

A STRATEGY FOR GAELIC TYRONE 2018-2022



‘Ag Ardú Níos Airde Aris
na Laimhe Deirge ...
Raising the Red Hand Even Higher’



St. Trinagh's Park
CLONES

CLUAIN EOIN

ULSTER
SENIOR
CHAMPIONSHIPS

2017



Ráiteas Físe

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Ráiteas Físe

INTRODUCTION

We are delighted to introduce Tyrone GAA's third five-year Plan for the development and delivery of Gaelic games and associated cultural, heritage and well-being activities in our County. 'Ag Ardú Níos Airde Arís na Laimhe Deirge ... Raising the Red Hand Even Higher' is an important document for us all as it maps out a good road ahead as we move on through the 21st century.

Much of what's in the Plan was in our previous 2013-17 Plan because in the GAA, as in life, prosperity and success mostly depend on us doing 'more of the same'. We have also added in many new actions as we simply want to make the GAA in our County better and better.

A lot of people, both within Tyrone GAA and beyond, have contributed to this Plan. We have hosted planning workshops at Garvaghey, have carried out questionnaire surveys, have sought and received submissions from Clubs, Committees and individuals and have undertaken significant research and analysis. All that input, generously and willingly given, has produced a Plan that is well-based, robust and challenging.

Our shared task now is to make the Plan happen. We will all need to work hard together to achieve that and to do it will need the help of many in government and elsewhere beyond Tyrone GAA. We look forward to us all making Gaelic Tyrone, and Tyrone overall, better.

'Leanann an obair ar aghaidh. Maireann an chúis. Tá an dóchas beo go fóill. Agus ní mhúchfar an aisling choíche.

The work goes on. The cause endures. The hope still lives. And the dream shall never die.'

Michael Kerr
Tyrone GAA County Chairperson

Seamus McDonald
Strategic Implementation Committee Chairperson





gComhthéacsanna Thír Eoghain

THE TYRONE CONTEXTS

Tyrone GAA is in, of and for Tyrone and its people. We don't operate in a vacuum but live and work at the heart of our County and its communities. It's therefore vital that we know, understand and reflect Tyrone in all its aspects.

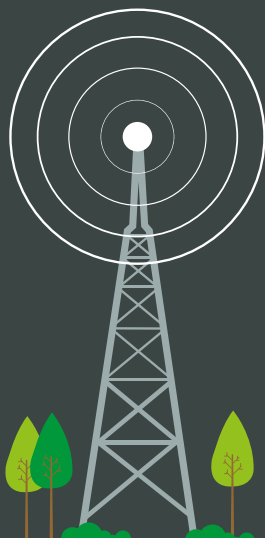
**'Is fearr réchonn ná iarchonn ...
Foresight is better than hindsight'**

Tír Eoghain: An Ait ... THE PLACE

A large, expansive County covering some...



- Runs from Lough Neagh to the Donegal border and from Monaghan's 'drumlin belt' north to the Sperrin Mountains it shares with Derry
- Most of Tyrone is upland and large parts of it are marginal land
- Tyrone is a totally inland County, shaped and influenced by the Ballinderry, Blackwater, Derg/Finn and Strule/Mourne Rivers and their valleys
- Distance and remoteness impact on all aspects of life in Tyrone, with poor broadband and mobile phone coverage not helping

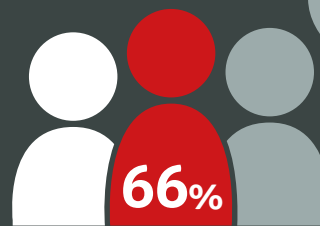


Tír Eoghain: An Scéal ... THE STORY

- Peopled since the earliest times with over a thousand standing stones, cairns and tombs still in place
- Beaghmore Stone Circles provide one of Europe's finest megalithic features
- Modern Tyrone retains high crosses, monastic/church remains, castles/bawns, planted towns, farm/field patterns and a canals/coal/textiles industrial archaeology
- Tullyhogue Fort provides a strong link with the flowering of Gaelic Ulster
- Ireland's major national, political and cultural conflicts of the past 400 years were all played out here: 350 people lost their lives here during the conflict of the late 20th century
- Loyalty to place and community are decided strengths in Tyrone
- Before the Famine of the 1840s



The 2011 Census showed that over 28,000 **16%** have a knowledge of Irish: The NI average is **11%**



of Tyrone's population has a Catholic/nationalist community background



holds to the Ulster-Scots/unionist tradition



Tír Eoghain: Na Daoine ... **THE PEOPLE**

- 18 Counties have larger 'GAA populations' than Tyrone



20,000

people lived here at the start of the Plantation of Ulster

- Our population had grown to **330,000** just before the Great Hunger
- Our population bottomed out at **127,000** in 1937
- 180,000** people live here now



of our people live in Omagh, Dungannon, Strabane, Cookstown or Coalisland

23%
(41,500) are aged Under 15

63%
(113,000) are aged 16-64

14%
(25,500) are aged 65 or over

- Our population has grown by 15% or 25,000 people since 1991
- Our population is projected to grow by another 15% or 27,000 people to 207,000 by 2030: most growth will be in East Tyrone
- By 2030 20% of our people (41,000) are likely to be 65 or over
- Economic-driven migration from and to Tyrone is an established fact of life here
- Tyrone is home to an 'in-migrant' population of up to 12,000 people

Tír Eoghain: Slainte ... **WELL-BEING**



+

20% of our people have a limiting long-term illness or disability

- Deaths from Circulatory and Respiratory diseases are above average
- Mental health issues are increasingly significant
- As a County we have no Acute Hospital, dedicated Third Level Education presence, motorways or railways

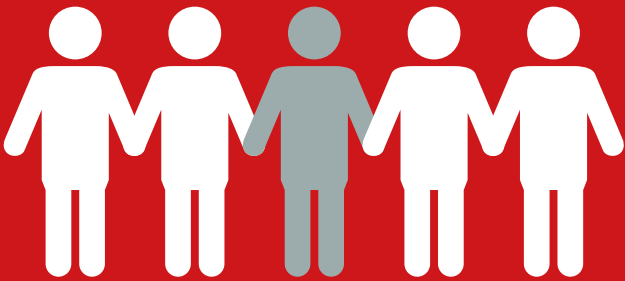




Tír Eoghain: Míbhuntáiste ... DISADVANTAGE

40% (8) of NI's 20 most disadvantaged rural Wards are in Tyrone

30% (30) of the 100 Wards with the worst Proximity to Services are in Tyrone



- More than one person in five is classed as being in Poverty



Up to **20%** of adults have no formal qualifications

- Omagh, Dungannon, Strabane and Coalisland all have designated Neighbourhood Renewal Areas
- Benefit uptake levels tend to be below average



Tír Eoghain: Ag Obair ... AT WORK

Manufacturing provides up to

30%

of jobs across much of Tyrone



- Tyrone is a world-leader in the materials handling industry
- Construction and agri-food also provide many jobs



- Earnings in Tyrone are up to 10% below the NI average



- Public service jobs are strong in/around Omagh but scarce in East and West Tyrone
- Travelling to work elsewhere is an established part of life in Tyrone
- Local entrepreneurialism is very strong, especially in rural Tyrone





Tír Eoghain: Ag Fomhlaidh ... **LEARNING**

- 145 Primary and 24 Secondary Schools attended by

31,500 pupils

- 13,500 pupils attend Tyrone's 80+ Primary Schools which play Gaelic games
- 10,000 pupils attend Tyrone's dozen Second Level Schools which play Gaelic games



- Tyrone's Second Level Schools are concentrated in the larger towns
- Significant numbers of our children travel beyond Tyrone to School
- Our children's educational performance is good



- **15,000** students attend the Tyrone campuses of the South-West College

- Tyrone has no stand-alone Third Level provision



Tír Eoghain: Na Pleananna ... **THE PLANS**

- Tyrone is administered through three Councils, three Health Trusts, two Police Districts and several other government/agency divisions
- The NI Regional Development Strategy 2035 sees Omagh, Dungannon, Strabane and Cookstown acting as 'main hubs' for investment and development
- It also sees the Sperrins and Lough Neagh as strategic natural resources and the A4 and A5 routes as Key Transport Corridors
- Our three Council Area Community Plans prioritise partnership working, economic and social well-being, inclusion and cohesion, better connectivity and sustainability



- Land use Planning has still to come to terms with the needs of rural people and communities
- Public service retraction remains a major problem across Tyrone

South West College





CLG THÍR EOGHAIN ... GAA TYRONE

- Tyrone is wedded to the GAA as an amateur, volunteer-driven organization which proudly and confidently organises Gaelic games and associated cultural activities
- Football is the dominant Gaelic game in Tyrone and the County is now one of Ireland's leading GAA Counties
- The key GAA building block is the area/community-based Club, of which there are 55 in Tyrone



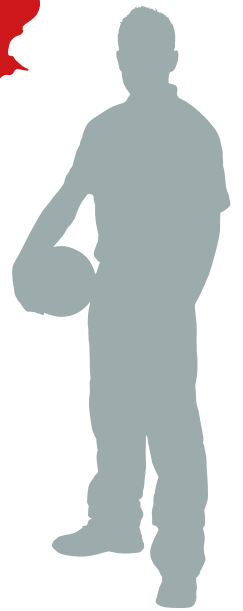
■ Tyrone's GAA Clubs each typically field 15 teams, from U6 to Adult, involving some **15,000** players and owns its base of Clubrooms and pitches

■ Tyrone's GAA Clubs turn over more than **£4m pa** and have an asset base worth **£60m** and rising

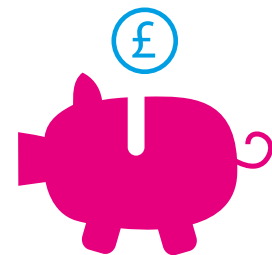


- Self-help and 'putting-in-not-taking-out' are key Tyrone GAA articles of faith

Tír Eoghain: Na Saincheisteanna ... WHAT THIS ALL MEANS FOR US IN TYRONE GAA



- Place and community persist as key drivers for our people and for the GAA here
- GAA Clubs must continue as the sporting, cultural, social and health/well-being anchors of their communities and be supported in these roles
- Everyone in the County should have the opportunity to enjoy Gaelic games
- Additional fit-for-purpose GAA infrastructure is essential
- New partnerships have to be developed
- Government has not served Tyrone well and needs to improve its performance
- All money raised for Gaelic games and associated activities has to be managed and used to best effect





Tír Eoghain: An Stair Ghealach

THE GAELIC STORY

WHEN	WHAT
1800s	Community-based Gaelic games exist but in the early days of the GAA, activity is sporadic in Tyrone.
1900s: Beginnings	First County Board established, Club Championships started and teams representing Tyrone fielded: first Camogie Club, Rose Kavanagh's, established.
1920s: Courageous Survival	The first difficult years of the new northern state see Tyrone GAA teeter on the edge of bankruptcy but the O'Neills Cup is purchased and the courage of the few wins out.
1930s: Moving On	First Ulster Minor Football titles are won and a first Ulster Senior Final is reached: Camogie flourishes across Tyrone.
1940s: Breakthrough I	Tyrone wins back-to-back All-Ireland Minor titles and Tyrone players backbone St Patrick's College Armagh's Hogan Cup-winning team.
1950s: Breakthrough II	First Ulster Senior Football titles are won along with McKenna and Lagan Cups as Armagh, Derry and Down also move up to Ulster's 'top table'. First Tyrone County Handball Committee is formed in 1952.
1960s: Consolidation	A structured approach (which lasts to this day) is introduced to underage football and first All-Ireland Junior and Vocational titles are won. CLGTE administration and structures are radically reorganised. Two Ulster Junior Camogie titles are won.
1970s: To Another Level	Tyrone dominate Ulster underage football, win a third All-Ireland Minor and a third Ulster SFC title ... but, as with all of Ulster, the conflict takes hold for the next quarter century.
1980s: Further Growth	Three Ulster SFC titles are claimed and a first All-Ireland Senior Final is reached. Vocational, Under 21 and Minor titles are also won. Centenary Year sees a surge of Club-based infrastructure development. Camogs win Ulster Junior title and reach All-Ireland Final.
1990s: On the Cusp	Tyrone's presence at national level grows, winning All-Ireland Under 21, Minor, Vocational and College football titles as well as Junior Hurling and reaching the NFL and Senior All-Ireland Finals. Ladies Football is formally established in Tyrone as is Club Tyrone.
2000s: Breakthrough III	All-Ireland football titles are won at Senior, Under 21, Minor, Vocational and College levels as well as first NFLs. Ladies reach a first All-Ireland Senior Final and Camogs win All-Ireland and Ulster Junior titles. Healy Park is redeveloped and work on Garvaghey and a raft of Club projects begins.
2010s and beyond: Ensuring the Legacy	Garvaghey is completed on time and on budget and Tyrone win a fifth All-Ireland Under 21 title, the first-ever All-Ireland Under 17 title as well as Ulster Senior, Under 21, Minor and Under 17 crowns. The driving challenge remains to hand on Gaelic games in Tyrone in even better shape than they were handed on to us.



Na Cumainn CLG i dTír Eoghain THE GAELIC CLUBS OF TYRONE





BUILDS TEAMWORK AND DISCIPLINE

Ag Ardú Níos Airde Aris na Laimhe Deirge

RAISING THE RED HAND EVEN HIGHER

Our Plan is about taking Gaelic Tyrone forward to best effect. It builds on what we already have, takes account of our planning process' analyses and consultations, and maps out a way ahead under seven different Themes:

- Theme 1: Developing, Coaching, Organizing and Playing our Games
- Theme 2: Club and Community Development
- Theme 3: Tyrone's GAA Infrastructure
- Theme 4: Tyrone's Gaelic Culture, Language and Heritage
- Theme 5: Health, Well-Being and Inclusion in Tyrone
- Theme 6: Resourcing Tyrone GAA
- Theme 7: Tying It All Together: Governing and Managing Tyrone GAA





THEME 1: DEVELOPING, COACHING, ORGANIZING AND PLAYING OUR GAMES

For Tyrone GAA the games are and must remain 'the core business'. Our games generate the most activity, attract the greatest interest, are the focus of most of our infrastructure and take up the bulk of our resources. They are and must remain centre stage.

Tyrone has consistently invested heavily over many years in Gaelic games development by providing ever-better facilities and increasing its coaching inputs. Garvaghey and the Acadamh Thír Eoghain structures are helping deliver at all levels in Tyrone but concerns remain about the dangers of elitism and the limited 'hard cash' support that trickles down from the GAA's higher levels to our County and Clubs. Nonetheless, Acadamh Thír Eoghain's innovative inputs to our Second Level Schools should be maintained and more work is needed to maintain and improve the quality and quantities of our Referees, without whom much of our GAA business would collapse. The recently-launched five-year strategy for Hurling and Camogie will remain at the centre of our work and our Club Tyrone Summer Camp model will also continue as a very effective part of our work with Tyrone's younger people.

Our County teams are and will remain a vital part of Tyrone GAA's business and need to be structured and resourced accordingly. Over the past twenty years Tyrone has been Ulster's most successful County and we want to hold and improve that position.

As in many Counties there are concerns here about growing elitism and the side-lining of Club activity. Much of that side-lining is, unfortunately, self-inflicted, with too many Tyrone Club fixtures now being called off by one or both participating teams. Compared with most others, Tyrone runs a very good Club fixtures programme which starts on time in the Spring, provides regular fixtures, finishes in the Autumn and largely includes our County players. The current Autumn-based club Championships are the model the Tyrone Clubs have voted for.

In 2016 Tyrone commissioned a comprehensive review of its underage games programmes which recommended more games, less 'compression' of fixtures and more definitive fixtures programmes. It urged Tyrone to apply this strap-line to playing the games: 'As many as possible, as long as possible, in the best environment possible.' During 2017 the review's recommendations were applied and will be constantly reviewed and re-worked as necessary.

Like all Counties however Tyrone is not helped by the lack of clarity re the new inter-County 'Super 8s', Under 20 and Minor/Under 17 arrangements (and their inevitable implications for Clubs) that face us as we move into 2018.





THEME 1: DEVELOPING, COACHING, ORGANISING AND PLAYING OUR GAMES

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
OVERARCHING			
Review all aspects of our Gaelic games activity in Tyrone	Management	Report to County Committee by end of 2018	Fit-for-purpose approach to Gaelic games in Tyrone
CLUB FIXTURES AND COMPETITIONS			
Continue to provide Gaelic games opportunities across Tyrone for people of all abilities and from Under 6 through to Adult levels	County Committee CCC Clubs	Ongoing	As many people as possible participating in Gaelic games for as long as possible in the best environments possible
Continue with Master Fixtures Planning (and reviews) within Tyrone and aim to deliver: <ul style="list-style-type: none"> ■ Regular, 'secure' fixtures in all codes at all levels, centered on the Summer months and including a re-invigorated Reserve football regime ■ Minimal conflict between codes and grades/levels ■ A culture where underage players sought by different teams play at their 'own grade/level' ■ U20 competitions which are taken seriously by Clubs ■ Structured social/recreational games ■ Involvement of all stakeholders (Clubs, schools, coaches, County managers, etc) 	County Committee Fixtures Analysts CCC Clubs	Ongoing	
Schedule, locate and promote key fixtures to ensure gate receipts are maximized	CCC Finance Stewards	Ongoing	
COUNTY LEVEL ACTIVITY			
Continue to support and resource, in sustainable ways, all Tyrone County GAA teams	County Committee County Panels Clubs	One Ulster SFC, U20 FC or MFC per year	Tyrone teams acting as the flagship for the GAA in the County and contributing to the Tyrone GAA brand/identity
Continue to roll-out Acadamh Thír Eoghain	County Committee Coaching & Games	10 squad sessions per player per year	Tyrone GAA players properly prepared to take part in, enjoy and reap the full benefits from Gaelic games



THEME 1: DEVELOPING, COACHING, ORGANISING AND PLAYING OUR GAMES

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
COACHING			
Roll out the 'Seven-Point Plan' based on: <ul style="list-style-type: none"> ■ 'Club is King' ■ Increased participation, using multiple teams where needed and feasible ■ Regular games programmes, both competitive AND recreational ■ Regular Skills Audits ■ Investment in coaches and coaching ■ Valuing our volunteers in Clubs, Schools and at County levels ■ County level co-ordination and the use and development of Garvaghey as an engine for all of this 	County Committee Coaching & Games	<ul style="list-style-type: none"> ■ Club-based/ driven coaching model in place ■ 10% increase in participation ■ 5 new GPOs ■ Performance Hub in place at Garvaghey 	As many people as possible participating in Gaelic games for as long as possible in the best environments possible
Host an annual Tyrone GAA Coaching Conference or similar learning event	Coaching & Games	Ongoing	Improved coaching knowledge and delivery within Tyrone
Maintain the annual Club Tyrone Summer Camps and look at expanding provision across the year	County Committee Coaching & Games Clubs	Summer Camp hosted every year by every Tyrone GAA Club	More young people playing and enjoying Gaelic games
Lobby Councils/others to increase their support for Gaelic games coaching	County Committee Coaching & Games	Ongoing	Equitable and fair 'public purse' support for Gaelic games
Work with Ulster GAA to provide Rounders coaching	County Committee Ulster GAA	At least one Rounders coaching event delivered pa	Improved 'quantity and quality' of Rounders played in Tyrone and the game seen as part of the Gaelic mainstream
Provide, with Provincial and national support and input, coaching courses in all codes specifically for women	County Committee Ulster GAA	Course(s) in place from 2018 forward	Improved equality through increased numbers of qualified women coaches in place at Club, school and County levels
HURLING			
Continue to resource, implement and monitor Tyrone GAA's Five Year Strategic Plan for Hurling and Camogie, 2016-2020	County Committee Hurling	Targets as set out in the Plan	Hurling established as part of the Gaelic fabric at all levels across Tyrone





THEME 1: DEVELOPING, COACHING, ORGANISING AND PLAYING OUR GAMES

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
TYRONE'S SCHOOLS			
Maintain links and liaison with Tyrone Cumann na mBunscol (which already promotes all the Gaelic codes)	County Committee	Ongoing	Development and maintenance of a 'full life/full family' ethos in and around Gaelic games in Tyrone and continued development of players at all levels
Maintain support for, inputs to and liaison with Tyrone's Second Level Schools and ensure the place of Gaelic games and associated activities are not diminished via ongoing rationalizations	County Committee	Ongoing	
Promote the development of Club/School links	Clubs	All Tyrone Clubs to have formal links in place by 2019	
Establish links with the South-West College	County Committee	Meet College management in 2018	Robust Gaelic presence in the College's Tyrone campuses
Support and encourage 'One Wall' Handball into Tyrone's Second Level schools	Handball Committee	All schools involved	Access to Handball available to teenagers across Tyrone
REFEREEING			
<p>Maintain and develop the Tyrone Refereeing Academy, thereby:</p> <ul style="list-style-type: none"> ■ Addressing and developing generic Gaelic games refereeing and discipline issues ■ Identifying and recruiting new, young referees and encouraging players, current and past, to get involved ■ Providing the support needed for referees who wish to progress ■ Encouraging the sharing of referees across the Gaelic codes ■ Involving referees in 'coaching the Rules' to players, coaches and mentors in all settings and at all levels across Tyrone ■ Taking forward the 'Advisor Report' performance advice and guidance system Developing the 'GIVE-EARN-GET Respect' theme ■ Resourcing our Referees' work as appropriate 	County Committee Ulster GAA GAA Referees Committee Croke Park	Ongoing	Continued delivery of good refereeing making games more enjoyable and fulfilling to play in, to watch and to referee



THEME 2: CLUB AND COMMUNITY DEVELOPMENT

The Club is the key, even the only building block within the GAA. Tyrone’s Clubs are strong and have developed largely self-funded facilities that are second to none. In most cases local GAA facilities are the dominant/only community hub in their areas/communities. Clubs deliver where government has failed to deliver yet are, bizarrely, charged Rates on the facilities they have saved government from providing.

This must be reversed with Clubs instead supported financially for what they do. Concern has also been expressed at the growing dominance and resource requirements of the County game and its inevitable and growing squeezing of the Club game.

Tyrone, with others, is increasingly concerned at the prioritizing of ‘metropolitan Ireland’ for GAA investment, something which can happen only at a cost to ‘non-

metropolitan Ireland’. Rural Ireland (which includes Tyrone’s towns) has always been and remains the GAA’s key driver and already suffers gravely from service withdrawal, lack of opportunities, growing Planning controls and debilitating emigration. The vast bulk of public investment and infrastructure is already allocated to metropolitan Ireland so the GAA needs to reverse its strategy here, work to redress chronic imbalances and re-focus on its GAA heartlands.

Most issues faced by our Clubs are shared by other Clubs. Equally, different Clubs have different strengths and weaknesses. And increasingly smaller Clubs are finding it more and more difficult to deliver everything that the bigger Clubs deliver. It is essential that we increase our ‘Cross-Club’ working and sharing so that we can maximize our effectiveness, minimize waste/duplication and identify and jointly drive forward common agendas.

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
CLUB DEVELOPMENT			
Provide advice, support and information across the spectrum to Clubs and share good practice between them on development-related issues, including Club Planning and Club Maith	Development Communications Finance	One seminar/event hosted pa and all Clubs with Club Plans and 50% with Club Maith in place by 2022	Tyrone’s GAA Clubs increasingly fit-for-purpose
Roll out Officer training and related initiatives such as the ‘Elevate’ programme	Development Ulster GAA	Ongoing	Clubs and County managed by competent confident Officers
Establish Club clusters to help develop and take forward various parts of the ‘Gaelic portfolio’	County Committee Culture Clubs	Clusters operating from 2018 forward	Synergies, economies of scale and lobbying power developed across Gaelic Tyrone
RURAL TYRONE			
Lobby the GAA and other authorities to prioritize and invest appropriately in rural Tyrone	County Committee	Ongoing	Tyrone’s people and communities getting a fair share of public resources
Provide ‘practice-based’ support and advice to Clubs on amalgamations, joint-working, shared facilities and support/funding from non-traditional sources	Development Ulster GAA	Ongoing	Clubs better-equipped to deal with the consequences of depopulation in particular
Look in detail at the potential for amalgamations at U20 level	County Committee	At least 70% of rural Clubs involved in U20/U21 competition from 2019	Gaelic games opportunities provided for a key rural age group





THEME 2: CLUB AND COMMUNITY DEVELOPMENT

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
URBAN TYRONE			
Bring the major urban Clubs together to 'learn/share' from each other re issues faced and models of good practice	County Committee Development	Discussion held in 2018 and yearly thereafter	A strong and sustainable Gaelic presence in Tyrone's major urban centres
Develop specific GAA-related initiatives and projects as part of urban regeneration programmes in Tyrone's main towns	County Committee Development Clubs	Annual engagement with Neighbourhood Renewal Area and similar groups	Joint-working to address social and economic issues of mutual concern
Maintain and if possible grow the focus on the development of Gaelic games within Strabane's schools network and work with the Sigersons Club re: new participation initiatives	Coaching and Games Clubs	Ongoing	A stronger and more sustainable Gaelic presence in one of Tyrone's major towns
EMIGRATION			
Roll out the 'Club Tyrone New York' and 'Club Tyrone London' models to maintain/develop links with Tyrone-related GAA presences overseas	PR & Marketing	Ongoing	Building of the Tyrone Gaelic brand/identity and provision of meaningful support for Tyrone people away from home
Identify and use GAA networks to help support Tyrone migrants pre and post-migration	County Committee Clubs	From 2018 forward	Improved quality of social and economic life for Tyrone emigrants
Consider 13-a-side games for Clubs with reduced numbers	County Committee CCC Clubs	From 2018 forward	Local impact of emigration on the playing of Gaelic games reduced
Continue to lobby for more appropriate Rural Development, Education, Health and Social Care and Planning policies	County Committee Ulster GAA	Ongoing	More native rural people remaining in their own robust communities





THEME 3: TYRONE'S GAA INFRASTRUCTURE

Tyrone's GAA infrastructure has been hugely developed over the past half-century, virtually all of it funded through local GAA community endeavour. All our Clubs now own fit-for-purpose pitches, all have changing facilities, many have two pitches and almost half have match-quality floodlit provision. Garvaghey and some Council facilities (most notably Cookstown's MUSA) have added significantly to the mix (though climate change means that unplayable pitches are becoming an increasing problem).

Despite these huge advances, Sport NI planning norms show that Tyrone is still 50 Gaelic pitches short of what's needed to meet current (let alone future) demands. Our urban needs are particularly pressing. There are also growing pressures re providing changing facilities that meet modern legislative requirements. And the GAA's very significant role in providing local community facilities (almost always because the state/civic society simply does not deliver on this front, particularly in rural areas) needs to be better supported.

Major GAA fixtures in Tyrone are a very important part of our games and contribute significantly to the local economy. Healy Park remains a major asset but O'Neill Park, Dungannon requires support to develop as Tyrone's second 'County ground' and act as venue for major games in the east of the County.

Despite its unequalled contribution to the community good, Tyrone GAA at Club and County levels is levied with very significant Rates bills. This taxing of local communities for doing the state's work for it is unfair, is unsustainable and needs to be changed.

Finally, Tyrone's Garvaghey project continues to fulfill its planned role of helping drive Gaelic games and culture in Tyrone on through the 21st Century, attracting over 1,000 users a week. We need to continue to manage and resource it to do this.





THEME 3: TYRONE'S GAA INFRASTRUCTURE

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
COUNTY GROUNDS			
Support and maintain Healy Park as a regional Gaelic Stadium	County Committee Ulster GAA	Ongoing	Continued capacity to host major Gaelic games fixtures in Tyrone, including all of Tyrone's major home inter-County games and major domestic fixtures
Agree and implement a master-plan, including a funding/resourcing plan, to develop O'Neill Park Dungannon as Tyrone's 'Secondary' County Ground	County Committee Ulster GAA Dungannon Clarkes		
PLAYING FACILITIES			
Lobby as appropriate to restore government sports capital funding to (at least) 'pre-London 2012' levels	County Committee Ulster GAA	Capital funding restored from 2018 forward	Improved Gaelic infrastructure in Tyrone with government delivering on its funding responsibilities
Lobby Councils for provision and support (including cash development grants for Clubs), especially in urban areas where land assembly is more difficult	County Committee Ulster GAA	Ongoing	Improved Gaelic infrastructure in Tyrone and continuation of current excellent working relationships with local government
Improve collaboration and sharing of facilities with schools/the education sector by: <ul style="list-style-type: none"> ■ Offering schools and Colleges access to all Tyrone Gaelic facilities ■ Lobbying for schools to open up facilities out-of-hours and in holidays ■ Lobbying for better Gaelic provision at Primary Schools 	County Committee Clubs Ulster GAA	Ongoing	Maximum use made of the available 'Gaelic games plant' in Tyrone and avoidance of duplication and waste
Ensure all new Gaelic provision is 'women-friendly'	County Committee Development Clubs	Ongoing All new Tyrone Gaelic facilities to be 'gender-proofed'	A fully fit-for-purpose Gaelic infrastructure in Tyrone which delivers true and meaningful gender equality
Provide 'ball walls' for hurling and handball	County Committee Clubs	Ongoing	Improved participation in 'small ball' Gaelic games across Tyrone
Promote 'One Wall' Handball in all appropriate settings across Tyrone	County Committee Clubs	Ongoing	Improved participation in Handball across Tyrone



THEME 3: TYRONE'S GAA INFRASTRUCTURE

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
GARVAGHEY			
Maintain the Garvaghey Management Group to oversee the strategic management and development of Garvaghey	County Committee Garvaghey	Ongoing	Garvaghey managed and used in business-like and focused ways for the overall betterment of Gaelic Tyrone
Complete the planned Fermanagh & Omagh Council-supported improvements within the Garvaghey building	Garvaghey	By end 2018	Improvements to the overall 'Garvaghey offer'
Develop the planned Performance Hub at Garvaghey	County Committee Garvaghey PR & Marketing	By end 2019	Garvaghey offering the full package in terms of helping develop and deliver Gaelic games and associated community, cultural and heritage activities and understanding in Tyrone
Develop a Tyrone Gaelic archive and display facility in Garvaghey to host relevant books, documents and memorabilia	Garvaghey PR & Marketing	Ongoing from 2018	
All County Sub-Committees and groups to set out how they will use Garvaghey and include same in their annual work-plans	All Sub-Committees	Ongoing	Full buy-in to and use of Garvaghey for the betterment of Gaelic Tyrone
Maintain and develop Garvaghey's 'green credentials' via its alternative energy and water supply arrangements	Garvaghey	Ongoing	Garvaghey operating at peak efficiency, lowest cost and as an exemplar to others
SUPPORTING FACILITIES			
Develop Tyrone Gaelic facilities which are fully fit-for-purpose in terms of medical/recovery provision, women, referees, volunteers, people with disabilities/special needs, administration and social, cultural and heritage activities	Development Clubs	Ongoing	A fully fit-for-purpose Gaelic Tyrone infrastructure
Improve the spectator experience at Club grounds by: <ul style="list-style-type: none"> ■ Increasing the amount of covered spectator accommodation ■ Providing toilets as required ■ Offering basic catering/refreshments ■ Ensuring everything/everywhere is fully 'disability friendly' 	Development Clubs	Ongoing	An improved 'spectator offer' leading to improved comfort, higher attendances, greater participation and improved revenues
Provide better signage, including Irish language signage, to and at GAA facilities	Culture Clubs	Ongoing	'Way-finding' to and at Gaelic facilities grounds made easy





THEME 4: TYRONE'S GAELIC CULTURE, LANGUAGE AND HERITAGE

The Tyrone Gaelic family has always believed that Gaelic games, culture and heritage are inextricably linked and a weakening of any one of them necessarily diminishes the others. The GAA is always about 'Who we are and Where we are from' and we must sustain a variety of ways of analyzing and answering those questions.

Whilst Scór remains central to Tyrone GAA's work, more needs to be done to sustain and develop our Gaelic heritage, both within Scór and beyond it. More Clubs should be participating in Scór and Tyrone GAA should make a concerted effort to increase spoken Irish across the County. Irish has very strong roots in our County and remains a live, vibrant language here. We need to reflect the needs and aspirations of those who are fluent and those who have an interest but who are not fluent.

Building an improved understanding and appreciation of our County, the people and things in it, and the people who came before us here, should also be central to the Tyrone GAA brand.



Fintona Ceol Uirlise group

Garvaghey offers Tyrone GAA unique opportunities to progress the entire Tyrone cultural, language and heritage agenda and it is essential that our work here is expanded and developed.

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
THE IRISH LANGUAGE			
Identify/maintain a dedicated 'Irish Language person' in every Club	Clubs Culture	Ongoing from 2018	Irish seen as part of the fabric in every Tyrone GAA Club
Promote participation in the Joe McDonagh Foundation	Culture	Ongoing from 2018: all Clubs achieving 'Bronze Medal' status by 2022	
Promote the use of 'Coirneal Gaeilge' in Garvaghey	Culture	Ongoing from 2018	Spoken Irish seen as part of the fabric in Tyrone's County GAA Centre
Scope and deliver an Irish Language-medium Club Tyrone Summer Camp at Garvaghey (and elsewhere if there is a demand)	Culture Coaching & Games	Ongoing from 2019	Irish accepted as central to Gaelic Tyrone and its activities rather than as an optional add-on
Revitalise the Tyrone GAA 'Clubs Language Cluster' model (see also 'Club Clustering' under Theme 2 above)	County Committee Culture	Ongoing from 2018	Re-running of previously successful and award-winning model
Include language dimension in <u>all</u> training (officers, coaches, Summer Camps, Club Maith accreditation; etc)	County Committee Ulster GAA		Irish accepted as central to Gaelic Tyrone and its activities rather than as an optional add-on
Use basic Irish greetings in Clubs, games, etc and ensure at least some bi-lingualism at all Tyrone Gaelic events and in all Gaelic Tyrone publications, social media and promotional material	County Committee Culture Clubs		
Procure and promote the use of a 'standard' Tyrone GAA Irish signage template			
Liaise and work jointly with the 'language community': host an annual meeting of language groups within Tyrone	County Committee Culture		Identification of shared agendas, sharing of resources/joint-working, development of strategic approaches and avoidance of waste/duplication
Maintain/develop links/joint-working with Foras na Gaeilge (the body responsible for the promotion of the Irish language throughout Ireland), the six lead Irish language organisations funded by Foras na Gaeilge (Conradh na Gaeilge, Glór na nGael, Cumann na bhFiann, Gael Linn, Gaeloideachas, Oireachtas na Gaeilge), our Councils who are delivering Irish Language Programmes and other relevant groups such as Comhaltas Ceoltóirí Éireann.			



WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
THE IRISH LANGUAGE			
Promote TG4, Radio na Gaeltachta and other broadcasters' programmes via Tyrone Gaelic events and publications	Communications Culture PR & Marketing Clubs	Ongoing from 2018	Greater uptake within Tyrone of existing Irish language broadcasting
Lobby for and support the development of Irish teaching in Schools	County Committee	Ongoing	Improved understanding and use of Irish across Tyrone
SCÓR			
Identify/maintain a dedicated 'Scór person' in every Club	Clubs	Ongoing	Improved participation in Scór across Gaelic Tyrone
Support non-participating Clubs, possibly via mentoring from participating Clubs, to take part in Scór	Clubs Culture		
Maintain and develop the practice of Scór performers being showcased when and where possible in all Tyrone Gaelic events			The quality, importance and enjoyment/feel-good of Scór showcased and promoted to wider audiences
Host an annual 'Best of the Best' Tyrone Scór concert (possibly based in Garvaghey)	Culture	Ongoing from 2018	
CULTURE AND HERITAGE			
Continue to make full use of Garvaghey as a venue and resource to tell and explain 'the story of Tyrone' through events, lectures/talks, exhibitions, displays, workshops and seminars	County Committee All Sub-Committees	Ongoing	Improved understanding of Tyrone, its people and their development
Continue to use Garvaghey to host culture-related events and activities such as St Brigid's Cross-making, Bonfire Night and Hallow'een	All Sub-Committees		Improved understanding of Tyrone's culture, heritage and traditions
Continue to host events celebrating past Tyrone GAA achievements	All Sub-Committees		Acknowledgement and recognition of the 'men and women who built Gaelic Tyrone'
Maintain the 'Credo' Awards initiative	Management Clubs	Annually	
Develop a Tyrone Gaelic archive and display facility in Garvaghey to host relevant books, documents and memorabilia	Garvaghey	Ongoing from 2018	Development of a critical mass of Tyrone Gaelic material to improve people's understanding of Gaelic Tyrone
Tyrone GAA and its Clubs to record, 'translate' and use (in addresses and signage etc) town-land and other local place names	Clubs	Ongoing	Valued part of Tyrone's heritage retained in live, day-to-day usage
Use GAA publications, and especially the 'Red Hand View' match programmes, to improve people's understanding of our various heritages	Communications PR & Marketing		Improved community understanding of and pride in Tyrone's various heritages
Where possible, Clubs to work with local schools on culture and heritage-related projects	Clubs	One such project delivered in every Club area by 2020	Gaelic Tyrone's culture and heritage sustained
Investigate models for integrating culture/heritage dimensions into the annual Club Tyrone Summer camps and include basic Irish language elements in all Summer Camps	County Committee Coaching & Games Culture	Potential model(s) identified for 2018 Camps	Clear sense of how Gaelic games, culture and heritage are interwoven
Sustain the Ulster Provincial dimension via support for Provincial competitions and events and the 'Railway Cup'	County Committee	Ongoing	Ireland's unique Provincial identities cherished, sustained and promoted





THEME 5: HEALTH, WELL-BEING AND INCLUSION IN TYRONE

Through its games and associated activities Tyrone GAA makes a major if too-often unseen contribution to the physical, social and mental well-being of people and communities. At Club and County level the GAA stays with people throughout their life's journey, regardless of age, circumstances or ability.

Tyrone GAA continues to play a vital role in improving the health and wellbeing of the local communities as well as building local community capacity through facilitating specific training (for example in First Aid, CPR and defibrillators) as well as rolling out mental health promotion and health and wellbeing initiatives. The most recent development has been the development of Critical Incident Plans and training for Clubs which will commence in 2018.

Over the coming years as a County we will need to deal with the implications of widespread deprivation/ disadvantage, of an ageing population, of continued health/care service retraction and of what appear to be growing gambling/other addictive issues. Modern 'cyber-life' can also bring its own problems, particularly for our younger people. Many of the major statutory bodies are interested in partnership working to help address these issues.

Alongside all this our County wants to keep working to better integrate the full Gaelic games family (the GAA, LGFA and Camogie), to welcome and support our 'new Tyrone communities' and to engage meaningfully with those established, strong and vibrant Tyrone communities that are not of the Gaelic tradition.

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
HEALTH, WELL-BEING AND INCLUSION IN TYRONE			
Ensure County and Club Critical Incident Planning and associated training are up-to-date and communicated to all	Health & Well-Being Clubs	Ongoing	County and Clubs prepared to deal with events/situations that may arise unexpectedly
Continue to roll out and develop provincial or national health and wellbeing initiatives such as the 'GAA Gambling support resource, 'Live to Play', and 'Take 5 Steps to Well-Being' and others across Tyrone GAA	Health & Well-Being	Ongoing	Improved quality of life and personal well-being within Tyrone
Support the implementation of the GAA's 'Healthy Clubs' programme and Healthy Club officer training	Health & Well-Being	Ongoing: three new Clubs participating in the Healthy Clubs programme and 8-10 Clubs participating in Healthy Club officer training each year	
Continue to roll out and develop the GAA's 'Social Initiative'	Health & Well-Being Clubs	Ongoing	Improved community cohesion and improved inclusion of an 'at risk' group
Pilot a GAA-based 'Men's Shed' project in Tyrone	Health & Well-Being Clubs	2018 onwards	
Retain the County's policy of not seeking or accepting sponsorship from businesses or organizations engaging in 'addictive activities' (ie alcohol, gambling or tobacco-related) and provide signposting support to clubs requiring assistance/advice in these areas	County Committee	Ongoing	A clear statement from Tyrone GAA about what is important to it and its communities



THEME 5: HEALTH, WELL-BEING AND INCLUSION IN TYRONE

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
SAFEGUARDING AND DEVELOPING YOUNG PEOPLE			
Implement the 'Our Games Our Code' Code of Best Practice re working with Underage Players	County Committee Clubs	Ongoing	Safe settings for young people across Gaelic Tyrone
Prioritize the welfare of children and young people within the County's Gaelic games family	County Committee Clubs	Ongoing	Influence policy and practice within the County
Promote the development of leadership skills in our youth, including via the establishment of a Youth Forum/Voice initiative	County Committee Youth GAA County Children's Officer	From 2018 forward	A Gaelic Tyrone that better reflects young people's views and aspirations and the shaping of future generations of GAA volunteers, officers and administrators
INCLUSION OF ALL THE GAELIC GAMES			
Ensure all Tyrone GAA facilities and events are 'disability proofed'	County Committee Clubs	Ongoing	A Tyrone GAA that's open and accessible to all
WIDER INCLUSION			
Use Garvaghey (particularly its 3G, indoor and events/performance resources) to deliver new opportunities for a wide range of people	County Committee Clubs	Ongoing	Improved quality of life and inclusion for everyone partaking
Continue to develop and deliver 'common bond' events and initiatives with people and communities from 'non-Gaelic' backgrounds and traditions	PR & Marketing	Ongoing: at least one event/initiative delivered each year	Improved mutual understanding and appreciation of our shared Tyrone heritages
Translate basic GAA material/notices into most-used migrant workers' languages	County Committee	Ongoing from 2018	Improved engagement with the 'New Tyrone' communities





THEME 6: RESOURCING TYRONE GAA

Tyrone GAA is avowedly amateur and its sustainability is dependent on a huge volunteer input. Volunteerism built the GAA and without it the GAA cannot survive. 'Volunteer capital' is the GAA's one irreplaceable resource though its importance seems to be increasingly underestimated and underappreciated.

At the same time, it also takes some £1.3m per year to fund Tyrone GAA at County level. Over 70% of that money has to be raised by Tyrone GAA from within Tyrone: it is not gifted to us by anyone else.

Coupled with all this, Tyrone has a £1m debt to repay against its £7m Garvaghey project. And we have major ambitions about adding to our Garvaghey facilities.

Contrary to opinion Tyrone is not a big County: in GAA population terms, 18 of Ireland's 32 Counties are bigger than Tyrone. Nor is Tyrone a wealthy County: average incomes here are significantly below the NI average and people face the classic added rural costs of travel/access to work and services. In GAA terms, Tyrone is not just faced with resourcing things at County level but also has 55 GAA Clubs to equally resource.

Sound financial planning, robust fund-raising and meticulous financial management are therefore non-negotiable for Tyrone GAA. Equally, it is vital that Tyrone gets its fair shares from regional, provincial and national funding, both GAA and other. We are confident we have always delivered prime value for whatever money we have got and remain a sound investment option for others.



WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
FINANCIAL EXCELLENCE AND BEST PRACTICE			
Oversee those financial matters delegated to it by the County Committee and work closely with the County Committee, Management Committee and all other Committees	Finance	Ongoing	Close supervision and best practice planning, management and control of Tyrone GAA finances
Present monthly reports to Management Committee, County Committee and County Convention showing reconciled financial position	Finance	100% compliant year-end reports produced for Auditors	
Work to, and where necessary develop, the best practice Tyrone GAA Manual for Finance and Internal Control policies and procedures	Finance	Ongoing	
Maintain rolling five-year Financial Plan/Budget and Cash-Flows incorporating annual Sub-Committee plans and budgets	Finance	Ongoing	





THEME 6: RESOURCING TYRONE GAA

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
INCOME MAXIMIZATION			
Lobby for a more equitable distribution of National GAA resources	Management	Ongoing	A better-balanced and more sustainable GAA
Enhance the scheduling, promotion and pricing of Club Championship games to sustain their core financial contribution	CCC Finance Stewards		Well-planned programmes of well-located games in place which maximize gate receipts
Maintain and further develop strategies and systems for 'gate management', including the collection and depositing of receipts	Finance Stewards		Safe control of a central element of Tyrone GAA's cash income
Maximize through robust marketing and promotion, the potential of Tyrone GAA Season Tickets, both internal and National	Finance PR & Marketing Communications IT		Increased resources for Tyrone GAA
Maximize Garvaghey's income whilst retaining tight control of its costs	Garvaghey		Garvaghey delivering maximum benefit at minimal cost to Tyrone GAA
Maintain and develop Club Tyrone, both at home and abroad, as a key contributor to Tyrone GAA finances	PR & Marketing	Annual work-plans (including financial targets) agreed and delivered	Ongoing underpinning of Tyrone GAA's finances and continued bolstering and development of the Tyrone GAA brand/identity
Maintain and develop strategic and innovative approaches to sponsorship and commercial income for Tyrone GAA (whilst avoiding sponsorship from sources associated with 'addictive activities')	County Committee	Sponsorship of County teams and main competitions consistently in place	Ongoing underpinning of the Tyrone Gaelic family's finances and continued bolstering and development of the Tyrone Gaelic brand
Maximize Tyrone GAA's grant-aid income	PR & Marketing	Ongoing	Grant aid for Tyrone GAA maximized
CONTROL OF EXPENDITURE			
Maintain strict expenditure and tendering control procedures	Finance	Ongoing	Value for money secured and maintained across Tyrone GAA
Maintain strict management of Fixed Asset and Stock Control	Finance		Tyrone GAA property and assets quantified and properly insured
CLUB FINANCIAL MENTORING AND SUPPORT			
Work with Ulster GAA to develop and deliver financial management support/ advice for Clubs	County Committee Finance	Ongoing	Tyrone Clubs more financially-sustainable
Support Clubs with financial best practice	Finance		
Support Clubs with the presentation of their annual financial statements and submission to TCLG by 31 March of the following year.	Finance Ulster GAA	All Clubs producing standardised, high quality year-end reports	





THEME 7: TYING IT ALL TOGETHER: GOVERNING/MANAGING TYRONE GAA

Top quality governance is vital to the well-being of Tyrone GAA. The County's GAA affairs are a very significant undertaking, requiring both a massive and growing volunteer input and huge financial investment. Tyrone cannot afford to get the management of its business wrong.

The 2014 Review of Tyrone's GAA Governance has led to improvements but not all parts of our structure have shown the same commitment to it. We need to have a

consistent effort across the board here. Tyrone's Sub-Committees need to work and be seen to work.

Central to the survival, let alone the well-being and growth, of Tyrone GAA has to be the recruitment, retention and cherishing of GAA volunteers at all levels. There is an increasing sense that whilst the GAA volunteer remains the irreplaceable underpinning part of the GAA structure, he/she is all too often taken for granted.

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
TYRONE GAA ADMINISTRATION			
Complete the 2017/18 HR Review and put in place and manage a staffing structure that reflects Tyrone GAA's needs and best HR practice	County Committee Management HR	Completed and implemented by end of 2018	An efficient, effective structure which recruits, rewards, develops and retains staff to best effect for Tyrone GAA
<p>Continue to implement the approved recommendations of the 2014 Tyrone GAA Governance Review, ie:</p> <ul style="list-style-type: none"> ■ County Committee to be promoted and treated as the unequivocal, core governing body of Tyrone GAA ■ Terms of Reference, Standing Orders and 'job descriptions' (using national GAA templates where available) to be drafted and circulated for all Tyrone GAA Committees, working groups and Officer posts ■ All Sub-Committees to produce, work to and report on annual work-plans ■ All Sub-Committees to submit written reports to the monthly County Committee meetings ■ A structured schedule of Sub-Committee verbal reporting at County Committee meetings ■ Tyrone's GAA Clubs to meet with the CCC at least once a year ■ County Committee and/or Management Committee to call meetings of Clubs as appropriate ■ Tyrone GAA to host an annual strategy day/event 	Management Strategy	Ongoing	Tyrone GAA governed clearly, transparently and with appropriate accountability



THEME 7: TYING IT ALL TOGETHER: GOVERNING/MANAGING TYRONE GAA

WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
TYRONE GAA ADMINISTRATION			
Work to ensure full compliance with independent safe-guarding and Child Protection legislation	County Committee Children's Officer Ulster GAA	Ongoing	All Tyrone Gaelic settings and activities secured as safe places for children and vulnerable adults
<p>Develop a 'Grow our Tyrone Gaelic Games Volunteers' strategy based on:</p> <ul style="list-style-type: none"> ■ Showcasing what Tyrone GAA is and does ■ Elected officers identifying and inviting specific people to fill specific roles/bring specific skills ■ Using time limits to avoid burn-out/tiredness ■ Acceptance and promotion of Officer turnover at all levels ■ Constant support for volunteers via training etc ■ Facilitating volunteers' own development eg via CVs, personal statements, etc ■ Public acknowledgement and celebration of volunteering ■ Use of GAA 'taster' events 	County Committee Communications Development Clubs	Strategy developed and approved during 2018 and worked to thereafter	Increased numbers of committed Tyrone Gaelic volunteers, who are not overloaded or inappropriately tasked
STRATEGIC APPROACH TO GAELIC GAMES IN TYRONE			
Maintain and develop cross-Gaelic games collaboration in Tyrone via the ongoing work of the Integration Committee	Integration	Ongoing	A better joined-up, corporate and effective Tyrone Gaelic family in place
Work to develop and sustain the 'One Club' model in Tyrone	County Committee Integration Clubs	Every Tyrone GAA Club/Club area delivering at least two Gaelic games by 2020	Robust presence of all the Gaelic codes across Tyrone
Sustain and develop joint Officer and other training as appropriate across the Tyrone Gaelic games family	County Committee Integration Ulster GAA	Ongoing	A seamless, corporate and effective Tyrone Gaelic family in place
Continue with and improve 'master Fixture-Planning' approach for all codes and at all levels	County Committee Fixtures Analysts CCC	Ongoing	Increased Gaelic synergy within Tyrone





WHAT WE INTEND TO DO	LED BY	TARGETS SET	OUTCOMES SOUGHT
PLANNING/REVIEW AND CONSULTATION			
Host an annual structured, facilitated Tyrone GAA planning, review and/or consultation event looking at a core part of our County's GAA business	Strategy	Annually	Strategic Tyrone Gaelic issues identified, discussed and addressed
MARKETING, PROMOTION AND COMMUNICATION			
Develop and roll-out a Tyrone GAA Social Media Strategy	PR & Marketing Communication IT	Ongoing	More people better informed about and engaged in Tyrone Gaelic business and affairs
Maintain the production of 'Red Hand View' match programmes at County and Club levels	Communications		Spectators better informed about Tyrone Gaelic business and affairs
Develop appropriate match-related promotion and entertainment	County Committee Culture		Building of the Tyrone Gaelic brand/identity
Host an annual facilitated workshop involving the media and all levels of Tyrone Gaelic games	County Committee Communications PRO	From 2018 forward	Better mutual understanding of Tyrone GAA's and the media's views and needs
Use major Tyrone fixtures (County and Club) to showcase the full family of Gaelic games and associated activities	County Committee CCC Culture Committee	Ongoing	Promotion of <u>all</u> the games and building of the Tyrone Gaelic brand/identity
PARTNERSHIPS WITH OTHERS			
Work with others and lobby as appropriate to ensure Brexit has no negative impact on the GAA	County Committee	Ongoing	The GAA's place and role as a truly national, all-Ireland organization maintained and developed
Maintain and develop our links with Tyrone's four Councils	County Committee Management		Improved mutual understanding between sectors and joint-working to improve the quality of social and economic life in Tyrone generally
Host a 'Public/Other Bodies' planning/consultation event every two years	County Committee		
Work with others to ensure Tyrone benefits to best economic effect from major GAA games, events, etc	County Committee PR & Marketing		
THE 'RESPECT' AGENDA			
Develop and promote a 'GIVE-EARN-GET Respect' ethos at all levels via: <ul style="list-style-type: none"> ■ All Tyrone Gaelic fixtures, blitzes, Acadamh Thír Eoghain, etc. ■ Face-to-face meetings and events ■ Tyrone GAA publications ■ All Tyrone Gaelic communication 	County Committee All Sub-Committees Clubs	Ongoing	A Tyrone Gaelic ethos where all participants' input is respected, appreciated and honoured
Maintain a zero-tolerance approach to physical violence at all levels	County Committee Clubs CCC Hearings		A Tyrone Gaelic ethos wherein violence is shunned and perpetrators are ostracised



A chur i bhfeidhm MAKING IT ALL HAPPEN

The delivery of this Plan is essentially down to the GAA County Committee, Sub-Committees and Clubs of Tyrone. We expect and are entitled to significant inputs from others but the bulk of the work will fall to Gaelic Tyrone.

Tyrone GAA will keep in place its existing Strategic Implementation Committee to oversee the implementation of the Plan. The Committee will:

- Monitor progress in implementing the Plan
- Liaise with Tyrone GAA Sub-Committees and Working Groups re their implementation of the Plan
- Ensure all Sub-Committees produce annual Work-Plans which set out how they will take forward the parts of the Plan most relevant to them
- Report back to the Tyrone County GAA Committee on progress
- Report formally to the Tyrone GAA County Convention on progress with the Plan and associated issues

Mura gcuirfidh tú san earrach ní bhainfidh tú san fhómhar ...
If you don't sow in spring you won't reap in autumn

Tyrone GAA's Committees and Work-Groups, which are ultimately responsible for the delivery of the Plan, are:

- County Committee
- Management
- Coaching & Games
- Communications
- Competitions Control Committee
- County Panels
- Finance
- Fixtures Analysts
- Garvaghey
- Health & Well-Being
- Healy Park
- Hearings Committee
- Hospitality
- HR
- Hurling
- Integration
- IT
- Language & Culture
- Planning, Physical Development & Safety
- PR & Marketing
- Referees
- Stewards
- Strategy
- Youth



Club Tyrone

Cumann Thír Eoghain

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