

**RAISING THE
RED
HAND
TO NEW HEIGHTS**

Ag Tógáil na Laimhe Deirge go hArda Nua



A Strategy for
Tyrone GAA
2023 - 2027



RAISING OUR GAME



CONTENTS

1

Réamhrá **Introduction**

2

Tír Eoghain: An Ait **Tyrone: The Place**

How it was Done

Where We Are

The Legacies That Shape Us

Who We Are

What We Do

How We Are

What Others Plan for Us



3

Ag Tógáil na Laimhe Deirge go hArda Nua **Raising the Red Hand to New Heights: Our Plans for Gaelic Tyrone**

Theme 1 na cluichí
Playing, Organizing, Developing and Coaching our Games

Theme 2 na pobail
Developing and Growing our Clubs and Communities

Theme 3 bonneagar
The Physical Infrastructure Needed to do our Work

Theme 4 oidhreacht
Our Gaelic Heritage

Theme 5 folláine
Health, Well-Being and Inclusion

Theme 6 acmhainní
Resourcing and Funding What We Want to Do

Theme 7 feidhmiú
Managing Tyrone GAA



4

a chur i bhfeidhm **Making It All Happen**



MAR THÚS SCÉIL BY WAY OF INTRODUCTION

THE GAA IN TYRONE

Organizes through its 55 affiliated Clubs, Gaelic games and associated activities for all, regardless of age, background or ability.

Is wedded to an unmistakable amateur and volunteer ethos.

Is proud of and content in its 'Irishness' and Gaelic heritage.

Stands for what it believes in and is not 'against' anyone/anything else.

Works to the highest standards of governance.

Achieves and delivers very powerfully, both on and off the field.

Has a unique and special asset in its County Headquarters, the Garvaghey GAA Centre.

THIS ALL IN TURN

Builds Tyrone people's confidence and contentment in **Who they are and Where they are from.**

Improves their physical and mental well-being.

Strengthens local community cohesion within and across Tyrone.

Ensures every GAA resource is put to full and effective use.

WITH THE RESULT THAT

Social capital, 'the glue that holds society together', is built and re-built.

Civic society across Tyrone is strengthened.

Government is saved huge investment in facilities and services.

People develop a priceless sense of belonging.

Everyone is better off as a result.



RÉAMHRÁ INTRODUCTION

We are delighted to put before you Tyrone GAA's Strategic Plan which will take our County forward to 2027.

This is our fourth such Plan and they have all helped to bring Tyrone GAA to new levels of activity and achievement. Whilst Plans are rarely fully achieved, the vast bulk of what was set out in our previous ones has been successfully delivered. And that has been done in difficult times, when, like everyone else, we've been faced by financial crises, local and global uncertainty, recession, and the COVID pandemic.

There have been many contributors to this Plan and Gaelic Tyrone is in debt to them all. Right throughout the GAA it's 'the power of the team' that really counts and 'Team Tyrone' is something that continues to totally energize the GAA here.

A lot of what's in the Plan repeats the content of its predecessors. That's because a lot of GAA business is about 'sticking to the knitting', about looking after the basics in terms of our people, games, culture, heritage, places and infrastructure. It's therefore vital that we honour the idea of 'More of the same'.

It's even more important that we now implement our Plan. It took a lot of people to draw it up. It'll take many, many more to implement it. That now has to be a priority for us all.

**An chuid is fearr le feiceáil go fóill
The best is yet to come**

Martin Sludden

Martin Sludden
Tyrone GAA Chair

Michael Kerr

Michael Kerr
Tyrone GAA Secretary

Niall McKenna

Niall McKenna
Tyrone GAA Treasurer

Seamus McDonald

Seamus McDonald
Tyrone GAA Strategy Implementation



TÍR EOGHAIN: AN AIT

Our Plan is about, of, in and for Tyrone. Our focus is on Tyrone GAA, but in the firm belief that the GAA is about 'Who we are and Where we're from', the geography, history, life, positives and difficulties of our County and its people shape everything that we do.

Múineann gá seift
Need teaches a plan.

WHERE WE ARE

- Large and expansive, mostly upland and marginal, often distant/remote, totally inland but bounded by Lough Neagh, and matching mountains with river valleys
- Largely rural, with 60% of our people living beyond the main towns of Omagh, Dungannon, Strabane, Cookstown and Coalisland
- Strongly and actively linked to GB, the USA and Australia through our diaspora
- Too often left behind in terms of public infrastructure, services and investment

THE LEGACIES THAT SHAPE US

- A 6,000-year-plus continuous people-presence, marked by well over a thousand historic monuments and a painstakingly crafted landscape
- A status as an indefatigable holder on to the Gaelic traditions

- The playing out across the County of Ireland's major national, political and cultural conflicts of the past thousand years, with 350 lives lost during the conflict of the late 20th century
- A long-lasting burden of acute rural decline and debilitation, Tyrone's population falling by two thirds in the century following The Famine
- A modern, largely self-led, and very dramatic community and economic revival and regeneration

WHO WE ARE

- Over 190,000-strong and growing, our population increasing by 35,000/22% since 1991, and projected to reach 207,000 by 2030
- Young, with 23% of us aged 15 or under
- 'Two-thirds Catholic/nationalist' and 'One-third Protestant/unionist' in the NI community context, which leaves us the 19th County in Ireland in 'Gaelic population size'
- Now also complemented by a vibrant and valued 'New Tyrone in-migrant' population

WHAT WE DO

- Work hard: Activity Rates are high, as is entrepreneurialism, especially in East Tyrone
- Lead the world in the materials-handling engineering industry
- Also sustain market-leading construction and agri-food sectors



TYRONE: THE PLACE

- Foster huge numbers of successful small businesses
- Experience a dearth of public sector jobs in the east and far west of the County
- Host 73 Primary (12,830 pupils) and 14 Post-Primary Schools (15,600 pupils) which accommodate Gaelic games
- Lack a dedicated Third Level presence, but delight in a vigorous South-West College
- Send, of necessity, many of our people to work and learn beyond Tyrone
- Sustain a strong cross-border traffic, for both work and social reasons

HOW WE ARE

- Unacceptably acutely Disadvantaged across most of government's measures, but especially in terms of Access/ Proximity to Services
- A County of below-average earnings and with gaps in Educational Attainment
- Affected by significant levels (one person in five) of limiting long-term illness or disability, and with above-average deaths from Circulatory and Respiratory diseases
- Experiencing a growing mental health crisis
- Still coming to terms with the impacts of COVID-19

WHAT OTHERS PLAN FOR US

- Almost negligible Tyrone-wide thinking, with our County administered through three Councils, three Health Trusts, two Police Districts and several other disparate government/agency divisions
- The NI Regional Development Strategy 2035 proposes | Omagh, Dungannon, Strabane and Cookstown as 'main hubs' for investment and development | The Sperrins and Lough Neagh as strategic natural resources | The A4 and A5 routes as Key Transport Corridors
- The NI Programme for Government targets: Children/Young People, Sustainability, Equality/Inclusion, Healthy Living, Economic Performance, Safety, A Caring Society, An Attractive Place
- Our three local Council Area Community Plans prioritize partnership working, economic and social well-being, inclusion and cohesion, better connectivity and sustainability
- Land use Planning still wrestles with the needs of rural people and communities and Local Development Planning appears to be stationary
- Public service retraction affects most of Tyrone
- The Southern Government's Project Ireland 2040: The National Planning Framework commits to cross-border working on spatial planning, economic development/promotion, social and physical infrastructure and environmental protection/management
- The parallel 'Shared Island' initiative simultaneously offers Tyrone potential supports re the A5, Ulster Canal, Greenways, and cooperation in health, environmental issues, and economic development



CREAT CLCG GAA FRAMEWORK

The GAA's Plans at National and Ulster levels set important contexts for Tyrone. Their priorities for the coming years include:

AONTAS 2026 TOWARDS ONE GAA FOR ALL GAA STRATEGIC PLAN 2022-26

Focus areas are:

- Games
- People
- Clubs and Communities
- Communication
- Governance & Operations
- Resources

Top priorities are Maximum participation, a Sustainable GAA built on thriving Clubs, Gaelic games integration, Connectivity and inclusion, and Good governance.

SUSTAINING CLUBS AND BUILDING CAPACITY ULSTER GAA STRATEGIC PLAN 2022-26

Theme areas are:

- Improving Participation and Performance
- Volunteers and Administrators
- Governance and Operations
- Communication and Engagement

Both Plans are light on specific supports to Counties and Clubs however, and concerns re a dis-connect from the higher GAA levels continue.





STAIR GHEALACH THÍR EOGHAIN

TYRONE'S GAELIC STORY

1800s

Community-based Gaelic games exist, but in the early days of the GAA, activity is sporadic in Tyrone.

1900s

First County Board established, Club Championships started and teams representing Tyrone fielded.

1910s

Decline sets in followed by a post-1916 revival.

1920s

Tyrone GAA flirts with bankruptcy, but the O'Neills Cup is purchased and the courage and vision of the few wins out.

1930s

First Ulster Minor Football titles are won and a first Ulster Senior Final is reached.

1940s

Tyrone wins a first Lagan Cup, as well as back-to-back All-Ireland Minor titles and Tyrone players backbone St Patrick's College Armagh's Hogan Cup-winning team.

1950s

First Ulster Senior Football titles and McKenna Cup are won, along with two Lagan Cups, as Armagh, Derry and Down also reach Ulster GAA's 'top table'.

1960s

First All-Ireland Junior and Vocational titles are won, and administration and structures are radically reorganized.

1970s

Tyrone dominate Ulster underage football, win a third All-Ireland Minor and a third Ulster SFC title. Scór becomes part of the Tyrone GAA fabric. But, across Ulster, the conflict takes hold for the next quarter century.

1980s

Three Ulster SFC titles are claimed and a first All-Ireland Senior Final is reached. Ulster Vocational, Under 21 and Minor titles are also won, and Centenary Year sees a surge of Club-based infrastructure development.

1990s

Tyrone's presence at national level grows, winning All-Ireland Under 21, Minor, Vocational and College football titles as well as Junior Hurling and reaching the NFL and Senior All-Ireland Finals. Club Tyrone is set up.

2000s

All-Ireland football titles are won at Senior, Under 21, Minor, Vocational and College levels as well as first NFLs. Healy Park is redeveloped and work on Garvaghey and a raft of Club projects begins.

2010s

Garvaghey is completed on time and on budget and Tyrone win a fifth All-Ireland Under 21 title, the first-ever All-Ireland Under 17 title as well as Ulster Senior, Under 21, Minor and Under 17 crowns. More and more remarkable Club developments are put in place. Tyrone passes the 30-mark of All-Ireland Scór titles.

2020s

Tyrone win a fourth All-Ireland Senior and a sixth Under 20/21 title, as well as Ulster Senior, Under 20 and Minor Championships and a second Nicky Rackard Cup. The Performance Hub is added at Garvaghey.

After a century-and-a-quarter, the driving challenge remains to hand on Gaelic games in Tyrone in even better shape than they were handed on to us. So far, the challenge is being met.



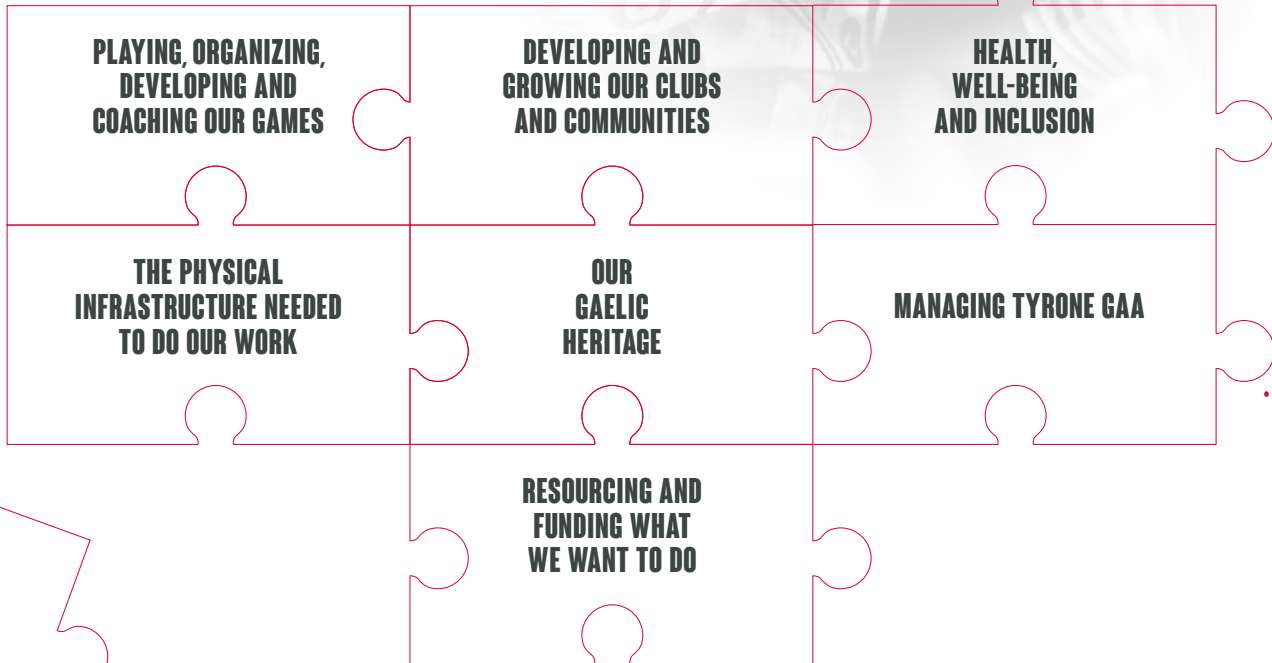
WHAT THIS ALL MEANS FOR TYRONE GAA

NA HIMPLEACHTAI

- Tyrone is a County of great variety, tradition and heritage, but also one which is dynamic and changing: Tyrone GAA needs to continue to successfully combine 'standing firm' with 'moving forward'.
- Our welcome ongoing and projected growth contrasts sharply with a preceding century of depression and decline, most keenly felt in rural Tyrone: we need to continue to build on the positivity of that growth.
- Place, community and heritage lie at the heart of most Tyrone people's value systems: the GAA is probably Tyrone's most effective way of helping sustain these.
- GAA Clubs are, and must continue, and even grow, as the sporting, cultural, social and health/well-being anchors of their communities: they need support to do this.
- Additional fit-for-purpose GAA infrastructure and facilities are essential, to meet both current deficits and future growth.
- Culture and heritage have to remain core to the Tyrone GAA 'offer', including respecting Tyrone's non-Gaelic traditions.
- Locally-generated business is strong, and underpins Tyrone GAA at all levels.
- Tyrone is not, contrary to opinion, a wealthy County: focused fund-raising followed by meticulous management of the money raised are therefore essential.
- Whilst new partnerships have to be developed, it 'takes two to partner'.
- All money raised for Gaelic games and associated activities has to be managed and used to best effect: we rarely get chances to do things twice.
- Government tends to not serve Tyrone well, leaving our County as 'a forgotten place of forgotten people'
- Tyrone GAA 'bails out' government time and again: but it can't be seen as the consistent fall back that's there to fix the failings of others.
- Tyrone needs to keep sustaining and growing its cross-border, all-Ireland and overseas connections: they are already strong, and will create the 'New Tyrone' and 'New Ireland' that are badly needed.
- Tyrone GAA has many roles, and is glad to have them: but its core business remains the development and delivery of Gaelic games and associated activities.



OUR PLANS FOR GAELIC TYRONE



HOW IT WAS DONE MODHEOLAÍOCHT

Our planning process started in the late spring of 2022 and was taken forward in a number of ways.

We reviewed our previous 2018-22 Plan, assessing progress and taking the necessary learning from it. At the same time, we started 'crunching the numbers', doing our desk research and socio-economic analyses, and drawing from Ulster GAA's Club Audit 2020 and other GAA Reports.

We hosted a number of sharp, focused planning workshops and also took inputs from individuals, groups, committees and Clubs across Tyrone GAA, and from others beyond that.

Feedback and inputs from a pioneering two-round, on-line 'Delphi' planning exercise carried out over the summer of 2022 were very important, and shaped much of our thinking.

Finally, a draft document was circulated for comment to everyone who had taken part in the earlier processes.



THEME 1 NA CLUICHÍ PLAYING, ORGANIZING, DEVELOPING AND COACHING OUR GAMES

COMHTHÉACS OUR CONTEXT

- The games are and must remain our core business
- ‘The games’ concern not just those playing them, but those organizing the teams and, by far the biggest groups of all, those who come to watch them and those who resource them
- Tyrone GAA organizes, oversees and delivers a huge amount of games activity, and continues to achieve consistently high levels of success at inter-County level
- The GAA’s Club/County combination is unique within major field sports and therefore requires its own specific balances and choices: the GAA is simply not the same as other sports
- Tyrone, along with many others, continues to have concerns about the fairness of the distribution of the GAA’s coaching funding and other resources

AISEOLAS OUR CONSULTATION FEEDBACK

- Tyrone GAA is seen to perform very well
- Particularly well received are: Our knock-out Club Championships, The roll-out to date of the ‘split season’, ‘Friday night football’, The organization and management of our County teams, Our County teams’ achievements, The GAA Centre at Garvaghey
- There are concerns about: Adult Reserve football, The timing and spread of our Underage games programmes, The numbers of Referees, Drop out of teenage players, The damage done by recent re-shaping of ‘Minor and Under 20’ football
- On-the-field discipline has improved dramatically but one-off instances of dangerous violence/assaults persist
- Refereeing is good but we need to recruit many more
- Climate change will have growing implications for our pitches, for winter games, and for teams’ and supporters’ travel

TOSAÍOCHTAÍ OUR ONGOING PRIORITIES

- Retain and continue to invest in all that is good within Tyrone GAA
- Keep reviewing, and altering where necessary, our games programmes, so that as many people as possible play as many games as possible, in the best settings, at the best times of year
- Increase the numbers of active Referees



THEME 1 NA CLUICHÍ PLAYING, ORGANIZING, DEVELOPING AND COACHING OUR GAMES

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
CLUB FIXTURES AND COMPETITIONS			
Continue to provide Gaelic games opportunities across Tyrone for people of all abilities and from Under 6 through to Adult levels, centered on the summer months.	County Committee CCC Hurling Development Committee (HDC) Clubs	Ongoing	As many people as possible participating in Gaelic games for as long as possible in the best environments possible
Review the structure and organization of Reserve football, looking at: <ul style="list-style-type: none"> The purpose(s) of Reserve football How that purpose(s) can best be achieved 	CCC Clubs	Post-Review arrangements in place for the 2023 Season	
Continue with Master Fixtures Planning (and reviews) within Tyrone and aim to deliver: <ul style="list-style-type: none"> Regular, 'secure' fixtures in all codes at all levels, centered on the Summer months and including a re-invigorated Reserve football regime Minimal conflict between codes and grades/levels A culture where underage players sought by different teams play at their 'own grade/level' U19/20/21 competitions which are taken seriously by Clubs Structured social/recreational games Involvement of all stakeholders (Clubs, schools, coaches, County managers, etc) 	County Committee Fixtures' Analysts CCC Clubs Management Committee	Ongoing	
Schedule, locate and promote key fixtures to ensure gate receipts and spectator accessibility, comfort and safety are maximized	CCC Finance Stewards	Ongoing	
Pending any strategic, overall GAA/LGFA/Camogie Integration, work with our sister LGFA and Camogie Associations and Handball and Rounders within Tyrone to: <ul style="list-style-type: none"> Share facilities at all levels Maximize joined-up fixture making Maximize our resources 	County Committee CCC Clubs Integration HDC	Ongoing	



THEME 1 NA CLUICHÍ PLAYING, ORGANIZING, DEVELOPING AND COACHING OUR GAMES

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
COUNTY LEVEL ACTIVITY			
Continue to support and resource, in sustainable ways, all Tyrone County GAA teams	County Committee Finance County Panels Clubs	One Ulster SFC, U20 FC or MFC title per year	Tyrone County teams acting as the flagship for the GAA in the County and contributing to the Tyrone GAA brand/identity
Continue to roll-out Acadamh Thír Eoghain	County Committee Coaching & Games	10 squad sessions per player per year	Tyrone GAA players properly prepared to take part in, enjoy and reap the full benefits from Gaelic games, at Club and County levels

**ON AND OFF
THE PITCH**



THEME 1 NA CLUICHÍ PLAYING, ORGANIZING, DEVELOPING AND COACHING OUR GAMES

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
COACHING			
Roll out Tyrone GAA's now successfully piloted 'Scilleanna' and 'Playing and Staying with Tyrone GAA' programmes	Coaching & Games Clubs	50% of Clubs participated by 2027	Improved quality of and enjoyment in Gaelic games across Tyrone
Reflect Ulster GAA's FTEM framework (Foundation, Talent, Elite, Mastery) across Tyrone's coaching delivery	Coaching and Games HDC Clubs	Ongoing	Consistent framework applied to GAA coaching in Tyrone
Make sure the entire Garvaghey Centre, outdoors and indoors, is used to full effect during underage blitzes/similar delivered there	Coaching & Games Garvaghey	Ongoing from 2023	A better 'offer' delivered to players, coaches, families and spectators
Roll out the 'Seven-Point Plan' based on: <ol style="list-style-type: none"> 1. 'Club is King' 2. Increased participation, using multiple teams where needed and feasible 3. Regular games programmes, both competitive AND recreational 4. Regular Skills Audits 5. Investment in coaches and coaching 6. Valuing our volunteers in Clubs, Schools and at County levels 7. County level co-ordination and the use and development of Garvaghey as an engine for all of this 	County Committee Coaching & Games HDC	<ul style="list-style-type: none"> • Club-based/ driven coaching model in place • 10% increase in participation 	As many people as possible participating in Gaelic games for as long as possible in the best environments possible
Host an annual Tyrone GAA Coaching Conference or similar learning event	Coaching & Games Finance	Ongoing	Improved coaching knowledge and delivery within Tyrone



THEME 1 NA CLUICHÍ PLAYING, ORGANIZING, DEVELOPING AND COACHING OUR GAMES

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
Maintain the annual Club Tyrone Summer Camps and look at expanding provision across the year	County Committee Coaching & Games Finance Clubs	Summer Camp hosted every year by every Tyrone GAA Club	More young people playing and enjoying Gaelic games
Share best practice between Clubs re 'Club specific' coaching camps and similar initiatives	Coaching & Games Clubs	Ongoing	
Lobby Councils/others to increase their support for Gaelic games coaching	County Committee Management Committee Coaching & Games	Ongoing	Equitable and fair 'public purse' support for Gaelic games
Work with Ulster GAA to provide Rounders coaching	Management Committee County Committee GAA	At least one Rounders coaching event delivered pa	Improved 'quantity and quality' of Rounders play in Tyrone and the game seen as part of the Gaelic mainstream
HURLING			
Continue to resource, implement and monitor Tyrone GAA's Five Year Strategic Plan for Hurling and Camogie, 2016-2020, working now to the targets set for 2024 and 2026 in the Plan	County Committee HDC Finance Integration	Targets as set out in the Plan	Hurling established as part of the Gaelic fabric at all levels across Tyrone



THEME 1 NA CLUICHÍ PLAYING, ORGANIZING, DEVELOPING AND COACHING OUR GAMES

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
TYRONE'S SCHOOLS			
Maintain links and liaison with Tyrone Cumann na mBunscol (which already promotes all the Gaelic codes)	Management Committee	Ongoing	Development and maintenance of a 'full life/full family' ethos in and around Gaelic games in Tyrone and continued development of players at all levels
Maintain support for, inputs to and liaison with Tyrone's Second Level Schools and ensure the place of Gaelic games and associated activities are not diminished via ongoing rationalizations	County Committee	Ongoing	
Promote the development of Club/School links	Clubs	All Tyrone Clubs to have appropriate formal links in place by 2024	
Develop links with the South-West College	Management Committee	Meet College management in 2023	Robust Gaelic presence in the College's Tyrone campuses
Support and encourage 'One Wall' Handball into Tyrone's Post-Primary schools	Handball Committee	All schools involved	Access to Handball available to teenagers across Tyrone
REFEREEING			
<p>Maintain and develop the Tyrone Refereeing Academy, thereby:</p> <ul style="list-style-type: none"> Addressing and developing generic Gaelic games refereeing and discipline issues Identifying and recruiting new, young referees and encouraging players, current and past, to get involved Providing the support needed for referees who wish to progress Encouraging the sharing of referees across the Gaelic codes Involving referees in 'coaching the Rules' to players, coaches and mentors in all settings and at all levels across Tyrone Taking forward the 'Advisor Report' performance advice and guidance system, developing the 'Give/Earn/Get Respect' theme Resourcing our Referees' work as appropriate 	<p>County Committee</p> <p>Referees Administration Committee</p> <p>GAA</p>	Ongoing	Continued delivery of good refereeing making games more enjoyable and fulfilling to play in, to watch and to referee
Resource and roll out the Referee Recruitment Campaign planned for early 2023, and repeat annually	<p>County Committee</p> <p>Referees Administration Committee</p> <p>Finance</p>	At least one registered and active Referee per Club by end 2023	Sufficient number of quality Referees available to cover all Tyrone Club fixtures
Implement, if necessary, a 'No Referee, No Game' approach	<p>CCC</p> <p>Clubs</p>	Approach in place	



THEME 2 NA POBAIL

DEVELOPING AND GROWING OUR CLUBS AND COMMUNITIES

COMHTHÉACS OUR CONTEXT

- Tyrone's 50-plus GAA Clubs and their 18,855 members are the GAA in our County
- Most other field ball sports are team-based: none enjoys the powerful Club-based dynamic which underpins and energizes the GAA
- A Club-based model in turn requires far greater input and commitment than does a team-based model
- Ireland is an increasingly urban society and whilst 'urban Tyrone' is also growing, 'rural Tyrone' faces ongoing problems: but if rural decline puts Club mergers on the agenda, urban growth must similarly prompt the formation of new Clubs
- An unfortunate and unfair reality is that metropolitan/urban Ireland attracts disproportionate shares of government and GAA investment
- Ongoing reductions in public services and supports are in turn leading to greater demands being placed on GAA Clubs as community resources
- COVID, and responding to The Greenvale tragedy and other crises, increasingly highlight the centrality of our GAA and sister LGFA and Camogie Clubs within our communities

AISEOLAS OUR CONSULTATION FEEDBACK

- Our Clubs are seen and appreciated as the living centres-of-gravity of our communities
- The GAA/LGFA integration within most of our Clubs is highly valued and should not only be protected and developed, but also implemented at County, Provincial and National levels
- Issues of rural decline, and particularly in parts of west and north Tyrone, need to be addressed
- The ongoing carnage on the A5 road has blighted our County for too long: 'Enough is Enough'

TOSAÍOCHTAÍ OUR ONGOING PRIORITIES

- Need to continue disseminating/sharing learning and good practice and improving joint working between the men's and women's Gaelic games
- Our Clubs, and especially those in rural areas, are likely to have to continue to 'take up the slack' created by government's persistent lack of investment in those communities
- Club clusters should be used to take on various issues



THEME 2 NA POBAIL DEVELOPING AND GROWING OUR CLUBS AND COMMUNITIES

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
STRATEGIC			
Highlight the ongoing carnage on the A5 and lobby government to meet its duty of care here to Tyrone and its people	County Committee	Campaign launched in early 2023	A fit-for-purpose dual carriageway A5 road
CLUB DEVELOPMENT			
Provide advice, support, guidance and mentoring to Clubs re: <ul style="list-style-type: none"> • Club planning and development, including negotiating the GAA's approvals regime • Funding opportunities • Others' plans that may affect Clubs • Best practice across Clubs 	Planning & Training Committee GAA Safety & Facilities Committee Finance	At least one County-wide seminar/event hosted pa	Tyrone's GAA Clubs increasingly fit-for-purpose
Establish Club clusters, similar to the 'Munterloney Initiative', to help develop and take forward various parts of the 'Gaelic portfolio'	County Committee Clubs	Ongoing	Synergies, economies of scale and lobbying power developed across Gaelic Tyrone
RURAL TYRONE			
Lobby the GAA and other authorities to prioritize and invest appropriately in rural Tyrone, particularly following Brexit's removal of the EU LEADER programme	County Committee	Ongoing	Tyrone's rural people and communities getting a fair share of public resources
Provide 'practice-based' support and advice to Clubs on amalgamations, joint-working, shared facilities and support/funding from non-traditional sources	Planning & Training Safety & Facilities GAA	Ongoing	Clubs better-equipped to deal with the consequences of depopulation in particular
Establish a working group to assess and put forward recommendations to address on-the-ground issues facing the GAA in west and north Tyrone	County Committee Planning & Training	Group reporting by 31 October 2023	Practical, achievable recommendations based on a clear analysis of the issues



THEME 2 NA POBAIL DEVELOPING AND GROWING OUR CLUBS AND COMMUNITIES

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
URBAN TYRONE			
Encourage the major urban Clubs to 'learn/share' from each other re issues faced and models of good practice	County Committee Planning & Training	Discussion held in 2023 and yearly thereafter	A strong and sustainable Gaelic presence in Tyrone's major urban centres
Support Tyrone's urban Clubs as appropriate to help them unlock specific urban-related funding opportunities	County Committee Planning & Training Urban Clubs	Ongoing	Tyrone's urban Clubs maximizing the opportunities and supports available to them
Maintain and if possible grow the focus on the development of Gaelic games within Strabane's schools network and work with the Sigersons Club re new participation initiatives	Coaching & Games HDC Clubs	Ongoing	A stronger and more sustainable Gaelic presence in one of Tyrone's major towns
EMIGRATION			
As appropriate post-COVID, develop the 'Club Tyrone New York, London, Philadelphia' models to maintain/develop links with Tyrone-related GAA presences overseas	PR & Marketing	Ongoing	Building of the Tyrone Gaelic brand/identity and provision of meaningful support for Tyrone people away from home
Identify and use GAA networks to help support Tyrone migrants pre and post-migration	County Committee Clubs	Ongoing	Improved quality of social and economic life for Tyrone emigrants
Continue with 'smaller side' games for Clubs with reduced numbers	County Committee CCC Clubs	Ongoing	Local impact of emigration on the playing of Gaelic games reduced
Continue to lobby for more appropriate Rural Development, Education, Health and Social Care, Infrastructure and Planning policies and investment	Management Committee GAA	Ongoing	More native rural people remaining in their own robust communities



THEME 3 BONNEAGAR

THE PHYSICAL INFRASTRUCTURE AND FACILITIES NEEDED FOR OUR WORK

COMHTHÉACS OUR CONTEXT

- Without a fit-for-purpose infrastructure, Tyrone GAA cannot function
- Over the past half-century in particular, a remarkable GAA physical infrastructure has been put in place across Tyrone
- Since our preceding 2017-22 five-year Plan was launched, half of our Clubs, as well as Tyrone GAA at Garvaghey, have undertaken major pitch or buildings projects: and we now have a dozen match-quality floodlit GAA venues in Tyrone
- Sport NI planning norms point to a minimum need of 135 GAA pitches in Tyrone: despite all the self-generated provision, with every Club owning at least one pitch, we remain 33% short of that target
- ‘Accessibility for all’ in and around our facilities still requires attention
- Significant Dungannon Clarkes-driven work is now ongoing to restore O’Neill Park, Dungannon to its historic position as one of Ulster’s leading GAA venues
- Climate change and current soaring energy costs have implications for the GAA’s games schedules and its activities across the board
- Concerns exist about Casement Park’s potential significant drains on Ulster GAA resources

AISEOLAS OUR CONSULTATION FEEDBACK

- People are very proud of Garvaghey and think very highly of it
- But there are parallel feelings it could be used/opened up more, and that there should be more clarity about its costs and incomes
- Covered external areas should be looked at as the next phase of Garvaghey’s development, to combat weather and make it more ‘post-COVID friendly’

TOSAÍOCHTAÍ OUR ONGOING PRIORITIES

- Responding long-term to climate change (its effects on winter games and the year-round playability/availability of pitches) and, at least short-term, to soaring energy costs
- Increasing the number of GAA pitches across the County
- Scope a project to cover Garvaghey’s 60 x 40 3G area
- Make Garvaghey as energy efficient as possible



THEME 3 NA POBAIL DEVELOPING AND GROWING OUR CLUBS AND COMMUNITIES

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
STRATEGIC			
Use the UN Sustainable Development Goals to influence all Tyrone GAA's work and promote the GAA's 'Green Club' initiative	County Committee Planning & Training	Ongoing	Sustainability a central practice within Tyrone GAA
COUNTY GROUNDS			
Support and maintain Healy Park as a regional Gaelic Stadium	County Committee Finance Healy Park St Enda's GAC GAA	Ongoing	Continued capacity to host major Gaelic games fixtures in Tyrone, including all of Tyrone's major home inter-County games and major domestic fixtures
Support the ongoing implementation of the Dungannon Clarkes' master-plan for the regeneration and development of O'Neill Park Dungannon as Tyrone's 'Secondary' County Ground	County Committee GAA Finance Dungannon Clarkes GFC	Ongoing	
PLAYING FACILITIES			
Lobby as appropriate to restore government sports capital funding to (at least) 'pre-London 2012' levels	County Committee Ulster GAA Council	Capital funding restored from 2023 forward	Improved Club and County Gaelic infrastructure in Tyrone with government delivering on its funding responsibilities
Lobby Councils for provision and support, including cash development grants, for Clubs taking forward capital development projects which effectively do Councils' work for them	County Committee Planning & Training GAA	Ongoing	Improved Gaelic infrastructure in Tyrone and continuation of current excellent working relationships with local government
Improve collaboration and sharing of facilities with schools/the education sector by: <ul style="list-style-type: none"> Offering schools and Colleges access to all Tyrone Gaelic facilities, Club and County Lobbying for schools to open up facilities out-of-hours and in holidays Lobbying for better Gaelic facilities provision at Primary Schools 	County Committee Clubs GAA	Ongoing	Maximum use made of the available 'Gaelic games plant' in Tyrone and avoidance of duplication and waste
Ensure all new Gaelic provision is 'women-friendly'	County Committee Planning & Training Safety & Facilities Clubs	Ongoing	A fully fit-for-purpose Gaelic infrastructure in Tyrone which delivers true and meaningful gender equality
Provide 'ball walls' for hurling and handball	Clubs	Ongoing	Improved participation in 'small ball' Gaelic games across Tyrone
Promote 'One Wall' Handball in all appropriate settings across Tyrone	County Committee Clubs	Ongoing	Improved participation in Handball across Tyrone



THEME 3 NA POBAIL DEVELOPING AND GROWING OUR CLUBS AND COMMUNITIES

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
SUPPORTING FACILITIES			
Develop Tyrone Gaelic facilities which are fully fit-for-purpose in terms of player accommodation, medical/recovery, women, referees, volunteers, people with disabilities/special needs, administration and social, cultural and heritage activities	Planning & Training Safety & Facilities Clubs GAA	Ongoing	A fully fit-for-purpose Gaelic Tyrone infrastructure
Improve the spectator experience at Club grounds by: <ul style="list-style-type: none"> Increasing the amount of covered spectator accommodation Providing toilets as required Offering basic catering/refreshments Ensuring everything/everywhere is fully 'disability/accessibility friendly' through robust consultation with stakeholders Facilitating digital connectivity 	Planning & Training Safety & Facilities Clubs Management Committee Finance	Ongoing	An improved 'spectator offer' leading to improved comfort; higher attendances; greater participation; and improved revenues
Provide better signage, including Irish language signage, to and at GAA facilities	Culture & Language Clubs	Ongoing	'Way-finding' to and at Gaelic facilities grounds made easy
GARVAGHEY			
Treat and report on Garvaghey as a distinct cost centre within Tyrone GAA	County Committee Garvaghey	From 2023 onwards	Clarity across Gaelic Tyrone and beyond re Garvaghey's specific costs, revenues and deficits
Draw up and implement a structured planned maintenance programme for Garvaghey	Garvaghey IT	2023	Garvaghey continuing to meet the various needs of Gaelic Tyrone as it moves on through its second decade of operation
Develop, subject to Fermanagh and Omagh Council grant aid, the planned public/community realm project at Garvaghey	Garvaghey	2023	Garvaghey increasing its capacity to deliver 'non-weather-dependent' activities and in 'room-to-breathe' settings post-COVID
Scope out and bring to a 'state of readiness' a project to cover Garvaghey's 60 x 40 3G drills area	Garvaghey Finance	2023	Greater protection for users of what is an exposed, upland site
Provide external dugouts/shelters for Garvaghey's various user groups, including people with accessibility issues	Garvaghey	In place by 2025	Greater protection for users of what is an exposed, upland site
All County Sub-Committees and groups to continue to set out how they will use Garvaghey and include same in their annual work-plans	All Sub-Committees	Ongoing	Full buy-in to, and use of Garvaghey for the betterment of Gaelic Tyrone
Maintain and develop Garvaghey's 'green credentials' via its alternative energy and water supply arrangements	Garvaghey	Ongoing	Garvaghey operating at peak efficiency, lowest cost and as an exemplar to others
Undertake an assessment as to how Garvaghey might be open longer, attract more usage, increase its offer to users, and generate more income	County Committee	Assessment completed by 31 October 2023	Increased usage of and new users in Garvaghey



THEME 4 OIHDREACHT

OUR GAELIC CULTURE, LANGUAGE AND HERITAGE

COMHTHÉACS OUR CONTEXT

- Fostering our Gaelic culture and heritage is a key part of the GAA's work: this focus continues to be highly-regarded in Tyrone
- Scór continues as our main GAA 'culture and heritage vehicle'
- 'Who we are and Where we're from' are fundamental personal and community considerations in Tyrone

AISEOLAS OUR CONSULTATION FEEDBACK

- We should do more to promote our Irish national identity, but not in a political way, nor in facilitating others' agendas
- Scór has got weaker at adult level, with fewer Clubs participating, and its rescheduling in the annual GAA calendar has not been helpful
- Garvaghey is a resource of great potential for promoting our Gaelic culture, heritage, traditions and history

TOSAÍOCHTAÍ OUR ONGOING PRIORITIES

- Need to continue to embed culture and heritage-related activity into our GAA mainstream, and not treat it as an 'add-on'



THEME 4 OIHDREACT OUR GAELIC CULTURE, LANGUAGE AND HERITAGE

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
THE IRISH LANGUAGE			
Identify/maintain a dedicated 'Irish Language person' in every Club	Clubs Culture & Language	Ongoing from 2018	Irish seen as part of the fabric in every Tyrone GAA Club
Promote participation in the Joe McDonagh Foundation	Culture & Language	Ongoing 10 Clubs achieving 'Bronze Medal' status by 2027	
Promote the use of the 'Coirneal Gaeilge' in Garvaghey and among spectators at Tyrone's major games	Culture & Language	Ongoing	Spoken Irish seen as part of the fabric at Tyrone County GAA level
Include an Irish Language dimension in all training (officers, coaches, Summer Camps, Club Maith accreditation; etc)	County Committee Ulster GAA		Irish accepted as central to Gaelic Tyrone and its activities rather than as an optional add-on
Use basic Irish greetings in Clubs, games, etc and ensure at least some bi-lingualism at all Tyrone Gaelic events and in all Gaelic Tyrone publications, social media and promotional material	County Committee Culture & Language	Ongoing	Identification of shared agendas, sharing of resources/ joint-working, development of strategic approaches and avoidance of waste/duplication
Liaise and work jointly with the 'language community': host an annual meeting of language groups within Tyrone	County Committee Culture & Language		
'Maintain/develop links/joint-working with Foras na Gaeilge (the body responsible for the promotion of the Irish language throughout Ireland), the six lead Irish language organisations funded by Foras na Gaeilge (Conradh na Gaeilge, Glór na nGael, Cumann na bhFiann, Gael Linn, Gaeloideachas, Oireachtas na Gaeilge), our Councils which are delivering Irish Language Programmes and other relevant groups such as Comhaltas Ceoltóirí Éireann.			
Promote TG4, Radio na Gaeltachta and other broadcasters' programmes via Tyrone Gaelic events and publications	Communications Culture & Language Clubs	Ongoing	Greater uptake within Tyrone of existing Irish language broadcasting
Continue to lobby for and support the development of Irish teaching in Schools	County Committee		Improved understanding and use of Irish across Tyrone
Support specific one-off projects which promote Gaelic culture/heritage, for example the 2022 'Mo Chlub agus Mo Shaol' publication	Culture & Language	One initiative pa	Strengthening of Gaelic culture across Tyrone



THEME 4 OIÐHREACHT OUR GAELIC CULTURE, LANGUAGE AND HERITAGE

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
SCÓR			
Identify/maintain a dedicated ‘Scór person’ in every Club	Clubs	Ongoing	Improved participation in Scór across Gaelic Tyrone
Support non-participating Clubs, possibly via mentoring from participating Clubs, to take part in Scór	Clubs Culture & Language		
Maintain and develop the practice of Scór performers being showcased when and where possible in all Tyrone Gaelic events			The quality, importance and enjoyment/feel-good of Scór showcased and promoted to wider audiences
Host an annual ‘Best of the Best’ Tyrone Scór concert (possibly based in Garvaghey)	Culture & Language	Ongoing from 2023	
CULTURE AND HERITAGE			
Continue to make full use of Garvaghey as a venue and resource to tell and explain ‘the story of Tyrone’ through events, lectures/talks, exhibitions, displays, workshops, seminars and cultural performances and events	County Committee All Sub-Committees	Ongoing	Improved understanding of Tyrone, its people and their development
Continue to use Garvaghey to host culture-related events and activities such as St Brigid’s Cross-making, Bonfire Night and Hallow’een	All Sub-Committees		Improved understanding of Tyrone’s culture, heritage and traditions
Continue to host events celebrating past Tyrone GAA achievements			Acknowledgement and recognition of the ‘men and women who built Gaelic Tyrone’
Maintain the ‘Credo’ Awards initiative	Management Committee Clubs		
Develop a Tyrone Gaelic archive and display facility in Garvaghey to host relevant material, books, documents and memorabilia, as well as study/research facilities	PR & Marketing IT	Facility in place by 2025	Development of a critical mass of Tyrone Gaelic material to improve people’s understanding of Gaelic Tyrone
Tyrone GAA and its Clubs to record, ‘translate’ and use (in addresses and signage etc) town-land and other local place names	Management Committee Clubs	Ongoing	Valued part of Tyrone’s heritage retained in live, day-to-day usage
Use GAA publications, and especially the ‘Red Hand View’ match programmes, to improve people’s understanding of our various heritages	Communications PR & Marketing		Improved community understanding of and pride in Tyrone’s various heritages
Where possible, Clubs to work with local schools on culture and heritage-related projects	Communications Committee PR & Marketing	One such project delivered in every Club area by 2027	Gaelic Tyrone’s culture and heritage sustained
Investigate models for integrating culture/heritage dimensions into the annual Club Tyrone Summer camps and include basic Irish language elements in all Summer Camps	County Committee Coaching & Games Culture & Language	Potential model(s) identified for 2024 Camps	Clear sense of how Gaelic games, culture and heritage are inter-woven
Sustain the Ulster Provincial dimension via support for Provincial competitions and events and the restoration of the ‘Railway Cup’	County Committee	Ongoing	Ireland’s unique Provincial identities cherished, sustained and promoted



THEME 5 FOLLÁINE

HEALTH, WELL-BEING AND INCLUSION

COMHTHÉACS OUR CONTEXT

- Because it stays with people throughout their life's journey, the GAA is both life-long and inter-generational
- Health and well-being has become a widely accepted agenda within Tyrone GAA, at both Club and County levels: in times of crisis, for example COVID and The Greenvale tragedy, the GAA is increasingly our communities' first port of call
- Growing levels of mental ill-health are becoming apparent across our communities
- Meanwhile Tyrone as a County experiences probably the poorest levels of on-the-ground statutory health and care provision in the six Counties
- Government's lack of delivery and its duty of care to our communities re the A5 road continues to have devastating consequences for our people
- Inclusion also continues to grow as a focus for Tyrone GAA
- Very powerful and meaningful inclusion of the men's and women's games at Tyrone Club level is not reflected in our organisations' higher level structures and attitudes

AISEOLAS OUR CONSULTATION FEEDBACK

- There is a very strong wish for growing integration between our men's and women's Gaelic games

TOSAÍOCHTAÍ OUR ONGOING PRIORITIES

- Continue to progress a health and well-being agenda that will improve Tyrone's community well-being
- Push forward with initiatives which will improve | Joined-up working between the GAA, LGFA and Camogie | The inclusion of women within the GAA | Reaching out to Tyrone people from non-Gaelic backgrounds/traditions.



THEME 5 FOLLÁINE HEALTH, WELL-BEING AND INCLUSION

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
INCLUSION OF ALL THE GAELIC GAMES			
Support, in all practical ways, the ongoing Integration process between the GAA, LGFA and Camogie Association	County Committee	Ongoing	Full, meaningful integration between all the Gaelic codes
Pending any strategic, overall Integration, identify, assess and take forward shared/joint Tyrone GAA, LGFA, Camogie and Rounders initiatives, including fixtures/games	Integration CCC Clubs		An as seamless-as-possible Gaelic games package offered to the people of Tyrone and the ongoing building of a strong 'Gaelic Tyrone' brand
WIDER INCLUSION			
Develop and deliver training, mentoring and support for women in their roles within the GAA	County Committee	Ongoing	A stronger and better balanced Tyrone GAA volunteer base
Ensure all Tyrone GAA facilities and events are 'disability proofed' to meet, if not improve on, current legislative and best practice standards, and are managed accordingly on match/event days	County Committee Clubs Safety & Facilities		A Tyrone GAA that's open and accessible to all
Continue to develop and deliver 'common bond' events and initiatives with people and communities from 'non-Gaelic' backgrounds and traditions	County Committee	Ongoing: at least one event/initiative delivered each year	Improved mutual understanding and appreciation of our shared Tyrone heritages



THEME 6 ACMHAINNÍ RESOURCING AND FUNDING WHAT WE WANT TO DO

COMHTHÉACS OUR CONTEXT

- Tyrone GAA's irreplaceable resource is its 'volunteer capital', the free-of-charge input by thousands of people that drives everything we do: but by the day, the regulatory and other burdens put on volunteers just grow and grow
- Tyrone GAA also has a hard-won tradition of financial responsibility, based on its awareness that virtually all of its funding comes from the pockets of its fellow Gaels
- As a County, financial responsibility has not compromised, but has actually underpinned, achievement on and off the field
- There are widely-held concerns that parts of the GAA are living beyond everyone's means
- The current cost-of-living crisis is affecting all those who help Tyrone GAA pay its way: but it is also affecting Tyrone GAA as its bills rise in line with everyone else's
- As a County, Tyrone is neither as big nor as wealthy as many people seem to suppose

AISEOLAS OUR CONSULTATION FEEDBACK

- Tyrone is very good at financial management and fund-raising, with Club Tyrone playing a vital role in the County's financial well-being
- Further live game streaming, additional commercial/sponsorship opportunities and a Club/County draw could all be considered as ways of increasing Tyrone's revenues
- The now almost total shift to on-line/digital admission payments in the GAA does not suit all our GAA people

TOSAÍOCHTAÍ OUR ONGOING PRIORITIES

- Nontinue to recruit, retain and respect our 'volunteer capital' as our most important GAA resource
- Continue to take great care with the money people entrust us with
- Grow our commercial income
- Secure a fair share for Tyrone GAA of GAA and other funding



THEME 6 ACMHAINNÍ RESOURCING AND FUNDING WHAT WE WANT TO DO

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
FINANCIAL EXCELLENCE & BEST PRACTICE			
Oversee those financial matters delegated to it by the County Committee and work closely with the County Committee, Management Committee and all other Committees	Finance	Ongoing	Close supervision and best practice planning, management and control of Tyrone GAA finances
Present financial updates to Management Committee (monthly), County Committee (monthly) and County Convention (yearly). Present Quarterly Profit & Loss, Balance Sheets and Creditors List to Management Committee.	Finance	100% compliant year-end reports produced for Auditors	
Continue to work to, and where necessary develop, the best practice Tyrone GAA Manual for Finance and Internal Control policies and procedures	Finance	Ongoing	
Compliance with National, Provincial and County Audit and Risk Committee's best practice (GAA Governance Guide) and requirements.	Audit & Risk Finance Management		
Maintain Annual Financial Plan/Budget and Cash-Flows, incorporating annual County Teams and Sub-Committee plans and budgets, together with subsequent variance analysis	Finance		
INCOME MAXIMIZATION			
Lobby for a more equitable distribution of National GAA resources	Management	Ongoing	A better-balanced, fairer and more sustainable GAA
Enhance the scheduling, promotion and pricing of Club Championship games to sustain their core financial contribution	CCC Finance Stewards		Well-planned programmes of well-located games in place which maximize gate receipts
Fine tune and further develop Tyrone's approaches, which it is accepted are increasingly on-line, to 'gate management' and income collection	Finance Stewards		Safe control of a central element of Tyrone GAA's cash income
Maximize through robust marketing and promotion, the potential of Tyrone GAA Season Tickets, both internal and National	Finance Communications IT		Increased resources for Tyrone GAA
Fine tune and further develop Tyrone GAA's live streaming of games	IT Communications	Ongoing	Increased dissemination of, and income from, internal Tyrone GAA games



THEME 6 ACMHAINNÍ RESOURCING AND FUNDING WHAT WE WANT TO DO

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
INCOME MAXIMIZATION			
Maximize Garvaghey's income whilst retaining tight control of its costs	Garvaghey	Ongoing	Garvaghey delivering maximum benefit at minimal cost to Tyrone GAA
Maintain and develop Club Tyrone, both at home and abroad, as a key contributor to Tyrone GAA finances	PR & Marketing	Annual work-plans (including financial targets) agreed and delivered	Ongoing underpinning of Tyrone GAA's finances and continued bolstering and development of the Tyrone GAA brand/identity
Continue with the strategic and innovative approaches to sponsorship and commercial income for Tyrone GAA identified in the 2021 'Onside' Report (whilst avoiding sponsorship from sources associated with 'addictive activities')	Management Committee	Sponsorship of County teams and main competitions consistently in place	Ongoing underpinning of the Tyrone Gaelic family's finances and continued bolstering and development of the Tyrone Gaelic brand
Maximize Tyrone GAA's grant-aid income	PR & Marketing Finance	Ongoing	Grant aid for Tyrone GAA maximized
CONTROL OF EXPENDITURE			
Maintain strict expenditure and tendering control procedures	Finance	Ongoing	Value for money secured and maintained across Tyrone GAA
Maintain strict management of Fixed Asset and Stock Control			Tyrone GAA property and assets quantified and properly insured
CLUB FINANCIAL MENTORING & SUPPORT			
Work with Ulster GAA to develop and deliver financial management support/advice for Clubs	County Committee Finance	Ongoing	Tyrone Clubs more financially-sustainable
Support Clubs with financial best practice	Finance		
Support Clubs with the presentation of their annual financial statements and submission to Tyrone GAA by 31 March of the following year	Finance GAA	All Clubs producing standardized, high quality year-end reports	
Keep Clubs and others aware of grant opportunities, from both GAA and external sources	Planning & Training	Ongoing	Grant aid for Tyrone GAA maximized



THEME 7 FEIDHMIÚ MANAGING TYRONE GAA

COMHTHÉACS OUR CONTEXT

- Volunteer management and input provides the beating heart for Tyrone GAA: at County level alone, well over 150 volunteers populate the 20-plus Committees/Groups which deliver our County's GAA business
- Tyrone GAA also has a hard-won tradition of setting and working to plans, meeting deadlines and sticking to budgets
- Volunteers and historic good governance can be taken for granted

AISEOLAS OUR CONSULTATION FEEDBACK

- Tyrone GAA is efficient and very effective, across the board
- Communication with Clubs could be better, with Clubs also having a strong role to play here
- County Committee members too often see their role as being a Club delegate rather than a 'manager/steward/guardian' of Tyrone's County GAA affairs
- Volunteer recruitment, retention and replacement is increasingly important, yet increasingly difficult

TOSAÍOCHTAÍ OUR ONGOING PRIORITIES

- Maintain, and grow, a robust and healthy volunteer input to underpin Tyrone GAA
- Maximize Tyrone GAA's use of 'people talent and commitment' across the County
- Improve our communication with our core GAA audiences



THEME 7 FEIDHMIÚ MANAGING TYRONE GAA

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
TYRONE GAA ADMINISTRATION			
On receipt of awaited GAA advice/guidance, put in place and manage a staffing structure that reflects Tyrone GAA's needs and best HR practice	County Committee Management Committee HR	Ongoing	An efficient, effective structure which recruits, rewards, develops and retains staff to best effect for Tyrone GAA
Continue to implement the approved recommendations of the approved 2014 Tyrone GAA Governance Review: <ul style="list-style-type: none"> • The County Committee seen and acting as the unequivocal, core governing body of Tyrone GAA • Terms of Reference, Standing Orders and 'job descriptions' (using national GAA templates where available) in place for all Tyrone GAA Committees, working groups and Officer posts • All Sub-Committees producing, working to and reporting on annual work-plans • All Sub-Committees submitting written reports to the monthly County Committee meetings • A structured schedule of Sub-Committee verbal reporting at County Committee meetings • Tyrone's GAA Clubs meeting with the CCC at least once a year • County Committee and/or Management Committee calling meetings of Clubs as appropriate • Tyrone GAA hosting an annual strategy day/ event 	Management Committee Planning & Training HR	Ongoing	Tyrone GAA governed clearly, transparently and with appropriate accountability
Work to ensure full compliance with independent safe-guarding and Child Protection legislation	County Committee Children's Officer Ulster GAA	Ongoing	All Tyrone Gaelic settings and activities secured as safe places for children and vulnerable adults



THEME 7 FEIDHMIÚ MANAGING TYRONE GAA

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
TYRONE GAA ADMINISTRATION			
Develop a 'Grow our Tyrone Gaelic Games Volunteers' strategy based on: <ul style="list-style-type: none"> • Showcasing what Tyrone GAA is and does • Elected officers identifying and inviting specific people to fill specific roles/bring specific skills on board for Tyrone GAA • Using time limits and shadowing to avoid burn-out/tiredness • Acceptance and promotion of Officer turnover at all levels • Constant support for volunteers via training etc • Facilitating volunteers' own development eg via CVs, personal statements, etc • Public acknowledgement and celebration of volunteering • Use of GAA 'taster' events 	County Committee Planning & Training Clubs	Strategy developed and approved during 2023 and worked to thereafter	Increased numbers of committed Tyrone Gaelic volunteers, who are not overloaded or inappropriately tasked
Put in place an Audit & Risk Committee	County Committee	In place in 2023	Tyrone GAA governed clearly, transparently and with appropriate accountability
Every County Committee member allocated to a Tyrone GAA Sub-Committee, and/or given a specific County-level role or task	County Committee	From 2023 onward	County Committee 'ownership' of the governance of Tyrone County GAA
STRATEGIC APPROACH TO GAELIC GAMES IN TYRONE			
Feed the 'Gaelic Tyrone view' into external consultations and planning processes	Planning & Training	Ongoing	Policy and decision-makers elsewhere kept aware of 'The case for Tyrone'
Work to develop and sustain the 'One Club' model in Tyrone	County Committee Clubs	Every Tyrone GAA Club/Club area delivering at least two Gaelic codes by 2025	Robust presence of all the Gaelic codes across Tyrone
Sustain and develop joint Officer and other training as appropriate across the Tyrone Gaelic games family	County Committee Integration Ulster GAA	Ongoing	A seamless, corporate and effective Tyrone Gaelic family in place

THEME 7 FEIDHMIÚ MANAGING TYRONE GAA

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
PLANNING/REVIEW & CONSULTATION			
Host an annual structured, facilitated Tyrone GAA planning, review and/or consultation event looking at a core part of our County's GAA business	Strategy Planning & Training	Annually	Strategic Tyrone Gaelic issues identified, discussed and addressed
MARKETING, PROMOTION & COMMUNICATION			
Develop and roll-out a Tyrone GAA Digital Strategy, setting out ways ahead re making best use of digital media, including Tyrone TV	Communications IT	Ongoing	More people better informed about and engaged in Tyrone Gaelic business and affairs
Maintain the production of 'Red Hand View' match programmes at County and Club levels	Communications		Spectators better informed about Tyrone Gaelic business and affairs
Continue to present appropriate match-related promotion and entertainment	County Committee Culture & Language		Building of the Tyrone Gaelic brand/identity
Host an annual facilitated workshop involving the media and all levels of Tyrone Gaelic games	County Committee Communications	From 2023 onward	Better mutual understanding of Tyrone GAA's and the media's views and needs
Host an annual 'Meet the Players' event at Garvaghey, targeting all ages, with participation also open to Tyrone LGFA, Camogie, Handball and Rounders	PR & Marketing Management Committee	Annually, pre-Ulster SFC	Building of the Tyrone Gaelic brand/identity
PARTNERSHIPS WITH OTHERS			
Work with others and lobby as appropriate to ensure Brexit's negative impacts on Tyrone GAA are diminished	County Committee	Ongoing	The GAA's place and role as a truly national, all-Ireland organization maintained and developed
Maintain and develop our links with Tyrone's three Councils	County Committee Management Committee		Improved mutual understanding between sectors and joint-working to improve the quality of social and economic life in Tyrone generally
Host at least one 'Public/Other Bodies' planning/consultation event during the lifetime of this Plan	County Committee		
Work with others to ensure Tyrone benefits to best economic effect from major GAA games, events, etc	County Committee		
THE 'RESPECT' AGENDA			
Develop and promote a 'GIVE-EARN-GET Respect' ethos at all levels via: <ul style="list-style-type: none"> All Tyrone Gaelic fixtures, blitzes, Acadamh Thír Eoghain, etc Face-to-face meetings and events Tyrone GAA publications All Tyrone Gaelic communication 	County Committee All Sub-Committees Clubs	Ongoing	A Tyrone Gaelic ethos where all participants' input is respected, appreciated and honoured
Maintain a zero-tolerance approach to physical violence at all levels	County Committee Clubs		A Tyrone Gaelic ethos wherein violence is shunned and perpetrators are ostracised



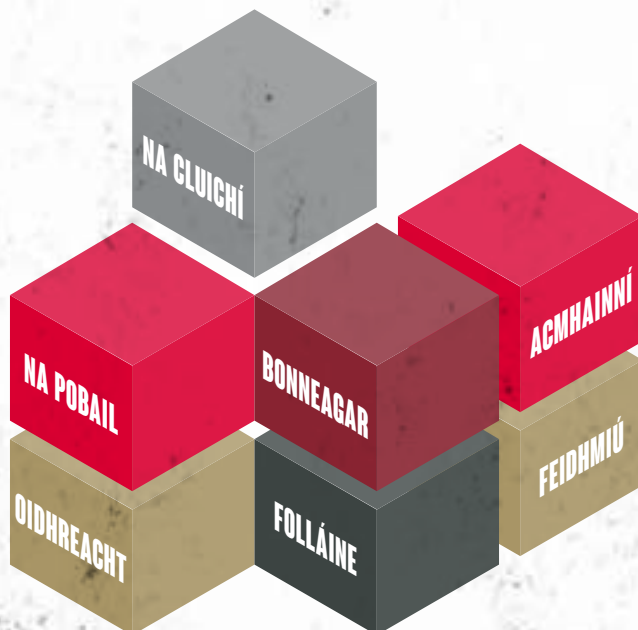
A CHUR I BHFEIDHM MAKING IT ALL HAPPEN

The delivery of this Plan is essentially down to the GAA County Committee, Sub-Committees and Clubs of Tyrone.

As before, we expect and are entitled to significant inputs from others, including the GAA at Provincial and National levels, but the bulk of the work will fall to Gaelic Tyrone.

Tyrone GAA's Strategic Implementation Committee will oversee the implementation of the Plan, by:

- Monitoring progress in implementing the Plan
- Liaising with Tyrone GAA Sub-Committees and Working Groups re their implementation of the Plan
- Inviting all Sub-Committees to produce annual Work-Plans, setting out how they will take forward the parts of the Plan most relevant to them
- Reporting back to the Tyrone County GAA Committee on progress
- Reporting formally to the Tyrone GAA County Convention on progress with the Plan and associated issues



Tyrone GAA's Committees and Work-Groups, which are ultimately responsible for the delivery of the Plan, are:

- County Committee
- Management Committee
- Audit & Risk
- Coaching & Games
- Communications
- Competitions Control Committee (CCC)
- County Panels
- Culture & Language
- Finance
- Fixtures Analysts
- Garvaghey
- Health & Well-Being
- Healy Park
- Hearings Committee
- Human Resources
- Hurling Development Committee
- Integration
- IT
- Planning & Training
- PR & Marketing
- Referees Administration
- Safety & Facilities
- Stewards
- Strategy Implementation
- Youth

The GAA, at national and Ulster levels, also has significant roles to play.

WHATEVER GOOD THINGS WE BUILD END UP BUILDING US



ENOUGH

LIVES LOST ON THE A5

**Mura gcuirfidh muid san earrach,
ní bhainfidh muid san fhómhar**

**If we don't sow in spring,
we won't reap in autumn'**



Club Tyrone
Cumann Thír Eoghain

Tyrone GAA Centre, 230 Radergan Road, Garvaghey, Dungannon, County Tyrone, BT70 2EH
Charity Registration No: 105255

tytonegaa.ie