

80 Years of Community, Pride and Football.

MOW GFC

5-Year Strategic Development Plan
2026–2031

Overview



80 Years Behind Us. Our Next Chapter Ahead.

Man O'War GFC | Five-Year Strategic Development Plan 2026–2031



OUR HISTORY

1946–2026



OUR CLUB TODAY

One club. One community.



OUR FUTURE

Building towards 2031

Celebrate our past • Build on our strengths • Shape our shared future

How We Built Our Strategic Plan

From an Executive decision to a shared plan for 2026–2031



2026 → 2031

“A plan shaped by our people, for our shared future.”

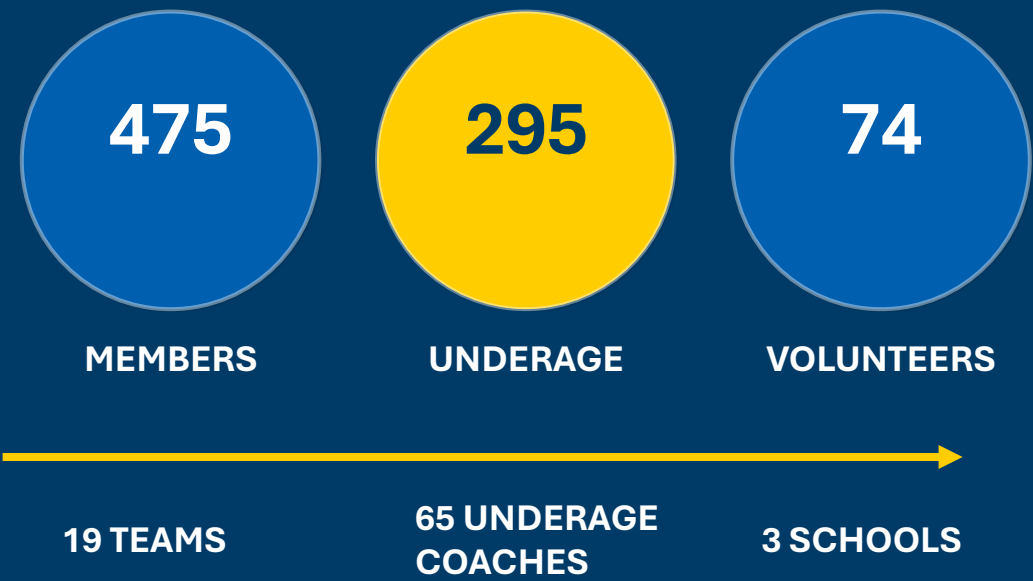
Strong today. Ready for 2031.

Building a stronger club for the next generation.

A practical, community-first roadmap to grow participation, strengthen culture, secure sustainable finances and develop the facilities, people and partnerships needed to thrive by 2031.

ONE CLUB • ONE PLAN • ONE SHARED FUTURE

THE BIG IDEA Protect what makes the club special. Build the capacity to thrive.



Our Catchment Is Changing. Our Opportunity Is Growing.

A strong club today — but the environment around us is changing. The task is to widen our reach and build the capacity to thrive.

1 | OUR CHALLENGE

Our traditional catchment is changing

- Local school intake
- Village population
- New housing locally
- Immediate recruitment pool

↓9%

Maturing

Limited

Smaller

2 | OUR OPPORTUNITY

Growth is happening around us

- Wider catchment
- New families
- Recruitment reach
- Club base

Growing

Within reach

Can widen

Strong

3 | OUR RESPONSE

Build the capacity to grow

- Recruitment
- Nursery & schools
- Coaches & volunteers
- Facilities/ Finance

Widen

Strengthen

Grow

Invest sustainably

2026 SNAPSHOT

475

REGISTERED MEMBERS

72

SAFEGUARDED COACHES

€100K+

OPERATING EXPENDITURE

75%

PLAYER WELFARE SPEND

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

Our Purpose. Our Direction. Our Values.

The plan is built around lifelong engagement in Gaelic games, culture and community — with a clear purpose, a welcoming ambition and values that shape everyday decisions.

MISSION

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**.

VISION

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. So this strategic plan is built around inclusion.

VALUES

Respect & Trust

Dignity, transparency, strong relationships.

Teamwork & Honesty

Collaborative, open and fair.

Empathy

Understanding, supportive, inclusive.

Our shared values guide how we work together, make decisions on and off the pitch and deliver our ambitions for the club.

Five pillars. One club.

Each pillar strengthens the others. Together they create a sustainable club for members and community.

01

CLUB STRUCTURES

- Clear roles.
- Strong governance.
- More volunteers.

02

COACHING & GAMES

- Quality coaching.
- Player pathways.
- Lifelong involvement.

03

FINANCE & FUNDING

- Balanced income.
- Better controls.
- Resilient cashflow.

04

FACILITIES & DEVELOPMENT

- Year-round access.
- Better pitches.
- Clear masterplan.

05

CONNECTION, CULTURE & WELLBEING

- Modern communication.
- Visible culture.
- Healthy Club.

ONE CLUB • ONE PLAN • ONE SHARED FUTURE

Five connected priorities, working together to build a stronger and more sustainable club.

2031 success scorecard

How we will measure progress towards our five-year ambitions.

VOLUNTEERS

74 → 100+

Broader support and better succession.

PLAYING MEMBERS

390 → 480+

Growth through stronger pathways and recruitment.

QUALIFIED UNDERAGE COACHES

65 → defined coaching pathway

Better standards and player experience.

ANNUAL FINANCIAL RESULT

€10k deficit → breakeven / surplus

A more sustainable operating model.

INCOME MIX

Subs & lotto reliant → 4+ streams

More balanced and resilient income.

TRAINING ACCESS

External reliance → guaranteed capacity

Year-round access to support player development.

SCHOOL PARTNERSHIPS

3 → 5+

Stronger feeder links and visibility.

HEALTHY CLUB

Maintained → developed further

Wellbeing remains central.

By 2031, success means more people involved, stronger delivery and healthy finances

2031 Success Scorecard

This scorecard defines what success looks like for our 2026-2031 plan: every strategic pillar carries a 2026 baseline, a measurable 2031 target

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	Breakeven/ surplus	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

How delivery will work

This is a living plan, with clear ownership, measurable outcomes and regular progress reviews.



CLEAR OWNERSHIP

Each pillar has an accountable lead and supporting team responsible for delivery.

ANNUAL ACTION PLANS

Five-year ambitions translated into clear annual priorities, actions and milestones.

REGULAR PROGRESS REVIEWS

Progress reviewed by pillar leads and reported to the Executive and at AGM.

MEASURABLE OUTCOMES

Delivery tracked against agreed KPIs and the 2031 Success Scorecard.

ANNUAL PLANNING

Agree priorities, actions, owners and resources for the year ahead.



ONGOING DELIVERY & REVIEW

Pillar leads drive delivery, with regular progress updates to the Executive.



ANNUAL REVIEW & REFRESH

Assess progress against the scorecard, address challenges and update priorities for the following year.

“Our success will be measured not by the plan we launch, but by what we deliver.”

The plan needs all of us.

This plan only works if all of us own it.

Give time • Share expertise • Support the club • Stay connected

GET INVOLVED

Volunteer your time, skills or expertise.

SUPPORT PLAYERS

Help every player develop and enjoy Gaelic games.

BUILD COMMUNITY

Welcome new families and grow our reach.

SUPPORT GROWTH

Help fund our club's future

SHARE IDEAS

Your voice can help shape our future.

STAY ENGAGED

Follow our progress and help deliver the plan.

ONE CLUB • ONE PLAN • ONE SHARED FUTURE

Next Step: Choose one way to contribute and speak to a club officer or committee lead.

READ THE FULL PLAN



**Scan to explore our full
Five-Year Strategic Plan**