



Suncroft GFC  
Crochta Na Gréine



# *Strategic Plan*

*2012 - 2017*



## ACKNOWLEDGEMENT'S

Suncroft GFC would like to thank the following groups & members who have contributed to the development of this plan over the last three months.

- The Executive of Suncroft GFC
- The Executive of Suncroft Ladies GFC
- The Trustee of Suncroft Community Field
- The Staff of all local Schools
- The Members of SCGC.
- Friends of Suncroft Tidy Towns Committee
- Paul O'Kelly, O'Kelly Sutton
- Orla Cullen, O'Kelly Sutton

We would also like to especially like to thank the members who along with those on the Steering committee, worked in the focus group that led to the development of the key focus areas outlined in the plan.

Angela Bolger

Anthony McGlynn

Anthony Rainbow

Colm Keane

Chris Brennan

Damien Cahill

David Dillon

Denis King

Derry Enright

Derry Nolan

Dessie Brannock

Eamonn O'Modhrain

Eilish Lawlor

Fr Barry Larkin

Alan Troy

Gary Sinnott

Gerard Fox

Gerard Setright

Jack Setright

Johnny Moore

James Dillon Snr

James Dillon Jnr

James Keane

John Browne

John Brown Jnr

John Duffy

John Knight

John Moore

Joseph Dunne

Kevin Murphy

Killian Brennan

Liam Harnett

Lorraine O'Flynn

Mark Prendergast

Alan Tobin

Mary James Dillon

Mary V Dillon

Martin Duggan

Martin Sinnott

Seamus Dillon

Mick Doyle

Mick Stynes

Noel Salmon

Ollie Dowling

Ollie Brannock

Paddy Behan

Pat Sutton

Shane Kavanagh

Shane Kelly

Trevor Moran

Thomas Cleary

Val Dillon Snr

Val Dillon Jnr

Val McDonagh

Eamon Ryan

Peadar Kane

Marie Knight

Paddy Phillips

Anne Marie King

Nicola Kiely

## Message from Club Chairman

Since the GAA was founded in 1884 the organisation has played a huge role in every parish in Ireland. Over the 127 year history Irish society has seen many changes and all clubs have had to adapt to suit the times we live in.

Suncroft GFC is no different and indeed over the years we have seen many changes and today there is an increasing demand for a professional approach to Club Management. The reasons for these changes are for a number of different reasons such as competition from other sports organisation's, Financial Planning in a very difficult economic environment and indeed due to the ongoing financial crisis the threat of emigration is now a reality for many households.

Over the past number of years the Parish of Suncroft has seen a dramatic change and it's up to us as a club to recognise these changes and the consequence of this is our 5 year Strategic Plan.

The main objective of our Club Plan is to make sure we continue to effectively serve our members, supporters, and the community that sustain us. With this plan we offer a blueprint for the future of Suncroft GFC and address the key issues facing us over the next 5 years.

Our players of all ages and abilities are our main priority. Right through the plan we are focusing on the best interests of our players and members. The Key points are as follows:

- Financial Planning
- Facilities & Development
- Coaching & Games
- Community & PR
- Community & Culture

All of these areas and tasks will require many hours of work but I am confident we have the people and resources within our club to complete the tasks.

I would like to pay particular tribute to Shane Kavanagh, Pat Sutton and members of the Steering group who put enormous effort and time into getting the plan in place. I would also like to thank the 60 members to have contributed to this plan so far and I would appeal to all members to continue to work and I would also encourage more people to come on board and lend a hand.

The GAA has always been at the heart of our community and by working together we can ensure a bright future for Suncroft GFC.

Ar aghaidh linn le Cheile

Deisun O O Brannoc

## Mission, Vision, Values

Suncroft GFC has fully adopted the Mission, Vision and Values of the Association. The GAA's values are the heart and soul of our Association. In every club around the world they are what binds us, what makes us unique and what attracts more and more players, members, volunteers and supporters.

We need our members and key audiences to fully understand our values. We will use them to guide our planning and decision making and behaviours. They will guide us in how we interact with one another and with the GAA's diverse set of stakeholders. The GAA core value and leadership principles have been handed down over the last 127 years and are expressed clearly for today's world. They guide the attitudes and behaviours we display to one another as members, players at all levels, officers and key audiences. By living in accordance with these values, the GAA will continue to grow a culture that is unique. The dynamic culture brings wonderful satisfaction to all involved. It draws people to us and enables us to bring life, energy and identify to the community we serve.

### **Mission**

"The GAA is a community based volunteer organisation promoting Gaelic games, culture and lifelong participation"

The GAA is a volunteer organisation. We develop and promote Gaelic games at the core of Irish identity and culture. We are dedicate to ensuring that our family of games, and the values we live, enrich the lives of our members, families and the communities we serve. We are committed to active lifelong participation for all and to providing the best facilities. We reach out to and include all members of our society. We promote individual development and well-being and strive to enable all our members achieve their full potential in their chosen role.

### **Vision**

Our vision is that everybody has the opportunity to be welcomed to take part in our games and culture, to participate fully, to grow and develop and to be inspired to keep a lifelong engagement with our Association.

### **Values**

#### Community Identity

- Community is at the heart of our Association. Everything we do help to enrich the communities we serve.
- We foster a clear sense of identity and place.

#### Amateur Status

- We are a volunteer led organisation
- All our members play and engage in our games as amateurs
- We provide a games programme at all levels to meet the needs of all our players.

#### Inclusiveness

- We welcome everyone to be part of our association
- We are anti sectarian
- We are anti racist

### Respect

- We respect each other on and off the playing field
- We operate with integrity at all levels
- We listen and respect the views of all

### Player Welfare

- We provide the best playing experience for all our players
- We structure our games to allow players of all abilities reach their potential

### Teamwork

- Effective teamwork on and off the field is the corner stone of our Association



**First Suncroft Football Team, 1915**

**Back Row** :- Jim Cullen, Christy Dunne, Patrick Doolin, Jack O'Rourke, Joe Martin, Mick Shinkins, Joe Fitzsimons, John Byrne.

**Middle Row** :- Willie Molloy, Jack Robinson, J. Murphy, Billy Savage, Billy Delaney, Martin Kelly, Tom Gannon (Horse).

**Front Row** :- Mark O'Rourke, John Ball, Joe Molloy, Billy Bagnall, Joe Baggott.

**Inset** :- Jim Dillon (Snr), Ballyshannon.

## Club Structure and Administration

### Executive Committee

The Executive committee is the controlling body in the club. Its is elected annually at the Club AGM. The Executive committee has the sole right to appoint sub committees as required. The Chairman, Vice Chairman, Secretary and Treasurer shall be ex-officio members of all sub committees. The Executive committee shall have power from time to time to make, alter and repeal all such regulations as it deems necessary, expedient or convenient for the proper conduct and management of the club. All such regulations so long as they shall be in force, shall be binding upon all members of the club.

### Ladies Club

Ladies GAA in Suncroft has seen remarkable growth since its formation. At National level a process to amalgamate Cumann Peile na mBa, Cumann Camoga iochta na nGael and the GAA is currently in planning, however in Suncroft we voluntarily propose to proceed immediately with the amalgamation of the Ladies Club and the main Football Club For the mutual benefit of both associations. Over the life of this plan we will achieve full integration.



## Code of Conduct

The Club will safeguard and promote the interests and well being of all those who are involved in its games and related activities. The club shall take all practical steps to protect them from all discernible forms of abuse, from harm, discrimination or degrading treatment, and shall respect their rights, wishes and feelings.

The club will have in place a Code of Conduct for the protection and safeguarding of children/young people and adult members and shall be entitled to amend or revoke any provision of the code from time to time. The club will have in place guidelines for dealing with allegations of abuse. Allegations and complaints of abuse shall be dealt with exclusively in accordance with the provisions of these guidelines

### **Child welfare & ASAP Officer**

We will appoint a child welfare and ASAP officer whose role shall include the monitoring of the child centred ethos of the club and compliance with the code of conduct and with any policies and guidelines as issued by the club, by the GAA or by statutory authorities and agencies.

We will appoint designated persons whose role shall include liaising with statutory authorities and their governing body in relation to the reporting of allegations and/or suspicions of child abuse.

### **National Policies**

The club code of conduct is based on the principles that guide the development of sport for young people in this club. (as outlined in the "code of ethics, good practise for children's sport and the GAA alcohol substance and abuse policy" as issued by the GAA). Young people's experience of sport should be guided by what is best for the young person. The stages of development and the ability of the young person should guide the types of activity provided within the club. Adults will need to have a basic understanding of the needs of young people, including physical, emotional and personal.

### **Quality Atmosphere & Ethos**

Sport for young people should be conducted in a safe, positive and encouraging atmosphere. A child-centered ethos will help to ensure that competition and specialisation are kept in their appropriate place. To often competition demands are placed on children too early and results in excessive levels of pressure on them and as a consequence, high levels of dropout from sport.

### **Equality**

All members should be treated in an equitable and fair manner regardless of age, ability, sex, religion, social and ethnic background or political persuasion. Children with disability should be involved in sports activities in an integrated way, thus allowing them to participate to their potential alongside other children.

### **Fair Play**

Fair play will be the guiding principle of the code of conduct. Our sport should be conducted in an atmosphere of fair play. Ireland has contributed and is committed to the European Code of Sports Ethics, which defines fair play as "much more than playing within the rules". It incorporates the concepts of

friendship, respect, for others and always playing with the right spirit. Fair play is defined as a way of thinking, not just behaving. It incorporates issues concerned with the elimination of opportunities, excessive commercialisation and corruption.

### **Competition**

A Balanced approach to Competition can make a significant contribution to the development of our players, while at the same time providing fun, enjoyment and satisfaction.

### **Disciplinary & Complaints Procedure**

We will implement through the 'code of conduct' document a very transparent procedure for dealing with breaches of the code. Also outlined will be a clear line of communication for complaints and appeals.





## Finance and Fundraising

The monies required on an annual basis to run our club is on par with any small to medium sized business. If the hours of work volunteered to the club were calculated the figures would run into hundreds of thousands and we are indebted to all our volunteers. Whilst we are amateur we must strive for the highest standards of professional financial excellence.

### **Governance**

We will ensure the club complies with the highest accounting and financial regulatory standards. We will do this by ensuring that we have appropriate financial controls in place. We will always get value for money and have clear lines of responsibility and accountability throughout the club.

### **Key Projects**

The Club will set out a number of key projects each year and vary these key projects from year to year in order to prevent complacency and targeting the same people all the time. The Plan has identified a number of key projects. Some Projects such as the lotto, annual membership and golf day will provide a steady income stream from year to year however the Fundraising committee will ultimately decide each year which additional project they choose to undertake.

### **Sponsorship**

In this challenging climate for business we shall address the issue of sponsorship and define a clear sponsorship policy for the club. We will develop a marketing plan to assist the club in reaching its commercial revenue and promotion potential.

### **Budgets**

The finance and fundraising committee will carryout an analysis of club expenditure each year and draw up accurate budgets in advance every year outlining the money required to run the club.



**SUNCROFT GFC STRATEGY – FINANCE AND FUNDRAISING**

Key Project	Outcome Sought	Actions	2012	2013	2014	Responsibility
Lotto Books	Increase of minimum 5 extra lotto books every week	Identify minimum 5 ticket sellers. Lotto co-ordinator to control ticket sellers	Jan '12 - Appoint 5 full time sellers to sell a book each per week. Jan/Feb '12 - Suncroft GFC committee member to go with ticket sellers door to door introducing the sellers to the houses and explaining they will call weekly as same time	Appoint an additional 5 sellers to get seller number up to 10 in total to get additional revenue up by €8,320	Maintain 10 sellers	Lotto Co-ordinator
Lotto Online	Increase to 80 online/upfront lotto members	Send out online forms in the post Sign up online at registration day Big prominent sign in the Village Update Club Website to include a list of all paid up Online/Upfront members	Jan '12 – make contact with existing 39 online/upfront members requesting them to sign again for 2012 Jan '12 - Send out online registration forms in post with covering letter Jan '12 – go door to door with ticket sellers on first visit explaining online lotto Jan/Feb '12 – design big lotto sign for centre of village. Get sign made. Hang sign in centre of village Feb '12 – have online registration forms available at underage registration day. Set up paid up list on Website.	Increase online/upfront members to 100	Increase online/upfront members to 120	Finance & Fundraising Committee
Membership (outside of online memberships)	New membership rate for 2012 and 2013, €50 for family €50 per playing adult member €40 per adult €25 per child	Agree new membership fees at AGM Send out letters to all members advising 2012 membership rates Update Club Website to include a list of all paid up members	Jan '12 - draw up letter for membership rates and post to everyone in parish along with membership forms Written instructions to be given to all manager's, senior and underage, advising them to maintain a list of paid up players and collect outstanding membership fees. Set up paid list of members on Club Website.	Maintain membership rate	Review membership rates	Finance & Fundraising Committee

Key Project	Outcome Sought	Actions	2012	2013	2014	Responsibility
Golf Classic	Sign up 40 teams plus sponsorship for 2012	Decide date of Golf Day – possibly July 2012. Contact Curragh Golf Club to agree package.	Contact Curragh Golf Club for date. Agree meal and golf package and agree with Golf Club Draw up list of targets and make contact with all previous years participants and sponsors Invite Sponsors to the evening prize giving and make them feel included, not just talk their money Arrange prizes for Golf Day Post all results on Club Website	repeat	repeat	Finance & Fundraising Committee
Building Fund	Raise sufficient capital to cover cost of building dressing rooms	Get message out to community Target Individuals and companies for funding Draw up list of potential Club benefactors who might like to be asked to support the Club including ex players, ex pats, ex Suncroft residents	Jan '12 – open separate building development fund bank account Feb '12 - send letter to everyone in the parish advising them of the dressing room project and funds needed and how they can help through buy a brick or individual sponsorship. Mar '12 - Draw up list of businesses and companies and residents in the area and connected to the club and expats and write to them asking for help re the building fund Letter should outline that where donation is more than €250 Revenue Relief that is available and benefits for supporting the Club Building Fund and how contributors will be acknowledged			Executive Committee
Morrin Cup Weekend	Have a community weekend instead of the field day	Invite 4 teams to compete for Morrin Cup Arrange for Mobile Cinema	Contact County Board to get agreement on free weekend Draw up list of possible competing teams and contact clubs Arrange list of entertainment for weekend Agree fund raising activities for the weekend Contact Centra for Mobile Cinema	Repeat	Repeat	Executive Committee

Key Project	Outcome Sought	Actions	2012	2013	2014	Responsibility
Road Pick – tidy towns	Contribution to the community with a clean-up day combined with a fund raising event	Ladies to undertake Road Pick Day	Select a date and appoint committee to organise and organise equipment needed Arrange sponsorship cards to be given out to 50 members	Repeat	Repeat	Ladies Committee
Sponsorship for Senior Team	Secure sponsorship for senior team	Draw up list of potential targets and make contact	Agree what the offer options are for potential sponsors - what is being offered and for how much Draw up target list. Write to targets presenting the opportunity. Follow up targets with telephone calls and meetings	Review	Review	Shane Kavanagh/ Executive Committee
Monster Autumn Draw	Autumn fundraising draw for 2013	Decide structure and timing of draw	n/a	Agree Draw Details early 2013		Executive Committee
Newbridge Greyhound Track Fundraiser	Community based fund raising event	Agree date Appoint organising committee	Book event with Newbridge Greyhound Track Lunch the event by sending letters to everyone in the community outlining event details <ul style="list-style-type: none"> <li>• Appoint ticket seller leader and a team of sellers for entrance tickets</li> <li>• Appoint dog nominator team leader and team of sellers</li> <li>• Draw up list of possible sponsors.</li> <li>• Sell adverts for race card</li> <li>• Buster draw tickets</li> </ul>			Executive Committee
Walking Event	Community based fund raising event	Get details on how the Walking Event might work		Get details and agree in advance		Executive Committee
Annual Budgeting	To improve financial planning	Preparation of annual budget	Present annual budgets to AGM	repeat	repeat	Finance Committee

## Development and Facilities

### Dressing Rooms

The Club accepts that our existing facilities are not adequate for our requirements and in recent years since the community hall had to be demolished we have been exploring many avenues however we have made very little progress. The time has come to make immediate investments in our current location which will serve both us and the wider community in the interim until we achieve our long term goal which is ultimately to have our own grounds with a pavilion and Dressing rooms.

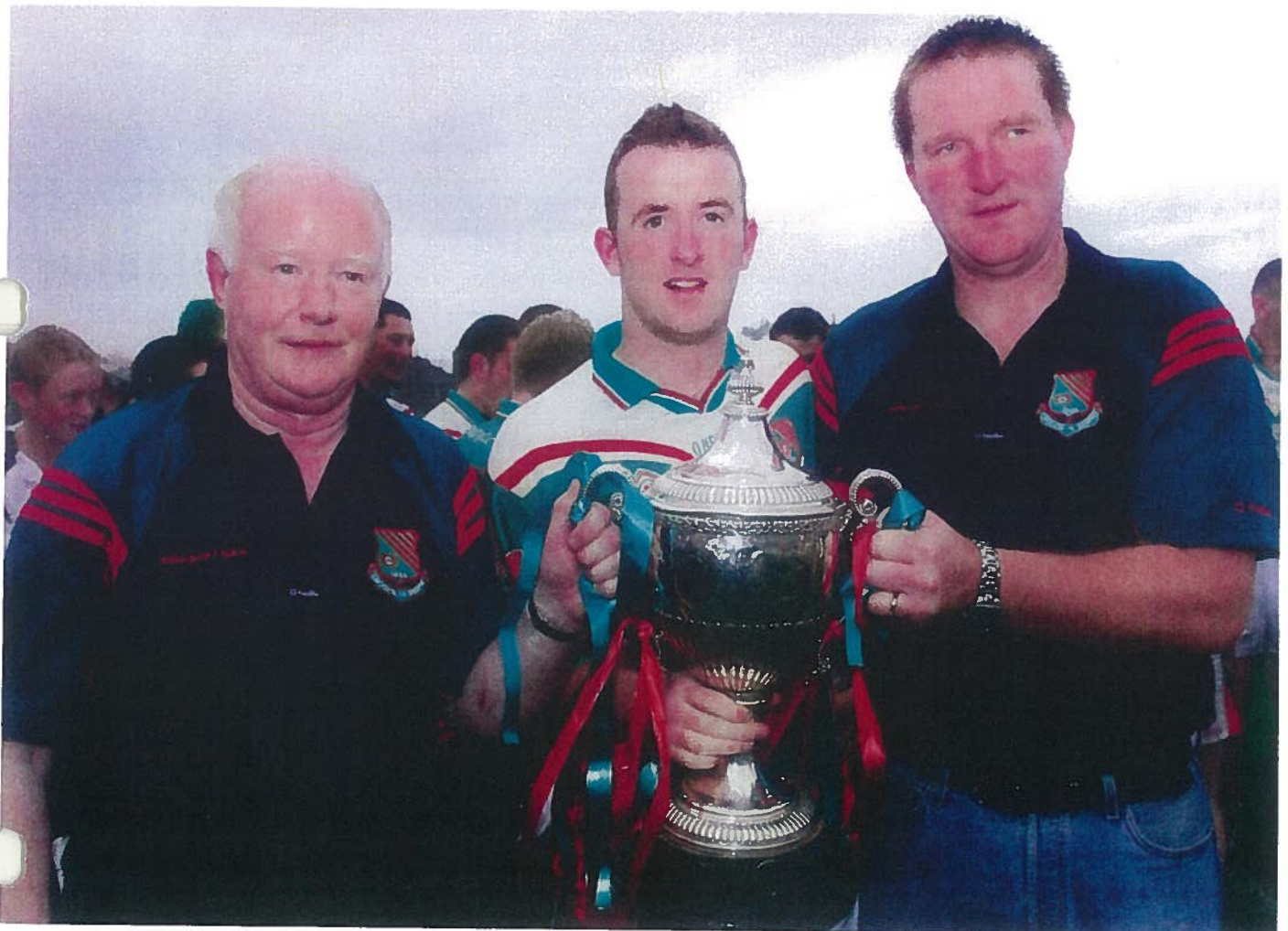
The improvement of our facilities has always been a function of the executive committee, but now with the establishment of a facilities development committee to concentrate solely on this project we believe we are better positioned to achieve our goal.

### Lighting

In order to improve our football on the pitch the club recognises that lighting will also need to be improved. We intend to use the current economic climate to our benefit and work on locating at least 2 generators at a reasonable cost to club and look into possibilities of using second pitch as training pitch and set up proper lighting on both sides of the pitch.

### Pitches

The Club proposes to seek a 3 year lease on the second pitch while the ongoing Common project is being fully examined. The Club is still in contact with Patrick Kelly and he has confirmed to the Club that the Commons Project is still with the Solicitors and Patrick himself advises that this is a long term project.



## Facilities & Development

	Key Project	Outcome Sought	Actions	Timescale	Responsibility
1	Dressing Rooms	To have Dressing Rooms build by middle of year 2012	Planning Permission process in place. Breakdown of costs to be completed and Budget to be set and agreed. List of Materials to be identified. Local tradesmen to be identified and approached to see if they can lend a hand	Dressing rooms to be completed in year 2012	Facilities and Development Committee
2	Upgrade Lighting	Club to improve lighting to improve training facilities.	Have specific area ready for training purposes with ability to have proper football training under lights	Aim to have improvements done by 2013	Facilities and Development Committee
3	Pitches	Continue to use second pitch and utilise all existing space on main pitch	Explore the relocating of existing pitch with intention of creating space for training and Go games use	Aim to have improvements done by 2012	Facilities and Development Committee
4	Development of Additional Lands	To have our own grounds separate to the Community grounds	This is a long term project however its a major Goal for the Club and once that requires patience with the Legal team as this process can be slow	Club members will be updated regularly on any developments in relation to this matter	Club Executive.
5	Fence	Needs Repair	Contact Soccer Club, SCDC, Trustees, Athletic club etc.. and agree to share costs to repair the fence		Facilities & Development committee to enquire into costings



## Coaching and Games

For the first time in Suncroft GFC will form a committee to deal with Club Development & Coaching. The committee will be charged with monitoring and implementing best practise coaching standards across the club.

### **New Club Officer**

We will appoint our own Club officer who will take responsibility for player retention and monitor participation and development.

### **Focus on participation in the club and local schools.**

The Club will target local schools with a view to increasing underage playing numbers and will also encourage parents to participate in the coaching of teams. A set time for training will also be set to allow parents include training as part of their plan of family activities.

### **Suncroft style of play**

The Club will develop a style of play that will achieve success and is consistently coached at underage, minor, under 21, and Senior Levels. The Coaching committee will monitor coaching to ensure consistency in coaching in all levels.

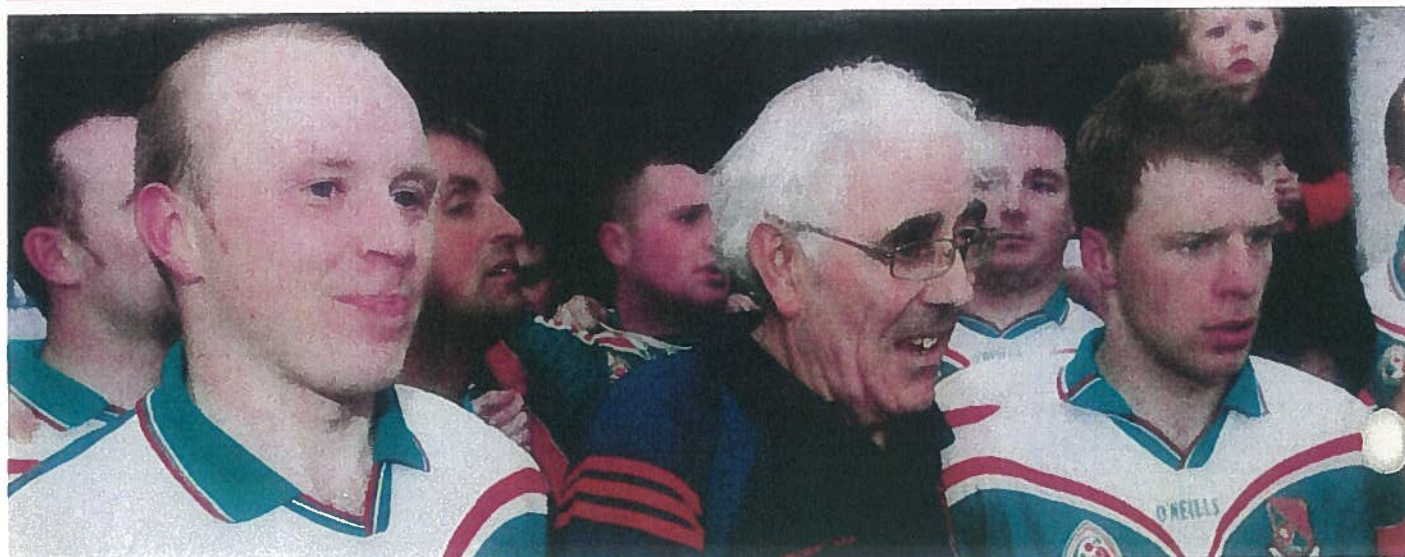
### **Qualified Coaches**

We will put in place a programme that makes sure every player is coached by a person qualified to the appropriate level. Through this plan the club is setting out ambitious targets for coaching education.



## Coaching and Games

	Key Project	Outcome Sought	Actions	Responsibility
1.	Increase underage playing numbers by attracting the maximum number of children attending local schools.	Increase underage player numbers and encourage more parents to participate in the coaching of teams.	Visit all local schools.  Ensure underage training is at a suitable time and is at the same time every week.	Underage Games Development sub-committee.
2.	Retain the maximum number of underage players from the ages 12 to 16.	No underage player is allowed slip away and the Minor and Under 21 teams have a steady flow of underage players joining their ranks.	Ensure the maximum numbers of players are getting game time,	Underage Games Development sub-committee.
3.	Progress a sustainable flow of talented players from the Minor and under 21 teams to Senior Panel	At least 5 Minor players progress each year to the Senior Team, the remainder are captured by the Under 21 team.	Appoint a club officer responsible for managing player performance and participation for this group.	New club officer responsible for 18 to 21 player performance.
4.	In tandem with Under 21 team develop Club Senior B team.	Under 21 players train and play with Senior B players to ensure players have the opportunity to play and develop all season.	Junior B Coach to be assisted by new club officer responsible for 18 to 21 player performance.	Snr B Coach and new club officer responsible for 18 to 21 player performance.
5.	Develop a Suncroft GFC winning style of play.	Develop a club style of play that will achieve success and is consistently coached at Underage, Minor, U 21, Junior and Senior levels.	Conduct a club coaching/player seminar to establish the Suncroft style of play.	New Club Coaching Sub-Committee Appointed.
6.	Continue to improve the standards of club coaching and team training sessions.	A high level of well supported consistent coaching is achieved at all levels.	Work with Kildare GAA Coaching and Games Development to qualify and up-skill club coaches.	Club Coaching Sub-Committee.





## Communication, PR, Community and Social Cultural

For many years the PRO has dealt with and managed all of the communications requirements for the club however the workload has grown in recent years and now for the first time Suncroft GFC is to set up a committee to deal with communications and PR and in addition the promotion of social and cultural events.

### Communications Calender

We will develop an annual communications and event calendar to provide members and club officers with an overview of the years activities. This will include fundraising events, scheduled monthly meetings and annual events.

### Club Website, Facebook & Teamer.ie

Continue to achieve a high standard of content on our club website and facebook page. We will also start to use Teamer.ie text message communication to members for all club events.

### Local Media

The Club will continue to send weekly bulletin's to local press each week. The Same Bulletin can also be up on our website and Facebook to ensure the club communication is consistent.

### Club 125th Birthday

In 2014 the Club will be 125 years old and we will be looking to identify members to form a committee to help club produce a publication of its 125 year history.

### Community groups

Suncroft GFC is at the heart of the community and it important that we work with other community groups and work on fostering a relationship with them achieve what is best for our parish.



## Communications, PR, Community & Social Culture

	Key Project	Outcome Sought	Actions	Responsibility
1.	Compile Contact list for all members	To have a list of mobile numbers,	Teamer.net Account to be set up for club and all managers to have access	Secretary, Pro, Registration officer and Team Managers
2.	Schedule of Events to be compiled annually.	Schedule of events for year ahead to be agreed at AGM	Agree a list of events with Finance and fundraising committee.	Secretary & Finance team
3.	Weekly News Bulletin	E - Mail a weekly bulletin to members or provide a link on Club website, local media and Face-book	Set up template for all team managers to E mail news to PRO by close of business each Sunday	Club PRO
4.	Club 125 <sup>th</sup> Publication	A book outlining our 125 years of history.	Identify suitable persons to form committee to prepare Club history	Club members
5.	Tidy Towns	Club to have dedicated Representative on committee	Club Rep to report back to club on tidy towns activity	Club representative to be Elected at AGM
6.	Emergency	In the event of community tragedy	Club to have dedicated emergency contact list	List to be compiled and updated annually



## 2012 Membership / Lotto Packages

### Existing Structure

- To contribute to the Lotto every week (for three line entries) costs €5 per week or €260 for a full year.
- A family membership costs €50 or playing adult member €50 or single adult €40 or child membership €25

Example total cost for full year family membership plus 3 lotto lines every week €310

### Special Offer Packages

#### Special Offer - 35% discount

- An up-front payment of €200 on or before 28<sup>th</sup> February 2012 secures 52 weeks lotto entries (3 lines every week) and family membership for 2012. The cost for the year €200 represents a 35% discount.

OR

#### Special Offer - 23% discount

- Complete a standing order form committing to €20 per month for 12 months secures 52 weeks lotto entries (3 lines every week) and family membership for 2012. Total cost of the year €240 represents a 23% discount.

Please contact

Shane Kavanagh 087 4187051 or Pat Sutton 086 2523637 or John Knight 086 8114634

**BEST WISHES TO  
SUNCROFT GFC  
FROM**

**JOHN MOORE**

# **MOORE'S WELL**

**Suncroft,  
The Curragh,  
Co. Kildare**

*Tel: (045) 441368*