

MOW GFC

5-Year Strategic Development Plan
2026–2031



Man O'War GFC's 5-Year Strategic Club Development Plan



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01

Introduction & Context

Man O'War GFC's 5-Year Strategic Club Development Plan 2026–2031

Man O'War GFC is a **community-based Gaelic football club**. This presentation summarises our **Strategic Club Development Plan 2026–2031**, guiding decisions, investment and growth over the next five years.

01

Man O'War GFC is a **community based** Gaelic football club serving **all ages**, that operates with a '**One Club**' ethos.

02

This **Strategic Plan** sets a clear **five-year roadmap** for club development.

03

The 2026–2031 timeframe supports **structured planning** and **sustainable growth** decisions.

04

The plan guides **decision-making** and **investment** across all areas of the club.

05

Five strategic pillars provide a **coherent framework** for coordinated **club development**.

06

Implementation will be **phased** and **monitored**, ensuring steady progress over five years.

07

Members will have **clear opportunities** to **contribute** ideas, time, and expertise.

08

The plan is **evidence-based** and aligned with GAA **best practice** guidance.

09

Our volunteer and **community ethos** remains central to every **strategic decision**.

10

Together we will **strengthen** Man O'War GFC for current and future **generations**.

Over the next five years, we're building Man O' War GFC into a stronger, more sustainable community club—honouring the dedication of our volunteers while creating the structures and resources we need to thrive together.

MAN O'WAR GFC STRATEGIC PLAN

Message From The Chairperson

As Chairperson of Man O' War GFC, it is my privilege to present our new 5-year Club Development Plan to our members and the wider community. Our club is in a strong position, thanks to the dedication of our volunteers, the firm support of our community, and the progress we have made across games, facilities, fundraising, and community engagement. This solid foundation is something we can all take pride in. However, the demands on the club continue to increase—financially, organisationally, and in terms of facilities and people. Like many GAA clubs, we are adept at handling immediate challenges but often don't pause to plan strategically for the future.

This new development plan is designed to guide Man O' War GFC on a path of continued growth, not only as a sporting organisation but as a vital community pillar. We aim to build on our achievements by promoting the values of the GAA, celebrating our culture and language, and creating opportunities for players, coaches, members, and the wider community to thrive. We can't do this alone, so we're calling on all of you—our players, families, volunteers, sponsors, and community friends—to join us on this journey. Let's write an exciting new chapter for Man O' War GFC together.

For context, this is our second development plan, following the first published in 2017. The progress we have made since then reflects the direction set by that plan. Yet, the challenges we face today make it clear that we must keep moving forward. This plan provides a clear roadmap for where we want to be in five years and how we intend to get there.

At the core of our club are our players, coaches, and referees. Their involvement and development are essential to our success. From juvenile to senior levels, our club offers much more than sport—it fosters community spirit, health, wellbeing, and lifelong friendships.

Gaelic games are deeply woven into the fabric of our community, and it is vital that we continue to welcome a diverse range of people to participate in all aspects of club life, whether through sport, culture, or social activities. Our goal is to ensure a safe, enjoyable environment that encourages ambition and competitive spirit at all levels.

This plan marks the beginning of a new chapter. Success depends on all of us working together with focus and coordination. To support this, the club is establishing a Strategic Review Committee to oversee the plan's implementation across seven key development areas. We will regularly review our progress and adjust as needed to stay on course.

I want to thank everyone who has contributed their time, honesty, and ideas in shaping this strategy and challenging our current ways of working. It is clear we share the same vision—to see Man O' War GFC grow sustainably and provide every member with the chance to succeed.

Finally, a heartfelt thank you to all our volunteers. Your dedication is the lifeblood of this club, and this plan is designed to support you in your vital roles. I am confident that with the continued commitment of our members, the goals of this five-year plan will be achieved. Together, let's keep building a strong and vibrant Man O' War GFC.

Go raibh míle maith agaibh.

Sean Owens

Cathaoirleach

“Ar aghaidh linn le chéile”

“Moving forward together.”

MAN O'WAR GFC STRATEGIC PLAN

From Tradition To Transformation



Since 1946, Man O'War GFC has been a proud **community anchor**, shaping local identity through generations of players, mentors and volunteers, with the club's **heritage** reflected in family involvement, parish ties and a deep sense of belonging that continues to inspire commitment on and off the pitch today.

Over time, the club has evolved from a single team into a vibrant, multi-team **GAA club**, with male and female squads, underage structures and expanded facilities that host training, matches and community events, increasing both the scale of activity and the expectations placed on our **club structures**.

As our membership, programmes and facilities grow, the club now needs more **structured development** with clearer planning, governance and investment so we can manage complexity, support volunteers effectively and ensure sustainable progress while protecting the **values** that make Man O'War GFC unique.

Honouring Our Journey

This Strategic Club Development Plan builds on our rich **heritage**, ensuring that the spirit of Man O'War GFC continues to guide every decision we make. It recognises the dedication of past and present volunteers while providing a more **structured framework** for the years ahead. By modernising our **governance**, strengthening our **club structures** and planning long-term **investment**, we can meet future demands with confidence, support our growing membership and safeguard the inclusive, community-focused culture that has always defined Man O'War GFC.



MOW GFC STRATEGIC PLAN

Key Milestones in the History of MOW GFC



1946

Our journey began with the **founding of our club**, a defining moment that initiated a rich and enduring history. This foundation set the stage for decades of community spirit, sportsmanship, and development. The founding members instilled the core values that still steer us today, sowing the seeds of what has grown into a thriving Club. This was the very first step in our club's legacy.



1954

The early years were tough, with fielding a team often feeling like an uphill battle. Yet, despite the challenges and setbacks, our founding members never gave up. This dedication paid off in 1954 when **Man O' War won its first trophy**. Winning this trophy was a significant milestone that boosted morale and attracted new members, marking a foundational triumph.



1992

Embracing inclusivity and growth, the club officially **established our ladies' section**. This expansion was a progressive step, opening up opportunities for female players to participate, compete, and become an integral part of our community. The ladies' section quickly became a vital and successful component of the club, contributing significantly to our culture and achievements, and broadening our membership base.



2015

A period of major infrastructure development transformed the club's facilities. The construction of a new **clubhouse**, the addition of a **second pitch**, and the installation of **floodlights** represented a significant investment in our future. These facility upgrades greatly enhanced the experience for players and supporters alike, allowing for more games, better training, and increased social activities, enhancing the club's capabilities.



2024

As part of our ongoing commitment to facility improvement, the club has completed a new **walkway** around both pitches, open to members and the community. The clubhouse's first floor now features a modern, fully equipped **gym** supporting player development, rehabilitation, and wellness.



Our Future

Looking ahead, we are focused on developing and implementing an ambitious **5-Year Strategic Plan**. This forward-thinking roadmap will outline key objectives for growth, sustainability, and community engagement. The plan will guide our decisions and investments, ensuring the club continues to thrive and serve its members effectively. It represents our commitment to a **structured future and long-term success**, building on our proud history.

Our club



02

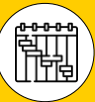
Strategic Foundation

MAN O'WAR GFC STRATEGIC PLAN

How We Developed This Plan

A structured process combined **wide consultation**, honest analysis of the club's current position, and the identification of five strategic pillars. From there, clear priorities, practical initiatives, and robust **governance arrangements** were developed to ensure the plan is realistic, deliverable, and owned by all club members.

On 27th March, the Steering Group held an open Club Planning Workshop attended by over 50 members. Participants broke into five focus groups—**Finance & Fundraising, Facilities & Development, Communications & Culture, Coaching & Player Welfare, and Club Management**—to answer three key questions: What should we continue, stop, and start doing more of? The workshop feedback and subsequent focus group discussions provided essential information to draft this Strategic Plan.

Key Activities		OUTCOMES
 Planning Group	A Strategic Planning group coordinated the overall process , ensuring structure, continuity and inclusivity .	The strategic planning process produced a written 5-year plan for 2026–2031, detailed pillar action lists, and phased timelines showing when key initiatives will be delivered. Each pillar includes practical projects, responsible leads, and measurable success indicators so progress can be tracked. Governance structures, including the Strategic Review Committee (SRC) and Strategic Planning Officer (SPO) roles, define how the plan will be overseen, with regular review cycles to update actions, manage risks, and keep the club aligned on priorities.
 Member Workshop	Open member workshop captured ideas , priorities and concerns from across the whole club .	
 Focus Groups	Targeted focus groups with coaches, players and parents explored key themes in depth .	
 Data Review	Club membership, teams, facilities and finances were analysed alongside GAA guidance and best practice .	
 Plan Drafting	Draft plans were circulated for consultation , refined through feedback and formally agreed by the club Executive.	

MAN O'WAR GFC STRATEGIC PLAN

The Five Strategic Pillars, With Seven Development Areas

Our Core Pillars

The Man O'War GFC Strategic Plan is built on **five interconnected pillars** that guide every aspect of club development. Together, **Club Structures & Administration**, **Coaching & Games Development**, **Finance & Funding**, **Facilities & Club Development**, and **Community, Culture, & Healthy Club** support a strong, sustainable future for our members and community.

Club Structures

Strengthen **governance** and volunteer structures so committees, officers and members work in a clear, compliant and coordinated way, enabling confident **decision-making** and long-term continuity

Coaching & Games

Develop clear **player pathways**, quality coaching and strong welfare supports so every player, from nursery to adult, can participate, perform and enjoy Gaelic games at their level

Finance & Funding

Build diversified **income streams** across lotto, sponsorship, grants and facility use, creating a resilient **funding** base and strong fundraising culture to sustain our long-term vision.

Facilities & Development

Plan and invest in pitches, clubhouse, gym and future development so our **facilities** are safe, modern and capable of supporting growing participation and ambitious club programmes.

Connection, Culture and Wellbeing



Community Focus

Deep **community engagement** and initiatives strengthen local connections and club belonging.



Culture

A vibrant club **culture** promotes inclusion, respect, and pride in Man O'War GFC's identity.



Health and Wellbeing

Targeted **wellbeing initiatives** support physical, mental, and social health for players, volunteers and the wider community

MAN O'WAR GFC STRATEGIC PLAN

Our Mission And Strategic Focus

Our mission

Our mission is “**To promote Gaelic games at all age levels, provide our club members and supporters with lifelong engagement in cultural and sporting activities and play a central and positive role in our local community.**” This mission guides every decision we make as a club. It commits us to offering inclusive Gaelic games opportunities, supporting people at every life stage, and acting as a trusted hub for local connection, wellbeing and culture. It is the foundation for our 2026–2031 Strategic Club Development Plan and shapes how we invest our time, energy and **resources**.

Focus Area

Our mission translates into three practical focus areas that shape how Man O'War GFC operates day to day and plans for the future.

Games & Coaching

We aim to provide **quality coaching**, regular games and structured development pathways for all ages and abilities, from nursery to adult teams. This includes supporting players to progress, enjoy the game and stay involved for life.

People & Lifelong Engagement

We create clear pathways from playing into **coaching**, officiating, administration and volunteering. Everyone should see a place for themselves in the club, whether on the pitch, on the sideline or in leadership roles.

Community & Culture

We act as a central hub for **community connection, wellbeing and Gaelic culture**. This means inclusive events, strong links with schools and local partners, and a welcoming environment that reflects our values and identity.

PLAN LINK

The 2026–2031 Strategic Club Development Plan turns this **mission** into action through five pillars: Club Structures & Administration, Coaching & Games, Finance & Funding, Facilities & Club Development and Community, Culture & Healthy Club . Together, these pillars provide a clear roadmap to strengthen our club, deepen **lifelong engagement**, and enhance our role at the heart of the **community**.

MAN O'WAR GFC STRATEGIC PLAN

Our Vision – A Welcoming Club For Lifelong Participation

Our vision

Our vision is “**to welcome everybody to take part in our games and culture, to participate fully, to grow and develop and be inspired to keep a lifelong engagement with the club**”. This vision anchors every aspect of Man O'War GFC's 2026–2031 Strategic Club Development Plan and reflects our commitment to community, respect and opportunity for all. It speaks to our identity as an open, supportive and ambitious club that values people at every stage of their journey, from first-time players and new volunteers to long-standing members and returning supporters.

Key Elements

This vision means Man O'War GFC actively welcomes people of all **backgrounds**, ages, genders and abilities, creating a safe and friendly environment where everyone feels they belong. We want every person to see a place for themselves in the club, whether on or off the pitch.

Full participation

We will promote opportunities to play, coach, referee, volunteer, support administration and engage socially, so that contribution is **recognised and valued** in many different forms.

Personal development

The club will support **physical, mental, social and cultural** growth through quality coaching, positive role models and inclusive events that build confidence and skills.

Lifelong engagement

Clear pathways will help members move between roles over time, from underage to adult, from player to mentor, and from parent to club leader, ensuring a strong, connected community.

*By living this **inclusive vision**, the club becomes a hub for local pride and long-term involvement.*

STRATEGIC IMPACT

This vision drives **inclusive programmes**, accessible **facilities** and clear pathways that support members at every life stage. It shapes priorities such as strong underage structures, welcoming social spaces and lifelong engagement initiatives, ensuring Man O'War GFC remains a vibrant, community-centred club for generations to come.

MAN O'WAR GFC STRATEGIC PLAN

Our Values – Respect, Trust, Teamwork, Honesty And Empathy



Respect and Trust

Our culture is built on **Respect** and **Trust**: we treat teammates, opponents, officials and volunteers with dignity on and off the field, and we build confidence in how the club is run, how information is shared and how commitments are honoured, so that every interaction strengthens long-term relationships.



Teamwork and Honesty

We rely on **Teamwork** and **Honesty** to guide daily decisions: we work together across teams, codes, age groups and committees to achieve shared goals, and we are open and transparent in our communication, decision-making and use of club resources, ensuring people feel informed, involved and fairly treated.



Empathy

We show **Empathy** by understanding and supporting the needs of players, parents, volunteers and the wider community, especially during challenging times, and by listening carefully before acting, so that our programmes, behaviours and decisions create a safe, welcoming and genuinely inclusive club environment for everyone.



03

Current State Analysis

MAN O'WAR GFC STRATEGIC PLAN

Man O'War GFC – In Numbers



Social and Cultural Events

10

Annual estimate



Registered Members

475

(390 players, 85 non players)



Playing Members

390

(200 Female, 190 Male)



- 4 Adult teams
- 1 Adult social team
- 8 Teams from U12 to minor
- 2 Teams at U10/11
- 2 Teams U8
- 1 Nursery Academy
- 1 Na Laochra



Total underage players

295



Nursery / Na Laochra participants

36



Outreach

3

Primary Schools



Underage coaches

65



Volunteers

74

Excluding coaches



Coaches with safeguarding

72



Club Referees

7



Annual Emissions

15.1

t CO₂e



Annual Operating Expenditure

€100k+



Social Media Followers

- 3,200(FB)
- 2,200 (X)
- 2,500 (Insta)
- 800 (Tik Tok)

MAN O'WAR GFC STRATEGIC PLAN

SWOT Analysis – Understanding Ourselves

Key Strengths - What we can build on

- **Committed volunteer core** – coaches, administrators, and helpers providing significant time, energy and expertise
- **Well-established nursery and underage structures** – introducing children to Gaelic games early, and creating a sustainable player pipeline with clear pathways to youth and adult teams
- **Deep community support** – families, schools, local businesses and sponsors
- **Strong facilities** – main pitch, clubhouse and gym providing a solid physical base for training, games and social activity
- **Robust governance, compliance, and financial stability**

Core Weaknesses - What we need to strengthen

- **Insufficient year-round training facilities** – reliance on external winter access limits training capacity
- **Narrow revenue streams** – over-dependent on membership and lotto
- **Income generation** – fundraising efforts often poorly supported, constraining investment
- **Inconsistent member integration** – gaps in welcoming and connecting new members, affecting retention and belonging
- **Volunteer burnout risk** – over-reliance on key individuals without adequate succession planning
- **Inconsistent sub committee communications** – fragmented messaging across committees reduces visibility, member engagement, and alignment across the club



Key Threats - What could hold us back

- **Demographic pressures** – shrinking school populations and declining youth numbers affecting recruitment pipeline
- **Volunteer sustainability** – burnout and over-reliance on key individuals limiting operational capacity
- **Competing pressures** – alternative sporting and social options, competing local GAA clubs, and time pressures affecting recruitment and retention of players and volunteers
- **Rising operational costs** – increasing facility maintenance and running costs pressuring financial sustainability
- **Member disengagement** – risk of losing members if needs are not met or sense of belonging is not maintained

Major Opportunities - Where we can grow

- **Expand participation** – broaden recruitment across underrepresented age groups, leveraging population growth in MOW, Lusk, and Castlelands
- **Deepen school and community partnerships** – strengthen links with primary schools and local organisations to drive recruitment and facility utilization
- **Diversify revenue** – develop corporate sponsorships, grant funding, and facility-based income to reduce financial vulnerability
- **Enhance player and coach development** – expand coaching qualifications and structured pathways
- **Leverage structured growth model** – move from tradition and goodwill to a sustainable, evidence-based model grounded in, clear pathways, and smart

Population Growth + Recruitment Challenge = Opportunity

Local primary-school enrolment is falling, but the wider catchment continues to grow. Our opportunity is to broaden our recruitment reach and capture more of that growth.

1 LOCAL CHALLENGE

451 local primary pupils
in 2025/26

494 → 451 | -9% since 2020/21

Maturing local population

Balrothery’s rapid growth has largely stopped, with limited new housing development.

2 THE DATA PARADOX

LOCAL AREA

Schools -9%

Population +13%

Population growth and school enrolment are moving differently — a national trend, not unique to our area.

WIDER AREA

Schools -17%

Population +13%

3 OUR OPPORTUNITY

Widen our recruitment net

Lusk • Balrothery • Balbriggan • Castlelands

Geographic expansion | Nursery recruitment drive
New parent engagement | More School partnerships

Primary School Enrolment Data | 2020/21 → 2025/26

School	2020/21	2025/26	Change	% Change
Balrothery NS	329	298	-31	-9%
Hedgestown NS	79	69	-10	-13%
Milverton NS	86	84	-2	-2%
Local Primary	494	451	-43	-9%
Other Primary*	1,161	962	-199	-17%
Total Primary	1,655	1,413	-242	-15%

* Other Primary: Corduff, Balcadden, Gaelscoil Bhaile Brígin and Bracken Educate Together

Source: Department of Education; population comparisons from CSO data

STRATEGIC TAKEAWAY

The challenge is not managing decline — it is capturing more of the growth around us.

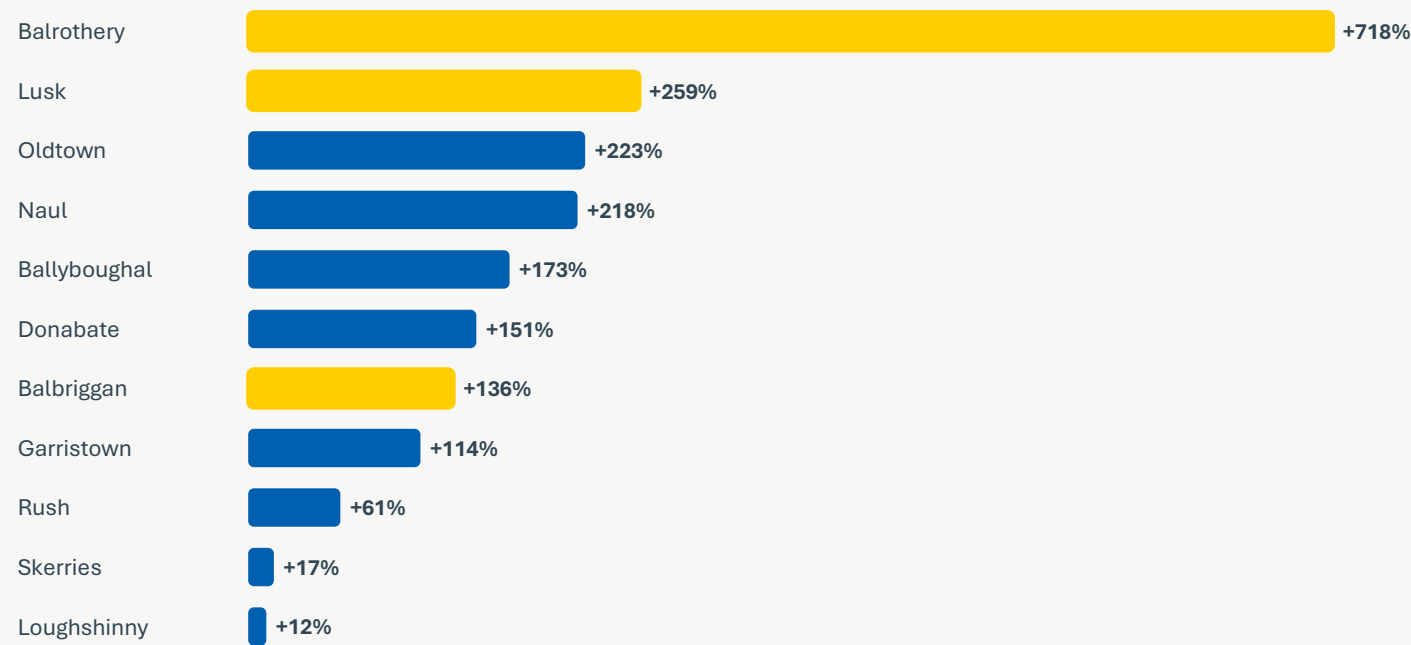
Fewer local children + a maturing village = a smaller traditional recruitment pool. We need to broaden our recruitment reach.

Population Analysis: Towns & Villages (2002–2022)

Twenty years of demographic growth has materially expanded the population base around Man O’War GFC.

The strongest growth hubs are Balrothery (+718%), Lusk (+259%) and Balbriggan (+136%) — creating a larger established catchment and a significant recruitment opportunity.

Growth since 2002



Detailed population reference

Towns	2002	2006	2011	2016	2022	2002–2022	2016–2022
Balbriggan	10,294	15,559	19,960	21,722	24,322	136%	12%
Skerries	9,149	9,535	9,671	10,043	10,743	17%	7%
Rush	6,769	8,286	9,231	9,943	10,875	61%	9%
Lusk	2,456	5,236	7,022	7,786	8,806	259%	13%
Donabate	3,854	5,499	6,778	7,443	9,669	151%	30%

Source: Central Statistics Office (CSO)

STRATEGIC INSIGHTS

Growth hubs

Balrothery +718% • Lusk +259% • Balbriggan +136%

Balrothery trajectory

279 residents (2002) → 2,282 (2022). Rapid development through the mid-2000s has since stabilised.

Strategic insight

The “boom” phase has ended, but it left a substantially larger established population base.

Recruitment opportunity

Sustain Balrothery engagement while expanding recruitment towards Lusk and Balbriggan — particularly families with school-age and teenage children.

Villages

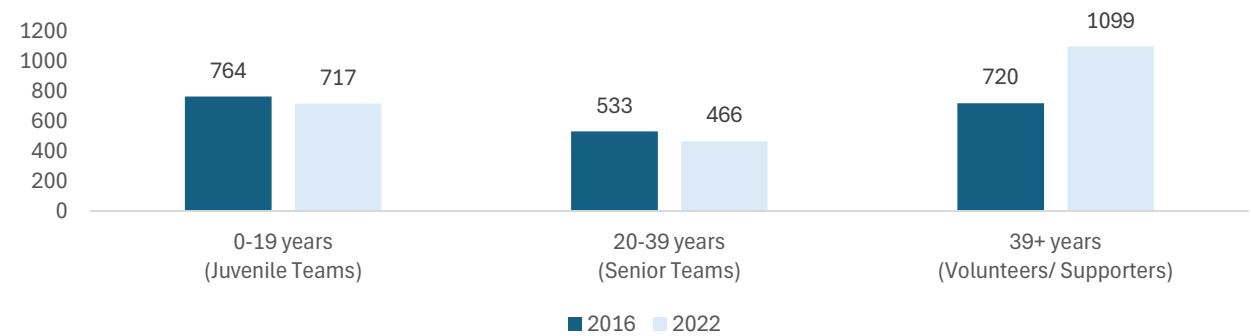
Villages	2002	2006	2011	2016	2022	2002–2022	2016–2022
Balrothery	279	—	1,866	2,017	2,282	718%	13%
Loughshinny	663	641	670	666	741	12%	11%
Naul	215	196	445	568	684	218%	20%
Garristown	289	257	433	509	619	114%	22%
Oldtown	162	220	455	497	523	223%	5%
Ballyboughal	313	321	352	447	855	173%	91%

MOW GFC STRATEGIC ANALYSIS

Understanding Our Community's Age Profile

This slide examines the changes in Balrothery's age profile between the 2016 (2,017) and 2022 (2,282) censuses, emphasising the impact on juvenile and senior teams and highlighting opportunities arising from the expanding 39+ age group.

Age Profile of Balrothery (Summary)



Demographic Shift Analysis:

The demographic analysis reveals notable shifts for MOW GFC. The juvenile age group (0-19 years) has declined by **6%**, with a more pronounced **13% decrease** in the 20-39 age group. Conversely, the 39+ age group has expanded by **53%**, providing a significant new resource for non-playing roles.

Key Insight:

While youth recruitment faces headwinds, the expanding 39+ demographic presents a **major opportunity** to strengthen volunteer base, coaching mentorship, and club administration.

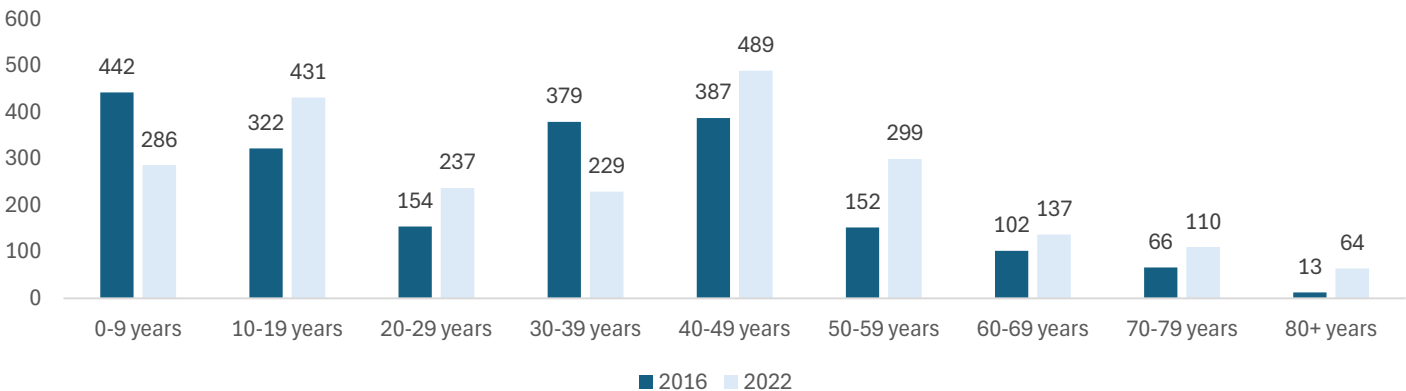
Strategic Implication:

This data underscores the critical importance of **targeted youth recruitment initiatives** while leveraging the growing 39+ cohort for volunteer roles.

Strategic Response:

1. Strengthen recruitment efforts targeting the 0-9 age group.
2. Focus on attracting and retaining players within the expanding 10-29 age bracket.
3. Introduce family-friendly policies to support retention of the 30-49 age group
4. Involve the 39+ demographic in coaching and volunteer opportunities.
5. Align with local housing developments (e.g. Castlelands).

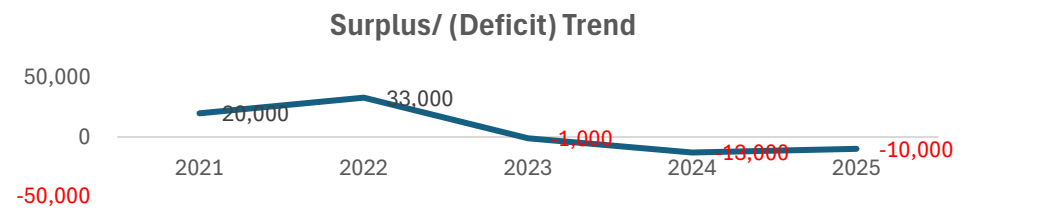
Age Profile of Balrothery (Detailed)



MOW GFC STRATEGIC ANALYSIS

Understanding our Income and Costs

As a voluntary organisation we are dependent on the support of our community, not just in terms of their time and effort but also to meet the running costs of the club. The local community has been great at doing this. However, recent deficits (2024: -€10k, 2025: -€10k) highlight the importance of coming together as a Club to review our costs and explore new ways to grow our income streams, ensuring the club remains sustainable and continues to thrive for years to come. The aim is to bend the curve and return to a small surplus or at least breakeven from 2026 onwards.



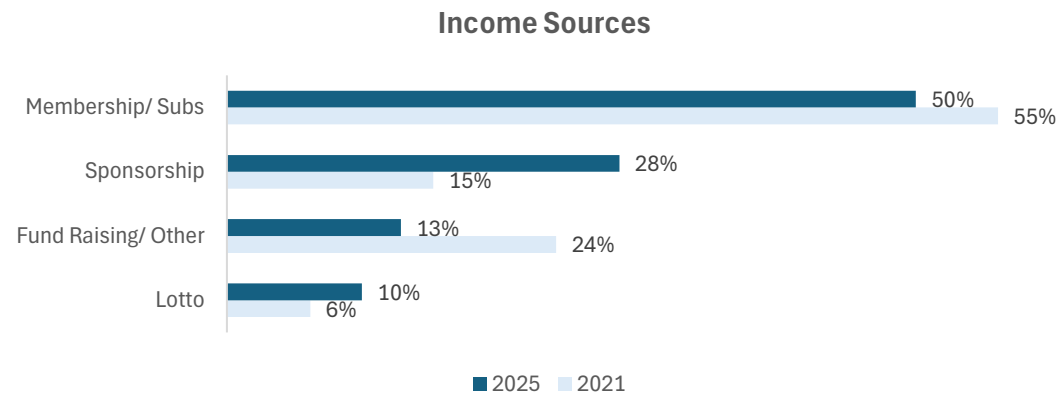
Key Insight: Recent deficits highlight the importance of coming together as a Club to review our costs and explore new ways to grow our income streams, ensuring the club remains sustainable.

Financial Overview

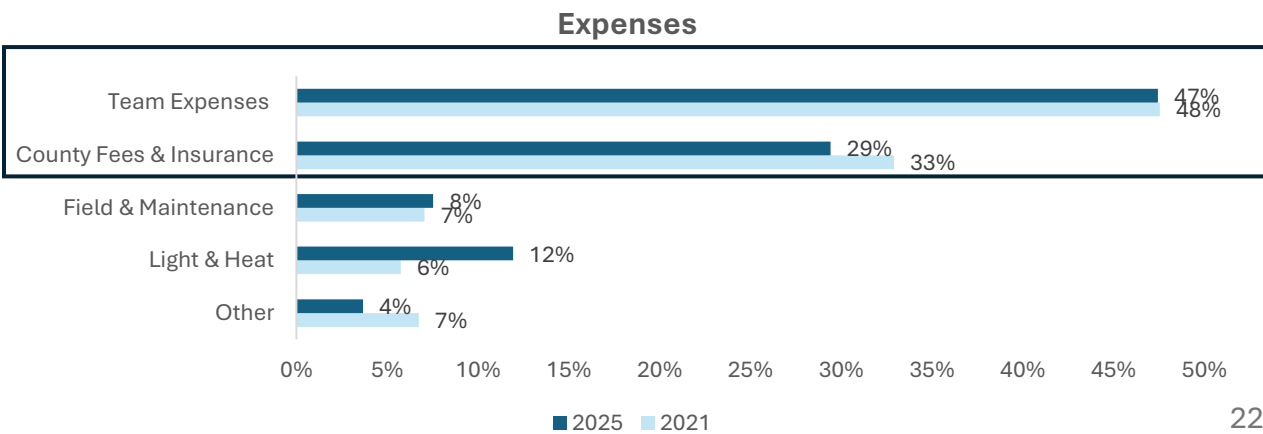
Community Support: Local businesses have been a cornerstone of financial support over the years through sponsorship. Outside of large-scale infrastructure investment, our yearly costs are primarily for player welfare, with 75% of expenditure allocated to team expenses, county fees, player injury fund and insurances.

Income Diversification: Our sources of income are broadly split across four areas – membership/subs, sponsorship, fund raising and lotto. We also apply for grants when opportunities arise. It is important for our future growth and investment in players and facilities that we continue to evaluate our financial position and performance.

50% of our income comes from membership fees and subs



75% of our operating expenditure goes on player welfare



04

Seven Development Areas

Development Area 1: Club Structure and Administration



We will strengthen **governance** by clarifying Club Executive and Sub Committee roles, establishing consistent meeting and decision-making processes, and embedding transparent reporting, so that Executive is accountable, confident and aligned, enabling timely, well-informed choices that support all strategic priorities and set the foundation for long-term **sustainability**.



We will build a strong **volunteer** base by clearly defining roles, providing training and support, and introducing structured **succession planning** so that new leaders are continually developed, key positions are never left vacant, and knowledge transfers smoothly between officers, teams and committees, reinforcing resilient **leadership** depth.



We will drive sustainable **membership** growth while maintaining robust **compliance** in safeguarding, health and safety, GDPR and club policies, ensuring that every player, coach and parent experiences a safe, welcoming and well-run club that is trustworthy and built to endure, fully aligned with our long-term **member-centric** vision.

Key Priorities and projects

1. Establish clear vision, mission & values
2. Enhance Volunteer Recruitment, Retention & Recognition
3. Centralise Documentation & Standardise Processes
4. Improve Communication, Collaboration & Member Engagement
5. Examine and strengthen the club structure on an ongoing basis

2031 Vision

By 2031, Man O'War GFC will be a truly **volunteer-led** club with strong leadership and clear direction, powered by a thriving community of 100+ engaged volunteers. Clear role definitions, continuous development and structured **succession planning** will ensure critical positions are never vacant and **knowledge transfer** is seamless across all areas of the club.

Our membership will grow through inclusive, **member-centric** practices and strong family engagement, supported by transparent decision-making frameworks and documented policies that create accountability and alignment. With safeguarding and **compliance** embedded in our culture, every member will experience a trustworthy, welcoming club that is well-governed, sustainable and built to endure.

Development Area 1: Club Structure and Administration

Our club is structured around two complementary pillars: **organisational side** and the **playing side**.

The organisational side

Is managed by an Executive Committee and a network of specialist sub-committees, each with defined responsibilities:

Club Structure & Administration Committee

Provides governance and strategy, ensures safeguarding compliance, maintains policies and procedures, defines roles and responsibilities, and recruits and retains volunteers

Coaching & Games Development Committee

Responsible for player and coach recruitment and retention, coaching quality development, player development support, and management of competitive fixtures across all age groups

Juvenile Committee

Oversees and organises underage football coaching, development pathways, and competitive matches

Facilities Committee

Ensures pitch playability, oversees maintenance, and manages the development of club infrastructure and grounds

Finance & Fundraising Committee

Manages club funding, develops revenue streams, and plans fundraising events to support annual operations

Health & Wellbeing Committee

Promotes the physical, mental, and social wellbeing of all club members

Communication & Community Engagement Committee

Manages social media strategy, website and digital presence, internal communications, and community outreach

Heritage & Culture Committee

Promotes Irish language, supports Scór participation, preserves club history and heritage, and organises cultural events



MOW GFC 2026 Club Executive

Missing from Photo: Michelle Hand, Susan Campbell, Emma Dolan, Louise Ruigrok, Pat Moore, Anthony Kelly and Ellen McNally

The playing side

Comprises teams, coaches, and backroom personnel across all age groups and codes. The breadth of club activities demands diverse talents, skills, and experience levels.

Volunteer Commitment

The dedication of volunteers serving on these committees—both historically and currently—has been instrumental to the club's success and community standing. We remain committed to identifying new volunteers and welcoming fresh ideas to strengthen our club's future.

The Executive Committee provides strategic oversight, ensures player welfare, and maintains operational effectiveness across all club functions.

Development Area 1: Club Structure and Administration

Establish Clear Vision, Mission & Values

Initiative	Action Required	Outcome	Timeline	Owner
Confirm club mission and values	Executive Committee to define and document club mission and values	Clear club direction and documented mission statement	Ongoing	Club Executive
Promote club mission & values	Display mission and values visually around clubhouse with simple, clear messaging	Visible reinforcement of values; all members aware of club mission	Ongoing	Communications Officer

Enhance Volunteer Recruitment, Retention & Recognition

Initiative	Action Required	Outcome	Timeline	Owner
Undertake needs assessment	Conduct volunteer needs assessment to identify gaps in volunteer coverage and skills	Data-driven volunteer recruitment; clear understanding of volunteer requirements	Q1 2027	Club Executive
Develop volunteer plan	Create clear, documented plan to recruit, retain and recognise volunteers; update annually	Sustained volunteer engagement; clear strategy for volunteer management	Q2 2027	Club Executive
Develop recognition system	Implement volunteer reward system or annual recognition event to celebrate contributions	Volunteers acknowledged and celebrated; improved retention and morale	Q2 2027	Club Executive
Increase membership	Maintain current membership with a view to growing 5 to 10% by 2031	Growing volunteer and member base; increased capacity to deliver club activities	Ongoing	Club Executive
Engage younger members	Target younger players and new parents to increase involvement in club activities and committees	Increased engagement from younger cohort; fresh ideas and energy	Ongoing	Club Executive
Review membership options	Review membership structure (including family membership option) to increase accessibility and affordability	Improved membership uptake; comparison with local clubs completed	Before AGM annually	Club Executive

Centralise Documentation & Standardise Processes

Initiative	Action Required	Outcome	Timeline	Owner
Implement SharePoint system	Use SharePoint site or equivalent to store all key club documents with access controls	Centralised, accessible documentation; easy handover for future executives	Q4 2026	Club Secretary
Organise document folders	Create specific SharePoint folders	Organised, secure document storage; sensitive data protected	Q4 2026	Club Secretary
Update website	Ensure club website is updated with accurate data, access controls and security; include policies and procedures	Website serves as central information hub; members can access key documents	Ongoing	Communications Officer
Create information pack	Develop information pack for new members covering roles, structures, procedures and contact details	New members have clear understanding of club operations	Q2 2027	Club Secretary
Document handover process	Create standardised handover documentation and process for all key roles	Smooth transitions between officers; knowledge preserved	Q2 2027	Club Executive

Development Area 1: Club Structure and Administration

Improve Communication, Collaboration & Member Engagement

Initiative	Action Required	Outcome	Timeline	Owner
Hold annual club meetings	Schedule and conduct annual club meetings to review progress and engage members	Regular accountability and member engagement; 80%+ attendance	Q4 Annually	Club Executive
Establish annual induction	Conduct induction meeting at start of each year covering roles, structures and procedures	All members understand operating environment and their roles	Q1 Annually	Club Secretary
Increase subcommittee meetings	Ensure subcommittees meet minimum 4 times annually with documented minutes	Improved coordination and communication across subcommittees	Ongoing	Club Executive
Clarify subcommittee priorities	Clearly define and communicate subcommittee priorities and objectives	Subcommittees aligned and integrated; consistency of messaging	Q4 2026	Club Executive
Improve subcommittee visibility	Make subcommittee members more visible and accessible; update club contacts on website	Enhanced member connection and engagement	Q4 2026	Communications Officer
Parent engagement sessions	Organise parent information sessions with refreshments and informal chat; develop parent engagement toolkit	Increased parent involvement and volunteer recruitment	Ongoing	Club Executive
Community engagement	Strengthen links with other clubs and community groups; appoint community liaison	Improved visibility and learning from other clubs	Ongoing	Club Executive
Engage local stakeholders	Build relationships with local councillors, TDs and Fingal County Council	Enhanced community support and advocacy for club	Ongoing	Club Executive

Examine and strengthen the club structure on an ongoing basis

Initiative	Action Required	Outcome	Timeline	Owner
Appoint Strategic Planning Officer (SPO)	Appoint SPO to sit on Club Executive with clear remit for plan implementation	Clear ownership of plan implementation and strategic direction	Annually	Club Executive
Establish Strategic Review Committee (SRC)	Establish SRC to lead and monitor plan implementation; meet quarterly	Dedicated governance for plan delivery; regular monitoring of progress	Annually	Club Executive
Maintain and track 5-Year Plan	SRC to actively track and monitor plan delivery; document progress	Plan remains live and relevant; adjustments made as needed	Ongoing	SRC
Refresh strategic plan	Refresh and relaunch plan in Year 4 for next 5-year cycle	Continuity of strategic direction; plan does not lapse	Sept 2030	Club Executive
Prioritise succession planning	Develop formal succession plan for all key roles; identify nominees by AGM	Smooth transitions and continuity; all key roles have identified successors	Q4 2026, then ongoing	Club Executive
Ensure proper handover	Previous chairperson to support new Executive for 3 months; document handover process	Institutional knowledge transfer; consistency in operations	Ongoing	Club Executive
Provide training and support	Deliver training to officers, committee members, coaches and volunteers on their roles and responsibilities	All officers understand their roles and club systems; improved effectiveness	Annually	Club Executive
Appoint Strategic Planning Officer (SPO)	Appoint SPO to sit on Club Executive with clear remit for plan implementation	Clear ownership of plan implementation and strategic direction	Annually	Club Executive

Development Area 2: Coaching & Games



We will create **clear pathways** from nursery to adult teams, closely connected with schools and community partners to support every player's journey. This includes structured progression frameworks, age-appropriate development plans, and seamless transitions between age groups to ensure continuity and growth.



We will invest in coaching quality. Coaching at all levels will be **high-quality, child-centred and aligned with best practice**, creating safe, enjoyable and challenging environments that nurture skills and character. We will support continuous coach development, mentorship programmes, and access to modern coaching resources and methodologies.



We will balance **performance** and player **welfare**. Our teams will compete consistently at the highest levels in county competitions while placing **player welfare, balance and long-term involvement** at the heart of everything we do. We prioritise holistic development, injury prevention, mental wellbeing, and creating positive sporting experiences that keep players engaged for life.

Key Priorities and projects

1. Enhance Player Pathways – Provide clear progression from nursery to senior teams
2. Support Referee Development Pathway
3. Increase Competitive Success – Achieve consistent top-tier performances in county competitions
4. Improve Coaching Standards – Ensure all coaches trained to GAA Foundation Level with pathway to Award 2
5. Boost Participation – Grow player numbers through targeted recruitment (expand school partnerships 3→5, nursery recruitment drive, inter-school blitzes, immigrant community engagement)
6. Strengthen Club Culture – Foster winning mentality while maintaining inclusivity and community spirit

2031 Vision

By 2031, our club will provide **clear pathways** from nursery to adult teams, closely connected with schools and community partners to support every player's journey. Coaching at all levels will be high-quality, child-centred and aligned with best practice, creating safe, enjoyable and challenging environments that nurture skills and character. Our teams will compete consistently at the highest levels in county competitions while placing **player welfare, balance and long-term involvement** at the heart of everything we do. Through targeted recruitment across underrepresented areas and deliberate retention initiatives (mentorship, parent engagement, social activities, inclusive female development), we will grow our player base and ensure referees, coaches and players feel **valued** and **proud** to represent the club.

Development Area 2: Coaching & Games

Enhance Player Pathways

Initiative	Action Required	Outcome	Timeline	Owner
Conduct skills audits for all teams	Assess all teams to establish baseline and identify development needs	Clear understanding of current player development levels	Jan – Mar 2027	Coaching Comm
Establish strong Games Development Committee	Create dedicated committee with clear roles and responsibilities	Coordinated governance for games development	Sept – Dec 2026	Club Executive
Introduce structured training plans for each age group	Develop age-appropriate training plans for each age group	Consistent, progressive player development across all teams	Jan – Mar 2027	Coaching Comm
Fully develop online Coaches Corner	Create comprehensive online resource for coaches	Accessible coaching support and best practice sharing	Jan - Dec 2027	Coaching Officer
Implement ‘Bench Mark’ coaching app	Deploy coaching app to complement online resources	Enhanced coach communication and resource access	Sept – Dec 2026	Coaching Officer
Develop physical coaching manual	Create comprehensive manual covering coaching levels, rule changes, pitch sizes, equipment	All coaches have clear guidance and standards	Jan – Dec 2027	Coaching Comm
Develop club training style	Define and document club training standard	Consistent approach to player development; shared identity	Jan – Dec 2027	Coaching Comm
Develop age-specific skills frameworks	Develop proficiency frameworks and skills progression for each age group	Clear development milestones; consistent coaching approach	June 2027 – June 2028	Coaching Comm

Support Referee Development Pathway

Initiative	Action Required	Outcome	Timeline	Owner
Establish referee forum	Create forum for juvenile referees to share learning and support	More supported and confident juvenile referees	Jan – Mar 2027	Referee Development
Develop structured referee training pathway	Develop comprehensive referee training programme from U14 upwards with clear progression milestones	Increased referee recruitment and participation from youth level	Jan – June 2027	Referee Development
Create peer learning and mentoring opportunities	Develop peer learning and mentoring for referees; pair experienced referees with new trainees	Improved referee development, shared learning, improved retention	June 2027 – Dec 2027	Referee Development
Develop referee progression pathway	Create clear, structured pathway for referee development from juvenile to adult level with recognition milestones	Sustained referee development; improved retention through clear progression	Jun – Dec 2027	Referee Development
Implement referee incentive scheme	Establish bonus payments or gifts for referees who referee 10-15+ times per year; recognise and reward commitment	Improved referee retention; incentivised participation; reduced loss of referees to external employment	Jun – Dec 2027	Referee Development
Connect referees with experienced officials	Facilitate connections between juvenile referees and experienced referees for constructive feedback and mentoring	Enhanced referee support; improved confidence; stronger referee community	Jun –Dec 2027	Referee Development

Development Area 2: Coaching & Games

Increase Competitive Success				
Initiative	Action Required	Outcome	Timeline	Owner
Implement GPS/fitness tracking for senior and U18 squads	Deploy fitness tracking technology	Enhanced performance monitoring and player development	Jan – Apr 2028	Coaching Comm
Host annual Club Tournament (Juvenile)	Invite neighbouring clubs to compete	Foster relationships with other clubs; competitive development	Apr – Jun 2028	Coaching Comm
Attend annual blitz outside county for each age group	Organise external competition participation	Exposure to different playing styles; competitive development	Apr – Jun 2028	Coaching Comm
Target second adult teams (male and female) at advanced level	Develop second teams as competitive units	Playing opportunities for young adults; stepping stone to senior	Apr – Jun 2028	Coaching Comm
Achieve county final appearances at one adult grade	Target county competition success	Competitive success at county level	Year 5	Coaching Comm
Win at least one county title at adult level	Target county championship success	Sustained competitive success	Year 5	Coaching Comm
Have 3+ players representing county development squads	Support county player development	Enhanced player development; club reputation	Year 5	Coaching Officer
Have 3+ players joining adult first team squads each year	Develop player progression pathway	Sustained player development and progression	Year 5	Coaching Comm
Improve Coaching Standards				
Initiative	Action Required	Outcome	Timeline	Owner
Deliver quarterly coaching sessions	Provide regular coaching clinics with external and internal support	Enhanced coaching skills across all age groups	Oct 2026	Coaching Officer
Develop manual for coaching levels	Create guidance on coaching levels and progression	Clear coaching development pathway	June 2027	Coaching Committee
All underage coaches to complete Foundation Level coaching	Ensure all underage coaches qualified to Foundation Level	All underage coaches with Foundation Level qualification	June 2027	Coaching Officer
Coaches at U12 and over to have Level 1 coaching qualification	Ensure coaches at U12+ complete Level 1	Coaches at U12+ with Level 1 qualification	June 2028	Coaching Officer
Research and agree specialised coaching courses	Identify and agree specialist coaching courses	Structured specialist coaching development	June 2028	Coaching Committee
Run mandatory coaching clinics annually	Deliver mandatory coaching clinics	Enhanced coaching skills in specialist areas	June 2028	Coaching Committee
Introduce structured specialist coaching (goalkeeping, free-taking, strength & conditioning)	Establish specialist coaching programmes	Enhanced specialist coaching across all age groups	June 2027	Coaching Committee
Strengthen specialist coaching (goalkeeping, free-taking, strength & conditioning)	Expand and deepen specialist coaching	Advanced specialist coaching development	June 2029	Coaching Committee

Development Area 2: Coaching & Games

Boost Participation

Initiative	Action Required	Outcome	Timeline	Owner
Host street leagues competitions in summer	Organise summer street leagues	Increased youth participation and engagement	Sept 2026 – Jun 2027	Coaching Committee
Increase GPO access to schools	Expand Games Promotion Officer reach to schools	Increased player participation from schools	Sept 2026	GPO
Improve retention levels for young adults	Provide opportunities for inclusivity, playing, refereeing, volunteering	Improved retention of young adults	Sept – Dec 2026	Club Executive
Create strong volunteering culture from early age	Provide volunteering opportunities across all age groups	Increased volunteer engagement from young age	Sept 2026– June 2027	Club Executive
Run school blitzes annually in the club	Host school blitzes to engage local students	Increased youth engagement; improved recruitment	June 2027	Coaching Committee
Organise annual Feile trip for each team participating	Plan Feile trips for all participating teams	Memorable experiences; improved retention	Apr – Jun 2027	Social Committee
Increase female participation by 20% in LGFA	Target female participation growth	Increased female participation	June2030	Club Executive
Increase male participation by 20% in GAA	Target male participation growth	Increased male participation	June 2030	Club Executive
Ensure opportunity for all minors players to play adult football	Develop pathways for all minor players	All minor players have adult football opportunity	June 2031	Coaching Committee

Strengthen Club Culture

Initiative	Action Required	Outcome	Timeline	Owner
Launch Player Mentorship Programme pairing senior players with U15–U18	Establish mentorship relationships	Enhanced player development; improved retention	June 2027	Coaching Committee
Set up player retention group	Create dedicated retention strategy group	Focused approach to player retention	June 2028	Club Executive
Develop a plan to encourage greater participation in club activities in immigrant community	Create targeted engagement strategy	Increased diversity and inclusion in club	June 2028	Club Executive

Development Area 3: Finance & Funding



We will diversify our **revenue streams** by expanding fundraising events, structured sponsorship packages, targeted grants, flexible membership options, and effective facility rentals. This broader income base will reduce dependence on any single source and create a more **resilient financial foundation** that supports long-term club ambitions.



We will grow **recurring income** by strengthening our club lotto, designing sustainable membership structures, and promoting regular giving programmes. This focus on recurring revenue will build reliable **cashflow** to cover core operational costs and provide a stable platform for future investment in facilities, people, and programmes.



We will embed strong **financial governance** by enforcing disciplined budgeting, clear expenditure controls, and transparent reporting, while fostering a club-wide fundraising culture. Shared responsibility across teams will drive accountability, support better decisions, and ensure financial **management** is trusted, robust, and aligned with our long-term strategy.

Key Priorities and projects

1. Build a revenue diversification plan with strong financial control and discipline
2. Strengthen and grow the lotto
3. Monetise club facilities and launch new fundraising formats
4. Develop a structured sponsorship model and expand membership and grant funding as a revenue source
5. Make fundraising club-wide and implement team-based responsibility

2031 Vision

By 2031, the club will have a **diversified, resilient financial foundation** with **predictable cashflow** fully covering core operational costs and enabling sustained **strategic investment** in facilities, people, and programmes. Financial management will be **transparent and trusted**, underpinned by clear budgeting, reporting, and strong **financial governance** that members can rely on. A vibrant, club-wide fundraising culture, owned by all teams, will drive long-term sustainability, support growth, and ensure Finance & Funding remains a powerful enabler of our overall strategy.

Development Area 3: Finance & Funding

Build a Revenue Diversification Plan with Strong Financial Control and Discipline

Initiative	Action Required	Outcome	Timeline	Owner
Create formal funding strategy	Develop a comprehensive revenue diversification plan that reduces dependence on narrow income sources and sets targets for a broader revenue mix	Documented strategy with revenue targets by category; reduced reliance on volatile income sources	Q4 2026	Finance & Fundraising Committee
Set clear financial objectives	Establish specific financial targets and objectives for all fundraising activities tied to club priorities	Each fundraising initiative has defined purpose, target, and success measure	Q4 2026, then ongoing	Finance & Fundraising Committee
Develop 1-3-5 year plan	Create strategic financial plan with targets, milestones, resources, and KPIs for measuring progress	Clear roadmap for revenue growth; measurable progress tracking	Q4 2026	Finance & Fundraising Committee
Produce annual budgets	Develop comprehensive annual budgets aligned with club strategic priorities and revenue targets	Clear financial planning; budgets approved by Executive and presented to members	Q4 Annually	Treasurer
Implement monthly forecasts	Prepare detailed monthly financial forecasts tracking actual vs. budgeted income and expenditure	Regular monitoring of financial performance; early identification of variances	Monthly	Treasurer
Conduct quarterly cashflow analysis	Produce quarterly cashflow statements to manage liquidity and plan for seasonal variations	Improved cash management; proactive planning for funding needs	Quarterly	Treasurer
Provide financial reporting	Present transparent financial reports to Executive Committee and members at regular intervals	Members understand club financial position; improved trust and accountability	Quarterly	Treasurer
Align finance with club priorities	Ensure financial planning is aligned with Coaching & Games Development and Facilities priorities	Coordinated approach to funding capital projects and strategic initiatives	Ongoing	Finance & Fundraising Committee
Capital Projects Framework	Financial preparedness to support future capital projects that enhance facilities for the benefit of our club and the wider community	Improved infrastructure that strengthens club operations, increases member engagement and deepens our positive impact on the community	Ongoing	Finance Committee

Development Area 3: Finance & Funding

Strengthen and Grow the Lotto				
Initiative	Action Required	Outcome	Timeline	Owner
Enhance lotto promotion	Increase advertising and promotion of club lotto; target new members for participation	Increased lotto participation and revenue	Q4 2026	Lotto Group
Engage senior teams	Encourage Senior Ladies and Men’s teams to actively promote and participate in lotto	Broader participation across all age groups; increased revenue	Q4 2026	Lotto Group
Explore moving to 4-number format	Assess and implement move from 3-ball to 4-ball draw with increased jackpot (€20,000)	Increased prize appeal and participation; higher revenue potential	Q1 2027	Lotto Group
Establish dedicated Lotto Group	Create new Club Lotto group comprising senior ladies, senior men, and fundraising committee members	Dedicated focus on lotto growth; clear ownership and accountability	Q1 2027	Finance & Fundraising
Review prize structure	Develop new prize structure to increase appeal and participation	Enhanced lotto attractiveness; improved revenue	Q1 2027	Lotto Group
Monetise Club Facilities and Launch New Fundraising Formats				
Initiative	Action Required	Outcome	Timeline	Owner
Develop gym/hall hire programme	Assess opportunities and remove blockages to generate recurring income from gym and hall rental to external users	Recurring facility-based revenue; improved asset utilization	Q4 2026	Facilities Committee
Implement advertising revenue	Explore advertising opportunities on club facilities including perimeter fencing; assess capital requirements for fencing installation	Additional revenue stream from facility advertising	Q2 2027	Finance & Fundraising
Launch sponsor-a-brick scheme	Develop naming or “sponsor-a-brick/fence” scheme for facility improvements	Capital fundraising for facility development; donor recognition	Q3 2027	Finance & Fundraising
Organise blitz tournaments	Plan and execute competitive fundraising blitz tournaments across age groups	New fundraising format; community engagement; revenue generation	Years 1–2, then ongoing	Coaching & Games Development
Plan special club events	Develop calendar of special club events (e.g., Leopardstown Races, Hell & Back, summer concerts) with clear objectives	Diversified fundraising portfolio; enhanced member engagement	As required	Finance & Fundraising
Launch charity-linked events	Develop charity partnership events where gains are shared between club and charity	Community engagement; positive brand association; revenue generation	Years 1–2, then ongoing	Finance & Fundraising
Rebrand Fundraising Committee	Rebrand committee to make it more attractive to new members and give committee fresh energy	Increased committee membership; new ideas and perspectives	Q4 2026	Finance & Fundraising
Digitalise fundraising	Ensure fundraising events are as digitalised as possible to reduce burden on committee members	Improved efficiency; reduced volunteer burnout; scalable events	Ongoing	Finance & Fundraising
Establish clear event objectives	Require each fundraising event to have specific objective, target, and success measure	Goal-driven fundraising; measurable outcomes; improved ROI	Q1 2027	Finance & Fundraising

Development Area 3: Finance & Funding

Develop a structured sponsorship model and expand membership and grant funding as a revenue source

Sponsorship Strategy

Initiative	Action Required	Outcome	Timeline	Owner
Pursue anchor sponsor	Engage club members to identify connections with larger businesses; develop anchor sponsor proposal	Secured anchor sponsor providing significant, predictable income	Q4 2026	Finance & Fundraising
Create tiered sponsorship packages	Develop tiered sponsorship opportunities (Platinum, Gold, Silver, Bronze) with clear benefits and investment levels	Professional sponsorship programme with clear value proposition	Q4 2026	Finance & Fundraising
Define sponsorship benefits	Clearly articulate sponsorship benefits and investment levels for each tier	Sponsors understand value; improved sponsor satisfaction and retention	Q4 2026	Finance & Fundraising
Manage sponsor outreach	Implement careful sponsor outreach strategy to avoid sponsor fatigue; space out sponsorship requests	Sustained sponsor relationships; reduced sponsor burnout	Ongoing	Finance & Fundraising
Develop sponsor list	Create comprehensive list of businesses to engage for sponsorship opportunities	Systematic approach to sponsor development; expanded sponsor base	Q4 2026	Finance & Fundraising

Membership Expansion

Initiative	Action Required	Outcome	Timeline	Owner
Develop alumni strategy	Build alumni list from old team sheets, former committee lists, and member referrals; implement personal outreach	Comprehensive alumni database; reconnected former members	Q2 2027	Membership & Community Officer
Create social membership	Develop attractive “social/support” membership option with reduced cost, event access, and voting rights	Increased non-playing membership; expanded revenue	Q2 2027	Finance & Fundraising
Target diaspora members	Develop strategy to engage members and former members abroad through personal outreach and virtual engagement	International membership revenue; strengthened global club community	Q4 2027	Membership & Community Officer
Reconnect with former members	Organise inclusive social/fun events and “come back” opportunities (7-a-side, training sessions, Lads & Dads team)	Former members re-engaged; increased membership and volunteer base	Ongoing	Membership & Community Officer
Review membership pricing	Assess membership fee structure and determine whether increases are appropriate; compare with local clubs	Optimised membership pricing; improved revenue	Before AGM annually	Finance & Fundraising
Appoint Membership Officer	Create dedicated Membership & Community Officer role to manage alumni list, welcome new members, follow up on non-renewals	Systematic membership management; improved retention and growth	Q2 2027	Club Executive

Development Area 3: Finance & Funding

Develop a structured sponsorship model and expand membership and grant funding as a revenue source (continued)

Grant Funding Strategy

Initiative	Action Required	Outcome	Timeline	Owner
Appoint Grants Officer	Recruit dedicated Grants Officer to actively pursue funding opportunities with coordinated purpose aligned with club strategic goals	Systematic approach to grant applications; increased grant funding secured	Q4 2026	Club Executive
Develop grants strategy	Create coordinated grants strategy identifying eligible funding programmes	Clear roadmap for grant applications; aligned with capital projects and strategic priorities	Q2 2027	Grants Officer
Develop expertise in relation to grant applications	Develop strong grant applications with clear project scope, community benefit, sustainability focus, and match funding identified	Increased grant success rate; secured funding for capital projects	Ongoing	Grants Officer
Align with capital projects	Ensure grant applications are aligned with Facilities Committee capital projects and strategic priorities	Coordinated funding approach; capital projects supported by external funding	Ongoing	Grants Officer & Facilities
Track grant opportunities	Monitor and track all available grant opportunities in 2026 and beyond; maintain calendar of application deadlines	No funding opportunities missed; proactive grant pursuit	Ongoing	Grants Officer
Build match funding	Identify and secure match funding from club reserves, fundraising, and sponsorship to meet grant requirements	Grant applications strengthened; improved eligibility and competitiveness	Ongoing	Finance & Fundraising

Make Fundraising Club-Wide and Team-Based

Initiative	Action Required	Outcome	Timeline	Owner
Adopt one-club mentality	Implement club-wide fundraising approach where all committees and teams contribute to fundraising efforts	Shared responsibility; reduced burden on small group; increased revenue	Q2 2027	Club Executive
Implement team self-sufficiency model	Evaluate and adopt approach where each team is expected to raise at least part of its own funding	Team-level financial responsibility; increased fundraising capacity	Q2 2027	Finance & Fundraising
Review team contribution model	Reassess current €2 subs model and replace with more practical and equitable contribution approach	Improved team contribution consistency; better financial planning	Q1 2027	Finance & Fundraising
Recruit team fundraising leads	Recruit parents from every age group/team to fundraising committee to support team-level fundraising	Broader committee membership; team-level fundraising capacity	Q3 2027	Finance & Fundraising
Provide fundraising support	Ensure all committees and teams have support, resources, and guidance for fundraising activities	Improved fundraising success; reduced barriers to participation	Ongoing	Finance & Fundraising

Development Area 4: Facilities & Club Development



We will position Man O'War GFC as a leading rural **community club** by developing a coordinated **Community & Sustainability Development Plan** that identifies and pursues funding opportunities, builds strategic partnerships, and aligns all initiatives with our core **strategic priorities** for long-term, sustainable growth.



We will advance **sustainability and green initiatives** including solar panels, energy efficiency upgrades, LED lighting, EV charging, rainwater harvesting, and biodiversity projects, reducing our **CO₂ emissions** and operational costs while demonstrating visible **environmental leadership** to members, partners, and the wider community.



We will invest in **all-weather training facilities** through sand-based pitch conversion and astro/all-weather training strips, securing year-round capacity for all teams, while enhancing **community facilities** and heritage projects that improve accessibility, celebrate our identity, and keep the club at the **heart of the community**.

Key Priorities and projects

1. Secure year-round training capacity and winter pitch access
2. Upgrade pitch infrastructure and playability
3. Maintain and enhance clubhouse and grounds standards
4. Develop and maintain the gym as a key club asset
5. Implement climate action and environmental sustainability measures
6. Develop long-term facilities masterplan and partnerships

2031 Vision

By 2031, Man O'War GFC will be recognised as a leading rural **community club** delivering sport, sustainability, heritage, and wellbeing for current and future generations. Our **green initiatives** will have reduced CO₂ emissions and operational costs, demonstrating strong **environmental stewardship** and responsible use of resources. Our **all-weather facilities** will provide reliable year-round access for all teams, with a modern clubhouse and fully equipped gym. Our **community and heritage projects** will celebrate our legacy, strengthen identity, and ensure accessible, inclusive facilities that welcome members of all abilities. **Strategic partnerships** will maximise facility utilisation and resource sharing. A clear **facilities roadmap** will guide costed, sequenced projects supporting continued growth. We balance **sporting excellence with environmental responsibility and community impact**.

Development Area 4: Facilities & Club Development

Secure Year-Round Training Capacity and Winter Pitch Access

Initiative	Action Required	Outcome	Timeline	Owner
Develop winter training plan	Create comprehensive plan for January/February covering pitch access rules, alternative training arrangements, and communication protocols	Eliminate annual winter training frustration; clear allocation system	Q4 2026	Facilities Committee
Block book winter training sessions	Secure winter training capacity in advance through formal booking system	Guaranteed winter training access for all teams	Q3 2026	Club Executive
Define equitable pitch allocation	Establish fair allocation model ensuring equitable pitch access between adult and juvenile teams	Fair resource distribution; reduced conflict	Q4 2026	Club Executive
Map winter training gaps	Conduct analysis of current winter training gaps by team, age group, and coaching need	Clear understanding of shortages and priorities	Q4 2026	Facilities Committee
Review external facility usage	Assess current use of external facilities and associated costs, especially burden on juvenile coaches	Identify cost-saving opportunities; reduce external dependency	Q4 2026	Facilities Committee
Explore facility-sharing partnerships	Investigate formal partnerships with nearby clubs (e.g., Balbriggan Rugby Club) for reciprocal facility access	Year-round training access; reduced external costs	Q1 2027	Facilities Committee
Optimize space allocation	Investigate and optimize space allocation on busy training nights to maximise facility utilisation	Improved facility utilisation; reduced scheduling conflicts	Q4 2026	Facilities Committee

Upgrade Pitch Infrastructure and Playability

Initiative	Action Required	Outcome	Timeline	Owner
Convert pitches to sand-based surface	Commission feasibility and cost review for converting both pitches to sand-based with drainage; assess implementation timing and downtime	Reliable winter training surface; improved year-round playability	Q4 2027	Facilities Committee
Develop pitch continuity plan	Create temporary continuity plan for teams affected during bottom pitch conversion	Minimal disruption to training and fixtures during works	On going	Facilities Committee
Agree pitch maintenance programme	Establish and document pitch maintenance schedule for on-season and off-season	Consistent pitch quality; extended pitch lifespan	Q1 2027	Facilities Committee
Upgrade floodlighting on second pitch to match standard	Produce a costings to upgrade floodlights on second pitch	Enable evening and winter training and matches	Q4 2026	Facilities Committee
Install ball stop	Install ball stop at clubhouse end of top pitch for safety and facility enhancement	Improved safety; enhanced training facility	Q2 2028	Facilities Committee
Install dugouts	Install dugouts on bottom pitch to improve match day experience	Enhanced match day facilities; improved player comfort	Q2 2028	Facilities Committee

Development Area 4: Facilities & Club Development

Maintain and Enhance Clubhouse and Grounds Standards

Initiative	Action Required	Outcome	Timeline	Owner
Establish housekeeping procedures	Create and implement housekeeping procedures for all indoor areas with clear responsibility	Clean, well-maintained clubhouse; professional standards	Q4 2026	Facilities Committee
Organise regular tidy-up days	Establish calendar and volunteer structure for regular club tidy-up days	Community engagement; improved grounds maintenance	Q4 2026	Club Executive
Maintain clubhouse cleanliness	Implement ongoing maintenance and cleanliness standards for clubhouse and facilities	Professional facility standards; positive member experience	Ongoing	Facilities Committee
Repair gateway entrance	Complete repair of gateway entrance as early visible improvement	Improved facility appearance; better first impression; member and visitor safety	Q2 2027	Facilities Committee
Install car park lighting	Install lighting in car park to improve safety and usability	Improved safety and access; enhanced member experience	Q2 2027	Facilities Committee
Implement issue reporting system	Introduce QR-code issue reporting system for members to flag maintenance problems	Faster maintenance response; improved accountability	Q4 2026	Facilities Committee
Create maintenance log	Establish maintenance log to track reported issues, actions taken, and outstanding items	Improved tracking and accountability; evidence of maintenance	Q4 2026	Facilities Committee

Develop and Maintain the Gym as a Key Club Asset

Initiative	Action Required	Outcome	Timeline	Owner
Continue gym investment	Maintain planned investment in gym equipment based on member need and usage	Modern, well-equipped gym supporting player development	Ongoing	Club Executive
Establish gym access policy	Confirm access policy that keeps gym available to all members in fair and manageable way	Inclusive gym access; broad member engagement	Q4 2026	Club Executive
Implement gym maintenance schedule	Introduce and reinforce gym maintenance schedule covering cleaning, repairs, equipment inspection, and replacement planning	Well-maintained gym; extended equipment lifespan	Q4 2026	Gym Committee
Assign ownership of gym upkeep	Designate clear ownership for gym upkeep and maintenance standards	Consistent maintenance standards; accountability	Q4 2026	Gym Committee
Expand gym access	Expand gym access to allow single-person usage and greater accessibility for all members	Greater accessibility; increased member engagement	Q4 2026	Club Executive
Track gym usage and feedback	Establish system to track member usage and feedback to guide future investment decisions	Data-driven investment decisions; improved member satisfaction	Q4 2026	Gym Committee

Development Area 4: Facilities & Club Development

Implement Climate Action and Environmental Sustainability Measures

Initiative	Action Required	Outcome	Timeline	Owner
Develop sustainability strategy	Create comprehensive sustainability strategy aligned with GAA and Fingal Co Co environmental objectives and grant opportunities	Formal commitment to environmental responsibility; structured approach	Q2 2027	Facilities Comm / Sustain Officer
Implement energy audit findings	Identify efficiency opportunities	Clear understanding of energy consumption and savings potential	On Going	Sustainability Officer
Implement LED lighting	Replace existing lighting with LED throughout clubhouse and outdoor areas	Reduced energy consumption; lower operating costs	Q2 2027	Facilities Committee
Explore solar panel installation	Investigate feasibility and funding options for solar panel installation on clubhouse roof	Renewable energy generation; reduced energy costs; grant eligibility	Q2 2027	Facilities / Finance Committee
Develop water conservation plan	Implement water conservation measures including rainwater harvesting and efficient irrigation	Reduced water consumption; lower utility costs	Q2 2027	Facilities Committee
Establish waste management programme	Create comprehensive waste management and recycling programme for club facilities	Reduced waste; improved environmental footprint	Q4 2026	Facilities Committee
Promote sustainable transport	Encourage sustainable transport options (carpooling, cycling) through club communications and incentives	Reduced carbon footprint; community engagement	Years 1–2	Communications Officer
Monitor environmental impact	Establish metrics to monitor environmental impact and progress on sustainability objectives	Evidence-based decision making; continuous improvement	Ongoing	Sustainability Officer

Develop Long-Term Facilities Masterplan and Partnerships

Initiative	Action Required	Outcome	Timeline	Owner
Develop facilities masterplan	Create phased facilities master plan covering short-, medium-, and long-term projects with costs and funding options	Strategic roadmap for facility development; clear priorities	Q1 2027	Facilities Committee
Investigate future projects	Evaluate feasibility, costs, and funding options for future projects requiring further investigation:	Clear understanding of project viability and investment required	Q2–Q3 2027	Facilities Committee
- All-weather astro pitch and ball wall	Investigate feasibility and funding for all-weather astro pitch and ball wall for year-round training capacity	Enhanced training capacity; year-round facility access	Q3 2027	Facilities Committee
- Perimeter fencing around lower pitch	Explore feasibility of fencing/railing around bottom pitch with advertising potential	Revenue generation opportunity; improved facility appearance	Q2 2027	Facilities Committee
Align with grant opportunities	Ensure facility projects align with available grant funding	Maximised funding opportunities; reduced capital burden	Ongoing	Finance & Fundraising Committee
Establish partnership framework	Develop formal framework for facility-sharing partnerships with other clubs and community groups	Expanded facility access; resource optimisation	Q1 2027	Facilities Committee
Prioritise projects by impact	Prioritise future projects by strategic value including player development, year-round access, safety, and revenue potential	Clear sequencing of investments; optimised resource allocation	Q1 2027	Facilities Committee

Development Area 5.1: Communications & PR



We will strengthen our **communications and PR presence** by delivering clear, consistent storytelling across channels, building a recognisable **club brand** locally and online, and engaging members, supporters, and the diaspora through social media, match-day content, and human-interest stories that celebrate our people, culture, and achievements.



We will develop a comprehensive **communications strategy** with clear planning, coordinated messaging and integrated digital tools, ensuring all club activities are visible, accessible and engaging to members and the wider community.



We will maintain accurate **member and player records** through systematic data management and GDPR compliance, creating a secure foundation for targeted communications and ensuring every member feels connected and informed.

Key Priorities and projects

1. Develop a Comprehensive Communications Strategy
2. Build and Maintain Accurate Member and Player Records
3. Focus on our diaspora
4. Implement modern social media strategy
5. Enhance local visibility and club branding

2031 Vision

By 2031, our club will be recognised as a modern, forward-thinking organisation with **vibrant communications**, a strong, interactive **social media presence**, and high local visibility supported by a clear, consistent **club brand**. Our website will operate as the central **digital hub** for news, fixtures, results, and resources, seamlessly connected to all other channels.

Members, players, families, and the global diaspora will feel informed, valued, and connected through regular updates, storytelling, and two-way engagement. Accurate, GDPR-compliant **member data** will underpin targeted, relevant outreach, enabling personalised experiences that deepen loyalty, grow participation, and support sustainable growth across every area of the club.

Development Area 5.1: Communications & PR

Develop a Comprehensive Communications Strategy

Initiative	Action Required	Outcome	Timeline	Owner
Develop integrated communications plan	Create comprehensive communications plan covering club news, member updates, live social media content, and community visibility	Coordinated, purposeful communications; increased club visibility in community	Q4 2026	Comms Subcommittee
Create Communications Subcommittee	Establish dedicated Communications Subcommittee to oversee strategy development and implementation	Coordinated communications governance; clear accountability for delivery	Q3 2026	Club Executive
Integrate digital tools into communications	Expand use of QR codes, digital publications, and online tools across all club events and communications	Seamless digital engagement; improved accessibility for members	Q4 2026	Comms Officer
Ensure subcommittee representation in communications	Appoint a communications representative from each subcommittee to ensure visibility and coordination	All subcommittees represented in communications; improved information flow	Q4 2026	Communications Subcommittee
Maintain social media governance	Develop clear guidelines and protocols for social media use across all club committees and members	Consistent brand voice; aligned messaging; improved social media effectiveness	Q4 2026	Comms Subcommittee

Build and Maintain Accurate Member and Player Records

Initiative	Action Required	Outcome	Timeline	Owner
Conduct comprehensive data audit	Perform full audit of existing membership and player records to identify gaps, duplicates, and inaccuracies	Accurate, complete member database; foundation for targeted communications	Q4 2026	Registrar / Comms Subcommittee
Implement ongoing database maintenance	Establish regular review and update schedule for all membership and player information	Current, reliable member records; improved communication effectiveness	Ongoing	Registrar / Comms Subcommittee
Ensure data protection compliance	Verify all data collection and storage complies with GDPR and club data protection policies	Legal compliance; member privacy protected; secure data management	Q4 2026	Club Executive / Comms

Focus on our diaspora

Initiative	Action Required	Outcome	Timeline	Owner
Create diaspora register	Develop comprehensive register of community members living away from home with contact details	Complete database of diaspora members; improved communication capability	Q4 2026	Communications Officer
Establish quarterly newsletter	Create and distribute quarterly newsletter with information on club developments, events, matches, and fundraising	Regular engagement with diaspora; strengthened connection to club	Q4 2026	Communications Officer
Share diaspora profiles	Publish regular profiles of members living abroad on social media and club communications	Celebration of diaspora contributions; inspiration for other members	Ongoing	Communications Officer
Appoint Diaspora Officer	Designate member of the Executive as Diaspora Officer with clear remit	Dedicated leadership for diaspora engagement; coordinated strategy	Q4 2026	Club Executive

Development Area 5.1: Communications & PR

Implement Modern Social Media Strategy

Initiative	Action Required	Outcome	Timeline	Owner
Expand TikTok presence	Pilot more regular and varied TikTok content targeting younger audiences; create engaging, short-form video content	Increased reach among younger demographic; modern club image	Q4 2026	Communications Officer
Maintain positive social media presence	Continue to maintain up-to-date, positive social media across all platforms with regular engagement	Sustained member connection; improved club visibility	Ongoing	Communications Officer
Promote games and events	Actively promote all games, events, and community activities across social media channels	Increased attendance; improved community awareness	Ongoing	Communications Officer
Share photos regularly	Establish a routine of sharing photos from training, matches, and club events	Visual storytelling; improved member engagement and pride	Ongoing	Communications Officer
Develop content strategy	Create a structured content strategy covering match reports, team highlights, player features, and event promotion	Consistent, varied content; improved audience engagement	Q4 2026	Communications Officer

Enhance Local Visibility and Club Branding

Initiative	Action Required	Outcome	Timeline	Owner
Improve local signage	Enhance signage in nearby towns (Balrothery, Hedgestown, Milverton) to increase club visibility in the local area	Increased local awareness; improved recruitment from surrounding communities	Q4 2026	Communications Officer
Develop club branding materials	Create club-branded merchandise,for distribution and promotion	Increased club visibility; improved brand recognition	Q4 2026	Communications Officer
Implement QR code promotion	Place QR codes linking to club website in local shops and public spaces	Improved digital engagement; easier access to club information	Q4 2026	Communications Officer
Maintain club website	Ensure club website is current, user-friendly, and serves as a central hub for club information, fixtures, and news	Improved member and community access to information	Q4 2026	Communications Officer
Maintain club contacts visibility	Keep club contacts updated and visible on website and all communication channels	Easy access to club leadership; improved communication	Ongoing	Communications Officer

Development Area 5.2: Heritage & Culture



We will celebrate our club’s **culture and heritage** by promoting the Irish language, traditional music, storytelling, and our club history, including celebrating our **80th anniversary**. This will ensure cultural activities are visible across all teams, age groups, and events, **strengthening pride and identity** within Man O’War GFC.



We will support **Scór participation** and traditional music by providing training, mentoring, and performance platforms, and by integrating cultural activities into club events and fundraising. This joined-up approach will nurture local talent, increase member involvement, and make cultural expression a regular, valued part of club life.



We will preserve and celebrate our **club history and heritage** through visual displays, photo libraries, documented stories, and dedicated heritage events. By capturing memories, artefacts, and milestones, we will create a living archive that connects past, present, and future members and deepens our shared sense of belonging.

Key Priorities and projects

- 1. Promote Irish language and cultural activities
- 2. Support Scór participation and traditional music
- 3. Preserve and celebrate club history and heritage

2031 Vision

By 2031, Man O’War GFC will have a vibrant **cultural identity** where the **Irish language**, Scór, and traditional music are visible and valued parts of club life. Our calendar will feature regular cultural events and celebrations, including a landmark **80th anniversary** programme that honours our past and inspires future generations. Our club **history and heritage** will be well documented and displayed, with stories, photos, and artefacts preserved so every member understands, values, and celebrates the rich Irish culture of Man O’War GFC.

Development Area 5.2: Heritage & Culture

Promote Irish Language and Cultural Activities				
Initiative	Action Required	Outcome	Timeline	Owner
Support Cultural Officer	Appoint team to work with Cultural Officer to develop and implement cultural initiatives	Dedicated leadership for cultural development; coordinated strategy	Q1 2027	Club Executive
Organise cultural events	Identify practical ways to include Irish cultural activities (Scór, céilí dancing, traditional music) within the club calendar	Clear plan for cultural integration; increased participation; strengthened community bonds	Q1 2027	Heritage & Culture Committee
Develop Irish language and culture plan	Create document with plan and responsibilities for developing Irish language and cultural activities	Clear roadmap for cultural development; assigned accountability	Q1 2027	Heritage & Culture Committee
Promote use of Irish language	Improve use of the Irish language at meetings, social events, and in club correspondence	Increased visibility and use of Irish language; cultural reinforcement	Ongoing	Heritage & Culture Committee
Promote traditional music	Develop initiatives to promote traditional music within the club (performances, sessions, workshops)	Celebration of cultural heritage; member engagement	Years 1–2, then ongoing	Heritage & Culture Committee
Create cultural calendar	Develop an annual cultural calendar highlighting Irish cultural events and celebrations	Visible commitment to cultural promotion; planned activities	Ongoing	Heritage & Culture Committee

Support Scór Participation and Traditional Music				
Initiative	Action Required	Outcome	Timeline	Owner
Promote Scór participation	Actively promote Scór participation across all age groups; provide information and support	Increased Scór participation; cultural engagement	Ongoing	Heritage & Culture Committee
Organise Scór training	Provide training and coaching for Scór participants in music, dancing, and storytelling	Improved Scór performance; member skill development	Years 1–2, then ongoing	Heritage & Culture Committee
Host traditional music sessions	Organise regular traditional music sessions for members and community	Celebration of musical heritage; community engagement	Years 1–2, then ongoing	Heritage & Culture Committee
Support musicians and performers	Identify and support club members who are musicians or performers; provide platforms for performance	Recognition of talent; cultural celebration	Ongoing	Heritage & Culture Committee
Link music to fundraising	Develop high-profile traditional music performances linked to fundraising events	Dual benefit of cultural celebration and fundraising	Ongoing	Heritage & Culture Committee

Development Area 5.2: Heritage & Culture

Preserve and Celebrate Club History and Heritage				
Initiative	Action Required	Outcome	Timeline	Owner
Create visual club history	Create visual displays throughout the clubhouse celebrating club history, achievements, and community identity through photo walls, team photos, historic jerseys, and memorabilia that reinforce pride and belonging.	Welcoming environment; visible celebration of club community; member pride	Q2 2027	Heritage & Culture Committee
Maintain photo library	Establish and maintain a comprehensive photo library of teams, events, and club history	Preserved club memories; accessible historical record	Q2 2027	Communications Officer
Document club stories	Collect and document stories from long-standing members, former players, and club leaders	Preserved oral history; strengthened club narrative	Ongoing	Heritage & Culture Committee
Organise heritage events	Plan heritage-focused events celebrating club history (e.g. heritage jersey nights, former player reunions)	Celebration of club legacy; member connection	Ongoing	Heritage & Culture Committee
Create club history resource	Develop a written or digital resource documenting club history, key milestones, and notable achievements	Accessible club history; improved member knowledge	Ongoing	Heritage & Culture Committee

Development Area 5.3: Health, Wellbeing & Community Engagement



We will deepen **community connection and strengthen club culture** through a vibrant Social Committee, welcome events for new members, club trips, social activities and an inclusive, year-round calendar that brings members together across all age groups.



We will maintain and develop our **Healthy Club status** by implementing a comprehensive health and wellbeing plan, including mental health initiatives, physical activity programmes and strong community partnerships.



We will build a stronger **player welfare** and development model through wellbeing programmes, nutrition support, injury prevention education, sports psychology access, first-aid capability and a positive, supportive gym culture, that supports players physically, mentally and educationally.

Key Priorities and projects

1. Deepen community connection and strengthen club culture
2. Maintain and develop our Healthy Club Status
3. Build a stronger player welfare and development model
4. Improve inclusion and family-friendly facilities

2031 Vision

By 2031, we will have a **holistic development model** supporting the whole person, with wellbeing talks, nutrition support, and sports psychology embedded in our coaching culture. Our club is a **welcoming and inclusive community hub** where all members feel a genuine sense of belonging. We host **regular social events and club trips** that strengthen community bonds. We maintain **Healthy Club status** and recognised for **caring for the whole person—not just the player**.

Development Area 5.3: Health, Wellbeing & Community Engagement

Deepen Community Connection and Strengthen Club Culture				
Initiative	Action Required	Outcome	Timeline	Owner
Establish Social Committee	Create dedicated Social Committee to promote social interaction and events for the club and community	Active social programming; improved member engagement and retention	Q4 2026	Club Executive
Plan welcome events	Organise a welcome event each September for new members covering all age groups	New members feel welcomed and integrated; improved retention	Q2 2027	Social Committee
Establish annual family events	Shortlist and establish one or two annual family or community events as club fixtures	Strengthened social fabric; improved family engagement	Q1 2027	Social Committee
Organise club trips	Plan regular club trips (e.g. to Croke Park, clubs down the country) for players, members, and families	Enhanced club bonding; memorable experiences; improved retention	Ongoing	Social Committee
Organise adult social events	Plan adult social trips and events (e.g. MOW in the Snow) to engage adult members and families	Strengthened adult engagement; improved club community	Ongoing	Social Committee
Organise club days	Plan club days out across juvenile teams to strengthen bonds and create shared experiences	Enhanced team cohesion; improved retention	Ongoing	Social Committee
Develop calendar of events	Create and circulate annual and weekly events calendar to members and community	Improved awareness and participation in club activities	Q1 2027	Social Committee
Plan for older members and teenagers	Develop written document to guide how the club will improve interaction with older members and teenagers	Increased engagement from all age groups; strengthened intergenerational connections	Q4 2026	Social Committee
Encourage new community members	Develop strategy to encourage new members in the community to attend club events	Greater numbers of new people attending club events; expanded community reach	Ongoing	Social Committee
Host joint events with other clubs	Organise regular joint events with other clubs and community groups	Expanded community network; shared learning and resources	Years 1–2	Social Committee
Maintain and develop our Healthy Club Status				
Initiative	Action Required	Outcome	Timeline	Owner
Develop Healthy Club plan	Create comprehensive Healthy Club plan aligned with GAA Healthy Club framework covering mental health, physical wellbeing, and community engagement	Formal commitment to player and member wellbeing; structured approach to health promotion	Q1 2027	Health & Wellbeing
Implement mental health initiatives	Deliver mental health awareness and support programmes for all members	Improved mental health awareness; accessible support for members	Years 1–2	Health & Wellbeing
Promote physical activity	Develop initiatives to promote physical activity and fitness across all age groups	Increased participation in club activities; improved member health	Years 1–2	Health & Wellbeing
Build community partnerships	Establish partnerships with local health services, schools, and community organisations to support Healthy Club objectives	Expanded support network; improved access to resources	Years 1–2	Club Executive
Monitor and evaluate	Establish metrics to monitor progress on Healthy Club objectives; conduct annual review	Continuous improvement; evidence-based decision making	Ongoing	Health & Wellbeing

Development Area 5.3: Health, Wellbeing & Community Engagement

Build a Stronger Player Welfare and Development Model				
Initiative	Action Required	Outcome	Timeline	Owner
Develop annual wellbeing programme	Create a small annual programme of talks and workshops covering player welfare, mental health, and education	Holistic player development; improved player welfare and retention	Q1 2027	Health & Wellbeing
Deliver teenage wellbeing talks	Schedule engaging, age-appropriate wellbeing talks for teenage players covering mental health, resilience, and life skills	Improved mental health awareness; stronger support for teenage players	Years 1–2	Health & Wellbeing
Provide nutrition guidance	Deliver nutrition talks and guidance across all juvenile sections to support healthy development	Improved player nutrition and athletic development	Years 1–2	Health & Wellbeing
Offer injury prevention training	Schedule injury prevention and athletic development talks for coaches and players	Reduced injury rates; improved player longevity	Years 1–2	Health & Wellbeing
Introduce sports psychology support	Identify suitable partners or speakers for sports psychology sessions; offer to all age groups	Improved mental resilience; enhanced performance	Years 1–2	Health & Wellbeing
Promote gym culture	Assess demand for yoga or Pilates classes; develop initiatives to promote strong gym culture among players	Improved fitness and wellbeing; increased gym engagement	Q1 2027	Health & Wellbeing
Deliver first-aid training	Schedule certified first-aid courses for all coaches to ensure player safety and emergency preparedness	All coaches trained in first aid; improved player safety	Q4 2026	Health & Wellbeing
Link talks to fundraising	Develop high-profile talks and workshops linked to fundraising events to serve both development and community-building purposes	Dual benefit of player development and fundraising; community engagement	Ongoing	Health & Wellbeing

Improve Inclusion and Family-Friendly Facilities				
Initiative	Action Required	Outcome	Timeline	Owner
Assess sensory garden feasibility	Evaluate feasibility, space requirements, and indicative costs for a sensory garden project	Clear understanding of project scope and investment required	Q1 2027	Facilities Committee
Assess safe play area feasibility	Evaluate feasibility, space requirements, and indicative costs for a safe play area for younger children	Clear understanding of project scope and investment required	Q2 2027	Facilities Committee
Develop community-facing message	Create clear messaging around “Help us build a home for our community” to support fundraising and sponsorship	Strong narrative for facility development; improved fundraising appeal	Q4 2026	Communications Officer
Develop All-Star Team Engagement	Connect with local small clubs to create an All-Star partnership programme	Build an inclusive environment for our All-Stars to flourish and ensure the members feel like a valued part of the GAA community while building stronger partnerships with our local clubs.	Q1 2027	Health & Wellbeing (With support from C&GD)
Phase facility projects	Determine whether sensory garden and safe play area projects should be phased or prioritised	Clear implementation roadmap; realistic project planning	Q1 2027	Facilities Committee

05

Implementation and Risks

MAN O'WAR GFC STRATEGIC PLAN

How We Will Implement, Govern And Review

Delivering this plan will rely on **clear ownership**, regular review and open communication, with the Executive, coaches, players, volunteers and members all working together to keep the 2026–2031 strategy active and relevant.

Implementation Group

Man O'War GFC will create a small **Implementation Group, the SRU (Strategic Review Committee)**, reporting to the Club Executive, with representatives from key club sections and Development Areas. This group will coordinate delivery of agreed initiatives, monitor **progress** against the 5-year plan, and ensure clear ownership so that actions are realistic, sequenced and fully aligned with the 2031 vision.



Annual Review

Each year, the Implementation Group reviews every measure on the **2031 Success Scorecard**, updating its **RAG status** against its 2031 target: volunteers 74 to 100+, playing members 422 to 480+, underage coaches 65 to 90+, a return to surplus or breakeven, year-round training access and school partnerships 3 to 5+, with Healthy Club status maintained. Priorities for the coming season are agreed and timelines updated, feeding into club budgeting, resource planning and fixtures.



Report & Adjust

Progress against the **2031 Success Scorecard** is reported to members at the AGM, showing each measure's **RAG status** and movement toward its 2031 target. The plan is adjusted where needed to reflect new opportunities or challenges, while keeping the 2031 vision in sight so everyone can see how their efforts contribute to long-term success.

MAN O'WAR GFC STRATEGIC PLAN

Risk Management

Overview

Effective risk management is essential to delivering this plan and protecting the club's **long-term sustainability**. The Strategic Review Committee (SRC) will maintain a simple risk register, track key issues, and agree clear owners for actions. Regular reviews will focus on financial resilience, volunteer wellbeing, facilities planning, and external changes. By planning ahead, **adjusting plans** when required, and learning from experience, Man O'War GFC can respond quickly to challenges while keeping our players, members, and community at the centre of decisions.

Key Risks and How We Will Manage Them

Reliance on few volunteers risks burnout

We will promote role sharing, **targeted recruitment, training, and recognition** to retain volunteers and spread workloads fairly

Teen and young adult player drop-off threatens teams

We will **strengthen engagement programmes**

Uncertain funding could delay projects

The club will use **conservative budgeting, diversify income streams**, and build prudent reserves to protect core activities and long-term commitments

Poor communication could undermine buy-in

We will use **clear, regular, two-way updates**

Growing demand may exceed facilities or delayed capital

We will **prioritise upgrades and plan phased improvements**

Lapses in compliance and safeguarding risk the club

We will **train, audit and update policies**

The SRC will maintain a live **risk register**, reviewing key risks at least annually and after major events. Mitigation actions, owners, and timelines will be updated, ensuring lessons learned feed into future planning and decision-making.

MAN O'WAR GFC STRATEGIC PLAN

2031 Success Scorecard

Last reviewed Jun 2026 · Next review Jun 2027

This scorecard defines what success looks like for our 2026-2031 plan: every strategic pillar carries a 2026 baseline, a measurable 2031 target and a named owner, so outcomes stay visible and accountability is shared. The Strategic Review Committee (SRC) reviews these measures annually and reports progress to members.

STRATEGIC PILLAR & OUTCOME	2026 BASELINE	2031 TARGET	ACCOUNTABLE OWNER	RAG STATUS
Club Structures — Active volunteers (excl. coaches)	74	100+	Club Executive / SRC	At Risk
Club Structures — Strategic Review Committee	Not yet in place	Operating, quarter and annual reviews	SRC / SPO	At Risk
Coaching & Games — Registered playing members	390	480+	Coaching & Games	At Risk
Coaching & Games — Qualified underage coaches	65	Defined coaching pathway	Coaching & Games	On Track
Finance & Funding — Net annual result	€10k deficit	Surplus / breakeven	Finance Committee	Off Track
Finance & Funding — Diversified income streams	Subs & lotto reliant	4+ balanced streams	Finance Committee	Off Track
Facilities — Year-round training access	External winter reliance	Guaranteed access	Facilities Committee	At Risk
Coaching & Games — Primary school partnerships	3 schools	5+ schools	Coaching & Games	At Risk
Community & Culture — Healthy Club status	Achieved	Maintained & developed	Health & Wellbeing	On Track

06

Conclusion and Action

**Together, Let's Build A Strong And Vibrant Man
O'War GFC and commit fully to delivering our
2026–2031 Strategic Development Plan.**

MAN O'WAR GFC STRATEGIC PLAN

Call To Action – Moving Forward Together



Commit to delivering this 5-Year Plan as a collective effort

Where players, coaches, parents, volunteers, supporters, and partners all play their part; by working **together** and **tracking** our progress against the 2031 Success Scorecard so every shared target is met as we build a stronger, more vibrant Man O'War GFC for everyone.



Step forward as a volunteer

By joining club committees, short-term working groups, or helping at events; whether you can give an hour a month or a few days a year, your **time and skills** will directly support delivery of the 5-Year Plan and strengthen our community.



Value and support our existing leaders and volunteers

By thanking them, offering practical help, and promoting a positive, **respectful culture** on and off the pitch; together we can prevent burnout, share responsibility fairly, and make Man O'War GFC a welcoming place for everyone.



Stay engaged with communication and feedback

By reading club updates, attending information evenings, and using the channels provided to share your ideas; your **ongoing input** will help refine priorities, solve problems early, and ensure the plan evolves with the needs of our members.

END