



Club Planning

Last revised – January 2023



WHERE WE
ALL BELONG

INVESTING IN LEADERS, INVESTING IN YOU.

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, LGFA and Camogie Association have 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 PLAN IS

- Concise
- Well presented
- Practical
- Achievable

A GOOD PLAN IS NOT

- The Long winded
- Difficult to read
- Complicated
- Over ambitious

WHY PLAN?

“Failing to plan is planning to fail”

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.

CLUB PLANNING PROGRAMME

The Club Planning Programme provides a structured and simple process to allow Clubs to develop such a plan. This process is outlined below and for more information please visit <https://learning.gaa.ie/clubplanning>

PROCESS TO DEVELOP A CLUB PLAN

1. The Club contacts their County Planning and Training Officer informing them of their wish to undertake the Club Planning Programme.
2. The County Planning and Training Officer submits the Club's 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.

HOW DOES THE CLUB PLANNING PROGRAMME WORK?

The main part of the Club Planning Programme is the “Club Planning Workshop”, where all members and the wider community are invited to attend a workshop 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 PROCESS OF DEVELOPING THE PLAN?

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

FORMING THE CLUB PLANNING 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 female members are on

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 using their knowledge and experience to complete a draft plan.

SAMPLE CLUB PLAN TEMPLATE

1. CHAIRPERSON'S ADDRESS

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

2. HISTORY OF THE CLUB

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

3. MISSION, VISION, VALUES

State the mission, vision and values of the GAA.

4. 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

5. CLUB PRIORITIES

This is the section that outlines the "where do we want to go" and "how will we get there". 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.

SAMPLE OBJECTIVES FOR EACH OF THESE PRIORITIES ARE AS FOLLOWS:

PRIORITY 1: COACHING AND GAMES DEVELOPMENT AT ADULT LEVEL

The objective of this section is to develop our coaching and games development structures at Adult level, ensuring that a balanced games programme of games is in place, that all our players get an opportunity to play and participate and we provide the best possible coaching structures.

PRIORITY 2: COACHING AND GAMES DEVELOPMENT AT JUVENILE LEVEL

The objective of this section is to develop our coaching and games development structures at juvenile level, ensuring that a balanced programme of games is in place, that we focus on skill development and enjoyment and all children get an equal opportunity to play and participate in our Club.

PRIORITY 3: VOLUNTEERING AND THE COMMUNITY

The objective of this section is to improve how we attract and retain volunteers and to ensure that we continue to remain the number one sports organisation in our community.

PRIORITY 4: COMMUNICATION

The objective of this section is to improve both internal and external communication in the Club and to increase the profile of the Club in the community.

PRIORITY 5: FACILITIES

The objective of this section is to develop the Clubs facilities to ensure that our players, officers, members and spectators have the best possible playing and participation experience.

PRIORITY 6: FINANCE

The objective of this section is to improve our fundraising capability, to involve more people in the Club in fundraising and to ensure that we have the finance in place to develop