



Ulster GAA

FACT SHEET

Social Initiative

GAA Social Initiative

The GAA Social Initiative arose as a result of Iar-Uachtaráin **Mary McAleese** and her husband, Martin, noticing an absence of men in attendance at official functions during their many visits to local communities over the years. The GAA were invited to implement an Initiative on their behalf to encourage those men to engage more fully in their communities. While an Uachtarán's original concern was for older men the GAA Social Initiative has evolved to include women and indeed the wider community in general.



GAA Social Initiative.

Who is involved?

Over 100 GAA clubs across Ireland are officially involved in the GAA's Social Initiative, with this number increasing all the time. A seminar took place in Croke Park in October to launch year 2 of the Initiative with over 150 existing and new Clubs in attendance. One of the most interesting aspects of the day was testimonies from Clubs who have been active in the past year in hosting activities and events for older people in their community.

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Getting Started:

For any Club wishing to get involved in the GAA Social Initiative here's a few suggestions as to how to get started:

1. Identify a person/persons to lead the Initiative within your Club.
2. Review some of the suggestions on this resource or visit www.gaa.ie/socialinitiative to identify suitable activities
3. Consider who is in your area that you may target to attend
4. Arrange transport to and from the event if necessary
5. Take lots of pictures and promote the success of your event in local press
6. Contact Sean Kilbride to register your Club in the Social Initiative



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GAA Social Initiative Activities

Social Gatherings are a great means to bring older people together and the ones which often work best include card nights, bingo, quizzes and breakfast mornings.

TO				
BINGO				
4	27	32	55	73
15	25	41	58	75
8	26	0	59	70
7	22	33	54	62
13	17	43	48	67

Outings have proven hugely popular among the older people involved and club personnel alike. These can be trips to zoos, the races, agricultural shows, park, cities or exhibitions. One of the most successful trip to run is a day out to the Croke Park Museum, and Social initiative groups can benefit from special rates when they attend!



Reunions have long been a tradition within the GAA family but commonly reserved for successful teams only! The Social initiative encourages the recognition of all ex-players. An excellent idea is to bring together players from a certain decade rather than a specific team.



Attending games may be an activity which has ceased for older people for one reason or another so a simple idea is to organize lifts to Club or County games. Many Clubs have opened their Club houses for viewing Provincial and All Ireland matches also!



Music Sessions, dances and other such activities are already popular in many GAA clubs and have a broad appeal to older people. Linking these with special occasions such as St. Patrick's day, All Ireland Final day etc can bring the occasion to an exciting new level.



History projects are an ideal way to tap in to the invaluable bank of memories that older people may have about your club or area. Consider linking this with schools too!

