilities in recent times, but we appreciate the necessity to push on once more in the future to ensure we continue to meet the needs of our players and members.

Since our founding, we have developed very deep roots in the Park & Ratheniska area. These roots see us occupy a strong and important role in our community of instilling values to our young people from a very young age, while at the same time giving them a healthy and safe outlet to grow and play. We view ourselves as a large focal point of our rural community, allowing our people have a strong and proud entity to identify



themselves with. We take our role very seriously and are proud of our position in the community, and it is one which we endeavour at all times to foster and develop further through our games and social activities.

Our catchment area sees us operate in the Parish of Portlaoise, which we share with Portlaoise (hurling & football), The Heath (football) and Clonad (hurling). While this situation gives us access to the large urban area of Portlaoise to draw from, we are consistently competing with these other Clubs for players, while being flanked on both sides by Senior Football teams in the villages of Stradbally, Timahoe and Ballyroan/Abbeyleix.

Ratheniska National School gives us a valuable nursery from which to develop young players, although in some cases, given our Parish situation, the children who attend here don't necessarily go on to play for us as Club players. This is an issue we must factor in when calculating and developing our resources. We draw our numbers from a mostly rural area which would amount to less than 200 homes in total.

The last 15 years has seen huge strides taken in how we operate the Juvenile section of our Club and we are determined to continue to improve and expand on this in the coming weeks, months and years. At present we have a total of 32 underage football mentors and 21 underage hurling mentors (with some coaching in both codes). These coaches are at different stages of their qualifications and we plan to increase this number in the future, while at the same time up skilling those already on the coaching ladder through our links with Laois GAA and Comhairle Laigheann. Before this plan has launched we will already have a dedicated Coaching Officer in place who will be tasked with forming a sub committee to ensure the coaching needs of all our players are met.





We pride ourselves in being an open and tolerant organisation, always welcoming to new members, whatever their age, background or ethnicity. We are a meeting point for our community, an entry point for newcomers and a returning point for former members. While our games naturally play a large role in our existence, they are still only a part of what we are about as a Club. We are a social Club as well as a sporting one, and we recognise how important this role is, especially in a rural area. It is also very important to recognise that while we are a rural community, our urban based numbers continue to grow year on year, a factor we must foster and encourage for the growth of our Club.

Going through the process of formulating this plan what has stood out for us is the large number of action points we as a Club have already in place here. As an organisation we should be proud of how well our structures are running and at the facilities we have developed over the years, ones which would stand up to any other Club in the country.

However the reason for this plan is to ensure we don't rest on our laurels. We must always continue to seek new ways to provide our members and supporters with the best facilities and structures to allow them strive to be the best they can be and to enjoy their experiences when they are in our care. We take great satisfaction in what we have developed in the Club and we endeavour to ensure they are maintained to the highest standards.



## COACHING AND GAMES DEVELOPMENT

**In five years time, our Club will be able to say:**

“Our underage section is one of the best. We have achieved excellence in coaching standards and in providing games for our young players in a safe and enjoyable environment. Our Club’s adult teams perform to their full potential because we have the best possible coaching and games development structures in place.”

### **KEY PROJECTS:**

#### **Coaching and Games Development Sub-Committee**

We will appoint a Coaching and Games Development Sub-Committee to oversee all aspects of 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 our Clubs coaches have GAA Coach Education qualifications. The committee will also ensure that a balanced programme of games is in place and that all players get an opportunity to play and participate. The chairman of this committee will sit on the Club Executive Committee and will provide a report to each meeting.





## Club Coaching Officer

We will appoint a Club Coaching Officer, who will be chairperson of the Coaching and Games Sub-Committee. He/She will have responsibility for managing the affairs of the committee and for overseeing all coaching and games related activities and policies.

## Underage Games Programme

We will continue to put in place a programme of games for all players involving Go-Games and Super Touch Blitzes within the Club and with other Clubs. This will ensure that all players get meaningful activity in an environment that promotes skill development.



## Coach Education

We will put in place a programme that makes sure that every player is coached by a person qualified to the appropriate level. All Club coaches will receive GAA coach education qualifications. Each coach will have a minimum of a Foundation Award coaching certificate. We will aim to have at least one coach with each team from U8 upwards at Award 1 level. 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 continue to adhere to the GAA Code of Best Practice and will adapt a Code of Conduct and Best Practice to be followed by everyone in the Club. Everyone in the Club will show due respect to each other, to Club officers, to team mentors and to the match officials. We will ensure that all our volunteers working with children are Garda vetted and that our children participate in a safe environment.

## Club/School Link

We will maintain and develop our existing close links with our local primary school. We will provide support and advice to the schools in promoting our games.

## Player Retention

We will seek to reduce player drop-off rate particularly in transition from juvenile to adult teams. We aim to develop Club loyalty amongst players and develop greater links between juvenile and adult players.



Action	Outcome Sought	Timescale	Milestones	Responsibility
Club Coaching Officer and Coaching and Games Sub-Committee appointed by the Club Executive Committee	To oversee all aspects of games development in the Club and ensure the best possible coaching structures are in place in our Club	2014	Club Coaching Officer appointed Nov 2013. Sub-Committee appointed by Dec 2013	Club Executive Committee
Club-School link in place. Club-School liaison officer appointed	To cement relationship between the local school (s) and Club and ensure that the children are receiving GAA coaching.	2014	Role of Club-School liaison officer defined in 2014	Juvenile Executive & Coaching and Games Committee
Nursery programme in place for 4 to 6 year olds	To encourage our young players to become involved in Gaelic Games in a fun and safe environment	2014	Coaches appointed Jan 2014. Training plan agreed April 2014	Juvenile Executive & Coaching and Games Committee
Go-Games model in place for all U8 to U12 players. Teams entered in all Laois go-games age categories in both football & hurling	To ensure that all U8 to U12 players get appropriate games in a fun environment that promotes skill development	2014	Confirm numbers in each age group & enter teams Feb 2014	Juvenile Executive
Develop coaching structure for girls u6 – U8	To ensure that players are retained by having specific coaches responsible for both groups. Ensure adequate games for U6 – U8 girls	2014	Juvenile Executive agree plan for 2014 with Ladies Executive by Dec 2013	Juvenile & Ladies Club Executive
Strive to provide First Aid cover for all teams	To ensure player welfare & safety	2014	First Aid course arranged for 2014	Club Executive, Juvenile executive & Ladies Club executive
To encourage more parents to become coaches	To increase the number of coaches available to our Club	Immediate & on-going	Seek expressions of interest by Nov 2013 and Yearly at this time	Juvenile Executive & Coaching and Games Committee
All Club coaches receive GAA Coach Education	To ensure that our coaches are trained to the best possible standards	Immediate & on-going	All new coaches identified will have completed foundation level training course in football/hurling by end Feb 2014	Coaching and Games Committee



Action	Outcome Sought	Timescale	Milestones	Responsibility
GAA Code of Best Practice in place & Garda Vetting completed for all juvenile coaches	To promote an environment of respect in the Club and to ensure that all children participate in a safe environment	March 2014 & Annually	Ensure all juvenile coaches have completed the GAA Code of Best Practice & completed Garda Vetting forms by Apr 2014	Children's Officer & Juvenile Executive
Put procedures in place to facilitate player movement from juvenile to adult teams. Develop greater Club loyalty to reduce player drop-off rate	Ensure players are facilitated in moving from juvenile to adult teams. Priority for Club to ensure players being brought through the juvenile ranks feed into adult teams to ensure the long-term viability and success of the Club.	2014 and Yearly	Appoint sub-committee each year comprising representatives of U16, Minor, Adult management team, Club executive & juvenile executive to monitor transition from juvenile to adult teams by early January each year	Club Executive
Programme of games in place for Adult teams, including challenge games with other Clubs outside the county	To ensure that along with league and championship games, all players get a meaningful program of games.	2014	Brief team managers of requirements by Jan 2014	Club Executive & Team Managers
Coaches trained in use of defibrillator	To ensure that the welfare of our players and supporters	2014 and ongoing	List of coaches to be trained 2014	Club Executive
New referees identified	The Club has sufficient referees at underage and adult level to meet County Board requirements	Immediate & on-going	Seek expressions of interest from all players & members to undertake referee training on yearly basis	Club Executive





## CLUB STRUCTURES AND ADMINISTRATION

### **In five years time, our Club will be able to say:**

“Our Club excels in its administration. We have the structures in place appropriate to the Clubs needs. Our Club Executive is vibrant and we have increased the number of people volunteering in the Club.”

### **KEY PROJECTS:**

#### **Plan Implementation Sub-Committee**

We will appoint a sub-committee to monitor the implementation of the Club plan. This committee will include the Club Chairman, Club Secretary,



Club Treasurer, Club PRO and Club Coaching Officer as well as others as required.

#### **Club Sub-Committee Structure**

We will continue the practice of appointing a number of sub-committees to deal with Finance and Fundraising in the Club, Coaching and Games Development, Communication, Grounds & Match Day Officials, Club Organisation & Development, Social etc. We will recruit new volunteers to sit on these committees who have a particular talent for these areas.

#### **Alcohol and Substance Abuse Policy**

We will update our Alcohol and Substance Abuse policy to make sure that our Club is following best practice regarding the awareness of alcohol and substance abuse.

#### **Set time limit on Officer Positions**

We will endeavour to enforce a 5 year limit on Club Officer positions and personnel on Club Executive, subject to the availability of suitable personnel.

#### **Improve link between Ladies & Men's Club**

We will endeavour to improve the existing link between the Ladies & Men's Clubs in order to better cater for the training requirements of our Juvenile & adult players and allow for greater commitment and support for each Club from the other.



Action	Outcome Sought	Timescale	Milestones	Responsibility
GAA Club Constitution adopted and in place	To make sure that the Club is being run in accordance with GAA rules.	In place		
Plan Implementation Sub-Committee appointed by Club Executive	To monitor the implementation of the Club plan	2014 & yearly	Launch of plan & reviews	Committee
GAA Volunteer Recruitment Toolkit used by Club officers	That the Club is following best practice in terms of recruiting and retaining volunteers	2014 & yearly		Committee
GAA on line Club Advice Manual used by Club Officers to ensure best practiced maintained with regards Club structures	To help all Club officers with administration in the Club, i.e., regular committee and sub committee meetings	2014 & yearly		Committee
Club Alcohol and Substance Abuse Policy maintained and updated	To make sure that the Club is following best practice regarding the use of alcohol in the Club	2014 & yearly	Review & updating of current Policy in paper & online	ASAP Officer
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	2014 & yearly		Secretary
All Club property vesting documents in order and Club Trustees up to date	To safeguard all of the Clubs property	2014 & yearly		Committee
Children's Officer and Designated Person appointed	To oversee implementation of the GAA Code of Best Practice and to deal with any allegations of abuse in the correct manner	2014 & yearly		Committee
5 year time limit on Officer positions (subject to the availability of suitable personnel)	Enforce 5 year limit on Club Officer positions to allow for rotation of positions and personnel on Club Executive	2014		Club Executive

Action	Outcome Sought	Timescale	Milestones	Responsibility
Greater inclusion & interaction with Ladies Club	Liaison officer appointed between both Clubs whose role is to allow easier flow of information between both Clubs	2014	Representatives from each Club on committees of both Clubs	Club Executive & Ladies Club Executive
Ensure sub committees continue to be put in place & implemented properly	Continue practice of appointing sub committees and ensure people best suited to serving on committees are sought out	2014		Club Executive
Co-ordinate all team's training schedules across the Club	Allow all management teams & administrators to set out training schedule which will allow for greater ease in planning	2014		Club Executive
Adapt fully the GAA Respect Initiative. Put in place a Code of Conduct and Best Practice to be adhered to by all players, mentors, parents, supporters/spectators.	To promote an environment of respect in the Club and preserve the Clubs high standard of behavior.	2014	Copies of Respect Initiative booklet given to all coaches in 2014. Code of Conduct and Best Practice drafted & approved	Club Executive & Juvenile Executive



## FINANCE AND FUNDRAISING

### **In five years time, our Club will be able to say:**

“Our Club is successful in fundraising and in financial excellence in order to support the continued development of our Club. We have new and innovative fundraising ideas and have new people helping in the fundraising efforts. We have procedures and controls in place to ensure that only authorised expenses are paid, income and expenditure are monitored against budget and operating expenditure does not exceed operating income.”

### **KEY PROJECTS:**

#### **Finance and Fundraising Sub-Committee**

We will continue to appoint a sub committee to take care of finance and fundraising in the Club. The Club Treasurer will act as Chairman of this committee and will present a report to each Club Executive Committee meeting. They will prepare a budget for the Club each year, prepare the accounts for the AGM and will organise fundraising events for the Club.

#### **Fundraising**

Commit to holding at least one banner fundraising event each year to secure funding for the Club. This may be tied into a specific development or simply a singular fundraising event over a 12 month period.

#### **Club Membership**

Broaden the scope and variety of Club Membership options available to members of the Community to ensure more people can sign up to become part of the Club and as a result feel more of an attachment and ownership to the Club.





Action	Outcome Sought	Timescale	Milestones	Responsibility
Finance and Fundraising Committee appointed by Executive Committee	To oversee the financial management and fundraising activities in the Club	January each year	Appointment of committee	Executive
Club Budget to be prepared each year	To assist the Club in planning for the year both in the areas of income and expenditure	End of January each year	Drafting of budget.	Treasurer
Annual Accounts prepared each year	To ensure best practice is followed and members are aware of the financial performance of Club each year	2 weeks after end of financial year	Drafting of Annual Accounts	Treasurer
Ensure all income and expenses are accounted for in the annual accounts	To ensure best practice is followed	2 weeks after end of financial year	Appointment of finance & fundraising Committee	Executive
Hold 1 fundraising event each year	Secure funding for Club - this may be linked to specific projects	Once per year		Fundraising committee
Every effort to be made to ensure all players are paid up members of Club including option to pay by Standing order with Lotto	Equal treatment of all	March and yearly		Committee
Provide additional forms of membership e.g. Social, Family, Country etc	Spread net of membership, enhance community spirit to allow everyone feel part of Club	2015	Proposal by Finance Committee to Executive	Treasurer
Seek additional sponsors	Enhance funding for Club	2015		Executive
Ensure adequate Financial and internal controls are in place.	To ensure only authorized expenditure is incurred and all income is recorded	ongoing	2 Signatures on all payments and all invoices are approved before payment. All income is recorded and reconciled to bank lodgements.	Treasurer



## FACILITIES AND DEVELOPMENT

**In five years time, our 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.

#### **Club Gym Facilities**

Provide a specialised and permanent area for gym equipment already owned by the Club, and in time, upgrade and expand on the equipment to ensure our players can prepare in the best manner for games.

#### **Ball Wall**

Erect a Ball Wall on Club grounds. This will allow our hurlers to develop their touch and ball handling skills. We will also explore the possibility of doubling up this structure for GAA “One Wall” handball.

#### **Next Match Board**

Erect a “Next Match Board” (location to be decided by Committee) to inform locals of upcoming fixtures.





Action	Outcome Sought	Timescale	Milestones	Responsibility
Develop a Club Safety Statement	Providing a safe environment for players and supporters	2014		Club Executive Committee
Increase Roadside Parking	Provide extra parking for supporters on match days while also providing collection & set down areas for primary school	2015		Club Executive Committee
Gym facilities	Provide a specialised permanent area for gym equipment	2015		Club Executive Committee
Continue development of Club Grounds, goalmouth area, grounds fencing	Continue current upgrading of astro in goalmouth areas and ground perimeter fencing	2015		Club Executive Committee
Ensure role of groundskeeper is maintained	Continue to see grounds keeping role maintained to the high currently in place	2014 and onwards		Club Executive Committee
Ensure security of Club Grounds by tightening security and key holders	Develop greater "ownership" of grounds by teams using facilities. Develop rota's for sweeping of dressing rooms post training & security checks to ensure Clubhouse fully secure by last person out	2014		Club Executive Committee
"Next Match" Board in Grounds	Allow Club to notify supporters directly of next match	2015		Club Executive
Ball Wall	Allow hurlers expand their ball handling and touch. Wall can also double for "One Wall" Handball	2015		Club Executive



## COMMUNICATION/PR AND CULTURE

**In five years time, our Club will be able to say:**

“Our Club is the best possible sporting, cultural and social organisation in our community. All 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:**

#### **Yearly Club Social**

Organise a yearly Club social night; be it Dinner Dance, Race Nights, etc; to ensure there is at least one Social Event taking place through the GAA Club, by which supporters and players can socialize outside match day environment. This could possibly tie into Financial Fundraising event should it be possible or viable.

#### **Club Fun Day**

Community Fun Day which will bring together Juvenile & Adult Clubs to encourage people into Club grounds for social day, thereby ensuring we continue to promote positive family atmosphere in Club.







## Scór

Enter the local Scór competitions and aim to promote Irish music, song and dancing. This will help encourage people who have no connection with the GAA to become involved in the Club.

## Website

Upgrade Club Website. Current site is regularly updated and as a former Provincial award winner has served us well. It is hoped that new site can push on once again in this area.

## Newsletter

Email members a half yearly newsletter, which will inform them of all of the Clubs activities. Newsletter will also be easily accessible via Website.



Park/Ratheniska - Leinster GAA "Best Club Website" 2009



Action	Outcome Sought	Timescale	Responsibility
Launch Club Strategy Plan	Develop 5 year Plan and Launch	2014	Steering Committee
Update current website	Continue to have up to date website that is informative and well presented	2014	PRO & IT Officer
Social Media	Maintain current Social Media pages to help communication with our members, particularly with those who are abroad. Update Club YouTube page	2014	PRO & Asst PRO
Weekly Club notes in the local newspaper	Continue to inform the local community about all of the Clubs activities via Club Notes in Local Media	2014	PRO
Publication of Club Lotto	Publication of Club Lotto results in local media, website and Social Media sites	2014	PRO & Treasurer
Collect email address and phone number for each Club member	To allow us to communicate directly with all Club members with a view to sending possible half yearly newsletter to member and fixtures/results – send agenda/minutes of past and future meetings to Committee member	2014 – 2015	PRO & IT Officer
Issue half yearly Club news letter	To better inform members of the Clubs activities both in adult and juvenile Club. Issue newsletter via email and limited hard copies which could be delivered via school	2014 - 2015	PRO, Secretary, Juvenile Committee & Asst PRO
Club to enter Scór competition and promote use of Irish language	To promote Irish music and dance, to attract new people to the Club and to increase the use of our native language	2014	Cultural Officer
Dedicated PRO in Juvenile Club	To work with Adult Club PRO to collect and collate underage fixtures, results team photos and match reports for Newsletter/Website/Social Media	2015	Juvenile Executive
Increased Off Field Social Events	Create atmosphere by which people can socialize outside the games environment – Dinner Dances – Race Night – Jubilee Teams – Fun Days – Open days – Tag Football events, Club Trip Away etc	2014	Club Executive & Juvenile Executive
Update Club Picture Wall	Bring photos on Clubhouse up to date with most recent Championship wins in Adult & Juvenile	2014	Club Executive
Club Welcome Pack	Develop welcome pack which can easily be given to new members to give them outline on Club history and goals	2014 - 2015	PRO & Committee

## IMPLEMENTATION AND REVIEW MECHANISMS FOR THE PLAN

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 on a quarterly basis and assess the progress of the plan against its stated objectives and will report directly to the Club Executive Committee. They will then 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. Should it be necessary, the Plan will be modified and adapted as required. The Committee will also be responsible for communicating the modified Plan to all Club members.





## ACKNOWLEDGEMENTS

We are immensely proud of where we have come from in this Club, but the old adage goes, there are many ways of going forward, but only one way of standing still. To that end, we set this 5 year plan in motion in the hope that it gives birth to our greatest realisations of tomorrow.

This document would not have been possible without the support and effort from so many, not just directly involved in our Club, but also our Community. We are very proud of our role in the Community of Park & Ratheniska and that role is a cornerstone of our existence.

We thank all those who attended our workshop evening, new faces and old. We are hugely grateful to those who gave up their time not just on that evening, but also to those who volunteered for our Focus Groups as well.

Every day we exist, we have the opportunity to make progress in this life. This plan is the first step of many which we hope will be very fruitful for our Club and our people. There stretches out before us an ever-lengthening, ever-ascending, ever-improving path. We aim to use this plan as our route-map and we hope you will join us in our journey.





