



**BALLINROBE GAA CLUB**  
Strategic Development Plan  
**2021-2025**





# Strategic Development Plan 2021-2025

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## INTRODUCTION

In setting about developing a Strategic Club Plan for Ballinrobe GAA Club for 2021-2025, the focus was very much on building on the solid foundations that already existed. In 2015, a thoroughly-considered Coaching Plan for the club was launched, which was to see it through the next five years. That it did – and with no small measure of success.

Among the greatest achievements of the Club Plan 2015-2020 was the establishment of the Robe Rockets – a new underage structure for the club, aimed at providing football for every child in the parish, boy or girl, from the age of five upwards with an interest in playing our games. The emphasis was on exposing them at a young age to an experience and an environment that was safe, fun and dynamic.

The results have been phenomenal. Since the establishment of the Rockets in 2015, the number of underage players in the club has grown from 220 to 370, with the number of underage teams standing at 16 in 2021.

It wasn't the only achievement of that five-year plan, there were many others, including the re-establishment of the ladies' club, which has gone from strength to strength in the last five years, now boasting teams from U-10 to minor.

In light of these achievements and others, the club was in a buoyant place in mid to late 2019 when conversations first began about a new Strategic Club Plan. There was a sense that a lot had been done, yet there was an equal desire to push on even further, this time not only in the area of coaching but across the club as a whole.

Using the GAA's Club Planning Pack as a guide, the process of building our plan began. The first step was to identify people who were willing to become involved and, fortunately, a varied group of people with different experiences and perspectives stepped forward to assist.

The methodology that was followed in developing the plan is set out in more detail elsewhere, but we are confident in saying that the process was broad and inclusive and that this document reflects the feedback, thoughts, ideas and aspirations of both the club and the wider community. Ballinrobe GAA Club has always been a club for all and this plan reinforces that, not least in the new Club Values that it identifies and will seek to embed over the next five years.

We look forward to the journey ahead, as we seek to bring our club to a new level, for today's generation and the generations that will follow.





## CHAIRMAN'S ADDRESS

2020 started as a normal year for the club, with the usual mix of excitement, hope and giddiness. Then, just as our 400 players were getting into the season, COVID-19 hit. Like every other club and organisation across the country, we were taken by surprise by the force of it and unprepared for the enormous change it was about to bring.

But while COVID brought challenges and limitations of a kind never seen before, it also showed the importance of the GAA in our community and the resilience of its members. Big changes had to be made to allow us to keep going, but people stood up and did what they had to do to deliver. The GAA is a huge organisation, with connections in every square mile of every parish, and even something as powerful as COVID hasn't been able to stop it in its tracks. The enthusiasm of people hasn't waned at all, in fact it has got stronger.

That's why I felt a renewed sense of excitement for Ballinrobe GAA Club at the start of 2021 and I still feel it now. Not only did we weather the storm, we came out the other side with an ambitious Strategic Plan that will take us through the next five years, up to the end of 2025.

This plan has been more than a year in the making. Shaped and contributed to by a group of over 30 people – with varying levels of involvement in the club and a wide range of skills, perspectives and experiences – it draws on examples and best practices from other codes and other areas of life and business. It has been researched, discussed at length, mulled over and debated. It's been refined and challenged. And now it's ready to be implemented – a set of 24 recommendations, simple in their articulation, but powerful in their potential.

I have been part of the process of refining the plan over the last few months, but credit for the hard work and long hours that went into developing it goes to the members of the five focus groups – led by Colm Jennings, Donal McCormack, Paul McElarney, Declan O'Loughlin, Mike Finnerty and Elaine Treacy, supported by Denise Horan as overall Facilitator. The club is indebted to them for this great work and, on behalf of all our members, I thank them sincerely.

Like all plans, however, this one will only be as good as our ability to deliver it and to adapt it where necessary. It will be a living document over the next five years, one that will guide everything we do as a club but that will also be regularly reviewed and amended if necessary.

It will also depend on the input of everyone in the club. The ambition in this plan will not be achieved by a few working on their own, but by all of us working together. So don't be afraid to put your hand up to get involved; your contribution – no matter how small – will make a difference and will be appreciated.

Coaching is something we're very strong on in Ballinrobe GAA Club at the moment and we're fortunate to have an excellent group of talented people taking on this huge workload. But if coaching is not your strength, please don't be put off; there are plenty of other skills sets – whether it's PR or marketing, administration, finance, pitch management, construction or education and training – needed to keep our 14 teams and our busy programme of activities going every week. There's a home for everyone, and a use for every talent, in Ballinrobe GAA Club.

For me, the club has always been about pride in the jersey. From the first moment I wore the maroon and gold of Ballinrobe as a young lad, I cherished what it meant. When you play football with your childhood friends, you develop a bond that will last for life. I was lucky enough to have that privilege as a youngster and I now feel a responsibility to pass that on to the current generation of kids in our community and to those who will follow.

As adult officers in the club, we will come and go. Roles will change and terms will come to an end. But the most important thing we all do will remain the same: providing kids with the opportunity to play our games.

I look forward to the opportunities we will create, together as one club, through our Strategic Plan 2021-2025.

Ní neart go cur le chéile.

Is mise, le meas,

*John Flannelly*

**John Flannelly**  
Chairperson  
**BALLINROBE GAA CLUB**



## HISTORY OF BALLINROBE GAA CLUB

Our club goes back a long way... all the way to 1887, just three years after the foundation of the GAA itself.

So we were at it early and we're still at it: current members are conscious of the club's tradition and we are keen to honour those who have gone before us while also laying foundations for the further development of the club in the years ahead.

A Ballinrobe man, Seamus O'Malley, captained Mayo to its first All-Ireland Senior Football Championship win in 1936. Seamus played for Ballinrobe and another club in the parish, Cloonacastle, before lining out with his adopted town, Claremorris. Tommy O'Malley (a

nephew of Seamus'), Peter Ford and Fergal Costello, Ballinrobe men all, have captained Mayo in senior championship action. In more recent times, club players Donal Vaughan and Kenneth O'Malley have worn the Mayo senior jersey with distinction.

We play our games at Flanagan Park, named after Mick Flanagan who won All-Ireland Senior Football Championship medals with Mayo in 1950 and 1951. Mick was a native of Castlebar but practised as a solicitor on Main Street, Ballinrobe, for a number of years. He was just 32 when he passed away on January 25, 1961. Flanagan Park was officially opened by GAA President, Hugh Byrne, in May, 1963.



Our men's team currently plays at intermediate level in Mayo. In 2020, we reached the county semi-final and we feel we are on the rise again. Over the years, we have won every 'A' championship in Mayo at least once – bar one. As a club, we are committed to doing the right thing – be that in coaching, development of facilities, promotion of our teams or the various other elements that go to make up an effective club – and we trust that if we continue in this vein, that elusive senior title might materialise.

Ladies football has been popular at various times in our history since the 1970s, with a particularly strong period in the 1990s that saw the club win a county minor

championship title and a county league and championship double at junior level. Several members of those teams went on to represent Mayo at various levels, with Sinead Costello, Maeve-Ann O'Reilly and Denise Horan all being part of the four-time All-Ireland winning Mayo Ladies Senior Football team (1999-2003). Sinead and Denise also both had the honour of captaining Mayo at senior level.

The club had further success in 2005 when another crop of talented Ballinrobe players – supported by a number of girls from neighbouring Tourmakeady, who could not field a team at that level at the time – won an U16 'B' county title.

## OUR BIG TRIUMPHS

### 1912

Mayo Junior Football Championship.

### 1934

Mayo Junior Football Championship. There was no intermediate grade then and, accordingly, the junior championship was a keenly contested affair played to a very high standard.

### 1958

We repeated the above success. And, again, there was just senior and junior in Mayo at the time so a junior championship was a prized piece of silverware.

### 1961

Mayo Minor Football Championship.

### 1978

Mayo Minor Football Championship, a year in which Mayo won the All-Ireland Minor Championship.

### 1979

Mayo Intermediate Football Championship, a significant milestone in our history. Mayo Intermediate Football League, thereby completing a double.

### 1990

Mayo Junior Football Championship, an important stepping stone as we returned to intermediate and, later, senior football in Mayo.

### 2000

Mayo Intermediate and U21 Football Championships, a wonderful double.

### 2002

Mayo Intermediate Football Championship.

### 2004

Mayo Senior League Division One title.



But it is fair to say that ladies football in the club has never shown as much promise as it does now. We have teams up to minor level and huge numbers of girls playing. In our last major statement of intent, the Coaching Plan 2015 to 2020 (see link below), the club articulated a 'we believe in football for all' philosophy. The plan housed a succinct, but powerful, Key Action No. 6: "The club to set about promoting ladies football on an equal footing with men's football."

## ***WE CONTINUE TO PURSUE THAT GOAL.***

The club benefits from strong links with the local schools, including Ballinrobe Community School, St Joseph's Boys' NS, Roxboro NS and Cloonliffen NS. Their successes are our successes: their efforts complement ours, and vice versa. Like them, we are concerned with offering a healthy, enjoyable and competitive outlet to young people, and we look forward to many more years of good relationships with these institutions. Ballinrobe Community School has given us great days with nine All-Ireland men's and ladies' titles in the 1990s, and the unforgettable Croke Park victory over St Ciaran's of Ballygawley, Co. Tyrone, in the All-Ireland Senior Men's B Championship in 2017.

Flanagan Park was just the second club pitch in Co. Mayo to erect floodlights to match standard. The stand is named after Peter Browne, a stalwart of our club in years gone by.

The history of the club is also important to us. In the past year, the club has produced a number of history videos that can be viewed at the link below.. Previous club publications include 'A Century of Memories – 100 Years of Photographs of Ballinrobe'; 'A Day in the Life – Millennium Eve and Millennium Day in Ballinrobe'; and 'The Year That Was – Celebrating Our Successes in 2000'. The club is currently updating its roll of honour and current and past players and officials are invited to complete this form (see link below) to assist us with this project.

We look forward to all our members and supporters marching beneath the banner raised by this strategic plan as we set out to conquer new peaks.

Baile an Róba abú.

### **COACHING PLAN:**

[www.ballinrobegaclub.com/here-is-our-club-coaching-plan-2015-to-2020/](http://www.ballinrobegaclub.com/here-is-our-club-coaching-plan-2015-to-2020/)

### **HISTORY SERIES:**

[www.ballinrobegaclub.com/club-history-series/](http://www.ballinrobegaclub.com/club-history-series/)

### **ROLL OF HONOUR FORM:**

[www.ballinrobegaclub.com/rollofhonour/](http://www.ballinrobegaclub.com/rollofhonour/)





## METHODOLOGY

After some initial discussions within the Club Executive, it was quickly decided in 2019 that Ballinrobe GAA Club should begin the process of develop a new plan to follow on from the excellent Coaching Plan that had served it so well since 2015.

One of the first steps was to identify a Facilitator and Denise Horan, a former player with the club and county and recently returned to Ballinrobe after almost six years abroad, was approached. With no involvement in the club in any way for over a decade, her perspective was fresh and she was therefore in a position to objectively oversee the process.

The next step was to establish the five focus groups identified within the GAA's Planning Guide – Coaching and Games Development, Facilities and Development, Finance and Fundraising, Club Structures and Administration, and PR, Communications and Community. The guidance from Croke Park stipulated that the last focus group should be PR and Communications, but a desire quickly emerged within the Ballinrobe club to have a strong emphasis on the club's role in the community. Thus, it was decided that, as community would form a key part of the deliberations of this focus group, its title should reflect that and so it was called PR, Communications and Community.

### Focus Group Work

A chairperson was selected for each focus group, all of whom had experience relevant to the area they were tasked with exploring. The five focus groups were comprised as follows:

**1 COACHING AND GAMES DEVELOPMENT –**  
Colm Jennings (Chairperson), Gerry O'Malley, John Gilrane, Majella Forde, Pat Guckian and Tony Walkin.

**2 FACILITIES AND DEVELOPMENT –**  
Donal McCormack (Chairperson), David Killeen, Darren McDonnell, Davey Walsh, Des May, John Sweeney, Kevin Gilrane and Ronan Macken.

**3 FINANCE AND FUNDRAISING –**  
Paul McElarney (Chairperson), Kevin Donnellan, Davey Walsh, Aoife Gilrane and Katherine O'Loughlin.

**4 CLUB STRUCTURES AND ADMINISTRATION –**  
Declan O'Loughlin (Chairperson), Sean Murphy, Earnan Naughton, Padraic Delaney and Pat Guckian.

**5 PR, COMMUNICATIONS AND COMMUNITY –**  
Mike Finnerty and Elaine Treacy (Chairpersons), Gerry O'Malley, Claire Flannelly, Sinead Tiernan, Billy Burke and Andy Walsh.

Supporting and guiding the work of the focus groups was a steering committee, which consisted of the focus group chairpersons; the Club Plan facilitator, Denise Horan; club chairperson, John Flannelly; club secretary, Annette Conway; vice chairperson, John Sweeney; treasurer, Gerry Donnelly; PRO, Gerry O'Malley; Declan Corcoran, Liam Horan, Des May, Kevin Gilrane and Davnet McEllin.

Over an initial period of 2-3 months, the focus groups worked away on their own, carrying out research across other GAA clubs, other sporting codes, business and the voluntary sector. They spoke with hundreds of people, met with many more, paid visits to clubs to see their activities or facilities at first hand and debated ideas back and forth among themselves. They also consulted widely with other club members, past and present, drawing on their wisdom, experience and fresh ideas.

### Refinement and Consultation

When each focus group submitted its draft recommendations, the list came to over 130 in total. These were discussed at a steering committee meeting, were questioned, assessed and teased out. The focus groups set about refining their proposals on the back of this feedback, a process that repeated itself three times before a draft set of 25 recommendations was published for public consultation in November 2020. The consultation period lasted for a period of three weeks, with people having the option of studying an online version or a hard copy version of the draft and providing their feedback. Six promotional videos, explaining the process that had been followed and the intent behind the plan overall and each of the focus groups, were shared on the club's Facebook page encouraging people to read the draft and provide their comments.

Once the feedback received – just eleven contributions in total – was considered by the steering committee some further changes were made. A final steering committee meeting then took place to assess the recommendations one last time and refine them as necessary to ensure they were aspirational yet achievable, were concrete and measurable and each had clear ownership.

This document is the culmination of a lengthy and rigorous process involving approximately 50 people directly and many more indirectly.





# MISSION, VISION, VALUES

The GAA's values are the heart and soul of our Association. In every club around the world they are what binds us, what makes us unique and what attracts more and more players, members, volunteers and supporters. Ballinrobe GAA Club fully subscribes to these values and is proud to live by them in everything we do as a club.

## Mission

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

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

## Vision

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

## Values

- Community Identity
- Community is at the heart of our Association. Everything we do helps to enrich the communities we serve
- We foster a clear sense of identity and place
- Amateur Status
- We are a volunteer led organisation
- All our members play and engage in our games as amateurs
- We provide a games programme at all levels to meet the needs of all our players
- Inclusiveness
- We welcome everybody to be part of our Association
- We are anti sectarian
- We are anti racist
- Respect
- We respect each other on and off the playing fields
- We operate with integrity at all levels
- We listen and respect the views of all
- Player Welfare
- We provide the best playing experience for all our players.
- We structure our games to allow players of all abilities reach their potential
- Teamwork
- Effective teamwork on and off the field is the cornerstone of our Association
- Ní heart go cur le chéile  
(There is no strength without working together)



## COACHING & GAMES DEVELOPMENT

**OBJECTIVE:** At the end of this plan our coaching structures and player development model will be one of the best. We will have achieved excellence in coaching standards for our players in a safe and fun environment, enabling them to achieve and perform to their potential.

Recommendation	Rationale/Description	Priority	Timeline	Responsible for Implementation	Cost €
Adopt a set of core Club Values which are to be understood, promoted and embedded across all levels of the Club and among all members. As a Club we expect all of our players, coaches, mentors and parents to be guided by and follow these values. The proposed Club Values are as follows: - Respect - Humility/Team First - Teamwork - Integrity - Excellence - Courage - Never Give Up/Hard Work - Fun	Values are the core beliefs that shape the way players behave and make decisions. They provide a framework for how our players treat one another and how they treat referees and players from other clubs.	H	2022	Club Coaching Committee and PR sub-committee (to drive initially; whole club to adopt)	Approx. €1,000
Establish a Player Pathway/ Player Development roadmap to provide a structured, consistent framework to help guide coaches, managers, mentors and parents who play an active role in the development of our male and female players.	To create a consistent development approach/ pathway across all grades and age groups, underpinned by the following vision for our footballers: - They are honest, driven and have a positive attitude - They are skilful, technically proficient, and two-sided (left and right) - They are empowered, tactically aware and good decision-makers - They are strong of mind, athletic and physically fit	H	2022	Club Coaching Committee	Approx. €4,000
Put in place a programme of games for all players to ensure that all players get an adequate number of meaningful games in a fun and safe environment that promotes skills/player development.	The defining objective of Games Development is to provide the opportunity for lifelong participation and engagement in Gaelic games to as many people as possible to ensure that people 'Play to Stay with Ballinrobe GAA'.	H	2021-2025	Club Coaching Committee	Approx. €2,000
Put in place a programme that ensures every player is coached by a person qualified to the appropriate level. All coaches will receive GAA coach education qualifications and ongoing coach education will be a key element of this plan.	To support the continuous development of our coaches and ensure consistent implementation of the highest standards of coaching for our players.	H	2021-2025	Club Coaching Committee	Approx. €6,000
Strengthen links with all local primary and second level schools and provide them with support and assistance in promoting our games.	The benefits of a functioning club/school link extend to our club (increased participation levels), the schools (promoting exercise/more active healthier students), and the kids (extra coaching and having fun during school).	H	2021-2025	Club Coaching Committee	Approx. €1,000



## FACILITIES & DEVELOPMENT

**OBJECTIVE:** In five years' time Ballinrobe GAA Club will have - or will be in the process of developing - modern, spacious, high-quality playing facilities that meet the needs of our player population and match the ambition level of our club.

Recommendation	Rationale/Description	Priority	Timeline	Responsible for Implementation	Cost €
Complete the purchase and progress the development of a new 4.2-acre site adjacent to Flanagan Park for the purpose of creating a new full-sized pitch and perimeter fence. Make this our top development and fundraising priority for the duration of this plan.	To create sufficient high-quality playing facilities to meet the needs of our ever-expanding player population (children and adults), both for matches and for training purposes.	H	2021-2025	Club Executive	€300-400k (TBC based on spec. etc)
Explore options for the development of a modern, new clubhouse facility at Flanagan Park, including a gym, reception facilities, equipment and storage areas, meeting rooms etc. Side by side with this, monitor the existing dressing room facilities on an ongoing basis and upgrade/expand if necessary.	Our top priority is the provision of adequate, high-quality playing facilities, while also exploring the most suitable and cost-effective options for developing important associated facilities for players, members and visitors.	H	2021-2025	Club Executive	TBC as required
Upgrade the existing floodlighting at Flanagan Park in most cost-effective way over lifetime of the plan.	At present a large number of lighting outlets are faulty or not in working order and and therefore unusable or inadequate.	M	2021-2023	Club Executive	€18,000 approx.



End of Season Presentations 2019



## FINANCE & FUNDRAISING

**OBJECTIVE:** We will modernise our financial processes, fundraising methods and offerings to members and sponsors, utilising technology wherever possible to aid efficiency and manage costs.

Recommendation	Rationale/Description	Priority	Timeline	Responsible for Implementation	Cost €
Establish a fundraising committee, with the right blend of people, to organise fundraising events and explore other options to finance the club, and to support the Treasurer in his/her role.	In addition to managing the day-to-day finances of the Club, dedicated fundraising initiatives are also required, in addition to long-term financial planning, completion of funding applications etc, all of which is too much for a single club officer to manage alone.	H	2022	Club Executive	Nil
Create a new membership package that includes more options and benefits for existing members while simultaneously incentivising new members to join.	Expectations of members (of all clubs) are now higher and competitive to attract and retain them is greater than ever; therefore they need to be nurtured and offered more benefits. The process for managing membership also needs to be more streamlined and efficient.	H	2022	To be explored by Finance Committee and approved by Club Executive	Nil
Create a new sponsorship package that establishes mutually beneficial relationships with local businesses (aligned with our Club Values) and includes more options and benefits for participating businesses.	Demands on businesses for sponsorship are greater than ever and budgets are smaller, so clear benefits need to be offered and relationships nurtured.	H	Explore in 2021 and implement from 2022 onwards	Club Executive	Nil
Create and maintain an awareness of modern technology that can assist in planning, managing and decision-making in relation to club finances.	This will help make the club's financial management more efficient and effective.	H	2021-2025	All club members (and potentially non-members)	Nil
Explore options for the use of an app, which can meet the finance, registration and communications needs of the club in the most efficient and effective way.	Using a suitable app would offer the following benefits: - GDPR, giving protection to club officials and members - Ease of use and time-saving for playing 50:50 and paying for membership - More efficient use of officials' time at registration - Reduced printing of registration forms - Enable better communication with all club members	H	2022	Finance and Fundraising Committee and PR Committee	"- Set-up fee €440 - Lotto 10% transactional fee - Membership Fees 3.9% + 37 cents transactional fees"





## CLUB STRUCTURES & ADMINISTRATION

**OBJECTIVE:** We will put in place - and continue to evolve - the structures to meet the continued growth in player numbers, ensuring efficiency, optimisation of skills and expertise and a balanced distribution of workload.

Recommendation	Rationale/Description	Priority	Timeline	Responsible for Implementation	Cost €
Ensure volunteers feel valued, are not overworked and have their efforts recognised, regardless of how much time they contribute.	The GAA has produced a document "Volunteer Recruitment Toolkit" that outlines the best practice in this area. This will ensure we meet the minimum standards set out in it and, more importantly, make our volunteers feel like valuable members of our club.	H	2021-2025	Volunteer Recruitment Officer and Social Committee	Nil
Implement a new simplified club structure, aimed at maximising the use of volunteers and their time and providing the supports required for coaching excellence and facilities. The club will essentially be organised around three main areas: - Administration and financing of the club - Management of coaching and facilities - Day to day operations – coaching and players	This simplified organisation aims to create a club structure that allows each area to focus on its function and co-ordinate with other areas that have the skills in their area.	H	2022 for full implementation, with groundwork done in 2021	Club Executive	Nil
Include in club constitution a recommendation for duration of Chairperson, Vice Chairperson, Secretary and Treasurer roles, including a maximum duration beyond which the same person cannot serve.	Makes it easier to attract new people to these roles if they know it's for a fixed term. Allows fresh ideas and approaches to be introduced on a regular basis. Allows for better succession planning.	H	2022	Club Executive	Nil
Develop a clear set of roles and responsibilities for all officer and named volunteer positions within the club and provide these to the selected/elected people in advance of taking on the role.	To avoid duplication of work, to ensure people know exactly what they are taking on when they start and what time commitment it will involve, and to ensure a more even distribution of work among club officers and volunteers.	H	2022	Club Executive (at AGM) for officer roles and Volunteer Recruitment Officer for volunteer roles.	Nil



## PR, COMMUNICATIONS & COMMUNITY

**OBJECTIVE:** We will create - and continuously update in line with best practice and new technology - communication channels and content that showcase the activities, achievements and developments in our club in a timely, professional and inclusive way, whilst also finding creative new ways to contribute positively to our community.

Recommendation	Rationale/Description	Priority	Timeline	Responsible for Implementation	Cost €
Build a comprehensive PR strategy for the club that amplifies the club's activities and values and reflects our role as an organisation that contributes positively to community life.	To ensure we communicate with all members and non-members of our community (as well as external stakeholders such as the media) on a regular basis and in a timely and meaningful way, utilising as many different platforms as possible to meet people's needs.	H	2022	PR sub-committee	TBC
Develop an activation plan to bring our Club Values to life in real and meaningful ways across all communications platforms and social channels.	Starting with a competition in all local schools, come up with a series of videos, stories/pictures to bring our Values to life. Highlighting how our values serve not only the GAA, but the wider community, to be used as the starting point.	M	2022	PR sub-committee	Nil
Encourage the fun use of Irish, which is at the heart of the GAA, within the club and explore the possibility of re-igniting the Club's participation in Scór events.	Building the Irish language into the Club in social and fun ways may help to normalise it and increase its usage among members of all ages.	M	2022	Oifeagach na Gaeilge	Nil
Establish a Public Relations sub-committee (to be chaired by the Club PRO and approved by the Executive) with members that have expertise in the various modes of communication.	Share the workload of communicating with the membership and community on the various platforms in use by Ballinrobe GAA Club.	H	2022	PRO	Nil
Appoint a Club History Co-ordinator to collate and maintain the club's history in terms of cuttings, info and photos.	To ensure that the club's history is protected and guarded, and to create content for our membership to read and appreciate, including an archive section on the club webpage.	M	2022	PRO/PR sub-committee	Nil
Set up a social committee - aligned with the PR Committee - to organise and oversee social, cultural and educational events.	To create a greater social and community dimension to the club by offering a wide-ranging mix of events and activities in which members of all ages can participate.	H	2022-2025*	PR sub-committee	Nil
Make our club welcome to and inclusive of all members of our community, regardless of age, race, religion, nationality, ability etc, and actively seek opportunities to bring this inclusiveness to life.	Show through our actions that everyone from our community is welcome in Ballinrobe GAA Club and can make a valuable contribution.	H	2021-2025	Club Executive	Nil



# IMPLEMENTATION OF THE CLUB PLAN

The plan is intended to be a living document, not one that sits on a shelf (either virtual or real) gathering dust. If it needs to be adjusted and adapted, it will be.

The success of the plan will depend on the effectiveness of the implementation process. To achieve this, the following implementation approach has been agreed:

Implementation of the plan will ultimately be the responsibility of the Club Executive.

Each year of the five-year plan, someone will be appointed as the Implementation Lead. The role of this individual will be to work with the owners of the various recommendations to check on progress on their implementation, to adjust priorities

if necessary and to report back to the Club Executive one a quarter.

Towards the end of each year, a dedicated meeting will take place to review how the club performed in implementing the priority actions that were targeted for that year and to identify the priorities for the following year. In same case, specific years have already been identified for implementation of certain actions, but these may need to be adjusted for various reasons.

If you have any suggestions or ideas in relation to the implementation of any of the plan's recommendations, or would like to be involved in its implementation, please contact the club secretary at [secretary.ballinrobe.mayo@gaa.ie](mailto:secretary.ballinrobe.mayo@gaa.ie).







**KEEP UP TO DATE ON ALL CLUB ACTIVITIES VIA:**



[www.ballinrobegaclub.com](http://www.ballinrobegaclub.com)



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