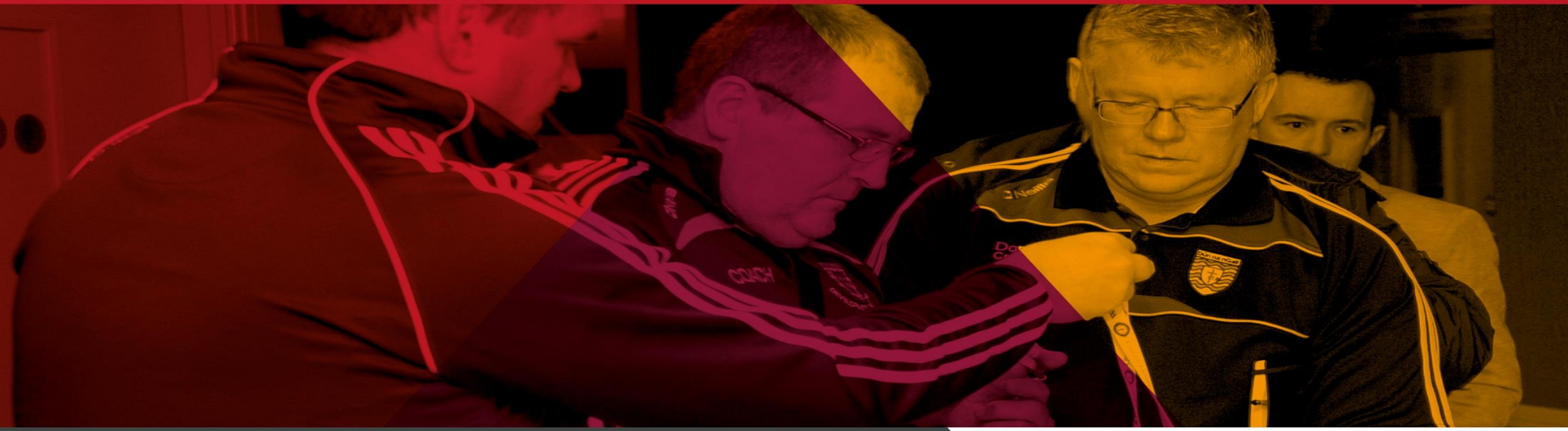
Club Maith and Club Planning



VOLUNTEER DEVELOPMENT PATHWAY

ULSTER GAA

INVESTING IN VOLUNTEERS™

Overview

Club Maith

- Benefits
- Pathway
- Online System
- Criteria

Club Planning

- Benefits
- Process
- Implementation
- Support

What are the Key Challenges facing our Clubs?

What are the Key Challenges facing our Clubs?

1. Difficulty recruiting, and retaining **volunteers**
2. Poor **fixtures** schedules
3. Accessing quality **coaching & games**
4. Club **finances;** relating to **facilities** and **marketing**
5. Dwindling numbers (volunteers / players) in clubs due to specific **rural** & **urban** issues

The GAA Club

VOLUNTEER DEVELOPMENT PATHWAY

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What is your understanding of Club Maith?

What is Club Maith?

- Encourages best-practice for clubs
- Covers all areas of club business
- Bench-marking standard for clubs
- An achievement in its own right
- Sharing of knowledge and ideas
- Sport NI accredited
- Support for Club Volunteers
- Stronger clubs = Stronger GAA

Club Maith Pathway

Total = 100 criteria

BRONZE – all 62 bronze criteria

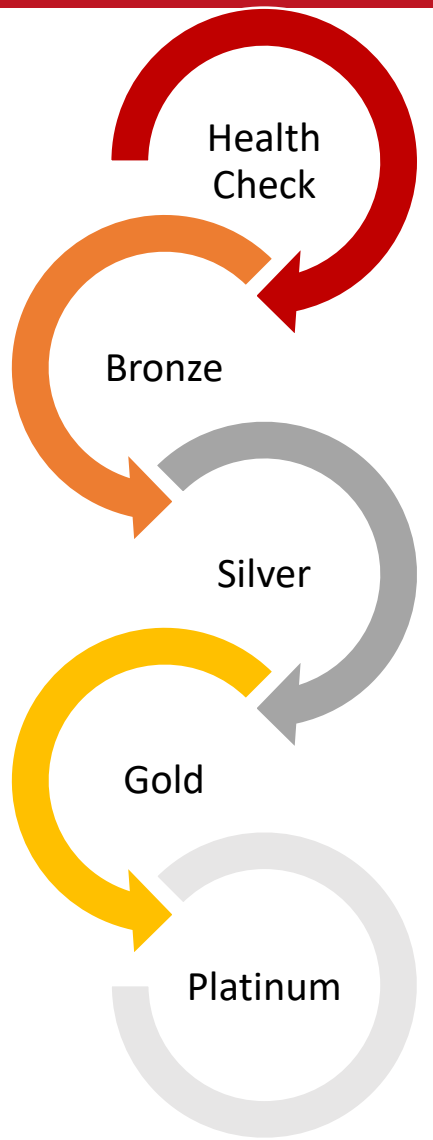
SILVER – all 63 bronze + all 19 silver criteria

GOLD – all 63 bronze, all 19 silver + any 10 gold criteria, from a possible 20

Nomination for Platinum – all 101 criteria

Most clubs will find that they already have most of the requirements

Templates of forms, policies, duties, etc. on website



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Five Sections

- Effective Club Management
- Community Engagement
- Coaching and Games
- Creating a Safe Environment
- Safeguarding Members

Criteria

Process

- Register on the Club Maith Website www.ulster.gaa.ie/club-maith
- Complete Club Maith Health Check
- Upload Documents as evidence Club Maith Portfolio online – To be launched February 2019
- Assessment of evidence by trained facilitators.
- Club Visit by trained facilitators.
- Collaboration of marking score and conferment of Award by Ulster GAA.

Online System

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Club Visit

- Follows submission of Portfolio
- On a date and time to suit Club and Facilitators
- One / Two trained Facilitators
- Lasts no more than 2 hours
- An opportunity for clubs to showcase themselves, and to add value to their Portfolio
- Typically speak to committee, tour of grounds, witness some youth coaching
- From submission allow up to 3 months for completion of Club Visit

What have the clubs said?

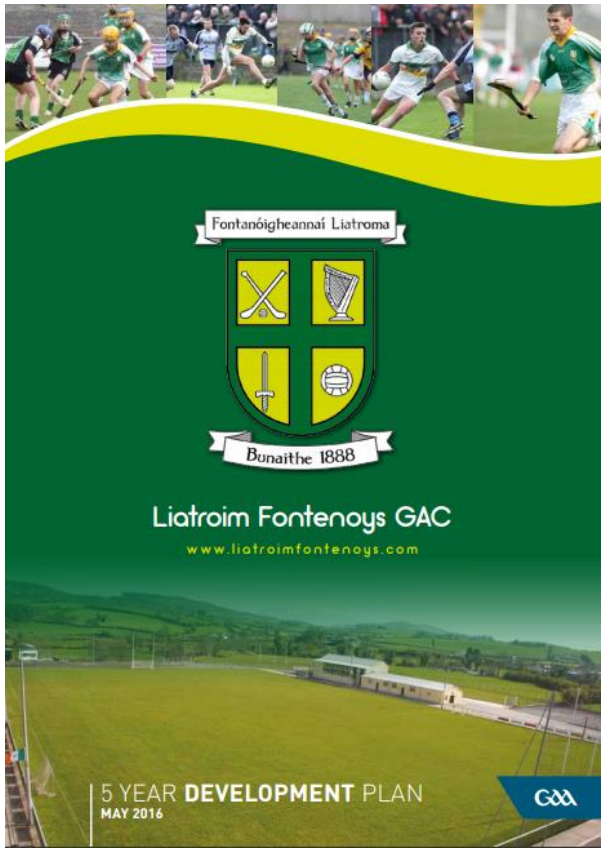
- *"Encourages new volunteers into the Club"* ***St Peters Warrenpoint, Co. Down***
- *"Allowed us to revamp our changing rooms"* ***Eglish St Patricks, Co. Tyrone***
- *"A perfect example of how a GAA Club should operate"* ***Facilitator on Ardara Co. Donegal***
- *"This is a very progressive club, very much in the centre of community life"* **Facilitator, Beragh Red Knights, *Co. Tyrone***
- *"Club Maith has given our club the impetus to get involved in more GAA programmes which we may have passed-by otherwise"* **Killeavy St Monninas, Co. Armagh**
- *"Club Maith has given our club a breath of fresh air"* **Tullylish GAA, *Co. Down***
- *"We hope to see more funding as a result of Club Maith, but either way it has prepared us well for making funding applications when something does come-up"* **Augher St Macartans, *Co. Tyrone***

Practical Tips

- Appoint a small committee to help in pulling Portfolio together
- Delegate areas of responsibility to those who already do the various jobs in the Club
- Estimated 100 man-hours in completing Club Maith
- Let the wider Club know you are going through Club Maith

What is your understanding of a Club Development Plan?

Club Planning Programme



CLUB PLANNING PROGRAMME

VOLUNTEER DEVELOPMENT PATHWAY

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Why Have a Club Development Plan

- To give the club a **focus** and a strategic **vision** of where it should be in 3-5 Years.
- To provide the officers of the club with a **plan** of their work for the annual 12 month period.
- To improve the standing of the club in the **community** and the **county**.
- To give **ownership** of the club to its members.
- To show good **governance** in the Club.

The Club Strategic Plan Roadmap for the next 3 to 5 Years.

- Imaginative-Attainable and Achievable.
- The Whole Club is involved.
- The Community is Involved
- The Process is Time Bound.
- The Plan is published.
- The Plan is a Working Document.
- There is no room on the Shelf for the Plan !

VOLUNTEER DEVELOPMENT PATHWAY | ULSTER GAA

Coaching and Games Development

In five years we will be able to say

"Our underage section is one of the best. We have achieved excellence in coaching standards and are maintaining those standards. Our Club's adult teams perform to their full potential because we have the best possible coaching and games development structures in place at all levels."

Our aim in Liatroim GAC is to have structures in place to cater for players from Under-6 to Adult level so that these players will be coached by qualified coaches and that all players will be given game time.

KEY AIMS

CLUB COACHING OFFICER

We will appoint a Club Coaching Officer, who will be a member of the Coaching and Games Development Committee. He/she will ensure that all coaches attend official courses and will adopt a system to monitor player progress.

COACHING AND GAMES DEVELOPMENT COMMITTEE

We will appoint a Coaching and Games Development Committee to oversee all aspects of games development in the Club. This will include identifying new coaches in the community, encouraging parents to become involved in coaching and ensuring that all our

Club's coaches have GAA Coach Education qualifications. The committee will also ensure that a balanced programme of games is in place and that all players get an opportunity to play and participate. The chairman of this committee will sit on the Club Executive Committee with the title of Games Chairman and will provide a report to each meeting.

UNDERAGE GAMES PROGRAMME

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

Referees

We will identify new referees within the Club, who will receive referee education and assistance from the County Board and Referees Administration.

GAA CODE OF BEST PRACTICE AND CODE OF BEHAVIOUR

We will put in place the GAA Code of Best Practice and Code of Behaviour. Everyone in the Club will show due respect to each other, to Club officers, to team mentors and to the match officials. We will ensure that all our volunteers working with children are vetted and that our children participate in a safe environment. This will be supported by the Children's Officer.

CLUB/SCHOOL LINK

We will continue to develop close links with our local primary and second level schools. We will provide support and advice to the schools in promoting our games and put our facilities at their disposal.

Liatroim Fontenoys GAC 5ive year development plan
www.liatroimfontenoys.com

Action	Outcome to be achieved	Timescale	Who is Responsible?
To develop the "Club Liatroim" brand image in a way that welcomes, values and retains all children and young people	Welcome packs are provided to new parents/ children identifying the key personalities within the underage coaching system and Club.	May 2016	Coaching & Games Development Committee
	Club coaches are readily identifiable, wearing Club Gear at children's training.	May 2016	Executive Committee
	Coffee/tea/biscuit stand to be set up in order to encourage parents to stay and talk to one another	May 2016	Executive Committee
	The Club will adopt the GAA's "Give Respect, Get Respect" campaign, promoting respect for fellow players, opponents and referees.	October 2016	Executive Committee
	An 'Appreciation Night' to be organised for all coaches and volunteers in the club to thank them for their hard work and dedication. This event is to be organised annually.	October 2016	Executive Committee
To create a coaching structure which supports the identification, recruitment and training of coaches including past players	A Coaching and Games Committee to be set up with a Club Coaching Officer being appointed to work alongside this committee.	November 2016	Executive Committee
	A coaching structure to be developed in order to ensure that each team will have 3-4 suitably qualified coaches.	Within 2017 and ongoing	Coaching & Games Development Committee
	Encourage parents and past players to become coaches.	Each year ongoing from 2016	Coaching & Games Development Committee
	All new coaches will have Access NI Vetting completed before starting to coach and will have undertaken the Child Protection Course.	Year 1 of appointment	Club Coaching Officer
	All existing and new coaches to be encouraged to avail of the Coach Education Courses provided by the Down County Board and Ulster Council in order that all coaches have at least a foundation level qualification.	Each year ongoing from 2016	Club Coaching Officer

Club Structures and Administration

In five years our Club will be able to say;

Liatroim Fontenoy GAC's Administration is delivered efficiently and with transparency. We have appropriate structures in place which are reviewed and effectively managed to support all our Club activities. Our structures promote inclusion, communication and member confidence with Club members and officers being developed at all levels. Consequently, we have a vibrant and highly motivated Executive Committee, supported by dedicated sub-committees. This has enabled full member participation at all levels and has increased our membership numbers.

Key Aims

Club Constitution

We will maintain an up-to-date GAA Constitution and our Club will be administered in accordance with this constitution. This Constitution will be adopted annually at the Club A.G.M.

Executive Committee

The Executive Committee is elected annually at the Club AGM and will be appointed as outlined in the Club's Constitution. The Executive Committee has the sole right to appoint sub-committees as required. The Executive Committee will consist of Chairperson, vice-Chairperson, Secretary, Treasurer, PRO, etc.

Membership and Structure of Club Sub-Committees

Members of the Executive will appoint a number of sub-committees as necessary to deal with Fundraising, Communication/PR and Facilities Maintenance and Development. We will recruit new volunteers to sit on these committees who, as much as possible, will have a particular talent for these areas. An audit of member's skills/professions will be carried out to augment this process.

Club Development Plan Implementation Sub-Committee

We will appoint a sub-committee to monitor the implementation of the Club plan. This committee will include the Club Chairperson, Club Secretary Club Treasurer, Club PRO and Club Coaching Officer as well as others as required.

Club Structures and Administration

Action	Outcome to be achieved	Timescale	Who is Responsible?
Executive Committee Maintain and develop the Executive Committee in accordance with the GAA Constitution	A strong Executive Committee will be in place where all office bearing roles are filled and all officers are clear on their roles and responsibilities	Commencing Nov 2016	Executive Committee
	Structure, membership and meetings to be reviewed and communicated effectively	April 2017	Executive Committee
	All new officers to avail of the Club officer training provided by the County, Ulster GAA and Croke Park	April 2018	Executive Committee/ Administration Committee
Sub-Committees To put sub-committees in place to deliver the key objectives within the overall Club Plan	The Executive Committee will be supported by dedicated committees in the necessary areas who will work as a team in the achievement of their objectives.	April 2017	Executive Committee
	The Roles and Responsibilities of each committee are clearly defined.	April 2017	Executive Committee
	All Committees will report to the Executive Committee.	May 2016 and ongoing	Chair of each Committee
Succession Planning Implement a Succession Planning Programme to enable prospective officers to develop the competence and skills to fulfil the roles of the Executive and Sub-committees	Prospective officer bearers will be identified in advance of the AGM.	November 2016 and ongoing	Executive Committee/ Administration Committee
	Provide opportunities for mentoring and training.	November 2016	Executive Committee/ Administration Committee
	Actively promote and communicate the Succession Planning Programme.	August 2016	Executive Committee
Our Young People Positively promote our ethos and belief "Our Young People Are Our Future."	Young people believe they have a voice and can confidently communicate their views through a youth forum, which will feed back to the Executive Committee.	April 2017	Executive Committee/ Youth Officer
	Create an opportunity where the success and participation of our young people is officially recognised and celebrated.	April 2017	Executive Committee/ Administration Committee/Cultural Committee
	Promote active participation of our youth within the Committees.	April 2017	Executive Committee

Facilities and Development

In five years our Club will be able to say:

"Our players and members continue to enjoy the very best possible facilities in the area both on and off the pitch."

KEY AIMS

SAFETY STATEMENT

Our Club provides a safe environment for all of our members. Our facilities are safe and our events are always covered by an Event Plan and are fully compliant with all requirements from our Associations Insurers.

DEVELOPMENT OF PLAYING FACILITIES

We will continue with ongoing maintenance of our playing facilities and to upgrade and improve such facilities to meet the needs of our increasing playing membership.

CONTINUE TO ENSURE OUR FACILITIES ARE MAINTAINED TO THEIR HIGHEST STANDARD

We will continue to show our facilities as the flagship for Liatroim Fontenoys GAC and as an example of good practice in the maintaining of standards.

ONGOING PROGRAMME OF MINOR WORKS

We will monitor the state of our premises and pitches to ensure that minor works

are carried out to provide savings in the long term. Action on an ongoing basis can prevent major needs for expenditure.

AUDIT OF SPACE AND AREA

Whilst we know that land is never just created we must always ensure that we are utilising the optimum space we have.

Liatroim Fontenoys GAC have made great progress over several decades with the building of the new Club rooms, new training pitch, the enlargement of the main pitch and the purchasing of adjacent lands.

It is hoped that this land can be developed as a new larger training area complete with floodlighting, ball stops, fencing, car parking etc. It is also a key aim to provide an all weather training surface to the rear training field complete with new flood lighting.

Action	Outcome to be achieved	Timescale	Who is Responsible?
To have the best possible facilities for our members and community through a programme of continuous development	Install Baby Changing facilities within the Club rooms	By May 2016	Executive Committee/ Development Committee
	Install vending machines to communal area in the Clubrooms	By July 2016	Executive Committee/ Development Committee
	Avail of the opportunity to display Celtic Art work on the ball wall	By August 2016	Executive Committee/ Development Committee
	Provide a shop on match days to sell refreshments and Club merchandise	By July 2016	Executive Committee/ Finance Committee
	Install a keypad system for entry to the changing rooms by coaches	By August 2016	Executive Committee/ Development Committee
	Ensure that ongoing maintenance takes place on all playing surfaces	2016	Executive committee/ Development Committee
	Provide ongoing maintenance to Club complex (painting, tiling repairs etc.)	2016	Executive committee/ Development Committee
To have the best possible facilities for our members and community through a programme of continuous development	Develop a 3G surface on the existing training pitch	2017	Executive Committee/ Development Committee/Coaching Committee
	Improve standard of flood lighting to existing training pitch	2017	Executive Committee/ Development Committee/Coaching Committee/Finance Committee
	Relocate the Gym Premises to an area adjacent to the Ball Wall	2018	Executive Committee/ Development Committee/Coaching Committee/Finance Committee
	Provide new training pitch to be known as training pitch 2	2018/2019/2020	Executive Committee/ Development Committee/Coaching Committee/Finance Committee
	Develop a Fitness Trail around the entire premises	2018/2019/2020	Executive Committee/ Development Committee/Coaching Committee/Finance Committee
	Provide high spec floodlighting for new training pitch 2	2018/2019/2020	Executive Committee/ Development Committee/Coaching Committee/Finance Committee
	Provide additional car parking facilities at training pitch 2 New fencing and ball stops at training pitch 2	2018/2019/2020	Executive Committee/ Development Committee/Coaching Committee/Finance Committee

PR and Communications

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

"Liatroim Fontenoys GAC is a vibrant, inclusive and excellent GAA Club which has utilised both modern and traditional media in the most efficient manner possible to communicate its ethos and role in the community to both its members and the community at large. Our members have access to the most up-to date Club information in real-time and are provided with avenues for them to communicate within the Club."

Our aim is to continuously improve the profile of the Club in the community. We will use all available means to promote our facilities and activities in order to present ourselves in the most attractive and positive manner possible.

KEY AIMS

Ireland has changed radically in the past ten years and this change has been most evident in how we communicate with one another and who we communicate with on a daily basis. Although the landscape has changed and the tools are different the principles of good communication remain the same. We aim to develop our Communication strategy via

- Website
- Social Media
- Development of a Membership Database
- Quarterly Newsletter
- External Notice Board

From mobile phones to e-mail to websites to Twitter & Facebook, the way in which information is made available to everyone young and old has changed immensely. These advances in technology and their universal acceptance at both a global, national and local level are at the heart of our thinking for this communications plan for Liatroim Fontenoys GAC 2021.

COMMUNITY

We want to involve the community as a whole to generate interest in the Club, to make the wider community aware of the Club and its benefits, challenges and successes. Community is at the heart of everything that the GAA is about and should be core to our key values. Liatroim Fontenoys GAC is blessed to be placed within a County with such a good GAA tradition. This is also true about the community of Liatroim Fontenoys GAC and we want to promote fully that sense of identity and place.

COMMUNICATION WORKS BOTH WAYS

Finally and of equal importance we must remember that communication is a two way process. We need to provide processes and tools where the members of Liatroim Fontenoys GAC can communicate their ideas, their views, their likes and dislikes back to the Club. In developing what we understand to be the key objectives of this communications plan, we will focus on delivering a plan that is

- Achievable
- Offers change throughout the 5 year period
- Allows us to measure the success of the Plan and that sets Liatroim Fontenoys GAC on a better footing for future generations.

What we want out of this Communications plan is to have a facility for all in the Club to share in the information and knowledge, to share in the changes and to share in the success of Liatroim Fontenoys GAC.

Action	Outcome to be achieved	Timescale	Who is Responsible?
Appoint a Club PRO	To deliver a programme of Communications for the Club.	May/June 2016	Club Executive Committee
Formation of Communications Committee	To support the PRO and the overall Focus area of Communications and PR. To ensure there are sufficient resources available to meet the needs of this key area To support & develop any new, common initiatives To ensure that the Club has an effective overall PR strategy	May/June 2016	Club Executive Committee
Assist With The Launch of the Club History	To support the History Committee in preparing for the launch of the Club History.	June 2016	Communications Committee/History Committee.
Develop a Club member Database	To ensure the Club officers have access to a database of all members – this will assist with effective and efficient communication with players, members other relevant bodies.	June 2016	Communications Committee
Launch Club website	To have an up to date website that is informative and well presented. Explore new features including, updates alerts, twitter feeds, sponsorship opportunities. Including link to Membership, lotto and other event payment options.	Sept 2016	Communications Committee
Club Facebook page developed and refreshed	To help improve communication with our members and also with those who are abroad. To include all Club News including non GAA events. Maintain a fresh look by updating several times a week during Season with Match Photos/Match Reports etc.	July 2016	Communications Committee
Expand Use of Twitter	To further promote the Club through Twitter feeds. Match fixtures/ scores to be tweeted where possible. Lotto results etc., to be on Club IT channels.	June 2016	Communications Committee
Weekly Club notes in the local Newspaper and Club Bulletin.	To inform the local community about all of the Clubs activities.	Ongoing	Communications Committee
Online Club shop	For Club members & parents to order/ purchase Club sports gear. To help Increase sales of online Club gear – promote the image of the Club to a wider audience at home and abroad.	October 2016	Communications Committee/Finance Committee

Finance and Fundraising

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

The Club is financially secure and has not over borrowed to meet unrealistic targets. It has advocated a policy of prudence in relation to financial matters and has met its liabilities as they have arisen. The Club will have addressed long term funding projects and taken a pragmatic approach to funding these projects in respect of the benefits which will accrue and the overall expenditure involved. At all times the Club will be aware of the income generating activities required to meet any future planned development and these long term plans will have been vetted and passed by the Executive Committee.

The expenditure of all teams and the club as a whole is clearly understood by all members of the Executive Committee and controls are in place to manage this expenditure in respect of financial oversight and agreed prudence. We have acted in the best interest of the Club at all times and no one person has control of the financial running of the club which is governed and overseen by the Executive Committee and exercised under due diligence via the Bank account mandate.

Regular fundraising activities are in place to meet the ongoing income needs of the club. Our Club is successful in fundraising and in financial management in order to support the continued development of our Club. We have continued with our ongoing fundraising programmes and have also some new and innovative fundraising ideas. We have new people helping in fundraising efforts, which will grow our membership base and make club membership more inclusive to all, as our Club continues to attract new parents as their sons and daughters take up Gaelic Games.

KEY AIMS

FINANCE AND FUNDRAISING COMMITTEE

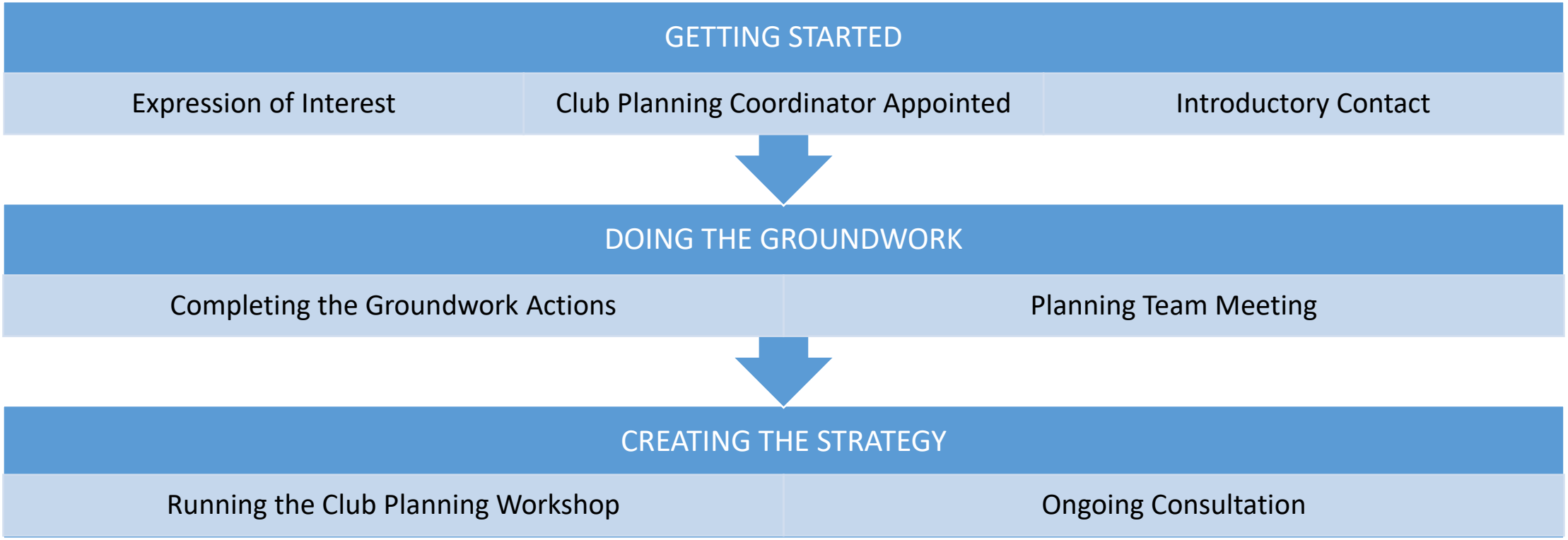
We have a Finance Committee in place to take care of finance and fundraising in the Club. The Club Treasurer acts as Chairman of this committee and presents an updated report to each Club Executive Committee meeting on a monthly basis. By way of prudence the monthly bank statements are reported to the Executive Committee and signed off by the Chairman and one other Executive Committee member. The Finance Committee help prepare a budget for the Club each year and pays particular attention to the control of Expenditure. The Treasurer prepares the income and expenditure statements for the AGM each year and supports these figures with bank balances etc. Each year the Treasurer and Finance Committee take note of member's ideas and suggestions as voiced at our AGM. The Finance Committee organise fundraising events for the Club with the help of the wider membership as required.

GOOD FINANCIAL PRACTICE

In line with current guidelines in respect of good financial management practice in GAA clubs, we would endeavour to hold more than one Bank account for normal banking arrangements. Cash holdings will be kept to a minimum with all cash sums lodged into Club accounts as quickly as possible. Cash transactions on behalf of the Club shall be by exception and for small amounts only. All Club financial business should be carried out through these authorised bank accounts. A number of authorised cheque signatories should be approved by the Executive Committee. All cheques should be signed by at least two of the authorised signatories. The authorised signatories should include the Club Chairperson, Treasurer and Secretary. All expenditure should be discussed at Executive Committee level prior to any agreement to purchase/ spend monies and any agreement or otherwise recorded in Club minutes. The Treasurer should present a breakdown of monthly income and expenditure along with details of current Bank account balances and activity. All expenditure should be on the foot of properly approved invoices or other appropriate documentation. Proper tenders should be sought for any significant planned expenditure. A proper written financial statement should be presented at the Club's AGM. The Treasurer should explain the statement and answer any questions relating to it. The Club should comply as appropriate with any other financial requirements imposed by funders and others the Club may work in partnership with. The Club should keep an up to date asset register of its main items of equipment and review regularly.

Action	Outcome to be achieved	Timescale	Who is Responsible?
To further embed structures for the Finance and Fundraising Committees. Club to explore the merits of the GAA Club Accounting Package available Nationally.	Finance and Fundraising committees to be appointed to organise and oversee the preparation of accounts and fundraising in the Club.	End of November 2016 and reviewed annually	Executive Committee / Treasurer
	Club accounts to be audited each year to ensure best practice is followed	Annually	Executive Committee/ Finance Committee
	Formalised set of policies, procedures and controls to be produced to ensure efficient financial management and control.	End of November 2016	Executive Committee/ Finance Committee
To maximise income generation by availing of all grant opportunities	The grants available in any given year to be well researched. Grant information to be constantly updated and monitored.	Annually	Finance Committee in cooperation with the Development Committee.
To maximise income generated for the Club through fundraising	A permanent Fundraising committee To be established to allow the Club develop its full Capacity in income generation	Annually	Treasurer/Executive Committee
	A number of major fundraising projects to be undertaken each year.	Ongoing	Finance Committee
	A detailed review of all aspects of membership to be carried out	End of November 2016	Registrar/Treasurer
To build on the success of the established Lottery scheme to ensure sustainability and growth in the future	Ensure sellers are complimented for their ongoing efforts	Ongoing	Finance Committee
	A set of procedures for the Lottery to be established	End of November 2016	Registrar/Treasurer
To produce an Annual Budget that takes into account all projected Income and Expenditure in the Club.	A Budget to be prepared annually by the Finance Committee and adopted by the Executive committee.	Ongoing Commencing for Financial Year 2017	Treasurer/Finance Committee and Executive Committee
Introduce Good Governance in all Financial procedures.	Cash handling procedures to be put in place. Financial record keeping to be maintained.	Ongoing	Treasurer, Finance Committee and Executive Committee.

Process



VOLUNTEER DEVELOPMENT PATHWAY | ULSTER GAA

Process

WRITING THE PLAN

Drafting the Plan

Launching the Plan

ACHIEVING RESULTS

Plan Implementation

Monitoring Implementation

VOLUNTEER DEVELOPMENT PATHWAY

ULSTER GAA

Developing The Whole Club

- The Infrastructure
- The People
- The Governance
- One Club Model
- The GAA Family
- To Be The Best That We Can Be

VOLUNTEER DEVELOPMENT PATHWAY | ULSTER GAA

Club Planning Programme

- Where a Club already has a plan in place the Club Development Officer carries a responsibility to ensure the plan is **adhered to**, and will **record** progress on at least an annual basis usually at the AGM.
- The Club Development Officer should also **review** the plan with the Executive Committee at least once annually
- If a Development sub-committee is in place the Club Development Officer should chair it, and use this forum to monitor progress on the Club Development Plan

Thanks for listening

For more information visit:

http://ulster.gaa.ie/club-maith/

fionntan.odowd.ulster@gaa.ie

Any Questions?

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