



Cumann Peil Gael na mBan Uladh

Strategic Plan | 2007-2010



Promoting Health, Fun & Friendships Through Our Game

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PRESIDENT'S ADDRESS

For over thirty years Cumann Peil Gael na mBan has endeavoured to organize and promote our game to ladies throughout our province, and having reached our current stage of development it is now time to take stock and plan for future success. We require the highest possible standards for all who participate in our game and must set up structures, which will administer our future activities.

Since the start of this process all members of our Association have had the opportunity to participate in this consultation and I trust that the outcome will meet with the approval of all. It is vital for the benefit of all our members that we provide a framework for the continued expansion of our game and that each member can identify with the process and the outcomes. This plan is not set in stone; it is designed to be amended as needs arise.

With the help of our Administrator and our Development Officer, Ulster Council will continue to assist the successful completion of our competitions and fulfill the completion of our chosen tasks. In relation to this, further support would be very helpful.

We must also strengthen our support for the large number of volunteers who constantly give of their time and who very often neither seek nor are given any reward for their efforts.

As our society has changed and will continue in this way, it is essential that we meet these challenges in a positive way and be in a position to service the needs of all our young people as required, since participation in our sport will help our community grow and develop for the benefit of all.

Within our Association we are delighted to have had the expert assistance of many people who have helped with the consultation process. Special thanks must go to the Strategic Plan Committee of Sheena Tally, Mary Keegan, Mark Conway, Ryan Feeney, Joe Lagan, Martina Dillon & Aoife Hegarty, and for anyone else who contributed to the plan in any way – for their efforts we are exceptionally grateful.

Let us proceed as rapidly as possible and promote Cumann Peil Gael na mBan for all our members!

Gerry Doherty
Uachtarán Chomhairle Uladh



EXECUTIVE SUMMARY

This Plan was developed to provide a strategic focus for the development of Ladies Gaelic Football in Ulster over the next three years. It is part of the national Ladies Gaelic Football Association's overall strategic process and was taken forward by a small planning team set up by the Ulster Ladies Council. The Plan is soundly-based on a far-ranging analysis of Ladies Gaelic Football in Ulster and everything in the Plan has been informed by the County Boards and other relevant stakeholders.

The Plan is built around ten themes as follows:

Governance

How the Association in Ulster is managed and ensuring it remains fit-for-purpose, the Council plans to:

- Establish a Volunteer recruitment and awards scheme
- Train all Provincial and County officers
- Review and restructure the provincial sub-committees
- Formalise and expand current links with Ulster Council GAA
- Establish a new administration headquarters for Ulster Ladies Gaelic Football

Facilities

Making sure the facilities needed to support Ladies Gaelic Football are in place and are of the best possible quality, it is intended to:

- Link with colleagues in the Ulster Council GAA, Ulster Camogie Council, Ulster Rounders Council and Ulster Handball Council to develop a shared physical network which will allow for increased development of Ladies Gaelic Football

Funding

Whilst volunteerism must and will continue to be the Ladies Gaelic Football Association's driving force, the Province also needs a robust fund-raising capacity to meet its revenue costs and as such the strategy highlights the following steps:

- Review of branding and sponsorship
- Achieve recognition from Sport NI
- Development of a corporate partnership package for the Ulster Final
- Supporting the development of the Ulster Council GAA's Club Maith programme.

Communication, PR & Marketing

Building the Ulster Ladies Gaelic Football brand and promoting it as effectively as possible to existing and to new audiences, it is intended that the following actions will be carried out over the next three years:

- Development of a Marketing and PR plan for the Province
- Development of a Web-site and ICT communications system
- Establishment of strong relationships with the press and media
- Training of County and Club PRO's
- Linking with Ulster Council GAA to promote the overall "Ulster" Gaelic Games brand.

Fixtures

Ensuring that games are organised and managed to best effect to attract new players, mentors and spectators. The following steps will be taken:

- The completion of draws and fixtures at the end of each calendar year
- The provision of increased playing opportunities for the "non-county" player
- The establishment of strict age limits for competitions
- The development and delivery of a programme to combat player "burnout"

Integration, Diversity & Inclusion

Linking with our colleagues in the GAA to best promote all gaelic sports and pastimes while also working to make the Ulster Ladies Gaelic Football Association more open and welcoming to groups

and sectors which traditionally may not have been centrally involved in it. The plan sets out the following objectives:

- Strengthening links with the GAA, Camogie, Rounders and Handball
- Training of all County Integration Officers
- Development of a programme to attract "non-nationals" to play Ladies Gaelic Football
- Development of a Special Needs programme
- Development of a Diversity programme

Lifestyle Issues

Ensuring that the Association's players and members are equipped with relevant knowledge regarding general health and wellness. The council will over the next three years:

- Establish a Health and Wellness Programme
- Educate players and mentors on injury prevention and treatment
- Develop a "Health pack" for distribution around clubs

Coaching & Games

Making sure that the game of Ladies Gaelic Football is made regularly available to as many people as possible at all levels while ensuring that best practice is maintained. To continue to develop Ladies Gaelic Football coaching in accordance with the National Coach Education Programme the council will:

- Increase the number of qualified coaches
- Establish a coach mentoring scheme
- Strictly enforce a Child Protection policy that will ensure that all coaches have been POCVA/Garda checked.
- Develop a managers support pack
- Develop a second level school coaching programme

Refereeing & Discipline

These are vital components of any competitive and games-based organisation and require the same attention as the games. To ensure that this is done to best effect the council will:

- Carryout a new recruitment process to encourage refereeing
- Investigate the development of a Referee's

academy

- Deliver a series of "rules seminars" across the province
- Strictly enforce the "code of ethics" across Ulster

Schools & Higher Education

These are two vital sectors that Ulster Ladies Gaelic must further develop in order to increase the playing membership of the Association. The Council will develop the game in the education sector by taking the following steps:

- Training of student teachers in Ladies Gaelic Football
- Develop a teachers resource pack
- Develop a programme to enhance club-school links
- Enhance communication to ensure that school, club and county fixtures are coordinated to prevent clashes and player burnout
- Development and review of the Higher Education Council and sector

The Implementation of the Plan will be built into the Ulster Ladies Council's business and an Oversight Team will be established to monitor progress and report back to the Provincial Council on a regular basis



CUMANN PEIL GAEL NA MBAN ULADH

The Past...

The Ladies Gaelic Football Association was officially founded at a meeting in the historic Hayes Hotel in Thurles in 1974, and although the game was becoming increasingly popular in Ulster, it was 1992 before an Ulster Council was formed and affiliated with the National Association. Monaghan, Armagh, Donegal and Tyrone were first on the books in 92, with Fermanagh in 93, Down in 94, and Derry, Cavan and Antrim in 95. For the first time Ulster had a 9 County administration and a membership base that was growing every year.

It is difficult to pinpoint exactly when Ladies Gaelic football was first played in Ulster but the history books would suggest that Tyrone hosted the first games in the late 1960's. Armagh followed closely in 1970 when the Lissummon club participated in an unofficial Louth league. Games were played at Carnivals and Sports days and nobody could have predicted how the game would develop over the next 30 years.

Ulster has enjoyed a fair degree of success and since the introduction of the All-Star Awards in 1981, a total of 35 have come to Ulster. The dominance of Monaghan during this period is evidenced by the fact that 21 of these awards came to the Farney County and Jenny Greenan's amazing record of 6 All-Stars will be hard to beat.

During the 7-year period from 1999 to 2005, 4 Ulster Counties won the Junior All-Ireland title but none of these have succeeded in their quest for Senior All-Ireland glory. Indeed, only 2 Counties have won the All-Ireland Senior Championship. Cavan were champions in 1977 when there was just a senior competition and Monaghan won two in a row in 1996 and 1997. Across all ages and levels however Ulster teams have won a very respectable 62 titles.

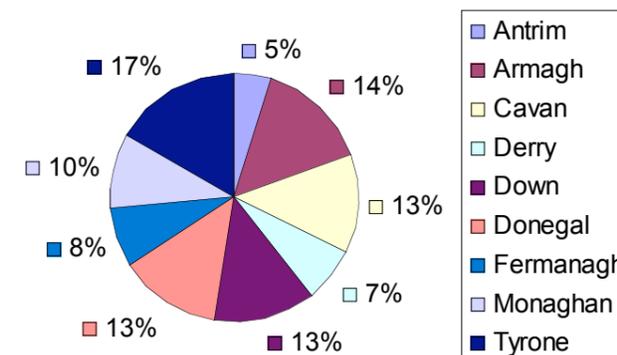
From humble beginnings 40 years ago when Ladies Gaelic football was seen as something of a novelty at community based events, the game has gone from

strength to strength in Ulster. The main contributing factor to this growth is the hard work and commitment of the many volunteers across the Province who have ensured that the girls in their clubs and Counties are given the opportunity to participate in and enjoy the benefits of this wonderful game.

The Present...

With all nine Counties in Ulster now taking part in the National League and All-Ireland Championships at all ages and levels, football in Ulster has grown dramatically since the early days. The importance of our sport in our communities is phenomenal and trends suggest that this growth will only continue in the future.

Distribution of Clubs in Ulster in 2007



Not only has the Association in Ulster developed in our clubs and Counties, but the schools structure has continued to thrive so that we now have competitions in three age-groups and three levels. With 87 schools actively involved in competition we have come a long way in our schools from simply being supporters at matches involving our male counterparts to being the star performers on the field of play.

As our teams in all areas have improved over the years so too have the mentors and coaches driving them on. With our National Ladies FUNdamentals and Level 1 coaching courses now being rolled out

across the Province, our coaches are beginning to gain the essential knowledge needed to ensure that our players are achieving their potential.

And The Future...

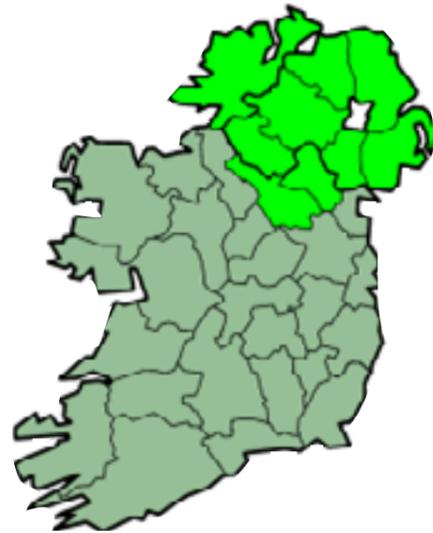
We as a sporting organization must ensure that we can continue to be the fastest growing female sport in Europe and we must endeavor to cater for the growing market that we attract. By ensuring the continued involvement of our expert volunteers we can set key priorities for moving our Association forward in a professional and effective way.

Key Priorities:

- Increase participation
- Increase the number of volunteers
- Raise the profile of our game
- Improve structures to cope with increased numbers
- Review competition structures
- Develop our coaches, mentors and referees

Our vision is:

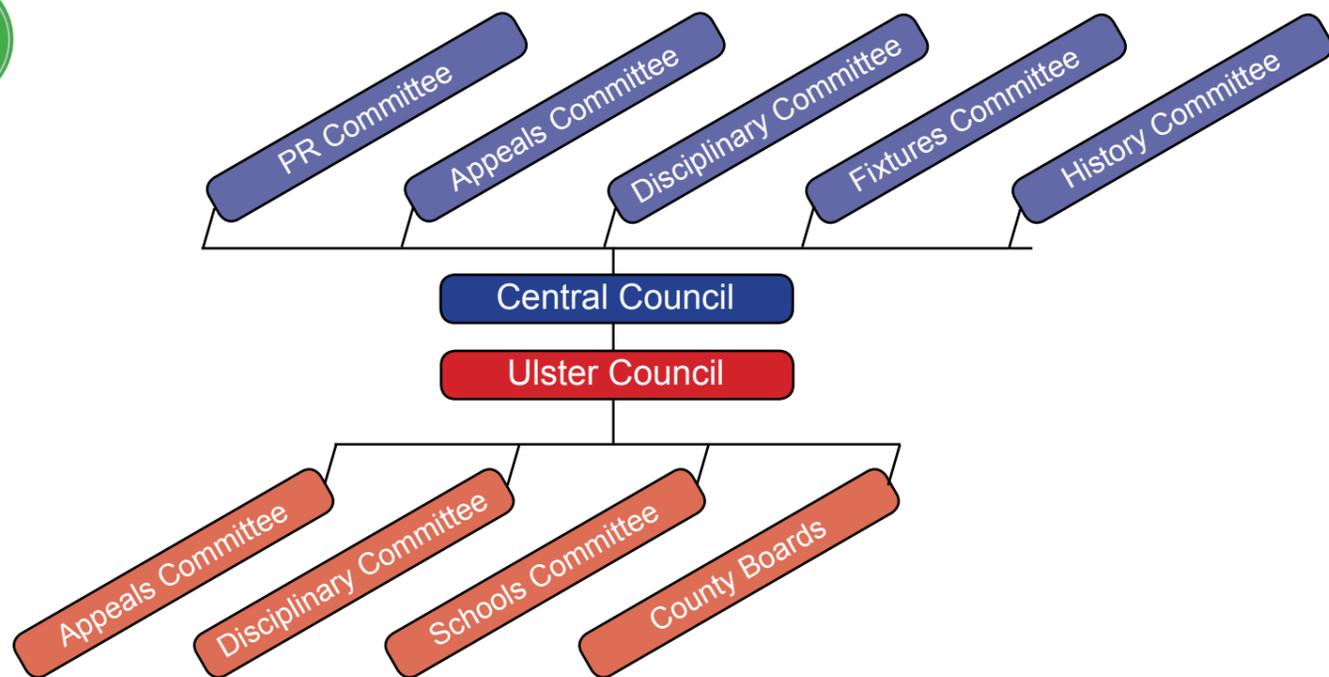
“To continue to be the leading female sporting organisation in Ulster with efficient and effective structures in place to help support and guide the development of all.”



ULSTER - FACTS & FIGURES

- The 24,481 square kilometers of Ulster is made up of nine Counties which contain 26 District Councils and 3 County Councils.
- There are 5 cities in Ulster, Belfast being the largest followed by Derry.
- Just under 2million people live within Ulster's boundaries with over half a million of these making up the population in its biggest city, Belfast.
- Almost 992,000 females reside in Ulster making up 49.7% of the total population.
- In an ever changing society 1 in 10 of our residents now are foreign nationals with the majority originally coming from Poland and Lithuania.

OUR STRUCTURE AT PRESENT



ULSTER TITLE WINNERS SO FAR

	U14A	U14B	U16A	U16B	U18A	U18B	Jnr.	Inter.	Snr.	Total
Antrim	-	-	-	1	-	-	-	-	-	1
Armagh	-	-	-	1	-	1	2	-	2	6
Cavan	2	-	1	-	3	-	1	1	3	11
Derry	-	1	-	-	-	-	1	-	-	2
Donegal	2	-	3	-	3	-	5	-	-	13
Down	-	2	-	1	-	1	1	-	-	5
Fermanagh	-	-	-	-	-	-	-	-	-	-
Monaghan	10	-	11	-	10	-	1	-	3	35
Tyrone	1	1	1	-	4	-	5	-	3	15

OUR STRATEGIC PLAN

The Process of Evolution

In order to plot the way forward it was essential for us to take stock of the current situation and decide where we want to go in the future. One person cannot decide this pathway for the Province and so a series of consultations took place to ensure that all involved in our sport had a chance to put their opinion forward for inclusion. The process of consultation included:

- The establishment of a strategic plan committee driven by the Ulster Development Officer
- A "What Do You Think" questionnaire compiled and distributed to all sections of our sport including players, coaches, referees, teachers, and volunteers
- An "Open Forum" workshop held inviting all Counties and all sections of our game for frank and open discussion on the many areas highlighted in our questionnaires
- A series of County visits to understand the real issues within each County

With this consultation process completed and many opinions gathered, we were able to compile the Strategic Plan you see here and are confident that it is a reflection of the way we all want to see our organization move forward for the next three years.



THEMED AREAS

From carrying out the consultation process 10 themed areas were highlighted as areas that need attention as Ladies Gaelic Football progresses in Ulster. By breaking down each strategic area into their sought outcomes, who is involved in achieving them and the timescales in which they should be achieved, we can ensure that the development process is structured and has accountability. The themed areas identified are:

- Governance
- Funding
- Fixtures
- Lifestyle Issues
- Refereeing & Discipline
- Facilities
- Communication & PR & Marketing
- Integration, Diversity & Inclusion
- Coaching & Games
- Schools & Higher Education



Governance

Governance is all about how we carry out our business and how we are structured to do so. The governance therefore of Ladies Gaelic Football in Ulster is integral to its success in the coming years. Effective and efficient structures need to be at the core of all that we do and we must make sure that we have the volunteer force capable of carrying out the necessary job roles. We must endeavour to move with the times and proceed into the next century with renewed enthusiasm and fresh blood while at the same time keeping the qualities and values that make us such an attractive organisation.

Action	Involves	Completed by	Outcome Sought
Implement the National volunteer recruitment programme "Ready Steady Play" across the province	RDO & County Boards	Ongoing	Increase number of volunteers
Establish and implement a volunteer award scheme	Ulster Executive & RDO	Year 3	Make our volunteers feel valued and appreciated
Training of officers at all levels	RDO, National, Ulster Council & Ulster GAA	Ongoing	Give officers the knowledge to fulfill job roles
Establish provincial sub committees in the following: - Finance - PR & Marketing - Fixtures - Discipline - Appeals - Coaching & Games Dev - Integration	Ulster Treasurer Ulster PRO Ulster Fixtures Secretary Ulster Dev Officer Ulster Integration Officer	Year 2	Efficient sub groups to look after specific affairs for the province with the appropriate member of the Ulster Executive driving each one
Suitable personnel will be identified from within and outside the organisation to sit on these committees to avail of their expertise.	Ulster Executive		
Define job descriptions for all officers within Ulster Council	Ulster Administrator	Year 1	Clear roles defined to ensure the Ulster Council runs efficiently and without overlap
Assist County Boards with the establishment of development plans	RDO & Ulster Council	Year 2	Increase participation numbers by establishing development plans for all Counties
Achieve representation on all relevant Ulster GAA sub committees	Ulster Executive & Ulster GAA	Year 2	Representation and input into relevant affairs within the Ulster GAA family
Identify and acquire adequate office and storage space	Ulster Administrator	Year 1	Sufficient office and storage space to provide privacy and professional working conditions

Facilities

We as an Association own virtually none of our pitches or training facilities and so rely heavily on the support of the GAA, schools and others for the use of their facilities. Without this support our games could not develop in the Province and it is vital that we continue to work together to ensure that facilities are suitable for female use.

Action	Involves	Completed by	Outcome Sought
Support the County centres of excellence and seek representation within each County to ensure adequate female usage is agreed	Ulster Council & County Boards	Year 3	Support the development of the centres of excellence with the aim of gaining adequate usage in all Counties
Support and encourage the integration process at all levels	Ulster Council, County Boards & RDO	Ongoing	Build on the existing relationship with the GAA to encourage better co-operation in use of facilities
Seek office space and facilities within the Ulster GAA Provincial Centre of Excellence	Ulster Council	Year 3	Office space that provides adequate storage and privacy to support a professional approach to the development of the organisation while at the same time building on relations with the rest of the GAA family



Funding

As with any organisation funding is essential to enable it to grow and develop. We must ensure therefore that we take a professional approach in generating finances to support our anticipated growth. For all funds which are attracted we must make sure that we have the necessary financial controls in place to manage our expenditure to its full potential.

Action	Involves	Completed by	Outcome Sought
Seek and achieve recognition from Sport NI to enable us to deliver a staff structure that is fit for purpose	Ulster Administrator & RDO	Year 3	Sufficient funding secured to provide staffing levels to support development
Improve the branding and image of Ladies Gaelic Football in Ulster	Ulster Council	Ongoing	Make Ladies Gaelic Football an attractive package to sponsors and funders
Increase level of funding from current providers	RDO & Ulster Council	Yearly	Increased funding to help support the development of the sport at all levels.
Establish and implement guidelines for attracting sponsorship	Finance Committee & Ulster Council	Ongoing	A package available to sell to interested sponsors
Target partners for Ulster Finals	Finance Committee & Ulster Council	Year 1	Sponsorship of our main event so we can sell it to its full potential
Compile information on funding opportunities for clubs and Counties	RDO	Year 2	Information pack available for clubs and Counties on funding
Accredit and roll out Club Maith in conjunction with GAA	Ulster GAA, RDO & Ulster Council	Year 2	Raise the standard of clubs so that they are eligible for funding opportunities



Communication, PR & Marketing

In order to become more efficient in our work we must endeavour to improve communication methods between all sections of the organisation including Croke Park, Ulster Council, County Boards and clubs. Not only will this improve the efficiency of the organisation but it will also make us more accessible to our members and the general public. This communication, along with improved marketing techniques, will allow us to compete against other sports and raise our profile to the highest level.

Action	Involves	Completed by	Outcome Sought
Compile contacts directory each year for the Province	Ulster Administrator & County Boards	Yearly	Contacts directory established to ease communication
Establish generic e-mail addresses for all County executives	RDO, Ulster Council & County Boards	Year 1	Uniform addresses for each county established that can be handed on to new officers each year
Devise and implement a PR & Marketing plan	Marketing Committee & Ulster Council	Year 1	A structured approach to marketing taken
Establish & maintain website	RDO, Ulster PRO & County PRO's	Year 1	User friendly and appropriate website established
Draw up provincial fixtures before Christmas each year	Fixtures Committee & Ulster Council	Yearly	Fixtures known earlier allows us to plan and sell the games in advance
Improve the promotion of the Ulster Finals	Marketing Committee & Ulster Council	Yearly	Increased attendance and coverage of our main day
Improve and develop the quality of programmes for match days	Marketing Committee & Ulster Council	Year 2	Maximize match programmes potential as a tool in attracting sponsors
Use Ulster GAA games to sell our game	Ulster Council, Ulster GAA & RDO	Yearly	Curtain raiser dates to be agreed and confirmed. Programme articles submitted and included.

Action	Involves	Completed by	Outcome Sought
Build relationship with all press and media outlets	Ulster Council, Marketing Committee & RDO	Ongoing	Increased coverage in national press and media.
Train PRO's	RDO, Ulster PRO & National	Year 1	Increased coverage in local press and media outlets and website up-to-date

Fixtures

Fixtures provide one of the most important parts of our association and their success or failures can have a great bearing on the rest of our business. It is important that we do not forget about the importance of our club players when planning fixtures as they are the basis for all that we do. We must also ensure that we are providing adequate rest periods for our players as burnout is becoming more prevalent in our games.

Action	Involves	Completed by	Outcome Sought
Review competition structures and aim to draw up provincial fixtures before Christmas each year	Fixtures Committee & Ulster Council	Yearly	Provincial fixtures known earlier allows counties to plan their fixtures earlier and therefore avoid problems
Establish club football leagues for non-county players where required	Fixtures Committee & RDO	Year 3	More football for non-county players to keep them interested
Work with the other codes of the GAA to set fixtures	Fixtures Committee	Yearly	Reduce clashes of fixtures to accommodate dual players and help in the promotion of all games
Agree and confirm Curtain Raiser dates with Ulster GAA	Ulster Council & Ulster GAA	Year 1	Increased profile of our game by using curtain raisers at Ulster GAA matches
Avail of County Floodlit Grounds for fixtures	Ulster Council & Ulster GAA	Year 1	Avail of opportunities to promote our game at times and venues that raise the profile and could attract larger audiences
Encourage clubs/counties to set age limits for playing at different levels ie play in own age-group and one above only	Ulster Council & County Boards	Year 1	Reduce burnout in young players
Devise and deliver a burnout education programme for coaches	RDO & Relevant Qualified Personnel	Year 3	Better education of our coaches so that they understand burnout and will therefore not put unnecessary demands on players



Integration, Diversity & Inclusion

The integration process with the rest of the GAA family is slowly coming to fruition and the benefits of this relationship can help Ladies Gaelic Football in Ulster progress to a new level. With this in mind, and the fact that the demographics in Ulster are continuously changing, we must broaden our outlook to make our Association welcoming to all communities irrespective of their race, religion or creed. We must also ensure that we are providing for all, no matter what their ability and that our volunteers and coaches are equipped to do so.

Action	Involves	Completed by	Outcome Sought
Encourage all County Integration Officers to be proactive within in their County	Integration Committee	Year 1	To build better relationships with other codes in the GAA family
Establish and implement a programme to encourage participation by the New Irish (ethnic minorities)	RDO & Ulster GAA	Year 2	Increase number of New Irish taking part in our sport
Training of coaches in dealing with those with special needs	RDO, Ulster GAA & Relevant Qualified Personnel	Year 2	Coaches qualified to work with those with special needs in every County
Establish and implement a programme to encourage greater participation by those with special needs	RDO & Ulster GAA	Year 3	Special Needs programme running Province wide
Actively try to engage with those from non-traditional GAA backgrounds	Ulster Council, County Baords, RDO	Ongoing	To make our sport attractive to all

Lifestyle Issues

One of the vital components of a healthy lifestyle is exercise; playing Ladies Gaelic Football provides this in abundance. There are many other components involved in healthy living and as an organisation we are in the ideal position to address some of these. We should be encouraging our members to make the correct lifestyle choices and help tackle some of the worrying issues facing our society today such as obesity, substance abuse and suicide. With involvement in our games stretching from children to adults we have a captive audience to try to educate about the benefits of healthy living from birth right through to old age.

Action	Involves	Completed by	Outcome Sought
Collaborate with Ulster GAA to establish and implement a health awareness programme to address issues such as diet, stress, drugs and alcohol abuse and mental health problems	RDO, Ulster Council & Ulster GAA	Year 3	Players, mentors and coaches who are better educated on lifestyle issues
Establish and implement a programme addressing women's health issues	RDO & Relevant Qualified Personnel	Year 3	Females who are better educated on women's health issues
Educate players on the prevention and treatment of injuries	RDO & Relevant Qualified Personnel	Year 3	A reduction in the numbers of injuries occurring as a result of bad practice
Compile and distribute a health pack for clubs addressing health related issues	RDO & Relevant Qualified Personnel	Year 3	Resource available to all clubs addressing health and well being issues





Coaching & Games

Good coaching not only leads to results in a competitive situation but is a major factor in retaining players at club and County level. Ensuring that coaching standards continue to improve in Ulster is paramount to our success at club level and also on the All-Ireland stage. We must build on the great coaching network that we already have and use existing knowledge and skills to build the next generation of coaches who will carry our Province to success in the incoming years.

Action	Involves	Completed by	Outcome Sought
Ensure that all coaches will complete a child protection course and that all youth coaches will be POCVA checked	Ulster Council	Year 3	All coaches involved in the sport are POCVA checked
Register as a POCVA compliant organisation and provide Child Protection Courses	Ulster Administrator & Ulster Council	Year 1	To be able to POCVA check all those involved in our sport so as to increase the protection of our children
Training of Children's Officers and enforcement of the implementation of the Code of Ethics	RDO, National & Ulster Council	Year 2	Children's Officers who understand child protection legislation and who can ensure compliance to the Code of Ethics
Increase the number of qualified female coaches by promoting the Ladies FUNdamentals and Level 1 Awards	RDO & National	Year 3	All club and county coaches qualified

Action	Involves	Completed by	Outcome Sought
Deliver rules seminars specific to coaches and mentors across the province and compile a managers pack with basic rules information for coaches and players	RDO & National	Year 3	Better understanding of rules by coaches and mentors in an attempt to reduce verbal abuse to referees
Provide a coaching programme for second level education	National, Schools Committee & RDO	Year 2	Improve level of coaching in schools by providing support and resources for teachers
Introduce the game into areas that do not currently play with the aim of increasing numbers of clubs	County Boards, Ulster Council & RDO	Year 3	Reduce areas of non participation so that the sport is played in all areas of the province

Refereeing & Discipline

Referees play one of the most important roles in our sport so why then do we and most other sports neglect our referees and not give them the support and guidance that they need to do their job? We as a Province need to build on the refereeing expertise we have, encourage more people to become involved and make a conscious effort to give our referees the protection they need. Without them our competitive game would not exist.

Action	Involves	Completed by	Outcome Sought
Carry out a recruitment drive for female referees	Ulster Council & RDO	Year 1	Increase the number of referees
Co-ordinate the education of all new and existing referees in the "Grab Your Whistle" Referee Education Programme	RDO & National	Ongoing	Improve the standard and consistency of refereeing across the Province
Investigate the feasibility of a Referee's Academy	RDO	Year 2	Assess if a referee's academy will improve standards and attract more people to the job
Deliver rules seminars across the Province and enforce that all clubs must attend	RDO, Ulster Council & National	Year 3	Reduce abuse to referees by educating coaches and mentors
Provide guidelines for County Boards and Ulster Council for dealing with abuse to a referee	Disciplinary Committee & Ulster Council	Year 1	Reduction in the number of cases of abuse to referees
Insist on the adherence of our code of ethics regarding bad language and abuse	Ulster Council	Year 1	Reduction in the level of bad language being used in all age-groups in our sport



Action	Involves	Completed by	Outcome Sought
Ensure that schools fixtures are coordinated with club and county fixtures	Ulster Council Fixtures Committee & Ulster Administrator	Year 1	Avoid clashing of fixtures and reduce the risk of burnout
Build on relationships within schools and the higher education sector to improve competition and participation in this area	Ulster Council, Ulster Administrator & RDO	Year 1	Improved competition structures for all levels of ability in higher education
Provide opportunities for coach education for higher education students	RDO & National	Year 1	Use the captive audience of higher education students to build pool of coaches for clubs, schools and summer schemes
Build relationships with Cumann na mBunscol	RDO & Ulster Council	Year 3	Increase initiatives that involve both parties to develop young children's involvement in the game

Schools & Higher Education

The level of football in our schools has improved immensely over the past few years, but we must continue to raise the bar in this area of our Association as it can provide the basis for great developments in our club and County performance. We must ensure that the coaching received in schools is of a standard that will improve our game and that the competitions we provide enhance and develop the resultant skills. In the higher education sector we need to ensure that the structures in place are sufficient to develop the game among all participants no matter what their level of ability.

Action	Involves	Completed by	Outcome Sought
Provide opportunities for teachers involved in coaching in our post primary schools to attain their Ladies FUNDamentals Award	RDO & National	Year 3	One teacher in every school involved in competitions qualified in Ladies FUNDamentals
Compile a teachers resource pack including ideas for drills etc	National, Cumann na mBunscol & RDO	Year 2	Information available to assist teachers in their coaching techniques
Work in conjunction with Ulster GAA to ensure that the department of education coaches in primary schools are delivering the required standard of coaching	RDO & Ulster GAA	Year 1	Quality coaching being delivered in primary schools
Develop resources to educate clubs and schools about the benefits of club/school links	RDO, Ulster Council & Ulster GAA	Year 1	Improved club/school links



PUTTING THE PLAN INTO ACTION

This Strategic Plan for Ladies Gaelic Football sets out guidelines on the steps that need to be taken to develop our game and the organization over the next three years in Ulster. It is important that all those involved in the organization play their part in making this plan come to life and develop our sport to its full potential.

In order to oversee this development, a Strategic Implementation Committee will be established to review its progress and will report to the Ulster Council on a regular basis. A comprehensive report will be presented each year with amendments and proposals for incoming years.



*Promoting Health,
Fun & Friendships
Through Our Game*





Cumann Peil Gael na mBan Uladh

Strategic Plan | 2007-2010