



Annual Report
for the Irish Sports Council
GAA Games Development 2014



Foreword

At a Forum held in Croke Park in June 2014 over 100 young people aged 15 – 19 were asked to define in one word what the GAA means to them. In their words the GAA is synonymous with 'sport', 'parish', 'club', 'family', 'pride', 'passion', 'cultúr', 'changing', 'enjoyment', 'fun', 'cairdeas'. Above all these young people associated the GAA with the word '**community**'. At its most fundamental level GAA Games Development – through the synthesis of people, projects and policies – provides individuals across Ireland and internationally with the opportunity to connect with, participate in and contribute as part of a community.

The nature and needs of this unique community is ever-changing and continuously evolving, however, year upon year GAA Games Development adapts accordingly to ensure the continued roll out of the Grassroots to National Programme and the implementation of projects to deliver games opportunities, skill development and learning initiatives. As recognised by Pierre Mairesse, Director General for Education and Culture in the European Commission, these serve to 'go beyond the traditional divides between sports, youth work, citizenship and education'.

2014 has been no exception to this and has witnessed some important milestones including: 89,000 participants at Cúl Camps, the introduction of revised Féile competitions that saw the number of players participating in these tournaments increase by 4,000, as well as the first ever National Go Games Week - an event that might have seemed unlikely less than a decade ago. This report provides further insight into these milestones as well as the many other important activities undertaken under the auspices of the Grassroots to National Programme during 2014.

These achievements are due in no small part to the support of the thousands of volunteers, who strive to achieve the goal of providing games opportunities to all those who wish to play Gaelic Games - a volunteer corps that is unparalleled by any other sporting organisation in Ireland and is invaluable in ensuring the successful growth of our games into the future.

Additionally, it is important to acknowledge the tremendous work undertaken in every Province and County by the Association's Games Development Personnel – Games Development Managers, Games Development Administrators and Games Promotion Officers. These individuals work hard to deliver upon the key areas of the Grassroots to National Programme and to create a climate in which the synthesis of people, projects and policy can be optimised for maximum impact.

The task at hand is not always easy but the combined efforts of volunteers and personnel alike means that GAA Games Development is progressive, innovative and continues to go from strength to strength in order to ensure that thousands of children, young people and adults are afforded an opportunity to come together as a community and to 'Play to Stay with the GAA'.

Pat Daly,
GAA Director of Games Development & Research
January 2015

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Introduction

GAA Games Development aims to positively impact and inform the lives of the GAA's members and communities nationwide through development, research and innovation that:

- maximises participation;
- optimises performance;
- embeds a culture of Applied Lifelong Learning (ALL).

These objectives are delivered upon under the aegis of the Grassroots to National Programme (GNP), which encapsulates the GAA's Games Development ethos, structures and activities thereby ensuring that the GNP is recognised both nationally and internationally as a values-laden and organisationally effective model of best practice.

This annual report to the Irish Sports Council provides an overview of the activities delivered at Child, Youth and Adult level during 2014. The infographic on page 4 provides a statistical summary of the activity levels across the key areas of the GNP. Subsequently each of the key areas are reviewed as part of the report, including:

- Games Opportunities
- School Initiatives
- Camps
- Talent Academies
- Learning & Development

For each of these areas the core rationale underpinning the respective projects and policies are outlined and a number of best practice case studies from all four Provinces are provided.

In addition to this, the report provides a synopsis of Hurling Development including the progressive steps that have been taken to support the delivery and promotion of activities and initiatives to strengthen Hurling Development in Tier 2, Tier 3 and Tier 4 Hurling Counties.

Furthermore, a summary of Games Development activities in Dublin is provided with a number of case studies showcasing the on-going GAA activity delivered by Games Development personnel in Ireland's most populous county.

In conclusion, the report outlines the key priorities for Games Development in 2015. These priorities have been determined in line with the overall strategic vision and values for Games Development, which will ensure in the coming years that Games Development continues to operate to:

- provide and promote a holistic approach to the development, health and well-being of all individuals including players, coaches and administrators;
- establish and embed a culture of Applied Lifelong Learning (ALL);
- respect and reflect optimisation between national objectives and localised needs;
- develop and disseminate effective practices and processes in terms of organisation, governance, planning and implementation;
- adopt and adapt to the latest developments in technology and innovation.

OVERVIEW



508,936 MEMBERS

334,339 PLAYERS

14,789 YOUTH TEAMS

1,304 U.21 TEAMS

3,996 ADULT TEAMS

1,500 JUVENILE CLUBS

201,818 GAA MEMBERS (aged 8-18)

3,981 PRIMARY SCHOOLS

691,196 PRIMARY SCHOOL PUPILS

931 POST PRIMARY SCHOOLS

509,725 POST PRIMARY SCHOOL PUPILS



CHILD



1,051 12 CROKE PARK GO GAMES DAYS
CÚL CAMPS

89,027 PARTICIPANTS
7,222 CHILDREN

48% OF PRIMARY SCHOOLS WITH A CLUB/SCHOOL LINK.
1,913 SCHOOLS

1,381 CLUBS 92% completing GO GAMES BLITZ PROGRAMMES at U.7; U.9 & U.11

1,794 PRIMARY SCHOOLS
45% completing HURLING GO GAMES BLITZ PROGRAMMES

2,699 PRIMARY SCHOOLS
68% completing FOOTBALL GO GAMES BLITZ PROGRAMMES

2,890 PRIMARY SCHOOLS
73% with a GO GAMES COACHING PROGRAMME

109 No. of GO GAMES REFEREE COURSES



YOUTH



15 LENOVO SKILLS HUBS  88 PARTICIPANTS

2014 FÉILE TOURNAMENTS **14,760** PLAYERS

13% OF POST PRIMARY SCHOOLS WITH A CLUB/SCHOOL LINK  **121** POST PRIMARY SCHOOLS

55% OF CLUBS completed SUPER GAMES BLITZ PROGRAMMES  **828** CLUBS

330  POST PRIMARY SCHOOLS

35% OF POST PRIMARY SCHOOLS completing SUPER GAMES BLITZ PROGRAMMES

TALENT ACADEMY FOOTBALL

85 U.14 SQUADS
2,709 PLAYERS

54 U.15 SQUADS
1,795 PLAYERS

48 U.16 SQUADS
1,510 PLAYERS

28 U.17 SQUADS
955 PLAYERS

TOTAL NO. of SQUADS **215**
TOTAL NO. of PLAYERS **6,969**

TALENT ACADEMY HURLING

62 U.14 SQUADS
1,959 PLAYERS

39 U.15 SQUADS
1,257 PLAYERS

50 U.16 SQUADS
1,322 PLAYERS

15 U.17 SQUADS
486 PLAYERS

TOTAL NO. of SQUADS **166**
TOTAL NO. of PLAYERS **5,024**

ADULT



445

FOUNDATION COURSES

147 AWARD 1 COURSES

29 AWARD 2 COURSES

116 ONLINE FOUNDATION COURSES

24 ONLINE WORKSHOPS

1,374
CLUBS
COACHING OFFICERS

240  COACH ED. TUTORS





Section I: Games Opportunities

Section 1: Games Opportunities

The rationale underpinning Games Opportunities is that players are provided with a schedule of age appropriate meaningful games – pre-planned and varied – which have regard for their developmental needs and differing levels of competitive ability as determined on the basis of maturational readiness. The games are complemented by a series of Skill Development initiatives, whereby players' needs are met, on an incremental basis, through a series of activities which are organised and promoted through clubs and schools.

Core activities arising within this key project area include:

- Have-a-Ball (Nursery) Programme (ages 4 – 6)
- Go Games Blitzes (U.7; U.9; U.11)
- Super Games Blitzes (ages 13 – 17)

The following case studies from across the country provide a snapshot of the types of initiatives that occur within this key project area:

Have-a-Ball (Nursery) Programme – Sligo

The Have-a-Ball (Nursery) Programme is a series of fun-based exercises to develop movement skills for children aged 4 - 6 years old. These skills form the basis for the later development of the specific skills of Hurling and Gaelic Football and the Programme is delivered in both clubs and schools. In recent years, the roll-out of the Have-a-Ball Programme has been facilitated by the design of specific hand/eye coordination equipment packs – including reaction balls, balance balls, foam balls, bean bags etc. The purchase and distribution of these packs was supported directly by ISC funding.

In 2014, Sligo Games Development ran an incredibly successful Have-a-Ball Programme with 16 of the county's 24 clubs. The Programme was run within each club for a 6 week period and focused on delivering activity to children, aged 4 to 6, for one hour a week in order to improve their bi-lateral coordination (BLC) and fundamental movement skills (FMS).

The sessions lasted between 45-60 minutes and at the outset each child was provided with a ball which was used as part of a fun warm-up routine. After this the children were split into smaller groups and each group was assigned to a particular station that was manned by a number of coaches and parents. Every 2 to 3 minutes the head coach alternated the activity, the head coach explained and demonstrated the activity before the coaches and parents at each station then ran the activity with the children. The activities at

each station lasted no more than 2 or 3 minutes in order to retain the children's attention but were carefully designed and selected to focus upon improving BLC and FMS on a needs basis.

For the initial three weeks the Programme was delivered by a member of the Games Development staff with the assistance of coaches and parents in the club. During this period personnel organised and ran the session using the opportunity to show the coaches and parents various fun routines, basic drills and ball sense activities. For the subsequent three weeks the coaches and parents organised and ran the Programme with the personnel operating in a supervisory capacity and providing mentoring support to the club. After the 6 weeks the clubs were encouraged to continue the Programme and were provided with a hand/eye coordination equipment pack in order to assist them to do so.

The reaction and engagement by clubs, coaches, parents and the children themselves has been incredibly positive. The rate of improvement in terms of BLC and FMS was significant and personnel and parents alike also noted the tremendous growth in the confidence of the children over the course of the 6 weeks. Sligo GAA intends to continue the Programme in 2015 with a view to introducing it to the remaining clubs in the County as well.

Go Games Week - Nationwide

Over a decade ago, the Association introduced Go Games (i.e. small-sided developmental games at U.7, U.9 and U.11 age grades where all participants get to 'have a go for the full game') as best practice at Child level and subsequently enshrined Go Games in Rule. In promoting the concept of Go Games as early as 2004 the GAA proved to be ahead of many of its sporting counterparts both nationally and internationally, which reflects the forward-thinking and innovative nature of GAA Games Development.

Ten years after the introduction of Go Games, 2014 witnessed the first ever 'National Go Games Week' (April 14th – 20th) that celebrated the participative ethos of Go Games i.e. that 'Every Child gets a Go' and served to mark the start of the Go Games playing season.

Teams from every county were invited to GAA headquarters on Monday 14th April to participate in a National Blitz Day, with over 1,000 children receiving the opportunity to 'have a go' and play on the hallowed ground of Croke Park. Subsequently, a centralised Go Games Blitz Day was organised in each County by Games Development personnel.

The blitzes at national and county level were given great coverage in the media - including a photo of the placard made by Meath Games Development that went viral, thereby highlighting the key messages of Go Games. Furthermore, an information video was prepared and is now shown at half-time during all games at Croke Park. (<https://www.youtube.com/watch?v=i-nAyb3FUP4&feature=youtu.be>). On foot of such positive initiatives it can only be hoped that Go Games will continue to go from strength to strength.

Go Games “Monster” Blitzes – Cork

Each county organises and runs Go Games Blitzes in a manner that addresses the specific needs of that county e.g. geographical, demographic etc. An example of a Go Games Blitz Programme that has been designed to address county-specific needs is the ‘Monster Blitzes’ run in Cork.

For a number of years Cork Games Development organised Club Go Games Blitz Programmes on the basis of grouping 4 clubs together, with each club within the group hosting a Blitz day. While this approach ensured that clubs would get a minimum of 4 blitz days it was felt by Cork Games Development that there was an opportunity to increase networking opportunities, to diversify the opposition and to increase the number of blitz days. On the basis of this the ‘Monster Blitzes’ were first introduced.

The Monster Blitzes are blitz days run every Saturday from 10am to 12pm in 8 centralised venues within the various Divisions in Cork from March to October. At each venue blitzes are run for U.8s and U.10s and each age grade receives an opportunity to participate in 1 Hurling blitz day and 1 Gaelic Football blitz day per month. 2 venues also organise U.9 blitzes in order to cater for the larger urban clubs in Cork. As a result of this, over the course of the Monster Blitzes, clubs receive an opportunity to participate in 8 Hurling blitz days and 8 Gaelic Football blitz days at U.8, U.9 and U.10 age grades as appropriate.

Cork Games Development personnel are responsible for the organisation and operation of the Monster Blitzes. In February personnel run a workshop at local level for club coaches at U.8 – U.10 age grades in order to assist and support them to plan and run age-appropriate coaching sessions. Once the Monster Blitzes commence in March personnel, on a weekly basis, will issue a text to the coaches in the clubs informing them of the details of the up-coming blitz day on the following Saturday and inviting them to submit details of how many teams will be attending from each club. This approach allows for clubs to enter multiple teams which caters particularly for the larger clubs. Personnel also coordinate the fixtures schedule on the blitz days ensuring that each team receives three games during the course of the morning. The games were traditionally refereed by adults, but increasingly Transition Year students who have been trained by Games Development personnel are being deployed to referee blitzes – providing them with an opportunity to develop as referees as well as to link in with their club. In addition to this, the blitz days provide personnel with the opportunity to monitor club teams and coaches and to identify where additional support might be required in any given club. The Monster Blitzes culminate in a ‘Finals Blitz Month’ during October where every child who plays receives a medal that is presented to them by an Inter-County player.

The benefits of the Monster Blitzes are obvious in terms of an increased number of blitzes for all players as well as varied opposition and networking opportunities. It also showcases how counties have adopted and adapted the Go Games Blitz Programme to ensure maximum impact having regard for localised needs. Most importantly initiatives such as this provide children with personal fulfilment and a general sense of well-being in addition to parents being able to plan as they know what’s on, when it’s on and where it’s on.

Super Games Centres – Nationwide

For any organisation it can be difficult to keep up with change and innovation, let alone stay ahead of the curve. However, Games Development is committed to evolving, adapting and trying different approaches to ensure that the Association maximises participation at all age grades. The establishment of GAA Super Games Centres in 2014 is one such initiative.

In conjunction with the University of Stirling, GAA Games Development is currently conducting research into youth drop-out in GAA sport through a PhD study. The overall objective of the PhD research study is to pilot a GAA games-based offering that positively impacts upon players' motivation to play to stay with the GAA.

Phase 2 which commenced in September 2014 involved the implementation of practical interventions using the Super Games Blitz model. Super Games is a series of small-sided competitive games, which are youth-centred and 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. Games opportunities are delivered under the auspices of Games Development in key participation hives, called GAA Super Games Centres, which are located in 10 venues across each of the Provinces.

As of December 2014 a total of 321 players nationwide had participated in the pilot with an average retention rate of 58%. Of the players who have participated in activities at the various Centres 62% are already members of a GAA club while 38% are not affiliated to a GAA Club. Furthermore, the largest participation rates have been recorded in the following four Centres – Laois, Dublin, Kildare and Sligo.

Data collection is a key element of the intervention and as of December 2014 a total of 36 data collection visits had been undertaken with 260 participants completing questionnaires. The information collated via the questionnaires will help to determine important factors in terms of player recruitment and retention thereby enabling the Association to develop bespoke programmes that will maximise impact in terms of same. Phase 2 of the study will be completed by April 2015 after which the findings will be analysed and published.

Regional U.14 and U.16 Games Opportunities – Longford

While much time and consideration is given to the challenges for sport arising from urbanisation in modern Ireland, often the impact of depopulation on rural Irish towns and parishes can be overlooked. Rural depopulation and urbanisation are two sides of the same coin and both require progressive thinking that goes beyond the traditional approach in order to address a modern challenge in a modern manner. The unique situations being tackled by Games Development personnel in some of Ireland's more sparsely populated counties have led to the innovation of Gaelic games activity in these

counties. Longford is a county that has introduced a new regionalised format for games in order to ensure quality and meaningful playing opportunities for their youth players.

Due to the population of the county it can be challenging for many clubs to field 15-a-side youth teams that can play quality and meaningful games at a competitive level. This reality can adversely impact upon the skill development of many of the county's young players and was identified as an issue by the county's Games Development personnel and Talent Academy coaches.

In 2013, Longford Games Development personnel – in conjunction with the county's Talent Academy coaches – decided to trial an U.14 regionalised tournament in October. The purpose of the tournament was to provide players, who might otherwise be playing on 13-a-side teams or not receiving competitive games at 15-a-side, with an opportunity to play quality 15-a-side football thereby developing their technical, tactical and team-play skills. The timing of the tournament was also crucial given the lull in club, Post Primary and Talent Academy activities and fixtures during the month of October.

Drawing upon the existing pool of 50 players in the U.14 Talent Academy squads and inviting an additional 30 club and school players to participate, the county were able to create 4 panels of 20 players each. Over the course of four weeks during October, two games per evening were played under floodlights, rotating from venue to venue on a weekly basis. As part of this every team received an opportunity to play against each other with Cup and Shield Finals being held as the culmination of the event.

Due to the initial success in 2013, the tournament was extended to include both U.14 and U.16 age grades in 2014 thereby providing 15-a-side games opportunities to 160 players. At U.14 level only players in their final year at U.14 age grade were invited to participate, while at U.16 level both U.15 and U.16 players participated with representation from every juvenile club in Longford. Once again the tournament ran over the course of four weeks rotating games between the 6 floodlit pitches within the county over this period.

The tournament was organised and implemented by both full-time personnel and the existing Talent Academy coaches and was widely recognised as improving the skill development of the players through exposing them to higher quality games.

National Féile Tournaments - Nationwide

As part of the Games Development policy document 'Mobilising Forces, Modernising Structures & Moving with the Times', which was first published in September 2012 the following was noted:

"While the concepts underpinning the All Ireland Féile and underage tournaments (All Ireland's), i.e. the provision of increased games opportunities, are fundamentally sound these concepts have become eclipsed by exclusivity and elitism. These competitions need to be reformatted to reflect the fact that - based on adopting a developmental approach as best practice - there should not be any All Ireland championships prior to Minor level."

Further to the recommendations outlined in 'Mobilising Forces', a comprehensive review of the Féile Competitions was undertaken and a changed format was introduced for 2014 resulting in a 40% increase in the number of clubs and players participating in Féile na nGael and Féile na nÓg with almost 15,000 players taking part in 977 games over two separate weekends. To manage and achieve such progressive change within a two-year period is a testament to those involved in Games Development.

Féile na nGael was hosted in Ulster, beginning on Friday June 20th and concluding on Sunday, June 22nd. It was decided that the top ranked teams of the top ranked Counties would participate against each other at the Regional Féile tournaments rather than in Ulster. These Counties were then represented at the National Féile na nGael tournament by an appropriately ranked team, different to those participating at the Regional Féile.

In a new departure, a series of Regional Féile na nGael tournaments took place on Saturday, June 21st, at 6 venues nationwide. Finally, a series of Provincial Féile na nGael tournaments took place in Connacht, Leinster and Munster on Saturday, June 21st at a number of venues across each Province. The Provincial Féile na nGael tournaments were open to all clubs from within the Province to participate in.

As Féile na nÓg was hosted in Connacht in 2014, it was decided that the top ranked teams of the top ranked Counties would participate in Connacht. These Counties were then further represented at the National Féile na nÓg tournament by teams from outside of those participating at the Regional Féile.

The National Féile na nÓg tournament took place in Connacht, beginning on Friday June 27th and closing on Sunday, June 29th. Representatives from every County competed across 6 divisions against host clubs. In addition, in accordance with the new format, a series of Regional Féile na nÓg tournaments took place on Saturday, June 28th, at 6 venues nationwide. Finally, a series of Provincial Féile na nÓg tournaments took place in Leinster, Munster and Ulster on Saturday, June 28th at a number of venues across each Province. Similar to the Hurling, the Provincial Féile na nÓg tournaments were open to all clubs from within the Province to participate in.

	No. of Teams @ National	No. of Teams @ Provincial	No. of Teams @ Regional	Total No. of Teams	Total No. of Players
2013 (Football)	152	77	-	229	5496
2013 (Hurling)	144	64	-	208	4992
2013 TOTAL	296	141	0	437	10488
2014 (Football)	184	66	46	296	7104
2014 (Hurling)	168	75	76	319	7656
2014 TOTAL	352	141	122	615	14760

Table 1: Participation in Féile 2013 and 2014





Section 2: School Initiatives

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The GAA through a network of teachers, volunteer coaches as well as full and part-time personnel has an unparalleled presence in Primary and Post Primary Schools throughout Ireland.

A recent report by the EU's Eurydice Network, an organisation that provides information on and analysis of European education systems and policies including Ireland, revealed that:

“When comparing the taught time earmarked for physical education... the differences between countries are substantial. In primary education in 2011/2012, the average taught time based on the recommended minimum per notional year varies between 37 hours in Ireland and 108 in France” (Eurydice, 2013: 25)

The report also noted that curriculum time dedicated to PE in Ireland is 'consistently low'. Given the findings of this report, as well as the increasing obesity crisis in Ireland, the role of the GAA in supplementing physical activity in schools has never been so important. As noted in previous reports to the ISC, a study by Munster GAA in 2013 revealed that GAA activity in schools accounts for 46,000 hours of physical activity. This is the equivalent to employing 62 PE Teachers to deliver the equivalent exercise output. Furthermore, the value generated by Munster GAA activity in schools is estimated at €2.2 million per annum. Based upon this it is possible to extrapolate that on a national basis GAA activity in schools accounts for 245,333 hours of physical activity - the value generated by this can be estimated at €11,733,333 million per annum.

Core activities arising within this key project area for which Games Development is responsible include:

- Go Games Blitz Programmes (Primary Schools)
- Go Games Coaching Programmes (Primary Schools)
- Super Games Blitz Programmes (Post Primary Schools)
- Transition Year Coaching Programmes (Post Primary Schools)
- Club/School Links (Primary and Post Primary Schools)

The following are case studies from across the country that occur within this key project area:

Go Games Coaching and Blitz Programme – Cavan

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In every county in Ireland, Games Development has a presence in Primary Schools where it delivers a series of Go Games Coaching and Go Games Blitz Programmes. As a direct result of the Go Games Coaching Programme the GAA provides a minimum of 8 weeks

of Gaelic games coaching in 48% of schools nationwide with many schools receiving a total of 16 to 20 weeks across the three school terms. This activity is then supplemented by the Club/School Link initiative, which enables trained volunteers from clubs to work in conjunction with schools to provide a school with equipment and coaching inputs.

Maximising the impact of the activities of Games Development personnel in schools is a key objective for the Association and requires a strategic approach as has been evinced in the recent assessments conducted by Cavan Games Development personnel during the course of their Go Games Coaching Programmes.

At the outset of the school year, the full-time personnel in Cavan are allocated a group of Primary Schools within the county in which they deliver Go Games Coaching Programmes over a scheduled number of weeks throughout the year. In total personnel deliver these programmes in 60 schools in the county. In September 2014 Cavan Games Development decided to implement a new pupil assessment project within the various schools. This entailed personnel collating data regarding the number of children being coached by them in the schools and identifying whether or not these children were members of a GAA club. In addition to this, the personnel conducted weekly assessments of the children in order to record data across a number of key indicators including: levels of skill development; level of bi-lateral coordination (BLC); physical fitness. This allowed personnel to track the impact of their coaching inputs on the overall physical literacy of a child over a series of weeks. It also enabled personnel to tailor sessions on a class-by-class basis in order to address specific requirements in relation to skills, coordination or fitness.

Furthermore, the data collated by personnel was subsequently used to inform club coaching officers of schools in which children – some from non-traditional GAA backgrounds - have an aptitude and positive attitude toward Gaelic games. It also assisted the club coaching officer and Club/School Link coaches to structure supplementary coaching inputs in schools in a manner that addresses the developmental needs of the children as identified by personnel during their assessments.

Such a strategic approach reflects the professionalism with which personnel approach their roles as coaches within Primary Schools and highlights the thorough manner in which sessions are planned, organised and implemented to have regard for localised needs.

Festival of Fun Go Games Days – Connacht Council

The Connacht GAA Centre in Ballyhaunis was developed and officially opened in late 2012 and provides excellent facilities for the use of all counties and clubs in Connacht including: 5 full size Prunty pitches; 1 3G Pitch; a 2.2 km perimeter walking/running track; parking for 400 cars; 6 dressing rooms; 3 meeting rooms; a dining hall and kitchen. Since its opening the Centre has become a hub of Gaelic games activity hosting a series of considerable events including Féile Peile na nÓg 2014. Furthermore, as part of the continuous activities occurring at the Centre during 2014, the Connacht Council organised a series of 'Festival of Fun Days' as a new initiative for Primary Schools within the Province.

The concept of the days was simply to provide an opportunity for Primary School pupils (aged 8 – 10) and teachers throughout the Province to attend the Centre, to avail of the facilities and to participate in a series of fun and enjoyable GAA activities. Furthermore, the days provided Connacht Council with an opportunity to develop further links with the teachers within the Province and to recognise and reward their on-going efforts to develop Gaelic games within their schools.

The days took place during April and May 2014 and each County within Connacht received a designated day. The County Games Development Managers issued invitations to schools active in Cumann na mBunscol and provided each school with an opportunity to select to participate in 3 out of 5 possible activities including: a Skills Challenge; Gaelic Football Blitzes; Hurling Blitzes; Rounders; Orienteering. Each of the 'Festival of Fun Days' commenced at 10.30am and ran until 2.30pm. During this period every child received an opportunity to participate in three different activities for a period of 45 minutes per activity in addition to receiving lunch. The activities were organised and supervised by the full-time personnel within the Province with the assistance of a number of Transition Year students who were participating in GAA TY Programmes. During this time the teachers present received a tour of the facilities and were provided with lunch. The days concluded with a prize-giving ceremony and over the course of the 5 days over 500 boys and girls received the opportunity to enjoy the activities held at the Centre.

The response to the initiative met with overwhelmingly positive feedback from teachers, pupils and personnel alike and the Connacht Council intends to grow the initiative going forward with a view to increasing the number of days from 5 to 10 in 2015.

Club/School Links in Post Primary Schools – Waterford

The Club/School Link initiative is embedded as a feature of Games Development activity in Primary schools in the majority of counties. Increasingly as part of their annual review and planning process a number of County Games Development teams have identified a growing need to assist and support the establishment of Club/School Links in Post Primary Schools. Waterford is an example of a county where the introduction of links at Post Primary Level has been piloted and subsequently expanded in recent years.

In recognition of the need to provide structured activity at Post Primary level the concept of a Club/School Link was first piloted by Waterford Games Development in 2013 within two schools in the county – St. Paul's and Mount Sion. The pilot was subsequently used as the basic template for the scheme which was expanded to a further four schools in 2014.

As part of the initiative, Waterford Games Development engage with a particular Post Primary School and associated club or clubs in the area to oversee an arrangement whereby the club or clubs will commit to providing a coach to plan, organise and coach six weeks of Hurling and six weeks of Gaelic Football with students in 1st and 2nd year within the school. The sessions take place either at lunch time or after school. The school, club or clubs as well as Waterford Games Development all make a financial contribution to support the roll out of the link within the school. Waterford Games Development

personnel operate in a support capacity as well as coordinating a Transition Year Programme within the schools, providing 4th year students with an opportunity to develop coaching, refereeing and life skills. These students then assist with the coaching and refereeing of the 1st and 2nd year students.

While the activities occurring in Waterford are very positive, one cannot overlook the growing concerns around decreasing activity levels in Post Primary Schools in a significant number of counties. The cause of the reduction in activity is multi-factorial but has been precipitated by recent restrictions on teacher's supervision and substitution payments as part of the Government's Haddington Road Agreement. There is a need for pro-active engagement to address this issue at a wider state policy level and the Association supports the call to introduce PE as an exam subject at Post Primary level as this would serve to incentivise increased activity levels, improve fitness levels, reduce obesity among teenagers as well as provide an opportunity to teach broader life-skills, instil core values and inspire active citizenship.





Section 3: Camps

Section 3: Camps

Over the past decade, GAA Games Development has experienced phenomenal success in organising and delivering activities every summer to boys and girls nationwide through its award-winning Cúl Camps Programme, sponsored by Kellogg's. The Kellogg's GAA Cúl Camps, as well as the many Easter and Halloween Camps run by personnel, 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 2014 Games Development broke all records with a bumper attendance of 89,022 reflecting a 9.5% increase on 2013. Overall participation levels have increased by approximately 24,000 since the establishment of the Cúl Camps in 2006, making the Cúl Camps the largest Summer Camps in Ireland.

In 2013, the Association first piloted the concept of Summer Camps for youth players - male and female, aged 13 - 15. In 2014 the Lenovo GAA Skills Hubs came within the auspices of Games Development and under the management of the Games Development Committee (GDC) and the supervision of the County Games Development Managers. The activities were organised and coordinated by Games Development personnel in conjunction with the LGFA, An Cumann Camógaíochta and the GPA. While the programme is still at an embryonic stage a total of 15 Lenovo GAA Skills Hubs were held in 12 counties with 718 participants in total – 471 boys and 247 girls.

Success does not happen by chance and the participation levels in the GAA's Camp initiatives is a testament to the quality of organisation, coordination, supervision and activity provided. A significant level of preparation is required from personnel to ensure the smooth operation of the Cúl Camps and, most importantly, high standards of coaching so that skill acquisition can be maximised in a manner that optimises learning, improves physical and psychological well-being and occurs in a fun, safe and enjoyable environment. The following case studies provide an insight into the day-to-day operation of the Cúl Camps and the Skills Hubs:

Kellogg's GAA Cúl Camps – Kildare

While each Cúl Camp runs for 5 days there is a significant amount of organisation, preparation and training in advance in order to ensure the quality of the camps. Although aspects such as online registration, gear purchase and delivery and the national media campaign are coordinated nationally, every county has internal promotional, supervision and training processes in place. Kildare is an example of a county that has created structures to effectively synthesise the inputs of the various stakeholders involved including full-time personnel, club coordinators and coaches.

Similar to other counties a full-time member of the Games Development staff operates as the County Coordinator, however, in addition to this, each club that hosts a Cúl Camp has a Club Coordinator – a member of the club. The County Coordinator will meet with the Club Coordinators to agree a schedule of dates for the summer avoiding clashes and ensuring facilities are available. Furthermore, Games Development personnel will hold two training days for the Cúl Camp coaches, all of whom have a minimum of a Foundation Level qualification and are fully Garda vetted.

While the County Coordinator and the full-time personnel distribute leaflets and promotional material to all Primary Schools in mid-May, the Club Coordinator will conduct local promotion via a registration night in the club as well as informing all relevant stakeholders in the community of the dates of the Cúl Camps. Kildare Games Development also arrange for signage in each club as well as promotion of the activities in all match programmes and via the local media.

Kildare Games Development organises 6 to 7 camps per week during the summer months. The County Coordinator has responsibility for quality assuring all camps. At each of these camps there is a Head Coach – generally a member of full-time staff - who works in conjunction with the Club Coordinator to manage the administrative aspects of the camp while also managing and monitoring the other coaches. Kildare Games Development has a pool of 60 coaches who are assigned to different camps on any given week. These coaches have experience as Club/School Link coaches or are often current Inter-County players across all codes. Each week a small number of coaches operate as a floating staff and will be drafted in to cover illness or to provide for increased participant numbers at any camp at short notice. This ensures that no camp is left short-staffed.

In addition to this, each week the County Cúl Camp Ambassador visits the camps. In 2014, Tomás O'Connor, Kildare Senior Footballer was the Cúl Camp Ambassador and he and members of the Senior Hurling squad that won the Christy Ring Cup met children and parents at all camps.

The impact of these comprehensive, on-the-ground structures and processes can be best quantified when one reviews the increase in Kildare's Cúl Camp numbers from 2,760 in 2006 to 4,735 in 2014 – an increase of 58% in a period of 8 years. With 48 Cúl Camps held in Kildare in 2014, players from every club and many non-members got an opportunity to participate at the Cúl Camps.

Lenovo GAA Skills Hub - Donegal

Providing a week of meaningful Gaelic games activities to Youth players necessitates a holistic approach combining games opportunities with elements of physiology, psychology and life-skills. The Lenovo GAA Skills Hub that was held in MacCumhail Park, Ballybofey over the course of four days in June is an example of how these elements can be successfully delivered through a mixture of on-field and off-field inputs supported by the use of technology.

After a successful pilot in 2013 with 75 participants, a total of 90 boys and girls registered to participate in the Lenovo GAA Skills Hub in Donegal from the 24th – 27th June. Under the supervision of the Donegal Games Development Manager, the camp was coordinated by Donegal's All Ireland winning captain Michael Murphy who was assisted by six additional Senior Inter-County Footballers and two part-time coaches as well as Eilish Ward, Senior Inter-County Ladies Footballer. The participants were grouped according to their age grades i.e. U.14, U.15 and U.16 and every day each group would participate in three sessions.

Sessions commenced in the morning with a game during which the players were requested to focus on three particular skills i.e. catching, tackling and kicking. The game was recorded by one of the coaches, Oisín Cannon, who is currently performance analyst for the Donegal Minor team. In the afternoon session, the players had an opportunity as a group to review the footage from the morning game and to identify strengths and weaknesses on a team and individual basis. The use of technology in this manner helped to facilitate participant feedback as well as to increase the players' awareness around team play, technical proficiency and tactical prowess. Subsequently, the players returned to the pitch to focus on correcting and improving upon their performances from the morning session with skill and position specific workshops organised and delivered by the Inter-County players.

Throughout the week players also received presentations from guest speakers in relation to issues such as Hydration, Diet & Nutrition, Motivation and Player Lifestyle. Every day concluded with a match for each age-grade reflecting the games-based approach to training and development which underpinned the organisation and delivery of the Camp.

The appeal of having Inter-County players present and coaching is of real benefit to the young people involved and creates a terrific atmosphere and environment for all. The feedback from players and parents alike was incredibly positive with many expressions of interest in registering for a similar camp in 2015.



Section 4: Talent Academies

Section 4: Talent Academies

The GAA's Talent Academies operate in all counties in order to educate and provide players with the experience of quality training to support their development – as a person, player and performer - in a progressive manner. At U.14 and U.15 level (Schools of Excellence), a broad number of players are introduced to high quality coaching with peers from different clubs on an inclusive basis. At U.16 and U.17 level (Development Squads) a more exclusive number of players are selected to further develop them as they prepare to transition toward elite performance at Inter-County level.

For Games Development personnel and Talent Academy coaches the squads are about more than simply playing matches against other counties. The squads provide an opportunity to create a positive culture whereby a holistic approach to nurturing and developing both players and coaches is promoted. The mind-set of self-improvement and personal development are instilled in squad participants and subsequently disseminated to their counterparts at club and school level.

Furthermore, the squads are an opportunity to promote best practice and to embrace innovation and technology. Initiatives such as those outlined below show the depth and breadth of activities undertaken within the Talent Academies.

Promoting Player Welfare – Mayo

During Easter 2014 Mayo Games Development ran a three day camp for 88 players who were involved in the Mayo U.16 Hurling and Gaelic Football Development Squads. Organised in conjunction with, and part-funded by Mayo Mental Health Association, the camp aimed to combine practical training sessions and games opportunities with a series of workshops on life-skills that focused particularly on the promotion of positive mental health.

Each day commenced with a field-based session after which various workshops were provided. On the first day Niall Dunne, Development Officer with Mental Health Ireland (MHI) and former Mayo Inter-County Footballer facilitated a discussion and role-play around the pressures faced by young people who are challenged with balancing academic, social and sporting activities. This was followed by a presentation from the HSE on Diet & Nutrition. The day concluded with a match in which all players participated.

The second and third day followed a similar structure with a good balance of on-field training and interactive workshops off-field. In addition to discussions and facilitation sessions around Mental Health and Depression as well as the dangers of Alcohol & Substance Abuse, the players also got an opportunity to experience media training. Michael Gallagher, a sports journalist with the Western People led a session around interviewing techniques and journalism. Subsequently, arising from this particular session, Mayo Games Development established a partnership with the Western People whereby, small groups of Transition Year students from 16 schools in the county received an opportunity to avail of a journalism course and were made responsible for reporting on their school games. Each week reports are written by the students and 6 are selected for print in the Western People.

Over the course of the three days, personnel, coaches and parents witnessed the young people grow in confidence and engage in wide-ranging discussions. As a result of the camp personnel were able to identify and address factors that were causing undue stress for the Development Squad players. Both parents and coaches alike were very positive about the camp and as a direct result of the feedback it is intended to make this an annual event in Mayo's Talent Academy calendar.

This type of initiative is commendable and is reflective of the dynamic nature of the Talent Academies as well as the recognition by personnel that the Talent Academies can play an important role in the personal development of the players involved.

Smartabase - Tyrone

The use of innovative, ground-breaking technology is a key objective of Games Development and is particularly evident in the context of the Talent Academies. Tyrone Games Development have been to the forefront in maximising technology - under the guise of the Smartabase system - in order to optimise Player and Coach development at squad level.

In 2012, Tyrone Games Development personnel and the Coaching & Games Committee conducted a review of the county's Talent Academies and arising from this a requirement to gather, maintain and effectively utilise records in relation to Talent Academy players was identified. The review recommended the introduction of a system that would enable Talent Academy coaches to track progress, set developmental targets and structure activities in order to address developmental needs in the most meaningful manner possible. Tyrone Games Development initially began recording key data in 2012 through the use of traditional IT platforms, however, they quickly recognised the potential of using cutting-edge profiling applications to maximise data collection, analysis and impact.

After conducting initial research into performance and profiling systems, Tyrone Games Development sought and received support from Games Development personnel in Croke Park who were also pursuing the idea of using cutting-edge technology to track player performance. As a result of this in 2013 the GAA undertook a pilot with four counties including Tyrone to implement Smartabase with the Talent Academies.

Smartabase is a data management system that allows coaches and medical practitioners to track data relating to players' performance and development across a number of key indicators including Functional Movement Screening (FMS), Strength & Conditioning, Injury Prevention/Rehabilitation and Playing Performance. It is a fully integrated, flexible tool that facilitates analysis of player development in terms of physical fitness, technical proficiency and team-play thereby enhancing the standard of coaching provided. In addition to this, the system can be used to maximise player welfare – not only can the tool track player injuries but players are also provided with access to educational inputs and player forums via an App.

The feedback from Tyrone Games Development after the pilot period was very positive and highlighted the significant potential of the tool. Further to this, access to Smartabase was extended to all counties in 2014 and there is a growing appetite at club level to utilise the system. The progressive thinking and subsequent experiences of Tyrone Games Development reflects the desire that exists nationwide to provide young players with a high quality experience as they progress along the player pathway. The use of ground-breaking technology to achieve this is a further indicator of the enlightened thinking that exists within the Association's Games Development structures.



Section 5:
Learning & Development

Section 5: Learning & Development

GAA Games Development is committed to the principle of Applied Lifelong Learning i.e. a process - underpinned by a combination of cross-cultural complementarity and co-creativity - whereby people understand why, learn how and know what. A key component of the National GAA Games Development Strategy for 2015 – 2017 is to develop and deliver resources to enable Applied Lifelong Learning (ALL) amongst the GAA community - players, coaches and administrators. In addition to this, the Strategic Plan contains a commitment to validate Applied Lifelong Learning for GAA Coaches in accordance with the Coach¹⁰ Model. The agreed objectives in this context are as follows:

- To increase the number of registered users of the Learning and Development Portal by 25% by 2017;
- To deliver ALL inputs at every Super Games Centre by 2017;
- To deliver a minimum of two training modules to full-time Games Development personnel per annum by 2017;
- To develop and disseminate a rigorous framework for the recognition and accreditation of learning through the Coach¹⁰ Model by 2017.

These measures to enhance Learning & Development amongst GAA players, coaches and administrators are mirrored at county level while having regard for localised needs. In particular personnel are increasingly delivering workshops and conducting club visitations in order to enhance the quality of coaching provided and to ensure that the necessary structures are in place at club level to support same. In this context the pivotal role of both the County Coaching Officers and Club Coaching Officers cannot be understated. Some of the on-going initiatives to achieve these strategic objectives are outlined below:

Club Support Programme – Kerry

One of the significant trends apparent in the past number of years is the renewed focus by Games Development personnel on up-skilling club coaches through club visitations and also assisting clubs to establish coaching structures. Kerry is a prime example of a county that has established a comprehensive Club Support Programme on a strategic basis.

In Kerry, the Games Development Manager, oversees the activities of 5 full-time Games Development Administrators (GDAs). In order to maximise their inputs and impact the GDAs are deployed on a divisional basis with each of the 5 GDAs taking responsibility for an agreed number of clubs within a specific area. Aside from the organisation and delivery of games opportunities, skill development initiatives and educational inputs, the GDAs also provide assistance to clubs through a Club Support Programme.

The Club Support Programme aims to improve the coaching programme and structures at club level and operates on the basis of a number of meetings supplemented by coaching sessions. At the start of the year a GDA holds an initial meeting with each club to review their current programme and structures. Subsequently during the period February to October the GDA will undertake to hold an individual coaching session with every team within a given club with all club coaches invited to attend these sessions. In addition to this, all coaches are invited to a meeting with the GDA to plan what the key coaching objectives are at each age-grade.

The result of this programme is that the GDAs will visit each of their assigned clubs approximately every 6 weeks to hold a coaching session with the various teams from U.6 through to Minor age grade. This means that within any given club, coaches of all age-grades will have an opportunity to attend and observe the GDA organising and delivering a total of 6 coaching sessions, thereby creating an informal Mentoring Programme and Community of Practice for club coaches.

Feedback from the clubs in respect of the Club Support Programme has been very positive. Not only does it result in improved coaching programmes and structures within the club but the opportunities for informal learning increase significantly and the relationships between personnel and volunteers are strengthened as a result of the Programme.

Coach Education Workshops – Offaly

While the GAA's Coach Education Courses offer formal learning opportunities to coaches there is an ever-increasing demand for informal and non-formal learning opportunities. This need can be catered for through Workshops, Communities of Practice or Mentoring Programmes and many counties now offer a varied schedule of learning activities supplemented by less formal educational inputs. In this context, Offaly Games Development recently organised and coordinated a very successful series of Hurling Workshops delivered by Martin Fogarty, former Kilkenny Senior Hurling Coach.

The Hurling Workshops took place in the latter stages of 2014 with a total of three sessions held over a six week period. Each session lasted for 2 hours and all activity occurred on-field. During the sessions Martin Fogarty led the U.16 Development Squad through a series of on-field activities which he explained through a sound system so that all attendees could hear. In addition to this attendees had an opportunity at each session to pose questions.

The first session was open to coaches of all age grades and approximately 150 coaches attended. The theme of the first session was the structure of a coaching session and Martin Fogarty provided insights into elements such as planning, organisation, duration and components of a successful session including warm-up, games-based activities and coaching interventions.

The second and third sessions were specifically targeted at coaches of U.14 to Adult age grades and the focus of these workshops was on games-based training. At the workshops approximately 130 coaches were provided with insights into the use of drills, practice plays and challenges to improve technical proficiency and also received practical examples of games that can be used to address specific areas requiring further development i.e. small-sided, conditioned, backs & forwards.

Coaches from all Hurling clubs in Offaly attended the workshops and the response was very positive. The workshops served to reinforce the key messages being promoted by Offaly Games Development personnel and also provided a forum to promote the formal Coach Education courses on offer within the county. Similar workshops are being organised by personnel in other counties and the level of interest in same reflects the eagerness of volunteer coaches to up-skill and engage in Applied Lifelong Learning.

Personnel Learning & Development

One of the recommendations contained in the 2013 Games Development Report to the ISC was that a schedule of Workshops and Courses for 2014 be identified with a view to facilitating the specific Applied Lifelong Learning needs of Games Development personnel nationwide. In light of this two training seminars were designed and delivered in Croke Park during 2014.

On the 11th March all Games Development Managers were invited to attend an IT training day that focused on updating and informing Games Managers of online tools and resources that can assist them in their role as well as to highlight best practice examples of the use of IT tools and the relevance of same to the role of the Games Manager. In September 2014, a two day workshop was conducted with all County and Provincial Games Managers. The workshop was focused upon assisting Games Development Managers to draft a County Games Development Plan for 2015 and ensuring clarity around the planning, organisation and implementation required to achieve Games Development objectives. Throughout the workshop a combination of participatory approaches was used to assist the GDMs to discuss their planning experiences, to identify best practice and to develop solutions to recurring challenges. By the end of the two day workshop - through knowledge sharing and peer engagement - participants had a greater understanding of the planning process and learned about a number of strategies and mechanisms that were subsequently used to draft the County Games Development Plans.

The feedback provided through confidential evaluation forms was overwhelmingly positive with one respondent commenting that:

“The days were well organised. Splitting up the provinces/counties allowed us to communicate ideas across the tables. The topics covered were very relevant to our roles. Personally I thought the days highlighted the importance of the Games managers within each county and how Croke Park and Games Development recognise that aspect.”

Arising from the success of the training inputs in 2014, and recognising the requirement to build upon same, a Learning & Development Advisory Group (LDAG) has been established as part of the long-term goal to develop and design a Learning & Development Programme for GAA Games Development Personnel. The LDAG will assist and provide advice to the National Games Development Department and the Operations Group regarding the design and delivery of Learning and Development opportunities, events and/or initiatives targeted specifically at Games Development personnel.

Learning & Development Portal

The GAA's Learning & Development Portal (www.learning.gaa.ie) is one of the key successes of 2014 as it has proven to be one of the most effective ways to promote and disseminate best practice. At the moment there are 15,754 registered users and the Twitter account [@GAAlearning](https://twitter.com/GAAlearning) now has over 3,200 followers. In addition to this a total of 820 videos have been published to the GAAlearning YouTube account with over 40,000 views.

In summer 2014 the Portal provided the platform for the GAA's Teacher Summer Course - a new blended course for Primary School Teachers. The course aims to introduce teachers to Gaelic games - Hurling, Gaelic football, Camogie, Ladies Gaelic football, Handball and Rounders. The main objective of the course is the advancement of teachers' pedagogical, learning and management skills in the context of the primary school Physical Education (PE) curriculum. The course is organised by Local Education Centre's under the remit of the Department of Education and Skills. The course is delivered by GAA Games Development staff and tutors on a blended basis i.e. face-to-face and online. The face-to-face element runs over three days face-to-face with approximately eight hours of online modules to be completed thereafter. 13 blended Primary School Teacher Summer Courses - of an overall total of 15 courses - were registered with the Department of Education and Skills to take place during July and August 2014.

The Teacher Summer Course is just one example of the many resources now available via the Portal that caters for the learning needs of the GAA's players, coaches and administrators in an easily accessible and engaging manner.





Section 6: Hurling Development

Section 6: Hurling Development

The strength of the Grassroots to National Programme (GNP) lies in the fact that it was developed on the basis of clearly defined conceptual constructs while having regard for the stratified nature of the GAA, which means that no two counties are faced with the same challenges or circumstances. The GNP provides a clearly delineated framework but allows for practitioners to implement policies and projects in a manner that has regard for local context or area-specific issues such as urbanisation, depopulation or hurling development. The latter in particular, requires a nuanced approach and, as identified by counties in the review of the National Hurling Development Plan in 2013, the development of Hurling at local level must be looked at on its own merits rather than promoting a one size fits all approach to all counties

2014 witnessed the establishment of a number of new Hurling Development projects that have their origins in the National Hurling Development Plan including the South Ulster Hurling Academy, the Kildare Talent Academy Community of Practice project and the Call for Proposals to strengthen Hurling Development in Tier 2, Tier 3 and Tier 4 Hurling Counties. Some of the key milestones in Hurling Development from 2014 include the following:

Táin – Ulster and Connacht

The development and evolution of the Táin Hurling League continued in 2014. In Connacht, 20 teams participated in the Adult Táin Hurling League (Division I; II; III) which proved to be a real success as is reflected in the fact that it is proposed to integrate the existing Suck Valley League (U.12 and U.14) into the Táin as well as introducing an U.16 Táin competition in 2015. The League ran on a round robin basis for five dates and the Finals were played on Saturday 26th April. The importance of the Connacht Centre in Ballyhaunis cannot be over-emphasised as it ensures that facilities are now in place where games can be played and that adverse weather and poor pitch conditions are not a major impediment any longer.

In 2014 the Táin Ulster Adult Hurling League – which was previously played in February/March – was scheduled for April and May instead, which met with a very positive response. 41 teams participated across 5 Divisions. 40 games were played in Division 1, 33 games were played in both Divisions 2 and 3, while a total of 9 games were played in Divisions 4 and 5.

South Ulster Hurling Academy – Cavan, Monaghan and Fermanagh

In 2013 Hurling Development personnel in Cavan, Monaghan and Fermanagh - with the support of the Hurling Mentors in these counties as well as the respective County Boards – organised an Ulster Regional U.14 Hurling Competition for clubs from all three counties. The aim of the competition was to increase competition in the three counties where there are a relatively small number of hurling clubs and to ensure competitive games by grading teams into divisions. In total 11 clubs participated across two Divisions and 38 games were played overall with all fixtures being played on Wednesday evenings to avoid any potential fixture clashes with Gaelic Football.

This initiative served as the nucleus for the introduction of a South Ulster Hurling Academy for U.14 and U.16 players and coaches in 2014. The proposal was an innovation of the Games Development personnel and the Hurling Mentors and received the endorsement of the County Boards involved. It entailed creating an amalgamated South Ulster Squad at U.14 and U.16 level with approximately 40 players per squad. Commencing on the 1st June 2014 the squads met for coaching sessions every 4 to 6 weeks, with training sessions taking place across the three counties on a rotating basis. In total 4 sessions took place for each age grade.

In addition to this, the initiative was used as an opportunity to provide educational inputs for the squad coaches including workshops and a Community of Practice facilitated by the Hurling Mentors.

On Saturday 30th August, the South Ulster Hurling Academy squads took part in the All Ireland National Hurling Talent Academy Finals for the very first time in Newry Co. Down. The South Ulster U.14 Squad competed in the All Ireland B Grade, which was a considerable step up in standard for the players, competing against Liam MacCarthy and Christy Ring Cup standard opposition. The squad were defeated by Meath but won their matches against Wicklow and Kildare to earn a place in the Shield Final where they lost to Westmeath. The South Ulster U.16 Squad competed in the All Ireland C Grade and won the Shield Final against Louth.

One of the key factors underpinning the initiative was that dates were pre-identified and submitted into the fixtures programmes for each of the participating Counties. This prevented any overlap with Gaelic Football fixtures and ensured that players were available to participate. The response to and engagement with the squads was outstanding and the consensus from those involved was that the meaningful growth of Hurling should not be constrained by county boundaries.

Hurling Mentors – Kildare Coiste Stiúrtha Iomána and Community of Practice Pilot

The Hurling Mentoring Programme has been operating in a number of counties since 2012. Although some counties have had limited success there are a number of counties in which the Programme has proved to be very beneficial and has led to significant progression. The differing levels of impact is not due to a lack of effort on the part of the Hurling Mentors but rather is reflective of the fact that one solution will not work in all counties.

The Hurling Mentoring Programme has proved particularly fruitful in Kildare and the project has now progressed to Phase 2. Phase 1 (2012 – 2014) was a three year process that focused upon streamlining structures on the basis of consensus-building dialogue with the various stakeholders. Paudie O’Neill – current coach with the Tipperary Senior Hurling team – was appointed as Mentor and took on the role of facilitator for the Kildare Hurling Support Group. The main requirements for Hurling Development in Kildare as identified by the group included:

- Involving all stakeholders in the planning and implementation of Hurling Development (Phase 1);
- Getting buy in from clubs and identifying needs on a club-by-club basis (Phase 1);
- Setting real and achievable targets (Phase 1);
- Enhancing the fixtures programme particularly at juvenile level (Phase 1);
- Up-skilling club coaches and mentors (Phase 2);
- Improving Kildare Development Squad Programme (Phase 2).

Activities undertaken as part of Phase 1 included Club Visitations as well as review and revision of the fixtures schedule. The key outcome of Phase 1 was the formal establishment of the Coiste Stiúrtha Iomána to provide a forum where members of the Coaching & Games Committee including Primary and Second Level School representatives; Hurling Committee; Bord na nÓg Chairman and Vice Chairman; Chairman CCC, County Secretary and County Games Development Manager can come together on a quarterly basis annually to plan for and subsequently review the implementation of a coherent plan for the progression of Kildare Hurling. This body, which will report directly to the Management Committee of the Kildare County Board and also provide bi-annual updates to the National Hurling Development Committee, will oversee the planning and operation of Hurling Development in Kildare.

Phase 2 of the Programme commenced in December 2014 and is focused upon the Kildare Hurling Development Squads. As part of this phase a Player Pathway Handbook will be developed and in addition to this the Hurling Mentor will lead a practical Coaching Community of Practice that will be targeted at Development Squad coaches but will be open to all club coaches. One of the stated aims of the Community of Practice

Pilot is that participating coaches will be able to develop Games-Based coaching activities based on the Coach¹⁰ Model. The first session was held in December 2014 and a further four sessions are scheduled for early 2015.

Call for Proposals to Strengthen Hurling Development - Tier 2, Tier 3 and Tier 4 Hurling Counties

In 2014 it was agreed by GAA Central Council to allocate funding in the amount of €40,000 to Hurling Development projects in Tier 2, Tier 3 and Tier 4 Hurling Counties under the governance of the National Hurling Development Committee (HDC).

Having regard for this new funding stream and in recognition of the objective of the National Hurling Development Plan (i.e. to focus on strengthening Hurling Development from the foundations through a seed model strategy), the HDC established a call for proposals to support the delivery and promotion of activities and initiatives to strengthen Hurling Development in Tier 2, Tier 3 and Tier 4 Hurling Counties. Counties were invited to submit funding applications for projects of a developmental and games-based nature using a standardised application form.

As a result of the Open Call that was issued in October 2014, a total of 12 applications were received from counties spanning the four provinces in early December 2014. After a significant review process (on foot of clearly defined and transparent assessment criteria) members of the HDC awarded funding to the following 8 projects:

- Learning & Development Programme for Leitrim;
- Sligo Super 7's Competition;
- Roscommon Hurling – Maximising Participation & Developing Skill;
- Mayo U.13 Hurling Winter Development Programme;
- Kerry Post Primary Schools Coaching Support;
- Derry Hurling Academy (DHA);
- Meath Hurling Player Welfare Programme;
- Wicklow (Garden County) Hurling – Player and Coach Development Programme.

These projects will take place throughout 2015.





Section 7:
Games Development
in Dublin

Section 7: Games Development in Dublin

The Games Development personnel, structures and activities undertaken in Dublin are designed to address the unique challenges that exist in the county including the large urban population, non-traditional GAA areas and disadvantaged areas. The following provides a statistical overview of the activity occurring in Dublin during 2014 and a number of case studies are outlined below to reflect the diverse nature of clubs and communities within the county.

Statistical Summary:

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
Number of Teams	615	646	674	706	741
Participants in					
Organised Games Programme	7623	8022	8334	8777	9193
% Penetration Rate	19.8%	20.6%	21.1%	22.0%	22.6%
Year on Year Growth Rate		5.2%	3.9%	5.3%	4.7%
Cumulative Growth Rate			9.3%	15.1%	20.6%
HURLING					
	2011	2012	2013	2014	2015
Number of Teams	449	509	559	578	
Participants in					
Organised Games Programme	5537	6246	6868	7161	*
% Penetration Rate	14.4%	16.1%	17.4%	17.9%	
Year on Year Growth Rate		12.8%	10.0%	4.3%	
Cumulative Growth Rate			24.0%	29.3%	
Hurling as a % of Football	72.6%	77.9%	82.4%	81.6%	

JUVENILE (Under 13 to 16)					
	2011	2012	2013	2014	2015
POPULATION	29859	29451	29884	30182	30466
FOOTBALL					
	2011	2012	2013	2014	2015
Number of Teams	231	237	244	245	250
Participants in					
Organised Games Programme	4620	4740	4880	4900	5000
% Penetration Rate	15.5%	16.1%	16.3%	16.2%	16.4%
Year on Year Growth Rate		2.6%	3.0%	0.4%	2.0%
Cumulative Growth Rate			5.6%	6.1%	8.2%
HURLING					
	2011	2012	2013	2014	2015
Number of Teams	152	158	161	171	
Participants in					
Organised Games Programme	3040	3160	3220	3420	*
% Penetration Rate	10.2%	10.7%	10.8%	11.3%	
Year on Year Growth Rate		3.9%	1.9%	6.2%	
Cumulative Growth Rate			5.9%	12.5%	
Hurling as a % of Football	65.8%	66.7%	66.0%	69.8%	
* Figures not available until end of January					

OTHER CLUB ACTIVITY - 2014

NURSERIES 2014	
Boys	5601
Girls	2691
Volunteers	1409

CAMPS 2014

Cúl Camps	
Boys	4925
Girls	2935
Club Summer Camps	
Boys	6157
Girls	3089
Easter Camp	
Boys	4793
Girls	2653

PRIMARY SCHOOL ACTIVITY (BOYS)				
Total Number of Schools **	438			
Junior Only	48			
Total In Primary School	Games Programme			Coaching Programme
Games Programme	305			384
% Penetration Rate	77.4%	Excludes Junior	87.7%	Includes 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				
	2013	2014		
Foundation Course				
Football	463	1064		
Hurling	418	803		
Award One Child				
Football	214	379		
Hurling	179	339		
Award Two Child				
Football	136	52	Full Time Staff in 2013	
Hurling	124	49		
Award One Youth/Adult				
Football	61	68		
Hurling	59	58		
Code of Best Practice	525	1552		
Referees Go Games Level 1	211	213		
Referees Go Games Level 2	65	52		
Juvenile Referees	26	23		

Table 2: Dublin Participation Levels 2011 - 2014

Newly Established Clubs in Dublin:

Ranelagh Gaels GAA Club located in Dublin's southside is a vibrant and growing juvenile club. The primary challenge for the club is the lack of available playing facilities which impacts upon the club's capacity to cater for children in the Have-a-Ball (Nursery) Programme. The club has expressed an interest in drafting a Development Plan with the support of Dublin Games Development personnel in order to maximise the significant potential that exists to increase participation numbers.

Name of Club	Ranelagh Gaels GAA Club
Nursery Section:	Average Weekly Player Attendance: 45-55 Average Weekly No. of Active Coaches: 6-8
Juvenile Teams:	Team Age Groups: U.8, U.9 and U.10 Total Teams: 3
Juvenile Team Coaches/Mentors:	Number of Active Coaches: 8 Number of Foundation Award Coaches: 8
Primary Schools:	Number in Club Catchment Area: 5 Number Club can currently service: 4 (1 school each term)
Schools Coach:	Status: Part time coach – 5 to 6 hours per week.

Shankill GAA Club is another newly established club that bases its activities in Shanganagh Park. The club has been making steady progress, hosting Summer Camps over the past two years. In order to up-skill the volunteer coaches, Dublin Games Development personnel have committed to offering an Award 1 Child Course in the coming year.

Name of Club	Shankill GAA Club
Nursery Section:	Average Weekly Player Attendance: 30-40 Average Weekly No. of Active Coaches: 5-6
Juvenile Teams:	Team Age Groups: U.8 and U.12 Total Teams: 2
Juvenile Team Coaches/Mentors:	Number of Active Coaches: 4 Number of Foundation Award Coaches: 8
Primary Schools:	Number in Club Catchment Area: 4 Number Club can service currently: 2
Schools Coach:	Status: Part time coach – 6 to 8 hours per week.

Hurling in the City – St. Kevin’s:

St. Kevin’s HC is the only club exclusively based in the south inner city where there are numerous social and economic challenges. It is also one of the few clubs that concentrates solely on hurling and camogie in the county. Kevin’s HC employ a full time Games Promotion Officer. Traditionally, like many smaller clubs, the administrative and coaching work of the club was undertaken by a small group of dedicated individuals without which the club would undoubtedly not be here today. However, in 2012 the club undertook the decision to devise a 5 year strategic plan. After a thorough consultation process with all of the stakeholders in the area (club members, local councillors, teachers and interested individuals from the wider community) a detailed club strategy was finalised. Ambitious targets relating to player recruitment, coach education, promotion/branding, finance and facilities were set and committees put in place tasked to tackle undertake work in a given area. The club approached Nickey Brennan to chair the overarching club strategic committee and he agreed without hesitation after seeing the ambitious targets the club had set despite the daily challenges it faced. As a result the club’s activity level has been increasing across most, if not all, of the key areas.

Indicators	2011 Data	2014 Data
Nursery Numbers (4-7 year olds)	40	60
Number of Nursery Coaches	3	7
Number of juvenile teams (8-16 years)	8	5 + 4 teams involved in amalgamation... 9 Total
Number of active juvenile coaches	16	20
Number of Foundation/Award 1 coaches	10	20
Number of schools with Club/School links	6	8

Non-traditional GAA Area - Samildánach GAA Club:

Samildánach is a club based in the environs of North Clondalkin/Liffey Valley where prior to 2008 very little GAA activity took place. Activity has been ongoing here in some form since 2008. There have been significant challenges in terms of sustaining a club in the area long term because of underlying social-demographics. As detailed below massive strides have been made in relation to teams regularly competing on the field of play. This has been due to the excellent work of a small group of individuals who act as both club coaches and committee members. The greatest challenge the club faces moving forward is the recruitment of local parents and community members to take ownership of the club. It is an ongoing battle to embed the club into the community and increase the profile of Gaelic Games - but a battle well worth fighting.

Indicators	2011 Data	2014 Data
Nursery Numbers (4-7 year olds)	10	15
Number of Nursery Coaches	1	2
Number of juvenile teams (8-16 years)	0	3
Number of active coaches	0	5
Number of Foundation/Award 1 coaches	0	5
Number of schools with Club/School Link or coaching presence	2	4

Disadvantaged Community – Setanta:

Similar to St. Kevin’s HC, Setanta GAA is a club which concentrates solely on the provision of hurling and camogie to the community. With the support of Dublin County Council (formerly supported by Ballymun Regeneration Limited) the club employs a part-time Games Promotion Officer. Though significant social and economic challenges exist in the area, the last few years have seen an improvement in the club’s performance across a number of the key project areas. The most encouraging development has been the willingness of more parents to get involved as well as their uptake in coach education initiatives.

Indicators	2011 Data	2014 Data
Nursery Numbers (4-7 year olds)	20	40
Number of Nursery Coaches	2	6
Number of juvenile teams (8-16 years)	4	5
Number of juvenile active coaches	8	15
Number of Foundation/Award 1 coaches	4	21
Number of schools with Club/School Link or coaching presence	4	5

Conclusion



Conclusion

'Play to Stay with the GAA' - this is the basic objective of Games Development and the GAA is determined to continue providing the opportunity for lifelong participation and engagement in Gaelic Games to as many people as possible. This objective can only be achieved through the hard work and efforts of volunteers and personnel under the auspices of a comprehensive and clearly defined framework such as the Grassroots to National Programme. In light of this Games Development is committed to prioritising and pursuing the following strategic objectives for 2015 and beyond:

- To increase player participation through delivering games opportunities and skill development initiatives at each level of the Player Pathway;
- To enhance coaching capacity through providing an increased number of entry points onto the Coaching Pathway;
- To develop and deliver resources to enable Applied Lifelong Learning (ALL) amongst the GAA community - players, coaches and administrators;
- To validate Applied Lifelong Learning for GAA Coaches in accordance with the Coach¹⁰ Model;
- To align strategy and structure in order to realise and support organisational efficiency.

In his recent keynote speech at the Liberty Insurance GAA Games Development Conference Anthony Daly noted that "success leaves clues". A person can be forgiven for not looking for clues as they were swept up in the Trojan efforts of the Tipperary and Kilkenny players in the 2014 All Ireland Hurling Finals or witnessed the nail-biting ebb and flow of the Kerry v Mayo 2014 Football Semi Finals or experienced the out-pouring of passion and commitment to the club at the Junior Club All Ireland Championship Finals - Kickham Creggans v Ballysaggart and Two Mile House v Fuerty. However, the clues to the skills, prowess and breath-taking talent displayed in those games and many other such performances, lie firmly in Games Development.

Games Development is about the people, projects and plans that support and develop our players and coaches on the journey from a Saturday morning U.8's blitz on the local club pitch to a masterclass in excellence on a Sunday in September in front of a crowd of 80,000 at Croke Park. While not all will get the elusive opportunity to play in All Ireland spectacles, the impact and imprint of Games Development is no less diminished. The memories of playing in an U.10 blitz, the friendships made through the Cúl Camps, the experience of developing as a player and person in the Talent Academy squads – all of these remain with a person for life and explain why so many remain involved in the GAA in various guises - player, coach, administrator - for life.

It is hoped that the statistics, case studies and commitments contained in this report will provide the clues to the continued success and growth of GAA Games Development into the future.

Appendix I



Appendix I: Resourcing the GNP (Finance)

GAA GAMES DEVELOPMENT 2014			
	2014 ISC €	2014 GAA €	2014 TOTAL €
Games Development			
Deployment of Personnel	€1,005,339	€2,968,585	€3,973,924
County Projects (incl. Talent Academies)	0	€1,197,985	€1,197,985
Primary School Initiatives	0	0	0
Exhibition Games (INTO Mini Sevens)	0	€4,349	€4,349
Féile Tournaments	0	€70,376	€70,376
Cumann na mBunscol	0	€68,000	€68,000
Cúl Camps	0	€20,821	€20,821
Educational Projects	0	€28,296	€28,296
Equipment	0	0	0
Other Games Development Projects (incl. Conference)	0	€451,203	€451,203
Hurling Development			
Deployment of Personnel	€760,477	€1,298,437	€2,058,914
National & Regional Projects	0	€319,783	€319,783
Hurley & Helmet Scheme	0	€400,000	€400,000
Dublin Games Development			
Deployment of Personnel	€643,837	€1,400,000	€2,043,837
Projects	0	€30,000	€30,000
Other Development Projects			
International	0	€1,089,326	€1,089,326
Referee Development	0	€161,858	€161,858
Total	€2,409,653	€9,509,019	€11,918,672

Appendix II



Appendix II: Resourcing the GNP (Personnel)

NATIONAL GAMES DEVELOPMENT PERSONNEL 2014	
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 (Jan – Sept)	Jimmy O'Dwyer
National Cúl Camp Coordinator (Sept – Dec)	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 2014

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 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	Provincial
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	Jason Tanniane	Galway
Part Time Football Coach	Tom Fahy	Galway
Part Time Football Coach	Micheal Ó Corraoin	Galway
Part Time Football Coach	Arthur Ó Fatharta	Galway
Part Time Football Coach	Eanna Ó Conghaile	Galway
Part Time Football Coach	Diarmuid Malone	Galway
Part Time Football Coach	Cillian Ó Conghaile	Galway
Part Time Football Coach	Bernie Ni Cearnaigh	Galway
Part Time Football Coach	Simon McGuinness	Leitrim
Part Time Football Coach	Noel Mahon	Leitrim
Part Time Football Coach	Matt Gaffey	Leitrim
Part Time Football Coach	Peig Heslin	Leitrim
Part Time Football Coach	Michael Doonan	Leitrim
Part Time Football Coach	Darren Mulvey	Leitrim
Part Time Football Coach	Aaron Foley	Leitrim
Part Time Football Coach	Gerry Gallogley	Leitrim
Part Time Football Coach	Eugene Ivers	Mayo
Part Time Football Coach	Barry Murphy	Mayo

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CONNACHT GAMES DEVELOPMENT PERSONNEL 2014		
Position	Name	Unit
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	Padraic Walsh	Mayo
Part Time Football Coach	Neil Douglas	Mayo
Part Time Football Coach	Martin Costello	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	Sean Casey	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	Shauna Kelly	Sligo
Part Time Football Coach	Declan McCormack	Sligo
Part Time Football Coach	Michael Whelan	Sligo
Part Time Football Coach	Thomas Kelly	Sligo
Part Time Football Coach	Stephen Henry	Sligo
Part Time Football Coach	Kieran Goldrick	Sligo
Part Time Football Coach	Cathal Mulryan	Sligo
Part Time Football Coach	Aoife Brennan	Sligo
Part Time Football Coach	Rory Mahon	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	Pádraic Carney	Roscommon

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CONNACHT GAMES DEVELOPMENT PERSONNEL 2014

Position	Name	Unit
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	Kieran Loughnane	Galway
Part Time Hurling Coach	Michael Gallagher	Galway
Part Time Hurling Coach	Gearóid Ó Flatharta	Galway
Part Time Hurling Coach	Steve Feeney	Leitrim
Part Time Hurling Coach	Seamus Hurley	Mayo
Part Time Hurling Coach	Dom Greally	Mayo
Part Time Hurling Coach	Michael Carroll	Roscommon
Part Time Hurling Coach	Yvonne Kelly	Sligo
Personnel Total: 88		

LEINSTER GAMES DEVELOPMENT PERSONNEL 2014		
Position	Name	Unit
Provincial Games Manager	S Flanagan	Provincial
Provincial Games Manager	C Cleere	Provincial
Provincial Games Manager	G O'Connor	Provincial
County Games Dev Manager	R Dempsey	Carlow
County Games Dev Manager	N Mooney	Kildare
County Games Dev Manager	B Ryan	Kilkenny
County Games Dev Manager	C Browne	Laois
County Games Dev Manager	P O'Reilly	Longford
County Games Dev Manager	F McMullen	Louth
County Games Dev Manager	S Kenny	Meath
County Games Dev Manager	A Mulhall	Offaly
County Games Dev Manager	N Delaney	Westmeath
County Games Dev Manager	E Morrissey	Wexford
County Games Dev Manager	H Kenny	Wicklow
2nd Level Schools Officer	H Horan	Provincial
2nd Level Schools Officer	P Henderson	Provincial
2nd Level Schools Officer	T Doran	Provincial
2nd Level Schools Officer	T O'Donnell	Provincial
Games Development Administrator	J O'Brien	Louth
Games Development Administrator	J Nevin	Carlow
Games Development Administrator	B Hayden	Carlow
Games Development Administrator	D Murphy	Kildare
Games Development Administrator	T Fenin	Kildare
Games Development Administrator	J Devane	Kildare
Games Development Administrator	D O'Toole	Kildare
Games Development Administrator	J Meagher	Kilkenny
Games Development Administrator	C Muldowney	Laois
Games Development Administrator	D Brennan	Laois
Games Development Administrator	P O'Connor	Longford
Games Development Administrator	D Sheridan	Longford
Games Development Administrator	D Byrne	Louth
Games Development Administrator	M Monahan	Louth
Games Development Administrator	S Lennon	Louth
Games Development Administrator	C O'Brien	Meath
Games Development Administrator	D Farrell	Meath

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LEINSTER GAMES DEVELOPMENT PERSONNEL 2014

Position	Name	Unit
Games Development Administrator	J Rispin	Meath
Games Development Administrator	P Durnin	Meath
Games Development Administrator	J Leahy	Offaly
Games Development Administrator	L O'Reilly	Offaly
Games Development Administrator	E Bouabbse	Westmeath
Games Development Administrator	J Heffernan	Westmeath
Games Development Administrator	L O'Hanlon	Wexford
Games Development Administrator	J Kearns	Wexford
Games Development Administrator	K Kennedy	Wexford
Games Development Administrator	P Carthy	Wexford
Games Development Administrator	C Gaskin	Wicklow
Games Development Administrator	P Garrigan	Wicklow
Games Development Administrator	L Glynn	Wicklow
Games Development Administrator	G Doyle	Wicklow
Games Development Administrator	V Crean	Carlow
Games Development Administrator	J Queeny	Meath
Games Development Administrator (p/t)	P Collum	Longford
Games Development Administrator (p/t)	N Conaty	Longford
Games Development Administrator (p/t)	S McCormack	Longford
Games Development Administrator (p/t)	P Rath	Louth
Games Development Administrator (p/t)	B Óg Corr	Louth
Third Level Officer	T Fitzpatrick	St. Patrick's
Third Level Officer	G Anderson	IT Tallaght
Third Level Officer	D Biddlecombe	DIT
Third Level Officer	C Laverty	TCD
Third Level Officer	R Keaskin	Blanchardstown IT
Third Level Officer	D Billings	UCD
Third Level Officer	J Duffy	NUI Maynooth
Third Level Officer/GDA	M Dempsey	Carlow IT
Third Level Officer/GDA	M Monahan	Dundalk IT
Third Level Officer/GDA	G Sammon	Athlone IT
Hurling Development Administrator	L Ryan	Provincial
Hurling Development Administrator	G O'Connor	Provincial
Personnel Total: 68		

MUNSTER GAMES DEVELOPMENT PERSONNEL 2014		
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	Sean Hebert	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	David Needham	Tipperary
Games Development Administrator	James McCarthy	Cork
Games Development Administrator	Pat Spratt	Cork
Games Development Administrator	Paudie O'Brien	Cork
Games Development Administrator	Colm Crowley	Cork
Games Development Administrator	Sean Crowley	Cork
Games Development Administrator	Áine Murray	Cork
Games Development Administrator	John Enright	Clare
Games Development Administrator	Peter Casey	Clare
Games Development Administrator	Ronan Keane	Clare
Hurling Development Administrator	Ger Downes	Provincial
Hurling Development Administrator	David O'Dea	Provincial
Games Development Administrator	Tomás Ó Muircheartaigh	Kerry

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MUNSTER GAMES DEVELOPMENT PERSONNEL 2014

Position	Name	Unit
Games Development Administrator	Eoin Ryan	Limerick
Games Development Administrator	Gavin O'Mahoney	Limerick
Development Officer	Deirdre Murphy	UL
Development Officer	Keith Ricken	CIT
Development Officer	John Grainger	UCC
Development Officer	Eamonn Fitzgerald	IT Tralee
Development Officer	Paul Browne	LIT
Development Officer	Conor Phelan	WIT
Development Officer	Joe Redington	Mary I
Personnel Total: 44		

ULSTER GAMES DEVELOPMENT PERSONNEL 2014		
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	Emmett Stewart	Derry
Derry Personnel	Colm Dillon	Derry
Derry Personnel	Aisling McCaul	Derry
Games Development Administrator	Paul Doherty	Antrim
Games Development Administrator	Patrick McKenna	Monaghan
Third Level Officer	Ryan Mellon	Ulster
Third Level Officer	Gary Mallon	Ulster
Third Level Officer	Paul Rouse	Ulster
Third Level Officer	Aidan O'Rourke	Ulster
Games Promotion Officer	Dominic McKinely	Antrim
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

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ULSTER GAMES DEVELOPMENT PERSONNEL 2014		
POSITION	NAME	UNIT
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	Aodhgan Murphy	Fermanagh
Games Promotion Officer	Keith Reilly	Fermanagh
Games Promotion Officer	TBC	Fermanagh
Games Promotion Officer	Colin Malone	Monaghan
Games Promotion Officer	Pauric Dowdall	Monaghan
Games Promotion Officer	Marty Corey	Monaghan
Games Promotion Officer	Fergal MacCann	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
Regional Hurling Dev Officer	Ruari 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		

DUBLIN GAMES DEVELOPMENT PERSONNEL 2014		
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 Burtchaell	Dublin Co Board
Games Promotions Officer	Tomas Burke	St. Vincents
Games Promotions Officer	Joanne Courtney	Scoil Ui Chonnail
Games Promotions Officer	Larry McDermott	Tyrrellstown/Setanta
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'Dwyers/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
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	Nicola Fitzgerald	Fingallians
Games Promotions Officer	David O'Callaghan	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 C.
Games Promotions Officer	David Farrelly	Templeogue Syng St
Games Promotions Officer	Vincent Whelan	O'Tooles
Games Promotions Officer	Paul O'Brien	St. Brigids
Games Promotions Officer	Paul McLoughlin	Ballyboden/St. Enda's

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DUBLIN GAMES DEVELOPMENT PERSONNEL 2014		
Position	Name	Unit
Games Promotions Officer	Stephen Behan	Clontarf
Games Promotions Officer	Niall Williams	Whitehall Colmcille
Games Promotions Officer	Mark McManus	Na Fianna
Games Promotions Officer	Simon Lambert	Liffey Gaels
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	Brendan Phelan	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
Games Promotions Officer	Claire Dowdall	St. Maurs
Club Coach	John Kelly	St Marks
Club Coach	Vincent Teehan	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	Damien Byrne	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	Nollaig Ryan	Thomas Davis
Club Coach	Sean Kelly	St Margaret's
Club Coach	John O'Loughlin	St. Brigids
Personnel Total: 61		

