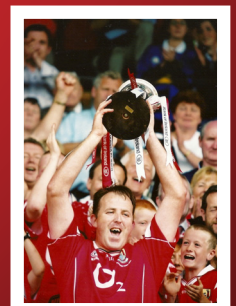
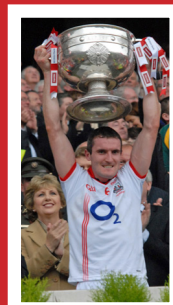




#2024

A Five-Year Plan for Cork Football





#2024

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RÉAMHRÁ / FOREWORD

**“If you are standing still, you are also going backwards.
It takes great effort to maintain forward momentum.”**

– Reed B. Markham

I think I can safely say that there are few, if any, Cork football supporters who feel that the county has enjoyed either the success or the support to which we aspire as the largest county in Ireland. As a County Board which prides itself on running a truly dual county, we must stop and ask ourselves what that really means and to consider the difference between equity and equality. While I can say with confidence as Chairperson of Cork County Board that we treat hurling and football equally in terms of resources, competitions, publicity and so on, does this guarantee equity? It is widely acknowledged that football in Cork faces significant challenges in terms of geography, availability of high-quality coaches, public perception and support, to name but a few, and positive action is now vital if we are to level the metaphorical playing field and enable Cork football to achieve greater and more frequent success.

While All-Ireland Senior titles are, for many, the most obvious measure of achievement, my vision for Cork football sees us lead the way in both participation and performance. I want to see a meaningful and competitive club competition structure, top quality coaching, player development pathways underpinned by scientific research resulting in a conveyor belt of talent for our inter-county teams, an effective administrative structure that supports all our clubs and teams and an improved perception of Cork football both amongst our own supporters and externally. Of course, I also want to see Sam Maguire residing in Cork on a more regular basis, and particularly, to see that sense of pride and ‘Corkness’ referred to later in this document restored. I don’t expect that I will see all of these aims achieved during my term as Chairperson, but I am certain that by committing fully to this plan, we will all see the benefits before very long and far into the future.

I would like to acknowledge all those who gave freely of their time to talk to me about football during the late summer of 2018, and the many clubs and individuals

who made submissions to the football committee. Their passion for Cork football inspired us all during our work on this project. I want to particularly thank Graham Canty, Conor Counihan and Brian Cuthbert, giants of the game of football and great leaders themselves, who, despite their busy lives and the many other demands on their time, agreed to join me on this journey. Their vision, commitment and tenacity, along with their knowledge of the game and understanding of the challenges and opportunities, made this project an extremely enlightening and enjoyable one for me. The quality of their work is obvious in this finished plan, and in years to come, we will look back and understand what a huge debt we owe them. Many thanks also to their families for supporting them in this endeavour.

Some of the strategies outlined below are easily implemented and rooted in common sense, while other aspects of the plan are radical and will require a significant shift in thinking, but everything proposed here has been carefully considered in terms of its long-term benefit to Cork football, and indeed to Cork GAA. It is incumbent on us, as one of the top GAA counties in terms of size and overall success, to lead the way also in terms of innovation. We need a complete culture shift if Cork football is to be truly successful, and as is acknowledged below, the support of all stakeholders is vital for its success. I hope that you will all join us in working together for the good of Cork football. Cultural change is a slow process so the sooner it begins, the better.

As that great innovator and grandson of Cork, Henry Ford, once said, “If everyone is moving forward together, success will take care of itself.”

Ar aghaidh linn le chéile. Corcaigh abú.

Tracey Ní Chinnéide,
Cathaoirleach.

EXECUTIVE SUMMARY

Our Focus Area: **1**

OUR CLUBS & SCHOOLS

SUPPORTING PILLARS:

1. Participation
2. Competition
3. Coach provision and development

UNDERPINNING THEME:

Drive performance by increasing standards at ground level.

CHANGE FROM:

Players exposed to huge variances in coaching capacities allied to unco-ordinated competition structures which hinder player development.

CHANGE TO:

Exposing all of our players to quality coaching environments that are supported by synergised and well-structured competitions.

APPOINTMENTS:

2 x GDAs

Our Focus Area: **2**

OUR PEOPLE

SUPPORTING PILLARS:

1. PR, marketing and match-day experience

UNDERPINNING THEME:

Contemporary relationship with fans through improved digital and match-day capacities.

CHANGE FROM:

Conservative and traditional interaction.

CHANGE TO:

Development of a Cork brand that will be interactive, live and synonymous with success.

APPOINTMENTS:

Media Relations Officer.

Our Focus Area: **3**

OUR COUNTY

SUPPORTING PILLARS:

1. Talent identification and support
2. Athlete support
3. Facilities
4. Scientific research

UNDERPINNING THEME:

High-performing teams to match a high-performing organisation.

CHANGE FROM:

Unco-ordinated deployment of resources with a history of frequent turnover.

CHANGE TO:

Professional high-performance unit servicing all elite teams.

APPOINTMENTS:

High-performance Director.
Project Co-ordinator.

Our Focus Area: **4**

OUR ADMINISTRATION

SUPPORTING PILLARS:

1. Governance, organisation and structure
2. Funding

UNDERPINNING THEME:

Provide transparent and overt leadership within Cork football structures.

CHANGE FROM:

Pockets of good leadership evident around the county.

CHANGE TO:

Leadership excellence at all levels and best practice standards of governance within the county.

APPOINTMENTS:

Junior Administrator.

Section 1

INTRODUCTION & BACKGROUND



Development and Scope of Plan

Following the conclusion of the 2018 inter-county football season, County Chairperson Tracey Kennedy conducted a series of consultations with various Cork football stalwarts and also met informally with a number of GAA club members and Cork football supporters. From these consultations, it became clear that a long-term plan was required for the development of Cork football, and a proposal was brought by the Executive and approved by the County Board at its August 2018 meeting to form a sub-committee consisting of three football associates, chaired by the County Chairperson, for the purposes of developing this plan. Former Cork Senior All-Ireland winning player and manager, Conor Counihan, 2010 All-Ireland winning captain Graham Canty and former Cork Senior and Minor manager and All-Ireland winning Minor captain Brian Cuthbert were appointed to the sub-committee, whose full terms of reference can be viewed in Appendix A. A three-month reporting period was set for the group, which commenced its work on September 1st.

The key objectives set out in the terms of reference included but were not limited to the following:

- Improving the standard of football played in Cork, both at club and inter-county level;
- Improving football infrastructure in Cork at all levels;
- Increasing the competitiveness of club championships in Cork, particularly the County Senior Football Championship;
- Ensuring a clear player development pathway for inter-county players;
- Increasing support for Cork football teams and improving the overall perception of Cork football.

Submissions were invited and received from a wide variety of stakeholders, including clubs, teams and individuals. On analysis of these submissions, it became clear that there existed a commonality to the areas that needed attention as perceived at ground level around the county. These attention areas became the focus for the initial development of this plan. So as to cultivate these insights, the sub-committee sought and received expert external advice in relation to the process of developing the plan. The group met regularly over the three-month period between September 1st and November 30th, 2018, and we believe that the plan below will restore Cork to its rightful position, leading the way in the Gaelic football world.



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Section 2

OVERVIEW OF CURRENT SITUATION



Cork football faces huge challenges, partly due to a disengagement of stakeholders at many different levels. This disengagement has led to an apathy which makes it difficult to achieve success, since without the support of our stakeholders, we cannot advance. Our teams are under-achieving, we have difficulty sourcing quality coaches both at club level and for our development squads, and our County Championships are not as competitive as they should be. Cork football lacks direction and support, and is perceived to be at a very low ebb. We haven't reached an All-Ireland Senior Football Final since our last victory in 2010, and haven't won an All-Ireland Senior club title since 2003. Of forty-nine All-Ireland football title opportunities between 2011 and 2017 across the various grades of inter-county competition, including club championships, Cork secured only two victories, both in the Junior inter-county grade.

Our greatest challenge now is to change the culture surrounding football in our county. We must transform apathy into interest. We must stir the 'Corkness' in our people and re-ignite their passion so that they re-engage with Cork football. This challenge presents us with a huge opportunity. Our stakeholders want a new approach; they want change. All Cork GAA people have a role in securing change that will sustain and promote Cork football into the future. However, large-scale change can only occur when very significant numbers of stakeholders engage with a common opportunity and drive in the same direction. We must all be prepared to change if we want success for Cork football, whether we are inside the current administrative structures or outside of them. Responsibility for such change sits on all of our shoulders; we cannot remain apathetic. Now is the time to engage, now is the time to rise and become again 'The Rebels' that we were in the not so distant past. Cork football stirs our blood, we are a passionate and proud people. The time has come to stand up and be counted.



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Section 3

SUMMARY OF COMPETITION RESULTS FOR THE PREVIOUS FIVE YEARS AT MINOR, U20 AND SENIOR



In the last five years, we have defeated Tipperary, Clare, Limerick, Longford and Sligo in Championship. Appendix B contains the match results over this five year period.

We have not reached the 'Last Eight' since 2014, and in the other four years we were eliminated from the championship at the Round 4 Qualifier Stage.

SENIOR FOOTBALL

Year	League		
	Won	Draw	Lost
2014 (Div 1)	5	1	2
2015 (Div 1)	6	0	3
2016 (Div 1)	3	0	4
2017 (Div 2)	2	3	2
2018 (Div 2)	3	0	4

Year	Championship		
	Won	Draw	Lost
2014	2	0	2
2015	1	1	2
2016	2	0	2
2017	1	0	2
2018	1	0	2

U21/20 FOOTBALL

Year	Won	Lost
2014	3	1 (<i>All-Ireland Semi-Final</i>)
2015	2	1
2016	4	1 (<i>All-Ireland Final</i>)
2017	1	1
2018	2	1



MINOR FOOTBALL

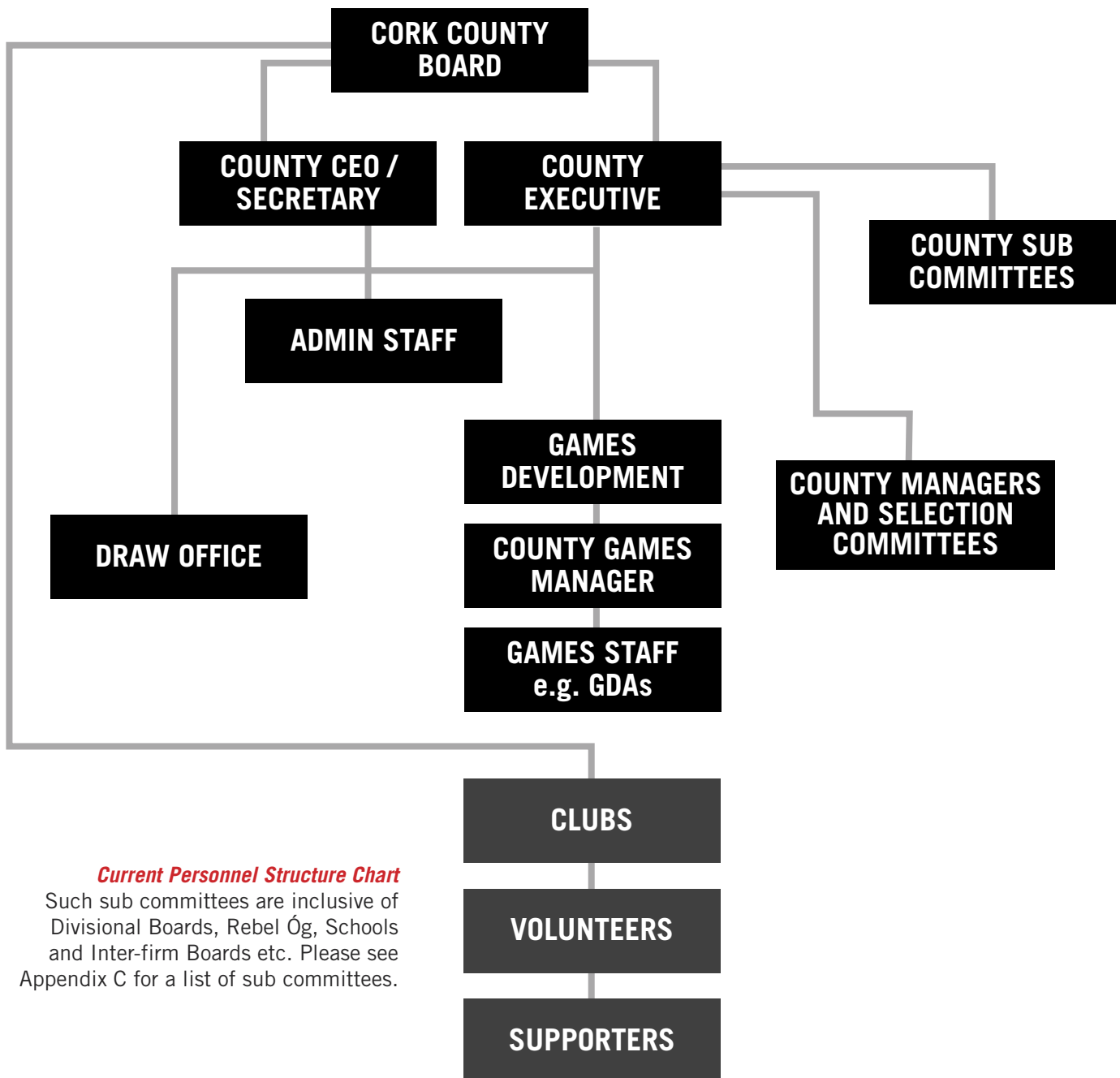
Year	Won	Lost
2014	2	2
2015	1	1 (<i>By one point to All-Ireland Champions Kerry</i>)
2016	2	2
2017	1	1
2018	1	1 (<i>By one point to All-Ireland Champions Kerry</i>)

Section 4

CURRENT IMPACTS & CHALLENGES

For the best part of a century, Cork GAA has operated a largely unchanged administrative structure. However, it is now questionable if such a structure is fit for purpose

and if the interests of Cork football are best supported within such a structure.



Football Challenges

Success in football has never been straightforward in Cork. New dawns have been followed by periods of demoralising defeats. Notwithstanding same, we have managed to win seven All-Ireland Senior titles, putting us in fourth position on the Roll of Honour, behind Kerry, Dublin and Galway. At U21 level, we sit at the top of the winners' list with 11 titles (the last in 2009) whilst in the Minor grade, we are third with ten titles (our last in 2000). Such victories point to a storied past which is

unrivalled by most other counties in Ireland. Unfortunately, as indicated by the performance charts outlined above, Cork football is in need of radical change if we are to have any aspirations of building on our past and creating a legacy for future generations of Corkonians. Creating a pathway to build such a legacy is the purpose of this plan. However, we have identified six key challenges that have profound effect on delivering success for Cork football and are reflective of our place in the Irish sporting landscape.

CHALLENGE	IMPLICATION
Greater reach of other sporting codes	Greater competition for talent, supporters, sponsorship and general involvement in the game.
Increasing strength of other counties	Elite success has become harder to achieve.
Cork as a dual county	In many clubs at least 50% of coaching and game time is devoted to the other code.
Greater challenges to financing two elite codes within one county	Financial uncertainty around resourcing intercounty teams.
County size	Very difficult to bring synergy to a county of our size when transport issues, population trends in traditional football strongholds, number of clubs and divisions etc. are considered.
Engagement of Volunteers	Willingness of our people to put their shoulder to the wheel for the football cause.



Section 5

FUTURE DIRECTIONS & OPPORTUNITIES



The GAA has been an inherent and inextricable aspect of the Cork psyche for generations, and Cork GAA success has contributed hugely to those essential elements of ‘Corkness’ recognisable to all our rivals: that air of confidence just on the right side of arrogance, an unparalleled pride in our county and our insatiable desire for Cork to be the best at absolutely everything. Recent lack of success on the football field, or more accurately a lack of even the hope of success, has led to a rise in apathy amongst our supporters as outlined above, perhaps as a means of lessening the pain of constant defeat. If we don’t care, it can’t hurt us. This plan seeks to reboot that sense of ‘Corkness’ in our players, our clubs and our supporters, and to include all who are passionate about Cork GAA in that recovery. We want to see Cork football rise once more to the heights it should reach, leading the way in terms of both performance and participation, and setting an example to all our rivals. In our vision, everyone who is passionate about Cork football; players, coaches, administrators and supporters, will work together to ensure the implementation of this plan and the delivery of the desired outcomes, and pride will be restored in Cork football.

Simply put, our vision for Cork football embodies a sense of honesty with spirit, a sense that we are Cork and we can achieve what we desire, a sense that as a people we are unique and that our teams will represent that sense of difference and determination inherent in our Cork DNA.

Realising Our Vision

To make our vision a reality, this plan will deliver the following outcomes:

- Cork will be regular All-Ireland contenders in all grades of inter-county football, including club championships, within three to five years.
- Support for Cork football and the profile of our inter-county footballers will grow significantly within one to two years.
- A clear player development pathway will be created by the end of 2019, producing a regular supply of quality footballers within the next five years.
- High-quality coaches with a strong focus on developing the fundamental skills of the game will be available in all clubs, along with a support network for those club coaches led by the county games development staff, by the end of 2024.
- A county championship structure which supports this work will be in place within three years.
- A clear over-arching vision/plan for football in Cork which is communicated to and understood by all involved in the game.
- A well-resourced administration fully supportive of this plan and driving its success.



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Section 6

OUR STRATEGY



This strategy, while operating in tandem with the Cork GAA Strategic Plan, seeks to bring about necessary change and in order to do so, will focus on the following four focus areas:

a) OUR CLUBS AND SCHOOLS

b) OUR PEOPLE

c) OUR COUNTY

d) OUR ADMINISTRATION

Each of these four focus areas corresponds to a number of pillars. Each pillar is important as a stand-alone entity, but the strength of the strategy comes from the re-enforcing effect each pillar has on the others.

Strategic objectives in relation to each of these key areas are outlined in detail below, and while many of these objectives are major departures from our current practices, we believe that they are necessary to deliver the vision of this plan. To quote Albert Einstein, *“We can't solve problems by using the same kind of thinking we used when we created them.”* Key amongst our objectives are a number of critical appointments that will help deliver many of the actions contained within this strategy. These appointments are as follows:

- 1) A PROJECT CO-ORDINATOR**
- 2) A HIGH PERFORMANCE DIRECTOR**
- 3) A TALENT DEVELOPMENT MANAGER**
- 4) GDA APPOINTMENTS SYNERGISED WITH DELIVERABLE ACTIONS CONTAINED WITHIN THIS PLAN**
- 5) A JUNIOR ADMINISTRATOR**
- 6) A MEDIA LIAISON OFFICER**

ROLE DESCRIPTIONS:

1) PROJECT CO-ORDINATOR

The Project Co-ordinator will drive the implementation of many areas of the plan. The Co-ordinator will be responsible for ensuring that the best interests of Cork football are continuously promoted and will act as the conduit between clubs, schools and our elite teams. He/she will also play a key role in the appointment of management teams at inter-county level and ensuring that the Cork football coaching family is developed to its maximum potential. Through these interactions, it is hoped that this figurehead will help build a synergised approach to how our teams play the game and represent our people. The Project Co-ordinator will act as a liaison with the County Board, Cairde Chorcaí, 3rd level colleges, schools and other agencies that play a role in the development of Cork football. Acknowledging that this is the remit of the County Committee, we recommend that all team managers should be appointed by a group consisting of one representative of the County Board, the Project Co-ordinator and one other person agreed by these two who is a former Cork inter-county player or manager. U17 and U20 selectors to be appointed by team managers in consultation with the Project Co-ordinator.

2) HIGH PERFORMANCE DIRECTOR

The High Performance Director will oversee and develop the sports science elements of team and athlete preparation necessary for readying players for the rigours of modern inter-county hurling and football. This person will bring a synergy to the many areas already in place such as strength and conditioning, performance analysis, nutrition, sports medicine and psychology. The High Performance Director will seek to develop intern programmes in some of these disciplines so that expertise can grow within the county and regions can become populated with hubs delivering our programmes in a co-ordinated manner. Most especially, the High Performance Manager will work with our volunteer elite coaches and help them deliver quality coaching experiences for all of our elite players from our academy to our senior teams. It is envisaged that the Project Co-ordinator and the High Performance Director will work closely in ensuring the key actions contained within this plan are delivered.

3) TALENT DEVELOPMENT MANAGER

The Talent Development Manager will act as an

administrator for our academy squads in both hurling and football. In doing so, this person will deliver a co-ordinated approach across our academy so as to ensure that the academy can operate as an addendum to good practices at club and schools level. This person will also ensure that our talented youth will be exposed to an age appropriate curriculum that will be cognisant of the demands placed upon individual players. This curriculum will have inputs from the GAA nationally as well as from our High Performance Manager. The TD manager will act as a support to our youth coaches and assist the Project Manager in identifying quality up and coming coaches with the skills necessary to enter our elite coaching pathway.

4) GDA APPOINTMENTS

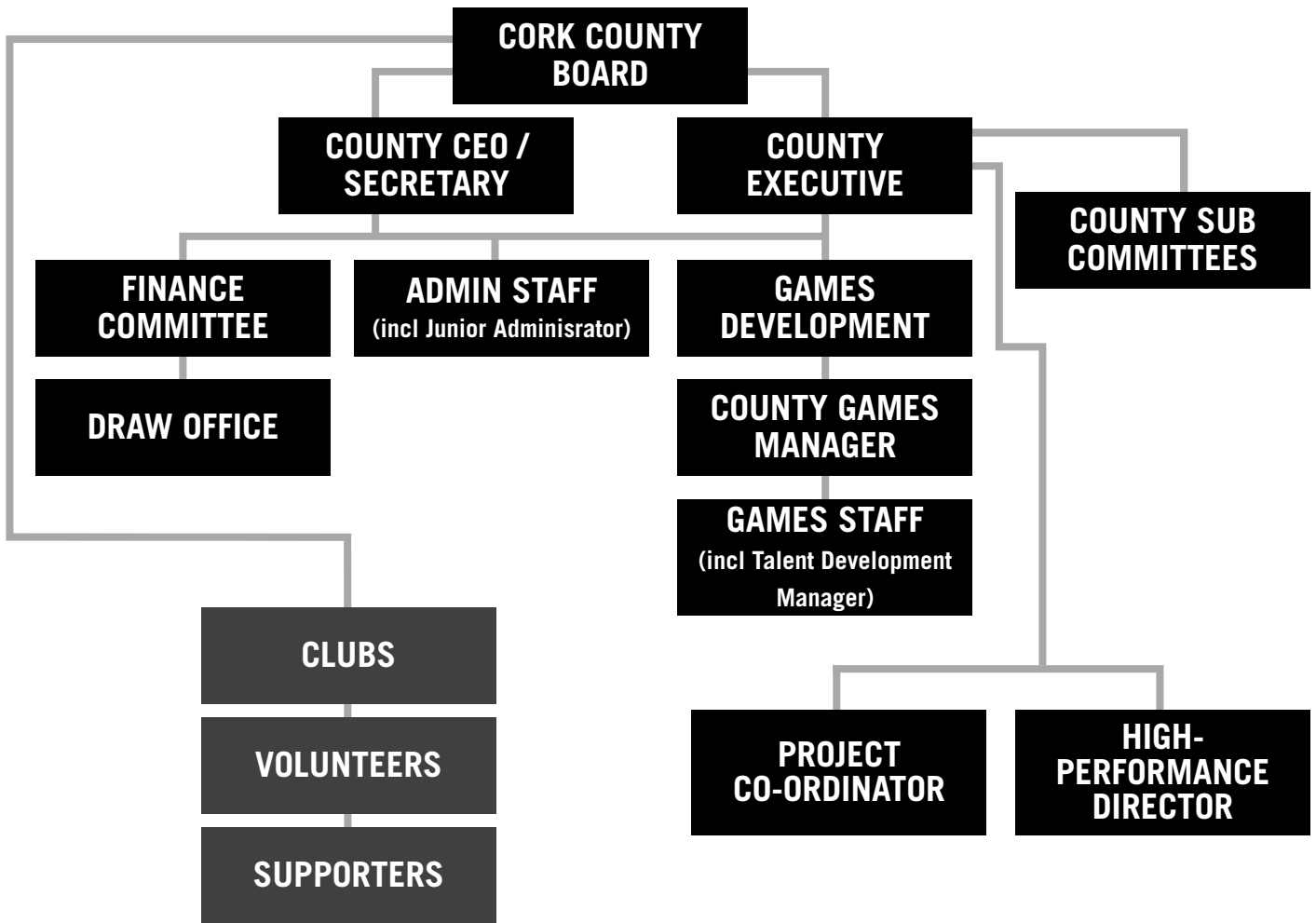
It is vital that any future appointments as Games Development Administrators will have responsibility for the delivery of actions as outlined within this plan. Approval has recently been received from Munster Council to appoint two new GDAs in Cork.

5) JUNIOR ADMINISTRATOR

This person will operate as a fulltime support to our officers at Rebel Óg level. Their responsibility will be to deliver a co-ordinated calendar for a countywide games programme for all of our youth from 5 to 18 years old. Without such level of co-ordination and governance, many strands of this plan cannot function. This appointment has the responsibility for co-ordinating fixtures and ensuring that the various Boards operate in tandem, putting the perspective of the county as a whole ahead of local administration.

6) MEDIA LIAISON OFFICER

This is an intern appointment that will be mentored by a volunteer with many years' experience in GAA media. This person will work with our senior football team as a promotions agent, utilising all possible opportunities to promote the team and their experiences across the various media platforms. This appointment will also play a key role in developing the match day experience of our supporters so as to provide them with an unrivalled insight into team preparations and performances.



OUR FOCUS AREAS AND THEIR SUPPORTING PILLARS

Our Focus Area: **1**

OUR CLUBS & SCHOOLS

SUPPORTING PILLARS:

1. Participation
2. Competition
3. Coach provision and development

UNDERPINNING THEME:

Drive performance by increasing standards at ground level.

CHANGE FROM:

Players exposed to huge variances in coaching capacities allied to unco-ordinated competition structures which hinder player development.

CHANGE TO:

Exposing all of our players to quality coaching environments that are supported by synergised and well-structured competitions.

Our Focus Area: **2**

OUR PEOPLE

SUPPORTING PILLARS:

1. PR, marketing and match-day experience

UNDERPINNING THEME:

Contemporary relationship with fans through improved digital and match day capacities.

CHANGE FROM:

Conservative and traditionalistic interaction.

CHANGE TO:

Development of a Cork brand that will be interactive, live and synonymous with success.

Our Focus Area: **3**

OUR COUNTY

SUPPORTING PILLARS:

1. Talent identification and support
2. Athlete support
3. Facilities
4. Scientific research

UNDERPINNING THEME:

High Performing teams to match a High performing organisation.

CHANGE FROM:

Uncoordinated deployment of resources with a history of frequent turnover.

CHANGE TO:

Professional High performance unit servicing all elite teams.

Our Focus Area: **4**

OUR ADMINISTRATION

SUPPORTING PILLARS:

1. Governance, organisation and structure
2. Funding

UNDERPINNING THEME:

Provide transparent and overt leadership to Cork football structures.

CHANGE FROM:

Pockets of good leadership evident around the county.

CHANGE TO:

Leadership excellence at all levels and best practice standards of governance across the structure within the county.

Our Focus Area:

1

OUR CLUBS & SCHOOLS

Our elite teams ultimately, are a representation of the structures within our county. We cannot expect to be strong at intercounty level if we ignore what is happening at ground level. Cork has the most clubs for any county in Ireland (261) and this must be utilised as a strength.

However, for our clubs to become a real strength, we must first ensure that we are maximising participation, continuously improving competition standards whilst providing a route for coaches to grow and develop along a supported pathway.

PILLAR: Participation.

OBJECTIVE: That participation is maximised at all levels of Gaelic football in Cork.

KEY STRATEGIES:

Promote and incentivise the playing of Gaelic Football in the primary schools of Cork City and County.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 3	<ul style="list-style-type: none"> Football is taught in all primary schools in Cork as part of the Physical Education Curriculum. All primary schools offer Gaelic football as an after school activity. There are regular extra-curricular school Gaelic Games competitions in primary education (at least two times per month but not inclusive of the current Sciath na Scol competitions). 	Sciath na Scol committee, Games Manager and Project Co-ordinator

KEY STRATEGIES:

Increase rates of football participation in second level schools.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 3	<ul style="list-style-type: none"> All second level schools in Cork participate in Post-Primary football competitions. 	Project Co-ordinator, Games Manager, GDAs and the Post-Primary Schools Committee

KEY STRATEGIES:

Utilise County Board staff to support second level schools performing at Corn Uí Mhuirí level.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	By Year 2	<ul style="list-style-type: none"> • Success at Corn Uí Mhuirí level. 	High-performance Manager and Project Manager

KEY STRATEGIES:

Fixtures planning/management for all underage competitions including post-primary schools to be the duty of a full-time administrator.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	By Year 1	<ul style="list-style-type: none"> • Co-ordinated, coherent fixtures programme across the County for club and schools competitions. • Greater availability of volunteer officers to fill other administrative roles. 	CEO County Board with Rebel Óg

KEY STRATEGIES:

Increase the number of Football blitzes for all boys under the age of 14 by 25%.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 3	<ul style="list-style-type: none"> • % increase in number of blitzes. • Player retention percentage. 	Games Co-ordinator & GDAs Rebel Óg

KEY STRATEGIES:

Ensure that all players from U15 upwards participate in at least 20 football matches per year.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 3	<ul style="list-style-type: none"> • % increase in number of games. 	Rebel Óg

KEY STRATEGIES:

Ensure there exists a supply of suitably qualified and supported football referees within Cork.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 3	<ul style="list-style-type: none"> • 25% Increase in referee numbers. 	Referee Co-ordinator and the County Board

PILLAR: Competition.**OBJECTIVE:** To provide players of all ages in Cork with a games structure that promotes development, a competitive edge, as well as the needs associated with engaged participation.

The need for change to our competitions structure was a major trend in the submissions we received. This committee did not wish to cut across the work of the Strategic Plan games committee which is already working on a major review of competitions, to be completed in the first quarter of 2019. However, we did meet with the members of that committee, and made the recommendations below which we believe will be taken on board as part of their work.

KEY STRATEGIES:

That promotion and relegation would be immediately reintroduced to all levels of football championship competitions in Cork.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	Year 1	<ul style="list-style-type: none"> Publicised change in system. 	County Executive / CCC

KEY STRATEGIES:

That a fixtures calendar for the full year would be produced for all footballers from Junior level to Senior level in Cork. This calendar would also be rigidly enforced.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	Year 2	<ul style="list-style-type: none"> Calendar produced and clubs follow recommendation. 	County Executive / CCC

KEY STRATEGIES:

That Cork would develop a meaningful county wide league system for all clubs at all levels inclusive of promotion and relegation.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	Year 2	<ul style="list-style-type: none"> League structure changed. 	County Executive / CCC

KEY STRATEGIES:

It is recommended that the eligibility of colleges' players from outside the county be reviewed in terms of their participation in our county championships.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	Year 1	<ul style="list-style-type: none"> Decision taken about same. 	County Executive / CCC

KEY STRATEGIES:

That county players would be available to their club for a predetermined number of league games within the league season.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	Year 2	<ul style="list-style-type: none"> Inter-county player availability to clubs increased. 	County Executive

PILLAR: Coach Provision and Development.

OBJECTIVE: That there would be a sufficient number of skilled and experienced elite football coaches in Cork.

KEY STRATEGIES:

A database of coaches and elite coaches that is updated yearly, and contains details of qualifications and the date qualifications were achieved.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	Year 1	<ul style="list-style-type: none"> Number of qualified elite coaches in the county. Number of Level 2 coaches within the county. 	Games Manager

KEY STRATEGIES:

Cork GAA has a strategy to attract the county's best coaches and external experts to train elite athletes and to improve the expertise of domestic coaches working in clubs.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	Year 2	<ul style="list-style-type: none"> Athletes are satisfied with the level and expertise of their coaches during talent development and as an elite athlete. 	High Performance Manager

KEY STRATEGIES:

There are several services (such as regular refresher courses, information exchange opportunities) and resources supporting the continuous professional development of coaches within Cork football.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 2	<ul style="list-style-type: none"> Number of courses run. Number of structured services available. 	Games Manager, County Coaching Officer, CEO

KEY STRATEGIES:

Coaches can receive specialist advice from other areas to help them improve the standard of their athletes (psychology, nutrition, physiology, biomechanics, data analysis).

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 3	<ul style="list-style-type: none"> Measured increase in coaching standards determined by coaching questionnaires. 	High Performance Manager, Games Manager, and County Coaching Officer

KEY STRATEGIES:

Elite coaches are able to communicate and discuss their personal development as elite coaches and the development of elite athletes with other elite coaches (non-sport specific).

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 4	<ul style="list-style-type: none"> Measured increase in coaching standards determined by coaching questionnaires. 	High Performance Manager, Games Manager, and County Coaching Officer

KEY STRATEGIES:

Coaches within the Cork football family (i.e. Senior, Junior, U20, Minor and academy) will form a community of practice and have a monthly meeting.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	By Year 1	<ul style="list-style-type: none"> Number of meetings. 	Project Manager

KEY STRATEGIES:

Cork football will develop a mentoring programme whereby our most experienced coaches will act as mentors to identified young coaches who are displaying coaching potential.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	Year 3	<ul style="list-style-type: none"> % increase in available young coaches of high standard. 	Coaching officer, Games Manager and Project Manager

KEY STRATEGIES:

There is a co-ordinating agency within the county responsible for coach education in general and elite coach education in particular. This organisation aligns with the different levels of GAA courses (i.e. foundation, Level 1), identifies coaching potential and directs these coaches towards available elite programmes.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 3	<ul style="list-style-type: none"> Measured increase in coaching standards. 	Games Manager and Coaching Officer

KEY STRATEGIES:

Appoint two GDAs to add to the current County Coaching Staff.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	By the start of Year 1	<ul style="list-style-type: none"> Appointments. 	County Board & Games Manager

Our Focus Area:

2

OUR PEOPLE

It is imperative that the apathy described earlier in the introduction is tackled head on. Our vision is founded on the realisation that our people are gasping for change. Our stakeholders want their voices heard and listened to. Currently, they feel disconnected from our teams and from our administration. Yet despite this feeling of disconnection, Cork GAA is renowned for the levels of support it receives from its followers. In order to receive such support in the future, we must reignite the passion of our people. Integral to reigniting such passion is engagement with our people. This engagement must be

delivered with a new brief – developing Cork football as a live and vibrant brand. This brand is paramount to promotion and is very much related to the delivery of many other elements outlined within this strategy. The brand is the means to proclaim our tradition and uniqueness. It is our opportunity to drive Cork football in a new direction and out of the shadows of competing codes within our county and country. Our brand must develop within all of our stakeholders the belief and desire that Cork can be great, that Cork can compete with the best.

PILLAR: PR, Marketing, Match Day Experience.

OBJECTIVE: That Cork football reconnects with its supporters and helps foster the innate sense of pride and self-belief within all Cork people.

KEY STRATEGIES: Appoint a Media Liaison Officer/Social Media Officer (voluntary/ intern position) for the Cork Senior Football team.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	Year 1	<ul style="list-style-type: none">• Positive view of Cork football presented in mainstream media.• % increase of hits on social media platforms.	CEO, County Board and County PRO

KEY STRATEGIES:

Develop a sponsored match day experience for supporters unrivalled in Ireland whereby supporters are engaged pre, during and post match by contemporary music, analysis on a big screen before, at half time and after the game as well meet-the-players sessions post-game.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 2	<ul style="list-style-type: none"> • Participation and attendances. • Collated post match feedback via an app possibly. • Increased attendance at Cork football matches. 	PRO & County Board, Media Liaison Officer

KEY STRATEGIES:

Develop an online platform such as Cork GAA TV to provide supporters with access to behind the scenes footage, past games, team announcements, interviews with Cork legends, club games etc.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	Year 4	<ul style="list-style-type: none"> • Increase in views on Cork GAA website. • Stronger engagement of Cork GAA public with Cork football teams. 	Media Liaison Officer

KEY STRATEGIES:

Players and management engage positively with media requests for interviews and appearances.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	Year 1	<ul style="list-style-type: none"> • Relationship with press. 	Manager, PRO, Media Liaison Officer

KEY STRATEGIES:

Cork senior footballers will commit to visit clubs around the county to promote football and engage young footballers in the various clubs.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	Year 1	<ul style="list-style-type: none"> • Number of clubs visited. 	Team Managers, Media Liaison Officer, Players

KEY STRATEGIES:

Cork Senior footballers will run an open session every six weeks in a club ground decided by a social media competition.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	Year 1	<ul style="list-style-type: none"> • Feedback online from stakeholders 	Managers, PRO, Media Liaison Officer

KEY STRATEGIES:

Open a Cork GAA merchandise shop in Cork city or in Páirc Uí Chaoimh.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
L	By Year 5	<ul style="list-style-type: none"> Merchandise sold and running profits made. 	CEO and County Board

KEY STRATEGIES:

Engage former Cork players to work on football promotion and marketing committees.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 3	<ul style="list-style-type: none"> Number of ex-players involved. 	Project Manager, Media Liaison Officer



Our Focus Area:



OUR COUNTY

The flagships for football within our county are our elite teams. It is through their performances that our stakeholders measure our standing as a county, both externally and internally. As already outlined, our county teams face numerous challenges that ultimately impact our performances on the pitch. However, this plan aims to limit the impact of these challenges and drive the performances of our elite teams. To be a Cork footballer at any level is a privilege and carries with it ultimate

responsibility. Our players must understand this from a young age and develop within themselves a deep desire to be the best that they can be. This will only happen if players are properly supported and nudged towards maximising their potential. They must be supported by a high performance system that has long term development as its core. In doing so, we will aim to produce enough talents to sustain our senior elite team and allow them to be both competitive and successful.

PILLAR: Talent Identification and Development.

OBJECTIVE: To provide our talented youth with an appropriate environment so that they can transition from a potential stage at youth level to a performance stage at senior level with Cork.

KEY STRATEGIES:

Cork GAA will develop a written policy plan which describes a long-term plan for football talent identification and development (TID) and a step-by-step guide as to how talents in Cork are recognised, identified, selected and developed.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	By Year 1	<ul style="list-style-type: none">Level of Improved clarity for all stakeholders from U17 down to U14.	Project Co-ordinator,, Talent Development Manager

KEY STRATEGIES:

Cork GAA will provide sport-scientific support to develop a testing system and monitoring system with clear criteria for the identification of young football talent.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 3	<ul style="list-style-type: none">Testing norms developed.	High Performance Manager, Talent Development Manager

KEY STRATEGIES:

Young talents receive age-appropriate training and competition support, supervised by expert coaches with access to high standard facilities.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 2	<ul style="list-style-type: none"> Evaluation of practice. 	Project Co-ordinator, Talent Development Manager

KEY STRATEGIES:

Young talents receive multidimensional support services at different levels, including training and competition support, medical support and lifestyle support.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 3	<ul style="list-style-type: none"> % injury rates. Feedback from player and parent surveys. 	Talent Development Manager

KEY STRATEGIES:

Cork football squads will begin at U16 level, 4 regional squads will operate from U15 downwards.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	By Year 1	<ul style="list-style-type: none"> Operation of regional squads. 	Project Co-ordinator, Games Manager

KEY STRATEGIES:

In order to develop a Cork football family, U16, Minor, U20 and Senior squads will train as often as possible in one venue.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 3	<ul style="list-style-type: none"> Number of times this occurs. 	County Board, Project Co-ordinator

KEY STRATEGIES:

Parents of talented youth will be invited to education workshops whereby their role in the talent development process will be progressed.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 2	<ul style="list-style-type: none"> Number of parents that attend on an ongoing basis. 	Talent Development Manager

KEY STRATEGIES:

Appoint a Talent Development Manager to oversee the development process within the county.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	Year 1	<ul style="list-style-type: none"> TID hitting agreed policy targets. 	County Board, CEO

PILLAR: Athlete Support.

OBJECTIVE: That our support programme for our elite athletes is unsurpassed in Gaelic football and is inclusive of all elements of high performance preparation.

KEY STRATEGIES:

Policies are developed around the following supports to development: coaching support (specialist coaches), training and competition support (training facilities, training camps), sports science support (strength and conditioning, nutrition, mental coaching) sports medicine support (medical specialists, physiotherapists, etc.) as well as media and career coaching.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 2	<ul style="list-style-type: none">Development of KPI's for these newly developed policies.	High Performance Manager

KEY STRATEGIES:

Specific personnel are appointed to guide and help athletes during their career. The first appointment must be a High Performance Manager to manage all services around Cork football teams.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	By Year 1	<ul style="list-style-type: none">High Performance Manager in place.	County Board & CEO

KEY STRATEGIES:

Ensuring that elite footballers receive if necessary study support (for athletes who want to start studying or to finish their studies), job offers, advice and personal assistance to find a suitable job after their sports career, lifestyle coaching, advice on preparing job applications as well as psychological support.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	Year 3	<ul style="list-style-type: none">Positive response to player feedback surveys.	Project Manager

KEY STRATEGIES:

Cork GAA and the GPA offer a post-career support programme to prepare and assist athletes for life after football.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
L	By Year 4	<ul style="list-style-type: none">Player feedback surveys.	County Board & GPA

PILLAR: Facilities**OBJECTIVE:** That the Cork football family has full-time access to elite training facilities.**KEY STRATEGIES:**

Time spent on travelling for elite players and coaches is kept to a minimum.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	By Year 2	<ul style="list-style-type: none"> Provision of regional training hubs. 	Team Managers County Board High-performance Manager

KEY STRATEGIES:

There is a network of high quality regional elite sports centre(s)/facilities, where athletes can train in appropriate conditions at any time of day.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	By Year 2	<ul style="list-style-type: none"> Network of facilities continues to grow from year 2 to year 5. All Cork footballers have access to elite training facilities near their homes/schools/colleges. 	County Board High-performance Manager

KEY STRATEGIES:

Develop a hub for Cork football including: a training headquarters; a close link with sports medics; a close link with sports scientists/co-operation with UCC and CIT; and a close link with the education of younger athletes.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	By Year 2	<ul style="list-style-type: none"> Cork teams have an identifiable training base which is part of the Cork GAA identity. 	County Board

KEY STRATEGIES:

Develop an inventory of all GAA facilities within the county and their level of availability.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	By Year 1	<ul style="list-style-type: none"> Inventory plan updated on a yearly basis. 	County Administration staff

PILLAR: Scientific Research

OBJECTIVE: That, in partnership with local 3rd level colleges and institutions, scientific research is collected, co-ordinated and disseminated among coaches within Cork GAA.

KEY STRATEGIES:

There is sufficient financial support for scientific research and innovation in Cork football.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 3	<ul style="list-style-type: none"> Number of students supported in such schemes. 	County Board in partnership with Cairde Chorcaí

KEY STRATEGIES:

Different areas of elite athlete development are supported by applied scientific research and innovation projects: talent identification, talent development, elite athletes (including their equipment, facilities etc.), sport policies and coaches.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 3	<ul style="list-style-type: none"> Number of students supported in such schemes. 	County Board, High-performance Manager



Our Focus Area:

4

OUR ADMINISTRATION

To ensure that Cork football reaches its full potential, a strong supporting administrative structure is of paramount importance. Our current structure has evolved over the past 130 years and could be described as 'our way of working'. Like any structure that is weighted towards volunteerism, there is a lack of clarity surrounding roles, responsibilities and associated levels of accountability. To run our games effectively, it is imperative that all elements of our games interlock in a clear and concise manner, under a common ambition,

values framework and unity of purpose. This requires strong leadership from our professional staff and other officers of the County Board, and an acknowledgement from all stakeholders that structures which served the county well one hundred years ago may not do so forever. We must recognise and accept that there may be room for improvement and have the courage to make any necessary changes to ensure that Cork leads the way both on and off the field.



PILLAR: Governance, Organisation and Structure

OBJECTIVE: That all organisational structures within the county fully support Cork football in attaining and fulfilling its potential.

KEY STRATEGIES:

Long-term policy plans are developed (at least on a 5 year basis) specifically for the development of all aspects of football in Cork and are communicated in public, regularly evaluated and supported with financial resourcing.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	By Year 1	<ul style="list-style-type: none"> Football policy/planning is ongoing, visible to and clearly understood by all stakeholders. 	CEO, County Board, Project Co-ordinator

KEY STRATEGIES:

Policy is regularly evaluated with all stakeholders who are formally invited to be involved in the evaluation process i.e. Stakeholders must feel that they have a voice.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 3	<ul style="list-style-type: none"> Stakeholder surveys. 	CEO, County Board, Project Co-ordinator

KEY STRATEGIES:

Cork GAA will implement a series of programmes and organisational requirements on clubs within the county regarding the development of football within Cork e.g. ensuring football competitions are contested by all clubs.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 3	<ul style="list-style-type: none"> Improvement in the standard of club football. 	Games Manager, GDA staff

KEY STRATEGIES:

Review the divisional administrative structures within the county.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	By Year 2	<ul style="list-style-type: none"> Stakeholder surveys, championship performances. 	Sub-committee of the County Board

KEY STRATEGIES:

Appoint a Project Co-ordinator.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	By Year 1	<ul style="list-style-type: none"> Appointment date. 	County Board & CEO

KEY STRATEGIES:

Document the County Board Organisation Structure & develop clear roles and responsibilities for each position.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	By Year 1	<ul style="list-style-type: none"> Date of completion. 	County Executive

PILLAR: Funding

OBJECTIVE: That Cork football teams and football activities within the county are financially supported to a level that can drive and sustain performance.

KEY STRATEGIES:

Nominate a finance committee to work in tandem with the County Executive and Cairde Chorcaí in supporting Cork football.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	By Year 1	<ul style="list-style-type: none"> Board returns to profitability. 	CEO and County Executive

KEY STRATEGIES:

Develop a financial strategy to support the proposals outlined within this development plan.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	Year 1	<ul style="list-style-type: none"> All proposals can be fully resourced. 	Finance Sub-committee

KEY STRATEGIES:

Perform an analysis on football expenditure with regard to Cork teams over the last three years. Following this, develop and communicate an operational budget for all teams.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
H	Year 1	<ul style="list-style-type: none"> Figures on football spend available. Budget provided to each team at start of season. 	CEO, Treasurer, Finance sub-committee

KEY STRATEGIES:

Develop, in consultation with Cairde Chorcaí, more sponsorship collaborations and fundraising events annually.

PRIORITY (H/M/L)	TIMEFRAME (Year 1 to 5)	PERFORMANCE MEASURE	RESPONSIBILITY
M	By Year 2	<ul style="list-style-type: none"> Regular funding from Cairde Chorcaí for Cork teams. 	CEO/ Treasurer, Finance Committee, Cairde Chorcaí

Section 7

WHAT NOW?



As pointed out in earlier sections, there are a number of challenges constantly facing Cork football. Some of these inherent issues will continue to exist in the future but it is the hope that the implementation of many of the recommendations outlined in this strategy document would minimise their influence. Other recommendations, if enacted, we believe, would drive immediate change. It is this desire for change that many stakeholders cited when consulted about their personal perspectives on football in our county. However, change comes with consequences such as new approaches or new structures. This document certainly plots out a new direction for our county and indicates where we believe change is necessary. It provides a role for all of us and the nursery coach is as important as the CEO in playing their role in the overall plan.

Cork football needs us all. This plan is as much a call to arms to Cork Gaels as it is a strategy document. Imagine what we could achieve if we all combined our resources and moved away from operating as individual silos dotted around the county. Imagine if we decided that we would break the mould and provide all structures and agencies within our county with a coherence and a co-ordination unrivalled in the GAA. Imagine if we were to create a positivity around Cork football that has been sadly absent in the recent past. To achieve these and the other desired outcomes contained within this plan will require resources, huge work and change. As the biggest and most successful GAA county in Ireland, co-ordinating resources and hard work should not frighten us. The litmus test for the future health of Cork football is simply how much change we are willing to accept. This is ultimately where this plan will succeed or struggle. The choice is ours; how great do we want to be?

Appendix A

CORK FOOTBALL SUB-COMMITTEE TERMS OF REFERENCE

1. The sub-committee is to be chaired by the County Chairperson, who will appoint three other members, each to have a significant knowledge of/involvement in Cork football.
2. The sub-committee will have a three-month reporting timeframe from the date of its initial meeting.
3. The sub-committee will report to the County Board and its Executive through the County Chairperson.
4. The purpose of the sub-committee is to develop a long-term plan for Cork football with the ultimate goal of ensuring that Cork have the potential to win an All-Ireland title in all grades of inter-county football in any given year; and to increase the frequency with which such titles are won.
5. The plan should include (but is not limited to) the following key objectives:
 - a. Improving the standard of football played in Cork, both at club and county level;
 - b. Improving the standard of football coaching in Cork, both at club and county level;
 - c. Increasing the competitiveness of club championships in Cork, particularly the County Senior Football Championship;
 - d. Ensuring a clear player development pathway for inter-county players;
 - e. Increasing support for Cork football teams and the overall perception of Cork football.



Appendix B

RESULTS 2014 -2018

2014 LEAGUE RESULTS

Team	Pld	W	D	L	PF	PA	PD	Pts
Cork	7	5	1	1	142	124	18	11
Mayo	7	4	1	2	148	133	15	9
Derry	7	4	1	2	130	115	15	9
Dublin	7	4	1	2	126	118	8	9
Tyrone	7	3	2	2	140	135	5	8
Kerry	7	3	0	4	123	112	11	6
Kildare	7	2	0	5	137	143	-5	4
Westmeath	7	0	0	7	84	151	-67	0

Team 1	Score	Score	Team 2	Comment
Cork	0-18	0-10	Westmeath	
Cork	0-16	1-12	Kildare	
Dublin	0-18	1-17	Cork	
Cork	2-18	3-14	Derry	
Mayo	4-12	2-14	Cork	
Cork	2-14	0-20	Tyrone	
Kerry	1-11	2-18	Cork	
Dublin	2-20	2-13	Cork	Semi Final

2014 CHAMPIONSHIP RESULTS

Time	Team 1	Score	Score	Team 2	More
19:00	Cork	0-16	1-11	Tipperary	Semi Final
14:00	Kerry	0-24	0-12	Cork	Final
17:00	Cork	0-21	1-11	Sligo	Round 4A
16:00	Mayo	1-19	2-15	Cork	Quarter Final

2015 LEAGUE RESULTS

Team	Pld	W	D	L	Pts
Cork	7	5	0	2	10
Dublin	7	4	1	2	9
Monaghan	7	4	0	3	8
Donegal	7	3	1	3	7
Mayo	7	3	1	3	7
Kerry	7	3	1	3	7
Tyrone	7	1	3	3	5
Derry	7	1	1	5	3

Team 1	Score	Score	Team 2	Comment
Cork	1-15	0-16	Dublin	
Monaghan	1-16	2-14	Cork	
Donegal	0-12	1-08	Cork	
Cork	3-17	2-09	Kerry	
Tyrone	2-10	0-17	Cork	
Cork	2-07	0-12	Mayo	
Derry	2-15	1-11	Cork	
Donegal	0-19	4-11	Cork	Semi Final
Dublin	1-12	2-7	Cork	Final

2015 CHAMPIONSHIP RESULTS

Team 1	Score	Score	Team 2	More
Clare	1-8	1-20	Cork	Semi Final
Kerry	2-15	3-12	Cork	Final
Kerry	1-11	1-6	Cork	Replay
Kildare	1-21	1-13	Cork	Round 4A

2016 LEAGUE RESULTS

Team	Pld	W	D	L	Pts
Dublin	7	7	0	0	14
Kerry	7	5	0	2	10
Roscommon	7	4	0	3	8
Donegal	7	3	0	4	6
Mayo	7	3	0	4	6
Monaghan	7	3	0	4	6
Cork	7	3	0	4	6
Down	7	0	0	7	0

Team 1	Score	Score	Team 2
Cork	1-18	0-12	Mayo
Donegal	2-14	1-7	Cork
Cork	3-10	4-25	Roscommon
Dublin	2-14	2-10	Cork
Cork	1-20	1-13	Monaghan
Cork	0-12	1-7	Down
Kerry	0-20	1-12	Cork

2016 CHAMPIONSHIP RESULTS

Team 1	Score	Score	Team 2	More
Tipperary	3-15	2-16	Cork	Semi Final
Limerick	0-10	2-12	Cork	Round 2
Longford	1-06	2-09	Cork	Round 3
Donegal	0-21	1-15	Cork	Round 4

2017 LEAGUE RESULTS

Team	Pld	W	D	L	Pts
Galway	7	5	1	1	11
Kildare	7	5	0	2	10
Meath	7	4	1	2	9
Cork	7	2	3	2	7
Clare	7	2	1	4	5
Down	7	2	1	4	5
Derry	7	2	1	4	5
Fermanagh	7	2	0	5	4

Team 1	Score	Score	Team 2
Galway	0-14	1-11	Cork
Kildare	1-14	1-8	Cork
Cork	1-14	0-9	Fermanagh
Clare	2-11	0-9	Cork
Cork	0-18	1-15	Meath
Derry	2-10	0-20	Cork
Cork	1-10	0-13	Down

2017 CHAMPIONSHIP RESULTS

Team 1	Score	Score	Team 2	More
Waterford	1-11	1-12	Cork	Quarter Final
Cork	1-10	1-9	Tipperary	Semi Final
Kerry	1-23	0-15	Cork	Final
Mayo	0-27	2-20	Cork	Round 4 (AET)

2018 LEAGUE RESULTS

Team	Pld	W	D	L	Pts
Cavan	7	5	1	1	11
Roscommon	7	5	1	1	11
Clare	7	3	2	2	8
Tipperary	7	3	1	3	7
Meath	7	3	1	3	7
Cork	7	3	0	4	6
Down	7	3	0	4	6
Louth	7	0	0	7	0

Team 1	Score	Score	Team 2
Cork	1-16	3-16	Tipperary
Down	0-10	1-13	Cork
Cork	2-11	0-10	Louth
Cork	0-11	0-14	Cavan
Meath	1-15	2-16	Cork
Cork	0-12	0-14	Clare
Roscommon	0-17	1-11	Cork

2018 CHAMPIONSHIP RESULTS

Team 1	Score	Score	Team 2	More
Tipperary	0-9	1-17	Cork	Semi Final
Cork	2-4	3-18	Kerry	Final
Tyrone	3-20	0-13	Cork	Round 4

Appendix C

COUNTY SUB-COMMITTEES 2018

Coiste Bainisti - Tracey Ní Chinneide (*Cathaoirleach*), Proinnsias Ó Murchú (*Runai*), Caoimhín Ó Donnabháin (*Leas - Cathaoirleach*), Diarmuid S. Mac Gabhann, (*Cisteoir*), Dónal O Laocha (*O.C.P.*), Pdraig O hArgáin (*Oifigeach Forbartha*), Rónán Ó Duáin (*Oifigeach Oiliúna*), Diarmuid Breatnach (*Oifigeach Gaeilge/Cultur*), Deasún O'Cuileannáin (*Oifigeach Leanai*), Diarmuid Ó Donnabháin (*Riarthior Sinsear*), Nollaig Ó Ceallacháin, Eamonn Ó Laidí, Sean Ó Crion, Ristead Mac Gearailt.

C.C.C. – Caoimhín Ó Donnabháin (*Cathaoirleach*), Tracey Ní Chinneide, Proinnsias Ó Murchú, Diarmuid S. Mac Gabhann, Dónal O Laocha, Diarmuid Ó Donnabháin, Ristead Mac Gearailt, Gearóid Ó h-Urdail.

HEARINGS

County - Briain de Baroid (*Cathaoirleach*), Liam Ó Rinn (*Leas Cathaoirleach*), Briain Ó Lochlainn (*Runai*), Proinnsias Mac Carthaigh, Sean O Tuama, Roibeard Ó Riain, Breandán Ó Drisceoil, Diarmuid Ó hEochaidh, Mícheál Ó Broin, Dónal Mac Suibhne, Dónal Ó Murnáin, Ristead Ó Murchú, Deaglan Breatnach.

North - Seán Mac Suibhne (*Cathaoirleach*), Seán de Barra (*Leas Cathaoirleach*), Donal Ó Laocha (*Runai*), Mícheál Ó Liathain, Tomás Breathnach, Peadar Ó hOgain, Liam Ó Muinneacháin, Pdraig P O Murchu

South - Seán Ó Dioluin (*Cathaoirleach*), Mícheál Beecher, (*Leas Cathaoirleach*), Donal Ó Conchubhair (*Runai*), Diarmuid Ó Coileain, Proinnsias Ó Longaigh, Seán A. Ó Tuama, Sean MacCarthaigh.

Coiste Forbartha - Pdraig Ó hArgáin (*Cathaoirleach*), Éamonn Ó Leandí, Ciaran Mac Cana, Ciarán Ó Léineacháin, Mícheál Ó Broin, Nollaig Ó Ceallacháin, Ristead Ó Murchú, Gearóid Ó Laighin.

Coaching - Rónán Ó Duáin (*Oifigeach Oiliúna as Cathaoirleach*), Caoimhín Ó Ceallacháin, (*Games Manager as Rúnaí*), Conchúr Ó Cuanacháin, Seán Ó Cléirigh, Deasún Ó Cuileannáin, Pdraig Ó Riain.

Coiste Chaidreamh - Dónal Ó Laocha, (*Cathaoirleach*) Toirealach Ó Brádaigh, Mícheál Ó Murchú, Mairtina Uí Bhroin, Seosamh Ó Ciniféic, Seán Mac Amhlaoibh, Seán Suipéil, Caoimhín Ó Murchú, Mícheál Ó Buachalla, Cian Ó Briain, Seamus Ó Conchúir, Maire Ní Dheargáin, Donncha Ó Muirthuille, Rúairí Ó Riain, Rúairí Ó Nuanáin, Seosamh de Bláca, Ciaran O Riogáin.

Coiste Gaeilge/Cultúr - Diarmaid Breatnach (*Cathaoirleach*), Bibi Baskin, Donncha Ó Céileachair, Seán Ó Deargáin, Diarmuid Ó Donnabháin, Diarmuid Ó Dubhda, Gearóid Ó hÉaluighthe, Liam Ó Laochda.

IT Committee - Strategic Group – Toirealach Ó Brádaigh, Seán Mac an Ultaigh, Mícheál Mac Craith, Eoin Ó Maolagáin, Dónal Ó Laocha.

Coiste na Leanai - Deasún O'Cuileannáin, (*Cathaoirleach*), Sean O Puirseil, Riobead O Brosnacháin, Nollaig O Ceallacháin, Mícheál O Broin, Ronan Ó Duáin, Eamonn O Murnáin.

Health & Wellbeing - Deasún O Cuileannáin, Janice Ní hArreachtáin, Majella Ní Chainte, Sinéad Ni Chrualaoi, Caoimhín O Ceallacháin, Diarmuid O Drisceoil, Ronan Duáin, Éamonn O Murnáin, Ceith Ricken.

Fixture Planner - Diarmuid Ó Donnabháin, Caoimhín Ó Donnabháin.

Referee's Administration - Gearóid Ó h-Urdail (*Cathaoirleach*), Bearnárd Ó Corcoráin, Aubert Ó Tuama, Stiofaín O Loingsigh, Donal Mac Carthaigh, Diarmaid O Briain, Pdraig Ó Neill, Mícheál Ó Murchú.

Strategic Plan Implementation Committee – Pdraig Ó hArgáin (*Cathaoirleach*), Diarmuid Ó Donnabháin (*Rúnaí*), Donal Ó Laocha, Deasún Ó Cuileannáin, Caoimhín Ó Donnabháin, Diarmuid Mac Gabhann, Rónán Ó Duáin, Diarmuid Breatnach.

Pairc Uí Chaoimh Games Committee - Mícheál O Broin (*Cathaoirleach*), Éamonn Ó Leandí, Ciaran Mac Cana, Ristead Ó Murchú, Gearóid Ó Coileain, Briain Ó Lochlainn, Diarmuid S. Mac Gabhann,

COISTE NA NÓG

Coiste na nÓg/Youth - Seán Ó Puircéil (*Cathaoirleach*), Gearóid Ó hÉaluighthe (*Leas Cathaoirleach*), Séamus S. Ó hÉaluighthe (*Rúnaí Admin*), Eoghan Ó Concubhar (*Cisteoir*), Séamus Ó Murchú (*Cisteoir Cúnta*), Rúairí Ó Nuanáin (*PRO*), Cian Ó Briain (*IT*), Gearóid Ó hÉaluighthe (*Oifigeach Cúlúra*), Daithi MacCarthaigh (*Rúnaí na Reiteoirí*), Seamus Ó Concubhar (*Sciath na Scol*), Pádraig Ó Palmer (*Rep PPS*), Caoimhin Ó Ceallacháin (*Bainisteoir na gCluichí*), Mairtín Ó Briain (*Reig Lárnach Rep*), Deiric Ó Conghaile (*Reig Thoir Rep*), Nollaigh Ó Neill (*Reig Thuaidh Rep*), Aodán Ó Ruairc nó Eamonn Ó Maoldomhnaigh (*Reig Thiar Rep*), Rónán Ó Duáin (*Oifigeach Oilíúna*), Deasún Ó Cuileannáin (*Oifigeach Leanaí*).

Coiste na nÓg – Lárnach – Míchéal Ó Mathúna (*Cathaoirleach*), Diarmuid Breathnach (*Leas Cathaoirleach*), Donal Ó Laoire (*Rúnaí*), Traolach Ó Bradaigh (*Cisteoir*), Mairtín Ó Briain (*Cisteoir Cúnta*), Sean O Deargáin (*Oifigeach Cúlúra*), Bearnárd Ó Corcoráin (*Rúnaí na Reiteoirí*).

Coiste na nÓg – Thoir – Sean O Tuathaigh (*Cathaoirleach*), Gearoid Ó Buachain (*Rúnaí*), Deiric Conghaile (*Runai na gCluichi*), Micheal Mulry (*Cisteoir*), Pol MacCarthaigh (*Rúnaí na Reiteoirí*).

Coiste na nÓg Thiar – Caoimhín hUaithne (*Cathaoirleach*), Feargal Uí Ceochain (*Leas Cathaoirleach*), Eamonn Ó Maoldomhnaigh (*Rúnaí Admin*), Seosamh Ó Ceallaigh (*Runai Fixtures*), Fachtna MacCarthaigh (*Cisteoir*), Seosamh Ó Ceallaigh (*PRO*), Liam MacCoitir (*Rúnaí na Reiteoirí*).

Coiste na nÓg Thuaidh - Seán MacAmbhlaoibh (*Cathaoirleach*), Ciaran O Luinneachain (*Leas Cathaoirleach*), Peadar Mac Uait (*Runai*), Nollaigh Ó Neill (*Cisteoir*), Pádraig Ó Mathúna (*Cisteoir Cúnta*), Donal MacGiollanarth (*IT*), Micheal O Siochain (*Rúnaí na Reiteoirí*).

Coiste Grádú Neamhspléach an Chontae - Donncha Ó Tuama, Ian Mac Alastair, Niall Cinnific, Seosamh Ó Madáin, Ursula Ni hAonghusa, Seosamh Ó Ceallaigh.

Transfer Adjudication Committee of Coiste na nÓg 2018: Donncha Ó Tuama, Niall Ó Cinnific, Donal Ó hÉigeartaigh, Aodhán Ó Ruairc.

Coiste Iarbhunscoileanna Chorcaí (Post-Primary Schools) – Séan Ó Brien (*Cathaoirleach*), Éadbhard Ó Cróinín (*Rúnaí*), Pádraig Palmear (*Leas Cathaoirleach*), Liam Ó Dúgáin (*Cisteoir*), Niall Ó Chaóimh (*Oifigeach Seirbhíseach*).

An Bórd Stiúrtha na dTeach Ghnótha (Inter-Firm Bóard) – Tomás Ó Dálaigh (*Uachtarán*), Peadar Ó Duinneacha (*Cathaoirleach*), Seosamh Ó Murchu (*Runai/Clarathóir*), Dónal MacCarthaigh (*Leas-Cathaoirleach*), Cónrad Ó Dónabháin (*Cisteoir*), Peadar Ó Duinneacha (*PRO*).

Coiste Liathróid Láimhe (Handball) – Sean Ó hEideagin (*Cathaoirleach*), Mairead Breathnach (*Runai*), Gearóid Ó Murchu (*Leas Cathaoirleach*), Peadar Ó Duinneacha (*Cisteoir*), Micheál Ó Chaóimh (*Runai Óige*), Crióstór Ó Muirthille (*Clarathóir*), Dale Ó Cíósóg (*Oifigeach Óige*), Pádraig Mac Fhlannchaidh (*Oifigeach Fórbarta*), Irene Ni Siócháin (*Oifigeach Leanaí*), Peadar Ó Duinneacha (*PRO*).

Coiste Sciath na Scol 2018/19 – Jim Turner (*Uachtarán*), Diarmuid Breathnach, Liam Mac an Mhaoir, Antóin Ó Fearghail (*Leas Uachtarán*), Daithí Ó Coileáin (*Cathaoirleach*), Deaglán Deargáin (*Leas Chathaoirleach*), Mairead Ní Cheallacháin (*Rúnaí*), Sarah Clinch/Mairead Farrell (*Rúnaí Cúnta*), Cathal O Murchú (*Rúnaí Cúnta: Mini Sevens*), Niamh O'Sullivan (*Rúnaí Cúnta: Equipment*), Marc Ó Drisceoil (*Rúnaí Cúnta: Indoor Games*), Liam Breathnach (*Cisteoir*), Niamh O'Sullivan (*Leas Chisteoir*), Seamus Ó Concubhair (*Oifigeach Chaidrimh Poiblí*), Damien Irwin (*Oifigeach Forbortha*), Antóin Mac Suibhne (*Liathroid Láimhe*), Antóin O Fearghail (*Liaison officer*), Assumpta Ní h-Úllacháin (*Riarthóir*).

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This process has made it overtly obvious to us that there is undeniable passion in our people. It is now the job of Cork football to harness this passion and become the vehicle for our people to understand our past, look forward to our future but most importantly, to express our uniqueness and celebrate our sense of 'Corkness'.

PHOTOGRAPH CREDITS

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