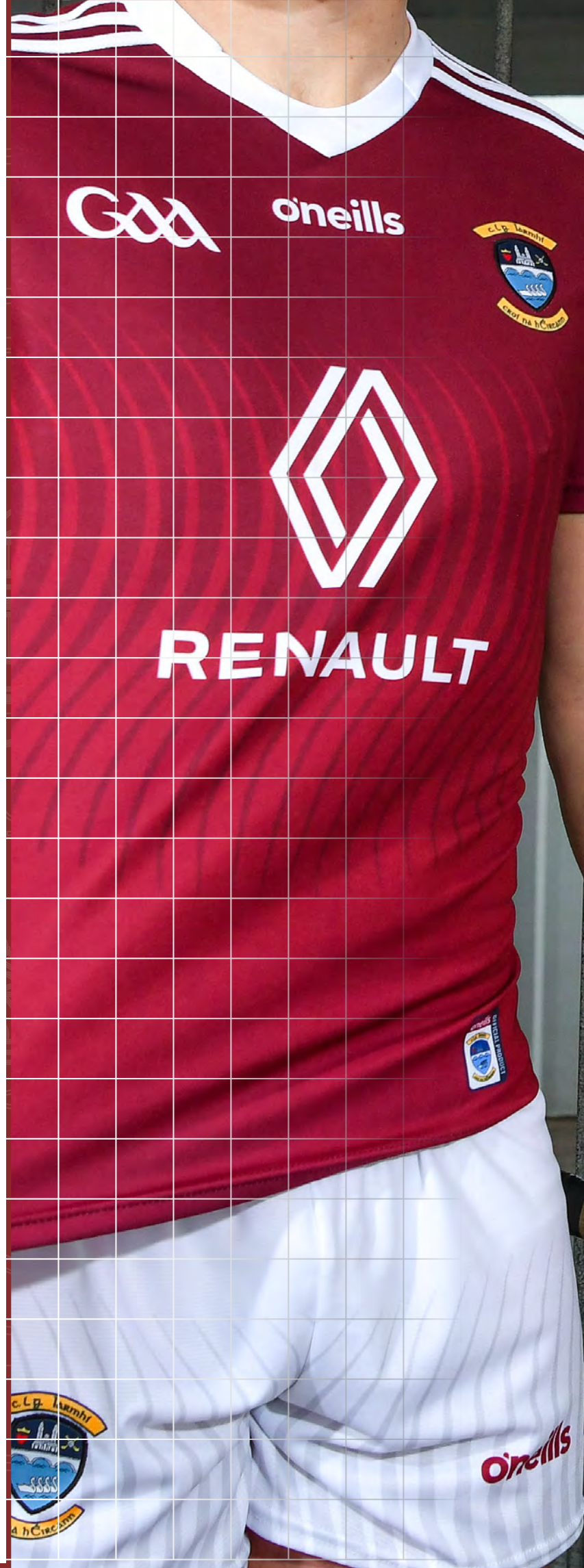


Westmeath GAA

Strategic Plan
2022-2026

*Ag ramhaíocht le chéile
agus sa treo céanna.*

*(Rowing together and in
the same direction).*



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Is cúis áthais dom an doiciméad seo a chur i láthair daoibh. Istigh sa doiciméad tá na tosaíochtaí, gur mian le CLG Iarmhí a leanúint i rith na cúig bliana atá romhainn, leagtha amach.

Dár ndóigh, tá roinnt de na míreanna, atá luaite, i bhfeidhm cheana féin. Tá súil againn go gcruaítear pictiúr do na príomhthosaíochtaí gur mhaith linn a sheachadadh ar feadh ré an phlean.

There are many exciting new projects proposed none more so than our “Home” which will provide all our players with the necessary facilities required to prepare, develop and participate at the highest level. One of the main pillars of our plan is coaching and games development and ultimately this area is critical to guarantee the future success we all so desire. Another significant area is PR, marketing and communication and this is a vital tool we need to utilise to maximise the delivery of the GAA message in our great county. Finally, the bedrock of our association our clubs and their communities and we strive to encourage, facilitate and assist our clubs to be the best club that they can be.

The journey undertaken in production of this plan provided all stakeholders of Westmeath GAA with an opportunity to contribute to the future journey we wish to embark on. I want to thank everyone who either completed our survey or participated in one of our focus groups or interviews or contributed in way. Mile Buiochas!

I would like to say a special word of thanks to the members of the strategic plan committee, Paula Finan, Jackie Jackson, Michael O Sullivan, Aiden McGuire, Terry McCague, Declan Leonard, Darren Magee and a special mention to our project co-ordinator Patrick Doherty. Thank you all for the input and effort you provided over the course of this project.

Finally, as with any plan the implementation is the key part. Westmeath GAA Management Committee will ultimately be responsible for delivery of this ambitious plan but may I take this opportunity to encourage all members of Westmeath GAA to help implement this plan. I believe that if we deliver these priorities we will be in a much better position on completion of this journey.

Yours in Sport

Niall O’Brien



Teachtaireacht an Uachtaráin

A chairde,

I want to commend the county committee and the clubs of Westmeath for investing in the production of this strategic vision and action plan for Westmeath GAA from 2022 to 2026. It is an invaluable exercise as it focuses collective minds on the work that needs to be done to ensure that the Association remains relevant, vibrant and ambitious.

We need to be mindful and respectful of the work of generations of great volunteers that has brought us to this point and this plan acknowledges the best way to protect your history is to build for the next generation. As we look ahead to the milestones on our horizon I believe Westmeath GAA has produced a roadmap which sets out the challenges ahead but also ensures that it can look to the future with confidence.

Comhghairdeas agus rath Dé ar an obair



Labhrás MacCartaigh

Uachtarán CLG



Teachtaireacht ón gCathaoirleach

Is onóir dom fáilte a fhearadh roimh an phlean tachachtach seo atá os ár gcomhair i mbliana. Thosaigh an obair ar an phlean seo cúpla bhliain ó shin ach i ndáirire anuraidh a rinneadh an chuid is mó den obair. Clár oibre dúinn go léir atá suim inár gcluichí agus gach rud a théann leo. Molaim gach duine a chabhraigh leis an obair, beag nó mhór agus tá súil agam go mbeidh toradh an obair le feiceáil sna blianta atá romhainn.

In 2010 Westmeath GAA last launched its Strategic Plan 2010-2015. In the interim it would appear we operated in a vacuum, but this was not the case as great work took place during those years. A few years ago, the need for a new Strategic Plan was recognised but an important Demographic Study and Report was undertaken as a precursor to a strategic review. The work on the review began in earnest in 2021 with a wide range of research tools and vested interests consulted and contributing to the research. I wish to acknowledge each and every contributor and thank you for your interest and support of Westmeath GAA. Your contributions are valued and represented in this Strategic Plan for Westmeath GAA 2022-2026. The challenges facing our organisation and county have varied and changed throughout the years yet still remain much the same for this particular time and place in which we find ourselves. Our clubs, finances, games promotion and being competitive on the intercounty circuit remain vital for us now and the future.

We are living in an era of almost instant communication and accessibility to information, so we need to keep pace with this phenomenon. Governance has become a buzz word for Statutory and Voluntary organisations as a result of high-profile failures in the area. We must ensure we continue to maintain the highest standards in our operations as is owed to all our loyal supporters, sponsors and donors whether in monetary or other vital contributions. As a county we have to admit our county grounds and training facilities for our county teams fall short of what is required now, not to mention the future. We must now plan to address the deficit which will require careful planning and a huge commitment. We have met these challenges in the past and I am confident we will now embrace them and bring to fruition ambitious plans in these vital areas. Our deficit is in sharp contrast to the facilities developed by you, our clubs.

I applaud your vision, hard work and commitment to your communities with the magnificent facilities you have provided and the continued extraordinary voluntary contribution you make. We now need to emulate you.

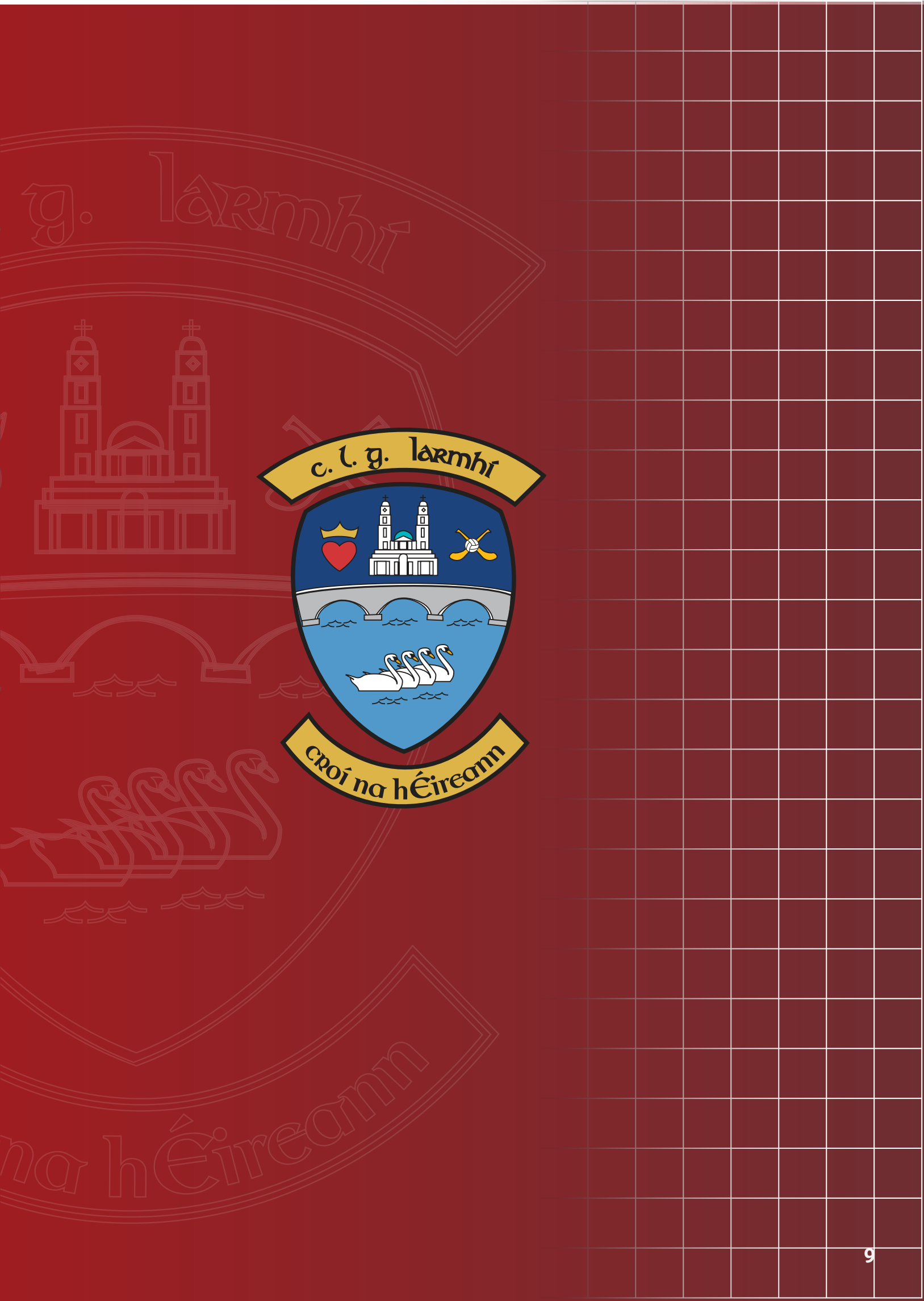
I sincerely thank the committee, under the supervision of Niall O'Brien, who have devoted much time and expertise to bring this plan for our perusal and, ultimately, implementation. You have done us a huge service and we now must ensure we offer an appropriate thank you by planning for the implementation of the contents of the Plan. This must be led by Management but will require the support of you, our clubs and loyal supporters to realise our destiny. The map has been provided, it is now over to us to plan the route, organise the vehicles, necessary tools and stop overs required to reach our destination.

Bhí gliondar croí orm nuair a chuala mé an curfá a thug an ghrúpa don phlean – “Ag ramhaíocht le chéile agus sa treo céanna”, mar tá sé ceangailte go deo leis an tUasal Páidí Ó Sé agus blianta speisialta sa chontae seo. ‘Se mó ghuí go mbeidh an toradh céanna againne is a bhí ag Páidí agus a fhoireann iontach. Mar sin ar aghaidh linn ag ramhaíocht le chéile agus sa treo céanna.

Proinsias Ó Meiscill

Cathaoirleach CLG na hIarmhí







Our Purpose

OUR PURPOSE IS TO PROMOTE GAELIC GAMES, CULTURE AND LIFELONG PARTICIPATION AS A COMMUNITY-BASED, VOLUNTEER-LED ORGANISATION WHICH ENRICHES LIVES AND COMMUNITIES.

- We are dedicated to ensuring that our games and values enrich the lives of our members, families and the communities we serve.
- We are committed to promoting active lifelong participation for all.
- We provide safe and inclusive environment and facilities for everyone..
- We will apply a sustainable development ethos to managing our resources and activities.
- We actively seek to engage with and include all members of our society.
- We promote individual development and well-being and strive to enable all our members to achieve their full potential in their chosen roles.

Our Vision

OUR VISION IS A SUSTAINABLE COMMUNITY-BASED AND VOLUNTEER-LED ASSOCIATION WHERE AS MANY AS POSSIBLE, PARTICIPATE IN GAELIC GAMES AND CULTURE, FOR AS LONG AS POSSIBLE.



Our Values

THE ENDURING CORE PRINCIPLES THAT GUIDE HOW WE SHOULD OPERATE

Values	What this Means
Community Identity	<ul style="list-style-type: none"> Community and Club is at the heart of the Association Everything we do helps to enrich the communities we serve We foster a clear sense of identity and place We support our members in contributing to the well-being of their respective communities
Amateur Status	<ul style="list-style-type: none"> All our players and members participate in our games as amateurs We provide a games programme at all levels to meet the needs of all our players We safeguard our position as the leading amateur games organisation in the world
Inclusiveness	<ul style="list-style-type: none"> We welcome everybody to be part of our Association We are open to diverse opinions and cultures while respecting our Irish heritage and language We cater for all abilities
Respect	<ul style="list-style-type: none"> We respect each other on and off the playing fields We operate with integrity We listen to and respect the views of all
Player Welfare	<ul style="list-style-type: none"> We provide the best playing experience for all our players We structure our games to allow players of all abilities to enjoy our sports and reach their potential As with our players, we value the welfare and wellbeing of all our members
Teamwork and Volunteerism	<ul style="list-style-type: none"> We are a volunteer-led and democratic organisation We flourish through the voluntary efforts of our membership Our voluntary ethos inspires the engagement of members in the broader community The cornerstone of our Association and sustainability is effective teamwork on and off the field We celebrate and support the contributions of our volunteers and employees

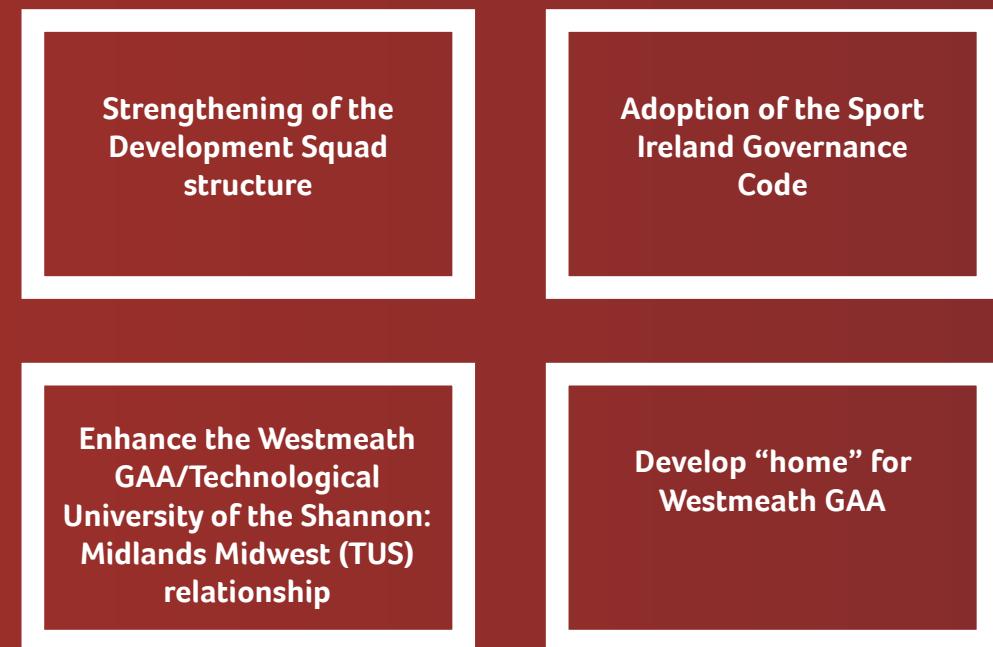
Executive Summary

This Plan was developed to provide a strategic focus for the GAA in Westmeath over the next five years. It is based on a far-ranging analysis of the workings of the GAA in the county, including the outcomes from the recently published Demographics Report¹ which identified several issues, in both the rural and urban settings of the county. Westmeath GAA has a proud history, and the county performs very well “on the field” in all codes.

The Strategic Plan is built around six Focus Areas:



With several projects identified as priority :



A Strategic Planning and Implementation task-group will be established which will monitor progress and report to the Management Committee.

¹ Demographics Report which examined the health of clubs and their participation in Gaelic Games by a sub-committee in Westmeath as part of a four-county GAA pilot project.



A VISION OF SUCCESS FOR WESTMEATH GAA

Our vision of success for Westmeath GAA is that the organisation is recognised as being vibrant and inclusive, and one that promotes life-long involvement.

We would envisage an organisation which supports the clubs of the county and their players, coaches, referees and administrators to reach their full potential, with clear pathways to the highest possible level of performance.

On the Inter-County fields we would expect that Westmeath teams are consistently performing at the highest level in hurling and football, ladies football and camogie, and that their training and coaching is being held in Westmeath's own Training Centre.

PLANNING PROCESS OVERVIEW

Following on from the Demographic pilot project report to the County Committee (March 2021), a Strategic Plan Committee was put in place, to develop a plan for the GAA in Westmeath to cover the period 2022 to 2026.

The Cathaoirleach of the Committee was Niall O'Brien, and the other members were Jackie Jackson, Paula Finan, Terry McCague, Aiden McGuire, Michael O'Sullivan, Declan Leonard, Darren Magee and Patrick Doherty (Planning Co-ordinator).

Vital assistance was provided to the committee by Ruairí Harvey (GAA Organisational Development Manager) and Colm Clear (Leinster GAA Learning and Development Manager).

Research methods which have been undertaken included:

Desk research, including examination of other Strategic Plans, from the GAA and other sporting organisations, as well as from organisations outside the sporting sphere.

Online survey with members of the Westmeath GAA public which attracted 541 responses.

Online survey with Westmeath GAA clubs, with 33 responses received.

Online consultation with members of the County Senior football, hurling, ladies football and camogie squads.

Consultation with the Camogie Association, LGFA and GAA Handball in the county, sponsors, members of the Westmeath GAA Management Committee and other interested parties.

Interviews with Tom Ryan (GAA Ard Stiúrthóir), Michael Reynolds (Leinster GAA Secretary and CEO), John Haughney (Leinster GAA), Frank Mescall (Westmeath GAA Chairperson), and Pat Reilly (Westmeath GAA Secretary).

Consultation with Dr. Helen Raftery (CEO of Junior Achievement Ireland, and lecturer in UCD) and David Denieffe (Vice-President for Academic Affairs at I.T. Carlow).

This research was undertaken between April and June 2021. The preliminary findings were analysed, and a Consultation Paper was produced for a Focus Area Workshop with a wide range of stakeholders. This workshop, which was carried out online, facilitated by Niall O'Brien, David Denieffe and Patrick Doherty took place on 12 June 2021. The focus groups and members were as follows:

1. Coaching and Games Development

Darren Magee, Keith Higgins,
John Evans, Carol Brennan,
Kevin Dolan, Ned Moore

2. Finance and Fundraising

Aiden McGuire, Kieran Carolan,
Richard Higgins, Dermot Fox

3. Governance

David Denieffe, Pat Gallagher,
Colin Hayes, Declan Leonard

4. PR, Marketing, and Communications

Jackie Jackson, Elaine Heavin,
David Gavin, Donie Malone

5. Facilities Development

Michael O'Sullivan, Tommy Carr,
Brendan Shaw, Finian Newman

6. Community and Club Enhancement

Terry McCague, Anthony
Rowan, Tom Hunt, Alan Leech,
Sean Kenny

This intensive workshop generated a host of potential priorities and projects to be considered in detail by the Strategic Plan committee. Over the course of several meetings and correspondence between members a draft plan was produced. The County Management was invited to provide feedback on the draft plan. All feedback was assimilated, and the final draft of the plan was tabled for approval. It is published following its adoption by the Management Committee.



STRATEGIC CONTEXT



County population
88,770 (2016 census)
(An increase of 40% from 1996)



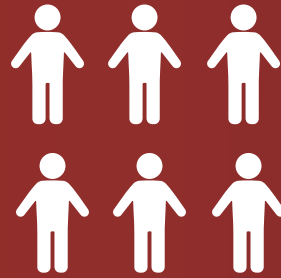
Athlone and Mullingar
42.5% of population
(both towns approximately
doubled in population since 1996)



The majority of towns
and villages have increased
in population since 1996



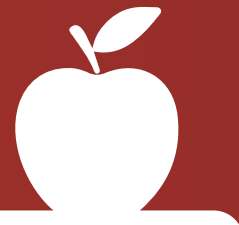
47 clubs
32 Football clubs
15 Hurling clubs



12,500
members



3,073
children attended
Cúl Camps 2021



Primary schools

63
Primary schools
compete in
Cumann na mBunscol
competitions



13 Post-Primary schools

- 9 mixed
- 2 all-boys
- 2 all-girls

- 5** schools compete in Leinster Senior "A" Football championship
- 10** schools compete in Leinster Colleges Football competitions
- 8** schools compete in Leinster Colleges Hurling competitions



55 full-size grass pitches available to clubs

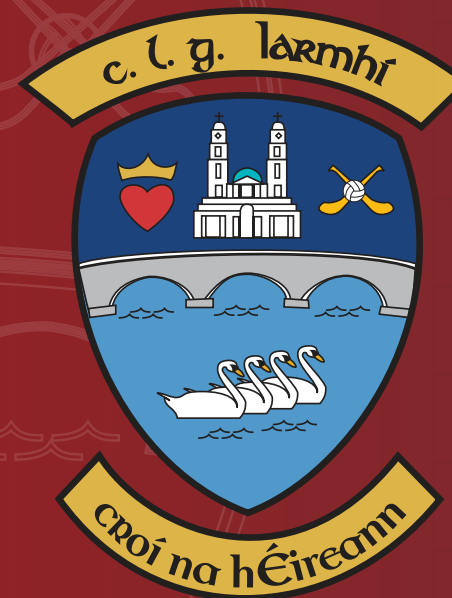


KEY FOCUS AREAS AND GOALS

FOCUS AREA	GOAL
1. Coaching and Games Development	<ul style="list-style-type: none"> Improve participation and performance across all codes, grades, and levels
2. Finance and Fundraising	<ul style="list-style-type: none"> Build a model of financial sustainability for the GAA in Westmeath
3. Governance	<ul style="list-style-type: none"> Ensure and demonstrate good governance across all areas of the Association in Westmeath
4. PR, Marketing, and Communications	<ul style="list-style-type: none"> Develop a successful level of communication with all stakeholders, with effective promotion and marketing of our activities
5. Facilities Development	<ul style="list-style-type: none"> Provide top-level facilities for our players and spectators
6. Community and Club Enhancement	<ul style="list-style-type: none"> Support the clubs of the county to assist them improve their performance and structure



OUR STRATEGY



FOCUS AREA 1:

**COACHING AND
GAMES DEVELOPMENT**

FOCUS AREA 1: COACHING AND GAMES DEVELOPMENT

Improve participation and performance across all codes, grades, and levels

To achieve this goal, we will pursue the following objectives and specific actions. We will measure success using the progress indicators.

Objectives	Specific Actions	Progress Indicators
1.1 Maximise participation throughout the GAA journey	1.1.1 Publish Coaching and Games (C&G) Development Plan	<ul style="list-style-type: none"> Development brand created Westmeath C&G resources produced and available to all coaches Social media platforms used to promote Westmeath C&G Half-time Mini games organised for home Allianz League games Primary school skills competitions developed
	1.1.2 Enhance Player Pathway	<ul style="list-style-type: none"> Westmeath “branded” player pathway (separate for hurling and football) designed All clubs using pathway Assessment criteria developed to compliment player pathway Feedback template developed and used to ensure consistency
	1.1.3 Develop Coaching Pathway	<ul style="list-style-type: none"> Coaching officers appointed in each club Roles and responsibilities clarified Support structure for club coaches provided by C&G

	<ul style="list-style-type: none"> GPO project implemented “Coach the coaches” and mentorship programme established and implemented Club/school link at both Primary and Post-Primary level enhanced involving GPOs and relevant club personnel
1.1.4 Develop participation programmes	<ul style="list-style-type: none"> Mini-games and “Games on the Green”² type activities considered and implemented Demographic report ideals in relation to Local Area Development Regions (LADRs)³ implemented
1.1.5 Provision of coaching support to clubs	<ul style="list-style-type: none"> Review of coaching Practice throughout the county carried out Clubs assisted in identifying what is best for the club and its players through organised coaching programmes High quality sporting opportunity provided by clubs, ensuring GAA is No. 1
1.1.5 Improve participation in Post-Primary schools	<ul style="list-style-type: none"> Relationships strengthened with Post-Primary schools through greater input from Clubs and relevant club personnel Engaged with schools in T.Y. programmes for Coaching and Refereeing purposes

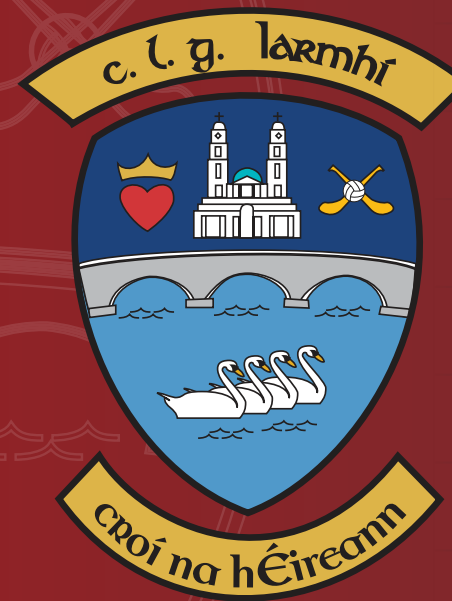
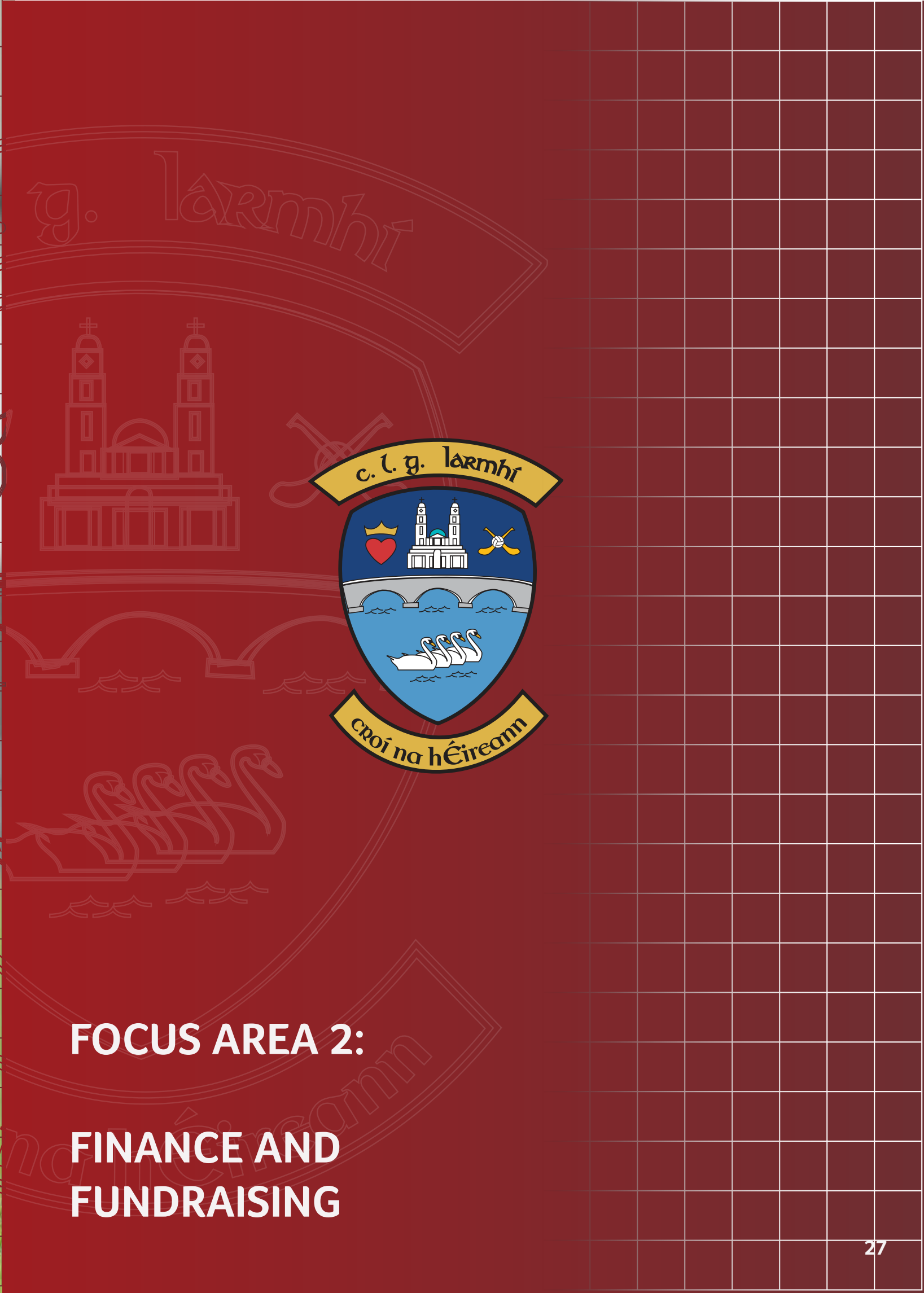
² Games on the Green – local fun-based coaching initiatives to promote Gaelic games in urban areas away from the formal GAA club setting.

³ Local Area Development Regions proposed – Urban regions – Mullingar and Athlone, Rural regions – Westmeath Rural North, Westmeath Rural West, Westmeath Rural Mid, Westmeath Rural East.



1.2 Strengthen Development squad structure	1.2.1 Develop High Performance programme	<ul style="list-style-type: none"> High Performance sub-committee appointed to examine current status and formulate recommendations for improvement Programmes developed to progress Senior Inter-County teams
	1.2.2 Progress plan for Academy/Development squads	<ul style="list-style-type: none"> Relationship developed with TUS and facilities and expertise utilised Long-term Development squad plan activated with specific detail on: <ul style="list-style-type: none"> - Coaching - Strength and Conditioning - Nutrition - Physiotherapy - Parental information Examination feasibility of appointment of full-time Athletic Development manager
	1.2.3 Enhance relationship with Post-Primary schools	<ul style="list-style-type: none"> Development squad structure enhanced through Post-Primary school network Available school facilities utilised by Development squads Schools facilitated with regard to pitches for games
1.3 Enhance hurling support with the objective of increasing participation and raising standards	1.3.1 Develop coaching programmes with an emphasis on hurling	<ul style="list-style-type: none"> C&G engaged with hurling clubs in relation to specific coaching programmes Programmes developed to promote hurling in non-traditional areas Engagement with Post-Primary schools to promote Westmeath Colleges team

1.4 Examination of competition and games structure	1.4.1 Undertake a review of underage games programme	<ul style="list-style-type: none"> Sub-committee appointed to undertake review Review completed and recommendations agreed by Management Committee Recommendations implemented by Bórd na nÓg CCC
	1.4.2 Undertake a review of adult games programme	<ul style="list-style-type: none"> Sub-committee appointed to undertake review Review completed and recommendations agreed by Management Committee Recommendations implemented by CCC
	1.4.3 Delivery of annual Fixtures Plan	<ul style="list-style-type: none"> Fixtures plan produced by CCC and forwarded to clubs and Leinster Council (as required) Fixtures plan produced by Bórd na nÓg CCC and forwarded to clubs and Leinster Council (as required)
1.5 Enhance support to referees	1.5.1 Develop support programmes for serving and new referees	<ul style="list-style-type: none"> Recruitment programme for new referees developed, with an emphasis on inclusion Training programmes for new and serving referees delivered Referee mentorship programme devised and developed to aid increasing the number of referees at the top level Peer review process implemented, using video analysis Transition Year programme progressed with specific refereeing module Umpire training provided Playing rule education provided
1.6 Enhance handball support	1.6.1 Develop school coaching programme to include handball	<ul style="list-style-type: none"> Westmeath GAA Coaching personnel upskilled to include handball Handball coached in Primary schools by Westmeath GAA coaches



FOCUS AREA 2:

FINANCE AND FUNDRAISING



FOCUS AREA 2: FINANCE AND FUNDRAISING

Build a model of financial sustainability for the GAA in Westmeath

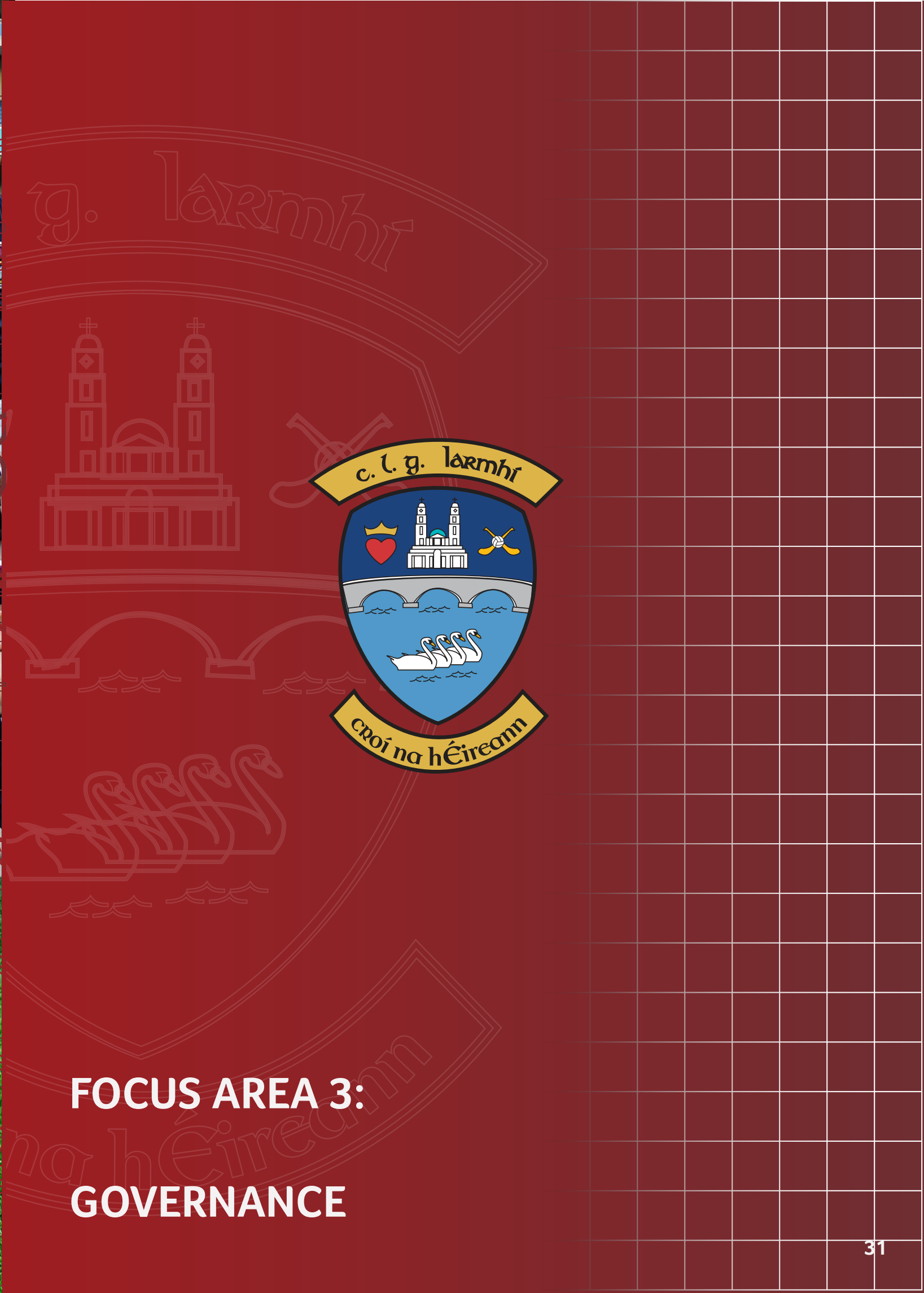
To achieve this goal, we will pursue the following objectives and specific actions. We will measure success using the progress indicators.

Objectives	Specific Actions	Progress Indicators
2.1 Maximise commercial sponsorship	2.1.1 Establish steering group and examine availability of commercial opportunities	<ul style="list-style-type: none"> Steering group established as sub-committee of County Management Committee Consideration of such areas as: <ul style="list-style-type: none"> - Brand development - Sponsorship - Marketing - Pitcheside signage Increased sponsorship return for Westmeath GAA Assistance given to Westmeath Handball in seeking direct sponsor
	2.1.2 Public launch of Gold/Silver/Bronze Partnerships ⁴	<ul style="list-style-type: none"> Gold/Silver/Bronze commercial partnerships marketed by the Commercial committee Increased investment in Westmeath GAA through these partnerships
2.2 Examine all sources of available grant aid	2.2.1 Maximise available opportunities for grant aid	<ul style="list-style-type: none"> Grant aid availed of fully for all individual projects including: <ul style="list-style-type: none"> - Leader Funding - Sports Capital Programme - Leinster Council - Central Council - Westmeath County Council - Tax relief programmes - Any other sources Westmeath Handball facilitated in identifying the availability of grant-aid

2.3 Enhance operation of Club Iarmhí ⁵	2.3.1 Examine feasibility of membership scheme for Club Iarmhí	<ul style="list-style-type: none"> Opportunity for membership of Club Iarmhí discussed with County Management Committee Benefits of membership examined and promoted for Junior and Full membership of Club Iarmhí Increased interaction with Westmeath diaspora
	2.3.2 Examine possibility of major fund-raising draw	<ul style="list-style-type: none"> Major fund-raising draw discussed with Management Committee Draw targeted to particular projects Marketing strategy undertaken to maximise potential return from fundraising activities
2.4 Connect with Westmeath Diaspora	2.4.1 Enhance relationship with Westmeath people living abroad	<ul style="list-style-type: none"> Consideration given to establishment of formal groups abroad Examination of how the diaspora can be an integral part of Westmeath GAA

⁴ Gold/Silver/Bronze Partnerships – commercial and sponsorship packages for businesses developed by Westmeath GAA Management Committee.

⁵ Club Iarmhí is the fundraising arm of Westmeath GAA



**FOCUS AREA 3:
GOVERNANCE**

FOCUS AREA 3: GOVERNANCE

Ensure and demonstrate good governance across all areas of the Association in Westmeath

To achieve this goal, we will pursue the following objectives and specific actions. We will measure success using the progress indicators.

Objectives	Specific Actions	Progress Indicators
3.1 Demonstrate “Good Governance” in Westmeath GAA	3.1.1 Adopt the Governance Code for Sport ⁶	<ul style="list-style-type: none"> Inform the GAA and Sport Ireland that Westmeath GAA are “on the journey” of complying with the code Review and improve governance practices in each of the five principles of the code: <ul style="list-style-type: none"> - Leading the organisation - Exercising control over the organisation - Being transparent and accountable - Working effectively - Behaving with integrity Governance weaknesses addressed Public statement of compliance completed
	3.1.2 Follow GAA Good Governance policies	<ul style="list-style-type: none"> Compliance with GAA Internal Audit advice Audit and Risk Committee formed Governance support provided to Westmeath Handball
	3.1.3 Protect Westmeath GAA, CLG Iarmhí and Club Iarmhí names and logos	<ul style="list-style-type: none"> Examination carried out, in a legal framework, on the registration of Westmeath GAA names, logos and brands All names, logos and brands protected as “copyright” to Westmeath GAA

3.2 Assist clubs in Governance improvements	3.2.1 Provide Governance education to Club Officers	<ul style="list-style-type: none"> Increased number of seminars and training programmes held for Club Officers Greater understanding by Club Officers of their roles and responsibilities
	3.2.2 Review current club practices	<ul style="list-style-type: none"> Greater understanding by County Management Committee of club needs Improved adherence by clubs to Club Constitution, Official Guide and other guidelines Improved “succession” planning for club officer roles Encourage clubs to adopt the GAA’s Corporate Trustee model ⁷ Develop a club accreditation scheme

⁶ The Governance Code for Sport is a voluntary code of practice for good governance of sport organisations in Ireland.

⁷ GAA’s Corporate Trustee model allows the property owned by the Association to be held in trust by a Corporate Trustee, acting on behalf of clubs, counties and provinces.



FOCUS AREA 4:

PR, MARKETING, AND COMMUNICATIONS

FOCUS AREA 4: PR, MARKETING, AND COMMUNICATIONS

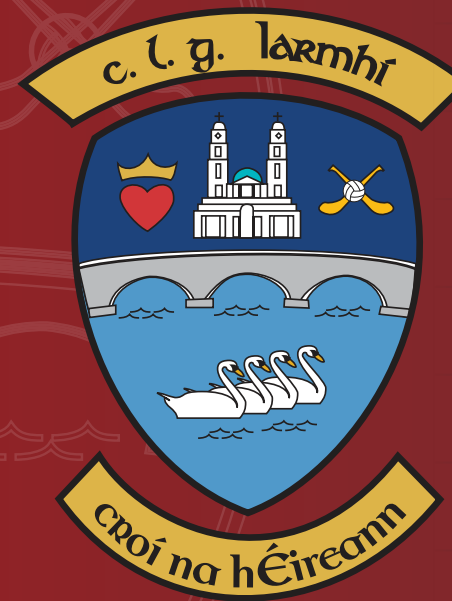
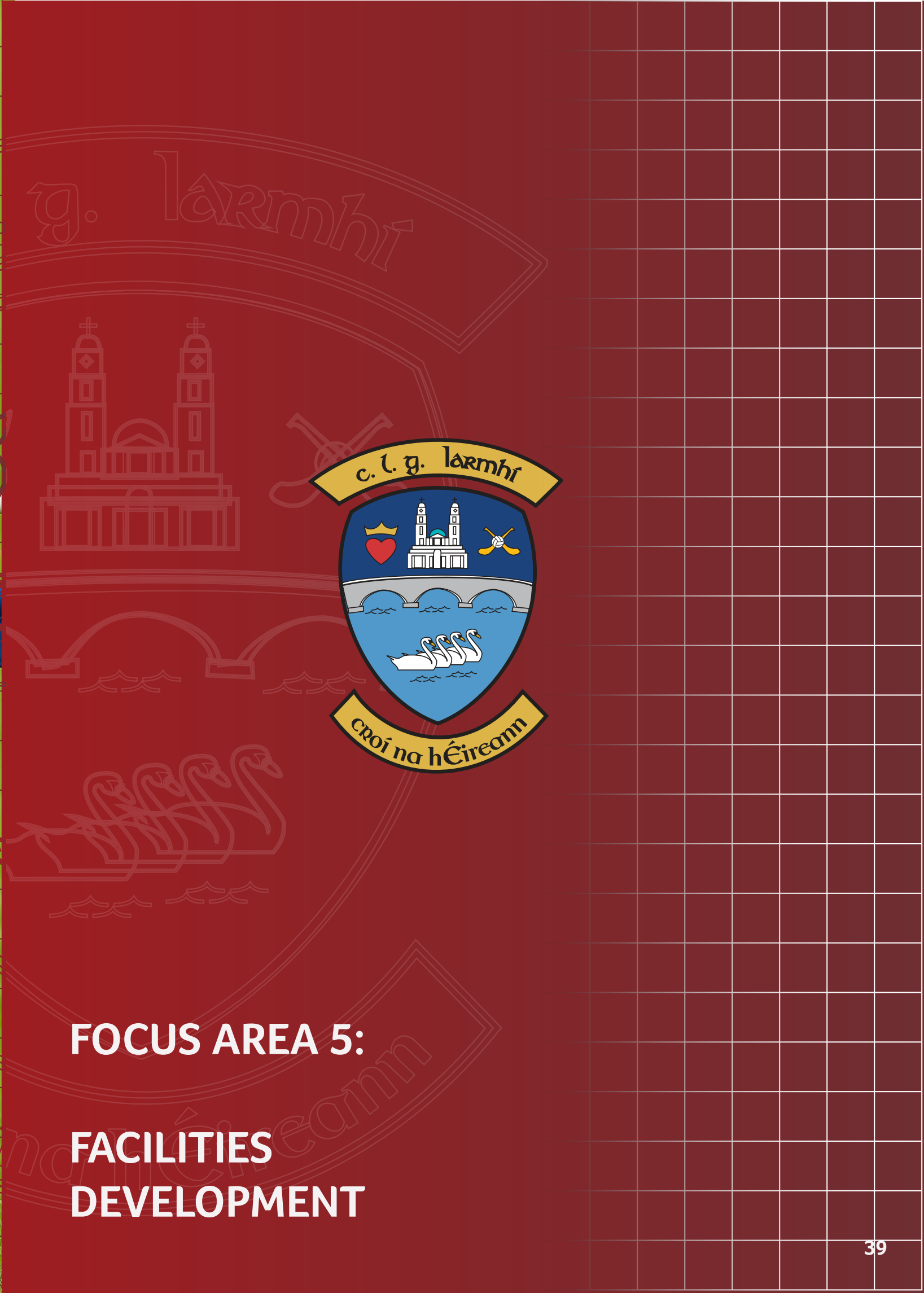
Develop a successful level of communication with all stakeholders, with effective promotion and marketing of our activities

To achieve this goal, we will pursue the following objectives and specific actions. We will measure success using the progress indicators.

Objectives	Specific Actions	Progress Indicators
4.1 Develop a brand for Westmeath GAA	4.1.1 Create and implement a strategy to develop and promote a brand for Westmeath GAA	<ul style="list-style-type: none"> A brand for Westmeath GAA designed and defined The Westmeath GAA brand is applied to all official GAA channels
	4.1.2 Consider involving Inter-County players as Westmeath GAA Brand Ambassadors	<ul style="list-style-type: none"> Brand Ambassadors appointed to clearly defined role
4.2 Develop a Marketing and Communications strategy	4.2.1 Establish a formal PR, Marketing and Communications Committee	<ul style="list-style-type: none"> PR, Marketing and Communications committee will design and implement marketing and communications strategy Identification of key stakeholders and use the best form of communication for that group All stakeholders are informed, up to date and feel part of Westmeath GAA via consistent, positive, relevant information Delivery of Iarmhí TV⁸ All new and modern methods of communication, relevant to our message are identified and utilised in a safe, secure manner Development of improved Westmeath GAA website GAA Handball link Westmeath Handball supported in developing website Maximise exposure for all our sponsors and partners

4.3 Improve PR and Marketing within all areas of our Association	4.2.2 Develop a social media strategy	<ul style="list-style-type: none"> Create a best practice document with clear guidelines for all users of official Westmeath GAA platforms
	4.2.3 Engage with traditional media organisations to ensure we maximise engagement of their audience	<ul style="list-style-type: none"> Continued use of traditional media partners with increased engagement with partners audience
	4.2.4 Develop strategic partnership with TUS to incorporate potential application of expertise of college students and graduates	<ul style="list-style-type: none"> Sub-committee consisting of personnel from TUS and Westmeath GAA formed Plan implemented to avail of the services of student interns in a range of areas such as Marketing etc TUS students to help volunteers implement the marketing and communications strategy Promotion of TUS to Second Level students and their parents from an academic and sporting perspective
	4.3.1 Provision of PR and Marketing training	<ul style="list-style-type: none"> Training provided for club PROs, in conjunction with Leinster and Central Council Clubs continue to use the local papers and radio to communicate with their members and supporters
	4.3.2 Enhance Website and Social media presence for clubs	<ul style="list-style-type: none"> Training provided on utilisation of websites and social media platforms Upskilling provided to club PROs on social media content Clubs educated on the need to provide exposure to their sponsors and benefactors

⁸ Iarmhí TV is the online streaming service of Westmeath GAA.



FOCUS AREA 5:

FACILITIES DEVELOPMENT



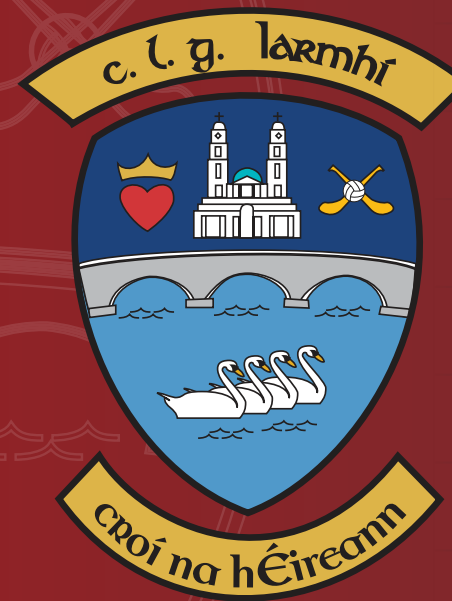
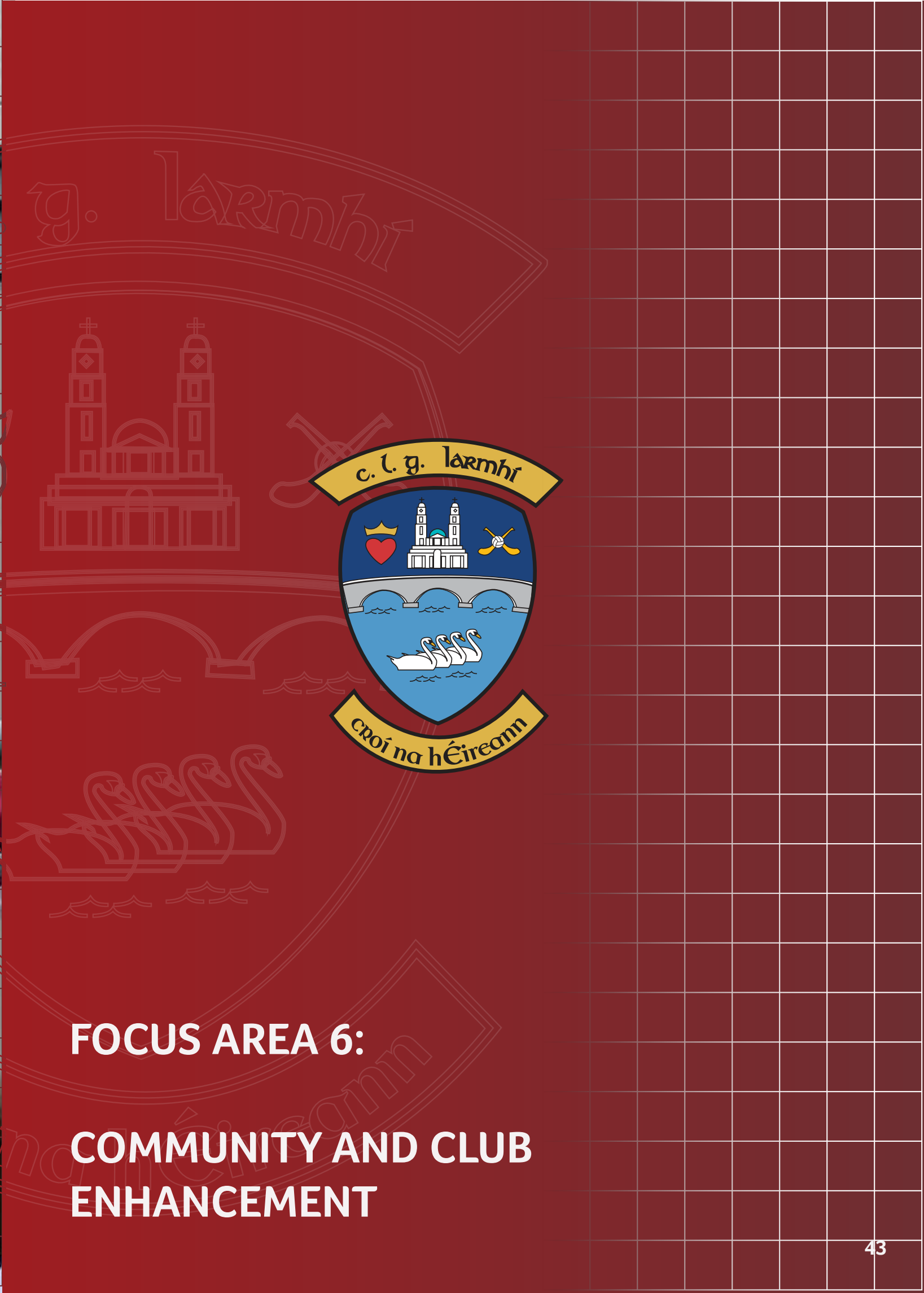
FOCUS AREA 5: FACILITIES DEVELOPMENT

Provide top-level facilities for our players and spectators

To achieve this goal, we will pursue the following objectives and specific actions. We will measure success using the progress indicators.

Objectives	Specific Actions	Progress Indicators
5.1 Ensure TEG Cusack Park meets the required standard of modern stadia	5.1.1 Upgrade of critical areas of TEG Cusack Park	<ul style="list-style-type: none"> Dressing rooms refurbished Referee Dressing rooms refurbished New Ball-stop nets erected Stand roof replaced New recycled plastic benches installed New bucket seating installed Public toilet areas refurbished Pitch-side fence erected Outside walls of the ground washed and painted New accessible area for people with a disability Ways of making TEG Cusack Park more sustainable examined
	5.1.2 Health and Safety upgrade of perimeter wall	<ul style="list-style-type: none"> Damaged perimeter walls replaced
	5.1.3 Examine possibility of further upgrades to TEG Cusack Park	<ul style="list-style-type: none"> Feasibility study carried out with regard to installation of floodlights Possible provision of warm-up areas examined

5.2 Develop Training "Home" for Westmeath GAA	5.2.1 Examine the need to develop a Training Centre for Westmeath County teams, including gym, physio, office facilities, small "stadium"	<ul style="list-style-type: none"> Appointment of a steering group Production of a feasibility report
	5.2.2 Source suitable land for Training Centre development	<ul style="list-style-type: none"> Suitable land identified Land purchased as necessary
	5.2.3 Commence development of Training Centre for Westmeath GAA	<ul style="list-style-type: none"> Develop plans for Training Centre Engage with Local Authority in respect of planning process Agreed phased development Development work commenced
5.3 Review of all GAA facilities in the county	5.3.1 Carry out an appraisal of all club facilities	<ul style="list-style-type: none"> All facilities held by clubs are recorded and tabulated Needs analysis and facilities short-fall completed Potential new Handball and multi-functional venues identified
	5.3.2 Assist clubs in identifying land availability to meet identified needs	<ul style="list-style-type: none"> Meet with Local Authority and other relevant agencies with a view to identifying available resources Assist clubs in any purchase negotiations Promote and assist clubs in grant availability and application
	5.3.3 Investigate potential for partnerships with Primary and Post-Primary Schools, Third level institutions, and other relevant bodies	<ul style="list-style-type: none"> Review of existing sporting facilities and opportunities with these bodies Improved availability of facilities to clubs and county development squads Potential new Handball and multi-functional venues identified



FOCUS AREA 6:

COMMUNITY AND CLUB ENHANCEMENT

FOCUS AREA 6: COMMUNITY AND CLUB ENHANCEMENT

Support the clubs in the county to assist them improve their performance and structure

To achieve this goal, we will pursue the following objectives and specific actions. We will measure success using the progress indicators.

Objectives	Specific Actions	Progress Indicators
6.1 Enhance club administration	6.1.1 Assessment of current practices in clubs	<ul style="list-style-type: none"> Current operational practices in clubs examined and documented Gaps in club structures identified and addressed with support and assistance from County Management
	6.1.2 Provision of club officer training	<ul style="list-style-type: none"> Needs analysis carried out regarding club officer training Club officer training provided in conjunction with Provincial and Central Council Officers have a greater understanding of their roles
	6.1.3 Provide support to clubs to develop Strategic Plans	<ul style="list-style-type: none"> Club planning scheme developed in conjunction with Leinster and Central Council Club Strategic Plans developed over the five-year period of County plan
6.2 Expansion of club composition to incorporate LGFA and Camogie	6.2.1 Provision of support to clubs for integration between GAA, LGFA and Camogie clubs	<ul style="list-style-type: none"> Guidance provided to clubs to assist with integration and development of “one club” model, where possible Assistance provided to clubs in relation to development of suitable facilities Guidance provided through Provincial and Central Councils to assist with registration and equalisation of membership fees

6.3 Implement the Demographic Report recommendations	6.3.1 Examine and enhance the position of urban clubs within their communities	<ul style="list-style-type: none"> Coaching courses organised to ensure necessary mix of male and female coaches Clubs have planned for integration process on a medium to long-term basis Schools coaching programme enhanced to include Camogie, LGFA and GAA
	6.3.2 Undertake a review of the challenges and needs of rural clubs	<ul style="list-style-type: none"> Discussions carried out with urban clubs to understand their needs and challenges Advice provided to improve community-standing, e.g. <ul style="list-style-type: none"> Healthy Club Initiative to include Mental Health and wellness programmes Social Initiative Green Club Initiative On and off-field “Twinning” proposals considered with similar clubs in other counties Initiatives developed to assist with playing participation, e.g. “Football/Hurling on the Green”



6.4 Enhance cultural aspect of clubs	6.4.1 Enhance cultural and Irish language aspects of the GAA	<ul style="list-style-type: none"> All clubs have Cultural officers in place Training and leadership provided to improve Cultural and Irish language activities across Westmeath GAA Increased promotion of Irish culture in clubs Use of Gaeilge encouraged in all aspects of the Association, both club and County
	6.4.2 Increase participation in Scór	<ul style="list-style-type: none"> Initiatives developed to promote Scór and Scór na nÓg to the clubs of the county Increased number of clubs competing in Scór and Scór na nÓg
	6.4.3 Increase Handball participation	<ul style="list-style-type: none"> Assisted Westmeath Handball in providing activities to promote handball Increased number of clubs and players participating in GAA handball

IMPLEMENTATION FRAMEWORK

The Management Committee will oversee the progress and monitoring of the Strategic Plan. As part of this process six sub-committees will be formed which will include members of the Management committee, members of the Strategic Plan committee, and other members proposed by the County committee who will plan the overall implementation of the objectives in each of the six focus areas:

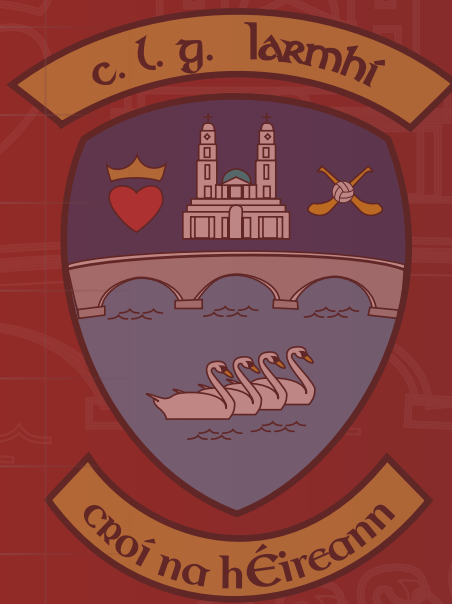


These six sub-committees will meet immediately on the launch of the plan, and within one month of the launch provide an Implementation Framework, to include timelines and assigned personnel, to the Management committee.

These sub-committees shall meet quarterly thereafter to review progress against the goals and indicators set out in the plan.

Implementation will also involve reporting to the Management Committee following the quarterly meetings, and an annual report and evaluation shall be provided by the Management committee to County Convention.

A detailed Mid-Point Review shall be carried out by the Management Committee in 2024, the detail of which shall be provided to the clubs of the county.



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