

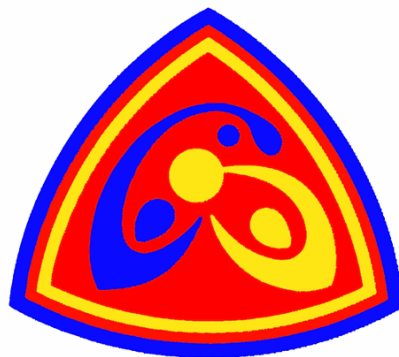


**GAELIC FOOTBALL AND HURLING ASSOCIATION OF SOUTH AUSTRALIA INC.**

## **Strategic Plan**

**July 2006 – June 2009**

**Last Updated: 30 June 2006**

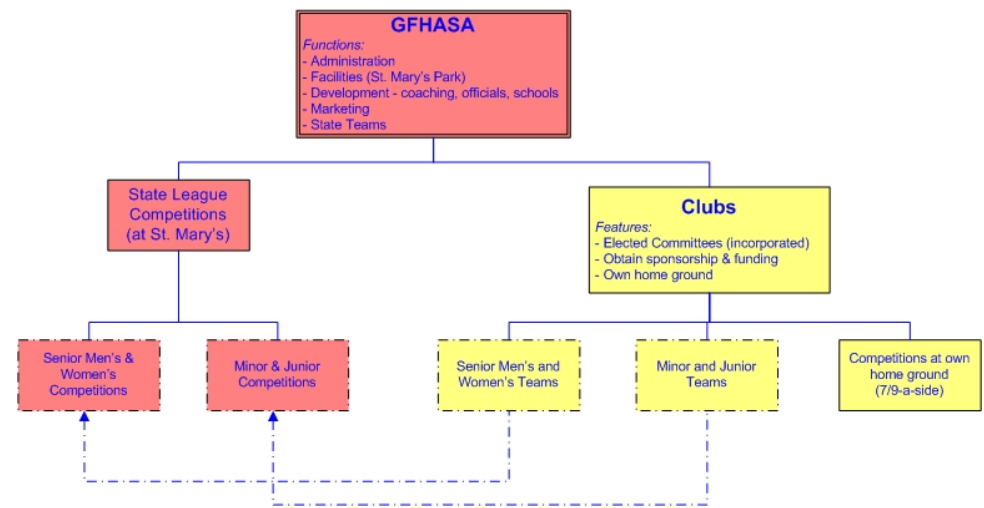




## Overview

This plan outlines the strategic direction for the Gaelic Football and Hurling Association of South Australia Inc. (GFHASA) from July 2006. This plan follows a period for the Association in which overall growth has become reasonably stagnant and therefore provides a framework to support substantial growth in future years.

The overall vision of this plan is to develop our Clubs to ensure they have the capacity to support more members and teams, thereby ensuring their long term future and that of the Association. The GFHASA will work closely with our Clubs to assist them to: establish appropriate Committee structures; establish a strong financial base; obtain a home ground where they can conduct their own competitions and be linked to schools in their area; and to obtain accredited coaches and officials. The GFHASA will provide competitions for the Clubs to participate in at senior, minor and junior levels. This vision is captured in the figure shown.



To assist with this overall vision, the GFHASA will continue to strengthen our own administration, in particular in regard to finances, along with providing significant resources to market Gaelic Football through the media, schools and other relevant areas.

Finally, this plan outlines an ambitious program to develop our State headquarters at St. Mary's Park into a highly regarded community facility that is capable of hosting national and international events for Gaelic Games. At the same time, we aim to begin to take the game of Gaelic Football into other regions of South Australia beyond the Adelaide metropolitan area.



Our Vision

*To be the best Gaelic Football competition in Australasia  
and outside of Ireland.*

Our Mission

*To develop and promote Gaelic Football as a healthy, dynamic,  
skillful and sociable sport for all South Australians regardless of  
gender, age and ability.*



## Competition, Club, Team & Player Development

### Objectives:

- Increase the number of players, teams and competitions.
- Maintain teams and improve Clubs; promote club concept.
- Improve standard of Gaelic Football played.
- Provide elite participation opportunities.

Strategy	Responsibility	Timeline	Resources	KPI
Increase number of players	State Committee, Clubs	Ongoing	None	Number of registered seniors & minors (current = 525): - 06/07: 560 - 07/08: 600 - 08/09: 650
Assist teams to establish Club structure (incorporation, Committees, funding, sponsorship)	State Committee, Clubs	Ongoing	\$200 to conduct training courses annually	Number of Clubs that are incorporated and have an elected Committee (current = 6): - 06/07: 7 - 07/08: 8 - 08/09: 9
Obtain greater participation from Clubs at State Committee level	State Committee, Clubs	Ongoing	None	All Clubs have an elected Committee person or a delegate regularly attend meetings
Provide coaching and administration support to new teams, and existing teams as required	State Committee	September – March each year	None	Teams are appointed a liaison officer / mentor to assist them. 90% team retention rate
Participate at all Australasian Championships	State Committee	October each year	Funded by players, sponsorship, fundraising	Men's, women's and minor teams compete each year



## Gaelic Football and Hurling Association of South Australia Inc.



<b>Strategy</b>	<b>Responsibility</b>	<b>Timeline</b>	<b>Resources</b>	<b>KPI</b>
Coordinate and develop the State League competition at St. Mary's	State Committee	October – March each year	None	Target team numbers (current = 10 men, 6 women): - 06/07: 10 men, 6 women - 07/08: 10 men, 7 women - 08/09: 10 men, 8 women
Coordinate and develop the 9-a-side competition at St. Mary's	State Committee, or nominated Club / sub-committee	October – February each year	None	Target team numbers (current = 10): - 06/07: 11 - 07/08: 12 - 08/09: 14
Coordinate and develop the Northern Competition (at Gaza or other venue)	State Committee, or nominated Club / sub-committee	October – January each year	None	Target team numbers (current = 7): - 06/07: 8 - 07/08: 10 - 08/09: 12
Coordinate and develop winter competitions for women and men	State Committee	June – August each year	None	Target team numbers (current = 6 women, 0 men): - 07: 6 women, 4 men - 08: 6 women, 5 men - 09: 6 women, 6 men
Establish a draft system to allocate players to teams	State Committee	July 2007	None	Draft system approved and in operation
Promote Clubs establishing their own competitions at their home grounds	State Committee	From July 2008	None	Number of Clubs conducting their own competition: - 08/09: 1
Increase State League competition to 15-a-side	State Committee	October 2008	None	No reduction in number of teams (specified above) in 08/09 season.



## Facilities

### Objectives:

- Improve player and spectator facilities at St. Mary's Park.
- Promote Gaelic Football in the northern suburbs and other areas around Adelaide.
- Promote Gaelic Football in country areas of South Australia.

Strategy	Responsibility	Timeline	Resources	KPI
Upgrade clubroom and changeroom facilities at St. Mary's	Sports Association representatives	July 2006 – March 2008	\$5,000 per annum for loan repayments	New clubroom built and 4 changerooms available for use for 08/09 season
Obtain permanent liquor license for bar at St. Mary's	Sports Association representatives	September 2006	\$600 (share cost with Kenilworth)	Liquor license obtained
Utilise Club's home grounds for games at different venues	State Committee, Clubs	October – March each year	None	Number of venues used: - 06/07: 1 (Bailey Reserve) - 07/08: 2 - 08/09: 3
Obtain venue in northern suburbs with larger Gaelic Football field(s)	State Committee	May 2007	\$500 for setup costs	Venue obtained with at least 100m x 70m field
Assist Clubs to establish their own home grounds (by linking with other Sporting groups)	State Committee	From July 2007	None	Number of Clubs with recognized home ground (current = 1): - 07/08: 2 - 08/09: 3
Conduct exhibition and competition games at country venues	State Committee	October – March each year from 2007	\$500 for equipment, transportation costs	Number of country venues used: - 07/08: 1 - 08/09: 1
Improve floodlighting at St. Mary's	Sports Association representatives	July 2008	\$5,000	Floodlighting improved to average 100lux across field
Develop two 9-a-side pitches	State Committee	September 2008	\$3000 for new goal posts, equipment etc.	Two 9-a-side pitches in use for 08/09 season



## Finances

### Objectives:

- Improve financial administration and overall financial base of the Association.
- Ensure the Association has resources to conduct identified strategies.
- Provide significant financial assistance to State teams.

<b>Strategy</b>	<b>Responsibility</b>	<b>Timeline</b>	<b>Resources</b>	<b>KPI</b>
Develop sponsorship packages	President, Secretary, Director of Finance, Director of Fundraising & Social Activities	July 2006	\$200 for printing	Sponsorship packages developed and approved by State Committee
Obtain sponsors	State Committee	Ongoing	None (cost neutral)	Target sponsorship amounts (current = \$0): - 06/07: \$5,000 - 07/08: \$25,000 - 08/09: \$15,000
Produce an annual budget, including a review of team fees	Director of Finance	July each year	None	Budget developed and approved by State Committee
Improve overall financial record keeping and administration	Director of Finance	September 2006	\$1500 for purchase of laptop	Accurate financial statements presented at each Committee meeting
Conduct fundraising activities and functions	Director of Fundraising and Social Activities	October – March each year	None (cost neutral)	Target fundraising amounts (current = \$725): - 06/07: \$1,500 - 07/08: \$5,000 - 08/09: \$3,000
Conduct a major fundraising initiative for St. Mary's Park redevelopment	State Committee (with St. Mary's Park Sports Association)	January - July 2007	None (cost neutral)	Target fundraising amount: \$50,000



# Gaelic Football and Hurling Association of South Australia Inc.



<b>Strategy</b>	<b>Responsibility</b>	<b>Timeline</b>	<b>Resources</b>	<b>KPI</b>
Investigate and obtain available State Government Grants	President, Secretary, Director of Finance	March 2007 and ongoing	None	Obtain 3 year StEP Grant in 2007 for \$20,000 per annum
Provide financial assistance to State Team players and officials	State Committee	July 2007 & 2008	\$7,500 in 2007 \$15,000 in 2008 (from sponsorship)	Subsidy to each player/official: - 07: \$100 - 08: \$200



## Junior & Minor Development

### Objectives:

- Introduce Gaelic Football to primary and secondary schools.
- Provide opportunities for children to play Gaelic Football at our facilities.
- Provide formal competitions for juniors and minors.
- Link existing Clubs to schools to enable them to form minor and junior teams.

Strategy	Responsibility	Timeline	Resources	KPI
Conduct clinics at primary and high schools	Development Officer	Ongoing	Funded by grant from Government	Increase in number of clinics conducted
Ensure moral and legal obligations in regard to child protection are met	Member Protection Officer (Secretary)	Ongoing	None	All coaches & officials involved with children have undergone police checks and necessary training (Play By The Rules)
Conduct one day carnival for Primary schools	Development Officer, Minor Development Board	September each year	\$200	Target number of teams: - 06: 8 boys, 4 girls - 07: 10 boys, 6 girls - 08: 12 boys, 8 girls
Conduct clinics for children at St. Mary's and northern suburbs venue (Gaza)	Development Officer, Minor Development Board	October – February each year	None (self-funding)	Number of registered juniors (current = 80): - 06/07: 90 - 07/08: 100 - 08/09: 120
Appoint a Minor Development Board	State Committee	February each year	None	Minor board appointed and functioning with at least 6 members
Conduct one day carnival for High schools	Development Officer, Minor Development Board	April each year	\$200	Target number of teams: - 07: 4 boys - 08: 6 boys, 4 girls - 09: 8 boys, 6 girls



## Gaelic Football and Hurling Association of South Australia Inc.



<b>Strategy</b>	<b>Responsibility</b>	<b>Timeline</b>	<b>Resources</b>	<b>KPI</b>
Develop better materials to provide to schools (rule books, videos, equipment etc.)	Development Officer	March 2007	\$1000	Materials developed and distributed to all schools where clinics are conducted
Develop and conduct a coaching course for school teachers (level 1)	Development Officer, Coaching Directors	July - September 2007	\$500	Number of teachers participating: - 07: 4 - 08: 8
Create Minor (U18) 9-a-side competition (link Clubs to schools)	Development Officer, Minor Development Board	October 2007	None (self-funding)	Target team numbers: - 07/08: 4 - 08/09: 5
Develop a formal school curriculum for year 11/12 students	Development Officer	May 2008	\$500	Number of schools with Gaelic Football in curriculum: - 07: 1 - 08: 2 - 09: 3
Create Junior 9-a-side competition (link Clubs to schools)	Development Officer, Minor Development Board	October 2008 – February 2009	None (self-funding)	Target team numbers: - 08/09: 4



## Marketing & Events

### Objectives:

- Improve public awareness of Gaelic Football in South Australia.
- Improve communication with members of GFHASA.
- Increase membership base of the Association.

Strategy	Responsibility	Timeline	Resources	KPI
Develop a marketing plan	Director of Public Relations & Media	September 2006	None	Plan developed and approved by State Committee
Conduct Come 'n' Try sessions	State Committee	October each year	Funded by Life Be In It	20 new players registered at sessions
Produce a regular newsletter	Director of Public Relations & Media	Ongoing	\$800 annually	Minimum of 4 newsletters produced each year
Utilize our website to promote to our own members and others	Webmaster, Director of Public Relations & Media	Ongoing	\$300 annually	100 hits to website daily
Obtain regular coverage in media (incl. special events such as exhibition games)	Director of Public Relations & Media	Ongoing	\$1000 budgeted annually	Results published weekly Regular articles published
Utilize marketing initiatives to promote sponsors	Director of Public Relations & Media	Ongoing	None	Sponsors are satisfied with the amount of coverage they receive
Promote GFHASA within Irish Community	State Committee	Ongoing	None	Improve linkages with other Irish organizations
Celebrate 40 <sup>th</sup> anniversary of the Association during 2007	State Committee	January – December 2007	\$1000 budgeted	Detailed history of the Association produced (including new honour board) At least 1 event conducted inviting past members etc.
Successfully host 2007 Australasian Championships	State Committee	October 2007	None	Target profit from Championships: \$25,000 1000 paying spectators attend



## Officials, Coaches Development

### Objectives:

- Ensure Gaelic Football coaches and officials are well-trained.
- Increase in the number of accredited coaches and the overall standard of coaching.
- Increase in number of referee's and in the overall standard of match officiating.

Strategy	Responsibility	Timeline	Resources	KPI
Appoint Coaching Director & 3 assistants	State Committee	July 2006	\$500 for training courses	Coaching Directors have been appointed and undergone required training
Develop a short "level 0" coaching course	Coaching Director & Assistants	July – September 2006	\$200 for printing	Course developed and approved by State Committee
Develop materials to assist match officials (goal umpires/linesman)	Referee's Co-ordinator(s) in conjunction with referee's.	August – September 2006	\$200 for printing	Materials developed and approved by State Committee
Conduct "level 0" coaching course for new coaches	Coaching Director & Assistants	October each year	\$200 for food/drink	Number of participants: - 06/07: 6 - 07/08: 6 - 08/09: 6
Provide ongoing training for match officials	Referee's Co-ordinator(s)	October – March each year	None	Identified improvement in match officiating
Improve overall culture of refereeing and respect to referees by players	Referee's Co-ordinator(s) in conjunction with referee's.	October 06 – March 07	None	
Conduct level 1 coaching course and assess new coaches	Coaching Director & Assistants	November – March each year	None (cost passed on to attendees)	Total number of level 1 coaches (current = 11): - 06/07: 13 - 07/08: 16 - 08/09: 20



## Gaelic Football and Hurling Association of South Australia Inc.



<b>Strategy</b>	<b>Responsibility</b>	<b>Timeline</b>	<b>Resources</b>	<b>KPI</b>
Conduct Referee's training courses and assess new referees	Referee's Co-ordinator(s)	November – March each year	\$100 for food/drink	Total number of accredited referees (current = 15): - 06/07: 19 - 07/08: 24 - 08/09: 30
Assess existing Referee's	Referee's Co-ordinator(s)	October – March each year	None	Total number of level 2 referees (current = 0): - 06/07: 2 - 07/08: 4 - 08/09: 6
Provide ongoing training for Coaching Directors	Coaching Director & Assistants	From July 2007	\$500 budgeted annually	Coaching Directors are fully qualified
Improve referee's course (in conjunction with Australasian body)	Referee's Co-ordinator(s)	August – October 2007	None	Improvement in course
Improve level 1 coaching course (in conjunction with Australasian body)	Coaching Director & Assistants	August – October 2007	None	Improvement in course