

THE STRATEGIC PLAN SUMMARY

2022-2026

PURPOSE

Our purpose is to promote Gaelic games, culture and lifelong participation as a community-based, volunteer-led organisation which enriches lives and communities.

VISION

Our vision is a sustainable community-based and volunteer-led Association where as many as possible, participate in Gaelic games and culture, for as long as possible.

VALUES

Community Identity
Amateur Status
Inclusiveness
Respect
Player Welfare
Teamwork and Volunteerism

FOCUS AREAS AND OBJECTIVES

1. GAMES

Providing the best possible games experience for players and spectators

- 1.1 Make Gaelic football and hurling as enjoyable as possible so that players stay playing and spectators enjoy watching games
- 1.2 Ensure players have an adequate number of meaningful games and an appropriate game to training ratio to improve participation and retention
- 1.3 Invest additional resources to safeguard and grow the game of hurling
- 1.4 Evaluate the Association's purpose, role, and impact in the education sector to help schools and further and higher education institutions promote Gaelic games and strengthen relationships which foster mutual support and investment

2. PEOPLE

Giving unrivalled role support and personal development opportunities to players, volunteers and employees

- 2.1 Enable players to reach their potential through high-quality coaching, player supports, and games opportunities
- 2.2 Enhance support services to reduce the administrative obligations fulfilled by volunteers
- 2.3 Allocate the resources needed to grow the pool of referees, overhaul the culture of respect towards them, and improve officiating standards
- 2.4 Consolidate and coordinate all learning programmes under the umbrella of one training unit to ensure quality learning experiences for coaches, officers, players, referees, and employees

3. CLUBS & COMMUNITIES

Supporting Club and community survival and growth

- 3.1 Champion the importance of diversity and inclusion to inspire players and members to participate in our games and activities
- 3.2 Accelerate support for Clubs striving to respond to the impact of population changes in their local communities
- 3.3 Formalise engagement with governments at central and local levels to pursue mutually beneficial goals and initiatives, e.g., urban, and rural regeneration, health and wellbeing, physical activity, social inclusion, etc.
- 3.4 Grow the GAA globally through the provision of enhanced strategic and operational management services for international units

4. COMMUNICATION

Striving for a more connected Association

- 4.1 Develop a proactive communications culture across the Association to enhance our reputation and tell the GAA story in modern ways
- 4.2 Establish a greater connection with members and followers
- 4.3 Give young people additional opportunities to develop as leaders and have their voices heard on major issues facing the Association
- 4.4 Celebrate Irish Language and cultural activities through continuous education and support services for members

5. GOVERNANCE & OPERATIONS

Modernising our governance and operations as part of One Association

- 5.1 Form One Association to govern all Gaelic games codes: Gaelic football, hurling, Ladies Gaelic football, camogie, handball, and rounders
- 5.2 Evolve governance structures at all levels of the Association to deliver administrative services to Clubs and Counties as efficiently as possible
- 5.3 Strengthen policy compliance and risk management measures to safeguard our units, community, and particularly children
- 5.4 Invest in digital technology, data and analytics to enhance the Association's operations

6. RESOURCES

Ensuring the sustainability of our finances, facilities and Association

- 6.1 Refocus the Association's collective attention and resources on the growth of Clubs as the most important units of the Association
- 6.2 Achieve long-term financial sustainability to fund the day-to-day running and strategic growth of the Association
- 6.3 Ensure GAA facilities are developed and managed in a sustainable way
- 6.4 Equip all units to operate in an environmentally sustainable way to mitigate the effects of climate change on GAA units and society

TOP PRIORITIES

- 1. Maximum participation among players, coaches, referees and officers
- 2. A sustainable Association with thriving Clubs at its core
- 3. Six codes, one Association
- 4. A connected and inclusive Association
- 5. Good governance

KEY INITIATIVES

- 1. Referee Investment
- 2. Club Self-Sufficiency And Sustainability Programme
- 3. One Association
- 4. Digital Communications Strategy
- 5. Evolution of Structures