



CUMANN
CAMÓGAÍOCHTA
ULADH
ULSTER CAMOGIE



BUILLE GO BUA
STRATEGIC PLAN | 2013 - 2017





CHAIRPERSONS ADDRESS



We at Ulster Camogie are embarking on one of the most exciting periods for our Association. I am privileged to present to the Ulster Camogie family 'Buille go Bua, Striking for Success' our Strategic Plan which paves the way forward for our Association, athletes and volunteers.

I would like to thank everyone associated with Ulster Camogie who have worked tirelessly over the years to bring us to where we are today. We are closely aligned, supported and advised by Ulster GAA and I would like to thank Dr Danny Murphy and all his team for their support and reassurances over the last few years and special thanks to Aogán Ó Fearghail and Martin McAviney for their leadership in guiding the implementation of the Integration policy across our province which has led to increased relations with all codes of the Gaelic Games family.

Buille go Bua is the product of in-depth consultation and debate with players and volunteers at every level across our province and input from our Coaching & Games Development subcommittee. This subcommittee ably chaired by Mary Connolly, is now tasked with delivering and supporting this plan across Ulster. We have every confidence in this team. Our volunteers will be well assisted by our Talent ID & Coaching Development Officer, Ross Corbett; Lisa McAliskey, Gerard Gribben and Yvonne Byrne, the RDOs working across the nine Counties. Co-ordination and administration will be in the capable hands of Ciaran Kearney, Ulster's Administration Manager. These officers are integral to the success of this Strategy but we all have our part to play, together we will make this happen.

On behalf of everyone, athletes and volunteers, I would like to thank Sport NI for the funding offered to Ulster Camogie over the next four years. This support is integral to the delivery of this plan. We in Ulster relish the challenges set out in *Buille go Bua* which compliments *Sport Matters* of Sport NI and also *Our Game Our Passion*, the Development Plan of An Cumann Camógaíochta. As acting Ard Stiúrthóir, Mary O'Connor's input has instilled confidence and her approval has complemented our strategy.

We are entering the most exciting and challenging era for our association but I have no fears in our ability, commitment or determination in shaping Ulster Camogie for the coming generations.

Is Féidir Linn

Kathleen Woods
Cathaoirleach
Camógaíocht Uladh

FOREWORD

Ulster Camogie has come a long distance in a short time; Membership of clubs has increased by 17% from 2009–2013 and the Ulster Council, its clubs and all the volunteers are to be congratulated on this growth and the huge contribution they make to increasing sport participation amongst women and girls.

This new strategic plan - *Buille go Bua* embraces the changing environment in which we all aim to deliver excellence in sport and Sport Northern Ireland recognises the leadership shown by the Ulster Council in taking pro-active steps to achieve its high ambitions for Camogie. We also welcome the inclusive approach to the development of this plan as members and partner organisations have all had an opportunity to inform the proposals and strategic themes.

The Strategic Plan builds on extensive work undertaken over recent years to strengthen the governance and leadership in Ulster Camogie Council. This in turn provides a solid foundation on which to sustain and strengthen coaching, clubs, schools and universities, increasing quality and quantity of playing opportunities at all levels over the next four years.



Camogie is a key member of the Gaelic Games family and Sport NI welcomes the partnership approach taken in the development and proposed implementation of the strategy, especially in a current economic climate where we all share responsibility to make best use of limited and valuable resources – money and people. That partnership approach has also been extended beyond the Gaelic games family to other sport such as hockey, to raise awareness and attract new participants from new areas.

Sport NI's investment in Camogie through the Ulster Camogie Council is both financial and development support. That investment reflects our commitment to delivering excellence in sports performance and increasing participation among women and girls. This plan reflects the Council's commitment to maximising the investment received. We look forward to working with Ulster Camogie Council as it implements this strategy and to seeing the rewards at participation and performance levels in the coming years.

Antoinette McKeown
Chief Executive,
Sport Northern Ireland



An Dún

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PRESIDENT'S ADDRESS



Camogie is alive and thriving in Ulster. With clubs on the increase year on year, there are now a total of 113 clubs and an overall membership of over 12,000. This shows a very healthy increase in membership from 10,000 from 2009 when the previous strategic plan was implemented. To achieve any goal there must be careful and realistic planning. There must be an overall vision with an end goal in mind. I believe that *Buille go Bua* 2013–2017 shows careful planning and a clear vision to develop and expand the game of Camogie in all clubs and counties of Ulster. It is important to plan ahead, and to have specific and realistic targets and goals to expand the game of Camogie in Ulster. Some counties in Ulster are strong and these should be consolidated and expanded further where possible. A great effort is needed to continue and expand the growth already taking place in the developing counties of Donegal, Cavan, Monaghan and Tyrone and targets to achieve this are identified in this strategic plan.

The National Plan of An Cumann Camógaíochta – *Our Game Our Passion* identifies the National Plan for development under the headings of:

- ✓ **Growing Participation**
- ✓ **Volunteer Development and Leadership**
- ✓ **Improving Performance**
- ✓ **Enhancing Camogie's Profile**
- ✓ **Excellent Governance and Organisational Development**

These are key areas identified to move forward in the development of our game. In 2011 the population of Ulster was showing 2.1m which is an increase of 150,000 people in a 10 year period. With the female population now at 1.2m this gives the clubs and counties of Ulster a

target audience to implement their plan, bringing the game of Camogie to a larger audience, and introducing the fastest field sport in the world for females to as many girls and adults as possible.

Each Province has a huge role to play in the success of the Camogie Association's National Development Plan *Our Game Our Passion*, and I highly commend Ulster's initiative in producing *Buille go Bua* showing very positive vision and leadership.

I congratulate and commend everyone who has had a role in putting Ulster's Strategic Plan together. I wish you all every success in the coming months and years. I hope you deliver the key objectives of this plan and in so doing greatly enhance participation in the fantastic game of Camogie in Ulster.

There is a great relationship between Ulster Camogie, Ulster GAA and Sport Northern Ireland. Many programmes across both Associations are shared to develop Gaelic Games in Ulster. The Camogie Association is proud to be involved in this ongoing co-operation.

Eibhlín Uí Leathlóbhair

Aileen Lawlor
President
The Camogie Association.





EXECUTIVE SUMMARY

Ulster Camogie Council produced a strategy for the development of Camogie in Ulster from 2009-2015. Following a period of uncertainty for Ulster Council and efforts to maintain the standing of Ulster Camogie this strategic plan faced difficulties in the implementation period. Whilst many of the targets have been reached Ulster Council decided that a fresh, realistic plan would provide a more solid footing for the development of Camogie in the Province due to more positive circumstances in Ulster.

In developing *Buille go Bua* we have consulted with all stakeholders to guide Ulster Camogie through an exciting period which has seen Ulster Camogie grow across various levels. *Our Game Our Passion* the Development Plan of An Cumann Camógaíochta from 2010-2015 has set ambitious targets in order to grow the game of Camogie both Nationally and overseas. In Ulster we are committed to assisting the implementation of this plan.

Ulster Council currently receives funding from Sport NI as part of the Performance Focus programme to develop areas of Governance, Coaching Systems and Talent Identification. Ulster Council has worked closely with Sport NI to ensure that all areas of Ulster Council develop and operate as appropriate. Within Performance Focus, Ulster Council has received investment until end of period of 2017. Continuation of funding will be dependent on Ulster Camogie meeting the objectives outlined by Sport NI as part of the Performance Focus award.

Through Sport Matters - The Northern Ireland Strategy for Sport & Physical Recreation for 2009-2019 three strategic objectives are outlined which are:

- 1 Increased participation in sport and physical recreation;**
- 2 Improved sporting performances;**
- 3 Improved efficiency and effectiveness in the administration of sport.**

These three areas reflect highly on funding provided to Ulster Camogie through Investing in Performance Sport and Performance Focus programmes. As females are considered to be an under-represented group in terms to sporting participation this has been highlighted as a key area for development in *Sport Matters*.

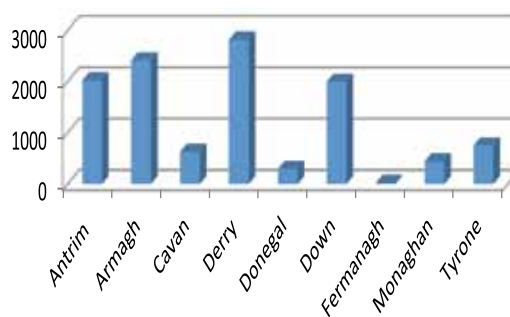
In Ulster there are currently 113 clubs with a membership of 12,100 which has grown from 10,000 at

the time of our previous strategic plan in 2009 which is significant growth. Each county in Ulster has shown a continued increase in registered members and Ulster Council is encouraged by the growth in our developing counties of Donegal, Cavan, Monaghan and Tyrone. Within *Our Game Our Passion* the targeted figures of growth may have been ambitious as regards to the amount of new Camogie clubs and is currently being reviewed.

With An Cumann Camógaíochta now employing Regional Development Officers across Ulster it is hoped that volunteers can be provided with the support to develop clubs across the Province.

Counties Members

Members



In Ulster we also have a very strong and active post primary schools association with 45 schools taking part in Ulster Camogie Colleges competitions. The importance of Camogie in Ulster Colleges can not be understated and it is difficult to record the number of games that take place in a school year. Schools participate in a range of competitive and development competitions which are coordinated by an active Colleges Executive. Throughout the process of the development of this strategy Ulster Council has been encouraged by the positive contribution from Ulster Colleges as we continue to strengthen our links. Ulster Council also will endeavour to strengthen our links with Cumann na mBunscoil and third level colleges within the Province.

Ulster Camogie are very thankful for support across various levels from Ulster GAA. Many programmes across both Associations are shared with support provided by both bodies to develop Gaelic Games in Ulster. Operating across two political and legislative jurisdictions can pose various challenges and this support from Ulster GAA is key to ensuring these challenges are not insurmountable. Ulster Camogie operates under the umbrella of Ulster GAA in relation to Safeguarding and Vetting procedures and meeting relevant Child Protection legislation. As all Gaelic Games bodies have adopted the 'One Club Model' we are greatly encouraged by our increased cooperation with Cumann Peil Gael na mBan Uladh.

PLANNING CONTEXTS

Recent census figures of 2011 show that the population of Ulster is now 2.1m which is an increase of 150,000 people in a 10 year period with similar growth expected in the next decade whilst female population now rests at 1.2m. The nine Counties are home to one third of the population of the island of Ireland.

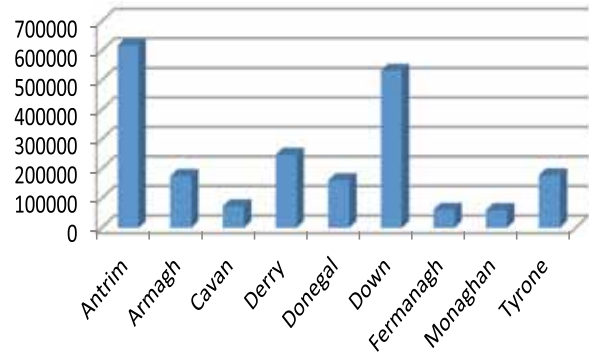
Ulster is the second biggest Irish Province and home to the second and fourth cities in Belfast and Derry respectively. The increasing urbanisation of Ireland which sees almost 40% of the population living in urban centres has created some difficulties for Gaelic Games. As a community based organisation challenges will be faced when developing the game of Camogie in urban areas. Shortage of coaching in schools and colleges in Urban areas has created difficulties for clubs in Urban areas to recruit players. Many Camogie clubs in West Belfast are operating in areas of social deprivation while retention of players at key teenage ages has also created challenges. Investment in GAA facilities by Ulster GAA and Belfast City Council will hopefully ensure access to facilities for GAA and Camogie clubs becomes easier. Ulster Council has committed to running urban development programmes in Belfast and Derry City in 2013 and will continue to look at ways to develop the game across all urban centres.

In *Buille go Bua* we are committed to developing Camogie in Ulster and working alongside all units to the benefit of the game. Gaelic Games are at the heart of their local communities providing a social outlet across all ages.



Ulster Population

■ Population



TAKING ULSTER CAMOGIE TO 2017

Clubs are the backbone of our Association and the support of volunteers provide the foundations for our games to grow.

Involvement with Camogie and the sense of belonging to your parish, club or county creates great pride and worth among our volunteers. Within Ulster we face historical deficits to be addressed and many areas of Ulster could be described as non-traditional Gaelic Games areas. We strive to showcase our culture whilst remaining committed to being an inclusive Association and welcoming anyone who wishes to become a member of the Camogie Association.

Much of *Our Game Our Passion* will be delivered at Ulster level whilst striving to meet the vision of An Cumann Camógaíochta.

To provide an inclusive, enjoyable and lifelong involvement in Camogie, as Ireland's leading female sport, and as a vibrant part of the Gaelic games family, at home and internationally.

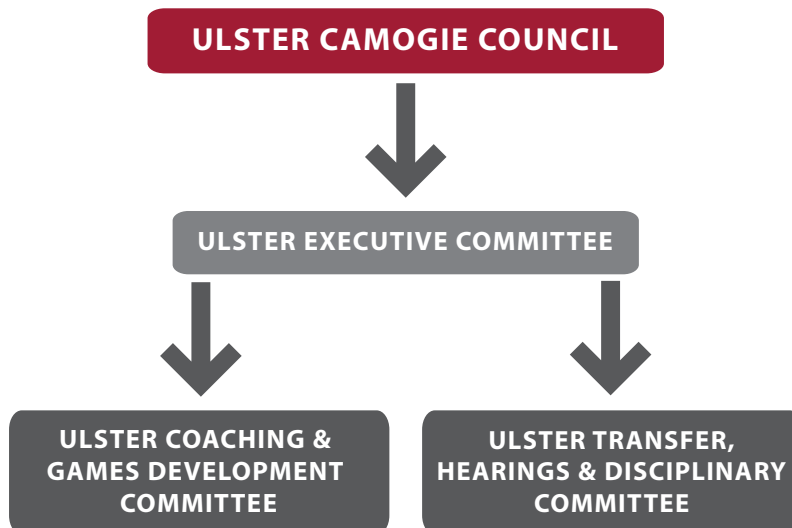
And also follow the values set in *Our Game Our Passion*

- Inclusiveness
- Voluntarism
- Respect
- Excellence
- Co-operation
- Fair Play

Within An Cumann Camógaíochta's *Our Game Our Passion* five key themes were developed.

- Growing Participation
- Improving Performance
- Volunteer Development & Leadership
- Enhancing Camogie Profile
- Excellent Governance & Organisational Development.

CURRENT ULSTER COUNCIL COMMITTEES



PROPOSED ADDITIONAL COMMITTEES



ULSTER COUNCIL STAFFING STRUCTURE



NATIONAL STAFF COVERING ULSTER



PLANNING PROCESS HOW WE DID OUR WORK

Within *Buille go Bua* we are committed to taking a more strategic approach to the planning and delivery of all activities across Ulster.

To create this plan we have undergone various levels of consultation across formal and informal events:

- Open Questionnaire sent across the Association
- Consultation Forum held in Kelly's Inn.
- Meeting with representatives from Ulster GAA
- Ulster Strategic Development Committee driving the process

The Ulster Strategic Development Committee met on several occasions to collate the information and feedback from across these meetings. The Strategic Development Committee will be tasked with ensuring this plan is implemented and will meet bi-annually to monitor the targets set out in the plan.

From this consultation we identified the 5 key themes to address over the coming years:

1. GOVERNANCE

Strengthening Ulster Council.

2. COACHING & GAMES

Achieving high standards across Camogie.

3. CLUB & COMMUNITY DEVELOPMENT

Building capacity across Ulster.

4. ENHANCING CAMOGIE PROFILE

Improving marketing of Camogie.

5. SCHOOLS & HIGHER EDUCATION

Developing the Education Sector.



T H E M E S

THEME 1:

GOVERNANCE

STRENGTHENING ULSTER COUNCIL

Ulster Council has worked hard over the past three years to increase levels of governance at Provincial level resulting in investment from Sport NI. As the work of Ulster Council grows it is vastly important that governance within Ulster Council continues to meet requirements across two political and legislative jurisdictions:

- Creating baselines of where Ulster Council is and setting targets of where we aim to be in 2017
- Meeting necessary child protection standards
- Working with our counties to provide best practice in governance
- Ensuring that Ulster Council continues to have resources to maintain core business

THEME 2:

COACHING & GAMES

ACHIEVING HIGH STANDARDS

Games will always remain the driving force for Ulster Camogie. Ulster Camogie's role is to increase participation in our games, always look to improve standards of those participating in Camogie, by:

- Providing our players with an appropriate amount of games and cooperation with GAA codes
- Increasing the quality and quantity of coaches in Ulster with a focus on developing female coaches and referees
- Retaining players past retirement and continue to have a lifelong involvement in Camogie
- Provide opportunities for our high performing squads to excel



THEME 3: **CLUB & COMMUNITY DEVELOPMENT** BUILDING CAPACITY ACROSS ULSTER

As our membership continues to grow so does the work of our volunteers. Over the time of this strategy Ulster Council aims to provide our volunteers with the skills to cope with these expectations and develop all units across Ulster:

- To provide sufficient and accessible education programmes for our volunteers
- To develop clubs in Urban areas
- To develop club-school links

THEME 4: **ENHANCING CAMOGIE PROFILE** IMPROVING MARKETING OF CAMOGIE

Female sports face challenges in securing sufficient profile of games and activities. Ulster Council hopes to increase the profile of our activities to encourage more people to become involved in camogie and provide recognition for the skills of our players and all our volunteers, by:

- Provide training for PROs across all units
- Continue to recognise the superb work of our players, coaches and administrators
- Provide increase provision of Camogie activities across various forms of media outlets
- Provide a greater engagement with our members

THEME 5: **SCHOOLS & HIGHER EDUCATION** DEVELOPING THE EDUCATION SECTOR

For many young players, playing at primary or secondary school will be their first engagement in Camogie. Ulster Council recognises the importance of the positive development of players through playing at school or college level. Ulster Camogie will strive to develop our links with Cumann na mBunscoil and Ulster Colleges for the benefit of all units.

- Providing balanced fixtures plans for Camogs
- Educating and up skilling those involved in coaching in a school setting
- Providing opportunities for those who don't play Camogie with an opportunity to participate in Camogie activities.



THEME 1:

GOVERNANCE

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- ✓ Working with our counties to provide best practice in governance
- ✓ Ensuring that Ulster Council continues to have resources to maintain core business
- ✓ Creating baselines of where Ulster Council is and setting targets of where we aim to be in 2017.



Action <i>What needs to be done?</i>	Committee / Officer Responsibility	Timing	Outcome Sought
Improve Ulster Safeguarding & Child Protection Standards working alongside Ulster GAA & Child Protection in Sport Unit an Cumann Camógaíochta policy by providing annual training for club and county officers.	<ul style="list-style-type: none"> • Ulster Childrens Officer • Administration Manager • National Child Protection & Welfare Committee 	Year 1 & ongoing	<p>Ensuring all counties and clubs are meeting requirements on vetting procedures and safeguarding training.</p> <p>Annual Training for Club & County Childrens Officers.</p>
Capacity Building for County & Club Officers. Delivering specific training via national Volunteer & Officer Development Committee or work alongside Ulster GAA on officer training.	<ul style="list-style-type: none"> • Ulster Council • Administration Manager • Ulster GAA 	Year 2 & ongoing	Have a quantified list of trained officers working across province, county and clubs.
Review current Ulster Council Subcommittees and aim to build more effective Subcommittees across Ulster.	<ul style="list-style-type: none"> • Ulster Council • Administration Manager 	Year 3	Supporting and build sub committees across Ulster. Provide clear terms of reference in cooperation with National terms. Subcommittees share workload and reduce appeals.
Work with National level to support clubs and counties in introduction of individual membership scheme. Provide a tool kit to ensure effective implementation.	<ul style="list-style-type: none"> • Administration Manager • National Camogie • Regional Development Officers 	Year 2	Ensure the scheme runs effectively across all Ulster counties.
Promote the 'One Club Model' providing case studies on the success of the model and the impact on clubs/counties.	<ul style="list-style-type: none"> • Integration Officer • Integration Committee 	Year 3	To get a baseline figure of current amalgamated clubs. Increase on amount of integrated clubs on annual basis by 10%.
That each county has a Development Plan.	<ul style="list-style-type: none"> • Administration Manager • Regional Development Officer • Coaching & Talent ID Development Officer 	Year 4	Each County has a strategic focus for future development of the game.
At least retain current level of funding from Sport NI under Performance Focus post 2017.	<ul style="list-style-type: none"> • Administration Manager • Coaching & Talent ID Development Officer • Ulster Executive 	Year 4	Ulster Council maintains staff team to develop Camogie in Ulster. Secure additional support from 2017.

THEME 2:

COACHING & GAMES

ACHIEVING HIGH STANDARDS ACROSS CAMOGIE

Games will always remain the driving force for Ulster Camogie. Ulster Camogie's role is to increase participation in our games, always look to improve standards of those participating in Camogie, by:

- ✓ Providing our players with an appropriate amount of games and cooperation with GAA codes
- ✓ Retaining players past retirement and continue to have a lifelong involvement in Camogie
- ✓ Provide opportunities for our high performing squads to excel
- ✓ Increasing the quality and quantity of coaches in Ulster with a focus on developing female coaches and referees



Action <i>What needs to be done?</i>	Committee / Officer Responsibility	Timing	Outcome Sought
Identify the numbers of female coaches in our game. Develop female coaches / managers to work towards Senior County Camogie through Coach Education programme.	<ul style="list-style-type: none"> • Coaching & Games Development Committee • Regional Development Officer • Coaching & Talent ID Development Officer 	Year 4	Increase the number of Female coaches in Camogie. To have more female coaches working towards the highest level of Camogie and identifying gaps across Province.
Introduce selection and recruitment policies for Development Squads.	<ul style="list-style-type: none"> • Coaching & Games Development Committee • Coaching & Talent ID Development Officer 	Year 2	That counties introduce a policy on how they recruit players and also recruitment standards for coaches involved with county squads.
Work alongside Ulster GAA Sports Science Officer to provide support for Ulster Gael Linn Squad and highest performing County Senior Squads.	<ul style="list-style-type: none"> • Coaching & Talent ID Development Officer • Gael Linn Management • County Senior Managements 	Gael Linn Year 2 County Squads Year 3	To provide sufficient specialized support for elite teams to maximize potential of Ulster teams. To increase results of team and players personal capabilities.
Develop a recreational Camogie game with support from National Camogie with consultation from GAA on similar programmes.	<ul style="list-style-type: none"> • Director of Camogie Development • Coaching & Games Development Committee • Regional Development Officers 	Year 3	After a trial basis run out an annual participation focused recreational camogie game to retain retired players into the 'Shifting the Goalposts' phase of Player Pathway.
Develop a database of active coaches in Ulster in association with National Camogie.	<ul style="list-style-type: none"> • National Coaching & Games Committee • Ulster Coaching & Games Development Committee • Coaching & Talent ID Development Officer 	Year 3	To hold a quantified list of active coaches in Ulster at the levels at which they operate.
Develop Camogie specific CPD programmes throughout Ulster.	<ul style="list-style-type: none"> • Coaching & Games Development Committee • Regional Development Officers • Coaching & Talent ID Development Officer 	Year 1 & Annually	Production of a regular calendar of CPD activity to ensure personal development of coaches.
To develop a pool of coaches as Camogie specific tutors who can deliver courses across the Province.	<ul style="list-style-type: none"> • Coaching & Talent ID Development Officer • Coaching & Games Development Committee • Regional Development Officers 	Year 1	To utilize high performing coaches to educate other coaches through series of CPD programmes.
Work alongside National Referees Committee to develop an Ulster Referees Academy.	<ul style="list-style-type: none"> • National Referees Committee • Ulster Fixtures & Refereeing Coordinator • Regional Development Officers 	Year 3	To improve quality and quantity of Referees. To increase the amount of female referees in our game and increase Ulster representation on National panels.
Establish a Fixtures & Refereeing Committee.	<ul style="list-style-type: none"> • Ulster Council • Ulster Fixtures & Refereeing Coordinator • Ulster Administration Manager 	Year 1	To work towards smooth fixtures planning and allocation of referees throughout Ulster.
Work alongside Ulster Ladies Gaelic and Ulster GAA to set up an annual Fixtures seminar.	<ul style="list-style-type: none"> • Ulster Fixtures & Refereeing Committee • Administration Manager • Ulster Ladies • Ulster GAA 	Year 2	Avoidance of fixtures clashes at Inter-County and club level in Ulster. Investigate possibility of hosting double headers across various codes.

THEME 3:

CLUB & COMMUNITY DEVELOPMENT BUILDING CAPACITY ACROSS ULSTER

As our membership continues to grow so does the work of our volunteers. Over the time of this strategy Ulster Council aims to provide our volunteers with the skills to cope with these expectations and develop all units across Ulster:

- ✓ To provide sufficient and accessible education programmes for our volunteers
- ✓ To develop clubs in Urban areas
- ✓ To develop club-school links.



Action <i>What needs to be done?</i>	Committee / Officer Responsibility	Timing	Outcome Sought
To support and contribute to the Ulster GAA Club & County Volunteer Development Programme.	<ul style="list-style-type: none"> • Administration Manager 	Year 1	<p>To increase the annual attendance of Camogie officers attending Development Programme</p> <p>To have 5 trained club officers by 2016.</p>
To assist clubs in developing club school links alongside National recommendations.	<ul style="list-style-type: none"> • Administration Manager • Regional Development Officers 	Year 2	Develop an advisory document for clubs on how to promote and develop links with local schools. Promote examples of good practice.
To develop the game of Camogie in Belfast and Derry.	<ul style="list-style-type: none"> • Ulster Council • Administration Manager • Regional Development Officers • Antrim & Derry County Boards 	Year 4	To devise development plans for Camogie in Belfast and Derry City.
Produce initiatives to be rolled out across urban centres in Ulster for the development of Camogie.	<ul style="list-style-type: none"> • Administration Manager • Regional Development Officers 	Year 3	Two urban focused initiatives put in place in areas of large population with low Camogie activity.
Make a robust case to Sport NI of the value of investing in the appointment of a Club Development Officer for Ulster Camogie.	<ul style="list-style-type: none"> • Ulster Executive • Administration Manager 	Year 4	An officer put in place to assist in developing the capacity of clubs and counties across Ulster.



THEME 4:

ENHANCING CAMOGIE PROFILE

IMPROVING MARKETING OF CAMOGIE

Female sports face challenges in securing sufficient profile of games and activities. Ulster Council hopes to increase the profile of our activities to encourage more people to become involved in camogie and provide recognition for the skills of our players and all our volunteers, by:

- ✓ Provide training for PROs across all units
- ✓ Continuing to recognise the superb work of our players, coaches and administrators
- ✓ Providing increase provision of Camogie activities across various forms of media outlets
- ✓ Providing a greater engagement with our members.



Action <i>What needs to be done?</i>	Committee / Officer Responsibility	Timing	Outcome Sought
Increasing Public Relations at Club/County Level. Delivering training for PROs across Ulster.	<ul style="list-style-type: none"> Public Relations Officer Administration Manager Ulster Executive 	Year 2	<p>Trained PROs across the Province with increased capacity. Each County to have Social Media outlets.</p> <p>Guidance documents provided for PROs.</p>
Continue to Develop Ulster Camogie Awards.	<ul style="list-style-type: none"> Public Relations Officer Administration Manager Ulster Executive 	Year 1	<p>Providing an Awards Presentation to recognize the impact of teams, players and volunteers in Camogie.</p> <p>Increased media profile of Ulster Camogie.</p>
Establish PR & Communications Committee	<ul style="list-style-type: none"> PRO Ulster Executive 	Year 2	Increased support for Provincial and County PROs
Set up an Ulster Camogie PR & Communications Committee with representation across and to work with National PR & Communications Committee.	<ul style="list-style-type: none"> Public Relations Officer Administration Manager Ulster Executive 	Year 3	To increase the PR & Media potential for Ulster Camogie and to increase financial income.
Rebrand the Ulster Camogie Council logo.	<ul style="list-style-type: none"> PR & Communications Committee Public Relations Officer 	Year 4	Refresh branding and ensure branding is recognizable across Ulster.
<p>Increase PR & Media coverage in print and broadcast media</p> <p>Lobby intensively for TV and radio coverage of Ulster Senior Championship.</p>	<ul style="list-style-type: none"> PRO PR & Communications Committee Administration Manager 	Year 2 & on going	<p>Regular Camogie segments across major newspaper groups identified by PR Committee.</p> <p>Coverage of Ulster Championship on Radio & Television.</p>
Produce a bi-monthly Camogie online newsletter.	<ul style="list-style-type: none"> PR & Communications Committee PRO 	Year 3	<p>To survey subscribers to rate the standards of the newsletter</p> <p>To increase Newsletter subscribers by 15% per year.</p>



THEME 5:

SCHOOLS & HIGHER EDUCATION

DEVELOPING THE EDUCATION SECTOR

For many young players, playing at primary or secondary school will be their first engagement in Camogie. Ulster Council recognises the importance of the positive development of players through playing at school or college level.

Ulster Camogie will strive to develop our links with Cumann na mBunscoil and Ulster Colleges for the benefit of all units.

- ✓ Providing balanced fixtures plans for Camogs
- ✓ Educating and up skilling those involved in coaching in a school setting
- ✓ Providing opportunities for those who don't play Camogie with an opportunity to participate in Camogie activities.



Action <i>What needs to be done?</i>	Committee / Officer Responsibility	Timing	Outcome Sought
Improving links between Education bodies & all Camogie units.	<ul style="list-style-type: none"> • Ulster Camogie Chairperson • Ulster Colleges Chairperson • Cumann na mBunscoil / President / Chair • County Chairpersons 	Year 3	<p>Ulster Colleges to meet with Ulster Council & County Boards to discuss production of fixtures.</p> <p>To develop joint initiatives across all units.</p>
Work with Ulster Colleges to secure financial support for Colleges activities and decrease the burden placed on Ulster Colleges Council.	<ul style="list-style-type: none"> • Ulster Colleges • Administrations Manager • PRO 	Year 2	To allow Ulster Colleges Council to undertake a series of development programmes.
To deliver Camogie in-service courses for current teachers and to deliver Foundation Awards at teacher training Colleges in Ulster.	<ul style="list-style-type: none"> • Regional Development Officers • Director of Camogie Development • Coaching & Talent ID Development Officer 	Year 2	<p>To provide new teachers with Education courses to coach Camogie in schools at beginning of work.</p> <p>To upskill current teachers coaching Camogie.</p>
Delivery of First Whistle at 2 Second level schools per year.	<ul style="list-style-type: none"> • Regional Development Officers 	Year 2	Increased amount of referees in Camogie. Providing a pathway for those who may not continue playing the game.
<p>Identify schools in areas of Camogie clubs who do not participate in second level competition.</p> <p>To offer some taster sessions in schools with RDOs and local club coaches. Provide support for schools who may want to participate in Colleges competition.</p>	<ul style="list-style-type: none"> • Ulster Colleges Development Officer • Regional Development Officers 	Year 3	To increase the number of Schools who participate in second level competition on an annual basis.



ULSTER CAMOGIE

ALL-IRELAND SUCCESSES SINCE 2009

- ✓ O'Donovan Rossa- Club Senior Championship 2009
- ✓ Lavey- Club Junior Championship 2009
- ✓ Eoghan Rua- Club Intermediate Championship 2010/11
- ✓ Antrim-Premier Junior Winners 2010
- ✓ Cavan- Junior B Winners 2009
- ✓ Monaghan- Junior B Winners 2010/2011
- ✓ Armagh- Junior A Winners 2011
- ✓ Derry- National League Division 2 2011/12
- ✓ Derry- All-Ireland Intermediate Champions 2012

ULSTER CAMOGIE

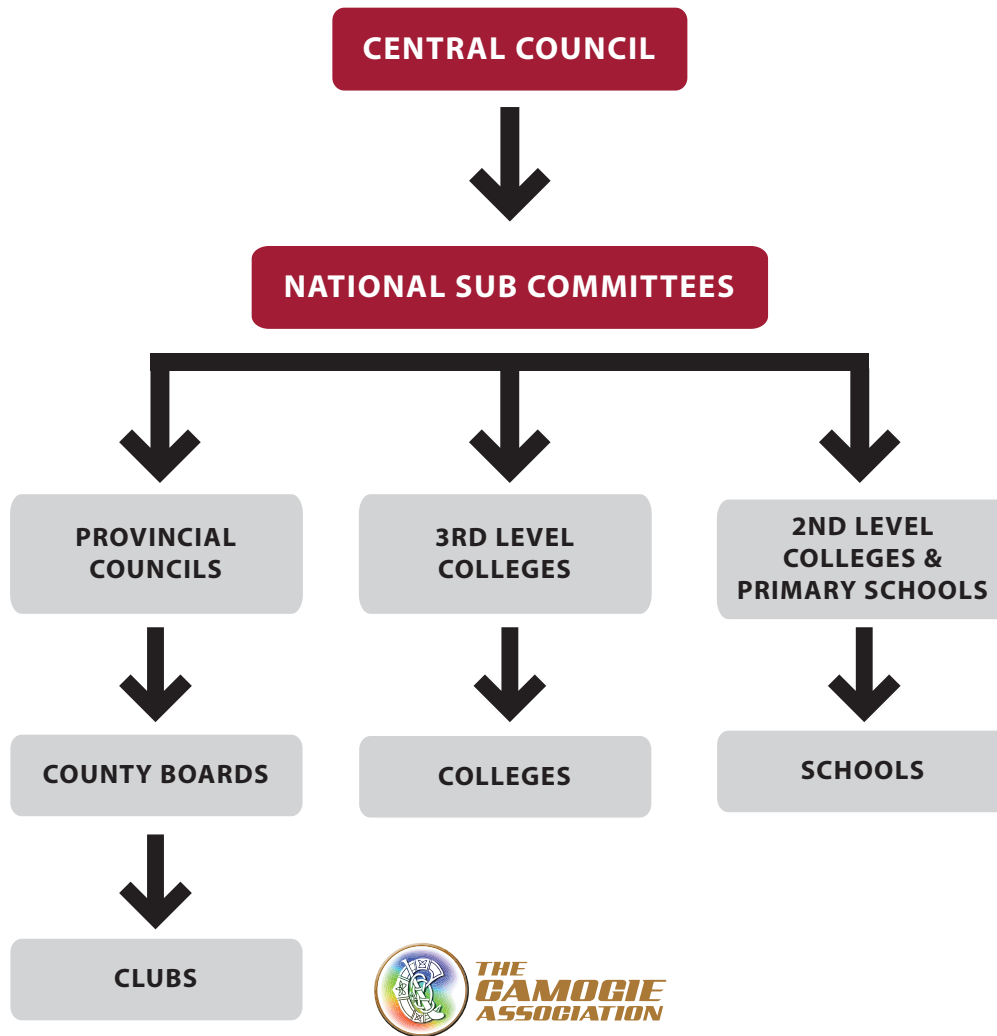
UNDERAGE ALL-IRELAND SUCCESS

- ✓ Derry- Minor B Champions 2010/12
- ✓ Armagh- Minor C Champions 2011
- ✓ Down- Minor C Champions 2012
- ✓ All-Ireland Colleges titles for St Colm's Draperstown, Cross & Passion Ballycastle
- ✓ Ulster College's won Inter-Provincial Championship 2011

**"Camogie is a great part of my life;
chance to meet friends and to do something I love.
I look forward to training and matches; the opportunity to
better myself but also interact with players.
Through club and county you honestly make friendships for life
and you meet other players from other counties that also
become your friends."**

Bronagh McGillian
Ballinascreen Camogie Club

AN CUMANN
CAMÓGAÍOCHTA STRUCTURE



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Ulster Council would also like to thank everyone who responded to our questionnaire and attended our consultation event.







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