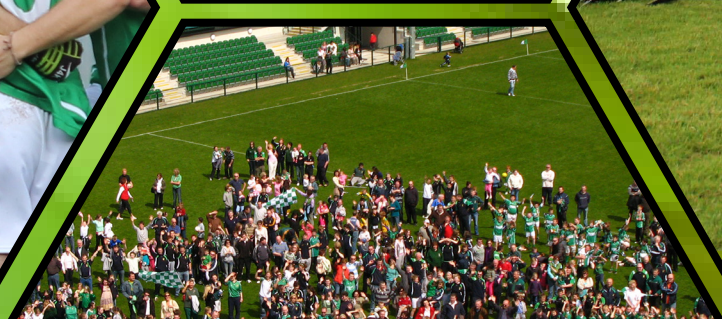




# Donaghmore Ashbourne GAA Club

## Strategic Vision and Action Plan

2016-2020





## **Donaghmore Ashbourne GAA**

### *Strategic Vision and Action Plan 2015-2020*

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## Chairman's Address



A Chairde,

CLG Domhnach Mór/Cill Dhéaglain has seen enormous change over the past decade. The club has grown from a small local club to one of the biggest and most successful in Meath. We now have facilities which are the envy of many. This is, in no small way, attributable to the vision, continuous dedication and commitment of members, in the areas of coaching, mentoring, administration and development.

This Strategic Plan outlines the type of actions we must undertake in order to ensure that our success and achievements are now built upon. The Plan is an outline of our ambitions and intentions, based on the experiences and the needs of our members.

The process was initiated by former Games Officer Harry Randle and completed under the guidance of current Games Officer Tony Wall. I would like to express my appreciation to all those who contributed to the formation of this plan, especially those who chaired the various focus groups. It is envisaged that this plan will be very much a living document, which will be revisited, amended and rewritten to take cognisance of developments which may impact upon it.

This Plan is only achievable if we, as Club members and supporters continue to work with and support the club. I look forward to that support in the years ahead.

Le Meas,

Frank O'Donnell, Chairman.



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## Methodology

A Motion was passed by the club members at the AGM in 2012 to establish a group specifically to develop a plan for the clubs games going forward.

A Development Committee was then established and chaired by Harry Randal. From this group a Workshop held in Feb 2014 where all club members were asked to attend. This was facilitated by Harry Randle, approx. 80 members inputted to different areas that needed to be addressed in the club. These areas were Club Structure, Games development, Communication and PR, Finance and Facilities and Development.



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These areas were Club Structure, Games development, Communication and PR, Finance and Facilities and Development. Following this workshop 5 committees were established to focus on the areas that were highlighted by the club members. Each committee focused on 1 area and developed a plan for that section based on the input and ideas from those who attended the workshop.

These plans were finally brought together to produce the Club Development plan.

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## Background to our club

The table below details the numbers of primary school children in the area.

School	Boys	Girls	Total
St Mary's	249	256	505
St Declan's	359	291	650
Gaelscoil na Cille	130	116	246
Gaelscoil na Mí	47	80	127
Educate Together	70	80	150
Ashbourne C.S,	590	498	1088
Coláiste De Lacy	19	20	39
<b>Total</b>	<b>1464</b>	<b>1341</b>	<b>2805</b>

## Population and penetration rate information:

Population and penetration rate information:			
Acorns born 2008/9/10			85
Acorns born 2007			40
<b>Total</b>			<b>125</b>
Club Numbers up to Minor	346	239	585
Up to U13	277	167	
14yrs to minor	92	49	
<b>Total</b>	<b>369</b>	<b>219</b>	
Percentage school going children in Ashbourne	27%	16%	



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## Our Club's History

### Football

Donaghmore CLG (Domhnach Mór) was founded in 1923 in the parish of Donaghmore which is located 3km south of Ashbourne.

Donaghmore, also known as 'The Moores', won the Meath Junior Championship in their very first year of existence, in 1924. They appeared in the following six Senior Championship finals winning the title in 1927 and 1928. They were beaten in the Senior final in 1935 and won the Intermediate Championship in 1938. They won the Feis Cup in 1929, 1941 and 1945.

Donaghmore last won the Senior Championship in 1942 beating Skryne by 1-8 to 0-2. The following year they lost in the Senior Championship Final to Duleek by 1-8 to 0-2. Donaghmore have won the Intermediate Championship in 1950, 1959 and 2007 and Junior Championship in 1924 as well as 1971.

There was football played in Ashbourne as far back as 1798 with a report by a Dublin Castle agent that a crowd of 300-400 people had gathered at Milltown, Ashbourne to watch the local men 'playing at football'.

Donaghmore CLG was renamed Donaghmore/Ashbourne in 1996 to reflect the increased number of players and supporters from Ashbourne. In December 2007 the club moved from its previous home at The Wotton to new premises at Killegland West in Ashbourne.



This is the last Donaghmore team to win the Meath Senior Championship. They won in 1942 beating Skryne 1-8 to 0-2. Peter McDermott captained the side.

1st Row (Sitting); F. Murphy, A Farrell. 2nd Row (Kneeling); M Caffrey, J May, P. McDermott (Capt), A Donnelly, D Murphy, J Flanagan. 3rd Row (Standing); D Brady, C Skelly, J Lawless, J O'Dea, J Loughran, P Byrne, L Geraghty, W Boland, K Delaney, P Clarke, J Isdale, T Farrell.  
Took part in Final but not included; L Brady, P Clarke, J Kennedy.





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In more recent times the club has had successes at underage, Junior and Intermediate levels. Donaghmore Ashbourne won the Minor Championship in 2006, 2007 and 2008 and in 2010 completed a historic double winning the U-21A and U-21C Championships on the same day. A further Minor Championship win was achieved in 2013.



## Honours

Meath Senior Football Championship:

1927, 1928, 1942

Meath Intermediate Football Championship:

1938, 1950, 1959, 2007

Feis Cup Winners: 1938, 1950, 1959

Meath Junior Football Champions; 1971

Division 3 Hurling League: 2015

Intermediate DIB League: 2015





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## Ladies Football

Donaghmore/Ashbourne Ladies Football club was founded in 1998. Greg Twomey was elected first Chairperson. In its first year it catered for one adult team which was trained by Alan Bermingham.



In 2003 our adult ladies, under the management of Martin Mannering, Tom O'Shaughnessy, Ray Lawton and Ger Moran won the Junior 'B' final and were promoted to Junior 'A'. The following year saw our ladies being drafted into Intermediate as due to a lack of teams Junior 'A' and Intermediate were combined.

Two years later in 2005 our ladies went on to win the Intermediate Championship, making history by being the only team in the Club to have 'Senior' status. By now, Donaghmore/Ashbourne Ladies Football Club was thriving and had won a number of Division 1 County Championship titles including u10s, u12s, u14s, u16s and Minor.

Currently, in 2015, Donaghmore/Ashbourne Ladies Football Club offers coaching and age appropriate competition for all levels from our 'Little Ladies' at u8 up to and including our Adult Ladies.





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#### Camogie

Ashbourne Camogie Club was founded by Garda Bill O'Regan and Margaret Condon in 1932. Shortly after another team started and called themselves Donaghmore. The first match played in Ashbourne was between Donaghmore and Ashbourne and was played at the Nine Mile Stone. Donaghmore won.



Shortly after Margaret Condon got both teams to join together and called the team Ashbourne. Their colours were Saffron and Green with black stockings. Training took place every day during lunchtime in a field in Milltown, which is now our Milltown Pitch.

The first tournament Ashbourne took part in was called the Burgoyne Cup. Ashbourne won it outright. From 1943 to 1956 Ashbourne were Feis Cup winners (Meath Champions). These girls made up most of the Meath team. They travelled all over Meath in a cattle lorry, which would get a quick wash out first.

In 1956, however camogie died in Meath and the Ashbourne team disbanded. In 1974 Donaghmore set up a new camogie team with the aid of Peg Kavanagh. In 1979 they won the junior final and went Senior.

Donaghmore dominated camogie in Meath in the late seventies and early eighties. Sadly Peg developed cancer at the very young age of 40 and passed away. We now run our annual tournament, The Peg Kavanagh Memorial Tournament in her honour. Our club was based in the Wotton.



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Terry Tormey and Ailee O'Reagan continued to do trojan work with Donaghmore Camogie and it continued to develop over the years, fielding teams at all age groups. The Adult team won the Junior Championship in 1997 and competed at senior for several years.

At that time there was no intermediate championship and they found themselves back in Junior by 2000. Once again the team won the Junior Championship in 2003, and following this they were competing in the recently established Intermediate Championship.



In 2010, the adult team found themselves in the intermediate final but were unsuccessful on that occasion. They managed to get to the final again in 2011, which they won. Having lost several key players and with a gap in the number of girls coming from the juvenile teams, the team went through a period of re development.

In 2014, the adult team were once again in a junior final which they managed to win in a replay. The team are currently playing at Intermediate level.

While there has been ups and downs with the adult team, the continuous development work at under-age level has begun reap the benefits and have contested numerous finals at all levels over recent years. Donaghmore/Ashbourne Camogie continue to have representatives at all levels on the county team and for the first time in over 30 years the club fielded a minor team in 2015





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## Hurling

It is somewhat surprising that a hurling club was not established in the locality until the 1970's given the number of active hurling clubs in close proximity to Ashbourne over many years.

The club entered a hurling team in the championship of 1940, but didn't actually field. Over the years several local players lined out with neighbouring teams at underage level.

In 1974, a junior hurling team, organised by local Garda John Harty participated in the Meath Hurling championship.



Several players, who had come to live locally, were signed up and history was made with success in the Junior Championship, followed by an Intermediate championship title in 1976.

It was then decided to develop the underage section in the club and over the next few years Donaghmore reached the knockout stages of several county championships, contesting the under 14 final in 1979 and the Meath schools final in 1982. The game received a big boost with St. Declan's winning the Meath schools final in 1983 and also contesting a Cumann Na mBunscol final in Croke Park at this time.

The decision to play in the Dublin Leagues greatly strengthened playing resources and over the next few years, the club enjoyed a most successful period with championship success at U-14/U16 and minor level. Junior championship successes were achieved one again in 1990 and 1994.





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### Activity Area 1: Coaching and Games Development

Games are the essence of what a GAA club is about. Our goal should be to provide a safe environment in which all players are encouraged to express themselves, develop the skills of the game, build their self-esteem, grow their confidence while making new friends and feeling part of a greater community.

Each player should embark on a defined player pathway from Acorns to Adult games and along that journey, it is our duty of care to assist them in fulfilling their full potential, to have a positive enjoyable experience and to encourage all to then give back to the new upcoming players.

Activity Area 1: Coaching and Games Development



“ The people are what make a club; the players are what make a team. We must ensure to invest in the future. ”





## Donaghmore Ashbourne GAA

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Action	Deadline	Responsibility
Meet with all mentors and players, to inform them of existing Code of Ethics and Good practice for young players and for those working with young players.	Ongoing	Executive/Children's Officers/Child Welfare Committee (CWC)
Distribute Code of ethics and Good Practice to all members via the membership renewal	Ongoing	CWC
Extend and develop code of Conduct to include adult players, their coaches, mentors, supporters and all who use the club premises and its facilities	Ongoing	Games Committee
Display GAA RESPECT posters, Code of Ethics and Code of Behaviour in dressing rooms and throughout the club house and the club grounds	Dec-17	Discipline Committee
Keep records of the number of yellow and red cards issued to all teams throughout the season	Ongoing	Discipline Committee
Establish disciplinary committee to deal with issues as they arise, in line with Club code of Conduct and Club Constitution	Dec-16	Executive
Brief and educate mentors and parents about our philosophy and their responsibilities.	Dec-16	Child protection and Games/Academy committees



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Action	Deadline	Responsibility
Appoint a broadly based group to review the current U6 structure, philosophy, ethos, etc. and to implement a Gaelic games academy (ACORNS)	Dec-16	Games committee
Introduce a Gaelic games academy for under-age teams for boys and girls	U6 in Dec 2015, u7 in Dec 2016, U8 in 2017,	Academy committee
Provide Gaelic games coaching course to all mentors for U6 prior to starting of the academy	Dec-16	Academy committee
2 coaching sessions per year where parents are shown the skills that their children are learning in the academy	Dec-16 for U6, Dec-17 for U7 , Dec-18 for U8	Games committee
Acorns should be opened up to both Football and Hurling. If the Arena space is too confined then move outside.	December 2016	Acorns Committee
Club Members should be available at the Acorns sessions to "Meet & Greet" meet new parents. Give them a run-down on the club - what we do, what we expect from them, details of membership, facilities etc. Have tea/coffee available. (In other words recruit parents from the start!)	Immediate	Acorns Committee
Tasks Review / Small Projects - The Membership Committee should review membership to get an idea of what skills are available within the club. This would help identify which members might be approached to undertake some short-term task/project.	Immediate	Acorns / PRO / Membership



## Donaghmore Ashbourne GAA

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#### C&G Development Area: Sense of Community

Key Goal: Create a sense of community, belonging and ownership in the club

Action	Deadline	Responsibility
<p>Organise 1 Club Day annually : All codes across the age groups come together for one day for a joint training</p> <p>1) For the younger teams a fun day involving games, skills and fitness.</p> <p>2) Older teams have a skills day with a sports person and a talk with physio on injury prevention or dietician advise e.g. Fitness test, blip test.</p>	<p>Dec 2016 - Annual club day for one age group</p> <p>Dec 2017 - Annual day for all under 12 age groups-</p> <p>Dec 2018 - biannual club day for all younger age groups</p> <p>Dec 2019 - biannual club day all ages</p>	Games Committee
<p>Develop a buddying system with older and younger teams.</p> <p>Older players visit training session of assigned team, meets kids etc.</p> <p>E.g. Under 9's play half time during minor matches and both follow each other's progress throughout the season.</p>	<p>Dec 2016 - Try with 2 teams</p> <p>Dec 2017 - Try with 4 teams</p> <p>Dec 2018 - Try with 6 teams</p>	Dec 2018 - Try with 6 teams
<p>Games Committee to establish the criteria for which a team will be rewarded with a trip day.</p> <p>Organise a trip day as a Reward to a team e.g. Cinema, beach, adventure day,</p>	<p>Dec 2017 - one team group trip away day.</p> <p>Dec 2018 - 2 teams</p> <p>Dec 2019 - 2 teams mixed codes - same age group</p>	Games Committee



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C&G Development Area: Increase Member Numbers (i)

Key Goal: To increase playing numbers in all codes and delivery first class coaching within the club, and to schools

Action	Deadline	Responsibility
Appoint a coach officer to the games committee	Dec-16	Games Committee
Increase number of members in the club by 10% on the previous year's numbers	first increase due by Dec 17 and every subsequent year	
Coordinate transition year students in coaching in the primary schools	Dec-18	Games Committee.
Organise a blitz/league between 5 primary schools	Dec-17	Games Committee
Organise a camp at Easter, summer and Halloween camps (pay coaches and coordinators by using the fee from the participants)	1 camp annually by Dec 16, 2 camps annually by Dec 17, 3 Camps annually by Dec 18,	Games Committee and GPO
Organise Gaelic games on the green in 2 estates in Ashbourne. 1 in year one and increase by 1 every subsequent year	Dec-17	Games Committee
Have a club presence in the form of mini games at the community fun day annually	Dec-18	Games Committee
Offer schools a coach for a set number of weeks every year	Dec-17	Games Committee



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#### C&G Development Area: Increase Member Numbers (ii)

Key Goal: To increase playing numbers in all codes and delivery first class coaching within the club and to schools.

Action	Deadline	Responsibility
Appoint a group to establish guidelines on the appropriate age of players on underage teams	Dec-16	Games committee
Brief mentors and parents about age guidelines and purpose.	Dec-17	Games Committee
Following membership submissions compare with previous year to establish members (over 16) who will not be renewing membership	Dec-18	membership committee
Communicate to past members to establish if they would like to receive communications about courses that they could attend.	Dec-19	membership committee
Communication sent to all past players bi annually with information of upcoming courses	Dec-19	PRO
Develop survey to establish why players over 16 will not be renewing player membership	Dec-18	Games Committee
Survey sent to all players (over 16) not renewing their membership	Dec-18	Membership committee



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### C&G Development Area: Coaching Quality

Key Goal: Improve quality of coaching within the club.

Action	Deadline	Responsibility
Implement a minimum of 1 qualified coach at foundation level for all U12 and Level 1 for all over 12	Dec-17 with 2 coaches qualified with all teams by Dec 19	Games Committee
Organise 2 seminars in January for mentors and coaches to help develop coaching skills. E.g. management skills, code of ethics, first aid, refresher courses, guest speakers	Jan-17	Games Committee
Organise 2 coaching days where the parents get some training of the skills there children are doing	Dec-17	Games committee

### C&G Development Area: Coaching Quality

Key Goal: Club website coaching section

Action	Deadline	Responsibility
Link in with relevant bodies in the club to develop a coaching section on the website	Dec-16	Games Committee/PRO
Update bi-annually with coaching sessions and tips. Guest coach sessions and videos	Dec-16	Games committee/PRO



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#### Activity Area 2: Club Structures & Administration.

Following the formation of Donaghmore / Ashbourne in 1996 to incorporate the vastly growing numbers at Juvenile level the club has expanded beyond all recognition from the days of Donaghmore in the Wotton. To cope with all the additional teams and work that goes with that a structural review committee was formed the report of which was issued in 2009.

This report outlined a solid committee structure in which we can operate the club effectively and efficiently going into the future.

This development plan has reviewed the findings of the (SRC) and is intended to further enhance more effective committee structures as outlined in the original report. The recommendations outlined below should be actioned and agreed in the time frame suggested.





## Donaghmore Ashbourne GAA

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## Club Structures and Administration

### Key Goals:

Action	Deadline	Responsibility
Full Chart of the Current Structure within the Club to be displayed in the Clubhouse and available on the Website	Dec-16	Executive Committee
Training or Workshops should be made available to all Committee Members.	Dec-16	Executive Committee
The Minutes of each Sub-Committee's Meetings should be submitted electronically to the following: Own Games Committee Representative Games Committee Chairperson Executive Secretary.	Dec-16	Executive Committee
Sub-Committee issues should be a permanent item on the Agenda at each Executive meeting.	Dec-16	Executive Committee
The role of each Committee should be explained to the members of that Committee. (These are already available in the Structures Review Committee Handbook 2009 & Club Committee/Sub Committee Handbook 2009/2010).	Dec-16	Executive Committee
The Executive need to take responsibility for the Sub-Committee to ensure they are functioning and lend support where necessary.	Dec-16	Executive Committee
The Executive should meet the Chair of each Sub-Committee at the start of the year and whenever appropriate ensure that the Committee is functioning satisfactorily and has whatever support it requires. This could form part of a Review of the effectiveness of the Committee system within the club.	Dec-16	Executive Committee





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#### Activity Area 3: Facilities and Development

When this club moved from The Wotton to its present location in Killeghland it has become the envy of many another clubs in Meath and further afield, our facilities are second to none, It's catering for 40+ teams in all 4 codes involving all age groups male and female and It also has off pitch facilities to meet the needs and comfort of all whom frequent the club.



Seven years on, the club is reviewing where it's at presently and where it wants to be in another 5 years i.e. 2019. The essential work carried out by the grounds committee must be continued and expanded – such as preparing pitches for games i.e. Grass cutting / pitch marking / pitch maintenance / hanging goal nets / putting out flags / checking dug-outs and dressing rooms etc.



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## Facilities and Development

### Key Goals

Action	Suggested action/Goal	Deadline	Responsibility
Increase number of volunteers to assist with key maintenance and pitch preparation work	1 person nominated from every team to coordinate pitch preparation work	Ongoing	
Grounds and club tidy up	2 days a year set into the calendar to encourage all club members to help with a tidy up of the club---make it a family fun day	Ongoing	
Target non playing members for club duties	Grounds committee to target non playing/non coaching members to increase numbers	Ongoing	

## Facilities and Development

### Key Goals

Action	Suggested action/Goal	Deadline	Responsibility
Increase number of teams using Milltown and Community Pitches	Establish an age group across all codes that will always use Milltown and the community pitch for that one year.	Ongoing	
Improve the quality of the changing facilities in Milltown pitch	Include a tidy up of this in the club clean-up day as suggested above	Ongoing	
Erect club name prominently and visibly on club building.		Ongoing	
Erect directions to club at strategic points throughout the town		Ongoing	
Investigate the possibility of securing funding for a Hurling wall		Ongoing	
Investigate potential funding sources for an outdoor all-weather pitch		Ongoing	



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It is also important that we encourage youths to attend the club and to utilise their skills for the benefit of the club that we make our club, a club where teenagers feel welcome and valued for both players and non-players.

Actions	Suggested goal/Action	Deadline	Responsibility
Increase number of youths on appropriate committees	Establish a youth activations committee with young people from the club	Ongoing	
Organise social activities to encourage young people to attend the club and feel welcome	Proposed committee to Organise 2 social activities in the year	Ongoing	









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#### Activity Area 4: Finance

##### Financial Goals next 5 years:

The Club's main priority over the next 5 years will be to reduce its debt to more sustainable levels so that the Club can invest a more substantial portion of its income into games and facilities in the coming years.

##### Current Financial Position; June 2014:

The Club has debts of €1.3m approx. (Bank €740k, Revenue Vat Loan €500k, CU €40k). Loan repayments run at 100k approx. per annum. The Club's income is 600k pa with expenditure (including loan repayments) running at a similar level. This allows very little room for anything other than very tight cash management and little investment.

##### Financial Risks:

A key risk is not generating sufficient income to meet expenditures. There are a number of stakeholders such as Revenue and Meath County Council who can quickly move to take action against the Club if payments such as the Vat Loan and Rates are not met. Similarly the Bank could make similar demands but to date have facilitated the Club in restructuring debt onto more manageable terms. This flexibility is not available with the Revenue Vat Loan arrangement, in particular. The Club, currently, is meeting all its obligations to its lenders and also its suppliers. It is critical that the 5 year plan is implemented to ensure the Club's financial future.

The finances are vested in and managed by the Club Treasurer overseen by the Club Accountants. It is important that more than one person, other than the Treasurer, have an involvement in the day to day finances of the Club. The Club is at a size of turnover that equates and in many cases is larger than many of the businesses in the town. For the next 12 months and under the plan, a key priority must be to bring more people on board for the day to day financial governance of the Club.

##### Income Generation:

Similar to a lot of voluntary organisations the Club relies on a small number of individuals to fund raise and keep the club afloat financially. This is particularly evident with the Christmas Draw where less than 20% of members generate over 80% on the sales. We need all members to play their part in the coming years to participate and do their part in Club fund raising. This will ensure that we can start a reinvestment in the coming 5 years back into the Club.



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### **Cost Management:**

A major part of managing finances is cost control. A lot of good work has been done but more needs to be done over the coming 5 years to ensure we are getting value for money. Members need to understand that the Club cannot spend unless there are funds available and the expenditure is approved.

### **Budgets:**

A budget for the next 5 years is recommended to anticipate changes to our income and expenditure. For example we will lose the school on our grounds over this period which will have an impact. Similarly we could lose election counts, another source of revenue, and the Club needs to be prepared for these losses.

### **Other Income Streams:**

The Club needs to look at other streams of income. It has one of the finest facilities in the country and there must be many opportunities to use these to generate more income and thereby support the Club. The Club can learn from other facilities to see how best this can be done in the coming years.

### **Grants:**

The Club must ensure that it is aware and takes advantage of all grants etc. that are available to sports. A requirement in many grant schemes is that a Club puts in a proportion of funding itself. Over the coming years it is vital that the Club's finances are such that such cash is available.

### **Conclusion:**

At the end of the 5 year period the Club should have reduced its net debt by approximately €550k allowing for bank interest. A concerted effort should be made to clear off the Revenue VAT Loan over this period. This would allow the Club to then tackle the Bank debt more aggressively and take a significant burden off the Club. It will take robust implementation of the 5 year plan to achieve these goals. Ultimately the prize for the Club is a degree of financial independence that allows it invest back into its games and facilities.



## Donaghmore Ashbourne GAA

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#### Key Financial Goals (i)

Action	How	Deadline	Who
Fresh faces fresh ideas for supporting financial running of the Club	Recruit from younger/newer membership to support finance sub-committees	End 2016	Executive/ Mentors
Succession Planning	New faces to take over finance functions in due course	Mid 2016	Finance Committee
Financial responsibility by code	Codes to organise annual events by code or to combine efforts	End 2016	Events Committee
Review lotto	Root and Branch review – great fundraiser but with more potential	End 2016	Finance Committee
Grants	Club to apply for all relevant grants and be aware of same	Ongoing	Finance Committee
Establish a Cost Board to review costs	Review all cost lines to examine further savings opportunities	Mid 2016	Finance Committee
Finance for Development	Establish a Priority wish list e.g, appoint Coaching Officer.	End 2016	Games/Finance
Examine regular sources of income that club can tap into	Bingo, Lotto, arena etc are examples of regular income. Establish other sources.	Mid 2016	Special Committee



# Donaghmore Ashbourne GAA

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### Key Financial Goals (ii)

Action	How	Deadline	Who
Review Bar/Catering/ Function room/Arena	How can club maximise these re- sources?	Mid 2016	Management Committee
Finance page on website	Club financial information available for members	Mid 2016	Finance Committee
Establish a 5 year budget	To anticipate future needs of club a forecast of future Income and Ex- penditure will be created	2016	Finance Committee
Revenue Vat Loan (Owing €500k)	A concerted effort to be made to clear this debt over the 5 year period to free up the cash flow of the Club	2019	Finance Committee







# **Donaghmore Ashbourne GAA**

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

Each year an enormous amount of activity takes place in our club, from training, coaching and playing of our games, to seminars, courses and social activities.

We will strive to communicate effectively with our members and the wider community, so that everyone understands all the activity going on in our club. We will identify who our audience is, how we will communicate with them, and which information they are interested in. This will give us a strong sense of common ownership, individual responsibility and pride.

Communication in the club is everyone's responsibility. In five years' time 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"

**Need to define the different channels of communication internally and externally.**

**To do this we need to identify the following:**

- A- The different Channels we can communicate via Social, Web, Text and post
- B- Who is our audience
- C- Survey continuously to gain information on current vs what is required

**We need to communicate more:**

- D- What the GAA is; Why is it a family
- E- How we support one another not only on the pitch but off and a network base
- F- Open sport for all and open to all cultures

**Suggestion to achieve A, B & C above is as follows:**

**Complete a survey and analysis the different groups in the club**

- A- Age bracket to identify communication pattern
- B- Full member and interest
- C- Social Member
- D- Employees
- E- Juvenile parent member
- F- Coaches and Parent
- G- Many more...



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**In the survey we need to identify what people want communicated and how. For example:**

**Member A-** Social Member - only want information on this via Facebook

**Member B-** Social Member and want info on scheduled football match times and venues via text

**Member C-** Parent of juvenile member interest in child's particular code and social events and photos via newsletter.

This will help avoid spamming and giving the audience the information they require.

**Other modes of PR and Communication are as follows:**

- Events and Calendar of Events
- Social Calendar on web which can be continuously updated
- Communication of officers with photos  
Place a notice in the club of committee members along with their name and photo.  
Ensure child welfare officer photo, name and contact information is displayed clearly in the club.
- Notice Board in club, town centre and schools
- Notice Board information in all languages Polish, Lithuania and English
- Interactive notices displayed in post office
- Put interactive notice board like the post office in the hall at reception and the bar with details of social events, matches and advertisement of companies to raise funds.  
Can also display free slots for arena.
- Comment boxes
- Survey members every ½ yr. and send when renewing membership
- PRO of each code to meet at start of the year and be involved in a development plan for the year even putting an annual for the year together to sell.

**What are we doing well?**

- Newsletter
- Facebook
- Newspapers



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#### **Setup LinkedIn and invite members**

This can help communicate with members on a professional level and build a network. People can contact each other on a professional level increasing network within the club. We can also utilise this to inform we of people's professional background and ask for help from time to time with specific areas in the club whereby their expertise would be much appreciated.

#### **Suggestion to achieve D, E & F above is as follows:**

Awards: Suggestion is to give awards maybe every 3 months for categories like best PRO contributor from codes, best action photo taken or posted on Facebook, best assistant, helper of the month etc. and then publish on the Facebook or website with a little information on the winner and why they won. This will change every few months and recognise the people we have in the club and help communicate how good the people are and how lucky we as a club are to have them.

#### **Cultural Communication:**

We assume people know what Hurling, Gaelic and Camogie are but the fact is people don't. Ashbourne has a population with many cultural backgrounds and we need to educate people about our sports and the spirit it brings to the community helping them settle into the community. A proposal is to that communication in Ashbourne New etc. be in English, Polish and Lithuania or survey the majority of cultures in the Ashbourne area. Encourage any parents of children playing to hold an open night in their native language. Encourage our Open days to ensure we have people present with the different cultural backgrounds. This will help show what the GAA is an open family welcoming all to come together.

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#### Area: Communication & PR

Key Goals:

Goal	Outcome Sought	Deadline	Responsibility
Establish a P.R. Committee to include the P.R.O. from each Code, Club P.R.O. & Assistant and a Rep. from the Events Committee	For all Club P.R. people to meet quarterly to review and monitor all aspects of communications as well as Promotion & Marketing and for better P.R. planning	Within 3 months	Club PRO
Provide training for all Club P.R.O.s	Club P.R.O.s to be fully aware of their role and duties	Annually	
Set up an interactive communication channel for all P.R.O.s via email or closed Facebook group	Better communication between all Codes	Annually	
Compile comprehensive list of all Members with contact details	To allow us communicate directly with all Club Members	Within 3 months	
Complete a survey to identify the different groups in the Club and what category of information they wish to receive	To profile our Members according to Age & Type of membership. To only send appropriate information to targeted groups	Within 6 months	
Improve website	To have an up to date website that is informative, well presented and easily navigated	Within 6 months	
Continue Facebook postings	To help improve communications with our Members – particularly those who are abroad	Ongoing	PROs, Club Secretary, Events Committee









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### Acknowledgements



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