



CLONDUFF GAA CLUB



10 YEAR PLAN 2012 to 2022



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Club History



The history of Gaelic games in Clonduff is almost as old as the GAA itself. The first newspaper report of a Gaelic Football game in Down is recorded in the Banbridge Chronicle of Saturday 5th November 1887 of a game between Ballyrone and Hilltown Amateurs. Hilltown Amateurs, a team which contained both Protestant and Catholic members was the brainchild of Matthew Fitzpatrick from Ballygorian who, writing in the National paper Sport, made a claim that *"Hilltown Amateurs was the oldest established club in Down and was the nucleus of the GAA in this county"*.

In 1888 a team from Lenish competed in a Gaelic Football Tournament for a set of Gaelic crosses and in the same year a Clonduff team known as the "Red Hands" played two games against St Patricks Mayobridge. From these records it is obvious that Gaelic Football was well established in the parish from the earliest days of the Association.

For the next decade the parish boasted two teams, and sometimes more, and in May 1918 we have the first record of a Clonduff player in the county team when John McPolin and John McAlinden play for Down against Louth in Newcastle and three years later George Mussen was selected on the Ulster Railway cup panel.

A new Parish team called Clonduff Shamrocks was formed in 1920. This team won both the Shanahan and McLoughlin cups on the 1920's and in 1930 came the ultimate prize when Clonduff, captained by John McPolin, won its first Down senior football championship. Throughout the next decade Clonduff players continued to make their mark at a higher level. In 1931 Dan Mussen became the first Clonduff man to play in an All-Ireland Football semi-final, three years later in 1934 his brother George captained the first Down team to play in Croke Park, whilst in the following year Jimmie Doyle was named in the Ulster Railway cup panel and in 1938 starred for Down against Armagh in a national league game played at Hilltown. The 1940's has been described as the Golden era of the GAA in Clonduff. Between 1944 and 1952 the club won five Down senior Football championships. Paddy O'Hagan played in all five finals and in 1957 won his sixth Down championship medal when Shamrocks beat Harps in an all parish final!

Down won their first All Ireland title in 1946 in the All Ireland Junior football final in Croke Park with Clonduff players Thomas, Henry, and Pat Brown, Eddie Grant, Paddy O'Hagan and Andy Murnin all in the team.

Although county championships did not come with the same regularity as in the halcyon days of the 40's, the Club and its players continued to make the headlines and play a significant part in the development of Gaelic games in the county.

In 1953 a 19 year old, Kevin Mussen, was selected in the Ulster Railway cup team. In 1960 Down senior footballers won their first ever All Ireland senior football Championship with Clonduff players Patsy O'Hagan at full forward and Kevin Mussen, the Captain of the team, at right half back. Both players were in the team a year later when Down retained their title.

In 1966 some of the players who had excelled in the forties were now involved in the administration of the Club. In March that year, the field known as Mussens Meadow, was bought and two years later on 16 June 1968 Pairc Chluain Daimh was officially opened.

Efforts to form a Camogie club had floundered in the early fifties but at a meeting on 25th April 1967 the present Clonduff camogie club was reformed.

Whilst honours eluded the footballers during the 60's and 70's the Club continued to play a leading part in the life of the community and in 1977 organised the first Hilltown Festival which was a pre-cursor to what is now the Boley Fair.

In the same year another All Ireland title came to the county when the Clonduff Novelty Act with Eileen Hamill Mary McGinn and Ann Quinn won the All Ireland Scor Sinsear final. The Senior footballers won promotion to the first division in 1978 and two years later they bridged a twenty three year gap when they once again won the Down senior football championship.

In 1984 the GAA celebrated its Centenary and Clonduff won the McNamee award for the best Club History in the GAA centenary year. The work of the Club was again recognised in 1988 when presented with the AIB award and named Club of the Year at the South Down GAA Awards.

Meanwhile there was a stirring on the playing fields, Cahal Murray was a star on All Ireland final day 1987 in Croke Park when Down won their first All Ireland minor football title. Four years later he was in the Down team along with Ross Carr which beat Meath in the 1991 All Ireland senior final and three years later in 1994 Ross collected his second All Ireland medal. Also in 1994 Padraig Matthews and Francis Quinn are in the Down minor Hurling team which won the Ulster minor Hurling championship but lost to Cork in the All Ireland semi-final.

Thirteen years after club secretary Fintan Mussen had thanked Sean Matthews, Pat Mathews and Sean Cairns for their efforts in the development of Hurling their efforts were rewarded when in 1996 Clonduff won the Junior Hurling Championship, the Junior Feis 7's and the second Division league title. There was disappointment when the senior footballers were beaten by Burren in the county final of 1997 but as always the club continued to develop and on 3rd May 1998 former President Jack Boothman opened the new club rooms.

The expansion of Football, Hurling and Camogie activities and the formation of a Ladies Football section has placed further demands on the playing facilities, but once again the Club has risen to the challenge with the recent purchase of additional land which now provides an estate of approx 23 acres with tremendous potential for development thus ensuring the sustainability of the Club into the future.

The Senior footballers won the county championship in 2000, the Camogie team and the Ladies Footballers have won county senior titles in the last decade.

Writing in the programme for the opening of the new club rooms in 1998 former county chairman Dan McCartan wrote *"...today we are proud to celebrate and affirm with the Gaels of Clonduff those enduring and enriching values and ideals of generous community service which set our Association apart as the greatest Amateur Organisation in the world. Let us be resolved to remain faithful to its noble values and ideals ..."*





Methodology

To develop a Plan there must first be a clear METHODOLOGY and process established that will provide a framework to deliver a workable and realistic Plan.

Following the Clubs 2011 AGM, the new Chairman set up a dedicated Committee whose remit was to prepare and develop a 5 Year Plan for the period 2012 - 2017.

This Committee, through several meetings, have successfully designed a strategy for preparing the Plan along with establishing the Key Activity areas of the Club, a timetable for delivery as well as identifying a range of consultations necessary to ensure a fully comprehensive document at the end of the process.

Further, this Committee arranged a series of Workshops with all Club committees to have a thorough review of everything that we as a Club do so that ways to improve could be identified. These Workshops were most useful and whilst robust at times, were open, positive with several excellent ideas evolving as a result.

The meetings and workshops facilitated the establishment of a clear direction for the Club along with a series of realistic and ambitious set of objectives all of which will be described and detailed later in this Document.





Values, Mission and Vision



Our **VALUES** are being at the heart of the Community as an amateur, volunteer led organisation, fully inclusive, non-sectarian and anti-racist. We respect each other, on and off the field and operate with integrity at all times and at all levels. We provide the best playing experience for ALL our Players and have structures in place to allow everyone the opportunity of reaching their full potential, with TEAMWORK being the guiding principal of our Club in all its activities.

Our **MISSION**, as a volunteer led, community based organisation is to develop and promote Gaelic games and culture to help enrich the lives of our members and the Community that we serve. We work to achieve lifelong participation for ALL and provide the best facilities reaching out to all members of our Society.

Our **VISION** for Clonduff GAA Club is to become the best in what we do, to become a model and inspiration for our members and for other clubs, setting the example of excellence on and off the field. Our Club will welcome ALL to take part in our games and culture, to participate fully, to grow and develop and to be inspired to keep a lifelong engagement with the Association

Ni neart go cur le cheile – there is no strength without working together.



Club Background

In terms of overall membership Clonduff GAA Club has just under 800 members making it the 3rd largest in Down and the largest outside of the two Belfast Clubs – Bredagh and Carryduff. However impressive this may sound it still only represents about 30% of the surrounding population.

The Club has a full range of Teams in various codes at all levels – men's Football has just under 300 players at all levels from U6 to Senior.

Our Ladies football teams have 75 players with teams at U12, 16 and Senior level.

Hurling has over 90 players with teams from U10 up to Senior level.

Our 4th code is handball with 28 players from Primary school level to adult.

Our sister club, Clonduff Camogie Club, has over 130 players with teams from U8 Level up to Adult.

We have active cultural competitive groups within the Club competing in all areas of Scor with 77 competitors in dance, drama, music and knowledge.

The club is proud to have a number of its members qualified to referee and act as support for our games – 79 at present.

We have some of the best facilities in the County within a 23 Acre campus – pitches, floodlighting, Clubhouse and scope for much more.



CLUB STATISTICS

1.0	POPULATION OF CATCHMENT AREA	c. 2,800	
2.0	NUMBER OF MEMBERS IN CLUB	773	
3.0	NUMBER OF REGISTERED PLAYERS		
	4 – 8	75	
	9 – 10	58	
	11 – 12	130	
	13 – 14	51	
	15 – 16	94	
	17 – 18	40	
	19 – 21	25	
	Over 21	157	
4.0	PRIMARY SCHOOLS WITHIN CATCHMENT AREA		
	St. Patricks PS, Hilltown		
	St. Pauls PS, Cabra		
5.0	TEAMS WITHIN CLUB	Numbers of Players	
5.1	Football	Male	Female
	Under 8 & 6	63	
	Under 10	31	
	Under 11	21	
	Under 12	39	28
	Under 14	29	
	Under 16	30	21
	Minor	22	
	Under 21	25	
	Adult – Senior, Reserves, Thirds	68	26
	TOTAL	328	75

5.2	Hurling	Numbers of Players
	Under 8 & 6	
	Under 10	12
	Under 11	
	Under 12	16
	Under 14	
	Under 16	20
	Minor	18
	Under 21	
	Adult	27
	TOTAL	93
5.3	Camogie	Numbers of Players
	Under 8 & 6	12
	Under 10	15
	Under 11	
	Under 12	26
	Under 14	22
	Under 16	23
	Minor	
	Under 21	
	Adult	36
	TOTAL	134
5.4	Handball	Numbers of Players
	Primary School	12
	U12 – 18	10
	Adult	6
	TOTAL	28



Volunteers

One of our most valuable assets is our Volunteers without which this Club could not function. Volunteering is one of the key components of our Club and is recognised in our statement of VALUES. Volunteering covers everything we do as a Club and to put in context we have the equivalent of half a million pounds per year in voluntary effort value from our members based on a conservative minimum wage calculation.

1166 Person Equivalents x min. 2 hours per week = 2,332 hours/week

36 weeks/year = 83,953 hours @ £6/hour = **£503,712**





Key Activity Areas

The following sections deal with the 6 Key Areas of the Clubs activities which have been identified as the main drivers to deliver the Club's Vision. Each area has been examined by the 5 Year Plan sub-committee, in conjunction with members of all other Club sub-committee(s), through a series of debates and workshops.

AREAS

- Games and Coaching
- Administration
- Development & Games Support
- PR/Communications and Culture
- Finance and Fundraising
- Community Engagement



Games and Coaching

In 10 years time our Club will be able to say –

“Our Senior Football Team performs to its full potential, with a style unique to Clonduff, because we now have excellence in coaching standards and the best possible games development structures in place. This optimum performance and brand of play now extends to all Teams within our Club, at all levels and across all Codes resulting in one of the best underage sections in the County and high levels of player retention.”

Key Objectives:

- Club Coaching Officer to be appointed to lead and Chair a Coaching and Games Development Committee made up of all coaches and mentors within the Club. This group of people will be charged with developing a coherent strategy for coaching at all levels with priority given to the Senior Football Team who will act as a role model for all Teams within the Club.
- Ensure all teams at all levels have adequate and appropriately trained coaches in place who understand their role within the overall coaching strategy and who understand the levels of skills required at each particular age level and for particular Teams. Training for Coaches to be organised and a program to be put in place.
- Arrange regular and frequent interaction between Senior Team members and juvenile Teams during training sessions.
- Identify areas requiring skill strengthening and arrange series of skill workshops using external trainers.
- Heighten sense of commitment, motivation and dedication across all Teams at all levels to develop a clear Team spirit within the Club.
- Provide appropriate, quality equipment for all Teams for training needs and ensure these are maintained. Appoint a person to control use of equipment, prepare budgets and arrange procurement as well as ensure proper maintenance and custody.

Action	Outcome	Timescale	Milestone	Responsibility
Appoint Club Coaching Officer (CCO)	Oversee and ensure best possible coaching structures are in place	Yr 1	Appointment of CCO and establishment of the CGDC	Club Chair
Appoint Coaching and Games Development Committee (CGDC)	Assist in identifying best coaching practice and assist in implementing policy	Yr 1	Appointment of CCO and establishment of the CGDC	Club Chair
Develop Club Coaching Strategy	Ensure coordinated and coherent procedures are in place	Yr 1 & 2	Appointment of CCO and establishment of the CGDC	CGDC
Develop Coach Training Program	Ensure minimum standards are set and improved upon	Yr 1 & 2	Appointment of CCO and establishment of the CGDC	CGDC
Develop Program/Arrangements for Sr.Team interaction	Encourage and motivate juvenile players	Yr 1	Appointment of CCO and establishment of the CGDC	CGDC
Develop program for external trainers	Ensure comprehensive skill sets for all players	Yr 1	Appointment of CCO and establishment of the CGDC	CGDC
Establish requirements for training equipment	Ensure adequate equipment is made available	Yr 1	Appointment of CCO and establishment of the CGDC	CGDC
Establish requirements for training facilities	Complete formulation of a brief for facilities	Yr 1	Appointment of CCO and establishment of the CGDC	CGDC
Coaching Strategy to be shared with all Codes/Levels	All Teams in all Codes now playing with a recognisable Clonduff "brand"	Yr 3	Clear Teamwork now evident on the field	CGDC



Development and Games Support

In 10 years time our Club will be able to say –

“Our Players and Members now have the best possible facilities in the County to support all of our activities both on and off the field. We have a dedicated and enthusiastic group of Volunteers to look after and maintain all of our facilities with all users having an understanding of appropriate usage of facilities and equipment. Further our Teams at all levels are fully supported by dedicated volunteers to assist in the proper organising of our games.”

Key Objectives:

- Identify range of physical facilities required to support the Club's sporting, cultural and social activities
- Prepare a Master Plan for the development of the Club's lands which will facilitate planned development in a phased way according to availability of funding
- Prepare funding requirements for development
- Ensure maintenance programs and appropriate equipment are in place for current facilities and those in the future
- Ensure all users of facilities are aware of proper usage procedures
- Encourage greater participation amongst members (including encouragement of non-members to become members) in the role of linesmen, umpires and stewards (where required) at all games at all levels. Provide appropriate training.
- Promote members becoming referees and establish reputation for high levels of integrity and skill. Attend appropriate training and utilize in player training sessions to gain better understanding of the application of rules.

Action	Outcome	Timescale	Milestone	Responsibility
Establish a brief for Club physical development (include other Community Groups – see Activity 6)	Agreed schedule of facilities	Yr 1	Written agreed schedule	Development Committee
Develop Master Plan for Club's lands including phasing	Agreed planned usage of all Club lands	Yr 1	Feasibility Study	Development Committee
Develop Designs	Agreed Plans	Yr 1 & 2	Feasibility Study	Development Committee
Seek Planning and Statutory Consents	Permission to proceed	Yr 1 & 2		Development Committee
Establish costs and funding sources	Understanding of Financial targets	Yr 1	Feasibility Study	Development Committee
Construct facilities as per phasing plan	New facilities	Yr 3 - 10	Funding in place and consents achieved	Development Committee
Develop maintenance requirements/user regime	Operations and Maintenance manual prepared	Yr 1	Equipment in place and consultations carried out	Development Committee
Develop Games Support arrangements	Identify group of volunteers and put training arrangements in place	Yr 1&2	Identify full requirements	Games Support Committee
Develop Club referees group and training schedule and liaison with Players	Establish method of identifying volunteers wishing to become referees	Yr 1&2	List for updating annually	Games Support Committee



Administration and Resources

In 10 years time our Club will be able to say –

“Our Club has in place administrative structures which are clear, efficient and effective, delivering excellent levels of support to all Club activities. Our structure ensures full support amongst members and provides opportunities for all members to become actively involved in a wide range of functions. Our Club as a result has an enthusiastic and vibrant Executive decision making body supported by enthusiastic, active and vibrant committees and sub-committees facilitating full member participation at all levels and achieving greater membership as a result.”

Key Objectives:

- Develop a clear and coherent structure, streamlined, to include a decision making Executive Committee (elected) whose members in turn will chair key sub-committees for the main activities of the Club as detailed in this Plan
- Agree make up of an Executive Committee (in line with GAA constitution) and determine post holders to carry forward the 10 Year Plan
- Committees will establish sub-committees delegated to assist in developing policies as well as carrying out the various functions of the Committee itself. The various Committees and their respective sub-committee(s) will be responsible for making reasoned recommendations to the Executive Committee for acceptance.
- Executive Committee to make presentations to the wider membership on a quarterly basis (including the AGM) to improve communications, understanding of decisions made and support
- Executive Committee and Committees to develop and communicate to all relevant personnel clear policies for allocation and use of resources (physical, financial and human) within the Club
- Meeting arrangements and communication requirements to be established through clear procedures
- Establishing improved methods for achieving greater membership and volunteer participation along with means of recording same
- Establish a procedure for succession planning in regard to key Club roles within the Executive Committee

Action	Outcome	Timescale	Milestone	Responsibility
Establish streamlined Executive and Committee/Sub-committee structure	Clear structure including procedures for decision and policy making	Yr 2	Presentation at Yr 1 AGM for approval	Chairman
Agree procedures for allocation of resources (financial, physical & human)	Procedures clearly recorded	Yr 2	Presentation at Yr 1 AGM for approval	Chairman
Arrange Committee presentation(s) to membership	Initial ½ Year presentation increasing to quarterly	Yr 1 & 2	Presentation at Yr 1 AGM for approval	Chairman
Establish arrangements for succession planning for key roles	Agreed arrangements	Yr 1 & 2	Presentation at Yr 1 AGM for approval	Chairman
Establish clear arrangements to improve membership numbers and numbers of volunteers for particular aspects of Club activities	Preparation of procedures and database	Yr 1	Agree policy and set up database	Chairman



PR, Communications and Culture

In 10 years time our Club will be able to say –

“Our Club has highly effective communications facilities in place reaching all of our members, at home and abroad, regularly using traditional and modern media. Information is provided to ensure our members and the wider community is continually aware of all activities (sporting, cultural and social) in a way that is highly interesting and entertaining. Our Club excels in its participation in and promotion of Gaelic culture – Arts & Drama, Language and is a hub of Community activity through its provision of social activities for all ages within our society.”

Key Objectives:

- Establish a clear PR and Communications strategy to reach all sections of our membership using full range of traditional and modern media as they come online
- Establish clear content and message for all communications
- Establish frequency of various means of communication material
- Utilize PR/Communications a means to “sell” the Club’s activities
- Identify potential advertising revenues
- Identify potential for Club publications
- Enhance engagement with local Primary Schools to foster greater understanding of and participation in cultural activities
- Encourage use of Irish language in Club activities and publications/communications
- Establish annual program of Cultural activities and promote participation amongst members and the wider community
- Promote greater and more regular use of Club facilities as a social hub for activities of interest to all sections/ages within the community

Action	Outcome	Timescale	Milestone	Responsibility
Establish a clear PR and Communications strategy	Agreed type, number and frequency of communications along with content design	Yr 1	Agreed strategy	PR/Communications Committee
Establish a clear policy for promotion of Irish language	Written policy	Yr 1	Policy and participants	Cultural Officer and Culture Committee
Establish program for annual Cultural events	Program	Yr 1&2	Outline activity types agreed	Cultural Officer and Culture Committee
Establish range and variety of social events along with suitable venues	Range of activities suitable for wide variety of age groups and interests	Yr 1	Activity schedule	Social Club Committee



Finance and Fundraising

In 10 years time our Club will be able to say –

“Our Club is a model of financial excellence with clear policies for expenditure in accordance with agreed priorities and in support of the development of the Club overall. Our Club is highly successful in fundraising, developing new and innovative fundraising ideas with a large group of enthusiastic volunteers helping in all fundraising activities. Our Club has in place clear procedures for collection of monies and recording of transactions and has appropriate structures in place to ensure adequate protection of financial resources and the most efficient vehicles for income and expenditure in regard to taxation”

Key Objectives:

- Establish clear policies for expenditure in all aspects of Club activities
- Establish annual budgets
- Establish a range and greater variety of potential income sources along with persons responsible for safeguarding Club funds
- Establish clear procedures for collection of monies and recording of same
- Improve financial management to avoid any deficits in Club activities individually
- Establish new means of raising funds to cover Club's revenue costs
- Establish budgets for Club's physical development
- Identify sources of grant funding and develop expertise in submitting applications for same
- Agree format of presentation of accounts to membership

Action	Outcome	Timescale	Milestone	Responsibility
Establish policies for expenditure	Document detailing how monies are to be allocated across Club activities	Yr 1	Policy	Finance Committee
Establish annual budgets	Budget to ensure deficits minimised/avoided	Yr 1	Draft Budget	Finance Committee
Establish procedures for collection of monies and recording	Database record and nominated personnel	Yr 1	Grants officer identified	Finance Committee
Establish income sources (regular, one-off, grant etc)	Database	Yr 1 & 2	Database	Finance Committee
Establish Development budget and targets	Budget and costings	Yr 1 & 2	Costings	Finance Committee
Agree presentation format for financial information	Agreed format	Yr 1	format proposal	Finance Committee
Widen FOC membership to include Club officers	Agree membership/roles	Yr 1	Nominations	Finance Committee



Community Engagement

In 10 years time our Club will be able to say –

“Our Club is the hub of the local Community and is a role model for establishing partnerships with local Community Groups for mutual benefit and is successful in acting as a catalyst for the formation of new Community Groups catering for all sections of our society.”

Key Objectives:

- To liaise with all local Community Groups to identify common goals and accommodation/physical requirements and seek establishment of effective Partnerships through a Special Purpose Vehicle (SPV) to carry out physical development for the mutual benefit of all.
- To identify in partnership with all local Community Groups suitable and appropriate funding sources and development opportunities/programs to help realise collective aspirations

Action	Outcome	Timescale	Milestone	Responsibility
Engage with all local Community Groups to identify common goals and partnership opportunities	Schedule of common requirements to link with Club requirements	Yr 1	Agreed partnership proposal	Research & Development Committees



Plan Summary

- **GAMES** – develop a coaching strategy and brand of play for all TEAMWORK
- **DEVELOPMENT** – provide State of the Art facilities to support all activities on and off the field
- **ADMINISTRATION** – create efficient and effective structures to ensure maximum involvement with clear policies and a strategy/mechanism for implementation
- **PR/COMMUNICATIONS & CULTURE** – develop a well connected and well informed, vibrant Club through entertaining and interesting PR/Communications strategy. Ensure Club participates in and offers a wide range of cultural activities for members and the Community.
- **FINANCE** – develop clear and accountable policies and procedures understood by all with annual budgets. Creative and innovative fundraising, secure, regular income.
- **COMMUNITY ENGAGEMENT** – partnering with local groups ensuring the Club is at the heart of the Community.



Implementation and Review

Overall Plan to be reviewed, revised and updated on annual basis by Club Chairperson and one other member and reported to Executive Committee.

Implementation of all the Objectives agreed to be monitored as above.

In parallel with the development and implementation process a Club Manual will be prepared to record and illustrate all agreed Policies and Procedures to be followed by Club members.

Club Manual to be available to all via Club website - www.clonduffgac.net