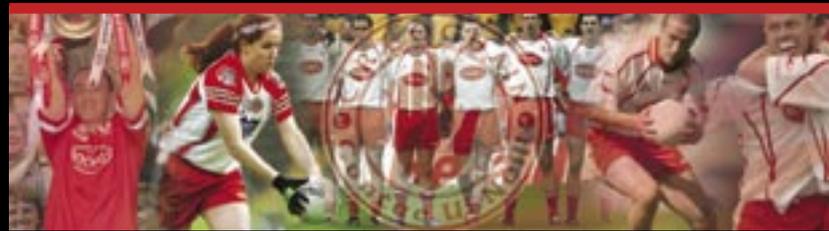




CUMANN LUTHCHLEAS GAEL
COISTE TÍR EOGHAIN



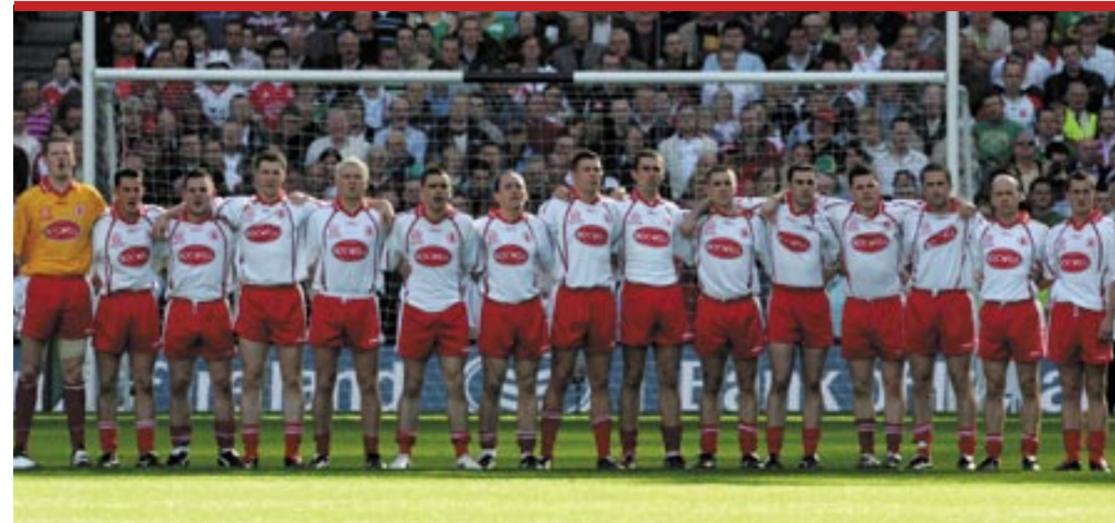
Ag Ardú na Láimhe Deirg

**Raising the Red Hand:
A Strategy for the GAA
in Tyrone**

SUPPORTED BY



COMHAIRLE ULADH CLG
ULSTER COUNCIL GAA



What We're About

The GAA in Tyrone delivers and promotes gaelic games and Irish cultural activities so that:

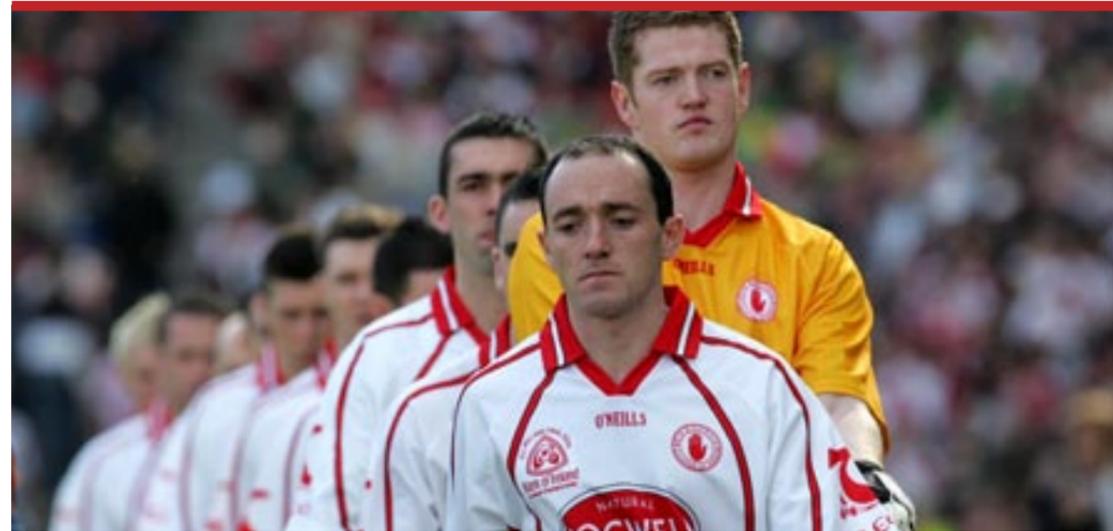
- Our communities are strengthened and held together
- Our young people are given a positive and healthy focus
- Our Irish identity is celebrated
- Our pride in place and in ourselves is fostered.

In all its work the Tyrone GAA endeavours to:

- Be honest, fair and honourable
- Be open and accommodating
- Respect people and be disciplined
- Keep things enjoyable
- Leave things better than we found them.

Contents

Foreword	4
Introduction:	
■ What This Is and How it Was Developed	5
Tyrone: Our County ... Our Place ... Our People	6
■ Beginnings and Growth	6
■ People: Who and Where	7
■ Tyrone at Work	8
■ Harsh Realities	8
■ Schools: The Key Drivers	9
■ "Old Tyrone ... New Tyrone"	9
A Bit of Analysis: The GAA in Tyrone	10
■ The Journey Travelled	10
■ The Current State of Play	11
■ What Our Review Told Us	15
Nailing the Red Hand Colours to the Mast: Our Action Plan	18
■ How We Run Our County	18
■ Preparing For and Delivering Our Games	21
■ Where We Work and Play: Infrastructure and Facilities	24
■ A Whole Family, Whole Community and Whole Life GAA	26
■ Culture and Heritage	28
■ Fostering Our Clubs	31
■ "The Precious Years": Our Children and Young People	32
■ Sustaining and Cherishing the Volunteers	34
■ Marketing; Communications; and PR	36
■ Funding Tyrone	38
Making It Happen	41



Foreword

This strategic plan for Tyrone clearly signposts the direction and focus for the consolidation and development of the Association in our County over the next five years. The content of the plan reflects the views and ambitions of individual members, Clubs, County Committee and Sub-Committees, all collated as part of an extensive consultation process. Underpinning our members' views is a clear value system based on a love of the GAA and a desire to make the GAA in Tyrone better.

The plan context outlines a strategic perspective on our County, looking at population, economy, infrastructure and schools as well as the scope and extent of our GAA Clubs. The journey travelled by the GAA in Tyrone over the last century is charted and some of the important achievements and milestones highlighted. The plan's analysis concludes that it's "so far, so good!" But we must now bring the GAA in Tyrone to the next level.

The plan's objectives are comprehensive. No part of our organisation is spared. Objectives for moving us forward are positive, far-reaching and achievable. They cover a wide area, including governance, games, fixtures, refereeing, coaching, infrastructure, inclusion, discipline, culture, heritage, community, Clubs, volunteers, youth, marketing, IT, communication and funding.

This strategy is the most important document to face Tyrone in many decades. It is important for several reasons, but most of all because it sets out what must be done within each facet of the GAA and who must be responsible for doing it. I urge all concerned to ensure its successful implementation over the next five years.

Compilation of such a comprehensive document required a lot of time and effort from many people. I thank all who made a contribution. In particular I acknowledge the significant inputs from the planning group, ably facilitated by the excellent support from Ryan Feeny of the Ulster Council and Mark Conway.

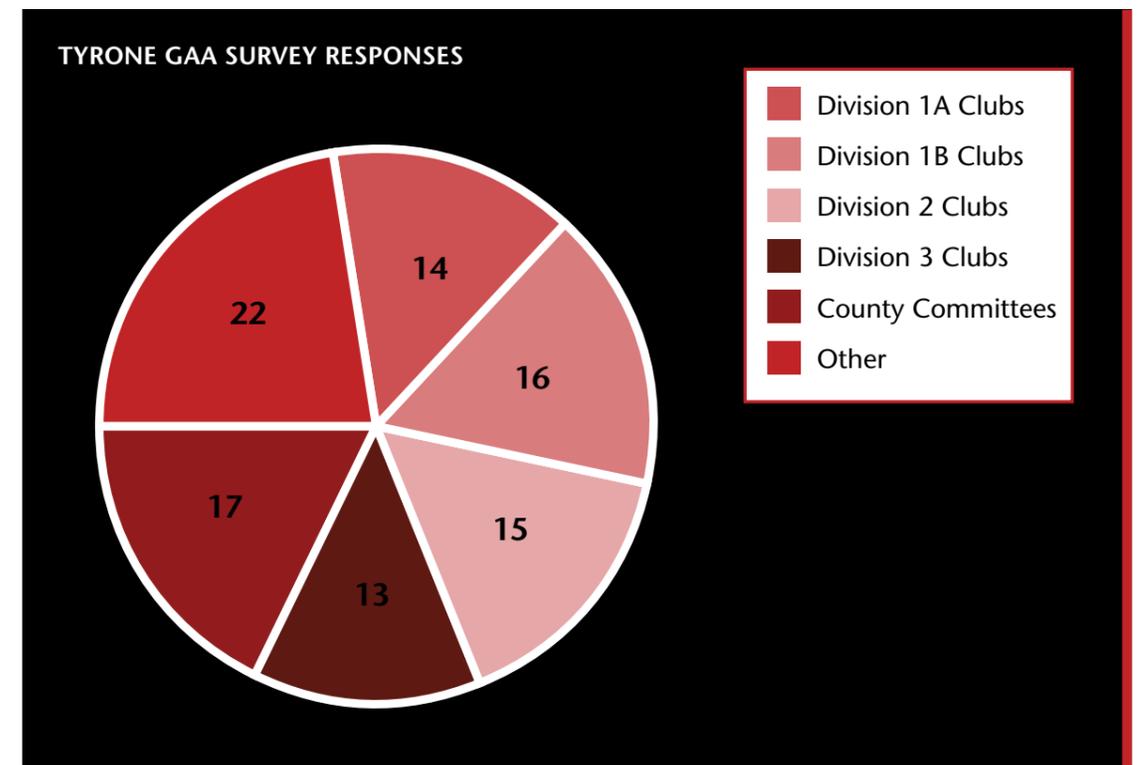
Padraig O'Dorchaí
Cathaoirleach

Introduction

What This Is And How It Was Developed

This strategic plan for the GAA in Tyrone is one of a series of County GAA plans being facilitated by the Ulster Council as part of its modernisation process. The plan looks at the main issues facing the GAA in Tyrone and then sets out a way ahead for the Association here for the next five years.

Because it is critical to the well-being of the GAA in our County, this plan has to be soundly based. It also has to be driven and shaped by the Tyrone GAA. A small planning team was set up to lead the process and met a number of times to discuss and develop issues. A questionnaire survey of Tyrone GAA stakeholders was also carried out and the results closely analysed. That analysis identified ten themes that were central to the ongoing well-being of the GAA locally. Tyrone's GAA Clubs were, naturally, central to the survey and accounted for 60% of the 97 questionnaires that were completed and returned. The breakdown of responses was as follows:



The most important single part of the planning process was a workshop held on 12 May 2007. Attended by some 70 delegates and including representatives of 75% of the County's GAA Clubs, the workshop:

- Discussed and developed the themes that had already emerged
- Identified priorities for action within each theme
- Proposed actions to address the priorities that had been identified.

This plan is based on the outcomes of that planning workshop.

Tyrone: Our County ... Our Place ... Our People

Beginnings and Growth

What we now know as County Tyrone emerged during the early and mid-1600s as part of the major changes and innovations brought about by the Plantation of Ulster. Geographically it is the second largest County in Ulster, covering nearly 3,160 sq km/1,220 sq miles.

Like most Counties in Ireland, Tyrone is a place of variety. It runs from the low-land shores of Lough Neagh in the east to the edge of Donegal's Blue Stack Mountains in the far west. The Sperrin Mountains dominate the north of the County whilst the south is marked by Slieve Beagh and the Fermanagh lakelands. Tyrone was always a County of the interior and the reality of Tyrone as a fastness has shaped much of its social and political history.

Tyrone's history reflects that of Ireland and, particularly Ulster. Some of the earliest evidence of human activity is found here, for example in the Beaghmore stone circles, and the County is littered with archaeological remains. High crosses at Ardboe and Donaghmore are among the more spectacular markers of early Christianity and as gaelic Ulster flourished in the late medieval era, Tullyhogue became the celebrated site for the crowning of the O'Neills as Kings of Ulster.

As elsewhere, modern Tyrone was shaped by the Plantation of Ulster. The current settlement pattern began to emerge and cultural and political views that remain strong today were established. Although the County no longer operates as an administrative unit – in local government terms it runs across Cookstown, Dungannon, Omagh and Strabane District Council areas – it retains a strong sense of place and belonging.



“ ...it is a county of the interior, very much a law unto itself. It touches no sea shore, nor has it a great waterway like Fermanagh's Lough Erne to have made it a highway in the past. Words like 'self-contained', 'remote', 'withdrawn', 'secretive', express something of this quality, which often took (and still takes) the form of doing things in unexpected ways, a characteristic we see from the earliest times ... the ancient Gaelic customs lingered longest here, naturally enough ...”

Mary Rogers “Prospect of Tyrone”

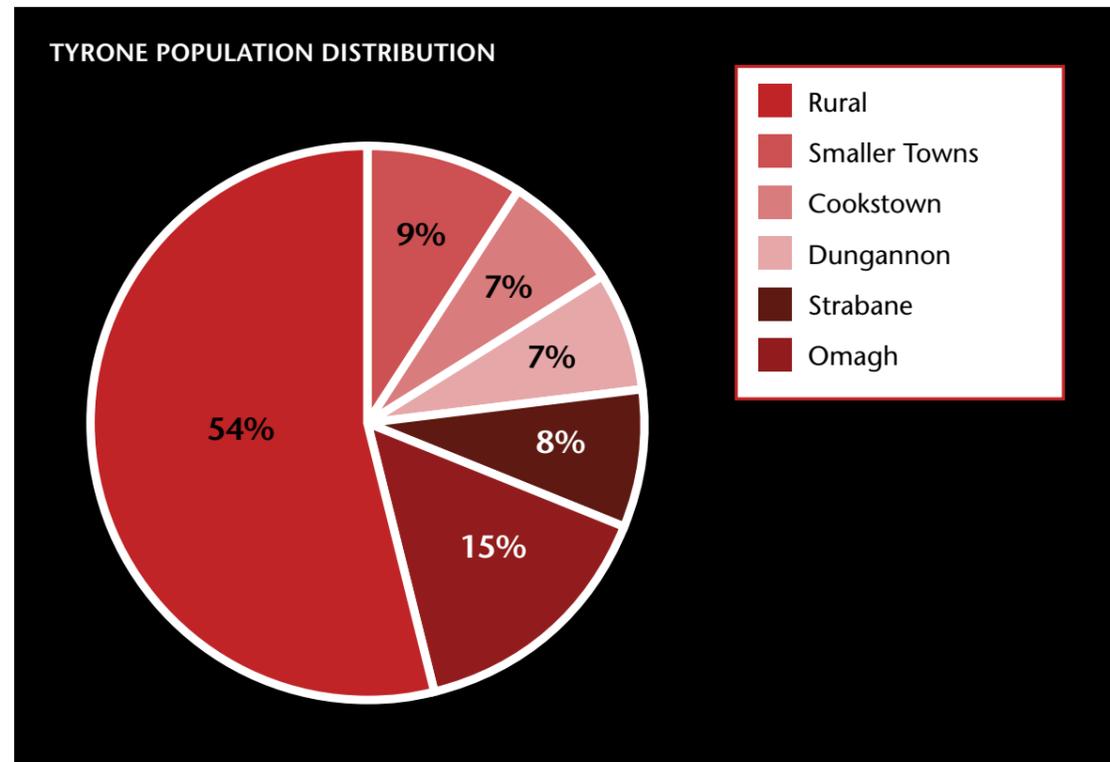


People: Who and Where

The Tyrone of the new millennium is a growing County of about 165,000 people. Its age structure is young and demographically healthy: 26% are aged 16 or under compared with an Northern Ireland (NI) average of 24%. In the same way 16% are aged 60 or over, compared with an NI average of 18%. Like most of Ireland however, Tyrone's tradition has been one of population decline: the current population is little over half the 313,000 people who lived in Tyrone in 1841, just before the Great Hunger. Recent growth is projected to continue with the County's population forecast to reach 185,000 (plus 12%) by 2017.

In the particular context that NI provides, 62% of Tyrone's population has a Catholic community background. The NI conflict of the late twentieth Century impinged heavily on Tyrone with some 350 people losing their lives here during it.

Tyrone's growth has been driven by its towns and rural fragility and decline persist as vital concerns locally. It remains a largely rural County but more than one-person-in-three now lives in the four District towns. The County town, Omagh is a centre of regional significance and its 25,000 people make it the largest town in that huge tract of Ireland that lies between Derry and Galway cities. Overall the population in Tyrone is spread out as follows:



Tyrone at Work

Economically Tyrone is highly entrepreneurial. Its economy is driven by small businesses, virtually all of which are locally-owned. Tyrone is home to a number of world-leading companies in the areas of engineering and construction/property development. More Tyrone people than the NI averages work in manufacturing, education and health and social care. Omagh provides significant numbers of general public sector jobs but across the rest of the County these jobs tend to be fewer than is the average across NI. The same is true for financial and professional services. As elsewhere, farming is less and less significant economically. In a County which was and is largely rural, the move out of agriculture continues to impact on people and communities. Overall unemployment rates are at historically low levels but wage levels remain low, often up to 20% below the NI average.

Harsh Realities

Various legacies of history mean Tyrone still experiences high levels of deprivation and disadvantage. Government figures show that some 43,000 people in the County – about one-person-in-four – are “income deprived”. Tyrone is also very severely restricted in terms of access to public and community services. Overall deprivation patterns aren’t uniform across the County but Strabane District consistently exhibits deprivation levels that are amongst the very worst in NI. Recorded crime levels in Tyrone meanwhile tend to be below the NI averages although issues like anti-social behaviour and domestic violence are growing concerns. Alcohol and drug abuse are also increasing.

Schools: The Key Drivers

Tyrone’s schools are a vital part of its infrastructure. There are 92 Maintained Primary Schools spread across the County, accommodating 11,500 children. Nearly two-thirds of these schools don’t meet the currently-proposed sustainability criteria of having at least 105 pupils. At second level there are 14 Maintained schools, attended by over 10,000 pupils. The second level Maintained schools are located in the four District towns and in Ballygawley; Carrickmore; Castleberg; Coalisland; and Dromore. The promotion and development of gaelic games the County’s schools has underpinned the Tyrone GAA for many years. These 21,500 children are the people who will sustain the GAA locally for the next decade-and-a-half. How they are engaged with and developed will, simply, determine the strength and vigour of the GAA locally. As well as the Maintained schools, Tyrone is also home to just over 60 Controlled schools, 52 Primary and 10 Secondary. These are attended by about 5,800 and 4,700 pupils respectively. Gaelic games have not traditionally been played in the Controlled schools but the new political dispensation in NI means this could now, over time, become a possibility.

The new South-West College of Further Education has three of its four campuses in Tyrone, ie in Omagh; Dungannon; and Cookstown. Some 20,000 students are registered with the College in its Tyrone-based campuses..

“Old Tyrone ... New Tyrone”

Whilst Tyrone remains in many ways a place of tradition, it too is subject to social and economic change on a daily basis. Among those that have particular implications for the GAA are:

- Smaller household sizes and less reliance on the traditional family unit
- Women taking a more central role in social and economic life
- More than a quarter of school leavers now moving onto higher education ... which essentially means they have to leave Tyrone
- Dramatically increased numbers of migrant workers, maybe up to 5,000, and concentrated in the east of the County
- Housing issues, not least those caused by Planning policies, obliging people to move and thus reducing attachment-to-place ... a core GAA value
- Greater work opportunities; more affluence; and increased leisure choices all leading to less time being available for GAA activities
- Centralisation of public services, particularly hospitals, and planning strategies that are far from “rural-friendly”
- The new dispensation in the six Counties with the equality and inclusion issues that accompany it.

In Ireland generally there are grave concerns about a weakening of active citizenship and a decline in social capital ... “the-glue-that-hold-society-together”. In Tyrone the GAA sees the encouragement and development of both as central to what it is about.

“We sat again this morning for an hour and a half, discussing maps and figures and always getting back to that most damnable creation of the perverted ingenuity of man – the County of Tyrone.”

HH Asquith, British Prime Minister, On the Treaty negotiations, 1922



A Bit of Analysis: The GAA in Tyrone

The Journey Travelled

There are widespread records of gaelic games in Tyrone in both the 18th and 19th Centuries but a formal, structured GAA arrived in 1904 with the formation of a first County Board. In 1903 a Tyrone team had played in the Ulster Hurling Championship, followed a year later by a team in the Football Championship. Coalisland won the first Tyrone Football Championship in late 1904 and new Clubs were quickly formed as part of the then overall gaelic revival.

For most of the next half-century the development of the GAA in Tyrone was spasmodic and often painful. Political and economic barriers made things difficult but all the while the Association edged forward. Ulster Minor Football titles were won in 1931 and 1934, possibly creating an affinity with this competition that remains strong today.

Tyrone's real GAA footing was established in the 1930s and bore fruit in the post-War years. A first All-Ireland title (Minor football) was won in 1947 and retained a year later. This led inexorably to the Senior football breakthrough in Ulster in 1956 (also retained a year later) and whilst it was followed by a quiet decade, Tyrone re-emerged in the late 1960s to create a momentum that's continued ever since. A restructuring of GAA arrangements on an all-County basis was a hugely significant development at this time as was a focus on youth and schools that persists to this day.

The 1970s was a decade of underage success followed by Senior achievements in the 1980s, including a first All-Ireland Football Final appearance in 1986. Scór also became well-established in the County. Two All-Ireland U21 football titles at the start of the 1990s signalled a new era, one that led into the most glorious period in the County's history. In the first years of the new Millennium Tyrone won All-Ireland football titles at all levels and now enjoys an enthusiasm for the GAA that's extremely powerful.

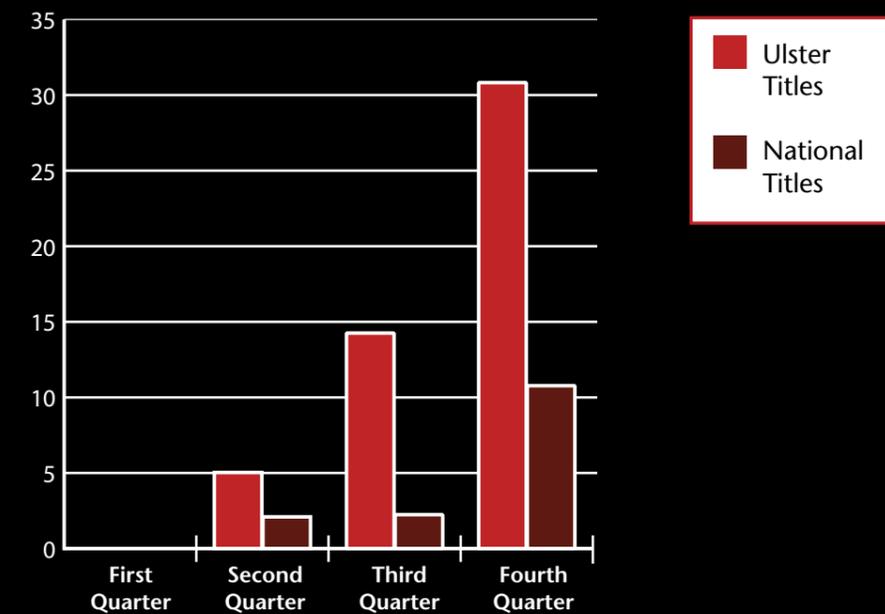


The journey Tyrone has travelled did not come about by accident. This plan aims solely to bring the GAA in Tyrone to the next level. That has to be this generation's legacy to those who follow after.

"A kind of hurling, here called "common", is a favourite amusement of the young men: formerly they devoted eleven days at Christmas to this exercise ..."

Samuel Lewis "County Tyrone, A Topographical Dictionary, 1837"

A CENTURY OF TYRONE ON THE FIELD: A GAME OF FOUR QUARTERS

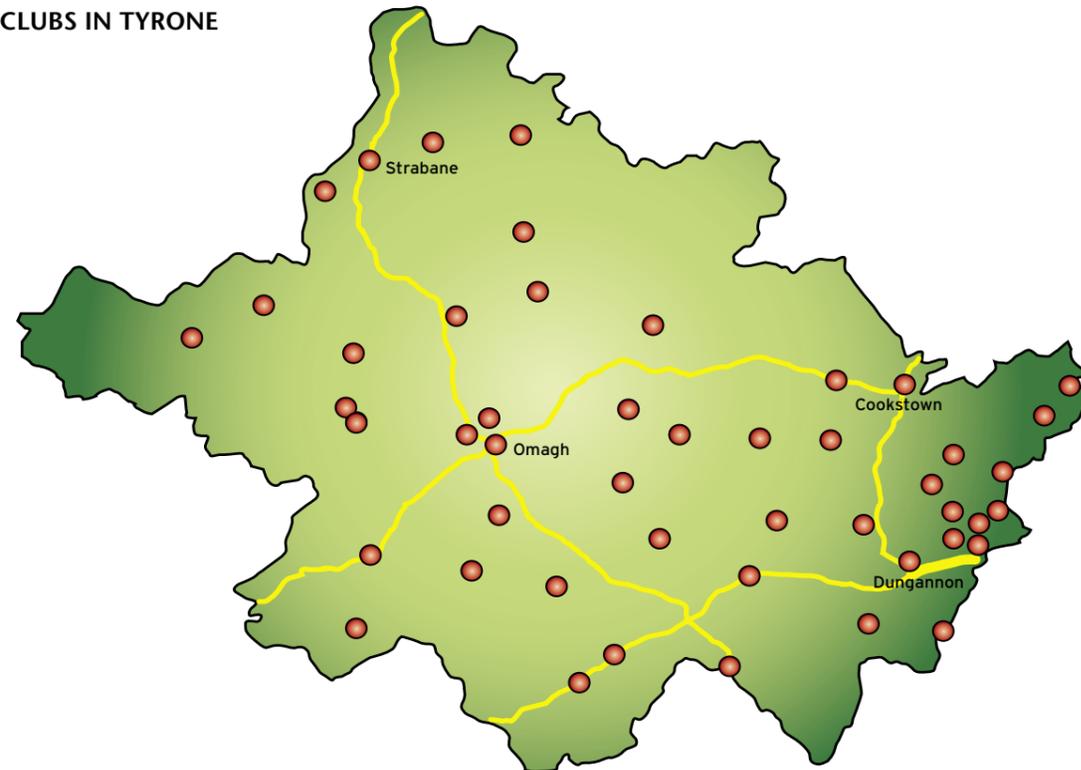


The Current State of Play

The GAA in Tyrone comprises 53 Clubs, five of which focus on hurling alone. The 48 football Clubs are organised into three grades, Senior, Intermediate and Junior and from 2008 will play in three League divisions reflecting those grades. Clubs typically field teams at Adult, Reserve, U21, U18, U16, U14, U13, U12, U10 and U8 levels. All activity at and below U12 level is non-competitive and is based on the GAA's Go Games model. Tyrone has one GAA (football) Club for every 3,500 people ... but in urban Tyrone that ratio falls to one Club for every 12,500 people.

About half of Tyrone's Clubs are either integrated in terms of providing Ladies Gaelic Football or are very closely connected with Ladies Clubs. The other gaelic games of Handball, Camogie and Rounders are also played in Tyrone, but not on a County-wide basis.

CLUBS IN TYRONE



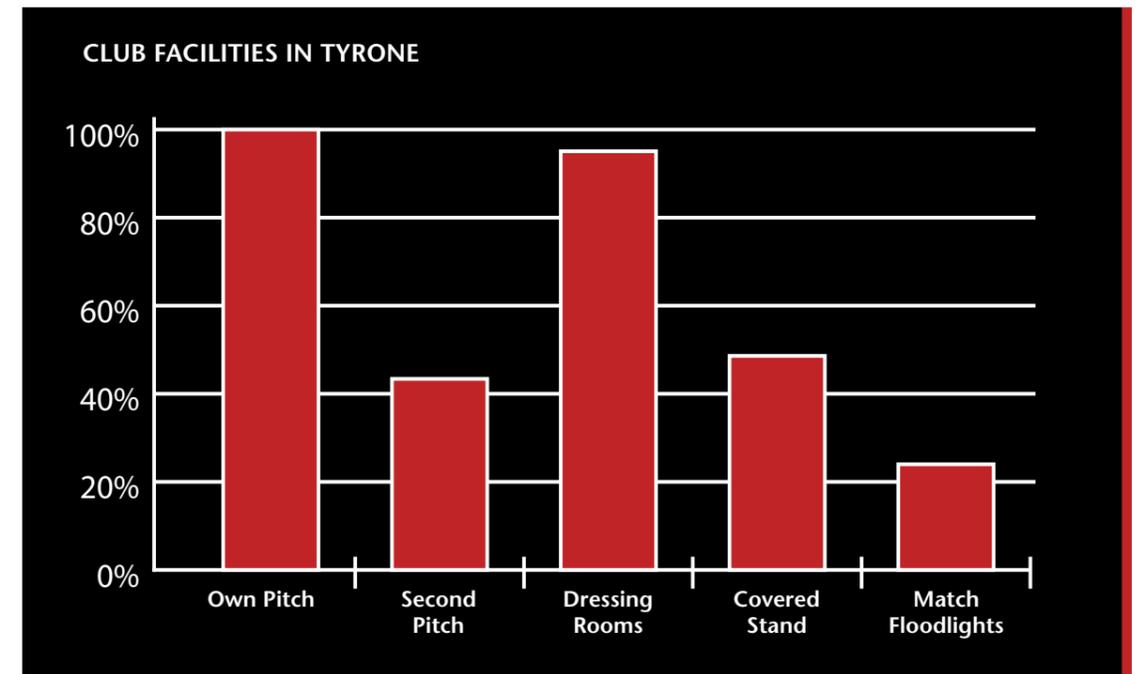
The GAA County is governed by a County Committee comprising one delegate from each Club and officers elected at the annual County Convention. Referees, Handball and Primary and Second level Schools are also represented on the County Committee. The elected officers are:

Chair*
Vice-Chair*
Secretary (non-elected)*
Assistant-Secretary*
Treasurer*
Assistant-Treasurer
Development Officer
Coaching Officer
Culture and Language Officer
Youth Officer
Public Relations Officer
Central Council Delegate*
Ulster Council Delegate*
Ulster Council Delegate

Much of the County's business is handled by 13 Sub-Committees as follows:

- Management/Coiste Bainisti (members marked * opposite)
- Competitions Control Committee (CCC)
- County Hearings Committee (CHC)
- Planning and Physical Development
- Coaching and Games Development
- Culture
- PR and Marketing
- Youth
- Referees' Administration
- Finance
- Communications
- IT
- County Panels' Finance

In terms of infrastructure, the Club position in Tyrone is as follows:

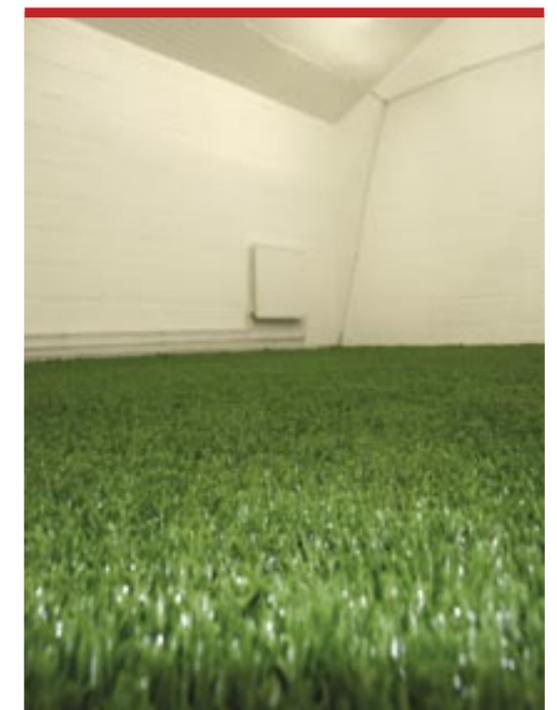


At County level Tyrone has no dedicated GAA central facilities. County teams use Club facilities, the Mid-Ulster Sports Arena (Cookstown District Council) and Youth Sport, Omagh.

A County Committee-led ten year programme of improvements to Healy Park, Omagh has established a modern, fully fit-for-purpose stadium that meets virtually all Tyrone's big game needs.

The GAA in Tyrone: Performance Figures

Measure	Numbers
Adult Club teams	102
Adult participants	2,500
Underage Club teams	400
Underage participants	10,000
Championship attendances	75,000
Summer Camp participants	5,000
Referees	100
Scór competitors	1,000
County coaches	11



Tyrone GAA: Some Milestones on the Journey



Year	What Happened
1903	Strabane Lamh Dearg represent Tyrone against Derry in the Ulster Hurling Championship
1904	First County Board established. Tyrone debut in the Ulster Senior Football Championship (SFC)
1909	Sixteen GAA Clubs registered in Tyrone
1912	Greencastle Aeridheacht or Gaelic Summer School established
1923	A "Re-organisation Convention" in Dungannon establishes the GAA in Tyrone on a firm basis
1924	Victory over Donegal is Tyrone's first ever in the Ulster SFC
1927	The "O'Neills County Cup" becomes the trophy for the Tyrone SFC
1931	Tyrone win first Ulster Minor Football title ... and a second in 1934
1933	First Ulster Senior Football Final reached
1942	The Lagan Cup becomes the first Senior trophy won by Tyrone
1947	Tyrone Minor footballers win All-Ireland title, retaining it a year later
1956	Ulster Senior Football Championship breakthrough achieved
1957	Ulster "Senior treble" of SFC; Lagan Cup; and Mc Kenna Cup won
1967	First All-Ireland Vocational Schools title won and Ulster Minor Football title re-gained after a gap of two decades
1968	Tyrone win All-Ireland Junior Championship
1969	All-County administration begins in Tyrone with first All-County League
1973	First Ulster "treble" (Senior, Minor and U21) and first All-Ireland Scór title come to Tyrone: Minors win All-Ireland Football title
1974	Omagh CBS bring first MacRory Cup to Tyrone
1980	Kevin McCabe is Tyrone's first All-Star
1984	Tyrone wins Centenary Ulster SFC ... a first title in 11 years: "The GAA in Tyrone" is published
1986	First All-Ireland Senior Football Final is reached
1991	Tyrone win first of two-in-a-row All-Ireland U21 Football titles
1994	Errigal Ciaran bring first Ulster Club title to Tyrone
1995	Tyrone win first Ulster Junior Hurling title and reach second All-Ireland SFC Final: what becomes "Club Tyrone" is established
1996	Tyrone wins first All-Ireland Junior Hurling title
1997	Dungannon Academy becomes first Tyrone school to win Hogan Cup: Paul McGirr dies following an accident in an Ulster MFC match
2001	Second Ulster Football "treble" and All-Ireland Minor and U21 titles won
2002	Tyrone claim first National Football League title
2003	First Senior All-Ireland Football title is won, along with a third Ulster "treble"
2004	Cormac McAnallen, Captain of Tyrone, dies: sixth All-Ireland Minor Football title is brought back to Tyrone: new cantilever stand at Healy Park is opened.
2005	Tyrone bring home second All-Ireland Senior Football title
2007	Healy Park stadium development effectively completed: Greencastle bring first All-Ireland Club title to Tyrone: Tyrone win fourth McKenna Cup in a row and Ulster Senior and Minor double

What Our Review Told Us

The survey work undertaken by the planning group, and its own discussions, identified a number of themes that people felt were central to the well-being of the GAA in Tyrone. Those themes, the issues that underpin each and some priorities regarding the way ahead can be summarised as follows:

How We Run Our County

The governance of the GAA in Tyrone is strong and well-founded but there are concerns about the limited extent of officer turnover and the parallel needs to get more women and young people involved at County level. Many Clubs/people argued for a more-focused use of Sub-Committees and for discipline not just to be implemented, but to be seen to be implemented, fairly and equitably. Communication overall is seen as something that needs constant attention and there is a need to make Clubs more involved in the County's decision-making. Overall however there is a very strong loyalty and commitment to Tyrone as a GAA County. One result is that County GAA leadership on various issues is both expected and appreciated.

Preparing for and Delivering Our Games

A successful GAA is one that balances various needs and demands. "Club v County" is a potentially very damaging conflict ... albeit one that doesn't seriously affect most Clubs. There is a very strongly-held view that the Club player is the cornerstone of the GAA and needs to be given regular, meaningful games, in both football and hurling. Fixture schedules (at all levels) that don't provide "feast-or-famine"; something for the former competitive player and/or the recreational player, a review of gaelic games in urban Tyrone and County Development squads that aren't de facto County teams were all strongly supported. Overall Tyrone's underage coaching, including the work in the schools and the Summer Camps, was felt to be very good. With the exception of periodic Club/County conflicts, the way County teams are managed, and

the way managers are appointed, receive powerful backing across the Tyrone GAA constituency.

Where We Work and Play: Infrastructure and Facilities

There is virtually unanimous support for the development of a Tyrone GAA Centre that will cater, in a central location, for the full family of gaelic games and provide a Tyrone GAA HQ. Recent work on County grounds is very highly commended but toilet provision (particularly for women), better access and facilities for people with disabilities and parking/traffic issues still need attention. Tyrone's Club infrastructure is of an extremely high quality but a target of two pitches per club should now be set.

A Whole Family, Whole Community and Whole Life GAA

As Tyrone changes, the GAA needs to change with it ... but not at the cost of whole-scale abandonment of traditional values and approaches. The integration of women's gaelic games, football and Camogie, should be fast-tracked and more attention should be paid to hurling, handball and rounders at County and Club levels. Tyrone's new migrant communities need to be welcomed into the GAA at all levels and, as part of overall political developments in Ireland, effort is needed to develop shared interests with the County's Protestant/Unionist communities. In all of this, the Tyrone GAA needs to maintain and develop a "whole family" focus.

Culture and Heritage

Due to ongoing attention at Club and County level, Scór in Tyrone is strong ... but it still doesn't enjoy unanimous support/involvement. People believe the Scór model is good ... but it needs to be promoted and "sold" to both participants and audiences, using modern techniques and approaches. Beyond Scór there is a deeply-held view that the GAA needs to keep local heritage issues at the heart of what it does. Even some marginal improvements could



boost the presence of a living Irish language in Tyrone. In summary, the “gaelic” in gaelic games provides a uniqueness that must be sustained.

Fostering our Clubs

Without the Clubs there would be no GAA in Tyrone ... and without strong Clubs there wouldn't be a strong GAA. Clubs look to the County Committee primarily for advice and support regarding funding and in technical areas such as good practice in governance, coaching and facilities. They also welcome leadership on issues such as planning and hospital provision and want, particularly, to be provided with good fixtures programmes. Clubs also recognise the value in sharing good practice and experience between each other.

“The Precious Years”: Our Children and Young People

Tyrone's GAA future more-or-less rests with the County's 21,500 school-children. Over the years Tyrone has developed a GAA that prioritises young people and which is interested in their personal as well as their sporting development. There is strong support for current approaches to continue, particularly in the way gaelic games for the very young are kept non-competitive. People also believe a review of what's done for the early-to-mid-teens group, at both Club and County level, is needed. Finally, the work on gaelic games that's delivered within Tyrone's schools is acknowledged as absolutely vital to Tyrone's well-being. Because of this the County is very aware of the need to respond to the major educational changes that may be imminent.



Sustaining and Cherishing the Volunteers

The GAA's volunteer ethos is supremely prized in Tyrone. It is primarily what has brought the Association to where it is. In Tyrone GAA both the player and the official/administrator are seen as volunteers and should be acknowledged, respected, resourced and lauded ... but not over-burdened. Volunteer welfare means avoiding burn-out/overload, ensuring turnover, asking people to do specified jobs and providing the resources that are needed for those tasks, be they on the field or off it.

Marketing, Communications and PR

The people who make up the Tyrone GAA at Club and County level take pride in it. They make it clear they want that pride, and what motivates it, spread to others. People see the Tyrone brand as powerful but feel ongoing work is needed to promote it, through both County-led (website, ICT, publications) and external (primarily the media) means. The games themselves, particularly the ones attracting the larger attendances, are seen as prime opportunities to promote the Association and its work to significant numbers of people.

Funding Tyrone

The GAA in Tyrone robustly guards its amateur status but equally recognises that substantial amounts of money are needed to do what it wants to do. Tyrone's financial stewardship has traditionally been good. It works hard to raise its money ... and then tries to spend it wisely and strategically. People believe “more-of-the-same” is needed, ie a continuation and/or growing of Club Tyrone, gates income, sponsorship and grants. There is an acceptance that developing a Tyrone GAA Centre will test Tyrone's fund-raising capacity as never before. In all of its financial dealings, there is a strong desire for Tyrone to continue to be open and transparent.

Tyrone On The Field of Play: Some Achievements

All-Ireland Senior Champions (2)	2003, 2005
All-Ireland Minor Champions (6)	1947, 1948, 1973, 1998, 2001, 2004
All-Ireland Under-21 Champions (4)	1991, 1992, 2000, 2001
All-Ireland Junior Champions (1)	1968
National League Champions (2)	2002, 2003
All-Ireland Senior Finalists (2)	1986, 1995
All-Ireland Minor Finalists (3)	1972, 1975, 1997
All-Ireland Under-21 Finalists (2)	1990, 2003
National League Finalists (1)	1992
Ulster Senior Champions (11)	1956, 1957, 1973, 1984, 1986, 1989, 1995, 1996, 2001, 2003, 2007
Ulster Minor Champions (20)	1931, 1934, 1946, 1947, 1948, 1967, 1971, 1972, 1973, 1975, 1976, 1978, 1988, 1993, 1997, 1998, 2001, 2003, 2004, 2007
Ulster Under-21 Champions (11)	1972, 1973, 1980, 1990, 1991, 1992, 2000, 2001, 2002, 2003, 2006
Ulster Junior Football Champions (3)	1968, 1983, 1986
All-Ireland Junior Hurling Champions (1)	1996
Ulster Junior Hurling Champions (3)	1995, 1996, 1999
Dr. McKenna Cup Winners (9)	1957, 1973, 1978, 1982, 1984, 2004, 2005, 2006, 2007
Dr. Lagan Cup Winners (3)	1942, 1956, 1957
All-Ireland Vocational Schools' Champions (9)	1967, 1969, 1970, 1988, 1989, 1998, 2004, 2005, 2007
All-Ireland Vocational Schools' Finalists (6)	1974, 1975, 1997, 1999, 2000, 2006
Ulster Vocational Schools' Champions (16)	1967, 1969, 1970, 1974, 1975, 1976, 1988, 1989, 1997, 1998, 1999, 2000, 2004, 2005, 2006, 2007
All-Ireland Scór Titles	19 Scór Sinsear 7 Scór na nÓg



Nailing the Red Hand Colours to the Mast: Our Action Plan

The action plan which follows sets out Tyrone's GAA stall for the next five years. It is based both on current practice within the County and on the outputs from the planning process described earlier.

Around 100 actions are put forward, spread across the plan's ten themes in a format which:

- Spells out what we intend to do
- Shows who will lead on delivery
- Sets targets for achievement
- Gives a sense of what each action aims to achieve.

Delivery will depend on a combination of work from the County Committee, its Sub-Committees, Tyrone's GAA Clubs, Comhairle Uladh and Croke Park/the national GAA. The plan thus brings together the whole GAA family.

Theme 1: How We Run Our County

Objective: To be a well-governed GAA County, making full use of our people and structures.

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
Draft and seek unanimous Club approval for a Tyrone GAA Code of Conduct which commits everyone to the spirit and ethos of the GAA.	Coiste Bainisti	Code of Conduct agreed and in place by end 2008.	Clear, agreed sense of "the-way-we-do-things-around-here" in Tyrone GAA.
Amend County bye-laws to ensure a continuous refreshing of the County Management Committee.	County Committee	Minimum one year gap between holding Coiste Bainisti posts, with the exceptions of Chair & Vice-Chair.	Refreshing rather than rotating of key County posts.
Permit Clubs to send alternates to County Committee meetings.	County Committee	Arrangement in place by end of 2008.	Clubs always represented at County Committee meetings.
Recommend to Clubs that their Chairperson, Secretary or Treasurer acts as their County Committee member.	Coiste Bainisti	All Clubs with arrangement in place by end 2010.	Strong, clear links between governance of Clubs and County.

Continue with practice of Sub-Committees chaired by County Executive members but also including members from a variety of backgrounds.	County Committee	Ongoing	Clear democratic leadership of the GAA in Tyrone allied with an inclusive use of talents and inputs from elsewhere.
Draft a job description for each County Executive officer post and ensure each post has designated responsibility for overseeing particular parts of the Tyrone GAA's business.	Coiste Bainisti	Job descriptions agreed by County Committee in advance of the 2008 County Convention.	A County Executive covering all aspects of Tyrone GAA and a confidence that new GAA initiatives will be headed up by a County officer in Tyrone.
Undertake a review of the County's Sub-Committees, looking at, among others: <ul style="list-style-type: none"> • Official Guide requirements • Remits and responsibilities • Effectiveness of existing arrangements • Gaps to be filled • Membership; continuity and succession issues • Good practice from elsewhere. 	County Committee	Review completed and findings brought to 2008 County Convention. Subsequently every Club in Tyrone represented on at least one Sub-Committee.	A County governance system that's fit-for-purpose.
Establish agreed "business arrangements" for County Sub-Committees, including: <ul style="list-style-type: none"> • Regularity of meetings and attendance requirements • Standards for notice of meetings, agendas and minutes • Templates and approval arrangements for annual work-plans • Reporting arrangements to the County Committee and County Convention. 	County Committee	Plans in place for 2008 year.	Clear "task focus" for Sub-Committees and accompanying accountability arrangements.
Provide an update on discipline issues and decisions, Club and County, at every County Committee meeting.	Coiste Bainisti, CCC, CHC	Updates provided.	A discipline system that's open and transparent.
Encourage women and people under 35 to come forward to contribute to County administration.	Clubs	At least 20% of every County Sub-Committee made up of these groups.	A more inclusive Tyrone GAA management.

Host an annual Tyrone GAA “think in workshop” which: <ul style="list-style-type: none"> • Brings together Tyrone’s Clubs and other GAA stakeholders, with a clear player input • Reviews the County GAA Strategy • Identifies new GAA issues to be addressed. 	Coiste Bainisti	One such workshop hosted each year, starting in 2008.	Full value obtained from the “GAA constituency” in terms of strategic guidance of the GAA in Tyrone.
Maintain the current County staffing support.	County Committee, Croke Park, Comhairle Uladh	Sustainable CAM and Games Development posts in place.	Robust admin underpinning of Tyrone GAA in place.
Continue to provide leadership on GAA community issues such as hospital provision, education and PPS 14.	Coiste Bainisti	Consultations carried out/ submissions made as appropriate.	The GAA fulfilling its community leadership role.
Host a summit with the District Councils in Tyrone to agree ways ahead re the development of gaelic games in the County.	Coiste Bainisti, Comhairle Uladh	One such summit held each year	Partnership working, to the GAA’s advantage, with those statutorily responsible for local sport and leisure.

Theme 2: Preparing For and Delivering Our Games

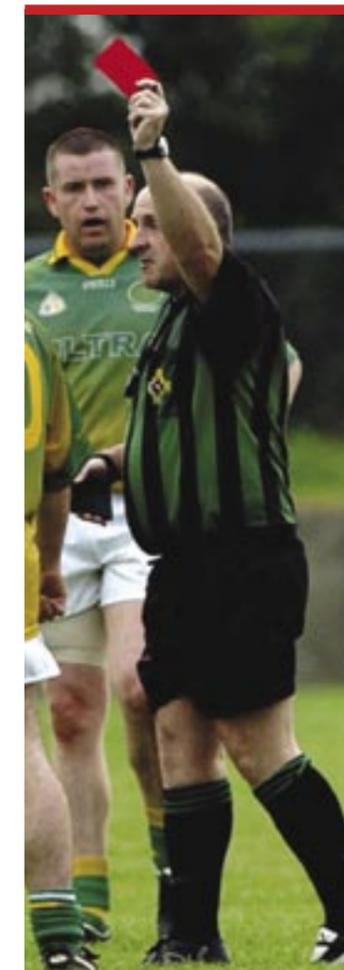
Objective: To maximise participation in gaelic games in Tyrone that’s both meaningful and enjoyable.

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
Develop a Tyrone Club Fixtures strategy which: <ul style="list-style-type: none"> • Retains the current successful focus on playing the games, providing at least 20 meaningful adult Club games per year • Places less reliance on Sunday games • Staggers fixtures (eg Div 1 on Fri night, Div 2 on Sat) to facilitate spectators and match officials • Properly accommodates the U21 competition • Has input from County and Schools managers and reflects GAA playing “bottlenecks” • Avoids two-games-per-weekend for teams • Identifies a summer holiday break • Defines a “closed season” for Tyrone County teams’ activity 	CCC, Youth Committee	Strategy ready for presentation at 2008 County Convention.	A clearly understood and accepted way of delivering a key part of the GAA’s core business, games for those who want to play them.
Maintain and develop current coaching programmes, ensuring they: <ul style="list-style-type: none"> • are constantly updated regarding best practice • maintain a focus on discipline and the GAA ethos • include lifestyle and wellness dimensions • are “women-friendly” 	Coaching Committee	Suite of coaching programmes and supports in place on an ongoing basis. All Clubs to have at least five Foundation, three Level 1 and one Level 2 coaches in place by 2010.	As many people as possible enjoying playing gaelic games to the highest standard possible.
Develop and implement a Tyrone Referees Strategy which will: <ul style="list-style-type: none"> • Focus on recruitment (including umpires and linesmen), particularly targeting current players and women • Provide best practice training and development (including induction) for referees, umpires and linesmen 	Referees Committee, Coaching Committee, Finance Committee, Comhairle Uladh,	Strategy ready for presentation at 2008 County Convention.	An appropriate supply of referees who are prepared; resourced; and respected for the job they do.



<ul style="list-style-type: none"> Prevent "referee burnout" Improve overall awareness of the rules Include refereeing components in all coaching programmes Improve the esteem in which referees are held, eg by all Clubs "meeting-and-greeting", providing hospitality and designating a referee's parking spot Recognise referees' achievements Review referees' expenses Highlight the importance of refereeing to parents of underage players Encourage Clubs to provide proper referee changing facilities Apply sanctions to Clubs not providing referees Include a "Young Whistlers" component Encourage active players to become part-time referees 	National Referees Committee		
Prepare a bid to Tyrone's District Councils to help fund GAA coaching and development across the County.	Coiste Bainisti, Coaching Committee	Bids submitted by end June 2008.	A partnership-based GAA coaching resource in each of Tyrone's four local authority areas.
Encourage Clubs to come together on a geographic basis to develop hurling teams.	County Committee, Comhairle Uladh	At least four new "composite teams" in place by 2012.	A stronger critical mass for hurling in Tyrone that's built on existing, proven GAA capacities.
Introduce a structure which facilitates adults to play non-competitive football and hurling.	CCC	At least ten recreational adult GAA teams in place by 2010.	Opportunities for interested adults to play non-competitive, recreational gaelic games.
Undertake a review of the GAA in Cookstown, Dungannon, Omagh and Strabane looking at: <ul style="list-style-type: none"> Generic issues faced by urban Clubs Participation and drop-out levels Infrastructure provision Promotion of the GAA in growing urban settings 	County Committee, Development Committee, Comhairle Uladh	Review completed and report, with recommendations, prepared for 2008 County Convention.	A fit-for-purpose GAA in Tyrone's District towns, now home to one-person-in-three in Tyrone.

Host an annual Tyrone Coaching Workshop to develop best practice regarding the games and raise issues of concern.	Coaching Committee, Referees Committee	One such Workshop hosted each year, starting in 2008.	Ongoing betterment of Tyrone's coaching capacity.
Maintain existing practices re appointment of County team managers, eg: <ul style="list-style-type: none"> Restrict posts essentially to Tyrone-based people Appoint for fixed (three year) terms Encourage succession arrangements 	County Committee, Coiste Bainisti	Ongoing	Managers focused on the well-being of the GAA in Tyrone and who are facilitated to do their job.



Theme 3: Where We Work and Play: Infrastructure and Facilities

Objective: To provide and manage effectively the best possible quality facilities for gaelic games in Tyrone.

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
Develop a centrally-located Tyrone County GAA Centre which will: <ul style="list-style-type: none"> • Include a number of GAA pitches, floodlighting, a “third generation astroturf” facility and indoor provision • Provide a handball facility and a “hurling/camogie wall” • Include changing, fitness and well-being facilities • Incorporate a Tyrone GAA administration headquarters, with accommodation for meetings • Host a GAA archive/museum • Be available to the full family of gaelic games and be “women/disability/child-friendly” • Reflect Tyrone as a County, the GAA ethos and the GAA Clubs of Tyrone, via design, signage and gaelic art • Be environmentally-friendly • Be based on input from County managers, coaches, administrators and other stakeholders including Education and Local Government 	County Committee, Coiste Bainisti, Finance Committee, Comhairle Uladh, Croke Park	Property purchased by 2008. Masterplan agreed by 2009. Centre (partly) operational by 2012.	A corporate home for the GAA and gaelic games in Tyrone.
Complete the master-plan for Healy Park, Omagh.	County Committee, Finance Committee	Current final phase completed by end 2007.	A top class, fit-for-purpose GAA stadium in Tyrone which can also meet regional GAA needs.
Develop O’Neill Park, Dungannon as Tyrone’s second County Ground, with a focus on spectator comfort.	County Committee, Finance Committee, Comhairle Uladh	Masterplan agreed by end 2007. Project completed by end 2010.	A fit-for-purpose GAA stadium in Tyrone which balances Healy Park and can accommodate significant GAA fixtures.
Investigate the provision of “Park-and-Ride” options at major GAA games in Tyrone.	Coiste Bainisti	Options, if possible, in place for 2008.	Reduced congestion at major GAA games, leading to improved spectator comfort.

Maintain current stewarding/gates management and training ... and recognise/acknowledge their contribution to the GAA in Tyrone.	Finance Committee, Stewards Committee	Ongoing	Best practice event management and controls in place. Recognition and acknowledgement of the contribution of volunteer stewards.
Provide, reflecting advice from District Councils and others, a basic health and safety checklist for Clubs, with a particular focus on adequate toilet provision.	Development Committee, Comhairle Uladh	Checklists available by end June 2008.	Fit-for-purpose GAA facilities across Tyrone.
Host at least once a year a seminar on best practice regarding pitch maintenance for Clubs.	Development Committee, Comhairle Uladh	One seminar held each year.	Best quality playing surfaces across Tyrone leading to more and better quality gaelic games.
Provide a basic advice note, including schematic plans, for covered stands at Club grounds.	Development Committee, Comhairle Uladh, Croke Park	Covered stands at 50% of Club grounds by 2012.	Enhanced spectator comfort and increased attendances at games.
Encourage/support Clubs to have access to a second pitch, ideally owned by them and vested in the GAA.	Development Committee	Second pitches available to 75% of Clubs by 2012.	Capacity to better accommodate current and growing levels of participation in gaelic games.



Theme 4: A Whole Family, Whole Community and Whole Life GAA

Objective: To provide a GAA that is open and inclusive and which offers something for everyone.

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
Establish a Tyrone Gaelic Games Integration Group to drive forward the integration of all the gaelic games in the County, building on the experiences of existing integrated Clubs.	Coiste Bainisti	Group in place by end 2007. Joint GAA/LGFA/Camogie fixtures made in 2008.	Joint-working and planning across the gaelic games family.
Invite representatives of Ladies Gaelic Football and Camogie to sit on the Tyrone County GAA Committee and seek reciprocal arrangements with Ladies Football and Camogie.	County Committee	Representatives involved from 2008 onward.	Joint-working and planning across the gaelic games family.
Introduce "family-friendly" ticketing strategies for games managed/overseen by the Tyrone County Committee.	Finance Committee	Strategies in place from April 2008 onward.	Gaelic games made attractive to and affordable for the whole family.
Provide a basic advice note for Clubs indicating how they can make their premises and facilities "women/disability/child-friendly".	Development Committee, Comhairle Uladh, Croke Park	Advice note available by June 2008.	Fit-for-purpose GAA facilities across Tyrone.
Provide a basic advice note for Clubs, reflecting Tyrone emigrants' experiences elsewhere, regarding how they can welcome in ethnic minorities/migrant workers and their families.	Coiste Bainisti	Advice note available by June 2008.	A welcoming and more inclusive GAA across Tyrone, reflecting the changes occurring within the County.
Roll out "Have-a Go" sessions aimed at foreign nationals and others from a non-traditional GAA background.	Coaching Committee, Comhairle Uladh	At least one such session held each year from 2008 onwards.	A welcoming and more inclusive GAA across Tyrone, reflecting the changes occurring within the County.
Offer GAA coaching input to Controlled schools in Tyrone.	Coaching Committee, Comhairle Uladh	Offers made by end 2008.	A welcoming and more inclusive GAA across Tyrone.

Initiate an engagement with the Ulster Scots movement re issues of mutual cultural interest.	County Committee, Comhairle Uladh	Engagement sought by end 2008.	Mutual recognition and sharing of experiences across the main traditions in Tyrone.
Continue to contribute to EMU and similar approaches and to District Councils' Good Relations Strategies as appropriate.	County Committee, Clubs	Ongoing	Mutual recognition and sharing of experiences across the main traditions in Tyrone.
Maintain and develop the current Alcohol and Drugs Strategy and: <ul style="list-style-type: none"> • Maintain Tyrone's existing "no-alcohol-related-sponsors" and "no-alcohol-in-GAA-Cups" policies • Provide, using Health and Social Services input, advice notes for Clubs regarding drugs and alcohol • Emphasise (positive) well-being aspects rather than (negative) "anti-drink/drugs" aspects • Use County role models 	Coiste Bainisti, ASAP Officer, Comhairle Uladh, Croke Park, Clubs	Ongoing	Reduction in reliance on alcohol (and drugs) as the "only choice" social support. Increased acceptance and use of alternatives.
Provide, in partnership with Health and Social Services, advice to Clubs on health and wellness issues, including mental health.	Coiste Bainisti, Comhairle Uladh, The Cormac Trust	A defibrillator sited in every Club area and people trained in its use.	A GAA that actively improves the quality of life across Tyrone.





Theme 5: Culture and Heritage

Objective: To build pride in place and community across Tyrone.

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
Continue to promote Tyrone as a place and series of communities of significance and importance.	County Committee, Clubs	Tyrone dimension highlighted whenever and wherever possible.	Ongoing pride of place in and commitment to Tyrone and its people and communities.
Develop a strategy for Scór which includes: <ul style="list-style-type: none"> • A clear branding of Scór • A fixed annual calendar/ programme and a tight scheduling of Scór events • Comprehensive PR regarding what Scór is, why we promote it and the value it brings • Promotion of Scór via local press and radio • Work with schools regarding preparation for Scór • Use of high quality venues • Celebration of Scór via showcasing Scór competitors at all levels and coverage in Tyrone GAA publications such as RedHand View and associated publications such as Team Talk. 	Culture Committee, PR and Marketing Committee, Communications Committee, IT Committee	Year-on-year at least 75% of Clubs taking part in Scór na nÓg and Scór Sinsear.	Irish culture seen as part of the fabric of the Tyrone GAA at Club and County levels.
Support the Irish language via: <ul style="list-style-type: none"> • Hosting an annual workshop on “doing-your-GAA-business-through-Irish” • Support for St Patrick’s Day language collection • Branded GAA Gaeltacht scholarships • Use of Irish in match programmes and announcements, at GAA meetings and on the Tyrone website • Irish/bi-lingual signage • Club names in Irish 	Culture Committee, Finance Committee	Ongoing	Irish language seen as part of the fabric of the Tyrone GAA at Club and County levels.

<ul style="list-style-type: none"> • Support for Campa Chormaic-like initiatives and consideration of an Irish-only Tyrone GAA summer camp • Links with teachers and schools. 			
Host an annual Tyrone culture/ heritage event, possibly linked to St Patrick’s Day or possibly reviving the Greencastle, Kilskeery or other Aeridheacht, which celebrates Tyrone the place, its history, its cultures and its communities.	Culture Committee	One such event hosted each year, starting in 2008.	Irish culture seen as part of the fabric of the Tyrone GAA at County level.
Encourage all Clubs to host at least one cultural event each year.	Culture Committee, Clubs	One such event hosted by each Club each year, starting in 2008.	Irish culture seen as part of the fabric of the Tyrone GAA at Club level.
Encourage all Clubs to publish Club histories and/or contribute to local/ parish histories.	Culture Committee, PR and Marketing Committee, Clubs	All Clubs to have histories documented by end 2012.	Securing of the “Tyrone GAA story” for posterity.
Respect and foster Tyrone’s heritage by: <ul style="list-style-type: none"> • Using townland names in postal addresses • Reflecting other local place names 	County Committee, Clubs	Townland/local placenames used in all Tyrone GAA addresses by end 2008.	Retention - via active, daily use - of traditional placenames.
Ensure every new GAA development includes a gaelic art component.	County Committee, Clubs	Gaelic art element in all new GAA developments.	Irish culture seen as a visible part of the physical fabric of the Tyrone GAA at County and Club levels.
Put in place an annual awards scheme for the best pieces of GAA-related art produced by Tyrone’s primary and secondary school pupils.	Culture Committee	Awards scheme in place from 2008 onwards.	Increased, “non-games specific” awareness of GAA across Tyrone schools.
Establish and maintain a Tyrone GAA archive (eg containing Club histories and Tyrone GAA records and publications) to be eventually located in the Tyrone Administration HQ.	Coiste Bainisti, PR and Marketing Committee	Archive opened by end of 2007.	Securing of the “Tyrone GAA story” for posterity.

Make available GAA inputs to events and discussions focusing on issues of heritage and culture.	Coiste Bainisti, Clubs	Requests responded to on an ongoing basis.	Increased awareness and understanding of the GAA across a range of Tyrone settings.
Collaborate as appropriate with sister organisations such as Campa Cormaic, Comhaltas and Conrad na Gaeilge.	Coiste Bainisti, Culture Committee, Clubs	Requests responded to on an ongoing basis and organisations invited to GAA events as appropriate.	Strengthening of Irish culture and heritage generally across Tyrone.
Provide a basic advice note outlining how Clubs can contribute to environmental sustainability.	Development Committee	Advice note available by June 2008.	Tyrone's Clubs aware of and responding positively to environmental issues.



Theme 6: Fostering Our Clubs

Objective: To support our GAA Clubs as the engines of the GAA within Tyrone's many communities.

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
Develop and deliver practical training for key Club officers, outlining their responsibilities and providing advice on how to deliver their roles.	Coiste Bainisti, Comhairle Uladh	At least one programme delivered each year.	Strong management and leadership capacity within Tyrone's GAA Clubs.
Ensure, via seminars, briefings and other communications that Tyrone Clubs are fully-briefed on funding and other development opportunities.	Development Committee, Comhairle Uladh	At least one briefing event hosted each year.	Fit-for-purpose GAA Clubs and facilities across Tyrone.
Establish a forum where Clubs can share experiences and give advice on (a) seeking support and grant aid from "non-GAA" sources (eg SCNI and DSD) and (b) innovative approaches (eg regarding fundraising) within Clubs.	Development Committee, Comhairle Uladh, Clubs	At least one such event hosted each year, starting in 2008.	Clubs informed of and capitalising on funding opportunities and approaches.
Encourage Clubs to obtain Comhairle Uladh "Cumann Maith" accreditation.	Development Committee, Comhairle Uladh	All Clubs to have obtained some level of Cumann Maith accreditation by 2012.	Accredited, fit-for-purpose GAA Clubs throughout Tyrone.
Roll out Comhairle Uladh's Club/School Links template.	Coaching Committee, Comhairle Uladh	All Clubs to have structured links in place with local primary schools by 2010.	Seamless interaction between Clubs and schools, maximising participation in all aspects of the GAA.
Identify and support partnership opportunities that could provide Clubs with additional facilities, eg via Local Government and/or Education.	Coiste Bainisti	Opportunities brought to Clubs' attention at County Committee meetings.	Clubs informed of and capitalising on development opportunities.
Ensure Clubs are centrally involved in the annual Tyrone GAA Strategic workshop proposed under Theme 1 above.	Coiste Bainisti, Clubs	One such workshop hosted each year, starting in 2008.	Full value obtained from the "GAA constituency" in terms of strategic guidance of the GAA in Tyrone.

Theme 7: "The Precious Years": Our Children and Young People

Objective: To make the GAA a safe and enjoyable place for our young people.

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
Continue to place and promote child safety, protection and enjoyment at the heart of everything the GAA does: retain and extend as appropriate the Tyrone focus on non-competitive gaelic games for children. Host an annual forum/workshop for Club Child Protection Officers (CPOs).	Development Committee, Comhairle Uladh	Legislative requirements and good practice communicated to Tyrone GAA units as soon as it becomes available. Club CPOs brought together at least once a year.	The GAA in Tyrone being, and being recognised, as a safe and secure place for children.
Maintain the current non-competitive "Go Games" focus at U12 levels and consider its introduction at U14.	Coaching Committee	Ongoing implementation of "Go Games" model. Report on application at U14 brought to County Committee by end June 2008.	Gaelic games for children being played for enjoyment and to improve skills levels.
Maintain the current approaches to grading at underage levels in Tyrone, but also reflect Clubs' catchment populations.	Youth Committee	Ongoing	Underage players in Tyrone competing at the appropriate levels.
Maintain and develop the current "Club Tyrone" and VHI Summer Camps models for football and hurling.	Coaching Committee	Maintain an attendance of 5,000 children per year.	Gaelic games for children being played for enjoyment and to improve skills levels.
Investigate the potential for a Summer Camp-type model for 13 to 15 year-olds.	Coaching Committee	Review completed and findings brought to County Committee by end April 2008.	Gainful summer GAA activity for an age group which currently falls between a number of stools.
Every three years carry out a brief review of the Development Squad system, looking at:	Coaching Committee, Clubs	Reviews carried out by end 2007 and end 2010.	A development squad system which brings value to the child, the Club and

<ul style="list-style-type: none"> • Its effectiveness • Any negative spin-offs/ lessons learned • Good practice from elsewhere • Any resourcing issues 			the GAA in Tyrone.
Promote all aspects of the GAA (ie not just the games alone but culture, administration, refereeing and coaching) to young people as part of a full GAA "menu", at County, Club and schools levels.	County Committee, Clubs	A "what-the-GAA-is" element included in all GAA programmes and events for children and young people.	Increased awareness by young people of the breadth and depth of the GAA.
Provide Clubs with advice regarding putting in place Youth Development Plans which: <ul style="list-style-type: none"> • Highlight child safety and protection issues • Put in place the necessary youth structures and arrangements within the Club • Include best practice programmes regarding youth coaching and games development • Build in Summer Camp activity • Focus on Club/school links • Incorporate non-games aspects such as Scór • Cater for boys and girls • Set targets for participation 	Coaching Committee, Development Committee, Comhairle Uladh, Clubs	All Clubs with (a) Youth Plans and (b) Youth Officers in place by 2010.	A GAA at Club level which is attractive; safe; and beneficial for children and young people.
Host an annual seminar/workshop/briefing for Club Youth Officers.	Youth Committee	One such Workshop hosted each year, starting in 2008.	Two-way communication and discussion about GAA youth affairs in Tyrone.
Host an annual event for Chairs of school Boards of Governors to brief them on GAA issues and priorities.	Coiste Bainisti	One such event hosted each year, starting in 2008.	Ongoing support in Tyrone's schools for the GAA and what it does.
Continue with the practice of seeking feedback at/before the annual Youth Convention.	Youth Committee	Current practices maintained	An approach to Youth affairs that reflects people's and Clubs' needs and aspirations.
Continue to work in collaboration with, and support, Cumann na mBunscol across the full range of its work.	County Committee	Current practices maintained and developed.	A firm rooting of the GAA in Tyrone's primary schools.



Theme 8: Sustaining and Cherishing the Volunteers

Objective: To support and acknowledge the volunteer as the irreplaceable driver of the Tyrone GAA.

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
Brand, celebrate and consistently acknowledge the GAA volunteer as an anchor of community, people and place across Tyrone.	County Committee, Croke Park, Comhairle Uladh, Clubs	A "celebrate-the-volunteer" element included in all GAA programmes, activities and events in Tyrone.	The voluntary underpinnings of the GAA recognised and sustained into the future.
Develop and implement a Tyrone GAA Volunteer Welfare Policy which outlines: <ul style="list-style-type: none"> Volunteers', including players, rights and responsibilities How to avoid burnout, on and off the field Good practice in officer turnover How to achieve a "GAA/life" balance Good practice in recruiting volunteers, including getting parents involved Benefits available for elite players (eg free admission to Council leisure facilities) 	Coiste Bainisti, County Panels Committee, Coaching Committee	Policy developed and brought to County Committee by end June 2008.	Tyrone GAA being, and being seen as, driven by volunteers (including players) who are valued and cared for and are therefore fresh and enthusiastic.

Encourage Clubs to adopt officer turnover policies.	County Committee	All Clubs with such policies in place by end 2010.	Refreshing of key Club posts.
Use IT/ICT to reduce administrative burdens throughout the Tyrone GAA.	County Committee, IT Committee, Clubs	All Tyrone GAA communication (GAA Rules allowing) to be electronic by end 2010. All Clubs to have active websites by 2012.	Less burdensome administration leading to less risk of volunteer burnout and more time to devote to core GAA business.
Maintain and extend existing practices of prioritising the "GAA working family" for access to tickets.	Coiste Bainisti, Clubs	Ticket allocation systems in place which "reward" those who make the GAA happen in Tyrone.	Unequivocal acknowledgement of people's real contributions to the sustainability of the GAA in Tyrone.
Continue to acknowledge volunteers via provision of branded gear and other merchandise.	Coiste Bainisti, Finance Committee, Clubs	Ongoing	The voluntary underpinnings of the GAA recognised and sustained into the future.



Theme 9: Marketing, Communications and PR

Objective: To improve people's knowledge of the GAA in Tyrone and what it does.

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
Continue to develop the Tyrone GAA brand.	County Committee, PR and Marketing Committee	Ongoing	Tyrone GAA seen as something which is modern, vibrant, effective and which holds to core GAA values.
Maintain and develop the County's website.	IT Committee	Ongoing	Website seen and used as the first port-of-call for all Tyrone GAA information.
Publish an annual Tyrone GAA Fixtures and Information booklet and increasingly use the website to communicate fixtures, results and Club information/details.	Communications Committee, CCC, IT Committee	Booklet published by end March each year.	Up-to-date availability of Tyrone GAA information, contact details and fixtures for the year.
Produce and implement an annual Tyrone PR and Marketing workplan, with budget attached: consider use of a self-financing student placement to help implement the workplan.	PR and Marketing Committee, Finance Committee	Plan submitted to County Committee by end February each year. Placement student in place during 2008.	Clear "task focus" for Sub-Committee and accompanying accountability arrangements.
Continue to produce the RedHand View programmes for Tyrone's home NFL games: produce programmes for Tyrone NHL and Club Championship games.	PR and Marketing Committee; Communications Committee	Programme produced (profitably) for each home NFL game.	Support for Tyrone GAA brand and regular vehicle for communication with the wider Tyrone GAA constituency.
Produce an annual Tyrone GAA yearbook.	PR and Marketing Committee	Yearbook produced (profitably) by end November 2007 and yearly thereafter.	Support for Tyrone GAA brand and annual "document of record" for the GAA in Tyrone.
Develop, promote and deliver the Tyrone County Final as the flagship event of the Tyrone GAA year.	Coiste Bainisti, PR and Marketing Committee	County Final taken forward in this way from 2008 onwards.	Support for the Tyrone GAA brand and annual, fixed celebration of the GAA at Club level in Tyrone.

Work positively (eg via open nights as appropriate) with the media and journalists at all levels and in particular with dedicated GAA publications such as Team Talk and Gaelic Life.	PRO, Communications Committee	Ongoing	Open, positive working relationship with key GAA stakeholders, the media.
Host a meeting with local newspaper editors as a group once a year.	Coiste Bainisti, PRO	One such Workshop hosted each year, starting in 2008.	Open, positive working relationship with key GAA stakeholders, the media.
Increase the usage of IT/ICT in Tyrone GAA communication by: <ul style="list-style-type: none"> Basing all communication on email Developing text-messaging services Encouraging all Clubs to develop active websites Providing Clubs with advice in these areas 	Coiste Bainisti, IT Committee, Clubs	All Tyrone GAA communication (GAA Rules allowing) to be electronic by end 2010. All Clubs to have active websites by 2012.	Accurate and speedy communication at all levels across the Tyrone GAA.
Host an annual seminar/workshop/briefing for Club PROs	PR and Marketing Committee	One such Workshop hosted each year, starting in 2008.	Clubs kept up-to-date regarding PR issues and skills, approaches and techniques.



Theme 10: Funding Tyrone

Objective: To make sure the Tyrone GAA has in place the financial resources it needs to do its work.

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
Develop a five-year financial plan for Tyrone including capital and revenue budgets and outlining planned sources of income.	Finance Committee	Plan presented to County Committee by June 2008.	Clear, agreed understanding of the costs of, and sources of funds for, Tyrone GAA to 2012.
Maintain and grow Club Tyrone as a cornerstone of the County's GAA fundraising.	PR and Marketing Committee	To at least maintain Club Tyrone income at 2006 levels.	Secure income stream year-on-year for the GAA in Tyrone and acknowledgement, as key members of the Tyrone GAA family, of those who provide that income.
Consider a lower level planned giving option for Tyrone (ie less than the Club Tyrone £500 per year).	PR and Marketing Committee	Option considered and report given to County Committee by end April 2008.	Increased fund-raising for, and wider sense of meaningful belonging to, the Tyrone GAA.
Continue to maximise income from games managed by the Tyrone County Committee by: <ul style="list-style-type: none"> • Good ticketing and admission management • Developing ancillary sources such as programme sales • Investigating merchandising opportunities 	Finance Committee, CCC, PR and Marketing Committee	Ongoing	Increased, and well-based, funding for the GAA in Tyrone.
Develop and implement a Tyrone Sponsorship Strategy which: <ul style="list-style-type: none"> • Reflects core Tyrone GAA values and Tyrone as a County • Co-ordinates the sponsorship of teams, competitions and events • Facilitates multiple sponsors • Encourages long term arrangements 	County Committee, PR and Marketing Committee, Finance Committee	Strategy in place by end 2007.	Structured, soundly-based and effective approach to sponsorship which supports the Tyrone GAA brand and generates increased income for Tyrone GAA.

<ul style="list-style-type: none"> • Is open and clear in terms of tendering/bidding • "Rewards" and acknowledges sponsors 			
Identify and pursue funding support from non-traditional GAA sources.	Coiste Bainisti, Finance Committee	Ongoing	Additional resources for the sustainability and development of the GAA in Tyrone.
Brief Clubs once a year on grant/funding opportunities and options such as CASC.	Coiste Bainisti, Comhairle Uladh	One such Workshop hosted each year, starting in 2008	Increased and up-to-date awareness by Clubs of financial opportunities.
Encourage players at all levels to become involved in fundraising for the Association and its work in Tyrone.	County Committee, Clubs	Ongoing	The core beneficiaries of the GAA's work being, and being seen to be, involved in helping sustain the GAA in Tyrone.
Support initiatives to reduce/remove VAT and rates burdens on GAA units.	Coiste Bainisti, Croke Park, Comhairle Uladh	Ongoing	Resources currently flowing out of the Tyrone GAA being retained for GAA purposes.
Continue to present and explain financial positions at County Committee meetings and County Convention.	Cisteoir	Presentations made.	Current and traditional Tyrone GAA openness re sources and application of GAA monies within the County maintained.



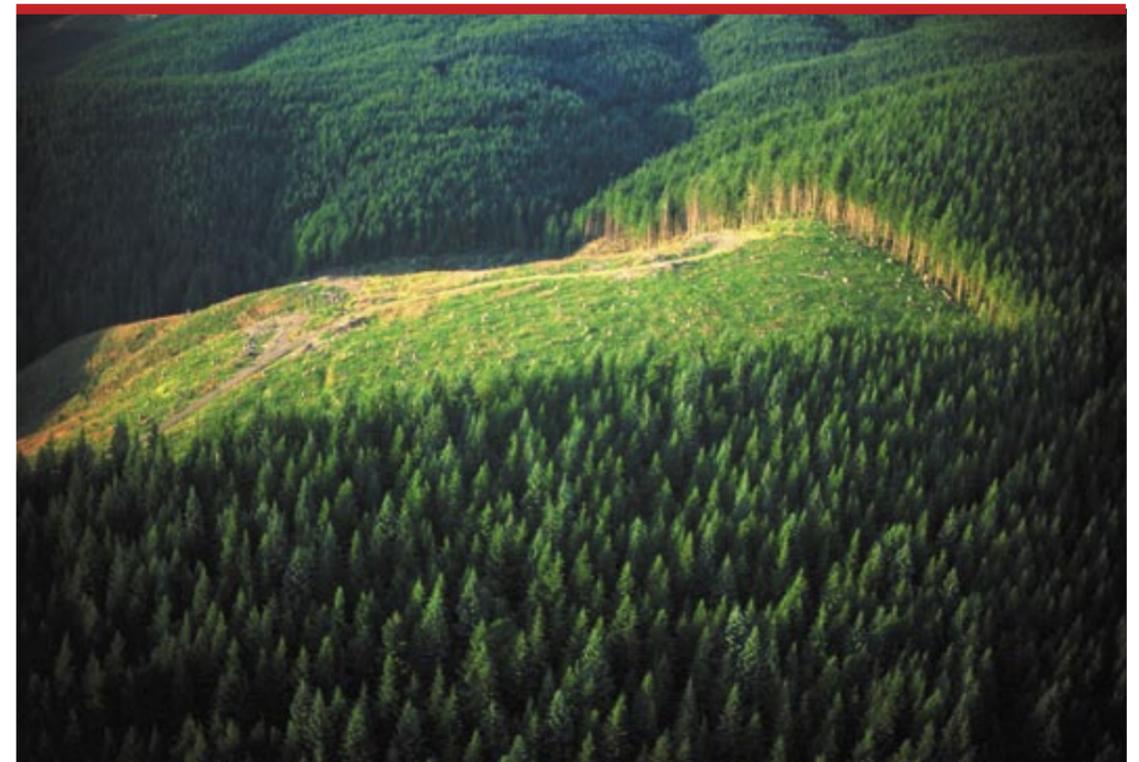
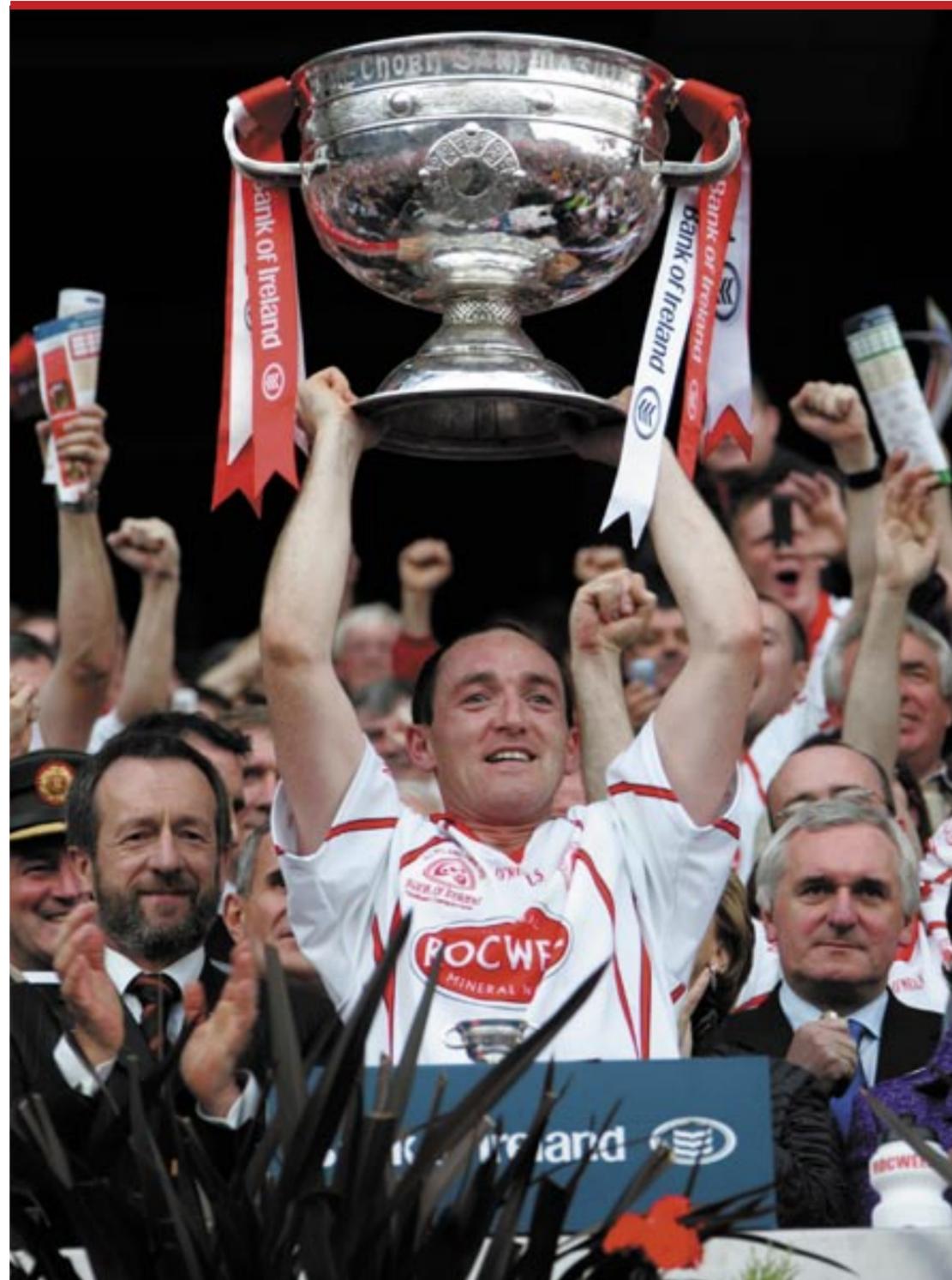
Making It Happen

Plans that aren't implemented are of little more than academic value. Every action in this plan is allocated to someone to lead on. Within Tyrone the intention is that the actions will form the bases for the annual work-plans that each County Sub-Committee will be expected to draw up and work to. In order to keep a strategic, County-wide focus, an Oversight Group will be set up by the County Committee. Its task will be to maintain an overview of the plan's implementation and to report formally to the County Committee in May and October of each year.

The Group will also report formally to the County Convention.

“So travel up, or travel down
You'll see them risin' all aroun'
There's wans in other parts, I've heered
That mortyal big that you're afeard
But even when a man's his lone
The hills are frenly in Tyrone”

WF Marshall, The Bard of Tyrone “The Hills of Home”





“It is difficult for the modern GAA follower to visualise the problems which those early officials faced. In a county which was starved of success in competitions within the province, where the financial burden imposed by participation in such competitions was a constant source of anxiety, where the struggle to keep clubs in existence and to organise competitions was always an uphill one, and where a large part of the area was almost totally untouched by the GAA, it must have been a depressing task indeed to continue year after year, with very little incentive and with little hope of success, to run the affairs of the Association. By their patience, perseverance and generosity, those men kept the GAA flame alive at a time when it could easily have been extinguished and laid the firm foundations on which the present structure in Tyrone is based.”

Joseph Martin, “The GAA in Tyrone”
On the decade, the 1920s, that “made” the GAA in Tyrone

Acknowledgements

The Tyrone County Committee would like to recognise the work of the Tyrone Strategic Workgroup in the production of the Tyrone Strategy.

Pat Darcy
Cuthbert Donnelly
Brendan Harkin
Michael Harvey
Terry McCann
Dominic McCaughey
Dermot McCaughey
Michael McCaughey
Michael McGoldrick

The County Committee would like to recognise the input of all the club volunteers who attended the club strategic planning workshop in June.

Tyrone GAA would also like to recognise the support and facilitation received from the Ulster Council GAA represented by Ryan Feeney and Mark Conway of the Venture I Network.

Finally the Tyrone County Board also like to thank Danny Murphy, Stephen McGeehan and Dr. Eugene Young of the Ulster Council for their input and support during the strategic planning process.

Ag Ardu na Láimhe Deirg

Lairdesign



Coiste Tír Eoghain CLG
Tyrone County Committee GAA
1A James Street,
Omagh,
County Tyrone
BT79 7TD

Telephone (028) 8225 7573

Website www.tyronegaa.ie