



The GAA Club Development Plan

CLUB MAITH TOOLKIT



INTRODUCTION

All Clubs should have a Club development plan that is reviewed on an annual basis. The advantage of having a plan is that the Club is actively planning ahead for its future and all the members can see the direction that the Club is taking. Developing a Club Plan also helps focus the Club in terms of how the unit is structured and organised.

Planning ahead has never been more important. Many Clubs have witnessed the population of their catchment area increase dramatically in recent years while others have experienced a decline in their local population base. In order to cater for this change and other changes in society, Clubs need to put a development plan in place.

The GAA has developed a Club Planning Programme, which is designed to assist Clubs in the development of their plan.

WHAT IS A CLUB PLAN?

A Club development plan is a simple document which outlines the following:

- Where are we now?
- Where do we want to go?
- How will we get there?
- How will we measure progress?

It is developed when Club officers and members undertake an analysis and examination of all Club activity. They then decide on actions for their Club and outline how these actions can be achieved.

A GOOD CLUB DEVELOPMENT PLAN WILL:

- Reflect the views of the Club Membership and wider Community.
- Identify the key issues that face us.
- Give us a clear and agreed sense of direction.
- Provide a framework within which we can allocate resources: human, financial and other.
- Allow us to check on progress as time moves on.

A good Club Development Plan need not be a long document; many will be no more than 10 pages and will incorporate all areas of Club business.

PLANNING CAN HELP YOUR CLUB TO:

- Look objectively and honestly at the current position of the Club
- Clarify its purpose and status in the community
- Determine priorities for improvement and cope with changes
- Agree the best method of delivery
- Monitor progress

Club planning is best achieved by thorough review and honest assessment by Club Officers and Members.

GAA CLUB PLANNING PROGRAMME

The GAA Club Planning Programme is being rolled-out in Ulster through the Provincial Council in conjunction with County Development Officers. This programme supports clubs through the process of creating their Club Development Plan. Trained “Club Planners” will work with a Club’s Club Plan Steering Committee and Focus Groups through-out the process and will have a pivotal role in facilitating the Planning Workshop.

PROCESS TO DEVELOP A CLUB PLAN

1. The Club contacts their County Development Officer informing them of their wish to undertake the Club Planning Programme.
2. The County Development Officer submits the Clubs expression of interest form to both the Provincial and National Coordinator.
3. The National and Provincial Coordinators assign the facilitator(s) to the Club.
4. The facilitator then initiates first contact with the Club to arrange a meeting with the Club executive. Arrangements will be made for the workshop.
5. The Club will appoint a Club Planning steering committee prior to the workshop.
6. Club members and the wider community are notified of the time, date and venue of the Club Planning Workshop.
7. The Facilitator will meet with the Club Planning Steering Committee about 30 minutes before the start of the workshop to go through the process and ensure smooth running of the night.
8. The workshop is delivered and the feedback is provided to the focus group leaders.
9. The focus group leaders will compile this feedback and recommendations to come up with a draft plan. This draft can be consulted further with officers / members in the Club as they see fit as well as providing updates to the Club Executive Committee on progress.
10. The final draft is sent to the Club Executive Committee for approval.

Important to remember that the facilitator is not present to tell the Club how it should go about its business, but is there to facilitate those present to air their views in a constructive and positive manner.

CONSULTING WITH THE COMMUNITY

A strong GAA Club keeps in touch with its community by regularly asking its club membership and wider community for their views.

By consulting with the wider community, the GAA Club will:

- Be in a better position to deliver the activities that local people want and in a way that they want
- Get new ideas, expertise and volunteers into the Club
- Make local people more aware of the GAA and the Club
- Improve local support for what the Club is doing
- Prove to others a “need” for proposed projects

The Club Planning process will utilise a number of community consultation methods such as surveys, focus groups, workshops. However, the Club Planning Workshop is key, where all members and the wider community are invited to attend and share their views on the future of the Club. It is important to encourage as many members as possible to participate. The Club Secretary should inform all members of this workshop, stressing the importance of the evening, the benefits to the

Club and the advantages for the Club in developing a plan, while also informing the wider community of the same.

WHO IS INVOLVED IN THE CLUB PLANNING PROCESS?

Ideally the Club Planning process should involve as many interested participants from the Club as possible. The greater the number of members involved, the greater the rewards and the greater the buy in from the wider members of the Club.

A Club must involve as many as possible from the following groups of people:

- Players
- Club Officers
- Mentors
- Committee members
- Parents
- Supporters
- Non-members

CLUB PLAN STEERING COMMITTEE

This should consist of about eight to ten people, including some members of the Club Executive Committee. This committee should also include at least one adult player, one youth player, one parent and one mentor. It is important that at least two females' members are on 4 this group and that there is representation from the juvenile section of the Club. A larger group doesn't always mean that they will operate in a more efficient manner!

This committee plays a crucial part in taking the feedback from the Club Planning Workshop and other consultations and using their knowledge and experience to complete a draft plan.

WHAT DOES A TYPICAL PLAN LOOK LIKE?

CHAIRPERSONS ADDRESS

Brief address thanking those involved etc. Outlining the purpose of the plan etc.

HISTORY OF THE CLUB

Background to the Club outlining key dates and milestones of importance to them.

MISSION, VISION, VALUES

State the mission, vision and values of the GAA.

BACKGROUND TO THE CLUB

Can include the following:

- Overview of where the Club has come from.
- What has changed in the Community and the impact on the Club
- Outline of the facilities the Club has in place
- Outline the number of qualified coaches, teams, players, officers, etc at all levels

CLUB PRIORITIES

This section is the heart of the plan, based on the key issues identified in consultation, and outlining:

- What will be done
- Who will be responsible
- When will it be done
- What costs or other resources will be needed
- How we'll know we've achieved what we set out to do (i.e. our targets or measures)

It examines six key areas of Club activity, as outlined below:

1. Coaching and Games Development at Adult level
2. Coaching and Games Development at Juvenile level
3. Club Structure and Administration
4. Finance and Fundraising
5. Facilities and Development
6. Communications, PR and Culture

A Club may add other priorities as they see fit.

KEEPING THE PLAN OFF THE SHELF

Moving forward the Club Development Plan should be the Club's roadmap for the next three years. At the end of each year the Club should reflect and report on progress made, and rationalise the reasons for any amendments to the Plan. Towards the end of the final year the process should be repeated to ensure the Club always has an active Club Development Plan in operation.