

# TEMPLENOE GAA CLUB DEVELOPMENT PLAN



**2019 to 2022**

## **1. Chairman's Address**

### **"Fail to Plan, We Plan to Fail"**

The aim of this plan is to ensure that this club remains vibrant for the next three years; that our young people in three years' time will continue to enjoy the social and health benefits that come from participation in sport at a local level and that the Templenoe area will continue to reap the rewards that come from our collective community spirit.

Plans don't put themselves together. It takes focus and commitment to put a solid plan in place and then put it into action. This Plan, formulated by the various sub-committees, outlines the type of actions we as a club feel we have to undertake in order to ensure the growth of the club and to give us the best chance of future success on the field of play.

All members of the sub-committees are listed in the each of the corresponding sections of this Plan and I would like to thank each and every one of them for the time and effort given.

Thank you to Tony O'Keefe from the Kerry County Board Development Committee, who facilitated the initial forum. This meeting saw the formation of various sub-committees which provide the basis for this plan.

A special mention goes to our very hardworking PRO, Noel O'Sullivan. This plan simply would not have happened without him. Hopefully, Noel & the others who have participated in formulating this plan will see the fruits of their hard work in the years to come.

It is very important to note that this plan will be used as a guide for the immediate future but the plan itself will be reviewed on a continuous basis. Consequently, we will amend, revise and update the plan to take into consideration various future developments which may have an impact.

Is mise le meas,

## 2. History of the Club

Templenoë GAA Club was founded in 1933, though there is plenty of evidence of Gaelic Games being played in the locality prior to this. Hurling being the more popular of the games up to the 1900's. Following official affiliation with GAA in 1940, the events of World War 2 reduced the impact of emigration, and Templenoë GAA Club thrived in this period. So much so, that a second club in Blackwater was formed between 1942 and 1951.

In the early 1950's Templenoë acquired a field from the Land Commission which was to become the current Templenoë GAA Grounds. Templenoë always enjoyed local success in the District competitions, but the 1970's saw success achieved when they won their first county title in 1973, by beating Rathmore in the County Novice Final. The following year Templenoë supplied a lot of players to the Kenmare District team that won the County Championship, and in 1975 Templenoë won the County Junior Final with victory over Moyvane.

In 1983, Templenoë developed dressing rooms for the field, and rose to compete in Division Two of the County League. During this period, the club were honoured to have the three Spillane brothers represent the club on Mick O'Dwyer's great Kerry Team. The Kenmare District won their second County Championship in 1987, but unfortunately Templenoë lost out in the 1988 Intermediate Final to Dingle.

In 1991, Templenoë had an official opening of their GAA Grounds with a match between the Kerry A and B teams the highlight. This decade saw a two-year unbeaten league run in which the Division's Five & Four titles were won.

The club had a re-opening of the redeveloped GAA grounds in 2003 featuring a match between Kerry and Dublin, and in 2010 the second pitch in Dromore was developed and opened. This period saw a lot of work being done at juvenile level, resulting in Templenoë being named the Coiste na nOg club of the year in 2008.

This great work has set the foundations for a very successful first half of this decade with the club winning the Division Five, Four Three and Two League titles in a five-year period. A second County Novice title was added in 2013, and in 2015 Templenoë added their second County Junior title. This led to a very exciting few months in Templenoë's history as the Club won the Munster Junior Club Football Championship and ended up winning the All Ireland Junior Club Football Championship on a famous day in Croke Park.

Templenoë currently reside in Division 1 of the County Senior Football League and have been very competitive in the County Intermediate Football Championship. At underage level we are amalgamated with Sneem/Derrynane at Under 14, Under 16 and Minor.

The club with like to thank the Players, Officers, Volunteers and Supporters whose efforts down through the years have kept Templenoë GAA Club thriving.

### 3. Methodology

#### STEERING COMMITTEE

- Tomas O'Connor: Templenoe GAA Club Chairman
- Phil Harrington: Templenoe GAA Club Secretary
- Patrick Doyle: Templenoe GAA Club Treasurer
- Noel O'Sullivan: Templenoe GAA Club PRO
- Eddie O'Sullivan: Coaching & Games Development Chairman
- Tomas Crowley: Club Structures & Administration Chairman
- Patrick Doyle: Finance & Fundraising Chairman
- Pat Spillane: Facilities & Development Chairman

#### FOCUS GROUPS

- Coaching & Games Development: Chairman, Eddie O'Sullivan
- Club Structure & Administration: Chairman, Tomas Crowley
- Finance & Fundraising: Chairman, Patrick Doyle
- Facilities & Development: Chairman, Pat Spillane
- Communication / PR & Culture: Chairman, Noel O'Sullivan

#### MAJOR DATES & TIMELINES

- Development Plan process initiated in November 2017
- Tony O'Keeffe appointed as a facilitator
- Initial Development Plan meeting held in December 2017. Data gathering exercise completed for recording data to be used in the planning process. Steering committee appointed.
- Development Plan Workshop held on January 2018 in the Ring of Kerry Golf Club
- Focus Group discussions held between February and April 2018, took a break for the summer and restarted in September 2018
- Development plan launched in November 2018

#### CLUB PLANNING WORKSHOP

The Club Planning Workshop took place on the 20<sup>th</sup> January in the Ring of Kerry Golf Club. The former Kerry County Board Secretary, Tony O'Keeffe facilitated the event which lasted over two hours. There was just over thirty people in attendance who were split evenly into the five focus groups.

Tony O'Keeffe introduced exercises which were designed to generate conversation and ideas regarding the five topics. This information was recorded for use later by the Focus Groups in the following weeks. The Club Planning workshop was a very useful activity that helped gather ideas and viewpoints from both traditional club sources and newer perspectives

## 4. Mission, Vision, Values

The GAA's values are the heart and soul of our Association. In every Club around the world they are what binds us, what makes us unique and what attracts more and more players, members, volunteers and supporters.

### Mission

*"The GAA is a community based volunteer organisation promoting Gaelic games, culture and lifelong participation."*

The GAA is a volunteer organisation. We develop and promote Gaelic games at the core of Irish identity and culture. We are dedicated to ensuring that our family of games, and the values we live, enrich the lives of our members, families and the communities we serve. We are committed to active lifelong participation for all and to providing the best facilities. We reach out to and include all members of our society. We promote individual development and well-being and strive to enable all our members achieve their full potential in their chosen roles

### Vision

Our vision is that everybody has the opportunity to be welcomed to take part in our games and culture, to participate fully, to grow and develop and to be inspired to keep a lifelong engagement with our Association.

### Values

#### Community Identity

- Community is at the heart of our Association. Everything we do helps to enrich the communities we serve
- We foster a clear sense of identity and place

#### Amateur Status

- We are a volunteer led organisation
- All our members play and engage in our games as amateurs
- We provide a games programme at all levels to meet the needs of all our players

#### Inclusiveness

- We welcome everybody to be part of our Association
- We are anti sectarian
- We are anti-racist

#### Respect

- We respect each other on and off the playing fields
- We operate with integrity at all levels
- We listen and respect the views of all

#### Player Welfare

- We provide the best playing experience for all our players.
- We structure our games to allow players of all abilities reach their potential

#### Teamwork

- Effective teamwork on and off the field is the cornerstone of our Association
- Ní neart go cur le chéile (There is no strength without working together)

## 5. Background to Templenoe GAA

- Templenoe GAA Club is a small rural club whose catchment area covers the Kenmare parish with a population of 4000. The traditional Templenoe Catchment area is smaller and ranges from East of the Blackwater river over to west of Kenmare town and has a population of roughly 800 people.
- Up to very recently there was no Primary School in Templenoe / Blackwater. The vast majority of pupils attend St Johns National School in Kenmare. For the past two years, the Amergin Steiner School has been operating out of Templenoe Community Centre. It has roughly fifteen pupils in attendance.
- Most pupils in the Templenoe catchment area go on to attend PobalScoil Inbhear Sceine in Kenmare. The PobalScoil plays Gaelic Football at a very competitive level in Kerry and Munster competitions.
- The recent Census in 2016 revealed some interesting statistics in relation to underage population distribution in the Templenoe GAA catchment area. There has been a substantial decline in the underage population. This raises concerns for Templenoe GAA Club's ability to field teams in the future

2016	Lough Brin E.D		Dromore E.D		Greenane E.D		Reen E.D		Total	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
0-4	0	2	4	8	5	3	5	3	14	16
5-9	4	4	3	11	11	7	4	3	22	25
10-14	8	5	10	16	9	6	1	3	28	30
15-19	6	5	10	13	7	6	6	3	29	27
<b>Totals</b>	<b>18</b>	<b>16</b>	<b>27</b>	<b>48</b>	<b>32</b>	<b>22</b>	<b>16</b>	<b>12</b>	<b>93</b>	<b>98</b>

- Currently the club has 152 Full members and 85 Juvenile members. It has 132 registered players
- The Club solely plays Gaelic Football and fields a number of teams as follows
  - Senior (Currently playing County Intermediate and Division 1 Football)
  - Junior (Participates in the Kerry Junior Leagues)
  - Minor (Amalgamated with Sneem/Derrynane)
  - U16 (Amalgamated with Sneem/Derrynane)
  - U14 (Amalgamated with Sneem/Derrynane)
  - U12 (Plays as Templenoe with team consisting of Boys & Girls)
  - U8 & U10 (Play as Templenoe and participate in various blitzes in Kerry)
- Club Facilities
  - Main Club Grounds in Templenoe, consisting of 1 sand based playing pitch, changing rooms, Floodlights suitable for training and a viewing stand that can seat 200 people
  - Second Club Grounds in Blackwater, consisting of 1 playing pitch and changing rooms with a meeting room.

## **6. Activity Area 1: Coaching and Games Development**

The current success of the Templenoe Senior Football Team was built on the back of some great coaching efforts in the early part of this millennium. We as a club are looking to continue that great work into the future. The formation of a Coaching and Games Development committee will be key to support this.

We face new challenges as a club with rural depopulation being a primary issue. We will be looking at new initiatives to increase our playing numbers. We want our underage coaching to be an enjoyable place where the kids will develop their skills, learn fair play, build social cohesion, develop self-esteem and enhance their health and wellbeing.

We face greater responsibilities in areas such as player welfare and child protection. We already have vetting practises in place and will provide child protection workshops when necessary. We have developed a Templenoe GAA Club Code of Conduct this year and will roll out to all the club members.

*In five years, our Club we will be able to say-*

“Our underage section is one of the best. We have achieved excellence in coaching standards and in providing games for our young players in a safe and enjoyable environment. Our Club’s adult teams perform to their full potential because we have the best possible coaching and games development structures in place.”

### **Key Projects:**

#### **Coaching and Games Development Sub-Committee**

We will appoint a Coaching and Games Development Sub-Committee to oversee all aspects of games development in the Club. This will include identifying new coaches in the community, encouraging parents to become involved in coaching and ensuring that all our Clubs coaches have GAA Coach Education qualifications. The committee will also ensure that a balanced programme of games is in place and that all players get an opportunity to play and participate. This chairman of this committee will sit on the Club Executive Committee and will provide a report to each meeting.

#### **Club Coaching Officer**

We will appoint a Club Coaching Officer, who will be chairman of the Coaching and Games Development Sub-committee. He/She will have responsibility for managing the affairs of the committee and for overseeing all coaching and games development related activities and policies.

#### **Underage Games Programme**

We will put in place a programme of games for all players involving Go-Games and Super Touch Blitzes within the Club and with other Clubs. This will ensure that all players get meaningful activity in an environment that promotes skill development.

#### **Coach Education**

We will put in place a programme that makes sure that every player is coached by a person qualified to the appropriate level. All Club coaches will receive GAA coach education qualifications. Each coach will have a minimum of a Foundation Award coaching certificate. We

will aim to have all coaches at Award 1 level over time. We will also identify new referees, who will receive referee education and assistance from the County Board.

### **GAA Code of Best Practice and Code of Behaviour**

We will put in place the GAA Code of Best Practice and Code of Behaviour. Everyone in the Club will show due respect to each other, to Club officers, to team mentors and to the match officials. We will ensure that all our volunteers working with children are Garda vetted and that our children participate in a safe environment.

### **Club/School Link**

We will develop close links with our local primary and second level schools. We will provide support and advice to the schools in promoting our games.

<b>ACTION</b>	<b>OUTCOME SOUGHT</b>	<b>TIMESCALE</b>	<b>MILESTONES</b>	<b>RESPONSIBILITIES</b>
Club Coaching Officer and Coaching and Games Sub-Committee Appointed by the Club Executive Committee	To oversee all aspects of games development in the Club and to ensure that the best possible coaching structures are in place in our Club	AGM 2019	Implemented at 2019 AGM	Club Executive Committee
Club-School link in place. Club-School liaison officer appointed	To cement the relationship between the local schools and the Club and ensure that the children are receiving GAA coaching.	AGM 2019	Liaison Officer to be put in place by AGM 2019	Coaching and Games Committee
Nursery programme in place for 4 to 7 year olds	To encourage our young players to become involved in Gaelic Games in a fun and safe environment. Encourage more volunteers to help at this age group.	Ongoing	Indoor Programme commencing in November 2018	Coaching and Games Committee
Go-Games model in place for all u-12 players, with each player participating in at least 8 blitzes per year	To ensure that all under 12 players get appropriate games in a fun environment that promotes skill development	Ongoing	Templenoie to host an Annual U-12 blitz.	Coaching and Games Committee
Fun-Do education resource pack (Go Games) available for all Juvenile coaches	To aid our Club coaches in skill development of our players. <a href="https://learning.gaa.ie/CoachingManuals">https://learning.gaa.ie/CoachingManuals</a>	2019	Packs to be ordered and distributed by end of 2018	Coaching and Games Committee
“Super-touch” games	To put in place a meaningful Programme of games for all Youth players (13-18 years).	Ongoing	Compete in Munster “Super	Coaching and Games Committee



ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITIES
programme in place			Touch” annually	
To encourage more parents to become coaches	To increase the number of coaches available to our Clubs	Ongoing	Recruit at least 1 new coach per year	Coaching and Games Committee
All Club coaches receive GAA Coach Education and have access to coaching resources (www.gaa.ie )	To ensure that our coaches are trained to the best possible standards. Foundation Coach course and Garda Vetting for all coaches	In Progress	Recruit at least 1 new coach per year	Coaching and Games Committee
Cúl Camp held and promoted each year supported by our own Club coaches	To give all children in the locality the opportunity to be coached in Gaelic Games	Ongoing	Cúl camp held in July each year	Coaching and Games Committee,
GAA Code of Best Practice and Code of Behaviour in place	To promote an environment of respect in the Club and to ensure that all children participate in a safe environment	Ongoing	Distribute & Educate all age groups	Children’s Officer
All coaches working with underage players attend Child Protection Workshop	To ensure that all children participate in a safe environment	Ongoing	Run Child Protection Workshop annually, completed by end of January	Children’s Officer
All coaches working with underage players have received Garda Vetting	To ensure that all children participate in a safe environment	Ongoing	All Coaches receive Garda Vetting by end of January, annually	Children’s Officer
Programme of games in place for Adult teams, including challenge games with other Clubs outside the county	To ensure that along with league and championship games, all players get a Meaningful programme of games.	Ongoing	Field a Junior Team annually.	Coaching and Games Committee
Club Defibrillator in place and coaches trained in its use	To ensure that the welfare of our players and supporters is of top priority.	Ongoing	Link in with Blackwater Women’s Group	Coaching and Games Committee

ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITIES
New referees identified and trained	The Club has sufficient referees at underage and adult level	Ongoing	1 new underage referee per year	Coaching and Games Committee
Coiste na nOg annual budget	Look to apply 10% of prior years' funds raised to Coiste na nOg	Ongoing		Club Executive Committee

## 7. Activity Area 2: Club Structures and Administration

The Templenoe GAA Club Executive Committee is the controlling body of the club and the members are elected at the Club AGM each year. This committee meets up on a monthly basis. We have several sub-committees in place including Coiste na nÓg, Finance, Facilities & Development and Social.

*In five years, our Club we will be able to say-*

“Our Club excels in its administration. We have the structures in place appropriate to the Club’s needs. Our Club Executive is vibrant and we have increased the number of people volunteering in the Club.”

### Key Projects

#### Club Constitution

We will adopt the GAA constitution. Our Club will be administered in accordance with this constitution.

#### Club Sub-Committee Structure

We will appoint several sub-committees to deal with Finance and Fundraising in the Club, Coaching and Games Development, Communication and PR. We will recruit new volunteers to sit on these committees who have a particular talent for these areas.

#### Plan Implementation Sub-Committee

We will appoint a sub-committee to monitor the implementation of the Club Plan. This committee will include the Club Chairman, Club Secretary, Club Treasurer, Club PRO and Club Coaching Officer as well as others as required.

#### Alcohol and Substance Abuse Policy

We will put in place an Alcohol and Substance Abuse policy to make sure that our Club is following best practice regarding the use of alcohol in the Club. All juvenile medal ceremonies will take place in an alcohol-free environment and we will comply with the GAA rules banning the drinking of alcohol from cups.

ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITIES
GAA Club Constitution adopted and in place	To make sure that the Club is being run in accordance with GAA rules.	AGM 2019	Have GAA Club Constitution adopted at AGM	Club Executive Committee
Plan Implementation Sub-Committee appointed by Club Executive	To monitor the implementation of the Club Plan	Launch of Club Development Plan	Reviewed at the AGM	Club Executive Committee
GAA Volunteer Recruitment Toolkit used by Club officers ( <a href="http://www.gaa.ie">www.gaa.ie</a> )	That the Club is following best practice in terms of recruiting and retaining volunteers	2019	Promote the online Toolkit via Social Media & website	Club Executive Committee

ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITIES
GAA on line Club Advice Manual used by Club Officers (www.gaa.ie/clubzone/club-manual/)	To help all Club officers with administration in the Club	2019	Promote the online manual via Social Media & website	Club Executive Committee
Club Alcohol and Substance Abuse Policy Developed	To make sure that the Club is following best practice regarding the use of alcohol in the Club	AGM 2019	Policy to adopted at AGM 2019	Club Executive Committee
All Players and Members registered on GAA online Registration system. All Teams affiliated to the Player Injury Fund.	To comply with GAA regulations on registration of players and members	Complete	Membership to be complete by March	Membership Officers
All Club property vesting documents in order and Club Trustees up to date	To safeguard all of the Clubs property	Reviewed yearly at AGM		Club Executive Committee
Children's Officer and Designated Person appointed	To oversee implementation of the GAA Code of Best Practice And to deal with any allegations of abuse in the correct manner.	AGM 2019		Club Executive Committee
Succession Planning	Look to implement a succession policy where the Coiste na nOg Chairman continues on to be the Templeoe Club Chairman	2019		Club Executive Committee

## 8. Activity Area 3: Finance and Fundraising

This sub-committee has been very active in 2017 & 2018. The sub-committee has engaged outside expertise in new fundraising events such as the Golf Classic & the Fashion Show, while continuing with some traditional methods like the 15th of Aug draw and the 31 card drive. We will continue to look at innovative ways to fundraise. As we are a rural club, a club Lotto may prove administratively difficult to organise. One off social events seem to be the most productive way of raising funds. These events help to develop a bond between the club and the wider community. We would like to develop greater player involvement from both juvenile & senior players.

*In five years, our Club we will be able to say-*

“Our Club is successful in fundraising and in financial excellence in order to support the continued development of our Club. We have new and innovative fundraising ideas and have new people helping in the fundraising efforts.”

### Key Projects

#### Finance and Fundraising Sub-Committee

We will appoint a subcommittee to take care of finance and fundraising in the Club. The Club Treasurer will act as Chairman of this committee and will present a report to each Club Executive Committee meeting. They will prepare a budget for the Club each year, prepare the accounts for the AGM and will organise fundraising events for the Club.

ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITIES
Finance and Fundraising Committee appointed by the Club Executive	To organize and oversee the preparation of accounts and fundraising in the Club	2018	10 Meetings by the Finance & Fundraising committee in 2018	Club Executive Committee
Club Budget prepared at the beginning of each year	To help the Club prepare for the year ahead and to help plan for fundraising events	2018	Have the Club Budget prepared BY January 2019	Club Chairman, Secretary & Treasurer
Templenoe GAA Club Golf Classic	To grow the Golf Classic into an annual event & have more members involved in the organising committee. More senior player involvement & a prize specifically for the senior players who are involved	Ongoing	75 teams & 27 Corporate sponsors	Finance & Fundraising Committee
15 <sup>th</sup> of August	More senior player involvement in sale of lines.	Ongoing	€3,500 to be raised	Finance & Fundraising committee
31 Card Drive	More assistance from members in organising this event	Ongoing		Finance & Fundraising committee

ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITIES
Fashion event	Link in with fashion retailers in the Kenmare area and further a - field in promoting this event. Expand the Finance Committee in bringing in outside expertise to assist with organising this event.	Biannually	250 tickets to be sold for this event	Subcommittee of the Finance & fundraising committee
Race Night	More assistance from members including senior players in organising this event	Biannually	20 races to be sponsored with 20 race cards sold	Finance & Fundraising committee
Player sponsorship	When the Club reaches a significant Final, the player sponsorship scheme will be launched to offset the team training fund	Ongoing		Finance & Fundraising Committee
Blue Mussel Event	Our first Blue Mussel Event was very successful. We will run this every two years. This event is not to clash with the fashion show	Biannually	150 tickets to be sold	Subcommittee of the Finance & fundraising committee
Bag packing in Super Value	Organised by Templenoe Coiste na nÓg with more involvement by the younger members and their families	Annually	€1,000 to be raised	Templenoe Coiste na nÓg

## 9. Activity Area 4: Facilities and Development

We are very proud of our facilities at Templenoe GAA Club which are in line with a small rural club. Our main playing field is a sand based pitch which was developed in 2003. The field is in very good condition but can often be overused, especially when conditions are poor. We would like to develop further options to take the pressure off the main pitch.

Our Senior matches have the potential to attract large crowds. We facilitate a Summer Cúl Camp and host large training sessions for the underage teams at the same time. We need to ensure that everyone's safety is one of our top priorities and will start by developing a Club Safety Statement.

We will always look to improve our facilities and have a number of projects lined up for the coming years

*In five years, we will be able to say:*

“Our players and members now enjoy the very best possible facilities in the area, both on and off the pitch.”

### Club Safety Statement

We will develop a Club safety statement that will help identify all potential safety hazards, thus ensuring that our grounds follow best practice in providing a safe environment for players and supporters.

ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITIES
Club Safety Statement developed	Providing a safe environment for Players and supporters. Appoint a Safety Officer	AGM 2019	Ready by AGM 2019	Club Executive Committee
Upgrade the Club Lawnmower	The current Lawnmower is not up to standard for its workload. We need to invest in a better Lawnmower that can maintain the pitches to a proper standard under a heavy workload.	Spring 2019		Facilities Committee
Provide nets behind the eastern goals in Templenoe GAA Grounds	Ball stop nets need to be erected and secured at the eastern side of Templenoe GAA Grounds.	End of 2019		Facilities Committee
Better Floodlighting	Improve the Floodlighting at Templenoe GAA Grounds and provide a Floodlighting option for Dromore to reduce overuse of the main pitch	Autumn 2019	Have Templenoe Upgraded Floodlights in Place in 2019	Facilities Committee
Coastal Erosion	Protect Grounds from Coastal Erosion.	Spring 2019		Facilities Committee
Install a better Scoreboard	Have an Electronic Scoreboard installed at the corner of the grounds	Summer 2019		Facilities Committee
Install proper Goalposts in Dromore	Replace the existing wooden goalposts in Dromore pitch with new purpose made metal posts	Autumn 2019		Facilities Committee

ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITIES
Improve the Entrance, Car Parking & perimeter Fencing	Ongoing upgrades to the facilities at Templeoe GAA Grounds	2020		Facilities Committee.
Improve the Dressing Rooms	A Refurbishment of the changing rooms for 2019, with a longer-term aim replacement	2021		Facilities Committee
Gym with Community Centre / Hall	Investigate the possibility of building a Sports hall in Templeoe in partnership with the Templeoe Community Council, and other community based organizations and seek joint grant funding	2021		Executive Committee
Install a Video recording stand	Set up a facility in Templeoe GAA Grounds to aid the video recording of matches	Spring 2018		Facilities Committee
Acquire More Lands	It is the long-term goal of Templeoe GAA Club to acquire more land. We will investigate the possibility of acquiring land adjacent to the current facilities.	2023		Executive Committee.



## **10. Activity Area 5: Communication / PR and Culture**

In Templenoe GAA Club, we acknowledge the importance of good communication structures. This helps us to promote the activities of the Club, connect with all our membership base and keep those on foreign lands up to date with our progress.

We have maintained a successful website at [www.templenoegaa.ie](http://www.templenoegaa.ie) which is used to chronicle the activities, record the history of the club and host club photos. Through social media, we use the Facebook platform to serve as an online noticeboard, detailing match results, club announcements and the day to day activities. We use Twitter as a way of sending out live match updates, while a group text system and WhatsApp are used for Club announcements and team information management.

We have been found wanting in our interaction with the various local media outlets such as The Kerryman and The Kenmare News / South Kerry Advertiser. The conflict between print deadlines and getting accurate up to date information contributes to this problem. We will look to improve this.

A goal for 2019 is to form a Communication and PR committee. This committee will continue to maintain our website and social media channels, contribute to the local media via monthly columns in The Kenmare News and South Kerry Advertiser and create an annual yearbook style publication to record the Clubs activities for future reference.

*In five years, our Club will be able to say:*

*“Our Club is the best possible sporting, cultural and social organisation in our Community. All our members and supporters are connected through traditional and new media. Our members in the community are aware of everything that is happening in the Club.”*

### **Key Projects**

#### **Scór**

We will enter the local Scór competitions and aim to promote Irish music, song and dancing. This will help encourage people who have no connection with the GAA to become involved in the Club.

#### **Irish Language Promotion**

The Club will make every effort to promote the use of the Irish language in its day to day activities. This will include the use of the ‘Gaeilge ag an Cruinni’ section in the ‘Culture and Heritage’ section of the online GAA Club Manual.

#### **Newsletter**

We will email members a quarterly newsletter, which will inform them of all of the Clubs activities.

ACTION	OUTCOME SOUGHT	TIMESCALE	MILESTONES	RESPONSIBILITIES
Form a Communication & PR Committee	The Communication & PR Committee will promote the activities of the club across the various platforms	2019	Team in place by AGM 2019	Club Executive Committee
Launch Club Website	To have an up to date website that is informative and well presented	2018	Complete	Communication & PR Committee
Club Facebook Page Developed	To help improve communication with our members, particularly with those who are abroad	2018	Complete	Communication & PR Committee
Weekly/ Monthly Club notes in the local newspaper	To inform the local community about all of the Clubs activities across the Kerryman, South Kerry Advertiser and Kenmare News	2019	Set up a monthly column in the Kenmare News by February 2018	Communication & PR Committee
Publish Club Yearbook	To record all Club activities for the year in one publication in order to raise the image of the Club in the locality	2019	Publish 2019 yearbook by December 2019	Communication & PR Committee
Collect email address and phone number for each Club member	To allow us to communicate directly with all Club members	2019	Use 2019 Membership form to collect details.	Communication & PR Committee
Issue quarterly Club news letter	To better inform all our member on the Clubs activities. Utilize the Match programs to publish the news letter	2019	April 2019, Have Quarterly newsletter printed for Home County IFC match	Communication & PR Committee
Club to enter Scór Competition and promote use of Irish language	To promote Irish music and dance, to attract new people to the Club and to increase the use of our native language	2018		Scór Officer

## **11. Implementation and Review Mechanisms for the Plan**

This Plan is a living document. It will be reviewed, assessed and adapted to ensure it facilitates the Club in reaching its potential over the next five years.

The Club Executive Committee will put in place a Plan Implementation Sub-Committee. This subcommittee will meet on a quarterly basis and assess the progress of the plan against its stated objectives and will report directly to the Club Executive Committee. This team will decide on the most appropriate method to carry out a comprehensive annual review of the Plan. This will involve the assessment of the current initiatives, their appropriateness for the needs of the Club and the identification of additional initiatives to assist in the completion of achieving the goals and objectives. If required, the Plan will be modified and adapted as required. The Committee will also be responsible for communicating the modified Plan to all Club members.

The Club Implementation Committee will comprise of the following:

- Club Chairman
- Club Secretary
- Club Plan Coordinator
- One extra person

The Templehoe GAA Club Plan Implementation timeline will be as follows

- Launch of plan – Dec 2018
- Regular Reports to the club executive – Club Monthly Meetings
- Annual Report to Membership - AGM
- Mid Term Implementation Report – Summer 2020
- Full Term Implementation Report – End of 2022

## **12. Glossary of Terms**

**Alcohol and Substance Abuse Programme (ASAP):** GAA programme that focuses on minimising the harm being caused by alcohol and drugs in society.

**Award 1:** Coach Education programme that qualifies the participant to be a lead coach for either child, youth or adult players.

**Club School Link:** Club support for local primary schools to ensure promotion of the Club and the games

**Cúl Camps:** An organised camp for children aged between seven and 13. They are run by qualified coaches and usually held during the summer.

**Go Games:** Small sided skill development games for under 12's that focus solely on skill development and participation

**Have-a-go day:** A series of football and hurling recreational blitzes held for individuals or groups who have had little or no involvement in the GAA previously. These are held at Club locations for newcomer or non-traditional communities.

**Introductory Award:** Basic coach education for beginner coaches for child, youth and adult players.

**Supertouch:** Small sided games for 13 to 18 year olds