



GAA SOCIAL INITIATIVE

PROJECT SUMMARY



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WHAT IS THE GAA SOCIAL INITIATIVE?

The mission of the GAA Social Initiative is to make clubs more age-friendly, by increasing the participation of older members of society, with a focus on older men, through events specifically designed to enrich their lives and respect the important contribution they have made and can continue to make to community life.

The GAA's mission statement states: "The GAA is a community based volunteer organisation promoting Gaelic Games, culture and ***lifelong participation***". For many age-groups, our games can meet their participation needs, however, as an adult gets older their needs increase while participation opportunities diminish. The reality is that many fall away from their GAA club and the connection with what once was an integral part of their lives dwindles. This can in turn lead to less engagement with their community as a whole. The GAA is committed to reversing this trend through the Social Initiative.

The Community and Health Department is seeking to increase awareness of and engagement with the GAA Social Initiative. The aim is to re-engage these members back into their GAA club and community through the growing network of County Health and Wellbeing Committees and Club Health and Wellbeing Officers.

We want to have a Social Initiative in every club, for older members who have dedicated years of service to their GAA club and community.

Social Initiative Relaunch

The perfect opportunity to launch the Social Initiative in your club/county.

We are giving the opportunity to come to Croke Park for a guided tour of the stadium, with a meal afterwards overlooking the pitch. All at a discount rate. (Min. 20 participants)

Tour - €6.50 per person

Meal - €10 per person

If you would like to learn further contact Ronan Flynn – National Social Initiative Coordinator

Email: ronan.flynn@gaa.ie or Telephone: +353 (0) 1 819 2352

Contact the Croke Park museum – Gemma Sexton Museum Tours Manager:

Email: gsexton@crokepark.ie Telephone: +353 (0) 1 819 2374

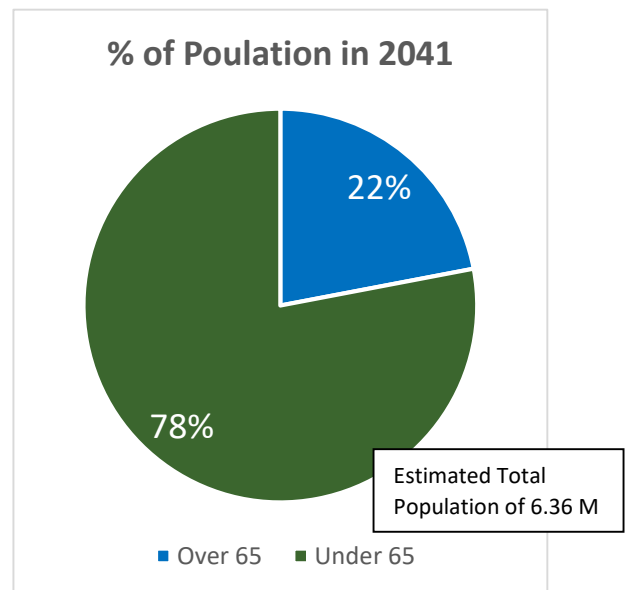
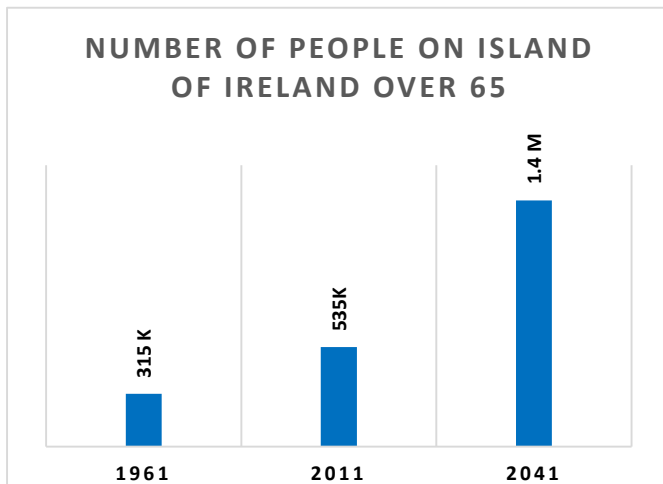
Please share with us your ideas of what you would like to see in the new Social Initiative or perhaps share examples of what your club is already doing for its older members.

Continue to check out GAA.ie/community to keep updated with new events and upcoming developments for the Social Initiative.

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Ireland's Aging Population:

We are all aware that people are now living longer, mainly due to medical scientific advancements and the population of people 65 and over on the island of Ireland is growing yearly. Census figures report:



We have to all be aware that our aging population is growing – the Social Initiative is one way that your club can help meet their needs in your community.

