



# KILMEENA GAA CLUB

**Development Plan**  
**2020 - 2023**

## “FAIL TO PLAN - PLAN TO FAIL”

Planning, also called forethought, is the process of thinking about and organizing the activities required to achieve the desired goal. Planning involves the creation and maintenance of a plan. As such, planning is a fundamental property of intelligent behaviour. This thought process is essential to the creation and refinement of a project, or the integration of it with other plans, that is, it combines forecasting of developments with the preparation of scenarios of how to react to them.

Strategic Planning in any organization is essential for the longevity of that organization. Strategic Planning is an organizations process of

defining its strategy, or direction, and making decisions on allocating its resources to pursue this strategy.

For us to determine the future direction of our Club, it is necessary to understand its current position and the possible avenues through which it can pursue particular courses of action. Strategic planning deals with at least one of these key questions:

- What do we do.?
- For whom do we do it.?
- How can we excel.?

## AN OVERVIEW OF CLUB MEMBERSHIP NUMBERS 2019

Youth Members Boys and Girls	367
Full Members	249
Total Club Members	606

### NEW CHANGING ROOMS FORM PART OF THE RECENT CLUB DEVELOPMENT PROGRAMME



ALL-WEATHER SAND TRAINING AREA IN THE BACKGROUND



# KILMEENA GAA CLUB

## A Brief History



**K**ilmeena GAA Club was founded in 1889. Club records show that they played their first game against Westport at Kilmeena on the 10th March 1889. The Club was affiliated to the County Board in the same year. They contested their first county senior final against the mighty Ballina Stephenites and were beaten. Gate receipts for that match which was played at the Showground's in Claremorris was £3. 15. 9; of this total, 14 shillings was for labour and gate-men. £2. 13. 11 for the use of the grounds and the remainder for the County Board.

Despite contesting a number of county finals at various levels without success throughout the following years, it wasn't until 1968 the first breakthrough came in the Junior A division, when the Club won the West Mayo Cusack Cup for the first time, beating Westport in the final in Westport. They had a further wait until 1977 before they won their first County Junior title, beating Carramore in the final in McHale Park Castlebar. Incidentally, the under 14 boys team of 1970 can justifiably lay claim to bringing the first county title to the Club by winning the championship that year. Many members of that under 14 team were also part of the winning junior team of '77.

The Club secured their own grounds in 1938. It was named Saint Brendan's Park. (It is said that St Brendan, a holy man on his way to assist St. Patrick during his stay on the Reek spent a pleasant day or two in Myna and thus Kilmeena got its name, Cill-Mhiodhna, Church of Myna). Coincidentally, this was

the same year that the late Michéal O'Hehir made his first radio sports broadcast as an 18-year-old teenager.

The club grounds have undergone considerable development over the years. The playing pitch is now floodlit, accommodating after dark training sessions during the winter months. As a consequence of this upgrading of the facilities, the Club has hosted several training sessions for the Mayo county senior team. In addition, new training grounds have recently been secured and developed adjacent to the existing playing field, while a stand and new clubhouse has also been erected on the grounds.

Pat Holmes, who was the manager of the Mayo senior team at the time, was given the privilege of formally opening the Club House in 2001.

Following on from the Club's first five-year strategic plan in 2014, the Club purchased 3 acres of land adjoining the grounds from Teddy and Majella McDonnell, and a new all-weather playing pitch was developed. A gym, two dressing rooms, storage space and a kicking wall were also put in place. The Club further developed a piece of ground on the Southern side of the pitch and developed this into a sand area for training when pitches are too wet. An electronic scoreboard, generously sponsored by Shane Muldoon, was installed, and in 2019 the Club premises were painted.

Michael Ring Minister for Rural and Community Development performed the official opening of this new development on 5th August 2019.



*Left to Right: Kilmeena GAA Club Chairman Willie Keavney, Club Treasurer Padraic Moore, Ex Councillor Michael Holmes, Councillor Peter Flynn, Councillor John O Malley, Minister for Rural and Community Development Michael Ring T.D, Vice Chairman of Mayo GAA County Board Seamus Tuohy, Councillor Christy Hyland and Club Secretary Ollie Mulchrone.*



This Club Plan aims to ensure that Kilmeena G.A.A. Club remains vibrant and alive for the next three years. That our young people in three years will continue to enjoy the social and the health benefits that come from participation in sport, and that this parish will reap the rewards that come from our collective community spirit.

The purpose of this Plan is to evaluate the running of the Club. Identify the clubs strengths and weaknesses, and put a plan together that will improve and develop in all the key areas. Throughout the process, we wanted to identify the areas where the Club needs to grow and develop and implement measures to address them. Identify where the Club is performing well and how those areas can be used as a template for the future.

Above all, the Plan is a roadmap for future Administrators and Committee members of the Club. Its primary objective is to make sure that we continue to effectively serve our members, supporters, and the community that sustains us. With this Plan, we offer a blueprint for the future of Kilmeena G.A.A. Club as we address the key issues facing us. Some of the key points of this plan are:

- To provide a better playing experience from child to adult.
- Maintain and improve the facilities at the Club.
- Ensure adequate financial management within the Club.

- Child Safeguarding; Garda Vetting/Code of Conduct.
- Improve the structure and efficiency of Bord na nÓg.
- Continue to improve the PR and the Social aspect of the Club.

Our Club is operating exceptionally well. Still, there is room for improvement in specific areas, and for the continued survival of our Club. More volunteers are required to share the workload and especially the coaching of our players. The value of going through the process of Club Planning, collecting ideas, sharing opinions is invaluable, and it helps generate a sense of cohesion and a shared vision which is fundamental to the progress in our Club.

I wish to thank everyone for their input into the planning process and to inform the membership that this plan will take effect from the year 2020 to 2023. The program will be reviewed continuously to have cognizance of changes that may occur. Consequently, we will amend, revise, and update the plan taking into consideration the impact this may have on any future development.

*Willie Keaveney. Chairman.*





Our Club's planning process commenced in 2019. We held several meetings during the course of the year at which discussion took place on the best method of introducing our Club Plan. We were acutely aware that this is a critical period in the Clubs development and that any plans must consider the Club's long term strategy, which is; to build a Club which will survive the severe challenges facing country clubs and rural Ireland.

The County Development Officer Willie Kelly was contacted, and he was advised that we had all the steps in place to commence our three-year plan.

The next steps in the process were; to select a steering committee and to arrange an open meeting, to which all interested parties, along with club members, would be invited.

The following Club members were invited onto the Steering Committee: Willie Keaveney, Damian Hughes, Barry Murphy, Michael Gavin, Maura Hastings, Patrick Golden, John McDonald, Mairead Durkan, John Reilly, Ollie Mulchrone, Padraic Moore, Annette Keane and Martin McIntyre.

A well attended open meeting was arranged to take place in the Clubhouse on Friday evening the 5th of April 2019.

Willie Keaveney, Club Chairman, facilitated this meeting. The meeting generated a lot of thought and discussion about the present position of the Club, and where we would like to take it during the next three years,

A brainstorming session followed, relative to the five key goals in the Plan, which are:

- Coaching and Games Development.
- Club Structures and administration.
- Finance and Funding.
- Facilities and Development.
- Communications, Public Relations and Cultural.

The ideas generated on the open night, along with a critical analysis by the Steering Committee, form the basis for this Plan. We the steering committee are hopeful that this Plan will carry the Club through a crucial period over the next three years as we try and build on the achievements of our previous five-year Plan which expires at the end of 2019. We sincerely ask you the reader, if you feel that we have omitted or left a vital area unattended in this Plan to please make contact with any member of the steering committee.

## STRATEGIC STEERING COMMITTEE



*Seated L - R: Maura Hastings, Michael Gavin, Annette Keane, Mairead Durkan, Willie Keaveney (Club Chairman) and Ollie Mulchrone. Standing L - R: Martin McIntyre, John Reilly, Barry Murphy, Padraic Moore, Damian Hughes, Patrick Golden and John McDonald.*



The G.A.A'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 G.A.A is a community based, volunteer-led organisation promoting Gaelic Games, Culture, and lifelong participation”.

It is a volunteer organisation. We develop and promote Gaelic Games, and we are at the core of Irish society and culture. The G.A.A. is 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 include all members of society. We promote individual development and well-being, and strive to enable all our members to 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 our culture, to participate fully, to grow and develop, and to be inspired to keep a lifelong engagement with our association.



## Amateur Status.

- We are a volunteer led organization.
- 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.



## 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.

## Respect.

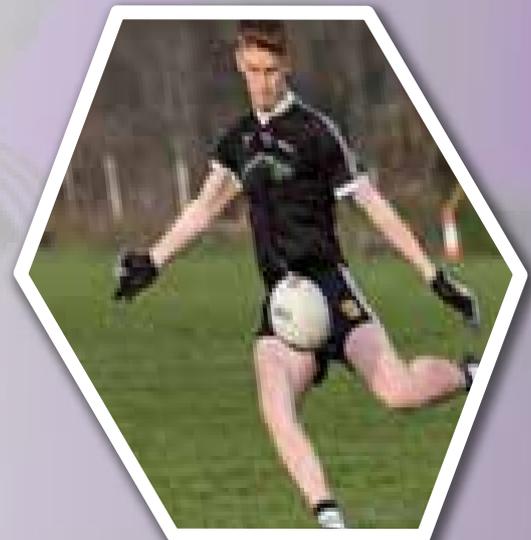
- We respect each other, on and off the playing fields.
- We operate with integrity at all levels.
- We listen and respect the views of all.

## 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.



**“NÍL NEART GO CUR LE CHÉILE”**



## Activity Area 1 - Coaching and Games Development.

### Our Aim:

#### **In 2023 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 younger players in a safe and enjoyable environment. The Club’s adult teams perform to their full potential because we have the best possible coaching and games development structures in place”.

#### **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. Some of the functions of this committee will include; identifying new coaches in the community, encouraging parents to become involved in coaching and ensuring that all our coaches have “G.A.A Coach Education” qualifications. This committee will also ensure that a balanced programme of games is in place and that all players get an opportunity to play and participate. The Chairman of this committee will also sit on the Club Executive Committee and will provide a progress report when requested.

#### **Club Coaching Officer.**

The Club Coaching Officer will be Chairman of the Coaching and Games 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 plan 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 ensures that every player will be tutored by a qualified coach to the appropriate level. We will aim to have, Foundation Award Coaching Certificate Award Level 1, as the minimum requirement for all Club Coaches.

#### **Identify persons with the ability to referee games.**

During the lifetime of this plan, we aim to identify four suitable people within our Club, whom we can send forward to receive training as match referees.

#### **G.A.A Code of Best Practice and Code of Behaviour.**

We will put in place the G.A.A. Code of Best Practice and Behaviour. Everyone in this Club will show due respect to each other, to Club officers, team managers and mentors including referees and other match officials. We will ensure that all volunteers working with children are Garda vetted and that our children have the safest possible environment in which to partake of Gaelic Games.

#### **Club School Link.**

We will develop close links with our local Primary and Secondary schools. We will provide support and advice to the schools in promoting our games if and when required.

Action	Outcome Sought	Time Scale	Milestones	Responsibility
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 structures are in place in our Club.	January 2020	Now.	Club Executive.
Encourage more parents to take an active interest in coaching.	To increase the number of coaches within our club.	2020	Bórd na nÓg A.G.M.	Coaching and Games Committee.
All coaches working with underage players to attend Child Safeguarding Workshop.	A safe environment for children to participate in Gaelic Games.	2020	Now.	Children's Officers.
All coaches working with underage players are Garda Vetted.	A safe environment for children to participate in Gaelic Games.	2020	Now.	Children's Officers.
G.A.A Code of Best Practice and Code of Behaviour in place.	To promote an environment of respect in the Club.	2020	Now.	Children's Officers.
All Club Coaches receive G.A.A. Coach Education and have access to coaching resources. <a href="http://www.gaa.ie">www.gaa.ie</a>	To ensure all our Coaches are trained to the best possible coaching standard.	2020	Now.	Coaching and Games Committee.





Action	Outcome Sought	Timescale	Milestones	Responsibility
Retain existing school leagues and continue with current in-house cup and trophy competitions annually. Continue to host the annual Paddy Golden blitz tournament.	Get as many players as possible involved in all the tournaments.	2020	Set dates for games and encourage participation.	Executive and Coaching and Games Committee.
Develop common values within each grade.	Within each code, identify desired style of play where appropriate, and emphasise Club Values to Coaches and Parents.	2020	Player Development.	Club Executive and Coaching Officer.
Continue with Cul-Camps and promote them vigorously.	Continue with Cul-Camps and promote them vigorously.	2020	Ongoing.	Coaching and Games Committee.
Develop a Coach retention programme for all Club Coaches.	To ensure that when a coaches child moves on, that the coach will stay involved.	2020	No loss of coaches to the Club.	Club Executive/ Coaching Officer.
Where possible, parents should not be involved with a team in which their own child is a player.	To avoid conflicts, and to ensure that all children on the team are treated equally.	2020	All parents get a chance to help out with underage teams.	Club Executive.
Encourage adult players to support the coaching of our underage players.	To develop links between our underage and adult players whilst highlighting to the adult players their broader value to the club.	2020	Now.	Executive and Coaching and Games Development Committee.
Identify suitable persons to be trained as referees.	Sufficient referees at adult and underage level .	2020	A.G.M.	Executive Coaching and Games Committee.
Appoint a Strength and Conditioning Officer.	Create role of S&C Officer on adult games advisory committee to oversee role of S&C in the Club.	2020	A uniform approach to S&C in the Club.	Coaching and Games Committee.
Invite a guest Coach to the Club each year.	To help players and coaches benefit from such expertise and embed a culture of continuous improvement.	2020	Improve Coaching standards.	Club Executive and the Coaching Officer.
Publish a Coaching Manual and instructions for each underage Coach.	To ensure best practice in coaching is followed and that each grade is coached in line with Club's ethos for coaches of all grades.	2020	Children will be taught the age-appropriate skills.	Executive and the Coaching Officer.
Develop Coaching Education Clinic Calendar.	To ensure best practice in coaching is followed and that each grade is coached in line with Club's ethos for coaches of all grades.	2020	Coach up-skilling.	Executive and the Coaching Officer.

Action	Outcome Sought	Timescale	Milestones	Responsibility
Stop negativity in the Club - persons abusing Coaches Referees and Players.	Everyone signs and abide by Code of Conduct.	2020	Now.	Club Executive.
Advise parents and players on Nutrition/ Fitness/Strength and Conditioning.	Information and expertise available for parents, coaches and players.	2020	Now.	Coaching and Games Committee.
Club School Link in place and a Club-School Liaison Officer for both Primary and Secondary Schools be appointed.	To further develop the bond between the Schools and the Club and to ensure that Gaelic games are being coached at school.	2020	Now.	Coaching and Games Committee.
Nursery programme in place for 4 to 7-year-olds. Get the parents of this age group involved.	To encourage more young children to get involved in Gaelic Games in a safe, fun environment.	2020	Now.	Coaching and Games Committee.
Continue Go-Games model for all U10's players and ensure each player partakes in at least 8 blitzes annually.	To ensure all under 12 players get sufficient game time in a fun environment that promotes skill development.	2020	Now.	Coaching and Games Committee.
Fun – Do Education Resource pack (Go Games) Manual.	To assist the coaches with skill development of the players.	2020	Now.	Coaching and Games Committee.





## ACTIVITY AREA 2 - CLUB STRUCTURE AND ADMINISTRATION

### In three years time our Club will be able to say-

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

### Club Constitution.

We will adopt the G.A.A. constitution. The Club will be administered in accordance with this constitution.

### Club Subcommittee Structure.

We will appoint a number of subcommittees to deal with: Finance and Fundraising in the Club, Coaching and Games Development, Communication and Public Relations, Club Facilities Development, Healthy Club Officer, and Social and Catering. We will recruit volunteers to sit on these committees who have a particular talent in these areas.

### Plan implementation sub committee.

We will appoint a subcommittee to monitor the implementation of the Club Plan. This committee will include the Club Chairman, Club Secretary, Club Treasurer, Bórd na nÓg Secretary, Club P.R.O. Club Coaching Officer along with others as required.

### Alcohol and Substance Abuse Policy.

We will put in place a substance and alcohol abuse policy, to ensure that our Club is following best practice regarding the use of alcohol in the Club. All juvenile medal presentations will take place in an alcohol-free environment, and we will comply with the G.A.A. regulations banning the drinking of liquor from cups.

Action	Outcome Sought	Timescale	Milestones	Responsibility
G.A.A Club Constitution adopted and put in place.	To ensure that the Club is being run in accordance with G.A.A rules.	2020	In place.	Club Executive.
Club Plan implementation committee appointed.	To monitor the implementation of the Club Plan.	2020	A.G.M.	Club Executive.
Club Alcohol and Substance Abuse Policy developed.	To ensure that best practice is followed in dealing with Alcohol and Substance abuse.	2020	Ongoing.	Club Executive.
All Players and Members are registered on the G.A.A. online registration system. All Teams affiliated to the player injury fund.	To comply with G.A.A regulations on registration of players and members.	2020	Ongoing.	Club Registrar.



Action	Outcome Sought	Timescale	Milestones	Responsibility
All club property, vesting documents in order, and Club Trustees updated.	To safeguard Club property.	2020	Ensure Club is vested in Corporate Trustee.	Club Executive.
A Club assets register be put in place.	To keep a record of Club property, ie. cups, trophies, jerseys etc.	2020	Ongoing.	Club Executive.
Children's Officers and designated person in place.	To oversee implementation of G.A.A Code of Best Practice and deal with allegations of abuse.	2020	Ongoing.	Club Executive.
Establish sub-committees with definite roles.	Allows Officers to share workload.	2020	Have five sub-committees in place.	Club Executive.
Ensure that there is at least two females in charge of each girls team.	One of whom must be the team manager.	January 2020	We comply with best practice in Sport.	Executive and Coaching Officer.
Create an environmental friendly Club.	Ensure that whatever can be recycled is, no smoking or vaping on the Club grounds.	2020	Environmental friendly, healthier Club.	Club Executive.
Appoint an equipment Co-ordinator.	He/She will be responsible for ensuring a checklist of the Clubs equipment/ property is maintained and assets register is updated.	2020	Less likelihood of Club property going missing.	Club Executive.
Introduce online registration.	Check feasibility of online registration to see if it meets the needs of the Club.	2023	May lighten workload around registration.	Club Executive.
Standardise Club sub-committees.	Standardise sub-committees and clearly define the role of each committee.	2020	Each committee will have clarity and know what is expected from them.	Club Executive.

## ACTIVITY AREA 2 - CLUB STRUCTURE AND ADMINISTRATION

### HEALTH AND WELLBEING:

We will appoint a Club Health, Safety and Welfare Officer whose responsibility will be to improve the health and well-being of our players and members.

We will develop a Club Welfare Policy for our players which will inform them about regular Medical Screening, Substance and Alcohol Abuse, and Gambling.

We will develop a Players Health, Fitness and Nutrition guide for all our players.

We will encourage all our adult players to undergo medical screening.

We will ensure that our Defibrillator is serviceable and well maintained for the benefit of our members and the Community.



*Club Physio, Julie Moore, putting her class through their paces in the new gym at the Club.*

*“Health, fitness and well-being for all Club members is now an integral element of Kilmeena G.A.A. Club policy”.*





## ACTIVITY AREA 3 - FINANCE AND FUNDING

### Our Aim:

#### In 2023 we will be able to say:

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

We will ensure that the Club complies with the highest accounting and financial regulatory standards, We will achieve this by providing that we-

- **Have appropriate financial controls in place.**
- **Have clear lines of responsibility and accountability throughout the Club.**

We will always ensure that we get the best value for money.

We will ensure that the Club is self-sufficient and generating additional income from its facilities and fundraising activities.

We will ensure that we are in a healthy financial position, and we can update, develop, and maintain more modern facilities to accommodate all our teams and members.

We will ensure that the workload of the treasurer is manageable and that the role can easily be transferred to the incoming treasurer.

We will budget each year for all codes and teams, and plan all fundraising methodically each year to maximize effectiveness and minimize over-reliance on sponsorship.

We will continue to operate our Club Lotto and will endeavour to find new people to promote and sell it.

Action	Outcome Sought	Timescale	Milestones	Responsibility
Finance and fundraising committee appointed by Club Executive.	To organize and oversee the preparation of accounts and fundraising in the club.	2020	Every 3 Years.	Treasurer and Club Executive.
Prepare Club Budget at the beginning of each year.	To help the Club prepare for the year ahead.	2020	Every 3 Year.	Treasurer and Club Executive.
Club accounts to be audited each year.	Ensure best practice is followed.	2020	Annually.	Treasurer and Club Executive.
Raise awareness of how much it costs to run the Club annually.	People will know where finance raised is spent.	2020	Annually.	Finance Committee.



Action	Outcome Sought	Timescale	Milestones	Responsibility
Senior Players to organize one major fundraising event annually.	To ensure Club is well financed.	2020	Annually.	Finance Committee.
Get new people involved in selling of lotto and in fundraising.	Spread the workload of fund-raising in the club.	2020	Ongoing.	Club Executive. Finance Committee.
Identify funding sources and make funding applications.	Raise more funds.	2020	Ongoing.	Finance Committee.
Develop the Club's website so that sponsorship can be raised through advertising.	Source of Funding.	2020	Ongoing.	Finance Committee.
Prepare a calendar of fundraising events at the beginning of each year.	Strategic planning.	2020	Annually.	Finance Committee.
Prepare a Capital Projects Budget.	To demonstrate the capacity of the Club to finance major capital project as they arise.	2020	Yearly.	Finance Committee and Treasurer.
Review Club membership structure and streamline membership subscription process if possible.	Improve administration and will ensure co-ordination and cohesion of administrative records and Financial records.	2020	Yearly.	Finance Committee and Assistant Treasurer.
Consolidate the various financial functions within the Club.	Two signatories required on all payments. Record all sources of income. Provide a quarterly income and expenditure report across all sections to the Club.	2020	Yearly.	Finance Committee and Assistant Treasurer.

## ACTIVITY AREA 4 - FACILITIES AND DEVELOPMENT

### OUR AIM:

In 2023 we will be able to say,

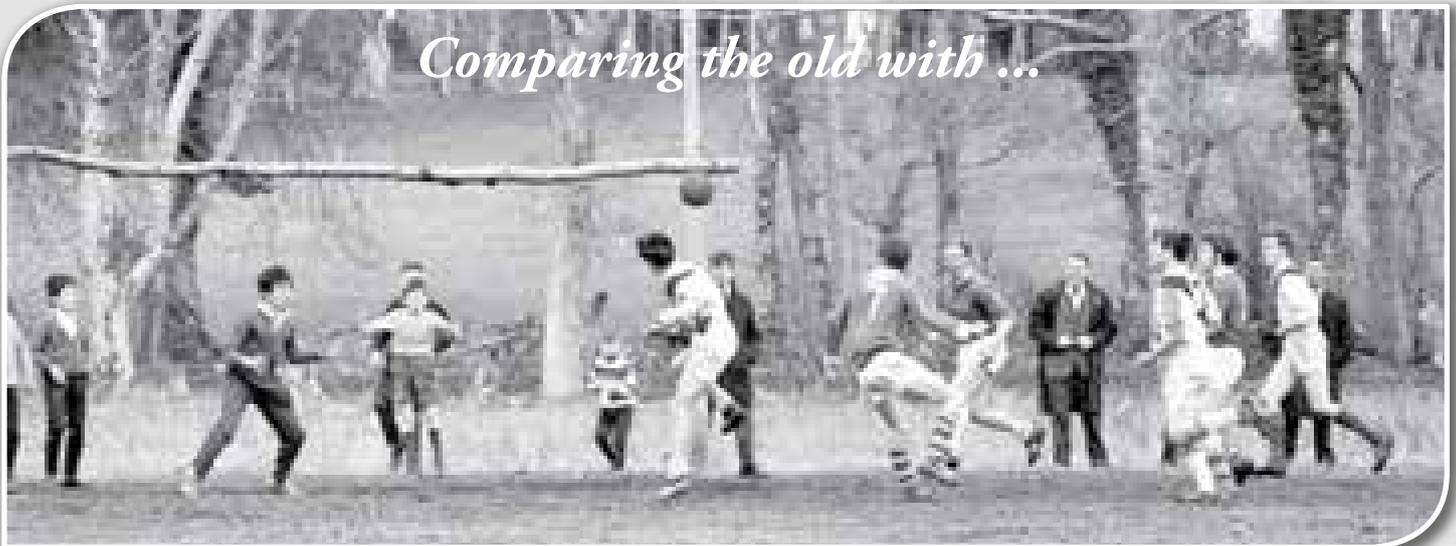
“Our Players and Members now enjoy the very best possible facilities in the Club, both on and off the pitch.

### DEVELOPMENT SUB COMMITTEE

We will put in place a development sub-committee, which will be responsible for putting in place a charter to map out, all future development in our Club. This committee will be chaired by the Club’s Development Officer.

### 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,



*Kilmeena plays Balla in an Intermediate match in Balla, in the late 60'. Note the ready-made goalpost from the nearby forest — a far cry from the modern era of Aluminium goalposts and changing rooms with hot showers! I wonder if we have reached a point where our current facilities are taken too much for granted? Kilmeena players in action L-R T. J. McIntyre, Michael Feehan and John Gannon (in the black and white of course). Image is from the “Liam Lyons Collection” Castlebar Library. The Club is grateful to Mabel and Fidelma Lyons for their permission to use the image in this publication. Before his passing, Liam gave his entire lifetime collection of photographs, taken from the '50s through to the '90s, to the Library. The comprehensive collection can be viewed online at <http://www.mayolibrary.ie/en/LocalStudies/PhotographicArchive/>*



*Timber spars direct from the forest was the standard for uprights and crossbar in most football pitches until replaced by aluminium posts and netting in the modern era. Both images are of the bottom goals in the main pitch — the photo on the right taken around 1968 of two “local girls” guarding the goal.*



Action	Outcome Sought	Timescale	Milestones	Responsibility
Put Club Safety statement in place.	Provide a safer environment for players and spectators.	2020	In place.	Club Executive and Safety Officer.
Continue to develop the main pitch, sanding, spiking etc.	To ensure that the playing surface is kept in top condition.	2020	Yearly.	Field Officer.
Create a maintenance plan for the Club premises and the grounds.	To ensure that Club Premises and grounds are kept to a high standard.	2020	Yearly.	Club Executive and Development sub committee.
Review ownership of Club grounds and ensure that the Corporate Trustee is appointed.	Ownership of grounds secure.	2020	Ensure completion in the lifetime of the Plan.	Club Chairman.
Establish a games development sub-committee.	To ensure that coaching and games are given priority.	Lifetime of the Plan	Start now 2020.	Club Chairman.
Install new dug-outs on main pitch and dug-outs and shelter on new training pitch. etc.	Better facilities for all players.	Lifetime of the Plan	Preparation to commence now.	Club Chairman and Development Officer.
Club Development Sub Committee selected and put in place.	To oversee Club development during lifetime of plan.	2020	Now.	Club Executive.
Meet with Local County Councillors.	To discuss future plans and source funding.	2020	Yearly.	Chairman/ Secretary/Treasurer.
Subject to Sports Capital Funding, drain and level main pitch.	Better facilities for our players.	2020	Plan Lifetime.	Club Chairman.
Meet with local school stakeholders.	Make contact with local School Principals, Boards of Management, to explore all options.	2020	To maximize playing numbers at the Club.	Club Chairman to arrange meetings.
Evaluate current training facilities and assess usage.	To ensure it meets the needs of the Club into the future.	2020	Lifetime of the plan.	Club Executive.
Investigate the possibility of a joint partnership with St. Brendan's N.S. to construct a 4G playing pitch on the Club grounds.	Joint partnership which would benefit both school and Club.	2020	Lifetime of the Plan.	Club Executive.
Subject to funding, erect proper lighting on the new training pitch.	Better facilities to allow training earlier and later in the year.	2020	Lifetime of the Plan.	Club Chairman.

## ACTIVITY AREA 5 -

### COMMUNICATIONS - PUBLIC RELATIONS - CULTURE - AND THE COMMUNITY

#### OUR AIM:

In 2023 we will be able to say;

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

#### WEBSITE/FACEBOOK

We will be more proactive in the use of our excellent website and in use of facebook to keep our members notified of relevant information. Information will be posted in a timely manner.

#### USE OF CLUB PUBLIC RELATIONS OFFICER

We will ensure that information, requiring to be brought to the attention of our members is done so as quickly as possible.

#### SCÓR

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

#### NEWSLETTER

We will produce a newsletter, on an annual basis to keep our members informed of happenings within the club. When possible, the newsletter will be delivered by email.

#### IRISH LANGUAGE PROMOTION

The Club will make every effort to promote the use of Irish Language in its day to day activities. This will include the use of the “Gaeilge ag an Crinniú”, section in the Culture and Heritage section of the online G.A.A. Club Manual.



*Muireann Cawley on the Banjo, Ben Lennon on the Fiddle, Róisín Hogan on the Flute and John Ryan on the Piano Accordion, representing Kilmeena G.A.A. Club at the Connacht finals of Scór na nÓg in Claremorris in 2015.*



Action	Outcome Sought	Timescale	Milestones	Responsibility
New Club website launched.	Improved communications with our members.	2020	Completed.	Club Executive and website managers.
Create Club twitter account.	Improved communications with our members.	2020	Completed.	Club Executive.
Update current database to include all members mobile phone numbers and e-mail addresses.	Better communication through text-alert system and e-mail.	2020	Ongoing.	Club Executive.
Club to enter Scór competition and promote the use of the Irish Language.	To promote Irish Culture, song and dance and to attract new people into the Club.	2020	Ongoing.	Scór Sub Committee and Executive.
Greater use to be made of Club P.R.O to dispense information.	Relevant information to be sent to the club P.R.O. for inclusion in local notes of Mayo News.	2020	Ongoing	Club Executive, Team Managers and all members.
Publish Club year book/newsletter.	To record all Club activities for the year in one publication in order to raise the image of the Club in the locality.	2020	In place.	Club Executive.
Weekly Club notes in local newspaper.	More emphasis on Club notes in more newspapers and media.	2020	Keep public informed of activity in the Club. Lifetime of Plan.	Club Secretary and P.R.O.
Appoint a Scór Co-ordinator.	To co-ordinate Club activity and to ensure that we enter the competition.	2020	Now.	Club Chairman.
Club incident report book.	Ensure that all incidents are recorded in a timely manner.	2020	Lifetime of the Plan	Club Chairman



The Plan will be reviewed on a regular basis throughout its lifetime; it will be assessed on its fitness for purpose and if it is meeting the needs and requirements of the Club. The Plan will be adapted to allow the Club to reach its full potential during the next three years.

The Club Executive will now put in place a “Plan Implementation” subcommittee. This subcommittee will meet every quarter, to assess the progress of the Plan against the stated objectives and will be required to report directly to the Club Executive. The subcommittee 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 set goals.

The Plan Implementation subcommittee will be responsible for communicating any modifications in the Plan, to all club members,



**K**ilmeena G.A.A. Club wishes to thank everyone who gave of their time, to ensure that our Club will have a Plan to bring us forward for the next three years. We especially thank the club members who attended meetings on the development of this Plan.

The basis for this Club Plan was laid at a meeting on the 5th of April 2019, at the Clubhouse in Kilmeena. We are extremely grateful to everyone who turned out for this workshop and gave of their thoughts and hopes for the future. These people generated much debate and this Plan has been developed very much in line with the ideas forthcoming from this workshop.

## DEVELOPMENT WORKSHOP GROUP



**Front Row L - R:** *Ollie Collins, John Reilly, Sean Barrett, Darragh Keaveney, Willie Keaveney (Club Chairman), Majella O Malley, Majella McGonagle, Colm Barrett, Maura Hastings, Willie Kelly, Martin Mc Intyre.*  
**Back Row L - R:** *Pat Coughlan, John Mc Donald, Patrick Golden, Darren Madden, Sarah Hogan, Mike Slattery, Trish Hogan, Kevin Barrett, Joe Madden, Billy Mc Gonagle, Barry Murphy, Michael Ryan, Damian Hughes, Ollie Mulchrone, Pat Mulchrone, Padraic Moore, and Peter Lane.*



*Deep in discussion - Club members formulating the Club's Strategic Plan.*

