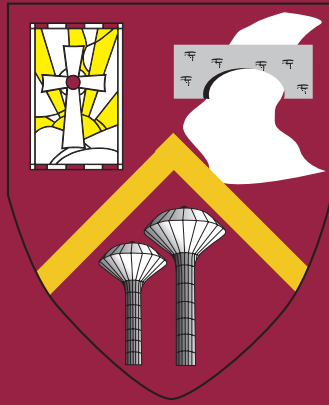


**Ballinrobe GAA Club**

# **Coaching Plan 2015 to 2020**



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# Foreword: Alan Flannery, Chairperson Ballinrobe GAA & Coaching Committee

On behalf of Ballinrobe GAA Club, I am delighted to present this Coaching Plan that I believe will guide this club for the next five years.

This plan was produced in the hope of propelling the club to great heights so that our players, members and supporters can not only enjoy playing, coaching and watching football, but can also enjoy famous days when our teams are successful in the years ahead.

A view emerged during the process of producing this plan: namely, the key to good coaching – and, by extension, good football – is good coaches.

Accordingly, this plan focuses heavily on up-skilling our coaches so that they are able to maximise their own potential and, by extension, the potential of players in our club colours.

We have great volunteers in our club. Our activities do not happen by chance: a great number of people put in huge efforts to maintain our current level of activity. People show huge dedication and loyalty to the club. I am always struck by the support in Ballinrobe for the club, particularly when our teams begin to make waves in advanced stages of competitions.

In the future, I hope we can expand the number of volunteers so that we can have many great days. In recent years, many newcomers to the club have contributed enormously, particularly in the area of coaching, and we want to build on this in the years ahead. This plan seeks to attract new members and, once they have joined us, to develop them so that they continue to remain deeply involved in our club for many years.

If coaches are the key to success – be it success in the shape of medals and trophies and the equally important success in the form of memorable days and deep levels of enjoyment – then I believe we should aspire to having the best cohort of coaches available to any club in Mayo. There is no barrier to us achieving this if we rally behind this plan.

I believe it is also a worthwhile and attainable aspiration that this coaching initiative will lay the foundation for this club producing coaches for all of our teams, including senior. Just as our players progress up through the ranks so should our coaches: and, ultimately, representing this club at senior level, as coach or player, must be the ultimate honour.

We want to become the benchmark, not followers: table-toppers rather than mid-table.

This plan asks serious questions of ourselves: it cannot be allowed to simply gather dust. It must be the engine of improvement within the club, and I would urge all members to throw their weight behind what this plan outlines.

*Ní neart go cur le chéile*: together we can be powerful.

This plan looked beyond the strict confines of coaching and reached into areas such as facilities, protocols and equipment. This was done in the firm belief that all of these impact on the overall environment within the club.

Change brings its own challenges. As a club, we must be ready to embrace them, confident that our club will be all the better for the changes that come.

Every Action in this plan is crucial. The Key Actions at the outset are the ones the Steering Committee have identified as being most likely to dramatically enhance our performance as a club – but each Action has its own priority that must be observed. In a number of cases, additional rationale has been provided by the various committees, and this rationale will be made available to those who will implement the various Actions.

We have produced many outstanding coaches – some of whom have distinguished themselves on the national stage – and we should strive to emulate them in the years ahead. I hope this plan re-energises the club at all levels, and I also believe our club and community will come on board for exciting years ahead as we bring this document to life.

I am grateful to everyone who worked in the creation of this plan. They have done the club a great service.

We are honoured to have a former distinguished wearer of the Ballinrobe and Mayo colours, Fergal Costello, to launch this plan tonight. As a role model for all players and club members, he has few equals.

**Ar aghaidh linn le chéile. An Rób abú.**

*Alan O'Flannabhra, Cathaoirleach, CLG Baile an Róba, November 2014*

***The club values participation and all coaches are urged to promote active involvement by as many players as possible.***

# Actions

## Key Actions

- 1. To establish a full Coaching Committee comprising minimum of four people with expertise in this area, who will oversee coaching in the club. Committee to also include one other member, a Technology Officer, as recommended elsewhere in this plan.**

*Rationale: To infect the entire club with a coaching ethos; to spread the burden away from just one or two Coaching Officers; to allow for coaching reporting mechanisms within the club.*

Cost: Zero.

Implementation: Club Executive Committee.

Timeline: Immediately.

- 2. Expand the remit and make-up of Bord na nÓg, as per the Actions outlined in this plan. Public Relations Officer to be appointed with the IT skills necessary to carry out social media duties, in particular. Coaching Committee to depute a representative to sit on Bord na nÓg. All team appointments to be made by Bord na nÓg Chairperson, Club Chairperson and Coaching Committee representative or Chairperson. Bord na nÓg to work with Coaching Committee in providing regular coaching workshops (minimum four per year) and also in facilitating exchange of information among our coaching cohort. Team appointments to reflect needs such as communication, logistics and appropriate coaching and management methods.**

*Rationale: Bord na nÓg deals with the largest number of players in our club.*

Cost: €500 per year.

Implementation: Club Executive.

Timeline: Immediately.

- 3. To establish a Robe Rockets sub-committee of the club that will run the Skills Academy and all events pertaining to players up to U10s. This committee to have a Chairperson, Secretary, Treasurer, PRO, and coaching co-ordinator (the latter being a member of the Coaching Committee). The Robe Rockets to focus on creating a fun-filled environment where children learn the skills in an enjoyable way. Robe Rockets to have a seat on the Club Executive committee and to report directly to the club Chairperson. Appointment of Head Coaches and assistants for teams under the age of ten to be made by Robe Rockets Chairperson, Robe Rockets coaching co-ordinator and club Chairperson. Robe Rockets will be branded separately and will have annual debut and graduation days.**

*Rationale: To create a distinct introduction wing within the club, with the emphasis on learning skills while having fun. Ideally, this will bring more players and parents/coaches into the club and give them a good grounding in our values, ambitions and approach.*

Cost: €1000.

Implementation: Robe Rockets sub-committee, guided by Club Chairperson.

Timeline: Immediately.

- 4. Develop a club-wide structure and approach for training sessions which includes proper warm up/downs, with the correct emphasis on age-appropriate training. This will involve the expertise of a S&C expert or SAQ (Speed Agility Quickness) specialist.**

*Rationale: We need to develop an awareness of these areas among our coaches and players.*

Cost: €1000 in 2015, €500 every year thereafter for lifetime of this plan.

Implementation: Coaching Committee, Bord na nÓg.

Timeline: Commence starting playing year 2015.

5. **The club embarks on a programme of year-round football (January to November), starting with a pilot programme for primary school players. Emphasis on fun, skills and participation. Indoor or under lights at appropriate times of the year. If pilot is successful, can be expanded to include other age-groups in future years.**

*Rationale: Player development requires greater time playing football than is currently the case.*

Cost: €500 per year.

Implementation: Bord na nÓg, Robe Rockets.

Timeline: Commence starting playing year 2015.

6. **The club to set about promoting ladies football on an equal footing with men's football.**

*Rationale: We believe in football for all.*

Cost: Not quantifiable right now.

Implementation: Club Executive

Timeline: Commence 2015.

7. **Implement regular skills assessments for all players in the club (minimum four times per year). Assessment to be on an individual basis with emphasis on encouraging players to improve on their previous performances.**

*Rationale: Skills are at the heart of the game.*

Cost: Zero.

Implementation: Coaching Committee, Bord na nÓg, Robe Rockets.

Timeline: Commence starting playing year 2015.

8. **Development of 60m x 40m pitch at the rear of the stand, including two target 'kicking walls' at the back of the stand (with appropriate mural design).**

*Rationale: This space allows us to offer enhanced coaching and training facilities for our members.*

Cost: €8,000.

Implementation: Pitch Officer, Club Executive, Equipment Officer.

Timeline: Completed by end playing year 2016.

9. **The club should explore the possibility of organising a regular programme of games with other clubs who have a similar approach to the spirit of the GoGames format as ourselves. The target in 2015 should be three games. We will continue to participate in the GoGames matches organised by Mayo Bord na nÓg.**

*Rationale: The club subscribes to a player development model that emphasises participation rather than competition.*

Cost: Approximately €2000 per year.

Implementation: Bord na nÓg, Robe Rockets.

Timeline: Commence starting playing year 2015.



## Coaching & Player Development Committee Actions

COMMITTEE: Stephen Rochford (Chairperson), John Gilrane, Peter Staunton, Norman O'Brien, Trevor Watson, Maurice Horan, Liam Horan.

**10. To replace the word 'Manager' with 'Head Coach' for all under-age teams up to the age of 18.**

*Rationale: To place the emphasis firmly on coaching in the belief that a real commitment to coaching will benefit the club enormously in the long run.*

Cost: Zero.

Implementation: Bord na nÓg, Robe Rockets committee.

Timeline: Immediately.

**11. Club Chairperson & Coaching Officer to engage with local school managements (at both primary & secondary levels) to ascertain what support or role the club can feasibly play in the coaching of Gaelic football among the school communities.**

*Rationale: Schools football is crucial in the development of Gaelic footballers*

Cost: Not quantifiable right now.

Implementation: Club Chairperson, Coaching Officer.

Timeline: Immediately.

**12. Production of a Coaching Journal with Ballinrobe crest, presented in a way that is unique to Ballinrobe GAA club. This journal should include a hints & tips page to include how to run a good coaching session, and allow for logging of key information throughout the year. A coach's journal can be assessed by the Coaching Committee at any time.**

*Rationale: Our club should be seen to be innovators in this area.*

Cost: €500.

Implementation: Coaching Committee.

Timeline: Start of 2015 playing season.

**13. The Coaching Committee to organise a minimum of four coaching workshops per year with top-class input. These to include skills master classes.**

*Rationale: If we coach the coaches properly, we get better teams.*

Cost: €1000 per year.

Implementation: Coaching Committee

Timeline: First workshop by March 2015.

**14. Coaching Committee to agree Continuous Development Plans for a number of coaches at the start of each year (one coach per team per year). These Plans to be subject to regular review thereafter for the purpose of assisting the coach in his/her development.**

*Rationale: If we coach the coaches properly, we get better footballers and teams. The spirit of this Action is not to create a 'report card' situation but to assist coaches as they develop and improve.*

Cost: Zero.

Implementation: Coaching Committee.

Timeline: Start of playing year 2015.

15. **The club to appoint a Technology Officer, who will be a member of the Coaching Committee, and whose remit will be to explore how technology can support enhanced coaching, tactical awareness, public relations and player, coach and team development throughout the entire club – and to implement relevant technologies they discover. This Officer to form a group who will stay on top of technology and how it bring benefits to our club.**

*Rationale: Ensuring Club is at the fore of all new technological developments as related to the training and playing of football.*

Cost: €2000 per year.

Implementation: Coaching Committee.

Timeline: 2016.

16. **Every player should have ready access to a football at training sessions (a minimum of 15 footballs at each training session).**

*Rationale: It ensures greater opportunity for skill development*

Cost: €500 p.a.

Implementation: Coaching Committee, Club Executive, Bord na nÓg, Robe Rockets.

Timeline: Start of Academy.

17. **The club to explore the possibility of players from the age of 12 onwards becoming directly involved in the creation of the code of conduct for their own age-groups. As this is an experimental approach, it is proposed that one team trial this in 2015, and, if successful, this approach to be fine-tuned and repeated in future years at other age levels.**

*Rationale: Give players sense of ownership over what happens in their own team.*

Cost: Zero.

Implementation: Bord na nÓg.

Timeline: March 2015.

18. **The club to explore the possibility of running our own Gaelic football Camps.**

*Rationale: To retain control of the Camps, so that we can run them in the way we believe best serves our members; to provide work for members of our senior team, particularly students.*

Cost: Nominal.

Implementation: Bord na nÓg, Robe Rockets.

Timeline: Summer 2016.

*A number of Actions from this committee have been included in the Key Actions.*





## Played-centred Committee Actions

Committee: Martin O'Connor (Chairperson), Padraig Delaney, John Gilrane, Pat Kennedy, Donal Vaughan.

19. Carry out an audit of exact numbers of adults involved in the club at the moment, and set goals for increased involvement. This to cover mentors, coaches, administrators, fund-raisers, referees and all other relevant categories.

*Rationale: Adult involvement is crucial to the success of the club.*

Cost: Zero.

Implementation: Club Executive Committee.

Timeline: June 2015.

*A number of Actions from this committee have been included in the Key Actions.*



**BALLINROBE GAA**  
*SAYS*

**GET BEHIND THE LADS!**

**Kiltane V BALLINROBE**  
**Sunday, July 22nd at 4p.m.**  
**in Bangor Erris.**



**Supporters Bus:**  
**Alan Flannery 087 963 6486**

**GAA INFO: [www.BallinrobeGAAClub.com](http://www.BallinrobeGAAClub.com)**



## Facilities & Equipment Committee Actions

COMMITTEE: Des May (Chairperson), John Sweeney, Tom Carney, John Gilrane, Pat Kennedy.

**20. The club to appoint an Equipment Officer who will oversee the procurement and management of relevant playing, training and storage equipment within Club.**

*Rationale: Our existing arrangements are loose. This area of the club should function fluidly so as not to interfere with core activities.*

Cost: Zero.

Implementation: Club Executive Committee.

Timeline: Commence starting playing year 2015.

**21. Creation of equipment cages for all teams, located in an appropriate location to be finalised. These cages to include jerseys, bibs, water bottles, balls, plus, in a separate communal area, universal equipment such as cones and poles.**

*Rationale: Our existing arrangements are loose. This area of the club should function fluidly so as not to interfere with core activities.*

Cost: €2500.

Implementation: Equipment Officer, Pitch Officer.

Timeline: Commence starting playing year 2015.

**22. Physical works to take place within our grounds, as follows:**

- Removal of wall and trees on approach to the back of the town goal (Immediately);
- Pedestrianisation of the area to the front of the dressing rooms (Immediately);
- Curtailment of vehicular access to the embankment (Immediately);
- Creation of a footpath from inside main gate to the front of the dressing rooms (Immediately);
- Erection of speed ramps on road leading from main entrance to the dressing room area (Immediately).

*Rationale: Ongoing enhancement of our facilities and improvement of safety standards within our grounds.*

Cost: €2,500

Implementation: Pitch Officer, Club Executive.

Timeline: As above.

**23. Construction of a ring-road around the parking area behind the town goal.**

*Rationale: To allow for easier movement of traffic in and out of this area.*

Cost: €8,000.

Implementation: Pitch Officer, Club Executive Committee.

Timeline: 2017.

**24. Improvement of toilet facilities within our grounds.**

*Rationale: Public and players are entitled to excellent facilities.*

Cost: €2000.

Implementation: Pitch Officer, Club Executive.

Timeline: Completed by end playing year 2016.





**25. The club to establish a sub-committee to explore the possibility of building a clubhouse at our venue.**

*Rationale: Club needs appropriate clubhouse for hosting visiting teams, holding presentations, and other events.*

Cost: Not quantifiable right now.

Implementation: Club Executive.

Timeline: Sub-committee to be formed immediately.

*A number of Actions from this committee have been included in the Key Actions.*

## Lifestyle Committee Actions

Committee: David Flannery (Chairperson), Declan O'Loughlin, Mary Langan, Daire Conway

- 26. Make the annual Registration Night into a hugely positive PR event for the club. This event to include publishing a master calendar of coaching sessions for the year, display of club colours and signage, and relevant video footage and memorabilia.**

*Rationale: Let community know our doors are open and that we welcome one and all. Transmit to young members the excitement we all feel at the start of the year.*

Cost: Zero.

Implementation: Bord na nÓg, Robe Rockets.

Timeline: January 2015.

- 27. Encourage more involvement in our games among members of the non-national community. Initiatives to support same to include publication of promotional literature in a number of languages, and also 'open days' at our coaching sessions.**

*Rationale: Increase pool of players and club attempts to encompass the whole community.*

Cost: Zero.

Implementation: Bord na nÓg, Robe Rockets.

Timeline: January 2015.

- 28. Club to arrange social events that are more family-oriented. These to include family fun days, quiz nights, charitable events, end of season barbecue, or other events during the year, open to all members of the club and the wider community.**

*Rationale: Promote family aspect of Club.*

Cost: Zero/self-funding.

Implementation: Club Executive Committee, Community Officer, Bord na nÓg, Robe Rockets.

Timeline: Immediately.

- 29. Club to organise Town leagues – 7-a-side / South Mayo blitz, and other events of that nature. This to be expanded to include exhibition matches before Mayo SFC & SFL matches (or at half-time) in Flanagan Park and other venues.**

*Rationale: Provides football within our own community, under our own control, particularly with like-minded clubs and a time when the organised competitions are not taking place.*

Cost: Zero.

Implementation: Robe Rockets, Bord na nÓg.

Timeline: Summer 2015.

- 30. Each team to have at least one trip each year – e.g. attend a Mayo game or play a challenge game against a high-profile club.**

*Rationale: Promotes sense of enjoyment and introduces our players to a higher level of football.*

Cost: Zero.

Implementation: Robe Rockets, Bord na nÓg.

Timeline: Summer 2015.

**31. Establishment of a joint training / buddy system where older players within the club mentor young players.**

*Rationale: Encourage younger children to aspire to reach the standards achieved by older members of the club. Older players come to see the importance of their role within the wider club and community.*

Cost: Zero.

Implementation: Robe Rockets, Bord na nÓg.

Timeline: Summer 2015.

**32. Club to become actively involved in promoting the benefits of healthy lifestyle to all members. With younger members the focus could be on the benefits of healthy eating progressing on to alcohol and drug awareness with the older members. Also important that issues around mental health are to the forefront of this work. This work can be approached in a variety of ways that will appeal to the various demographics inside the club.**

*Rationale: Promotion of a healthy lifestyle shows the club has concern for wellbeing of members.*

Cost: Zero.

Implementation: Bord na nÓg, Club Executive, ASAP/Health & Wellbeing Officer.

Timeline: Ongoing.

**33. All coaches working with children are required to attend all child protection and developmental workshops run by the club.**

*Rationale: Ensures best practice for all coaches.*

Cost: Zero.

Implementation: Coaching Committee.

Timeline: On-going.

**34. Develop Club Safety Statement and display within Flanagan Park.**

*Rationale: Ensure safety of all members and visitors to Flanagan Park.*

Cost: Zero.

Implementation: Club Executive, Pitch Officer, ASAP/Health & Wellbeing Officer.

Timeline: January 2015.

*A number of Actions from this committee have been included in the Key Actions.*



## Responsibility for Actions – summarised

Club Executive	1, 2, 6, 19, 20, 25
Club Chairperson, Robe Rockets	3
Coaching Committee, Bord na nÓg	4
Bord na nÓg, Robe Rockets	5, 9, 10, 18, 26, 27, 29, 30
Coaching Committee, Bord na nÓg, Robe Rockets	7, 31
Club Executive, Pitch Officer, Equipment Officer	8, 21
Club Chairperson, Coaching Officer	11
Coaching Committee	12, 13, 14, 15, 33
Club Executive, Coaching Committee, Bord na nÓg, Robe Rockets	16
Bord na nÓg	17
Club Executive , Pitch Officer	22, 23, 24
Club Executive, Community Officer, Bord na nÓg, Robe Rockets	28
Club Executive, Bord na nÓg, ASAP/Health & Wellbeing Officer	32
Club Executive, Pitch Officer, ASAP/Health & Wellbeing Officer	34

## Steering Committee

Alan Flannery (Chairperson), Colm Jennings, John Sweeney, David Flannery, Stephen Rochford, Martin O'Connor, Des May, Donal McCormack, Gerry O'Malley, Liam Horan.

## Special thanks to:

Mary Jackson and TACU Family Resource Centre; Costello's Bar; O'Malley's Bar; Enda Flannery, Fergal Costello, St Joseph's Primary School, Ballinrobe.





## **Ballinrobe GAA Club – Officers 2014**

**Patron:** Canon Conal Eustace P.P.

**President:** Tony Walkin (087) 9308 444

**Chairperson:** Alan Flannery (087) 9636 486

**Vice-Chairperson:** Declan Corcoran (087) 644 1362

**Secretary:** Donal McCormack (087) 661 1137

**Assistant Secretary:** Liam Horan (087) 9185 867

**Treasurer:** John Culhane (087) 694 9455

**Assistant Treasurer:** Vincent Cummins (087) 246 3377

**PRO:** Billy Horan (094) 95 41170, (086) 0577 286

**Mayo GAA Board delegate:** Adrian Flannery (087) 1738 137

**Players' Rep:** David Killeen (087) 2307222

**South Mayo GAA Board delegates:**

Johnny Buckley (087) 672 0308 and Billy Horan (094) 95 41170, (086) 0577 286

**Oifigeach na Gaeilge / Culture Officer:** Billy Horan, (094) 95 41170, (086) 0577 286

**Coaching Committee Chairperson:** Gerry O'Malley (087) 298 5680

**A.S.A.P. Officer:** David Flannery (087) 927 1020

**Pitch Committee Chairperson:** Sean Murphy (087) 270 6850

**Lotto Officer:** Michael Coyne (087) 632 4682

**Community Officer:** Kevin Murphy (087) 960 4643

**Children's Officer:** Eimear Grimes

**Club Designated Person:** Alan Flannery

**Bord na nÓg Officers:** John Sweeney (Chairperson), Tom Carney (Secretary), Fergal O'Malley (Treasurer)

**Flanagan Park enquiries:** Donal McCormack (087) 661 1137, Sean Murphy (087) 270 6850



