



DISCOVER

BELONG

NURTURE

EVOLVE



GAA Games Development Annual Report 2015

Table of Contents

Foreword – Reflections on 2015	2
The Grassroots to National Programme - Play to Stay with the GAA	4
The Grassroots to National Programme - Life Cycle	5
Discovering Gaelic Games – Starting on the Player Pathway	9
Belonging to the GAA Community – Retaining Players at Youth Level	17
Nurturing Growth – Continuing the Life Cycle	25
Evolving for the Future – Anticipating and Adapting to Change	33
Conclusion – Challenges for 2016 and Beyond	41
Appendix I: Resourcing the GNP – Finance	48
Appendix II: Resourcing the GNP – Personnel	50



Foreword

Reflecting on 2015

In the past decade, the Gaelic Athletic Association (GAA) has witnessed some of the most unparalleled and breath-taking displays of skill, physical prowess and talent during the course of the All Ireland Senior Hurling and Football Championships. However, it is important to remember that the genesis of all of these spectacular performances lies firmly in the structure and initiatives that are developed and delivered under the auspices of GAA Games Development.

The defining objective of Games Development is to provide the opportunity for lifelong participation and engagement in Gaelic games to as many people as possible to ensure that people 'Play to Stay with the GAA'. In pursuing this aim, it is recognised that very few players earn the elusive opportunity to play in All Ireland spectacles. Instead, it is acknowledged that thousands of people nationwide equally value their memories of playing in an U.8 blitz, their friendships made through the Cúl Camps, their experience of developing as a player and person in the Talent Academy squads. It is all of these experiences that remain with a person for life and explains why people are motivated to remain lifelong members of the Association.

2015 witnessed the continued delivery of high quality, impact-led activities through the Grassroots to National Programme (GNP). From a personal perspective, there were a number of stand-out projects and events that highlighted the value and impact of Games Development.

The Kellogg's GAA Cúl Camps, continue to go from strength to strength annually. Establishing the Cúl Camps and ensuring buy-in nationwide has not been an easy process. However, the perseverance displayed by those involved has clearly reaped dividends, with the Association now boasting the largest participation figures to date – 102,384 players. The Cúl Camps are a clear example of how the Association can develop a new and innovative national policy, grounded in best practice, and deliver on this in an effective and sustainable manner.

Another highlight in 2015 was the introduction of the Super Games Centres (SGCs). Although the Association has previously been challenged on the rates of player drop off at Youth level, the SGCs are a manifestation of how the organisation is pro-actively tackling this challenge. During 2015, Games Development piloted and tested the concept of GAA Super Games Centres in 10 participation hives across Ireland. As part of this process, 430 players (males aged 12 – 16 years) attended the Centres, at a pre-determined time

and place – for an hour a week – during which small-sided Gaelic games activity were organised for a total period of 24 weeks. At each session the focus was upon playing games. The Super Games Centres met with an overwhelmingly positive reaction from participants as a result of a reduced fear of failure, reduced expectation to perform and positive feedback. The total number of contacts amounted to 3,544. The quantitative research revealed that: players' intentions to drop out from the GAA decreased; stress encountered by players reduced; and social identity, as well as needs satisfaction increased. As a direct result of the Research Study and pilot, a total of 65 Super Games Centres will be established across the four Provinces in 2016. In a governance context, it is essential that there is alignment between this and comparable pursuits being proposed by outside agencies.

Finally, I consider the continued development and implementation of the MVA/Coach10 Model to be one of the most ground-breaking measures undertaken by the Association to date. As a framework for Applied Lifelong Learning (ALL), the MVA/Coach10 Model meets the requirement for an integrated learning framework for coaches that is grounded in humanistic and holistic growth and development. The associated qualification - Master of Value Laden Acumen (MVA) - provides rigour around theoretical and practical learning outcomes, while also ensuring that there is due recognition of volunteer (value laden) inputs - independent of learning outcomes. The MVA qualification also validates the benefits that accrue in terms of social capital. It is my belief that, in time, the MVA/Coach10 Model will have a transformative impact on the theory and practice of coach and player development across a range of sports.

Providing opportunities for lifelong participation can only be achieved through the hard work and efforts of thousands of tireless volunteers and hundreds of dedicated personnel, under the auspices of a comprehensive and clearly defined framework for Games Development - the Grassroots to National Programme (GNP). Ultimately, all of the projects are delivered by people who are passionate about the continued growth of Gaelic games. In this regard, I would like to extend my gratitude to Sport Ireland for the funding provided to support these individuals – the contribution made certainly results in value for money as it enables the GAA to deliver a range of innovative projects and initiatives that provide participation opportunities for all.

Pat Daly, GAA Director of Games Development & Research

January 2016




The Grassroots to National Programme

Play to Stay with the GAA

GAA Games Development operates under the auspices of a clearly defined developmental framework i.e. the Grassroots to National Programme (GNP). The GNP is based upon the following tenets: maximising participation; optimising performance standards; harmonising administrative structures and facilitating Applied Lifelong Learning (ALL). On the basis of these tenets the GNP identifies 5 key project areas for GAA Games Development i.e. Games Opportunities; School Initiatives; Camps; Talent Academies; Learning & Development.

While frameworks such as the GNP can provide order and structure, there is also sufficient flexibility to ensure that matters can be addressed on a county-specific, needs-oriented basis. As a framework the GNP is comparable to a life cycle – a cyclical, organisationally responsive process that is driven by one overarching goal i.e. that people ‘Play to Stay with the GAA’.

‘Play to Stay with the GAA’ means that a person can become and remain a part of the GAA community at all stages throughout their lives whether as a player, coach, referee, administrator, supporter or spectator. Viewed as a life cycle the GNP reflects the fact that, as players or as volunteers, people experience different stages of their lifelong involvement with the GAA.

This report provides an overview and definition of the four stages of the GNP’s life cycle. In addition to this, activities undertaken during 2015 relating to the various stages are identified and quantified. The statistics provided are supplemented by case studies, reports and interviews that provide a further insight into the value and impact of these activities. For ease of reading each case study is coded as a **CHILD** , **YOUTH** , and/or **ADULT**  activity. In addition to this, the following symbols serve to denote which of the following categories the case study applies to:

• **Games Development (GD)** = 

• **Hurling Development (HD)** = 

• **Games Development – Dublin (GDD)** = 

Finally, the report outlines the pressing issues that need to be addressed, both within the Association and in a broader context, through collaboration with various stakeholders including Sport Ireland, other sporting organisations and the Government.



The Grassroots to National Programme

Life Cycle – **DISCOVER**, **BELONG**, **NURTURE**, **EVOLVE**

There are four distinct yet interlinked stages of the GNP's life cycle: Discover; Belong; Nurture and Evolve. Each of the four stages has a specific set of objectives. Achieving these objectives requires the design of best practice Games Development activities and initiatives, which are bespoke to the GAA and are tailored to the unique needs within each County. These activities and initiatives are then implemented by Games Development personnel and volunteers nationwide.

DISCOVER

STAGE 1: DISCOVER

The Association is committed to providing games opportunities to all those who wish to participate in Gaelic Games. For the majority of people their first introduction to Gaelic games occurs in childhood – through their family, their peers, their school and their local Club.

GAA Games Development strives to ensure that each child is provided with a quality introduction to Gaelic games. Through their introduction to Gaelic games, a child has fun and develops a love of the GAA while also improving their physical literacy as well as gaining increased confidence and self-esteem as part of the GAA community. In order to enable children to 'discover' Gaelic games, the Association has developed a number of key initiatives that can be delivered by personnel and volunteers alike through clubs, schools and communities nationwide, including: Have-a-Ball (Nursery) Programmes; Go Games Blitzes; Kellogg's GAA Cúl Camps.

BELONG

STAGE 2: BELONG

Students of human behaviour and psychology have long recognised the need to 'belong' as a fundamental human need. The need to belong underpins the human desire to be an accepted member of a family, group or community and to be part of something that is greater than themselves.

At no time of life is this need greater or more important than during the formative teenage years, when many struggle to develop a sense of identity or respond well to life's challenges.

It is in this context that Games Development undertakes a range of initiatives, which aim to encourage and enable young people to remain part of the GAA community and to meet their need to belong, including: Féile Tournaments; Talent Academies; Super Games Centres.

NURTURE

STAGE 3: NURTURE

The GAA prides itself on having the largest volunteer force of any sporting organisation in Ireland, without which the Association would struggle to deliver the activities and initiatives it carries out under the auspices of Games Development. It is the volunteers who nurture our players as they first begin to play and later choose to stay with the GAA. However, the Association recognises that it is not enough to rely on sheer numbers of volunteers, but also that these volunteers must be equipped and enabled to deliver upon their roles in the most effective manner possible.

This is particularly relevant in the case of volunteer coaches – the positive beliefs, behaviours and actions of a coach have the potential to greatly enrich the lives of the players they interact with. Conversely, coaches who do not understand or implement best practice can have a restricted impact.

In light of this, the GAA has developed the MVA/Coach10 Model, which provides the framework and keystones by which volunteer coaches can effectively nurture and develop the Association's players. There are a range of activities implemented under the auspices of the Model, including: the Learning & Development Portal; Coach Education Courses and Workshops; Personnel Training & Development.

EVOLVE

STAGE 4: EVOLVE

Change management is a necessary aspect of ensuring that the Association's Games Development structures and programmes remain as relevant, effective and impactful as possible. Therefore, the fourth stage of the life cycle is the requirement to 'evolve'. This stage ensures that the objectives and actions, which are undertaken as part of the first three stages, are responsive and fit-for-purpose against the backdrop of a constantly changing social and civic landscape.

In order to 'evolve', GAA Games Development must undertake constant review of existing activities while simultaneously identifying new and innovative approaches to address current issues or deficits. This stage is essentially about the design and development of proposals for change, which are based upon the learnings of Games Development personnel and volunteers from the past and present, in order to improve the future. Evolution has been an enduring feature of Games Development as Go Games, Cúl Camps, Super Games Centres and the MVA (Master of Value-laden Acumen) qualification are all of recent origin and are recognised as best practice templates in a 'Play to Stay' context at national and international level.



DISCOVER



Discovering Gaelic Games

Starting on the Player Pathway

Games Development personnel and volunteers work tirelessly to provide as many children as possible with an opportunity to play GAA in a fun, safe and age-appropriate manner and environment. For some children their first experiences of Gaelic games are through their local club, for many others, it is the work that teachers and coaches carry out in Primary schools that serves to introduce them to GAA.

Through the Kellogg's GAA Cúl Camps alone, the Association provides games and skill development opportunities for 102,384 participants. Furthermore, over 1,421 GAA Clubs nationwide participated in Go Games Blitzes, through which approximately 84,500 children (aged 6 to 12 years of age) received an average of 8 opportunities each to play age-appropriate games.

In addition to this, it is estimated that Games Development provided in excess of 17,000 Go Games coaching sessions to approximately 258,154 pupils in Primary Schools throughout Ireland during 2015. On average, each child received 11 coaching sessions. Furthermore, in Primary Schools, an estimated 474,342 pupils participated in Go Games Football Blitzes, while an estimated 325,668 pupils played in Go Games Hurling Blitzes.

The data collated via the GAA's Management Information System (MIS) reflects the enormity of the activities conducted at Child level during 2015. This does not include the activity that is organised by volunteers outside of the Games Development structures e.g. Cumann na mBunscol, Clubs etc.





DISCOVER

KELLOGGS GAA CÚL CAMPS

102,384 PARTICIPANTS
1,100 CÚL CAMPS
15% PARTICIPANT INCREASE
ON 2014
36% PARTICIPANT INCREASE
ON 2006

GO GAMES
WEEK
37,808
PARTICIPANTS

CROKE PARK ACTIVITY DAYS

12 GO GAMES
ACTIVITY DAYS WITH
8,084 PARTICIPANTS

125
GO GAMES
REFEREE
COURSES

CLUB/ SCHOOL LINKS

2,290 LINKS –
58% of all Primary
Schools, a 7%
increase on 2014



SCHOOL GO GAMES

47% OF SCHOOLS PLAYED
5 OR MORE HURLING
GO GAMES BLITZES

68% OF SCHOOLS PLAYED
5 OR MORE GAELIC
FOOTBALL GO GAMES
BLITZES

84,850
CHILDREN
PLAYED AN
AVERAGE OF 8
GO GAMES
BLITZES

19%
OF SCHOOLS
PLAYED 13+
GO GAMES
HURLING
BLITZES

21%
OF SCHOOLS
PLAYED 13+
GO GAMES
FOOTBALL
BLITZES



GO GAMES SCHOOL COACHING

77% OF ALL SCHOOLS
RECEIVED 8 OR MORE
COACHING SESSIONS

43% OF ALL SCHOOLS
RECEIVED 15 OR MORE
COACHING SESSIONS

1,513
JUVENILE
GAA CLUBS

3,964
PRIMARY
SCHOOLS
NATIONALLY

707,973
PRIMARY
SCHOOL PUPILS
NATIONALLY

98,906
REGISTERED
GAA MEMBERS
AGED 8-12

Roscommon
26%

CÚL CAMPS

6 COUNTIES
WITH PARTICIPANTS
INCREASE OF
20% OR MORE

Waterford
20%

Cavan
33%

Monaghan
30%

Wexford
34%



Louth
20%

COUNTIES WITH 4,000+ CÚL CAMP PARTICIPANTS

Cork 12,967

Dublin 8,265

Galway 6,120

Kerry 4,500

Kildare 5,237

Mayo 4,600

Tipperary 4,568

Wexford 4,150

While the statistics provide a good insight into the amount of activity occurring, the following case studies capture the quality of the work that is on-going and the impact on hundreds of thousands of children nationwide.



In Focus: Hurling and Football Go Games Participation Blitzes in Fermanagh

PLAYER PATHWAY: Child

CATEGORY: Games Development

Games Development in Fermanagh successfully organised a number of county-wide Go Games Participation Blitz Days during 2015 for both Clubs and Schools. The purpose of the Participation Blitz Days was to allow for maximum engagement by all children regardless of the Club or School which they attend.

The Go Games Participation Blitz Days were organised by personnel for Primary Schools in October (U.7 – U.9) and in November (U.10 – U.11). Different hubs were identified in key locations in the County and schools would travel to these venues during school-time, bringing as many children of the relevant age-grade as they wanted. The children from each school were mixed together to form teams and each child received 2 hours of games – 1 hour of Hurling and 1 hour of Football. In total, over 1,000 children participated with 26 Schools represented. As a result of their attendance at the Blitz Days, the schools involved received a further 8 weeks of Go Games Coaching Sessions within the school.

A similar programme was run by the full-time personnel for Clubs in both Hurling (May/June; September/October) and in Gaelic Football (May – July). Coaching interventions were minimal and the primary focus was on playing games – with every child playing five or six 15 minute games each evening. Promoted through social media, the blitzes met with a very positive response from parents, coaches and children alike. The main feedback from the parents was that the blitzes provided all children with an opportunity to play and to make new friends as the teams were a mix of children from different clubs. The coaches welcomed the blitzes as they provided a structured games programme. In addition to this, the blitzes provided coaches with the opportunity to observe the full-time personnel, who conducted appropriate, best practice coaching interventions on the basis of “freeze the game; fix the skill; fuel the will”.

The Go Games Participation Blitz Days provided an invaluable opportunity to engage with all children in the county. This positive engagement at an early age is particularly important in a county such as Fermanagh that has a low population base – as a result of which, Clubs and Schools can often struggle with participation numbers. Through mixing children from different Clubs and Schools onto teams, personnel ensured that no Club or School missed a chance to play due to low numbers. Furthermore, the initiative was particularly important in developing Hurling in the county as it gave interested people a chance to develop Hurling in their clubs. It is proposed, in time, to extend the same structure to U.14 level.



In Focus: Primary Schools U-Can Competitions in Kerry

PLAYER PATHWAY: Child

CATEGORY: Games Development

On an annual basis, Games Development personnel in Kerry – in conjunction with local Primary School teachers – run a skill development competition in 133 Primary Schools within Kerry. Known as the U-Can Skills Competition, it is organised for boys and girls in 5th and 6th class in Primary School and runs from April to June. The aim of the competition is to provide children with an opportunity to work on and improve their skills in a fun yet challenging manner.

At the start of the competition, the Games Development Administrators (GDAs) will provide the teachers with a list of 8 skills per code. The skills are carefully selected to test bilateral coordination as well as fundamental movement and are slightly varied for boys and girls. In each school, the teacher will conduct the test with the selected age-grade, with the GDAs providing assistance if required. In order to ensure that the focus is upon improvement and to avoid an overly competitive approach, every child has 3 attempts at a particular skill. This allows the teacher and GDAs to identify skills that require attention and also encourages the children to practice their skills on an individual basis. Once all children have completed the competition, each school will nominate 3 boys and 3 girls to proceed to Divisional U-Can Skills Final in the first instance. The GDAs organise 11 Divisional U-Can Skills Finals on the basis of both a team and individual competition, with the winners of the Divisional Finals proceeding to participate in the County U-Can Skills Finals, which is held during May for the boys and in June for the girls.

The County U-Can Skills Finals take place in Fitzgerald Stadium in Killarney. The finalists and their schoolmates attend on the day, with up to 40 children participating in both team and individual competitions. The sense of fanfare and enjoyment is further increased by the presence of a number of the Kerry Inter-County footballers and hurlers as well as a raffle and prize giving ceremony. Once the winners of the boys U-Can Skills Finals (team and individual competitions) have been identified, they then go on to represent their County by attending the Munster U-Can Skills Competition in June.

In 2015, the Games Development team in Kerry, extended the concept and held a similar competition for Clubs at U.13 age-grade for the first time. The response from Clubs was excellent with 38 Clubs participating in the first year of this competition. Personnel intend to further tweak the competition in the future to have regard for a combination of technical and team-play skills.

The merit of a competition such as this is that it increases the base of skilful players by encouraging children to practice individually and improve their technical proficiency before they reach Youth level.



In Focus: Creating opportunities for everybody to play Gaelic Games in Dublin

PLAYER PATHWAY: Child

CATEGORY: Games Development in Dublin

In Dublin, Tolka Valley Harps was established in 2015 after a meeting with representatives from the local area, who had identified the need and opportunity for an active GAA club in the area.

Whilst Corduff and its immediate environs, have traditionally fallen into the peripheral catchment area of the surrounding GAA clubs (St. Peregrines, St. Brigid's, Tyrrelstown), there has never been any real meaningful and sustained participation in Gaelic games by the local residents.

It is hoped that the availability of a new GAA club 'on their doorstep' and the proposition of having ownership to shape the fortunes of this new club will incentivise local people to become involved in Gaelic games for the first time.

To date, a nursery section has been established with 5 coaches – qualified at Foundation Level - taking responsibility for coaching an average of 15-20 players each week. While this number may seem small, it is hoped to grow upon this platform in time, particularly through engagement with the four Primary Schools that are within the Club's catchment area.

The establishment of Tolka Valley Harps and the support provided to its members by Games Development personnel in Dublin, is one example of how Games Development can operate to provide every child with an opportunity to discover Gaelic games – even in areas that do not have a strong tradition of GAA. Another example – albeit in very different circumstances – is the Special Inclusion Initiative that Dublin County Board run with St. Peter's School, Rathgar.

St. Peter's School is a Special School, which caters for up to 60 children and young people with special needs, serving a wide catchment area in South Dublin.

The children and young people receive 4 hours per week of Gaelic Football coaching. The over-arching objective of the programme is to provide a safe and positive environment for the children to experience playing and being coached Gaelic games, ensuring that they can learn at their own pace. Within the planning of each coaching session, the programme coach attempts to align the objectives of the session closely with the moral values promoted by the school i.e. hospitality; compassion; respect; justice; excellence.

The coach aims to deliver the coaching session by taking every child's needs into consideration whatever their ability. Mindful of the school's values, the coach sets objectives for technical and – in particular – social aspects, to be built into the planning and delivery of each session e.g. technical skill: catching; social skill: participation and teamwork.

The feedback received by personnel from the principal is very positive:

“He said the teachers have noticed a huge change in the pupils mood after completing a 45 minute GAA session, he also said they come back to class ready and fresh to do class work and other class activities. It has also resulted in two pupils joining a local GAA club”

It is proposed to continue the initiative in 2016.



In Focus: Growing Hurling in Leitrim

PLAYER PATHWAY: Child

CATEGORY: Hurling Development

In 2015, a total of 9 Counties received funding for specific Hurling Development initiatives. Leitrim successfully applied for funding to support the delivery of hurling activities at Child and Youth level in four specific ‘hubs’ within the County: Gortletteragh; Ballinamore; Carrick-on-Shannon; Cluainin (Manorhamilton). The structure of ‘hubs’ rather than specific clubs is considered to be the most suitable model to grow hurling in Leitrim. This approach allows for a number of interested clubs and players within a defined region of the county (i.e. a hub), to combine in order to pursue games opportunities and skill development initiatives.

The purpose of the project was two-fold. Firstly, the aim was to provide more children with an opportunity to play hurling and to develop their skills. Secondly, the project aimed to recruit and train new volunteer coaches as well as to upskill existing coaches in the four hubs. The second objective was seen as crucial to developing a sustainable base of coaches, who will support the county’s specific goal of introducing a skill development programme, which would result in more skilful players, thus improving the standard of games.

As part of the initiative, a ‘Have-a-Ball’ programme was organised and delivered in all four hubs over a 10 – 12 week period. In advance of this, a number of new coaches were identified and participated in a series of workshops delivered by Michael Carroll (Leitrim Hurling Mentor). In addition to this, through the project 4 existing coaches were up-skilled to Award 1 Level.

In Gortletteragh, Ballinamore and Cluainin, no such programme had been delivered previously, however, by the end of the 12 week period an average of 54 children had participated on a weekly basis. Furthermore, 4 new coaches were recruited in Gortletteragh and 2 coaches were recruited in Ballinamore. This effectively meant that 54 children, who had never previously played, were introduced to hurling and 6 coaches were up-skilled to support future activities. In Carrick-on-Shannon an existing programme had been in place. However, through this particular initiative 4 new

cont...

coaches were recruited and the number of children participating weekly increased to an average of 60 children.

In a review of the initiative it was noted that the recruitment of coaches remains a key challenge in Leitrim. However, it was also observed that:

“Children love hurling and they will attend well organised, fun, games-based sessions. To grow the game in Leitrim we must continue to provide these types of sessions along with an age-appropriate games schedule... The hubs have recommenced the programme again with even larger numbers than last time, which is most encouraging.”



In Focus: Go Games Activity Days – Bringing Clubs Together in Munster

PLAYER PATHWAY: Child

CATEGORY: Games Development

All four Provinces host two Go Games Activity Days in Croke Park on an annual basis. The Activity Days are a memorable experience for all the children, coaches and parents that attend and are a highlight of the Games Development calendar.

During 2015, in addition to the two Activity Days held in Croke Park, Munster GAA successfully organised seven Activity Days at three of the main stadiums in the Province: Semple Stadium in Thurles; Fitzgerald Stadium in Killarney; and the Gaelic Grounds in Limerick.

For 2015, Munster GAA focused on the U.12 age-grade. Over the course of seven Activity Days, every Club in the Province was invited to attend – bringing all their U.12 players. Semple Stadium and the Gaelic Grounds hosted Hurling activities, while Gaelic Football took place in Fitzgerald Stadium.

On the days, the teams played 11-a-side on the basis of Go Games Rules, with every team playing three games and every child ‘getting a go’. In addition to this, each Club received a stadium tour and a talk from a well-known Inter-County player.

Over the course of the Activity Days, which were organised and coordinated by the Third Level Development Officers in Munster, a total of 3,560 children and over 700 mentors from 178 clubs participated. In addition to this, 180 young whistlers were used to referee the games. The Provincial Activity Days were full of energy and excitement - the experience is sure to remain with the players, parents and coaches for life.

BELONG



Belonging to the GAA Community

Retaining Players at Youth Level

In recent years, the Association has experienced significant success in increasing the number of participants at Child level. The introduction of the Go Games model, underpinned by the ethos that 'Every Child gets a Go', has led to a phenomenal increase in the number of children playing Gaelic games. As a result of the Go Games programme, the number of children registered as members of the GAA, aged 10 – 12, has increased from 39,778 in 2010 to 61,487 in 2015.

The significant increase in participation at Child level, through the Go Games model, highlights the importance of retaining as many players as possible as they transition into Youth and subsequently into Adult level. However, in reality this objective is being impeded by the existence of high drop-off figures at Youth level – 58% of players stop playing Gaelic games between the ages of 12 and 21.

Drop-off from sport during teenage years is not a phenomenon unique to the GAA or to Ireland. In fact, it is estimated that, on an annual basis worldwide, over 66% of participants aged 7 to 18 years of age withdraw from sport – with the highest attrition rates occurring during adolescence¹. However, the direct effects of this global phenomenon become particularly salient in an Irish context when one considers that a reported 56% of young people aged 15 -17 years do not meet current recommendations for physical activity, as well as the fact that over 20% of Irish children and young people are now overweight or obese.

The GAA is committed to playing its part in reversing the current trends and recognises that a holistic approach is required so that young people continue to feel a sense of connection and belonging with the GAA right through to adulthood. In this regard, Games Development has diversified the traditional Gaelic games offering and is responsible for the implementation of a number of 'value-added' projects.

In order to maximise participation at Youth level, the GAA has commenced the roll out of Super Games Centres – during the 2015 pilot period a total of 430 players (aged 12 – 16 years) played Gaelic games at 10 Centres nationally. The Association has also sought to redress deficits at Post Primary school level, where it is reported that just 10% of post primary pupils are receiving the recommended minimum of Physical Education per week. Through the Post Primary Super Games Programme, Games Development personnel have a direct presence in 373 Post Primary schools nationally. This equates to 55% of all boys and mixed Post Primary schools in Ireland. In addition to this, there are 166 active Club-School Links at Post Primary level.

Furthermore, at the performance end of the spectrum, Games Development provides coaching inputs and games opportunities to 11,922 players through the Talent Academy structures, the purpose of which is to educate and provide the player with the experience of a quality programme of training and games in order to support their development in a progressive manner.

GAA BELONG

YOUTH CAMPS

536 PLAYERS
@15 Lenovo
GAA Skills Hubs

17,444

PUPILS played
an average of
3 SUPER GAMES
BLITZES each

SUPER GAMES CENTRES

10 SUPER GAMES CENTRES
430 PARTICIPANTS
24 WEEKS
3,544 CONTACTS

CLUB SUPER GAME BLITZESS

20% of Clubs played
3 OR MORE Super Games Blitzes

12% of Clubs played
6 OR MORE Super Games Blitzes

20,808 youths played in an
average of 4 Super
Games Blitzes

CLUB/SCHOOL LINKS

166 LINKS –
28% of all boys and
mixed Post Primary
Schools, a 6%
increase on 2014

SCHOOL SUPER TOUCH BLITZESS

55% of all Boys/Mixed
Post Primary Schools
PLAYED 3 OR MORE
Super Games Blitzes

23% of all Boys/Mixed
Post Primary Schools
PLAYED 6 OR MORE
Super Games Blitzes

15,009
REGISTERED
YOUTH
TEAMS

1513

JUVENILE
GAA CLUBS

934

PRIMARY
SCHOOLS
NATIONALLY

490,455

POST PRIMARY
SCHOOL PUPILS
NATIONALLY

102,913

REGISTERED
GAA MEMBERS
AGED 13-18

254

GAMES
+48%
SINCE 2013

108

BOYS
TEAMS
@National
Féile

**FÉILE
NA nGAEL
2015**

90

TEAMS
@Regional
& Provincial
Féile

380

GAMES
+43%
SINCE 2013

160

BOYS
TEAMS
@National
Féile

**FÉILE
PEILE NA nÓG
2015**

136

TEAMS
@Regional
& Provincial
Féile

17

U.17 SQUADS
462 PLAYERS

52

U.14 SQUADS
1,913 PLAYERS

55

U.16 SQUADS
1,299 PLAYERS

HURLING

39

U.15 SQUADS
1,267 PLAYERS

28

U.17 SQUADS
917 PLAYERS

73

U.14 SQUADS
2,622 PLAYERS

50

U.16 SQUADS
1,539 PLAYERS

**GAELIC
FOOTBALL**

55

U.15 SQUADS
1,903 PLAYERS



In Focus: Creating a Sense of Belonging for all Players – Super Games Centres

PLAYER PATHWAY: Youth

CATEGORY: Games Development

In 2014, in conjunction with the University of Stirling, GAA Games Development undertook to conduct research into youth drop-out in GAA sport through a PhD study. As part of Phase 1 of the study, research was conducted into the factors that lead to drop-out. The findings called for re-imagining the current GAA offering, so that it is increasingly aligned with the needs of young participants rather than reflecting a ‘win at all costs’ approach. The Super Games Centres was the concept developed in response to this.

Phase Two of the study, which commenced in September 2014 and concluded in March 2015, involved piloting and testing the concept of GAA Super Games Centres in 10 participation hives across Ireland. As part of Phase Two, 430 players (males aged 12 – 16 years) attended the Centres, at a pre-determined time and place – for an hour a week – during which small-sided Gaelic games activity were organised for a total period of 24 week. At each session there were minimal coaching interventions at the start and end of the games period, and the primary focus was on playing games. The Super Games Centres provided an environment in which the sport structure, rules, facilities and equipment were adjusted in order to make the participant the highest priority. Players, coaches and parents at the Super Games Centres were encouraged to place an emphasis on the value of effort, personal improvement and skill development.

The Super Games Centres met with an overwhelmingly positive reaction from the participants, who cited a reduced fear of failure, reduced expectations to perform and positive feedback. The quantitative research revealed that: players’ intentions to drop out from the GAA decreased; stress encountered by players reduced and social identity as well as need satisfaction increased.

One of the participants (aged 16) in the Super Games Centre in Heywood Community School, Laois, gave the following insights into his experience:

“I started playing both Hurling and Gaelic Football when I was about 5 or 6 years old and really loved it. In Primary School I would have played on the Cumann na mBunscol teams and when I came into Heywood I started playing on the U.14 teams in the school.

Outside of school I was playing with two Clubs – one club for Hurling and one for Gaelic Football. I liked playing with the Clubs up until Féile at U.14. While everything was good on my Hurling team, I had a bad experience with the Football. I was training and playing all year up until a few weeks before Féile when I hurt my neck a bit. Even though I had a slight injury, I kept training and playing practice matches but then they dropped me for Féile. I stayed with the team for a bit but everything was kind of sour after Féile and I didn’t find the managers and coaches approachable or understanding so eventually I quit Football. I hadn’t been playing Football for a year or so when James Kelly –

Super Games Coordinator for Laois – came to the school with leaflets about the Super Games Centre. He explained that it was for any of us who had given up Football or were thinking of giving it up because we weren't getting any games. He encouraged us to give it a try and said it was all about playing Football rather than training.

I gave it a go the first week and then kept going back every week for 24 weeks. It was really good craic and very different to the Club where everything is fierce serious and you have to win all your matches. In the Super Games Centre you can go out for the hour and play games with no pressure and free rein. I think you also get to use your skills more because you can try new things without feeling like you'll mess up.

A lot of the lads who played in the Super Games Centres have gone back to playing with their Clubs. For me personally, it was a great break from study and gave me way more confidence – I'd never been on the Laois Talent Academy Squad before but this year I went to the trials and made the squad. I've also started helping James with coaching the First Years in the School and I did my Transition Year work experience with Laois Coaching & Games.

I'd definitely tell other young lads to get involved, it was brilliant and if James does it again next year I'd say there'd be even more lads interested because it's a way to improve and maybe get on the school team".



In Focus: Providing a Games Programme for Young Hurlers in Wicklow

PLAYER PATHWAY: Youth

CATEGORY: Hurling Development

In early 2015, Wicklow GAA's Hurling Development Committee and Games Development personnel commenced an ambitious project to increase the overall standard of coaching for young hurlers within the County and to supplement this with more games opportunities for players at youth level.

Four clubs were selected to run a pilot programme for coach and player development: Arklow Rock Parnell's; Michael Dwyer's; Avondale; Éire Óg Greystones/Kilcoole. The pilot programme aimed to increase the number of games opportunities, introduce skill testing initiatives, provide practical coaching workshops as well as mentoring for club coaches.

Games Development personnel met with each Club at the start of the programme to develop a Development & Coaching Plan for the U.14 and U.16 teams, which reflected the GAA's Player Pathway. Once this was agreed, guest coaches - Martin Fogarty, Martin Storey, Brendan Hayden and Niall Corcoran - observed and also delivered a series of practical coaching sessions and workshops for the U.14 and U.16 teams in the four Clubs. Coaches involved with other age grades were also included in this process.

Importantly, in conjunction with the coaching inputs, Games Development personnel undertook to develop and implement a programme of games through a series of blitz

cont...

days. The blitz days provided more activity for players but were also an opportunity to monitor the coaches and to deliver feedback and support on foot of same.

In total, 115 players and 26 coaches benefitted from the project. Furthermore, the actions undertaken with the four clubs led to a direct increase in the number of players participating in the County's Talent Academy Squads at U.14 and U.16 age grades. In light of this, Wicklow took positive measures to increase the appeal of participating in the Talent Academy Squads by undertaking to host the U.14B Talent Academy Hurling Tournament, which was previously held in Down. Games Development personnel viewed this as an important opportunity to promote Hurling in Wicklow and to reward the Talent Academy players and management for their commitment and efforts during the year.

The U.14B Talent Academy Hurling Tournament was held on Saturday 29th August. 12 teams participated and Wicklow entered two teams to the competition thereby providing over 40 players with the opportunity to play. The Tournament was structured on the basis of Group Stages, Semi-Finals (Cup, Shield and Plate) and Finals (Cup, Shield and Plate) with Westmeath winning against Wicklow (A) in the Final.

The success of Wicklow's U.21 Inter-County hurlers in 2015 provided an invaluable platform to encourage more club to improve their hurling structures and it is proposed to capitalise on this in the coming years with programmes such as this project.



In Focus: Innovating Gaelic Games in Post Primary Schools – Pella in Louth

PLAYER PATHWAY: Youth

CATEGORY: Games Development

"Pella" is an indoor version of Gaelic football, which can be played as a five-a-side game in an indoor arena or on an all-weather pitch. The primary difference to traditional Gaelic Football is the unique Pella goals which are circular in nature and can be affixed to a wall or backboard.

Games Development personnel in Louth undertook to trial Pella with a number of Clubs and selected Post Primary Schools in the County during a four week period at the start of 2015. They were prompted to do so because there was a lull in activity during this period. In addition to this, personnel recognised that a Pella caters for differentiated learning – any one regardless of ability can play – and is therefore, easily incorporated into the PE curriculum. Furthermore, evidence-based testing had proved the physical benefits of the activity – finding that Pella is three times as effective as indoor soccer in terms of physical exertion.

Initial activity took place in three venues, for two different age grades over a four week period. There were 4 teams per venue and all activity was coordinated by Games Development personnel. The response to the trial by players, coaches and teachers, was very positive and it has a broad appeal as it is both easy to organise

and play. Post Primary schools in Louth are now using Pella as a game to provide additional GAA activities during and after school, including: Ardee Community School, St Joseph's Drogheda, Coláiste Rís and Bush Post Primary School. Furthermore, Games Development personnel continue to organise Pella activities for Transition Year students through Louth GAA's Transition Year Programme, which they hope to expand on in 2016. Clubs in Louth have also recognised the benefits of Pella and are now organising Pella winter programmes and tournaments.



NURTURE



Nurturing Growth

Continuing the Life Cycle

Volunteers are the bedrock of the GAA – without the time and effort of individuals in every parish in Ireland, the GAA would not be able to deliver upon the levels of activity and participation that it is currently achieving. It is the volunteers who lead this organisation and who ensure that it continues to thrive and grow into the future.

However, there are major challenges facing the recruitment and retention of volunteers within Ireland, not least of which, is the fact that, increasingly, volunteering requires specialist skills. Simultaneously, in a knowledge-based society, where time has become a valuable commodity, volunteers should not feel that their time is being exploited or that they are not getting a suitable return for time spent volunteering.

Many national and international bodies, across a range of sectors, are now recognising that high levels of knowledge, skills and competencies amongst the volunteer force should be acknowledged and accredited accordingly. Simply put, this recognition is not currently being afforded to volunteers and, without these individuals, it will be near impossible to nurture the involvement of future generations in sport.

In order to tackle this challenge in a pro-active manner, the GAA is working across a range of platforms to actively support and reward individuals who engage in voluntary activity by recognising their knowledge, skills and competencies, which are valuable commodities in the modern labour market and the broader society. In a Games Development context, the GAA is currently devoting time and energy to developing the practical mechanisms which are required to achieve recognition and promotion of opportunities for Applied Lifelong Learning via the MVA/Coach10 Model.

While this is still an on-going process, the current rigour and potential impact of the MVA/Coach10 Model has already been recognised by a number of experts in the field, including John West-Burnham, Professor of Education at St. Mary's University in London, who stated that:

“The MVA/Coach10 Model is unique in my experience in the way in which it combines intellectual coherence with conceptual clarity and practical relevance and applicability. The Model is a synthesis of the most significant elements between learning, engagement and enhanced performance. It also offers a deeply humanistic view of personal potential and the capacity of people to develop and achieve. I believe that the programme has the potential to serve as an international benchmark for all such programmes and provide a significant resource to those who seek to combine successful practice with academic rigour”

The task for Games Development in the coming years is to reorient existing Coach Education inputs and qualifications so that they are fully aligned with the MVA/Coach10 Model.

This reorientation will lend significant rigour to the learning outcomes – both theoretical and practical – while also ensuring that there is due recognition of volunteer (value-laden) inputs and of benefits that accrue in a social capital context.

NURTURE



777

COACH
EDUCATION
COURSES

435

FOUNDATION
COURSES

4

AWARD 2
COURSES

147

AWARD 1
COURSES

learning.gaa.ie

24,559
REGISTERED

USERS

657,466
PAGE VIEWS

E-learning Workshops

35 ONLINE WORKSHOPS

E-learning Courses

124 ONLINE FOUNDATION COURSES WITH **2,400** PARTICIPANTS

331

PERSONNEL
NATIONALLY

295

ACTIVE
COACH
EDUCATION
TUTORS

32

COUNTY GAMES
DEVELOPMENT
COMMITTEES

1,389

CLUB COACHING
OFFICERS
NATIONALLY



@GAAlearning

4,385

FOLLOWERS

1,922

TWEETS



GAA Learning
Channel

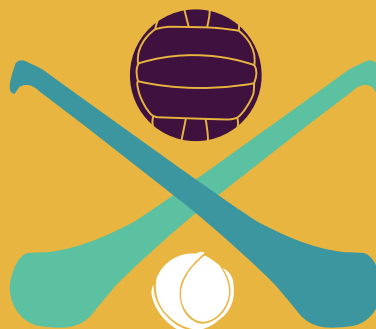
189,939 VIEWS

732

SUBSCRIBERS

878

VIDEOS





In Focus: MVA/Coach¹⁰ Model – Upskilling Personnel

PLAYER PATHWAY: Child Youth and Adult

CATEGORY: Games Development

Games Development personnel play a considerable role in ensuring effective coach development and best coaching practice at all levels of the Association. Therefore, it is crucial to ensure that personnel are up to speed with the latest developments and innovations in GAA Coach Education is crucial. On foot of this, a series of workshops exploring the MVA/Coach10 model were held with Provincial and County Games Development personnel during 2015.

Over 125 personnel participated in 4 workshops, which involved interactive tasks based upon specific aspects of the Player Pathway and the MVA/Coach10 Model, including:

- The GAA Player Development Pathway
- The elements of effective coaching (The Coach as a Person, What the Coach Does and The Coaching Environment)
- Organising Games-Based Coaching Sessions
- Using the GAA Learning Online Activity Planner www.learning.gaa.ie/planner

The workshops were very well-received by personnel and it is intended to develop resources that will enable personnel to deliver an adapted version at club level.



In Focus: Ulster Coaching Academy

PLAYER PATHWAY: Adult

CATEGORY: Games Development

In recent years, Ulster GAA have established the Ulster GAA Coach Academy for Hurling, Gaelic Football and Ladies Football coaches in the Province.

The Academy aims to complement the coaching qualification pathway by providing a number of short workshops/courses to further develop coaching expertise over a period of 12 months. The objective is to support and develop coaches' knowledge and application of technical, tactical, physiological and psychological/lifestyle factors that affect a player's – and ultimately a team's – performance.

Targeted at coaches who already hold a Level 1 Coaching Qualification and who also coach at the performance end of the spectrum (i.e. Talent Academies, Minor, U.21 and Senior Inter-County teams), the Academy runs a series of workshops on 4 weekends over the course of a year. In between the face-to-face workshops, the coaches are continuously supported and mentored by the Development Officers for Hurling, Gaelic Football and Ladies Football.

Workshops delivered on the weekends include: performance analysis; goal-setting; preparation for a coaching session; set plays etc. After the first face-to-face

engagement, coaches are given tasks to be completed for the following weekend/s which they then present for peer review.

The content of the Ulster GAA Coach Academy reflects the elements of the MVA/Coach10 Model, but just as importantly, the learning methodology allows for a range of modalities including: face-to-face; online; peer review; mentoring; formal courses and workshops etc.



In Focus: DHA – Derry Hurling Academy

PLAYER PATHWAY: Youth and Adult

CATEGORY: Hurling Development

As part of the Hurling Development grant funding, Derry Games Development personnel proposed to establish a Derry Hurling Academy (DHA). The DHA was established as part of the county's long-term goal to develop quality mentors to help coach Derry's Club and Talent Academy players, thereby, increasing the overall standard of skill and performance within the County. As part of the project, it was also proposed to include 3 new hurling referees within the DHA. The core objective was to provide an overarching programme through which Coaches and Referees would be up-skilled within a supportive network.

The DHA was established in January 2015 and consisted of 10 hurling coaches and 3 new hurling referee's. The individuals selected were actively coaching and already qualified as Award 1 Hurling coaches. The selected participants took on the role of coaches with the U.14 and U.16 Talent Academies and were able to avail of a series of learning inputs as well as video feedback on their coaching performance. Over the course of their participation in the DHA they were upskilled to Award 2 level.

The three individuals selected for the refereeing role had no previous training as referees, however, during the course of the DHA, they were provided with a series of learning inputs – including video feedback and analysis – as a result of which they received a qualification. Furthermore, these individuals received a number of opportunities for the practical application of their refereeing in match scenarios. One of the referee's was subsequently appointed to officiate the County Senior Hurling Final in 2015.

The Coach and Referee Education inputs were structured around a coherent games programme for Talent Academy squads, including participation in National Blitz Days, as well as a series of three DHA Blitz days within Derry, to which all eight Hurling Clubs were invited to participate in. The DHA Blitz days were structured on the basis of the Super Games model. These days were organised in addition to the existing fixtures schedule for clubs and were very well-received by coaches and players alike.

It is intended to continue the programme into 2016 with the addition of a Twinning Programme with a number of stronger Hurling counties.



In Focus: Supporting the Growth of New Clubs

PLAYER PATHWAY: Child

CATEGORY: Games Development in Dublin

In recent years, a number of new clubs were established in Dublin, in areas where GAA activity had previously been limited and/or peripheral. The establishment and growth of these clubs has been steadily supported and facilitated by Games Development personnel in Dublin.

Ranelagh Gaels, Shankill GAA and Samildánach GAA (North Clondalkin) Clubs, were all established prior to 2015 and continued their activities last year. Ranelagh Gaels made significant progress in 2015, with an increase in the number of teams from 3 to 4 teams. Furthermore, the number of qualified coaches in the club more than doubled – in 2014 eight coaches qualified at Foundation Level, while in 2015, an additional eight coaches qualified at Foundation level and a further 13 coaches qualified at Award 1 level. In addition to this, since September, the club now boasts a part-time Games Promotion Officer (GPO), who works 19.5 hours a week in the club.

Similar success is evident in Shankill GAA. While the number of teams remains the same, the number of coaches qualified at Foundation level increased from four to eight and in addition to this, three coaches qualified at Award 1 level. The willingness of the volunteers involved to upskill and improve is reflective of the progress the club has made particularly in terms of the Have-a-Ball (Nursery) Programme run by the club.

In Samildánach GAA Club the number of players at U.11 increased in 2015 to 20 participants. However, the club faced on-going challenges in relation to engaging with parents and members of local community, and encouraging them to take a more active role in the running of the club. Despite this, there are a number of committed volunteers who are tireless in their efforts to grow the club. Continued engagement by the Dublin County Board is crucial in ensuring that these volunteers feel supported.

2015 witnessed the establishment of a Juvenile Section in two existing clubs in Dublin, namely St. Brendan's GAA Club and Na Gaeil Óga.

St. Brendan's GAA is located in Grangegorman. Although the adult section of the club has been in existence since 1920, there was never a juvenile section prior to 2015. This is primarily due to the fact that the club had been established as a 'vocational' club – reliant upon staff from St Brendan's Hospital for playing members. This trend continued up until recently, however, the dynamics of the club playing population has shifted towards members also living in the area. As a result of this the club undertook to establish a juvenile section with a view to ensuring the long-term viability of the club. In 2015, the club operated a weekly Nursery for approximately 40 children, and in addition to this, they have established teams at U.10 for boys and girls. Furthermore, the club recruited 10 active coaches, two of whom are qualified to Foundation level. It is hoped that this growth will continue in 2016 particularly due to the fact that the club has newly acquired access to the redeveloped state-of-the-art facilities in Grangegorman as well as by 10 coaches, who are all qualified at

Foundation level. For 2016 the club will have three U.8 Go Games teams and will also aim to provide schools coaching in two of the local Gaelscoileanna.

Na Gaeil Óga, based in St. Catherine's pitch Lucan, is a somewhat unique club in Dublin as all coaching sessions and communication is carried out 'as Gaeilge'. The club is relatively new and in 2015 decided to establish a juvenile section. The progress made in 2015 was very positive with a consistent attendance of approximately 60 children at the weekly 'Have-a-Ball' Nursery programme.



In Focus: Collaborative Coach Education – Meath/Louth Award 2 Course

PLAYER PATHWAY: Adult

CATEGORY: Games Development



An Award 2 Youth and Adult Gaelic Football Course was run over six dates in 2015. Coordinated by Leinster GAA, the course involved a collaborative approach between Meath and Louth, with 12 coaches from each county selected to participate. Participants were selected on the basis that they were or would be coaching Inter-County teams.

One of the unique components of the course was the integration of Inter-County squads (Talent Academy; Minor etc) into the practical modules delivered on the course. This meant that participants on the course were able to apply what they had learned in a real setting and provided a unique opportunity for peer review as well as mentoring by the tutors delivering the course. Participants relished the chance to engage in the practical application of theory and also responded positively to the increased networking and peer review opportunities as a result of the cross-county collaboration.

"From a tutor's perspective, facilitating the experience and expertise of the coaches on the course, was both challenging and rewarding. Participants had a significant knowledge of both playing and coaching at a high level, this, complemented by the involvement of county players for the practicals meant that the course was one of the best I have tutored on." Seán Dempsey – Leinster GAA Tutor

"The structure of the practical tasks allowed us as coaches to develop in both a challenging and supportive environment." Cormac O'Sullivan – Former Meath Goalkeeper and Course Participant

"The experience level of tutors and coaches on course was really high. This will help me raise my standards as a coach" Christy Grimes – Former Louth Player

"Excellent course, well-balanced with theory and practical. Worked well with the mix of coaches from both Louth and Meath" J.P. Rooney – Former Louth Player



EVOLVE



Evolving for the Future

Anticipating and Adapting to Change

Games Development is constantly evolving in response to an ever-changing society and the new opportunities and challenges presented by this. Within the past decade alone, significant changes have taken place in the environment in which Games Development operates.

As George Bernard Shaw once remarked 'progress is impossible without change', therefore, Games Development strives to adopt a pro-active rather than reactive approach to the often seismic shifts that are occurring in modern day Ireland. Future proofing and planning is vital in this context and the Association is adopting a rigorous approach to planning, as well as encouraging a variety of new initiatives and pilots that will provide an evidence-basis for positive, impacted change.





In Focus: Future Proofing for Talent Academy Players – S&C in Connacht

PLAYER PATHWAY: Youth

CATEGORY: Games Development

Anticipating the demand within the Association for further education and up-skilling in the area of Strength & Conditioning, Connacht GAA were the first GAA unit to create a dedicated position for this and appointed Cathal Cregg to the role of S&C Officer for Connacht GAA in 2013.

Further to his appointment, Cathal Cregg has worked to design S&C Programmes for the Talent Academy squads in the five Connacht counties – combining education for coaches with practical inputs in terms of implementing resistance programmes, fitness testing and monitoring training loads through the use of Smartabase by the squads. The rationale for this is to ensure that all counties have an opportunity to educate their coaches as to the importance of injury prevention, while also optimising the performance of Talent Academy squad players so that they effectively transition from juvenile structures through to Minor, U.21 and Senior Inter-County levels.

On an annual basis, a coach is nominated from each squad to undertake the Connacht S&C course, which provides them with training on the proper warm-up techniques, speed work and body weight resistance programmes. Upon completion of this course, the coaches are able to implement the programmes – as designed by Cathal Cregg – ensuring the delivery of basic S&C and functional movement techniques to players both correctly and safely.

The response from all squads has been very positive and – in light of the continued uptake and demand for S&C, fitness testing and Smartabase – a total of six placement students have been appointed for a seven month period to support Cathal in day-to-day activities (February to August 2016). The placement students are final year undergraduates in Sport Science courses. They will be assigned to a county's squads and will coordinate the delivery of the S&C programmes, conduct fitness testing and monitor the use of Smartabase. The students will also be responsible for reporting on any required adjustments to the squads' resistance programme and, in addition to this, will be upskilled on video analysis of all Talent Academy games.

The appointment of Cathal Cregg as S&C Officer, and the subsequent design and delivery of bespoke education and learning inputs, highlights the foresight of Connacht GAA and the fact that the Province adopts and promotes a long term view of player development from youth through to adulthood.



In Focus: A Holistic Approach to introducing GAA to Children – St. Mark’s GAA, Tallaght

PLAYER PATHWAY: Child

CATEGORY: Games Development in Dublin

St. Mark’s GAA Club in Tallaght is currently planning the implementation of an initiative that combines Gaelic games with a broader life-skills programme for Junior and Senior Infant pupils in a number of the club’s local schools.

A large swathe of the club’s catchment spans areas categorised as Strand One Areas under the Government’s RAPID Programme (Revitalising Areas by Planning, Investment and Development). There are a number of on-going challenges to growing Gaelic games in these particular areas. With the support of the County Board, the Club is planning the introduction of a Development Programme, which will provide a means of addressing some of these issues by using Gaelic games as a vehicle for social development of children’s life-skills including effective communication, teamwork, self-awareness and critical thinking.

St. Mark’s GAA club will oversee and coordinate the programme. They hope to provide in-school coaching as well as after school and weekend activities outside the school environment for the programme participants. The nature of the programme planned clearly displays how GAA clubs are a source of social capital and a vital part of the community. It is hoped that the experiences of St. Mark’s will provide a template for clubs in similar situations.



In Focus: Cúl Camp Mentoring Programme

PLAYER PATHWAY: Child

CATEGORY: Games Development

It is not by chance that the Kellogg’s GAA Cúl Camps are the largest summer camps in Ireland. The phenomenal growth of the Cúl Camps in recent years is a testament to the quality of organisation, coordination, supervision and activity provided. Personnel play a pivotal role in ensuring that the Cúl Camps are promoted in a positive manner, operate smoothly and – most importantly – provide high standards of coaching so that boys and girls can learn, develop and play Gaelic Games in a fun, safe and enjoyable environment.

2015 witnessed the introduction of a Mentoring Programme to support County and Camp Coordinators in their use of the Cúl Camp Operational Handbook, which outlines Camp Policy and includes a series of relevant forms that enable the Coordinator to ensure that all participants and staff are operating in a safe and fun environment. The Mentoring Programme was established to further enhance the use of the Operational Handbook.

31 individuals nationwide, with experience in the teaching profession - including school principals - were recruited as Cúl Camp Mentors. Peter McGinnity, former PE teacher in St. Michael’s Fermanagh and former Games Development Manager in

Fermanagh, was one of the individuals appointed to the role of Mentor. He gave an insight into his experiences as Mentor in Cavan during Summer 2015.

"In April all of the Mentors met at an induction day in Croke Park where we were given information about our role and responsibilities. It was emphasised that our role was not to act as inspectors or assessors, but rather to act in a support role for the Cúl Camp Coordinators and help them to raise issues of concern and share best practice ideas. At the induction day we were advised that we would be assigned a region, within which we would be tasked with holding an initial workshop for all Cúl Camp Coordinators in the area. As a follow-on to this, we would then be tasked with conducting a number of one-day visits to an agreed number of Cúl Camps.

After the induction day in Croke Park, I was assigned Cavan, Monaghan and Antrim (Belfast) as a region. In the first instance I liaised with the Games Development Managers in Cavan and Monaghan, and organised a Workshop for their Cúl Camp Coordinators in Cloghan. The Cúl Camp Coordinators were generally full-time staff and very experienced, however, the workshop provided an excellent opportunity to discuss different ideas and approaches to the day-to-day operation of the Camps. I believe that a lot of the Coordinators left the workshop with a number of new ideas and a willingness to try a different approach.

I subsequently organised a second Workshop for the Cúl Camp Coordinators in Belfast. Because the Coordinators were primarily volunteers from Club there was a totally different dynamic in this Workshop to the one in Cloghan. A lot more time was spent on the basics of the Operational Handbook and it was clear that the participants gained a lot from the day.

Once the workshops were held, I was allocated Cavan as the area for my Camp visits. During a period of two weeks I liaised with the Coordinators and set up visits to three camps in the County. When I would arrive at the Camp I would introduce myself to the Coordinator and have a very brief chat. Then for the majority of the visit I would stand back and observe, engaging with coaches at intervals to ask their opinion on the operation of the Camp. Finally, I would have a longer conversation with the Camp Coordinator. These conversations provided a good forum to discuss how certain aspects might be improved or how issues could be addressed more effectively e.g. the management of registration and gear distribution etc.

Overall, I was very impressed with the operation of the Camps. Any difficulties that did arise were due to external factors outside of the control of the Coordinator e.g. pitch overuse due to rainfall etc. However, in all instances the Coordinators were well equipped to overcome the challenges. The structure and programme of activities at the Camps was well thought through and laid out. Furthermore, the quality of the coaches was excellent – they were all very attentive and enthusiastic.

I believe that the Mentoring Programme provides added value to the Camps and that the programme should be further refined going forward so that the Mentor becomes a source of good practice insights and an advocate for the Coordinators to raise issues or concerns for the attention of Central level."

All Counties participated in the Mentoring Programme. A total of 16 workshops were conducted nationally and 403 Cúl Camps were visited throughout the summer. The workshops and Camp visits turned out to be extremely useful exercise for the Camp Coordinators.

The Mentoring Programme is an example of how the Association is constantly striving to maintain the high quality of its projects as well as the introduction of new measures to empower and support personnel to address any issues arising from an operational perspective.



In Focus: The Celtic Challenge – A New Age Youth Competition

PLAYER PATHWAY: Youth

CATEGORY: Hurling Development

For the next three years, the overarching goal of the Hurling Development Committee (HDC) is to increase the number of opportunities for people to play the game of Hurling - at all ages and across all Counties. The games opportunities provided must be meaningful, age-appropriate and reflective of developmental needs. The intended outcome of this goal is that participation in Hurling will be maximised and the standard of playing performance will be optimised.

In order to achieve this, in 2015 the HDC developed an Action Plan, which outlines the specific tasks and steps that are required to move toward completion of the goal. The Plan identifies time-lined actions that are specific, realistic and easily measurable. In addition to this, a key component of the Plan is that a review process is integrated into each action, so that the actions can continuously be refined and improved as required. The Action Plan builds upon the initiatives and progress made by previous Hurling Development Committees as well as the Hurling 2020 Review Group. Furthermore, in recognition of the need for alignment and collaboration, engagement with the Provinces is a crucial feature of the Plan.

While the Plan includes actions around Applied Lifelong Learning (ALL), organisational effectiveness and the use of technology to promote Hurling, the central pillar of the Plan consists of six key actions that aim to provide more meaningful, age-appropriate games opportunities to improve the standards of playing performance. The establishment and implementation of The Celtic Challenge 2016 is one of these actions.

The Celtic Challenge replaces the current All Ireland Minor B & C Hurling Competitions and includes a number of significant changes. The Celtic Challenge is a developmental competition for players, aged 16 and 17 years old, who are not participating in State Examinations during May and June 2016. 38 teams – from all 32 Counties - will participate in the competition with some teams representing regions within traditionally stronger hurling counties e.g. South Tipperary; South Kilkenny; Galway City.

The Celtic Challenge will run from Wednesday 4th May to Saturday 18th June 2016. During this period each team will play a minimum of 5 games through a programme that is structured on the basis of Group Stages, Preliminary Rounds and Play Offs. The Group Stages consists of 7 Groups of teams – selected on a geographical and developmental basis. Matches at the Group Stages will be played on Wednesdays.

After the Group Stages, teams will be graded on foot of their performance and will be assigned to 1 of 5 Divisions prior to participating in the Preliminaries and Play Offs, where they will play against opposition of a comparative developmental level. 5 Finals will be played on Saturday June 18th, 2016.

To date, the All Ireland Minor B & C Hurling Championship provided 13 games to a total of 10 teams on a knock-out basis. In contrast, the Celtic Challenge will be the only competition in hurling that has teams from all 32 counties participating and, in total, 110 games will be provided to 912 players on 38 teams.







CONCLUSION

Conclusion

Challenges for 2016 and Beyond

In reviewing 2015, there were a number key successes for the GAA and for Irish sport in general – both nationally and internationally. While this report has outlined the GAA's Games Development highlights for 2015, in a broader context there were further positive strategic developments, including the Sport Ireland Act, the progress on the National Sports Campus in Abbottstown and the on-going work in relation to the National Physical Activity Plan as well as the National Sports Policy.

From a performance perspective, the achievements of some of Ireland's most talented players and athletes across a range of sports, had an affirmative impact upon the public's perception of Irish sport. However, despite this, significant challenges continue to grow in relation to the core issue of increasing participation in sport and physical activity for all Irish citizens - not just the talented elite.

Research has revealed that more than 50% of children and young people are not getting the recommended amount of daily physical activity. Furthermore, only 35% of primary and 10% of post primary pupils are receiving the recommended one to two hours a week of PE at school². In addition to this, the current and projected levels of obesity are truly alarming. The World Health Organisation's (WHO) Modelling Obesity Project presented a bleak picture for the future of children and young adults in the Republic of Ireland when it predicted that, by 2030, 89% of men and 85% of women in the country will be overweight or obese.

As a matter of urgency, serious and far-reaching measures must be taken in a pro-active manner, as the knock-on effects of the level of physical inactivity and increase in obesity will have disastrous results for Irish society in terms of general health and well-being as well as spiralling health expenditure. These measures must be developed and delivered on the basis of a cross-sectoral, multi-lateral approach with Sport Ireland playing a crucial role in spearheading agreed actions.

In recent years, the GAA has made a series of submissions to Sport Ireland and to the Department of Transport, Tourism and Sport (DTTAS) i.e. proposals on the role and remit of Sport Ireland (2012); submission regarding the National Sports Facilities Strategy (2012 – 2016); submission regarding the DTTAS' Statement of Strategy (2015 - 2017); and proposals in relation to the National Sports Policy Framework (2015). Through this correspondence the Association has outlined a number of recommendations to address current and future challenges, including:

- Introducing 'Sport, Health & Well-being' as an exam subject at Post Primary level;
- Investing in fit-for-purpose, multi-sport 4G floodlit sports facilities in urbanised areas in particular;

- Recognising the efforts of volunteer grassroots sports coaches and the social capital that they generate through the introduction of the MVA Qualification for all grassroots sports coaches;
- Increasing the capacity to deliver Physical Activity in Post Primary schools (during and after-school) through establishing a co-funded scheme that would increase the hours for Post Primary teachers currently employed on a part-time basis;
- Investing in dedicated training and employment schemes for the sports industry aimed at increasing participation amongst children and young people.

Now is the time to take the initiative and make a short-term investment that will garner long-term returns and ensure the reversal of current trends towards inactivity, obesity and a decrease in volunteerism. The Association believes that Sport Ireland is in a position to facilitate collaboration and engagement between the GAA, DTTAS, Government Agencies and other sporting organisations to operationalise these recommendations. The Association will actively support these endeavours and due to its presence in every community in Ireland, the Association is uniquely placed to deliver common messages and mutually beneficial programmes right to the grassroots of Irish society - impacting Health, Education, Social Protection and Community Affairs to name a few.

Irish society is ever-changing and continuously evolving, however, year upon year GAA Games Development continues to deliver high quality, innovative projects and initiatives under the auspices of the Grassroots to National Programme (GNP). The level of activity in 2015 is a testament to the efforts of thousands of volunteers as well as the Association's Games Development Personnel in every Province and County – Games Development Managers, Games Development Administrators and Games Promotion Officers. These individuals are tireless in their efforts to ensure that hundreds of thousands of children, youths and adults 'Play to Stay with the GAA' and that coaches 'Lead the Way with the MVA'.



Glossary of Terms:

Have-a-Ball (Nursery) Programme:

The Have-a-Ball (Nursery) Programme is a series of fun-based exercises – incorporating Agility, Balance, Coordination, Running, Throwing and Jumping, which are used to develop movement skills for children aged 4 - 7 years old. These skills form the basis for the later development of the specific skills of Hurling and Gaelic Football.

Ú-Can (Skill) Awards:

Ú-Can Awards are skill awards which are geared toward fundamental skill movements and the attainment of bi-lateral coordination by all children i.e. the ability to strike/kick off both left and right side of the body.

Go Games:

Small-sided developmental games, which are child-centred and age appropriate (U.7: 7 a-side; U.9: 9 a-side; U.11: 11 a-side). Where all participants get to play in the full game on the basis that this optimises the fun, friendship, fair play and sense of achievement which underpin continued involvement and on-going development.

Go Games Club Hurling & Gaelic Football Blitz Programme:

A club is considered to have participated in a Go Games Hurling & Football Blitz Programme when it takes part in at least 5 Blitzes in either Hurling or Gaelic Football or both. This does not account for the fact that some Clubs may participate in more than 5 Blitzes nor does it account for the fact that Clubs operate internal blitzes.

Go Games School Hurling Blitz Programme:

A Primary School is considered to have participated in a Go Games Hurling Blitz Programme when it takes part in a minimum of five Hurling Blitzes. This does not account for the fact that some Schools may participate in more than 5 Blitzes nor does it account for the fact that Schools operate internal blitzes as well as Cumann na mBunscol games/events.

Go Games School Gaelic Football Blitz Programme:

A Primary School is considered to have participated in a Go Games Gaelic Football Blitz Programme when it takes part in a minimum of five Gaelic Football Blitzes. This does not account for the fact that some Schools may participate in more than 5 Blitzes nor does it account for the fact that Schools operate internal blitzes as well as Cumann na mBunscol games/events.

Go Games School Coaching Programme:

A Primary School is considered to have successfully participated in a Go Games Hurling or Gaelic Football Coaching Programme when it participates in a minimum of eight weeks of Coaching – either Hurling or Gaelic Football.

Club/School Link Initiative:

The Club/School Coaching Link involves setting up close links between a club and the local school(s). This link enables trained volunteers from clubs to work in conjunction with schools to provide a school with equipment and coaching inputs.

Camps:

Camps, namely Cúl (Summer) Camps, Easter Camps and Halloween Camps are designed to provide boys and girls (aged 6-13) with an action-packed and fun-filled experience of Gaelic games, which revolves around maximising enjoyment and sustaining participant involvement in Gaelic games.

Activities in Camps are games-based - a strong emphasis is placed on skill acquisition – and are organised in an age appropriate manner with a view to:

- optimising learning;
- enhancing friendships;
- improving physical and psychological well-being;
- promoting Club/School Coaching Links.

Super Games Centres:

Super Games Centres are centres where a small-sided games format is provided for youth players aged 12-17 years on an age related and developmental needs basis incorporating Applied Lifelong Learning (ALL).

The essential criteria for a Super Games Centre are:

- 6 Week Period/60 Minutes per Week
- Games-Based Approach (small-sided)
- Pre-Planned
- Value-Laden

Super Games:

Small-sided competitive games, which are youth-centred and which provide players with developmental opportunities that have regard for maturational readiness. A system of interchange - as distinct from substitutions - is used to maximise participation and to ensure that participants derive a sense of engagement and enjoyment, which comes from achieving their full performance potential and which promotes lifelong involvement.

Super Games Club Hurling & Gaelic Football Blitz Programme:

A club is considered to have participated in a Super Games Hurling or Gaelic Football Blitz Programme when it takes part in at least 3 Blitzes in either Hurling or Gaelic Football.

Super Games School Hurling & Gaelic Football Blitz Programme:

A Post Primary school is considered to have participated in a Super Games Programme when it takes part in at least 3 blitzes in either Hurling or Gaelic Football.

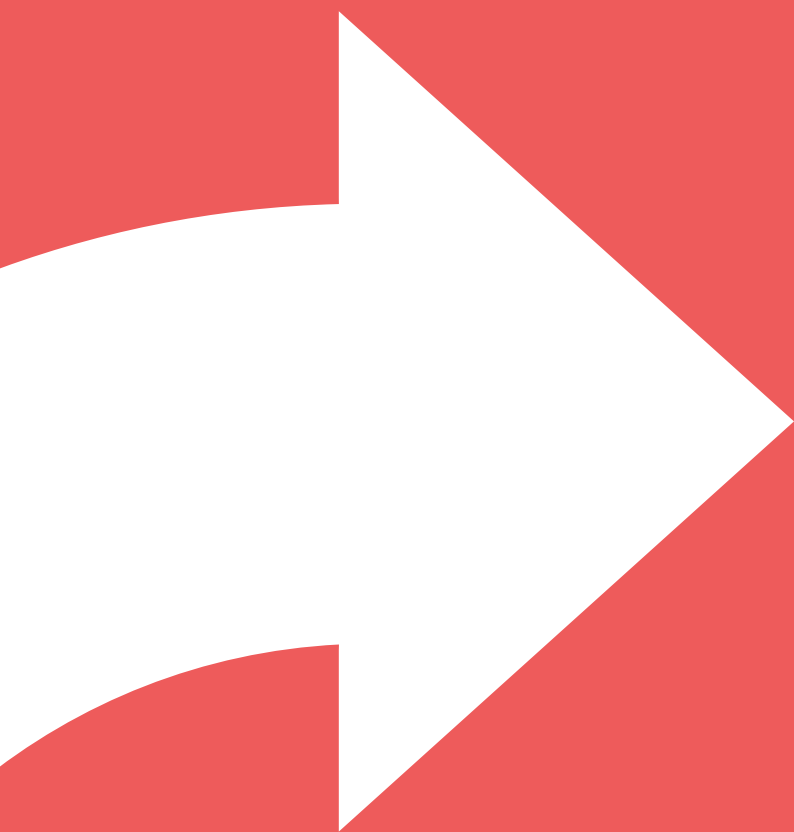
Talent Academy [Schools of Excellence U.14/15]:

To introduce a broad number of players on an open ended basis to high quality coaching with peers from different clubs. This programme will educate and provide the player with the experience of quality training to support their development in a progressive manner. The programme will support Club and School programmes and not overload the participant. At this level the focus will be on introducing all interested youths to the Academy system.

Talent Academy [Development Squads U.16/17]:

To develop a more exclusive number of players to standards suitable for selection on Inter-County Minor and Adult Club Teams. Dedication and lifestyle parameters towards transfer to elite performance should be emphasised. At this stage, the squads will operate on the basis of selecting a smaller group of players to further develop on the pathway to elite performance.





APPENDICES

Appendix I:

Dublin Statistical Summary of Activity

CLUB BASED ACTIVITY (BOYS)						
GO GAMES (Under 8 to 12)						
	2011	2012	2013	2014	2015	
POPULATION	38425	38894	39457	39960	40711	
Football						
	2011	2012	2013	2014	2015	2016
Organised Games Programme	7623	8022	8334	8777	9193	9567
% Penetration Rate	19.8%	20.6%	21.1%	22.0%	22.6%	22.9%
Year on Year Growth Rate		5.2%	3.9%	5.3%	4.7%	4.1%
Cumulative Growth Rate			9.3%	15.1%	20.6%	25.5%
Hurling						
	2011	2012	2013	2014	2015	2016
Organised Games Programme	5537	6246	6868	7161	7633	*
% Penetration Rate	14.4%	16.1%	17.4%	17.9%	18.7%	
Year on Year Growth Rate		12.8%	10.0%	4.3%	6.6%	
Cumulative Growth Rate			24.0%	29.3%	37.9%	
Hurling as a % of Football	72.6%	77.9%	82.4%	81.6%		
* Figures not available until end of January 2016						
JUVENILE (Under 13 to 16)						
	2011	2012	2013	2014	2015	2016
POPULATION	29859	29451	29884	30182	30466	30857
Football						
	2011	2012	2013	2014	2015	2016
Organised Games Programme	4620	4740	4880	4900	5000	5020

% Penetration Rate	15.5%	16.1%	16.3%	16.2%	16.4%	16.3%
Year on Year Growth Rate		2.6%	3.0%	0.4%	2.0%	0.4%
Cumulative Growth Rate			5.6%	6.1%	8.2%	8.7%

Hurling

	2011	2012	2013	2014	2015	2016
Organised Games Programme	3040	3160	3220	3420	3480	*
% Penetration Rate	10.2%	10.7%	10.8%	11.3%	11.4%	
Year on Year Growth Rate		3.9%	1.9%	6.2%	1.8%	
Cumulative Growth Rate			5.9%	12.5%	14.5%	
Hurling as a % of Football	65.8%	66.7%	66.0%	69.8%	69.6%	

* Figures not available until end of January 2016

PRIMARY SCHOOL ACTIVITY (BOYS)

Total Number of Schools **	442
Junior Only	48
Total In Primary School Games Programme	296
% Penetration Rate	75.1% (Excludes Junior)
Schools less than 100 pupils	28
% Penetration Rate	81.8%

** based on Dept of Education 2012 roll calls excludes special and private schools

COACH/REFEREE EDUCATION

	Courses	Participants
Foundation Course	58	1160
Award One	21	420
Award Two	4	68
Child Protection	63	1002
Tutor Group	1	9
Juvenile Referees		287

Appendix II: Resourcing the GNP (Finance)

GAA GAMES DEVELOPMENT 2015			
	2015 ISC	2015 GAA	2015 TOTAL
Games Development			
Deployment of Personnel	€1,005,339	€1,991,433	€2,996,772
County Projects (incl. Talent Academies)	0	€1,302,920	0
Primary School Initiatives	0	0	0
Exhibition Games (INTO Mini Sevens)	0	€27,064	€1,302,920
Féile Tournaments	0	€143,513	0
Cumann na mBunscol	0	€68,000	0
Cúl Camps	0	€45,600	0
Educational Projects	0	€192,917	€27,064
Equipment	0	0	€143,513
Other Games Development Projects (incl. Conference)	0	€439,939	€68,000
Hurling Development			
Deployment of Personnel	€760,477	€573,162	€1,333,639
National & Regional Projects	0	€303,801	€303,801
Hurley & Helmet Scheme	0	€400,000	€400,000
Dublin Games Development			
Deployment of Personnel	€643,837	€756,163	€1,400,000
Projects	0	€30,000	€30,000
Other Development Projects			
International	0	€1,345,334	€1,345,334
Referee Development	0	€277,551	€277,551
Total	€2,409,653	€7,897,397	€10,307,050

Appendix III: Resourcing the GNP (Personnel)

NATIONAL GAMES DEVELOPMENT PERSONNEL 2015	
POSITION	NAME
Director of Games Development & Research	Pat Daly
International Coordinator	Ann Gibney
Technical Development and Support Manager	Jimmy D'Arcy
Education Officer	Peter Horgan
National Games Development Operations Coordinator	Caoimhe Ní Néill
National Cúl Camp Coordinator	Charles Harrison
National Child Games Development Coordinator	Pat Culhane
Multimedia Resource Developer	David Sweeney
National Games Development Participation Coordinator	Aideen Howlin
Personnel Total: 9	

CONNACHT GAMES DEVELOPMENT PERSONNEL 2015		
POSITION	NAME	UNIT
Provincial Games Manager	John Tobin	Provincial
Provincial Development Officer	Damien Coleman	Connacht
Games Clerical Administrator	Attracta Hunt	Connacht
Games Clerical Administrator	Josephine Kilkenny	Connacht
Games Clerical Administrator	Amanda Diskin	Connacht
Provincial S&C Advisor	Cathal Cregg	Connacht
Games Development Placement	Seamus Burns	Connacht
Games Development Manager	Tom McManus	Galway
Games Development Manager	Thomas Keenan	Leitrim
Games Development Manager	Billy McNicholas	Mayo
Games Development Manager	Willie Hegarty	Roscommon
Games Development Manager	Liam Óg Gormley	Sligo
Full Time Coach	Eoin Sweeney	Mayo
Full Time Coach	Michael Fitzmaurice	Mayo
Gaeltacht GDA	Pádraig Conroy	Connacht

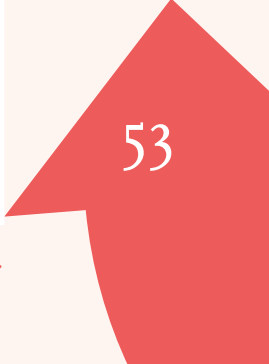
cont...

Part Time Football Coach	Seamus Cooke	Galway
Part Time Football Coach	John Coyne	Galway
Part Time Football Coach	Tom Hughes	Galway
Part Time Football Coach	Jonathan Ryan	Galway
Part Time Football Coach	Eoin Fahy	Galway
Part Time Football Coach	Michéal Ó Corraoin	Galway
Part Time Football Coach	Arthur Ó Fatharta	Galway
Part Time Football Coach	Éanna Ó Conghaile	Galway
Part Time Football Coach	Adrian Varley	Galway
Part Time Football Coach	Simon McGuinness	Leitrim
Part Time Football Coach	Noel Mahon	Leitrim
Part Time Football Coach	Seamie McMorrow	Leitrim
Part Time Football Coach	Peig Heslin	Leitrim
Part Time Football Coach	Stuart Gilbride	Leitrim
Part Time Football Coach	Padraig Doyle	Leitrim
Part Time Football Coach	Cyril Mulvey	Leitrim
Part Time Football Coach	Ciara McTigue	Leitrim
Part Time Football Coach	Eugene Ivers	Mayo
Part Time Football Coach	Barry Murphy	Mayo
Part Time Football Coach	Tommy Warde	Mayo
Part Time Football Coach	Tom Byrne	Mayo
Part Time Football Coach	Michael McHale	Mayo
Part Time Football Coach	Pádraic Walsh	Mayo
Part Time Football Coach	Bernie Shannon	Roscommon
Part Time Football Coach	Gerry Morris	Roscommon
Part Time Football Coach	Kieran Kilkenny	Roscommon
Part Time Football Coach	Michael Carroll	Roscommon
Part Time Football Coach	Seamus Gallagher	Roscommon
Part Time Football Coach	Dara Mulvey	Roscommon
Part Time Football Coach	Shane Flaherty	Roscommon
Part Time Football Coach	Oliver Lennon	Roscommon
Part Time Football Coach	Conor Gormley	Sligo
Part Time Football Coach	Johnny Kelly	Sligo
Part Time Football Coach	Aaron Bennett	Sligo
Part Time Football Coach	Ciaran McKeon	Sligo
Part Time Football Coach	James McDonagh	Sligo
Part Time Football Coach	Stephen Hansbury	Sligo
Part Time Football Coach	Claire O'Reilly	Sligo
Part Time Football Coach	Jake Rehill	Sligo
Part Time Football Coach	Aaron Breslin	Sligo
Part Time Hurling Coach	Eamonn McGrath	Sligo
Third Level Officer	Damien Curley	GMIT

Third Level Officer	Michael O'Connor	NUIG
Third Level Officer	Michael Harte	Sligo IT
Games Promotion Officer	Gerry Spellman	Galway
Games Promotion Officer	Dennis Carr	Galway
Games Promotion Officer	Jimmy Holohan	Leitrim
Games Promotion Officer	Eugene Lavin	Mayo
Games Promotion Officer	Adrian Hession	Mayo
Games Promotion Officer	Peter Carney	Roscommon
Games Promotion Officer	Proinsias Killion	Roscommon
Games Promotion Officer	Ross Donovan	Sligo
Games Promotion Officer	Pat Kilcoyne	Sligo
Games Promotion Officer	Benny Kenny	Sligo
Part Time Hurling Coach	Liam Gordan	Galway
Part Time Hurling Coach	Michael Helebert	Galway
Part Time Hurling Coach	Francis Larkin	Galway
Part Time Hurling Coach	Joe Quinn	Galway
Part Time Hurling Coach	Ger Moran	Galway
Part Time Hurling Coach	Francis Lyons	Galway
Part Time Hurling Coach	Liam Gordan	Galway
Part Time Hurling Coach	Michael Gallagher	Galway
Part Time Hurling Coach	Steve Feeney	Leitrim
Part Time Hurling Coach	Martin Costello	Mayo
Part Time Hurling Coach	Dom Grealley	Mayo
Part Time Hurling Coach	Liam Conroy	Roscommon
Part Time Hurling Coach	Vanessa Molloy	Sligo
Part Time S & C Coach	Áine Lenighan	Connacht
Part Time S & C Coach	Edel Hastings	Connacht
Part Time Coaching Assistant	Francis Creavin	Connacht
Part Time Coach	Jimmy Dillane	Connacht

Personnel Total: 86

DUBLIN GAMES DEVELOPMENT PERSONNEL 2015		
POSITION	NAME	UNIT
Strategic Programme Manager	Kevin O'Shaughnessy	Dublin Co Board
Regional Development Officer	Eimear Dignam	Dublin Co Board
Regional Development Officer	Donal Doyle	Dublin Co Board
Regional Development Officer	Niall Cooper	Dublin Co Board
Clerical	Aileen Connolly	Dublin Co Board
Football Development Officer	Stephen O'Shaughnessy	Dublin Co Board
Hurling Development Officer	Colm Burtchell	Dublin Co Board



Games Promotions Officer	Tomas Burke	St. Vincents
Games Promotions Officer	Joanne Courtney	Scoil Ui Chonnail
Games Promotions Officer	Larry McDermott	Tyrrellstown
Games Promotions Officer	Paul Faughnan	St Pats Palmerstown/Erin go Bragh
Games Promotions Officer	Neil O'Driscoll	Trinity Gaels
Games Promotions Officer	James Costello	Round Towers L.
Games Promotions Officer	Declan Jennings	Westamanstown
Games Promotions Officer	Mark Cooper	St. Pats Donabate
Games Promotions Officer	John McCaffrey	Lucan Sarsfields
Games Promotions Officer	Barry Mullane	O'Dwyer/Fingal Ravens
Games Promotions Officer	Shane Treanor	Ballymun Kickhams
Games Promotions Officer	Ronnie Murphy	Craobh Chiaráin
Games Promotions Officer	Luke Lawlor	Crumlin
Games Promotions Officer	Paul Lyons	Erins Isle/Setanta
Games Promotions Officer	Stephen Fitzgerald	Skerries Harps
Games Promotions Officer	Carol Nolan	Ballinteer St. Johns
Games Promotions Officer	Kevin O'Donovan	Naomh Fionnbarra
Games Promotions Officer	Wayne Hutchinson	Fingallians
Games Promotions Officer	William Lillis	Raheny
Games Promotions Officer	James Devlin	St Finians Swords
Games Promotions Officer	Niall Corcoran	Kilmacud Crokes
Games Promotions Officer	Geraldine McTavish	St. Judes
Games Promotions Officer	Barry Burke	Cuala
Games Promotions Officer	James Glancy	Round Towers Clondalkin
Games Promotions Officer	David Farrelly	Templeogue Synge Street
Games Promotions Officer	David Needham	O'Tooles
Games Promotions Officer	David Galway	St. Brigids
Games Promotions Officer	Paul McLoughlin	Ballyboden St. Enda's
Games Promotions Officer	Stephen Behan	Clontarf
Games Promotions Officer	Niall Williams	Whitehall Colmcille
Games Promotions Officer	Mark McManus	Na Fianna
Games Promotions Officer	Paul McManus	Kevins
Games Promotions Officer	Gordon Ward	St. Peregrines
Games Promotions Officer	Paddy Gorey	Naomh Mearnóg
Games Promotions Officer	Martin Nolan	Naomh Barróg
Games Promotions Officer	Paul Hudson	Castleknock
Games Promotions Officer	Peter Elliott	Commercials/St Marys/St Finians
Games Promotions Officer	John McGlynn	St. O. Plunketts/E. Ruadh
Games Promotions Officer	Tom O'Mahony	Faughs
Club Coach	Vinny Whelan	St. Maurs

Club Coach	John Kelly	St Marks
Club Coach	Lisa McGivern	Parnells
Club Coach	Padraig McCarthy	St Sylvesters
Club Coach	Brian O'Regan	Ballyboden/St. Enda's
Club Coach	Claire Ryan	Clanna Gael Fontenoy
Club Coach	Ken Fitzgerald	Cuala
Club Coach	Paraic McDonald	Kilmacud Crokes
Club Coach	Darren Egan	Naomh Olafs
Club Coach	Adam Doran	St Annes
Club Coach	Darren McGee	Geraldine P. Morans
Club Coach	Ciaran Farrelly	Thomas Davis
Club Coach	Sean Kelly	St Margaret's
Club Coach	John O'Loughlin	St. Brigids

Personnel Total: 61

LEINSTER GAMES DEVELOPMENT PERSONNEL 2015

POSITION	NAME	UNIT
Provincial Games Manager	Alan Mulhall	Provincial
Provincial Games Manager	James Devane	Provincial
Provincial Support Staff	Colm Clear	Provincial
Provincial Support Staff	Ger O'Connor	Provincial
County Games Dev Manager	Ronan Dempsey	Carlow
County Games Dev Manager	Noel Mooney	Kildare
County Games Dev Manager	Brían Ryan	Kilkenny
County Games Dev Manager	Niall Handy	Laois
County Games Dev Manager	Peter O'Reilly	Longford
County Games Dev Manager	Francie McMullen	Louth
County Games Dev Manager	Séamus Kenny	Meath
County Games Dev Manager (interim)	Tom Maloney	Offaly
County Games Dev Manager	Noel Delaney	Westmeath
County Games Dev Manager	Eoin Morrissey	Wexford
County Games Dev Manager	Hugh Kenny	Wicklow
2nd Level Schools Officer	Hannah Horan	Provincial
2nd Level Schools Officer	Pat Henderson	Provincial
2nd Level Schools Officer	Tadhg Doran	Provincial
2nd Level Schools Officer	Tom O'Donnell	Provincial
Games Development Administrator	Michael Kehoe	Carlow

cont...

Games Development Administrator	Brendan Hayden	Carlow
Games Development Administrator	Seán Gannon	Carlow
Games Development Administrator	David Murphy	Kildare
Games Development Administrator	Tadhg Fenin	Kildare
Games Development Administrator	Paul Divilly	Kildare
Games Development Administrator	Declan O'Toole	Kildare
Games Development Administrator	James Meagher	Kilkenny
Games Development Administrator	Ciarán Muldowney	Laois
Games Development Administrator	Donie Brennan	Laois
Games Development Administrator	Andrew Kavanagh	Laois
Games Development Administrator	James Kelly	Laois
Games Development Administrator	Paddy O'Connor	Longford
Games Development Administrator	Damien Sheridan	Longford
Games Development Administrator	Paddy Collum	Longford
Games Development Administrator	Craig Lynch	Louth
Games Development Administrator	Mairéad Monahan	Louth
Games Development Administrator	Shane Lennon	Louth
Games Development Administrator	Brian Óg Corr	Louth
Games Development Administrator	Seán Hand	Louth
Games Development Administrator	Christine O'Brien	Meath
Games Development Administrator	Dudley Farrell	Meath
Games Development Administrator	Jenny Rispin	Meath
Games Development Administrator	Peter Durnin	Meath
Games Development Administrator	Martin Doyle	Meath
Games Development Administrator	Jamie Queeney	Meath
Games Development Administrator	John Leahy	Offaly
Games Development Administrator	Liam O'Reilly	Offaly
Games Development Administrator	Michael Cleary	Offaly
Games Development Administrator	Keith McGuinness	Offaly
Games Development Administrator	Conor Clancy	Offaly
Games Development Administrator	Eddie Bouabbse	Westmeath
Games Development Administrator	James Heffernan	Westmeath
Games Development Administrator	Seán O'Hanlon	Wexford
Games Development Administrator	Damien Byrne	Wexford
Games Development Administrator	Peter Hally	Wexford
Games Development Administrator	Paul Garrigan	Wicklow
Games Development Administrator	Leighton Glynn	Wicklow
Games Development Administrator	Garret Doyle	Wicklow
Games Development Administrator	Colm Gaskin	Wicklow
Third Level Officer	Tom Fitzpatrick	Dublin
Third Level Officer	Gerry Anderson	Dublin
Third Level Officer	Darragh Biddlecombe	Dublin

Third Level Officer	Conor Lavery	Dublin
Third Level Officer	R Keaskin	Dublin
Third Level Officer	Ger Brennan	Dublin
Third Level Officer	Jenny Duffy	Kildare
Third Level Officer	Michael Dempsey	Carlow
Third Level Officer	Alan Nolan	Carlow
Third Level Officer	Colm Browne	Carlow
Third Level Officer/GDA	Mairéad Monahan	Louth
Third Level Officer/GDA	Gary Sammon	Westmeath
Third Level Officer	Paul O'Brien	Dublin
Hurling Development Administrator	Lester Ryan	Provincial
Hurling Development Administrator	George O'Connor	Provincial

Personnel Total: 74

MUNSTER GAMES DEVELOPMENT PERSONNEL 2015

POSITION	NAME	UNIT
Provincial Games Manager	Joe Carton	Provincial
Provincial Games Manager	Pat O'Shea	Provincial
County Games Dev Manager	Donal Daly	Kerry
County Games Dev Manager	Noel Hartigan	Limerick
County Games Dev Manager	Eoin Breathnach	Waterford
County Games Dev Manager	Dinny Maher	Tipperary
County Games Dev Manager	Kevin O'Callaghan	Cork
County Games Dev Manager	Sean Chaplin	Clare
Games Development Administrator	Maurice Leahy	Kerry
Games Development Administrator	Michael Quirke	Kerry
Games Development Administrator	Vince Cooper	Kerry
Games Development Administrator	John Dillon	Kerry
Games Development Administrator	Martin Horgan	Kerry
Games Development Administrator	Ollie Coffey	Limerick
Games Development Administrator	Seán Herbert	Limerick
Games Development Administrator	James Ryan	Limerick
Games Development Administrator	Michelle Power	Waterford
Games Development Administrator	John Quinn	Waterford
Games Development Administrator	David Robinson	Waterford
Games Development Administrator	Paudie Malone	Tipperary
Games Development Administrator	Kevin Halley	Tipperary
Games Development Administrator	Andy Ryan	Tipperary
Games Development Administrator	John O'Keefe	Tipperary
Games Development Administrator	James McCarthy	Cork
Games Development Administrator	Pat Spratt	Cork

cont...

Games Development Administrator	Paudie O'Brien	Cork
Games Development Administrator	Colm Crowley	Cork
Games Development Administrator	Sean Crowley	Cork
Games Development Administrator	Shane Supple	Cork
Games Development Administrator	John Enright	Clare
Games Development Administrator	Peter Casey	Clare
Games Development Administrator	Ronan Keane	Clare
Hurling Development Administrator	Peter Nash	Provincial
Hurling Development Administrator	David O'Dea	Provincial

Personnel Total: 34

ULSTER GAMES DEVELOPMENT PERSONNEL 2015

POSITION	NAME	UNIT
Provincial Games Manager	Terence McWilliams	Ulster
Provincial Hurling Manager	Jimmy Darragh	Ulster
Regional Development Officer	Roger Keenan	Ulster
County Games Dev Manager	Ciara Ferry	Antrim
County Games Dev Manager	Denis Hollywood	Armagh
County Games Dev Manager	Dermot McCabe	Cavan
County Games Dev Manager	Chris Collins	Derry
County Games Dev Manager	Mick Murphy	Donegal
County Games Dev Manager	Conor O'Toole	Down
County Games Dev Manager	Teresa McGirr	Fermanagh
County Games Dev Manager	Paul O'Connor	Monaghan
County Games Dev Manager	Anne Daly	Tyrone
Derry Personnel	Ben McGuckin	Derry
Derry Personnel	Colm Dillon	Derry
Derry Personnel	Aisling McCaul	Derry
Games Development Administrator	Paul Doherty	Antrim
Games Development Administrator	Patrick McCarron	Monaghan
Third Level Officer	Ryan Mellon	Ulster
Third Level Officer	Gary Mallon	Ulster
Third Level Officer - Half Funding	Paul Rouse	Ulster
Third Level Officer - Half Funding	Aidan O'Rourke	Ulster
Games Promotion Officer	Alfie Hannaway	Antrim
Games Promotion Officer	Dominic McKinely	Antrim
Games Promotion Officer	Simon McRory	Antrim
Games Promotion Officer	James McKernan	Armagh

Games Promotion Officer	Aileen Matthews	Armagh
Games Promotion Officer	Liam McCorry	Armagh
Games Promotion Officer	Fiontan Burns	Armagh
Games Promotion Officer	Aiden McCabe	Cavan
Games Promotion Officer	Andy McGovern	Cavan
Games Promotion Officer	Shaun Doherty	Cavan
Games Promotion Officer	Finbar O'Reilly	Cavan
Games Promotion Officer	Seamus Mullan	Derry
Games Promotion Officer	Richard Ferris	Derry
Games Promotion Officer	Neil Forrester	Derry
Games Promotion Officer	Enda Muldoon	Derry
Games Promotion Officer	Paddy Hegarty	Donegal
Games Promotion Officer	Leo Gill	Donegal
Games Promotion Officer	John Gibbins	Donegal
Games Promotion Officer	Liam Hardy	Down
Games Promotion Officer	Kyla Trainor	Down
Games Promotion Officer	Mark Poland	Down
Games Promotion Officer	Karol Keating	Down
Games Promotion Officer	Fabian Burns	Fermanagh
Games Promotion Officer	Aodhgán Murphy	Fermanagh
Games Promotion Officer	Keith Reilly	Fermanagh
Games Promotion Officer	Colin Malone	Monaghan
Games Promotion Officer	Marty Corey	Monaghan
Games Promotion Officer	Aiden Kelly	Tyrone
Games Promotion Officer	Angela Stevenson	Tyrone
Games Promotion Officer	Ronan Devlin	Tyrone
Games Promotion Officer	Conor Gormley	Tyrone
Games Promotion Officer	Conor Hackett	Tyrone
Games Promotion Officer	John Ward	Donegal
Games Promotion Officer	Martin McGrath	Donegal
Games Promotion Officer	Charlie Byrne	Donegal
Hurling Development Administrator	Keith Green	Cavan
Regional Hurling Dev Officer	Ruairí Convery	Ulster
Regional Hurling Dev Officer	Kevin Hinphey	Ulster
Regional Hurling Dev Officer	Pauric Dowdall	Ulster
Regional Hurling Dev Officer	Michael Glover	Ulster
Regional Hurling Dev Officer	Ryan Gaffney	Ulster
Regional Hurling Dev Officer	Kieran Megraw	Ulster

Personnel Total: 67

