

# WEXFORD GAA STRATEGIC PLAN 2021-25



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# RÉAMHRÁ

**Is mór an pribhléid dom an plean straitéiseach seo a chur os cómhair muintir Chumann Lúthchleas Gael Loch Garman. Plean an-thábhachtach é seo i gcomhair na blianta atá le teacht agus gabhaim buíochas le gach duine a bhí páirteach, in aon slí, beag nó mór.**

Wexford GAA aims to be the lead sporting organisation in promoting core community values as well as the physical, mental and social wellbeing of our county. We are committed to using our profile to create future leaders in sport, community and business life by engaging, educating, and connecting with the population of Wexford and particularly hard to reach target audiences, including young people, those new to our county, minority groups and those with special needs. In recent years, we have established new and innovative programmes such as Hurling 365, Post Primary Athletic Development Programme and our Wellness week. None of these programmes would be possible without the army of volunteers in clubs and schools who give their time freely. Wexford GAA is avowedly amateur and its sustainability is dependent on a huge voluntary input. Volunteerism built the GAA and without it the GAA cannot survive or thrive.

This plan will be the most ambitious plan ever launched in the history of Wexford GAA. The groundwork has been laid in the last four years through honest endeavor and leadership. We are now in a position where we can confidently set out our vision for the decade ahead across a number of areas and covering a broad spectrum including:

- *A player development pathway which provides opportunities for skill development and encourages participation and retention.*
- *A €5 million infrastructure plan to finish our Centre of Excellence, upgrade Chadwicks Wexford Park and develop a 4G Floodlit all weather pitch in Wexford town which will be available for use by clubs, schools and county teams.*
- *A performance platform that will ensure our teams fulfill their potential and facilitate our county teams towards achieving the ultimate prize.*
- *An inclusion programme will see VIP (Very Important Player) coaching clinics which offer a quality sporting experience to children with autism and special needs in Wexford who may find it difficult to successfully participate in mainstream sports.*
- *A Well Being programme which will reach 5,000 pupils per year.*

As we exit the most challenging year in our history, thankfully, there are signs of hope and optimism that we will overcome the pandemic horror in the near future. The plague which has gripped the world in 2020/21 has given us all a greater perspective of what is truly important in life. It has also shown how the GAA plays such an important role in Irish society. Our clubs are at the core of every community and have served these communities when the need was greatest. Our games are important to the well-being of young and old and our county teams offer a sense of hope and pride with the highs of success and lows of defeat. Wexford GAA is conscious that we can play a role in brightening the days ahead and we are committed to doing so.

Ar aghaidh linn le chéile.

Micheál O Mairtín  
Cathairleach CLG Loch Garman



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# WEXFORD GAA STRATEGIC PLAN 2021-25

AR AGHAIDH LINN LE CHÉILE

# OUR MISSION

## PARTICIPATION, DEVELOPMENT, RETENTION

We are a community-based volunteer organisation promoting Gaelic games, Gaelic culture and lifelong participation. We are dedicated to ensuring that our games and values 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 for all. We actively seek to engage with and include all members of our society, promote individual development and well-being, and strive to enable our members reach their full potential in their chosen roles within the Association.

# OUR VISION

Our vision is that everyone will be welcome to participate fully in our games and culture, that they thrive and develop their potential, and be inspired to keep a lifelong engagement with our Association.

# OUR VALUES

## COMMUNITY IDENTITY

- Community is at the heart of the Association.
- Everything we do helps to enrich the Community we serve.
- We foster a clear sense of identity and place. We are proud of The Wexford Way.
- We support our members in contributing to the well-being of their respective communities and county as a whole.

## AMATEUR STATUS

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

## INCLUSIVENESS

- We welcome everyone to be part of our Association and to support our Mission and Vision.
- We go the extra mile to support the needs of all our members.
- We respect each other both on and off the playing fields.
- We operate with integrity at all levels.
- We listen and respect the views of all. We actively discourage bullying or discrimination of any kind.

## PLAYER WELFARE

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

## PLAYER WELFARE

- The cornerstone of our Association is effective teamwork on and off the field.

*Ní neart go cur le chéile.*

# TARGET AREAS

## THEME 1:

COACHING AND PLAYER DEVELOPMENT  
- PARTICIPATION  
- HIGH PERFORMANCE

## THEME 2:

WEXFORD GAA INFRASTRUCTURE

## THEME 3:

FINANCE AND FUNDRAISING

## THEME 4:

GAMES PROGRAMME AND REFEREEING

## THEME 5:

CULTURE, COMMUNITY & CLUB  
DEVELOPMENT

## THEME 6:

HEALTH, WELL BEING AND INCLUSION

## THEME 7:

PR AND COMMUNICATIONS



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# THEME 1

## COACHING & PLAYER DEVELOPMENT

### GOAL

To improve participation and performance across all age grades and levels of our games

In 2017, a meeting was held with GAA officials in Croke Park to outline the challenges facing the county in terms of worrying participation numbers in the playing of our games, especially in urban areas.

This meeting secured our place as part of The East Leinster Scheme and the production of a 2020 Vision to increase our playing numbers was submitted. Significant progress has been made over the last year in achieving the targets set out in this plan. There has been a 200% increase in player participation numbers under the age of 9 since the beginning of our plan. The staff structure has changed with ten additional coaches secured via funding through Croke Park, Leinster Council and our fundraising initiatives.

The Games Promotion Officer (GPO) Model is similar to that adopted by Dublin GAA fifteen years ago whereby full-time coaches are allocated clubs. Wexford GAA has set the following objectives for the programme:

- Ensure that skill development, fun, participation and retention are a central part of their clubs coaching ethos from nursery to U 17 leading to lifelong participation in Gaelic games.
- Recruit and upskill (through mentoring, community of practice) volunteers to assigned club to ensure a self-sufficient structure in each club by 2025.
- Create a relationship with primary schools through implementation of Hurling 365.
- Ensure that assigned club field teams at Under 8,9,10,11 and participate in Inter Club Blitz Programme.
- Coordinate programmes to attract families of non-Irish nationalities.
- Organise, promote and quality assure Easter and Summer camps in assigned areas.
- Coordinate Summer Street Leagues with an emphasis on skill development.

In January 2021, we have twenty-five clubs availing of Games Promotion Officers. We will continue to increase our coaching team and invest in quality coaching for clubs, schools and county teams.



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# THEME 1

## GOAL

To improve participation and performance across all age grades and levels of our games

### POST PRIMARY SCHOOLS AND ATHLETIC DEVELOPMENT

One of the glaring inadequacies of our programme in the last ten years has been the physical conditioning of our players. Although a programme existed, it was poorly coordinated and players often participated in an athletic development programme at night time having played with their school earlier that day. We have produced a Wexford GAA Athletic Development Programme and have met the ten main Post Primary schools with an agreement in principle that Wexford GAA will fund the Athletic Development training of the players on all school teams. This will broaden the number of players receiving expert training and will reduce the burden on elite players.

### DEVELOPMENT SQUADS AND ELITE PLAYERS

In August 2017, an extensive review took place of our approach to developing elite players. A targeted recruitment programme for mentors was undertaken. This has led to a much-improved structure and feedback from all involved has been very positive. As a unique dual county, we must continue to examine how best to manage the load for players who are required to play in a dual code environment for club, school and county and a High Performance and Sports Science Steering Group will be appointed to do this. The overall remit of this group is to generate a framework for the delivery of sports science in Wexford GAA.

### PLAYING ARRANGEMENTS AND CLUB FIXTURES TO ADDRESS THE ISSUE OF PLAYING STANDARDS AND DROP OUT

A review was held in the autumn 2017 with a view to implementing changes to fixtures across all levels. Changes were adopted at underage which saw age grades change to Under 11,13,15,17 and 20. A new group will be established to monitor the success of these changes and to conduct a root and branch review of our club underage competitions to ensure the best possible structure in enabling young players to thrive. It is worth noting that our youth forum highlighted a lack of playing opportunities as a key factor in drop out.

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## Look Back at 2017 - 2019

### 2017 Stats

 Total County Population  
(5-18 Year Olds)  
**15,851**

Total Participation rate:  
**42%**

Urban Population  
**4,932**  
(5-18 Year Olds)

 Urban Participation rate:  
**21.6%**

# THEME 1

## GOAL

To improve participation and performance across all age grades and levels of our games

ACTION	OUTCOME	LED BY	COMPLETION DATE
<i>Catering for all our Players: A Root and Branch Review of all Underage Activities.</i>	Develop a Wexford Specific games programme which puts player development and the skill of the game at its core.	Coaching Officer and Coiste na Nóg Chair	Q4 2021
	A Skill Development pathway to be created and published with benchmarks for coaches and children.	CGDM	Q1 2021
<i>Catering for our Best Players</i>	We will publish our Wexford GAA Player Development Philosophy.	CGDM	Quarter 1 2021 and Annually.
	Further develop our Hubs Support within Post Primary Schools in tandem to district and county squads to expand depth of talent county wide.  Develop The Wexford Way Performance Plan.	High Performance and Sports Science Committee	Q3 2021
<i>GPO Scheme</i>	Expand our GPO Scheme to cater for 75% of clubs	Coaching Officer & CGDM	Q1 2023
<i>Nursery Programme</i>	Best Practice Nursery Programme in all Clubs to achieve 100% participation with minimum target of 1000 new under 9 players each year for period of Strategic Plan.	Coaching Officer and CGDM	20 clubs in 2021 30 clubs in 2022 All clubs in 2023
<i>Coach Education</i>	Delivery of club based Level 1 Coaches in all Clubs at target of 8-10 Coaches per Club. Programme of coaching workshops to be organised. Support expertise to Club Coaches on ratio of 6 Clubs to 1 supporting Coach	CGDM	Ongoing
<i>Athletic Development Programme</i>	Integrated Athletic Development Programmes – All Post Primary & Inter-County programmes are integrated and complimentary.  In conjunction with IT Carlow, we will identify postgraduate students to co-ordinate Athletic Development for u20 and u17 teams and liaise with coaching staff on programmes for development squads.	High Performance Steering Group	Q 3 2021
<i>Child Safeguarding</i>	We will implement at all levels both the GAA's 'Code of Behaviour' (underage) and 'Maintaining Appropriate Levels of Behaviour in our work with Children and Young People'.  In conjunction with the GAA National Children's Office, we will comply with the Children First Act 2015 by ensuring that we carry out Child Safeguarding Risk Assessments and displaying Child Safeguarding Statements at both Club and County level.	Children's Officer	Ongoing



# THEME 1

## GOAL

To improve participation and performance across all age grades and levels of our games



### FOOTBALL PERFORMANCE TARGETS

- We will be consistently competitive at minor level while ensuring the emphasis is on holistic player development.
- We will be in the top 4 in the province on an annual basis at U20 from 2025.
- We will be a top tier football county from 2025 competing in Division 2 or higher of the National Football League annually

### HURLING PERFORMANCE TARGETS

- We will be consistently competitive at minor level while ensuring the emphasis is on holistic player development.
- We will be in top 2 in the province on an annual basis at U20 level from 2023
- We will consistently challenge for top honours every year from 2021 to 2025.

A specific plan has been developed to help us reach these targets to be shared with relevant stakeholders.



# THEME 2

## WEXFORD GAA GOAL INFRASTRUCTURE

To provide first class facilities for our players and supporters

**Wexford GAA's infrastructure has been hugely developed over the past half-century, virtually all of it funded through local GAA community endeavour. All our Clubs now own fit-for-purpose pitches, all have changing facilities, many have two pitches, walking tracks and six have match-quality floodlit provision.**

Major GAA fixtures in Wexford are a very important part of our games and contribute significantly to the local economy. Chadwicks Wexford Park remains a major asset but requires development to enhance player and spectator experience.

Wexford GAA are disadvantaged by not having access to a third level campus with high level GAA facilities similar to many of our competitors. The development of a floodlit all-weather pitch in our county town is a priority to ensure that we can grow our participation numbers and assist with fixture planning during times of inclement weather. Finally, our Centre of Excellence project continues to fulfil its planned role of helping drive Gaelic games at all levels. However, it is now a requirement to upgrade the facility to future proof it to the highest level.

The specifications of the required infrastructure will cost €5,000,000 and it will necessitate a major fundraising drive to ensure we bring our facilities to meet the expectations of our members and supporters.



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# THEME 2

## GOAL

To provide first class facilities for our players and supporters

### WEXFORD GAA CENTRE OF EXCELLENCE AND INCLUSION

In 2021, we will commence Phase 2 of the development. Phase 2 & 3 scope of works as follows:

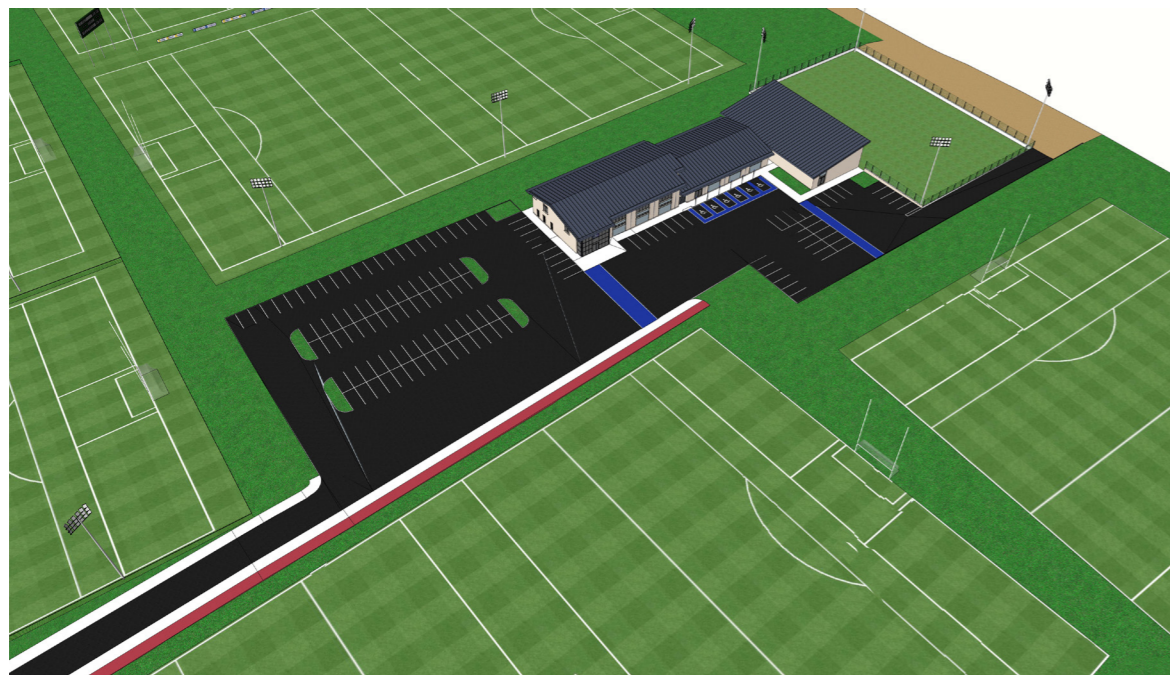
- *Development of Entrance off N11 (Phase 2)*
- *Development of additional Car Park (Phase 3)*
- *Development of Pitch 5 (with spectator area) and additional training area. (Phase 2)*
- *Completion of High-Performance Gymnasium (Phase 3)*
- *Development of additional dressing rooms (Phase 3)*
- *Development of sensory garden for our inclusion project (Phase 2)*

#### PROPOSED COMPLETION DATE:

- *Phase 2 Q 3 2022*
- *Phase 3 Q 1 2025*

#### TOTAL PROJECTED COST:

€2,800,000



# THEME 2

## GOAL

To provide first class facilities for our players and supporters



### CHADWICKS WEXFORD PARK

- Upgrade of Chadwicks Wexford Park playing surface to reflect current intercounty standards
- Refurbishment of Dressing Rooms including referee changing area
- Redesign of Internal Office layout
- Installation of Floodlights (Subject to Planning and Available funding)
- Refurbishment of Terrace area and toilets
- Press Box Refurbishment

#### PROPOSED COMPLETION DATE:

- Q4 2023

#### TOTAL PROJECTED COST:

€1,270,000

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# THEME 2

## GOAL

To provide first class facilities for our players and supporters

### DEVELOPMENT OF 4G PITCH

In partnership with an educational partner, Wexford GAA aims to construct a floodlit 4G GAA Pitch in Wexford Town. This pitch will be accessible & playable 12 months of the year and will further enhance the development of GAA within the county.

#### PROPOSED COMPLETION DATE:

- Q3 2023



### ST. PATRICK'S PARK UPGRADE

- *Floodlighting Upgrade*
- *Dressing room and Toilet refurbishment*

#### PROPOSED COMPLETION DATE:

- Q 3 2025

#### TOTAL PROJECTED COST:

€70,000



# THEME 3

## FINANCE & FUNDRAISING

### GOAL

We work with our commercial partners in a professional way and continue to invest in developing our games.

We will ensure that we have appropriate financial controls in each unit, always get value for money, protect our assets, have the appropriate resources to achieve our aims, have clear lines of responsibility and accountability throughout the Association integrated with the role of the County Treasurer and other Officers..

ACTION	OUTCOME	LED BY	COMPLETION DATE
<i>A County Audit and Risk Committee to be established with an independent chairperson to support the County Treasurer and the County Management Committee in all financial matters.</i>	<p>Chair will provide a report on the committee's activities and observations to the County Executive at least once in every quarter.</p> <p>The Chair will also provide an annual report to the GAA's Financial Management Committee, and will report any significant concerns, as soon as the Audit and Risk Committee becomes aware of issues to be dealt with</p>	Co-Executive	Q1 1 2021 and ongoing
<i>Commercial Steering Group</i>	<p>Provide commercial and strategic advice to the Management Committee as an appointed sub-committee of the Management Committee.</p> <p>The County Secretary and Commerical Manager will meet with group every fortnight with updates provided to the Management Committee.</p>	Commercial Steering Group	Ongoing
<i>Cairde Loch Garman</i>	<p>A Fundraising plan will be launched to outline how to maximise income to cover our investment in coaching and physical development.</p> <p>Produce an annual calendar of fundraising events and programmes.</p> <p>Provide value to members through benefits to encourage renewal.</p> <p>Annual Open Day with Senior Panels in CWP prior to Championship. Recruit new committee members to Cairde Loch Garman.</p>	Cairde Loch Garman	Q3 2021
<i>Best Practice</i>	Annually review governance standards and recommendations from National Finance Committee with regard to Financial Governance.	Audit and Risk Committee	Q1 2021 and ongoing
<i>Connect with the Wexford Diaspora</i>	<p>Grow our USA Friends of Wexford GAA group to over 100 people and extend our patronage scheme to 20 members.</p> <p>Introduce an Overseas Friends of Wexford of GAA.</p>	Commercial Steering Committee	<p>Q2 2022</p> <p>Q4 2022</p>

# THEME 4

## GAMES PROGRAMME & REFEREEING

### GOAL

To ensure all units at all levels provide a coordinated programme of meaningful games for players, appropriate to their needs and abilities. All games are regulated so that players experience fair play and can take part in well planned and scheduled games as part of a balanced lifestyle.

#### RESPONSIBILITY

The County Fixture Analysts will be responsible for reporting on the actions below in conjunction with relevant sub-committees.

#### SUB COMMITTEES:

CCC and RAC

ACTION	OUTCOME	LED BY	COMPLETION DATE
A Fixtures Plan to be agreed and circulated to clubs to best suit our county's dual approach.	Plan adopted and a 100% compliance with fixtures schedule achieved annually.  Club forum to be held to ascertain how best to utilise the windows created in a "Split Season".	CCC and Fixtures Analyst	Q4 2021 Q3 2021
Review of Underage Games Programme	A full review of the underage games programme to be conducted with recommendations implemented for 2022.	Coiste CCC and Review Committee	Q4 2021
Referee Development and Respect Initiative	The recommendations, across the following headings, of the Wexford GAA Referee Development Plan 2019 to 2023 to be implemented 1. Referee Grading 2. Referee Fitness & Training 3. Referee Assessment 4. Structures & Branding  The recommendations in full are included as an appendix to this document.  We will fully adopt the Respect Initiative and will adopt a zero-tolerance approach to abuse of referees at any level.	Referee Administration Committee	Commence Q1 2021  Q2 2021

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# THEME 5

## CULTURE, COMMUNITY & CLUB DEVELOPMENT

### GOAL

We aim to attract and retain active players, members and volunteers from all communities in our society. The GAA continues to be recognised as the leading organisation in the county for providing voluntary activity and events for families and communities.

#### RESPONSIBILITY

Coiste Cultúr agus Teanga Contae (County Culture and Language).

#### REPORTING OFFICER:

Oifigeach Cultúr agus Teanga

#### OVERVIEW OF DEMOGRAPHIC CHALLENGES:

The work of our Games Promotion Officers in one year has seen a 40% increase in the number of children under the age of eight participating with designated clubs. Although hugely positive, we recognise that some clubs (urban and rural) have structural and demographic problems that need to be addressed. Therefore, a Demographics Committee will be established in January 2021 with a view to reviewing the changing face of the population shift within our county and how best Wexford GAA can cater for this.

ACTION	OUTCOME	LED BY	COMPLETION DATE
<i>Club Development Plans in place.</i>	Ten clubs per year will actively participate in the Club planning scheme to produce a simple five-year action plan.	Officer Training Committee	All clubs with plans in place by 2025.
<i>Officer Training Programme</i>	There will be online training in place for key officers in all clubs. This forum will facilitate information sharing between key officers.	Officer Training Committee	Q1 2021 and Annual Workshops.
<i>One Club Model and Integration</i>	We will complete an audit of clubs who have adopted the One Club Model and set out examples of best practice with the aim to increase the number of clubs using this model by 25% in three years.  We will hold two formal meetings per year with our sister associations to formulate policy on a shared vision for Gaelic games.	Management Committee/County Board Secretary  County Board Chairperson	Q4 2021  Commence Q2 2021
<i>Promotion of Irish culture and language</i>	Liaise with other language and cultural groups within the county to put GAA at the forefront of any activities which take place.  Provide Irish language scholarships to 20 second level students every year.  Provide a service/input for County Publications/Programmes and Medals and Trophies.  One Initiative in place to promote Irish Culture and language per year.	Oifigeach Cultúr agus Teanga	Q1 2021.  Ongoing.  Q4 2021 and Annually.
<i>Club &amp; Culture</i>	Updated list of Club Cultural Officers in place.  Support Scór Sinsear & Sóisear and the rollout of primary school participation in specific Scór competitions  Develop plan for GAA archive/museum	Oifigeach Cultúr agus Teanga	Q1 2021.  Ongoing  Q4 2021
<i>Demographics Taskforce</i>	Undertake a review of the challenges faced by rural de-population.  Produce an action plan to address challenges of rural de-population.	Taskforce to report to Management	Q4 2021





# THEME 6

## GOAL

Wexford GAA aims to be the lead sporting organisation in promoting core community values as well as the physical, mental and social wellbeing of our county.

### THE WEXFORD GAA VIP PROGRAMME (VERY IMPORTANT PLAYER)

ACTION	OUTCOME	LED BY	COMPLETION DATE
<i>Employment-Based Postgraduate PhD students to lead programme in conjunction with IT Carlow.</i>	These people will lead the programme and coordinate all activities. Our research student will be programme based for three days per week and office based for two days. The evaluation study will ensure that the programme is modified to best meet the needs of all participants.	Report to CGDM	September 2021
<i>Train fourteen full time staff to deliver the tailored foundation course to include a GAA Inclusive Module.</i>	These tutors will deliver the training program to all volunteers as well as deliver the program in schools and communities.	Well Being Coordinator	N/A
<i>Train twenty volunteers comprised of interns from Georgia State University, IT Carlow and club volunteers.</i>	These coaches will deliver the summer 2022 VIP Coaching Clinics.	CGDM	January 2022
<i>Train forty teachers per year from schools with ASD special class.</i>	These teachers will work with our full-time staff to deliver the in-school programme and will develop confidence to deliver the programme within a school setting to ensure sustainability.	CGDM	February 2022
<i>Train parents of children who will participate in the club program.</i>	These parents will assist in the delivery of the club programme and will be upskilled to work with children in a home setting.	CGDM	March 2022
<i>Train club volunteers following a mapping exercise to assess the needs of clubs.</i>	These coaches will assist in the delivery of the VIP coaching clinics and will lead the club programme in their respective clubs.	CGDM	March 2022
<i>Development of Sensory Garden and Sensory Pod in Wexford GAA Centre of Excellence.</i>	Sensory Garden and Sensory Pod in Wexford GAA Centre of Excellence to ensure our inclusion project	Development Officer	March 2022

# THEME 6

## GOAL

Wexford GAA aims to be the lead sporting organisation in promoting core community values as well as the physical, mental and social wellbeing of our county.

### WELLNESS:

In 2019, we introduced the Wexford Wellness Programme in partnership with McCauley's Health and Beauty. This programme aims to promote physical, social and emotional well-being of young and old.

Wexford GAA have been a pilot county for the Going Well programme in conjunction with Wexford Waterford Education Training Board since 2018. This is a Junior Cycle Well Being Programme devised to counter emerging youth issues such as anxiety and depression. The programme received favourable feedback at our youth forum.

ACTION	OUTCOME	LED BY	COMPLETION DATE
<i>Going Well Programme</i>	Going Well Programme to be delivered in all WWETB schools.	Health and Well Being Officer	2021 and ongoing.
	Super Games Programme to be delivered within the county. A Inter County South East Hub to be established with Waterford, Kilkenny and Carlow.	CGDM	Q3 2022
<i>Wellness Programme</i>	Expand our Wellness Programme to one month of activities catering for all age groups.	Health & Well Being Officer CGDM	Annually in May from 2021
<i>FIT (Fans in Training Programme)</i>	The Wexford GAA FIT programme is a healthy living programme, which is carefully designed to appeal to both men and women. FIT will be delivered by Wexford GAA Athletic Development team, in conjunction with our wellness sponsor, to groups who wish to improve their lifestyle. It will involve 12 weekly sessions to learn useful skills and techniques to help them improve their levels of physical activity and diet.	Health & Well Being Officer CGDM	March to May annually from 2022.
<i>Healthy Club Initiative</i>	Continue to roll out and develop the Healthy Clubs Programme.	Health & Well Being Committee	Q2 2022
	Pilot a GAA based "Men's shed" Project in Co Wexford.		

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HEALTH AND BEAUTY PHARMACY  
PROUD SPONSORS  
WEXFORD GAA  
WELLNESS  
PROGRAMME



# THEME 7

## PUBLIC RELATIONS & COMMUNICATIONS

### GOAL

We communicate effectively with our members, officers and the community at large. This gives us a strong sense of common ownership, individual responsibility and a sense of pride. Communication is everyone's responsibility. We use the latest technology to communicate quickly and efficiently with our

#### RESPONSIBILITY

The PR & Marketing Committee will be responsible for the actions below in conjunction with the sub committees of the IT Strategy Committee..

#### REPORTING OFFICER:

PRO

ACTION	OUTCOME	LED BY	COMPLETION DATE
<i>Build Relationships with our media outlets</i>	Hold an annual meeting to be held with local media outlets to ensure an excellent relationship and working partnership	Co Chairman	Q2 2021
<i>Fixtures &amp; Information Directory published.</i>	Information Directory to be published online each Jan/Feb.	PRO	Annually
<i>Website &amp; Streaming</i>	Wexford GAA TV to provide international coverage of knock-out stages of club championships annually.  Website to be upgraded	IT Committee	Annually
<i>Family inclusion activities.</i>	Caride Loch Garman Inclusion Day to be included as part of Wellness week.	PR Committee	Sponsor and VIP arrangements
<i>Media communication and arrangements</i>	Upgrade of Wheelchair Facilities, Press Area and Event Control room in CWP.  Streamline communications to relevant club officers to reduce burden on club secretaries.  Monthly Updates from CWP to all club officers.	PRO	Annually
<i>Event promotion and management.</i>	Improve Match Day experience of those under the age of 12 with promotions, etc.	PRO	Annually
<i>Social Media strategy</i>	Develop and roll out a social media strategy following consultation with stakeholders.	PR Committee	Q3 2021
<i>Recognise achievements of the past</i>	Celebrate significant Wexford GAA achievements of the past including 1996 All-Ireland victory.	Management Committee	Q2 2021

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## PLAN IMPLEMENTATION & GOVERNANCE OF WEXFORD GAA

Top quality governance is vital to the well-being of Wexford GAA. The County's GAA affairs are a very significant undertaking, requiring both a massive and growing volunteer input and huge financial investment. Central to the survival, let alone the well-being and growth, of Wexford GAA has to be the recruitment, retention and cherishing of GAA volunteers at all levels.



ACTION	OUTCOME	LED BY	COMPLETION DATE
<i>Plan Implementation Report</i>	The implementation of the plan will be on the agenda of all co board meetings and management meetings with a progress report on two themes per meeting. Officers will reference their relevant actions in their convention report on an annual basis.	Co Chairperson	Ongoing
<i>Review of County Committee and Sub Committee Structure.</i>	The committee structure of county board will fully reflect best practice and will maximise talents within the county. Sub committees will have clear terms of reference and will circulate minutes of meetings to ensure synergy between each group. There will be an open call to recruit volunteers to county committees. Staggered term limits will ensure a regular infusion of new talent on all committees.	Co Chair and Secretary	Q3 2021
<i>Officer and Staff Structure</i>	Terms of Reference and 'Job Descriptions' (using national GAA templates where available) to be drafted and circulated for all Committees, staff and Officer posts. Liaise with HR in Croke Park to put in place a staffing structure that reflects Wexford GAA's needs and best practice.	Management Committee and Croke Park/Leinster Council	Q2 2021
<i>Volunteer Recruitment: Develop a 'Grow our Wexford Gaelic Games Volunteers' strategy.</i>	<p>Elected officers identifying and inviting specific people to fill specific roles/bring specific skills</p> <p>Using time limits to avoid burn-out/tiredness</p> <p>Acceptance and promotion of Officer turnover at all levels</p> <p>Constant support for volunteers via training, etc.</p> <p>Public acknowledgement and celebration of volunteering</p>	Management Committee	Q2 2021

# APPENDIX 1

## CONSULTATION PROCESS:

Consultation commenced with a public online survey which was communicated to all clubs to promote amongst their members, and using the county board's own social media platforms to engage with supporters and stakeholders. The survey asked participants to outline their current participation and interactions with Wexford GAA and their club, and to rate how they felt Wexford GAA was performing across a number of areas. Participants were also asked to rank the areas they felt were priorities for their club and the county over the duration of the plan. Written submissions were also invited.

A Youth Consultation event took place in early 2020 led by committee member Muireann Nic Corcáin and supported by Wexford GAA staff inviting 4th and 5th year pupils from a number of secondary schools around the county. The students provided feedback on the benefits and challenges they see from their GAA involvement at school, club and county level and how they would like to see Wexford GAA grow to their benefit in the coming years.

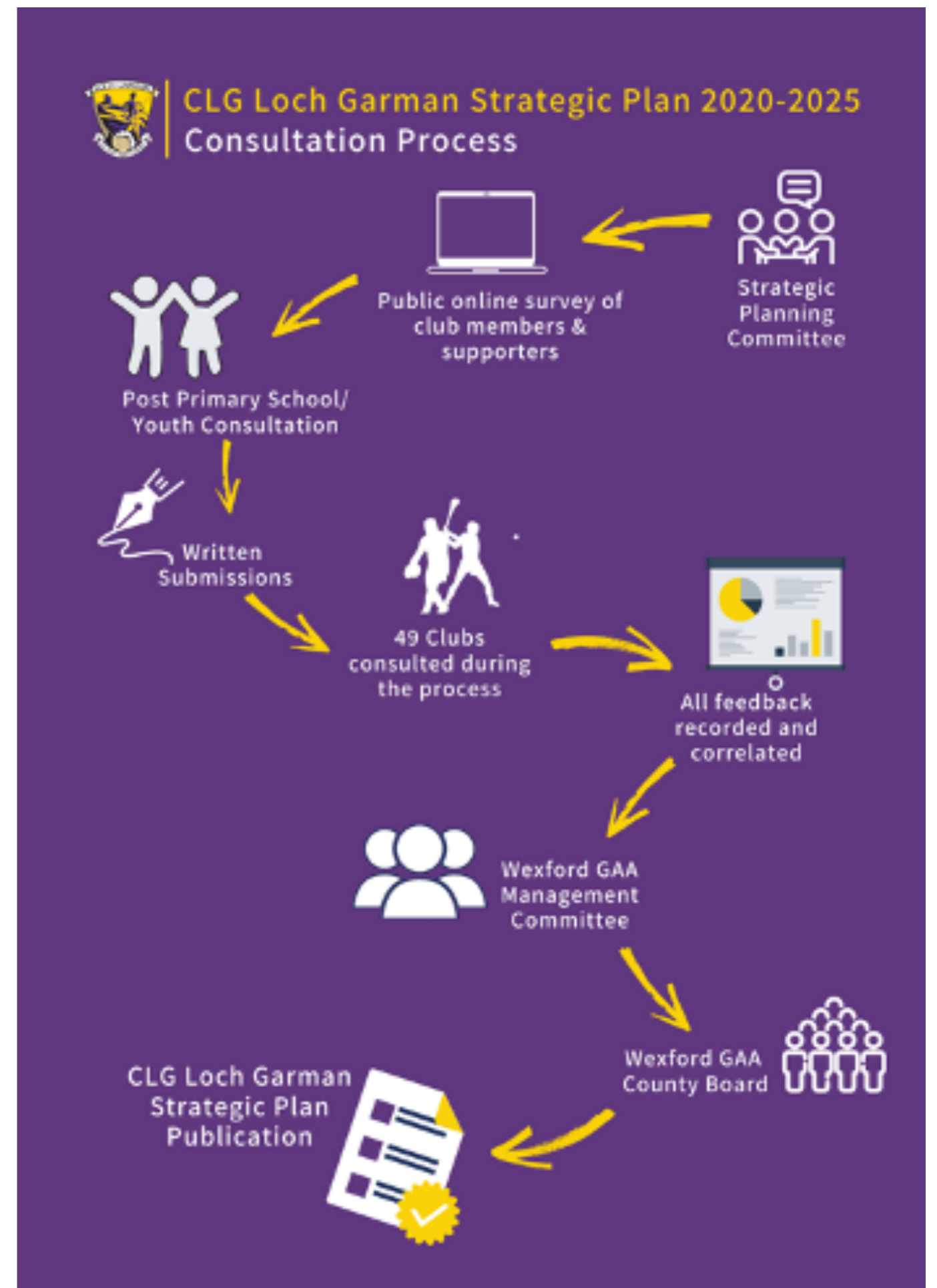
Written submissions were requested from all clubs before finalising with the Strategic Planning Committee. The responses received via these processes have been used as the basis for the formulation of this plan. (See Opposite)

## TOP 3 CHALLENGES IDENTIFIED FROM PUBLIC ONLINE SURVEY:

1. Fixtures
2. Recruitment, Training and Retention of Referees
3. Improved pathway for underage players to adult level

## YOUTH FORUM SWOT ANALYSIS FEEDBACK:

COACHING AND UNDERAGE GAME STRUCTURES	
Strengths	Weaknesses
GPOs have improved some clubs	Need an even number of home and away games
Standard is very high in the best clubs	Refereeing standards are inconsistent
Healthy Club Initiative New competitions like Rising Stars are good	Some Players don't get selected and stop playing as a result
Most coaches are helpful and supportive	Coaching in smaller clubs is sometimes a problem
FACILITIES & DEVELOPMENT	
Strengths	Weaknesses
Ferns Centre of Excellence is a great venue	Need more stands at pitches
Club grounds are improving	No full size astro pitches in Wexford
	Not enough pitches with Flood lights
	Not enough gyms in clubs' facilities
HEALTH & WELLBEING	
Strengths	Weaknesses
GAA is a great outlet for emotion and anger	Should be increased health focus
Worries go away when you're playing	People sometimes take it too seriously and cause anxiety
Wellness Week was brilliant	Sometimes there is not enough hours in the week for other recreational activities



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