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CLUB DEVELOPMENT PLAN

“The greatest danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it”

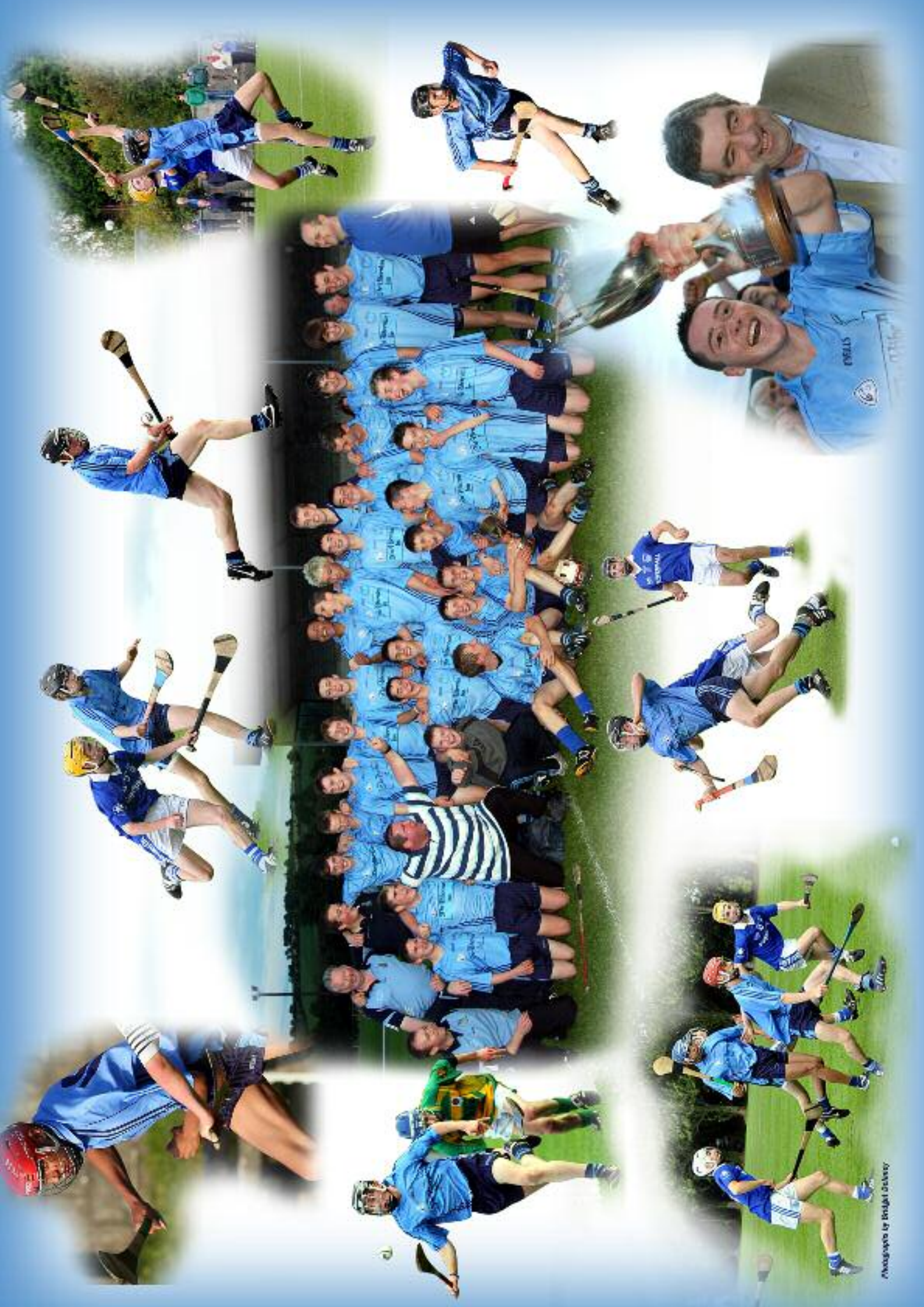


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Introduction

The GAA at national level recently launched the Strategic Vision and Action Plan 2009-2015 in an effort to secure the best possible future for all strands of the Association. All County boards and clubs have been challenged to do likewise and the Tipperary county board is currently finalizing “The Premier Plan” which complies with the national plan in setting out a framework for the future for the county and clubs.

During the latter part of 2008/9, a group came together to draw up a comprehensive development plan for the Nenagh Eire Og club. The work on this plan was overseen by a workgroup of elected officers and others including Jimmy Minogue, Enda Costello, Ger Gavin, Mark Langton, Joe Hanrahan Martin Morris, Rory Flannery, Seamus Cleary and Jim Nagle.



Our Community base provides us with both huge challenges and opportunities. Based on a desire to make the GAA in Nenagh better, this plan clearly signposts the direction and focus for the club from a strategic perspective over the coming years. While it is a strong statement of ambition and intent informed by the experiences and needs of our members, it will also continue to be guided by the GAA Strategic Vision and Action plan and by the work being carried out at County Board level in relation to the Tipperary strategic plan.

Message from Club Chairman

Our club is in a very good position today but it also needs to change and move forward. We will always have the age old dilemma of balancing short-term needs with long term aspirations and as a club we cannot continue to keep doing the same things and expect different end results.

This development plan looks to build on the momentum of our recent successes and to create a new dynamic in Nenagh Eire Og GAA. It was put together after taking on board the opinions and views of people across the GAA community (Players, Officials, Managers, Coaches, Committee members, Parents, Supporters) in Nenagh and will provide us all with the focus and direction needed for the coming years. I want to personally thank the large number of people with a deep interest in the club, who made such valuable contributions to putting this plan in place.

I believe that this plan provides practical solutions rather than ideological debate in terms of moving the club forward. This is however just a plan, it is not complete and will remain so without you deciding to play a part of your choice in making this plan and more importantly its goals, a reality. The challenge and it is a significant one, will require strong and determined leadership with total and sustained commitment from each and every person who has the interests of the Nenagh Eire Og club at heart.

I ask that you embrace this plan and make a decision as to what part you wish to play in our journey. The success of the Plan is dependent on the support and co-operation of all club members. People get involved in the club because they want to not because they have to. Is your role that of a player, a coach or administrator? Or are you a volunteer, loyal supporter or sponsor? Volunteerism is a nice concept, particularly for those that don't volunteer. The decision and commitment can only be made by you.

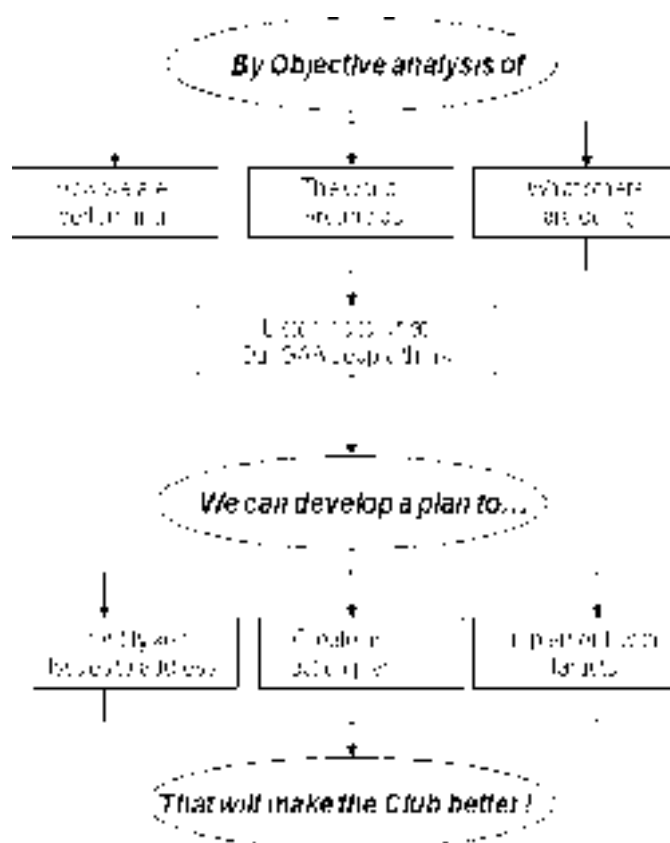
The implementation of this plan will require change and it will present challenges. As with all plans, it will need to be constantly reviewed, updated and refined to meet the club's changing internal and external needs. For its part, the club executive commits to providing the leadership, structure and expertise as a foundation from which we can all build and succeed together.

The hard work begins now !

Jim Nagle
Club Chairman

Background to the plan and Methodology used

The methodology used was an assessment of **Where are we at now** (What is the current state of play of the club), **Where do we want it to be** (What is our vision / ambition for the club in 5/10 years time) **How will we get there** (What do we need to do to achieve the vision of ambition we have set). The following methodology was followed.....



External research and Consultation with was carried out and based on inputs it was agreed to focus on six key themes which were considered central to the future well-being of the GAA in Nenagh. These included

1. Organisational structures / Governance / Administration
2. Games Development / Coaching standards
3. Facilities / Infrastructure / Grounds development
4. Recruitment of members / Community Integration
5. Financial resources / Funding
6. PR / Marketing / Communications

The opinions and views of people across the GAA community in Nenagh were then canvassed. As part of this process, a questionnaire was developed and sent: to all Players, Officials, Managers, Coaches, Committee members, Parents and Supporters. **See Appendix 1.**

A draft plan was then drawn up and members were informed at the 2009 AGM as to its content. The plan was launched in the presence of GAA president Christy Cooney in September 2010 and was adopted with final approval at a club committee meeting on Monday the 22nd November 2010.

Nenagh Eire Og – the GAA context

Background

The GAA has been in existence in Nenagh since 1884 and would generally be viewed, and rightly so, as a very successful GAA Club. It has achieved many great sporting honour's, produced a host of great players and administrators, involved thousands of people in its many activities, provided countless hours of enjoyment and some great memories over the past century (with no little heartache at times !). Most of all, it has played and continues to play a pivotal role in the local urban and rural community. Nenagh is of course not unique as this sense of GAA is replicated in every parish throughout Ireland. It is important to acknowledge all the other local clubs and in particular those local GAA clubs in North Tipperary and beyond whose friendly rivalry and fierce competition has helped in no small way to shape the club and bring it to where it is at today. As a club with both an urban and rural heritage, we have a long tradition across all GAA activities including Hurling, Football, Handball and Camogie. Despite this rich history, there is a sense that Nenagh as a club has underachieved at adult level, particularly over the past half-century.

Demographics

Nenagh is the 2nd largest town in Tipperary with a population of 7,751. While Tipperary is a relatively rural county, in the last decade Nenagh has been one of its fastest growing towns. The following data gives an indication of the numbers the club is currently catering for and the potential for further recruitment of playing numbers based on latest school enrollments figures.

There are currently 95 playing members under the age of 12 in the club and the following are the 2010 "at the age figures" U6 (20), U8 (26), U10 (29), U12 (20), U14 (24), U16 (20). There are currently 96 adult playing members.



There are 1066 pupils in Primary schools in Nenagh with a breakdown of St Mary's junior boys national school (142), St Mary's Convent (423), CBS (239), Gaelscoil (201), Church of Ireland (61). There are currently 1411 pupils in secondary education with a breakdown of Nenagh CBS (449), St Mary's convent (578) and Nenagh VEC (384).

Based on Dept of Education enrolment figures for September 2009.

Club Facilities

MacDonagh Park is often referred to as the “jewel in the crown” of the Nenagh Eire Og GAA club. The club's ability to service an increasing number of high profile fixtures at club, county and national level is evidence of its present popularity.



Our facilities currently include, two playing pitches, sports and social amenity hall complete with stage, changing rooms with shower rooms and toilets, fitted kitchen, shop, 40' x 20' handball alley, raised viewing area, offices, meeting rooms, gym, Medical room and hurling alley. Our facilities are recognised as one of the leading venues in the County. The club has staged many National League fixtures and various other Central Council Fixtures. Our handball alley has been the venue for many provincial and All-Ireland championships.

Sunday Sept 27th 1942 saw the fulfillment of the hopes and dreams of a number of staunch GAA people in Nenagh and throughout North Tipperary when the club grounds situated at MacDonagh Park in Nenagh were officially opened. In March 1987, a committee under the guidance Ger Gavin and other club officers including, Jimmy Morris (Club Treasurer) and Jimmy Minogue (Club Secretary) at the time, set out with the aim of building a facility which reached fruition in 1989 when “The Complex” was officially opened by John Dowling the then President of the GAA.

In 1997 a magnificent new stand was added and officially opened by Mr Joe McDonagh the then President-elect of the GAA. In 2005 a state of the art hurling alley was also added. The committee(s) that made this possible comprised people from all walks of life within the parish. Their dedication and commitment cannot be equaled and they can, without question take their proud place in the club's history.

As detailed, our facilities are widely recognised among the best in the county, have undergone a long history of development to arrive at what today is a sports and leisure complex that club members and the community in general can be proud of. However it is essential that we now plan the next stages of our facility development and build on its undoubted position of strength.

Club achievements

Divisional Championships - 158 titles

Senior Hurling (7) 1915, 57, 64, 92, 93, 98, 2001, 2009
U21 Hurling A (6) 1979, 80, 81, 82, 93, 94.
Minor Hurling (15) 1938, 47, 48, 49, 51, 53, 55, 69, 77, 78, 79, 89, 91, 92, 2007,08,09,10
Interm...Hurling (1) 1947 (St Mary's)
Junior Hurling A (5) 1953, 62, 83, 99, 2000,2009
Junior Hurling C (1) 2010
U16 Hurling (9) 1972, 75, 79, 82, 88, 90, 92, 2005, 07,08,09,10
U15 Hurling (3) 1968, 69, 70
U14 Hurling (8) 1972, 73, 74, 78, 88, 96, 2003, 05,09,10
U13 Hurling (3) 1966, 67, 70
U12 Hurling (6) 1972, 84, 2001, 02, 03, 07
U12C Hurling (2) 2004, 05,
Senior Football (7) 1989,91, 92, 94, 95, 96, 97
Intermediate Football (4) 1962, 74, 88, 98
Junior Football (4) 1962, 74, 85, 86,2010
U21 Football A (11) 1981, 83, 84, 87, 88, 89, 90, 91, 92, 93, 94,09
Minor Football (8) 1977, 83, 86, 88, 89, 90, 91, 92
U16 Football (12) 1973, 75, 79, 85, 87, 88, 89, 90, 94, 95, 2005, 06,09
U14 Football (14) 1971, 72, 73, 74, 78, 79, 86, 87, 88, 92, 2001, 03, 05, 07,09
U12 Football (18) 1971, 72, 73, 74, 76, 84, 85, 86, 87, 88, 89, 90, 91, 94, 99, 2003, 05, 07,09

County Titles – 46 titles

Senior Hurling (1) 1995
Senior Football (2) 1911,1915
U16 Hurling (5) 1975, 79, 82, 88, 90
U14 Hurling (5) 1972, 73, 74, 88, 2003, 2009,10
U15 Hurling (1) 1970
U16 Football (2) 1988, 90
U14 Football (1) 1986,2009
U12 Football (3) 1972, 84, 90
U101/2 Hurling (3) 2002, 06, 07
Intermediate Football (2) 1988, 1998
Junior Hurling (3) 1947,1983, 2000
Junior Football (2) 1914, 1986,2010
U21 Hurling A (5) 1979, 80, 81, 82, 93
U21 Football A (2) 1991, 93
Minor Hurling (5) 1969, 77, 78, 91, 92,08
Minor Football (1) 1990

All-Ireland Titles - 2 titles

All Ireland club 7 a side champions 1996, 2008

Club Vision:

It is important that we have a bold vision of the future and the stated vision for the club is to become ***“the most successful GAA club in Tipperary”***. In reality this means ...

- Being a community-based, volunteer-driven but professionally run sporting organisation.
- Facilitating participation by players of all abilities and at all levels.
- Succeeding competitively at every level with the ultimate aim to achieve All Ireland club success at senior level.
- Contributing players each year across Tipperary senior, U21 and minor teams.



The talent is in this club to realize this vision,

We need to improve the structures and evolve our culture to make it happen.

Club Priorities:

This section of the development plan outlines the ‘where do we want to go’ and ‘how are we going to get there’. Five key strategic priorities have been identified which underpin our vision and which are central to driving us towards becoming a player-oriented success driven club. The five key priorities are as follows...

- 1. Games Development / Coaching standards**
- 2. Facilities / Infrastructure / Grounds development**
- 3. Financial resources / funding:**
- 4. Communications / PR / Marketing / ICT**
- 5. Recruitment of members / Community integration**

These priorities are now considered in detail in this section. Each priority is dealt with in the same way. First, a rationale summarising why the selected priority is important is presented. After that the various strategies developed to take the priority forward are listed. Each strategy or action is outlined; those involved in taking it forward are identified; a timescale for it is put forward; and finally the outcomes sought as a result are included. The timescales used are:

Annual

Short-term: year one/two

Medium-term: year two/three

Long-term: year five +

The inclusion of outcomes in this section is very deliberate as the success of the Plan will be measured against these stated outcomes. Without outcomes that can be measured in some way, it is very difficult to know if progress is being made ... and making progress is what this Plan is about.



Games Development / Coaching standards:

The objective of this section is to develop our coaching and games development structures by delivering a Gaelic games plan and in particular a hurling plan for the club which will become the blueprint and set the guideline for all hurling in the club from 2010 onwards. Players involved at all levels need to be effectively supported (coached and developed) to allow them reach their optimum level of performance either technically, physically, mentally, tactically, lifestyle etc. Particular focus will be placed on implementing effective structures/guidelines at U16 and downwards and in managing the transition from juvenile to Adult hurling. A key outcome for the club is to figure out the best way to develop future senior hurlers and also those players with the potential to become inter county hurlers. While the majority of managers are primarily concerned with their own team's performance rather than the progress /development of individuals, we need to have a plan for Long-term player development that underpins our coaching and playing structures.



What needs to be done	Responsibility	Timescale	Outcome sought
All players, managers, mentors abide by club code of conduct & ethics	Club executive	Annual	Improved discipline and increase the respect of officials by players, mentors and officials from the club.
Juvenile Coaching and games development plan in place	Club coaching and games development committee (Hurling)	Annual	Coaching and games development plan in place for all juvenile players
All club coaches have appropriate Coaching Qualifications.	Coaching and games development officer	Annual	Improved Coaching standards at all levels of the club
Senior players become more involved with juvenile teams.	Coaching and games development officer	Annual	50% of Senior panellists assist with at least one session per juvenile team
Provide hurling coaching focused on 1st, 2nd and 3rd classes in all local primary schools, St Mary's boys, CBS primary and Gaelscoil	School liaison Officer	Annual	Increased number of children < 10 years hurling with our club.
Actively participate in Nenagh post primary schools county board initiative	School liaison Officer	Annual	Support group in place to assist with the coaching and development of Gaelic games in both Nenagh CBS Secondary and Nenagh VEC.
Hurling plan put in place for the Long term development of players See Appendix 2	Club coaching and games development committee (Hurling)	Short term	Ensuring the right structures in place and setting the standards of best practice for the future direction of the club for the ongoing development of all players and teams.
Decide on the future role of football ball in the club	Club executive	Medium term	Committee in place to manage football within the club
Decide on the future role of handball in the club	Club executive	Medium term	Committee in place to manage handball within the club.

Facilities / Infrastructure / Grounds development:

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. In 2014 the Complex will be 25 years old. The building has served us well and is a testament to the ambition of the club officers of that time. It does however need to be upgraded to a modern standard.

It is our aim to provide a top class facility (grounds & complex) for our members/players that will continue to be an attractive community facility which meets the needs of a wide range of local user groups. While in the short-term, we hope to incorporate modern dressing rooms and a training facility, suitable for male and female participants, we need to explore all the possible paths for the development of MacDonagh Park (area foot print) and the development of the Complex to include the provision of all-year round facilities for the coaching and playing of our games.

We are the nominated secondary county ground in Tipperary and in this respect it is our intention to continuously upgrade the main playing pitch and facilities to reflect this status. **See Appendix 3.** As the club facilities improve and grow it will be imperative that the club maintains our facilities to a high standard and this require will us to maximise our volunteer effort



What needs to be done	Responsibility	Timescale	Outcome sought
Develop and invest in the local CBS school pitches to bring them to a standard that will benefit the club and local schools.	Park Committee	Annual	CBS used as a backup facility to MacDonagh park for training purposes.
Ensure an effective event management and stewarding plan for the facility for all games hosted See Appendix 4	Club executive and Health & Safety committee	Annual	Event management and stewarding plan in place.
Upgrade and realignment of main pitch	Club Development committee & Park committee	Short term	Quality playing surface with preferably maximum dimensions of 80/90metres by 145metres.
Modification of existing dressing rooms	Club Development committee & Park committee	Medium term	Provision of 4 spacious dressing rooms, each to accommodate up to 30 players and 11 officials.
Upgrade club gym to modern standards	Club Development committee & Park committee	Medium term	Gym / fitness center in place .
Upgrade existing car park facility.	Club Development committee & Park committee	Medium term	Car parking facility with limited stewarding requirements
Upgrade existing pavilion	Club Development committee & Park committee	Longer term	Provide a more comfortable facility for our members and patrons and improve the energy performance of the building.

Financial resources / funding:

The objective of this section is to ensure that we strive for the highest standards of professional financial excellence. The monies required on an annual basis to run the club are on par with any small to medium sized business.

At a time of general economic uncertainty, we need to identify and exploit all possible funding opportunities, widen our existing avenues of funding and research new avenues adopting a proactive approach. However, it will be necessary to prioritise all expenditure and manage our cost base effectively. We must be prudent in how we spend available money without affecting our stated aims or ambitions.

We must ensure the club complies with the highest accounting and financial regulatory standards. We will do this by ensuring that we have appropriate financial controls in place, always get value for money and by protecting our assets.



What needs to be done	Responsibility	Timescale	Outcome sought
Ensure a robust financial system is in place.	Finance committee	Annual	Proper and effective control of all club finances.
Defined approval process for club spending in place with a clear line of communication and control	Finance & Fundraising Committee	Annual	Work to a financial plan annually.
Club accounts audited each year	Club Treasurer	Annual	To ensure best practice is followed.
Review current rental rates for Club property	Finance & Fundraising Committee	Annual	Increased rental Income.
Define a clear policy on sponsorship for the club.	Club executive & finance executive	Annual	Ongoing Sponsorships in place.
Grants & Tax exemptions applied for	Club Treasurer	Annual	Be familiar with all processes and procedures in relation to obtainable grants and tax exemptions from various bodies and institutions
Have a clear policy on club fundraising for all sections of the club.	Fundraising committee	Medium term	New innovative ways to generate additional funding for the club.
Carry out inventory of advertising signage	Finance & Fundraising Committee	Medium term	Revenue stream in place relating to signage
Investigate the issue of individual team sponsorships	Finance & Fundraising Committee	Medium term	A level of sponsorship in place for individual team.
Develop a marketing plan to assist the club in reaching its commercial revenue and promotion potential.	Finance & Fundraising Committee	Longer term	Maximize revenue from all commercial initiatives.
Increase income from the main exiting revenue streams	Fundraising committee	Longer term	Increase income year on year from lotto ticket sales + County Board draw.

Communications / PR / Marketing / ICT

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. For many years the PRO has dealt with and managed all of the communications requirements for the club. However the workload has grown in recent years and now is the time to set up a committee to deal with communications and PR. In addition the promotion of social and cultural events is important to the club culture. In this technology era the further development of key ICT tools such as Web site, email, webtext, on-line member registration etc is vital in communicating with the modern day player, club members and the public in general.



facebook.



What needs to be done	Responsibility	Timescale	Outcome sought
Promote more social events in order to improve communication and cooperation between all areas in the club.	Pro's and Communications committee's	Annual	Host an annual club social event.
Maintain and keep club website up to date	Pro's, Communications & ICT committee's	Annual	Continue to achieve a high standard of content on our club website to include match reports and pictures.
Update and compile an accurate database of contact information for all members, Teams and committees.	Club registrar & ICT committee's	Annual	Using the GAA management system, have an up to date list of mobile phone numbers, email and street address for all club members to assist with communication.
Utilise social networking sites to continuously promote the club activities	Pro's, Communications & ICT committee's	Annual	Continue to run Facebook & set up twitter account on behalf of the Club to improve communication with younger members.
Build the Nenagh Eire Og GAA 'BRAND' and promote it through the sale of club merchandise. Target the sale of club gear Online	Pro's, Communications & ICT committee's	Short term	Sell club merchandise from Web and/or Shop
Utilisation of latest technologies for communication including web, bulk text, email etc	More contact with supporters and draw members.	Short term	Continuous contact with players members and supporters
Complete the club history project	Club history committee	Medium term	History completed and published by March 2013
Create an archive center within the Complex which will preserve and display materials central to the Nenagh Eire Og GAA story	Club history committee	Medium term	Completed to coincide with publication of club history.
Put an annual scholarship scheme for student members attending Higher Education.	Club executive & finance executive	Medium term	At least two student member receive a bursary each year

Recruitment of members / Community integration

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. Further enlargement of our membership is a key priority. We need to identify those in community who are not active members but support the club and encourage them to get involved. A new generation of former players and members need to get involved within our club structure so that fresh faces can bring fresh ideas forward. In doing this, we must ensure that more people are attracted to positions of responsibility within the club. We need to maintain and build on our relationship with the local community by making our facilities available all year round for activities such as indoor games, summer camps, Irish dancing classes, weekly bingo (Irish Wheelchair Association) etc. Frequent users of our facilities include Spleodar the Nenagh Community Arts Festival, North Tipperary Sports Partnership, Ormond Special Olympics club, Nenagh active retirement group, North Tipperary GAA Board, North Tipperary Bord na nOg GAA, Local residents committees and the Irish Kidney association - Nenagh branch



What needs to be done	Responsibility	Timescale	Outcome sought
Everyone involved in Club activity should be a paid up member of the Club.	Club Registrar	Annual	All paid up members registered on GAA management system
Set our membership fees at a rate which formalises the association with the Club,	Club executive	Annual	Membership fees do not act as a barrier for people becoming members and is not a financial burden to families.
Encourage greater involvement of parents of juveniles who have not been involved to date.	Club executive, Team Managers	Annual	New people continually involved in administrating and supporting the Club
All members issued with Laminated membership card.	Club Registrar	Annual	Membership card issued
Active participation by as many members as possible.	Club executive, Team Managers	Annual	Comprehensive membership database in place
Have a wide range of membership mechanisms in place	Club Registrar & ICT group	Annual	Annual Club Registration night and an online registration and payment facility.
Maintain and develop the current Alcohol and Drugs Strategy	Child welfare & substance abuse officer	Short term	Appropriate policies in place and adopted by all members.
Seek an increase in numbers participating in SCOR	SCOR committee	Short term	Continue the revitalization of Scór through Scor na nOg and Scor na bPaisti
Establish a ‘Nenagh Eire Og’ supporters club Specifically aimed at those who live outside the parish but who have links with the club?	Club executive	Medium term	Supporters club in place

Implementing the plan

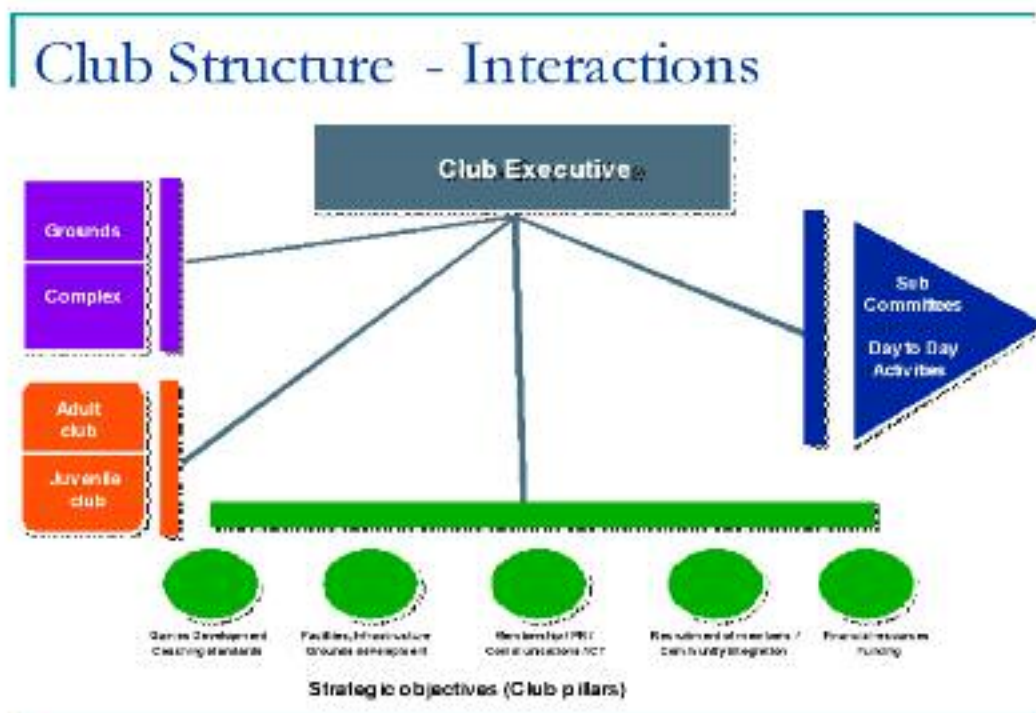
Club structures and governance

Governance concerns how we carry out our work and how we are organised to do it. This development plan is about making sure we do the right things in terms of improving the Nenagh Eire Og club. By paying attention to governance we will make sure we do those right things in the right ways. Due to the range of activities in the club, confining our organisational structure to the traditional roles within the club (**Appendix 5**) is not tenable to deliver this plan.

The evolution of the Club, in terms of its size, structures has led to an inequitable spread of the workload across the membership and placed a very heavy burden on certain members of the Club with the result that some members have been swamped by the workload. This has been self-perpetuating as members have been reluctant to put themselves forward given the workload involved. This arguably has not best served a sense of “Clubness”. This has to change and with a club of our size, there is a huge opportunity to have many talented people currently on the periphery of the Club to become involved in Club administration. The focus should be on encouraging members not involved with or experienced in coaching and team mentoring to get involved in Club administration.

Our analyses and consultations have identified a number of core governance issues for us and if we are to achieve our vision and deliver to this plan, we need to evolve a revised committee structure to create manageable workloads for club members who volunteer to participate in club administration.

We are committed to providing this through the following model...



Club committees

A number of sub-committee's will be set up and will have full responsibility for running specific areas of the Club. The composition (including size) of each sub-committees and / or subgroup will be dictated by the work load and expertise required in each group. Some of these sub-committees are already active and have been for a number of years, others need to be formed.

1. The **Club Executive committee** is the controlling body of the Club, managing the business and affairs of the Club and is the ultimate governing authority. Members of the club committee are elected at the Club AGM each year and include the club officers - Chairman, Secretary, Treasurer, Vice chairman and PRO.
2. The **Club Development committee** will aid the club committee in matters of its deliberations such as providing advice, on request, on specific matters and reporting back to the club Committee, who would be free to accept, amend or reject such advice. Previous holders of the position of Chairman of the Club are seen as been well placed to put their experience and expertise at the disposal of the club and this committee will comprise of club officers and former Chairmen of the Club who are willing to serve.
3. **Club finance committee** (Incorporating sub-groups such as Lotto, County Board draw,) will be responsible for adopting best financial governance procedures thus ensuring that annual operating costs for the club are under control and that capital expenditure on facilities represents best value for money. In addition, they will be responsible for fundraising and ensure that sub committees exist to manage current fundraising initiatives.
4. **The Park / Complex committee** (Incorporating sub-groups such as Health & Safety) will be responsible for and making sure that all is in order for the playing of all games within the club. In particular, they will have responsibility for maintaining the club facilities including playing fields and the complex along with any other general maintenance requirements.
5. **The Juvenile Committee** will be responsible for all the day to day underage activities in the club with the ultimate aim to produce the next generation of adult players as juveniles develop through the age ranks.
6. **Games Development committee** (incorporating Adult / Juvenile clubs, Child welfare) will be responsible for developing our coaching and games development structures by delivering a plan for Long-term player development. Particular focus will be placed on implementing effective structures/guidelines at U16 and downwards and in managing the transition from juvenile to Adult.
7. **Administration committee** (Incorporating fixtures, membership, player insurance scheme) – will have responsibility to ensure that all Club members, players and officials are registered in accordance with rule. They are also responsible for liaising with divisional and county CCC groups regarding all club fixtures. The sub-committee should also ensure that team list and age regulations are in compliance and that in the event of injury the proper procedures are strictly adhered by all players.
8. **Communications / ICT committee** (incorporating merchandising / website admin / Club Databases / on-line lotto) will develop an integrated communications and marketing strategy (One club, One brand, One voice) to ensure good public relations and portray a professional image for the club. In this age of social networking, this committee will also have responsibility to ensure all our Information communication technology systems are up to date and used effectively.
9. **Cultural and Social committee** (incorporating SCOR) should plan a program of social and cultural activity involving as many people as possible. It should include in its program, a plan for active cooperation in the promotion of the Irish language, music etc especially through SCOR.

Appendices:

- Appendix 1 Let your voice be heard – Questionnaire.
- Appendix 2 Hurling committee – Terms of reference
- Appendix 3 MacDonagh Park event management / Stewarding plan
- Appendix 4 Requirements for Secondary County ground status
- Appendix 5 Current roles within the club



Let your voice be heard !

The GAA in Nenagh is strong ... but it is also changing and moving forward. We want to shape that change and movement to our advantage. During the early months of 2008, a strategic development group came together to draw up a comprehensive development plan for the club. This plan will provide the club with the focus and direction needed for the next steps on the ladder of success and will address all development requirements for the club: Hurling, Football, Camogie, Juveniles etc.

At this stage, six key strategic objectives have been identified which underpin this plan and which are central to the future well-being of the GAA in Nenagh. These include:

1. Organisational structures / Governance / Administration
2. Games Development / Coaching standards
3. Facilities / Infrastructure / Grounds development
4. Recruitment of members / Community Integration
5. Financial resources / Funding
6. PR / Marketing / Communications

In developing the plan, the strategic committee is now canvassing the opinions and views of people across the GAA community in Nenagh: Players, Officials, Managers, Coaches, Committee members, Parents, Supporters. As part of this process, a questionnaire has been developed and I would ask you to complete the enclosed and return it to the club ASAP.

You can return it:

Via post to Jim Nagle, Ballintoher, Nenagh Co Tipperary,

Via email to..... eireognenagh@gmail.com

Alternatively the questionnaire can be completed on-line at www.nenagheireog.com

Best Regards

Jim Nagle

On Behalf of the Strategic Development Committee

- This plan is fundamental to the future success of the club –

Your feedback is critical to making our club better.

PARTICIPANT PROFILE:

Name (Optional):

Email address (Optional):

Are you a current member of the club Yes / No

Please tick any or all of the following that are applicable to you

Player - current	
Player - former	
Club official	
Committee member	
Team manager / selector / coach	
Parent of juvenile player.	
Parent of camogie player	
Passionate Nenagh Eire Og supporter	
Other	

**From your perspective what are the big issues facing us as a Club
in terms of the following areas:**

Organisational structures / Governance / Administration

Games Development / Coaching standards

Facilities / Infrastructure / Grounds Development

Recruitment of members / Community Integration

Financial resources – Funding

PR / Marketing / Communications

What do you think are the five key things we need to do to make the GAA in Nenagh better?

1 _____

2 _____

3 _____

4 _____

5 _____

Is there anything else you'd like to add?

Thank you for taking the time to complete this questionnaire

Coaching & Games Development Committee - Hurling

Led by the club coaching and games development officer and with responsibilities as set out below, the group's prime responsibility will be for developing our coaching and games development structures for long-term player development. Players involved at all levels need to be effectively supported (coached and developed) to allow them reach their optimum level of performance. Particular focus will be placed on implementing effective structures/guidelines at U16 and downwards and in managing the transition from juvenile to Adult hurling.

Responsibilities:

1. Set the club expectation and code of conduct / standards for any club coach and/or mentor.
2. Oversee the education and development of all club coaches.
3. Build on the partnership and develop further the link that exists between the local schools and the club.
4. Put systems in place that is age related for the development of players in terms of technical skills, physical prowess, mental approach, tactical awareness and lifestyle development.
 - 6-10 Learning the fundamentals and enjoying practice
 - 10-14 Developing skills and training for competition
 - 14-18 Understanding competition and developing to win
 - 18-21 Training to win and retaining people
5. While selectors can move etc, ensure an effective coaching system in place for each of the target areas above.
6. Regularly attend and observe training sessions and monitor the progress and performance of all club teams
7. Assist in the identification and appointment of team managements and where necessary, assist managers in sourcing coaches and mentors.
8. Have a mentorship role with all club coaches / management teams
9. Identify individual players with the potential to become "serious" senior hurlers and put appropriate development plans in place.
10. Act as an advisory committee with single point of contact to all team managements and be the first point of contact for team managers in relation to issues for executive committee, areas of disagreement/conflict etc.

MacDonagh Park – Event Management plan

Category	Activity	Comments
Event Management	Event Organiser(s)	Main person in charge of the event - Must be contactable on the campus all day and responsible for allocating all duties.
Event Management	Chief Steward(s)	Main person in charge of allocating stewarding duties.
Event Management	Caretaker(s) / Stewards	Must be visible and at specific locations. Remain in place until patrons have departed
Event Management	Health & Safety	Liaise with Gardai / Order of Malta / HSE - inform agencies as appropriate especially if a large crowd is expected. No. of public Gardai (outside). No. non-public Gardai.
Facilities	Pitch preparation	Pitch cut / Marked / flagged
Facilities	Dressing rooms	Ensure dressing rooms are fresh and cleaned out before and after matches, showers are working and toilets are cleaned. Meet & greet official's from each team, ensure dressings rooms are open / closed when required (eg: Half time etc)
Facilities	Referees room	Meet & greet official's, ensure referees room is open / closed when required (eg: Half time etc). Make refreshments available especially water
Facilities	Medical room	Liaise with Order of Malta and be on-hand to open and close when required.
Facilities	Public Toilet facilities	Clean out all public toilets before and after event, ensure adequate supply of toiletries etc.
Facilities	Complex Toilet facilities	Clean out all toilets before and after event, ensure adequate supply of toiletries etc.

Communications / PR Media Facilities		Liaise with Media directly or via PRO to discuss their needs. Make sure Press box is clean + open 30 mins before game and closed 30 mins after game.
Communications / PR Public Address		Welcome people, team news, urgent messages. Team announced beforehand, substitutes announced, no announcements while ball in play, Music kept at modest sound level.
Communications / PR National Anthem		If being played, make sure it is clear and audible
Communications / PR VIP area		Area to be sectioned off and kept clear and controlled
Communications / PR Presentation area		Roving Microphone to be made available for presentation ceremony
Communications / PR Scoreboard		Accurately operated, score kept on display for 5 mins after full-time.
Communications / PR Tricolor / Flags		Tricolor in correct position beside scoreboard
Communications / PR Team List / Program sales		Liaise with team managements / relevant PRO's
Stewarding	Main Gate	3 people
Stewarding	Car Park	3 people
Stewarding	Outside pitch - Rear goals	3 people
Stewarding	Turnstiles access points	1 person
Stewarding	Lower Gate Stand side	1 person
Stewarding	Lower gate Bank side	2 people
Stewarding	Middle pitch gate Stand Side	1 person
Stewarding	Middle pitch gate Bank Side	1 person
Stewarding	Rear goals bank + gate	2 people
Stewarding	Mid Stand / VIP / Press box area	2 people
Stewarding	Crowd Control	Open all gates before match ends
Misc	Catering	Ensure food is ordered / prepared / served based on event requirements. VIP catering if required
Misc	Shop	Ensure that shop is adequately stocked and staffed. Manage float and takings
Misc	After match clean-up	Ensure all rubbish is picked up and campus is cleaned
Misc	Gate checkers	Liaise with divisional / county board, ensure adequate number of stiles are opened on-time
Misc	Bottle / rubbish barrels	Adequate supply of containers to collect rubbish
Misc	Post match review / Safety audit	Liaise with key personnel to establish range of problems, if any, which arose

Requirements for Secondary County ground status:

The main purpose of a secondary county ground is

- to fulfil the playing activities of the Club throughout the playing season,
- to provide the County Board with a venue for County Championship matches up to Finals' stage and
- to provide an alternative venue for inter county matches in secondary competitions because of weather or unavailability of the main county ground due to maintenance or renovation.

Such a venue will require satisfactory facilities for players, officials and spectators and substantial and ongoing pitch maintenance to enable it to fulfil these important functions. Secondary County Grounds should expect financial assistance from both County and Provincial Committees. The secondary county ground should also be part of the overall development of inter county facilities in the county. There is also an obvious need for a management/user agreement between Club and County Board. Counties should also consider the location within the county of the secondary county ground.

Playing Pitch

Quality playing surface/ preferably maximum dimensions;80/90metres by 145metres which can handle the club and county requirements; good grass cover over playing area, good drainage to deal with substantial rainfall without damaging its playability; (goal posts, painted white, at least 10 metres in height, goal nets fitted in 'box' style, goalmouths well maintained; where there is a perimeter wall/fence around the playing pitch it should be 5/7 meters from the sidelines/endlines; run off from pitch should be at least 4/5 metres. Padding where necessary for the protection of the players; pitch line markings in heavy white and sideline flags clean; ball-stop nets should present a tidy appearance; where there are supporting posts they should be painted white; the National Flag and other flags should be properly displayed;)

Dressing Rooms and Ancillary Facilities

Two/Four spacious Dressing Rooms, each to accommodate up to 30 players and 11 Team/County Officials; 60/70 sq metres; provide adequate showers and toilets; physio/medical room; 'safe area' for valuables; dressing rooms should have direct/safe access to the playing pitch.

Team Dug-Outs/Designated Seating Area (in Stand or along sideline), to accommodate up to15 players and up to 26 persons in total; to provide shelter and protection;

Match Officials' Suite

Spacious Room to accommodate 8 persons and include; Shower, Toilet, Wash hand basin, secure Locker; (Clothes Hangers, Chairs/Benches, Small table, Drinking Water to be available, Mirror (with adequate lighting) for Referees who use contact lenses) roughly 6m by 6m; should have direct, secure access to pitch

Warm-Up Pitch/Area

Adjacent to Ground (to prevent teams warming up on main pitch to the detriment of main pitch); arrangement may have to be made with club nearest to Secondary Ground.

Car-Parking

In Ground or adjacent to Ground: adequate space reserved for Players and Team and Match Officials

Access To/exit from the Ground

Clearly Designated and signed entrance for Players and Officials and Match Officials;

Catering

Provision for Tea/Coffee/Sandwiches/Drinking Water as required

For televised match

TV cameras should be located on a gantry constructed on the side opposite to the covered stand and if possible behind each end. Structures may be temporary but this will need H & S permission and approval. This should be the responsibility of the televising company.

Spectators

Accommodation for 3,000 to 10,000 depending on county profile; The secondary county ground should provide safety and comfort for all spectators; 35% covered accommodation (seated, standing or a combination of both); no grass or gravel banks; adequate covered and uncovered provision for disabled spectators

Turnstiles

Adequate provision for capacity of ground; Clear Signage at Entry Points and Inside Ground to include; Admission Prices for Seating, Terracing, OAP, Students; Disabled Provisions; Fogra Signs; Health and Safety Rules

Ingress

Adequate number of Turnstiles;; total of 10 to cover 5000 capacity or 20 for 10,000 capacity; turnstiles should be placed to feed different parts of the ground; for the purposes of calculating entry capacity the upper limit is set at 500 persons per turnstile per hour for single National League fixture. However, large numbers of spectators may arrive close to match starting time and a larger number of turnstiles may be required than might otherwise be the case if the number were based purely on the 500 figure. The recommended minimum width of an exit route is 1.2m for new construction and 1.1m for existing constructions; all loose, uneven surfaces should be eliminated;

Egress

Sufficient exits from each section of viewing accommodation should be provided so that spectators can leave that area and pass into a free flowing exit route system; all loose, uneven surfaces should be eliminated; all exit gates should open outwards, unlocked and attended while spectators are present.

Terracing

Standing accommodation should be designed and managed to be safe. The comfort and amenities for spectators should also be considered. Newly constructed standing accommodation should conform to any applicable building regulations and should be designed in accordance with recommendations contained in the Red Guide concerning the provision of crush barriers and pitch perimeter barriers.

Toilets

Adequate Provision for Ladies and Gents; Disabled Provision;

Medical Station

Clearly identifiable and accessible; defibrillator available.

Public Address System

Serving inside and outside of Ground; may be situated within the Control Room

Scoreboard

Clearly visible from all parts of Ground; preferably electronic

Car Parking/ parking for disabled spectators

Public car parking provision within a reasonable distance of Ground; parking should be as close as possible to any entrance for disabled spectators.

Roads Infrastructure

Capable of coping with expected attendance, at particular time of game e.g. Saturday afternoon/evening

Media/Press

Centrally positioned, covered seated accommodation; Electronic requirements for T.V., Radio and Print Media; Broadband if possible.

Hospitality Room

For the use of guests/county officials on arrival, at half time;

Stewards Room

For stewards and gatemen on arrival and before departure. Storage for stewards clothing etc

Logistics Room

For the use of the Committee in Charge; Organising Floats/Change/Match Programmes etc.; Secured room for counting.

Control Room

To accommodate up to 5 people; should have full view of all areas of the ground



Current roles within the club

Club Officers 2010

Presidents:	Michael Hynes, Jack Kennedy, Jimmy Morris, Ger Gavin
Chairman:	Jim Nagle
Vice Chairman:	Enda Costello
Secretary:	Joe Hanrahan
Treasurer:	Seamus Cleary
PRO:	Paul Lillis
Juvenile club reps:	Martin Morris / Michael Geaney
North Board reps:	Joe Hanrahan / Eamon Brennan
County Board rep:	Jimmy Minogue
North Board CCC:	Jimmy Minogue
ICT advisor:	Enda O Sullivan
Health & Safety advisor:	Liam Quinn
Club Committee:	Rory Flannery, Matt Lillis, Jack White, Jim Kennedy, Patsy Bonar, Noel Coonan, Conor O Donovan, Marion Ryan, Bartley Ryan, Noel Tomlinson, Michael Madden, John Foley, Michael Ryan, Jane Devaney, Willie Jones, Fr Tom Seymour, Eddie Sheary, Conor Ryan, Liam Heffernan, Joe Ryan, Paddy O Meara, Eddie Connolly, John Tooher, Paul Cooney, Noel Coffey, Michael Hallinan, Enda O Sullivan, Jimmy Hourigan.

Juvenile club:

Juvenile Chairman:	Martin Morris
Juvenile Secretary:	Michael Geaney
Juvenile Asst Secretary:	Geraldine Quinn
Juvenile Treasurer:	Cyril Bailey
Juvenile Asst Treasurer:	Phil Hennessy
Juvenile PRO:	Josephine Mackey
Child Welfare / substance abuse officer:	Geraldine Quinn
Club Coaching / School Liaison officer:	Phil Hennessy

