

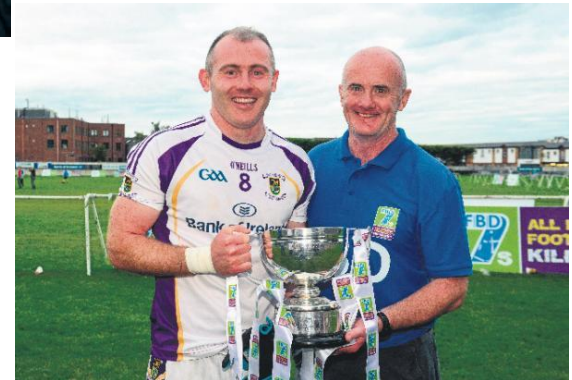


Football Strategic Review Report “In Pursuit of Excellence”

YOUR CLUB Recommendations

YOUR VOICE

YOUR OPINION MATTERS





Football Strategic Review Report “In Pursuit of Excellence”



- **Your Contribution was very much appreciated**
- **The Football Committee would like to THANK**
 - all the Members who attended our Workshops in Q4 2015
 - to those who volunteered to join various committees

We hope we have captured the spirit of your Feedback in our findings



Kilmacud Crokes Football Vision



- The Football Committee of Kilmacud Crokes is **committed to fostering and developing Gaelic Football** in the Stillorgan and surrounding areas. Our aim is to provide playing opportunities that help develop our young people as players and people, individually and collectively.
- We **value** all our players, our coaches and their families and welcome their participation in all our activities.
- We pledge to play our part in the continued development of the wider club in an atmosphere of respect, harmony, transparency and positivity.
- We encourage all our players to **strive for excellence** and will continue to provide the highest quality of coaching and support in pursuit of this.
- We promote individual development and well-being and strive to **enable all our members achieve their full potential** in their chosen role.



Kilmacud Crokes Football Values

Loyalty	Discipline	Respect	Volunteer	Friendship	Enjoyment
Player Welfare	Teamwork	Amateur	Engagement		Community
Skill	Dedication	Athleticism	Inclusiveness	Hard Work	Honesty





Kilmacud Crokes Football Aims



- Establish a sense within the Football Community that we are all **equally working towards the same goal at all age groups** – from nursery to managing the senior team.
- Establish a **respect** within all groups that nobody or no group is more important than any another.
- Create an environment where we all realise that we have a common purpose.
- **Produce players that will represent the club** at all levels and graduate to our Senior Championship team to ensure that we remain competitive for the next 10 years.
- **Continue to develop** our 2nd, 3rd and 4th teams so that we provide the highest level possible for our players to compete at.
- Facilitate fully the concept of “**sport for all**” ensuring that we have a team for all to play on.
- Understand that success at adult level is totally dependent on how we manage the intake at nursery level and how progressive we are in developing these young players over the years.
- Encourage more Volunteers to get involved in **Coaching, Administration, Communications** and **Fund Raising** roles.



Ambition of Football Strategic Review



Develop & Implement a strategic plan for Kilmacud Crokes Football focused on engagement and integration with a view to improve coaching, administration, communication, fund-raising and ultimately delivering improved team and player performance.





2016 Organisational Structure

Kilmacud Crokes Football

Juvenile Football U6 – U12

Paul Quinn C
Karl Manning VC

U6 Mark Brophy
U7 Karl O'Neill
U8 Karl Manning
U9 David Barrett
U10 Paul Quinn
U11 Peter Donohue
U12 Sean O'Shea

Sub committee U13 – U18 Admin

**Including
Facilities,
Pitch Allocation
& Equipment**

Pat Horgan
Gerry Kelly

Sub committee U11 – U18 Coaching Committee

Pat Duggan C
Sean Fox
Paraic McDonald
Peter Ward
Martin McDermott
Sean O'Shea
Peter Donoghue
Maurice Roche
Robert Behan
Pat Horgan
Paul Quinn
Eamonn O'Flynn
Fergal Keys
Maurice Leahy

Adult Football Committee

Sean Fox - Chairman & CCC Rep
Micheal Mullin - Secretary
Michael Kelly - Treasurer & CCC2 Rep
Ronnie Murray - Registrar
Martin McDermott - Director of Football
Michael Durcan - Commercial Officer
Pat Duggan - Coaching Chair
Fergal Keys - Operations Officer
Ruairi Kelleher - Adult Players Rep
Paraic McDonald – Coaching Director
Pat Horgan – Admin 13-18
Paul Quinn – Chair 6 - 12
Paul Maguire - Adult Comms Officer
Eamonn O'Flynn - Coiste Rep/Juv Comm
Robert Moloney – Sevens



Kilmacud Crokes Football

Strategic Review Report – “In Pursuit of Excellence”



We asked Members to outline their views on a wide range of football issues and requested their input on **WHAT IS WORKING, WHAT IS NOT WORKING AND HOW CAN WE IMPROVE?**

The Areas highlighted and how we can improve focused around

Improve Engagement, Integration & Structure

Because of the significant volume of feedback, comments and suggestions received we have decided to categorise them under four key headings :

- Administration
- Coaching
- Fundraising
- Communications

Please Note

- There was a lot of overlap and repetition (as you would expect) so we have amalgamated and integrated all feedback.
- We have provisionally allocated responsibility to various areas within the Football section to action the outputs. The Football Committee may delegate responsibility and amend or omit some of the items.
- We have also prioritised their importance by flagging them **Red, (most important), Amber** and **Green**.
- A number of the suggested actions have been implemented at this stage while others are work in progress. (WIP).



Kilmacud Crokes Football

Strategic Review Report – “In Pursuit of Excellence”



What's working; what you said about us

- Huge number of active volunteers
- Quality and enthusiasm of coaches is very good
- Excellent coaching courses provided
- Players of all abilities are being provided with good coaching and regular games
- Club assistant coaches are supporting B and C teams
- Excellent Club Coach and assistant coaches
- Coaching support in Schools
- Mini All Irelands
- School of Excellence



Kilmacud Crokes Football

Strategic Review Report – “In Pursuit of Excellence”

What's working; what you said about us

- Provision of all-weather facilities for training
- Use of GAA 15 warm-up
- Excellent administration of Nursery
- Goodwill of Parents and mentors
- Role of Co-ordinators at juvenile level
- Handover of teams at Juvenile level
- Highly Competitive at Div. 1 level at all age groups
- Number of players being provided to County development squads





Kilmacud Crokes Football

Strategic Review Report – “In Pursuit of Excellence”

What's working; what you said about us

- Producing Inter-county players at all ages
- Introduction of Strength and Conditioning for 13 to 18 age group
- Impact of Coaching Committee
- Well organised Go Games
- Gerry Collins Tournament
- All Ireland 7s
- Very welcoming environment
- Attracting more kids from non GAA background
- Mental wellness programme





Kilmacud Crokes Football

What areas do we want to improve / focus on

Feedback Summary - Key Messages

Overall members said that they did not realise all the work required to run a club of this size.

There was a strong feeling that there needed to be better communication between all the football sections and that all football teams needed to assist in the fundraising activities of the club.

There was strong sense that a club of our size needs to continuously look at ways to improve our Fund Raising and Communications activities.

On the back of this sentiment, the Football Committee has now requested that all of the 2016 management structure to nominate a Fund Raising and Communications person per team who will be tasked to work on behalf of their team/age group.



Kilmacud Crokes Football

What areas do we want to improve / focus on

Administration –

Chairman

- Provide leadership and management of the Adult Football section of the club
- Ensure effective meetings are held and documented
- Uphold club & football rules and ethics
- Delegate tasks to committee / sub committee as appropriate
- Uphold the mission, values & vision of GAA and Kilmacud Crokes GAA club
- CCC rep

Secretary

- Arrange and administer Football committee meetings as per Football byelaws.
- Maintain records of meetings, AGM's & EGM's.
- Ensure key interactions with County Board are carried out (e.g. team entries, transfers, disciplinary issues)
- Act as default correspondence point for Football Committee matters – many other communication channels are already in place for routine matters.
- Pass on challenge game notifications to County Board for CCC Teams (Minor to Senior)

Chair 8-12

- To represent the view of the Juvenile Football committees, and playing population at the Senior Football Committee.
- To build a positive link between Juvenile Football in Kilmacud Crokes and Senior Football equivalent.
- To participate in the development of Gaelic Football in Kilmacud Crokes by aligning strategy for Juvenile football with the aims and intentions of Senior Football.
- To share and learn best practice with regards to the development of Gaelic Football in Kilmacud Crokes, so that the output from Juvenile Football aligns with Senior Football requirements and expectations.
- To raise issues relating to Juvenile football that may require the support of Senior Football at Executive level, so as to ensure Juvenile Football can be successful

Chair 13-18

- Chairman of the U13 to U18 committee covering all administration matters.
- Responsible for allocating training slots for all teams from AFL1 down to U13
- Responsible for allocating pitches for football matches involving AFL1 to U13



Kilmacud Crokes Football

What areas do we want to improve / focus on

Coaching –

Aim to achieve :-

- Integration of all teams from U8 – Adults
- Standardise training expectations for each age
- Supervise training facilities
- Assist coaches of all teams
- Look to integrate schools
- Devise template for selection of manager packages
- Development squad selection
- Strength / conditioning standards
- Coach education
- Player welfare/burnout
- Monitoring & retain players through to end of playing days
- Coaching Committee will monitor that Team Coaches have the required accreditation.



Kilmacud Crokes Football

What areas do we want to improve / focus on

Communications - With a view to improve overall engagement and integration within the club

- Point of contact for Communications Committee, chaired by Paul Maguire, to assist in all communications activities (Club Website, Club notes, Newsletter)
- Work with Communications Committee on how best to use latest technology / apps including Facebook, Twitter, Teamer, Mobile Apps, etc.
- Ensure parents / players in your age group are on the club Communications distribution lists as appropriate to ensure full awareness of football and club activities
- Compile short match report with handful of pictures and submit to club website email (new email account being established presently for this purpose)
- Submit any match fixtures / changes to club website email (tbc) where not already picked up from the Dublin GAA feed onto KC website

Fundraising – part of the overall Finance Committee

- Point of contact for Finance Committee, chaired by Michael Durcan, to assist in Fund Raising activities
- Carry out various fund raising activities using the Club vehicles (**Play the Whistle, Golf Classic, Lexus Horse Racing, & KC Football Sevens advertising**) or via own direct initiatives (**Table Quiz, Bag Packing, Xmas Tree Collection**, etc)
- Co-ordinate with team/parents re Fund Raising objectives, targets, initiatives & progress

We need all member to sell the message – get **BUY IN** from the players and parents.



Kilmacud Crokes Football

What areas do we want to improve / focus on

Communications

Red	Responsibility	By when	Completed - Y/N/ WIP
Club Website needs overhaul	Executive	April	Y
Development of Social Media	Executive	Quarter 3	WIP – focus on getting all football people on Twitter
Improve communication of Fixtures	Football Comm	September	WIP
Promote Football Coaching Forum through Main website	Coaching Comm	Quarter 3	Y
More Teams/ Player profiles on website	Football Comm	September	WIP
Celebrate our Successes	Football Comm	Quarter 1	Y
Amber	Responsibility	By When	Completed - Y/N WIP
Create a Welcome Introductory Pack for Parents of Kids joining the Nursery	Club Coach	Quarter 1 & 3	WIP
Develop a presentation for Parents of Under 10 and Under 12 Players – What to expect over the next few years	Football Com/Coaching	Quarter 3	N
More regular updates from Executive	Executive	Quarter 3	Needs to be on-going
Include circulation of Annual Accounts	Executive	Quarter 2	Done – was done as part of the AGM – can be gotten by request from Exec Treasurer
Green	Responsibility	By when	Completed - Y/N WIP
Weekly Club Notes need to be revamped and modernised	Executive	Quarter 4	Plan being developed to replace this by end of year



Kilmacud Crokes Football

What areas do we want to improve / focus on

Fundraising

Red	Responsibility	By when	Completed Y/N WIP
Football Finance/Commercial Sub-Comm should have members from all sections	Football Comm.	Quarter 2	Y
Explore corporate volunteer funding programmes	Football Comm	Quarter 4	N
One big event per quarter	Football Comm	Quarter 2	Y
Each team undertakes one annual Fundraiser	Football Comm	Quarter 4	WIP
Amber	Responsibility	By when	Completed Y/N WIP
Partner with Local Schools on Capital Projects.	Executive	Ongoing	WIP
Explore Legacy and wills possibilities and connecting with the Kilmacud Diaspora.	Communications Committee	Quarter 4	N
Explore White Collar Boxing event-Suggest Joint Event with Hurlers.	Football Comm	Quarter 4	N



Kilmacud Crokes Football

What areas do we want to improve / focus on

Administration

Red	Responsibility	By when	Completed Y/N WIP
More integration between sub-committees from Nursery to Adult Create a feeling of belonging to one club	Football Comm	Quarter 3	WIP
Have Monthly Managers meetings with reports.	Football Comm.	Quarter 1	Y
Review incoming numbers	Football Comm/Executive	Quarter 4	N
Review player attrition/retention	Coaching Comm.	Quarter 2	Y
Guidelines for players playing up – Produce Template	Coaching /Football Comm	Quarter 3	N
Guidelines on transition Minor to Adult	Director of Adult Football	Quarter 1	Y
Guidelines on Managers term of office at Juvenile level	Coaching/Football Comm	Quarter 3	N
Define Management team Roles	Football Comm/Director	Quarter 1	Y
Guidelines on dealing with Multisport Athletes	Coaching/Football Comm.	Quarter 4	WIP
Twin Adult players with underage teams to assist with coaching.	Coaching/Football Comm	Quarter 4	N
Develop player injury protocols	Football Comm.	Quarter 3	N
Create register of Coaches/Qualifications	Club Coach/Director of Football	Quarter 4	WIP
Implement Croke Park Mandatory Coaching Policy	Club Coach/Director of Football	Ongoing	WIP
Review B/C team coaching	Club Coach/Coaching Com	Quarter 3	N
Review/Renew All Ireland 7s – Produce Template	Football Comm / Fundraising	Quarter 4	N
Guidance on Panel Sizes	Coaching Comm/Director	Quarter 4	N
Roles/responsibilities of underage co-ordinators	Coaching Comm/P. Quinn	Quarter 4	N
Review current Committee roles, responsibilities and resources	Football Comm.	Quarter 2	WIP



Kilmacud Crokes Football

What areas do we want to improve / focus on

Administration (cont'd)

Amber	Responsibility	By when	Completed Y/N WIP
Provision of free/subsidised gear to Coaches	Football Comm.	Quarter 4	N
Develop Player Performance Coaching Strategy	Club Coach/Coaching Comm	Quarter 4	WIP
All Managers from AFL 1 down to adhere to Player Pathway guidelines	Club Coach/Director	Quarter 4	WIP
Arrange Mini games before AFL 1/2 games	Juvenile Football/Coiste	Quarter 1 2017	N
Extend Gerry Collins Tournament to 13/16	Football Comm/Juvenile	Quarter 4	N
Guidelines on placing in underage leagues	Coaching Com/Club Coach	Quarter 2	WIP
Explore 3 rd party relationships re facilities	Football Comm.	Quarter 3	WIP
Retention/Succession planning of Coaches.	Coaching Comm/Director	Quarter 4	N
Guidelines on Min number of games/Friendly games outside Dublin – especially U8 to U12 age groups	Coaching Comm/Club Coach	Quarter 4	N
Review Feile Guidelines/Philosophy	Football Comm/Coaching C	Quarter 2	WIP



Kilmacud Crokes Football

What areas do we want to improve / focus on

Coaching

Amber	Responsibility	By when	Completed Y/N WIP
Research Athletic Development Pathway	Club Coach/Coaching Comm	Quarter 4	N
Explore links with Sports Science	Club Coach/Director	Quarter 4	N
Qualified in house S&C Coach/Coaches	Football Com/Coaching Com	Quarter 4	N
Provide Diet/Nutrition/Hydration information/handout for underage teams	Coaching Com/Club Coach	Quarter 2	WIP
Develop typical training session templates	Club Coach	Quarter 4	WIP
Invite underage coaches to attend Senior Training sessions	Coaching Comm	Quarter 4	N
Provide link to Club Health and Wellbeing Programme	Football Comm	Quarter 4	N
Develop Player Performance Coaching Strategy	Club Coach/Coaching Comm	Quarter 4	N
Introduce Coaching session Assessment/Reviews	Club Coach/Coaching Comm	Ongoing	WIP
Use of Video Analysis	Club Coach/Coaching Comm	Quarter 3	WIP
Green	Responsibility	By when	Complete Y/N WIP
Develop Kilmacud style of Football	Football Comm/All	Quarter 1 2017	N
Guidelines on the development vs. winning focus/question/philosophy	Coaching Com/Football Com	Quarter 1 2017	N



Kilmacud Crokes Football

What areas do we want to improve / focus on

Feedback Summary - Key Message

At the end of each Workshop we asked the Question



What do we need to do to become the best club in the country ?

The overwhelming response was

Facilities, Facilities & more Facilities !!!

If we are to become the **best club we can be** then...



**WE NEED
YOUR
HELP!**



Many Hands Make **LIGHT Work**