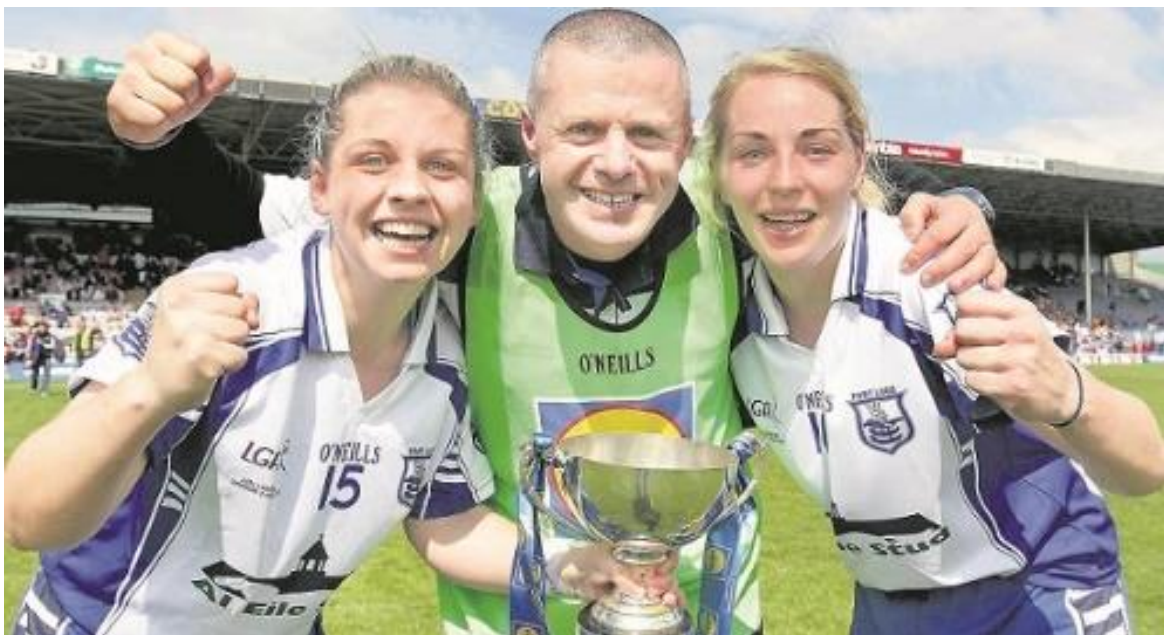


Waterford LGFA County Plan



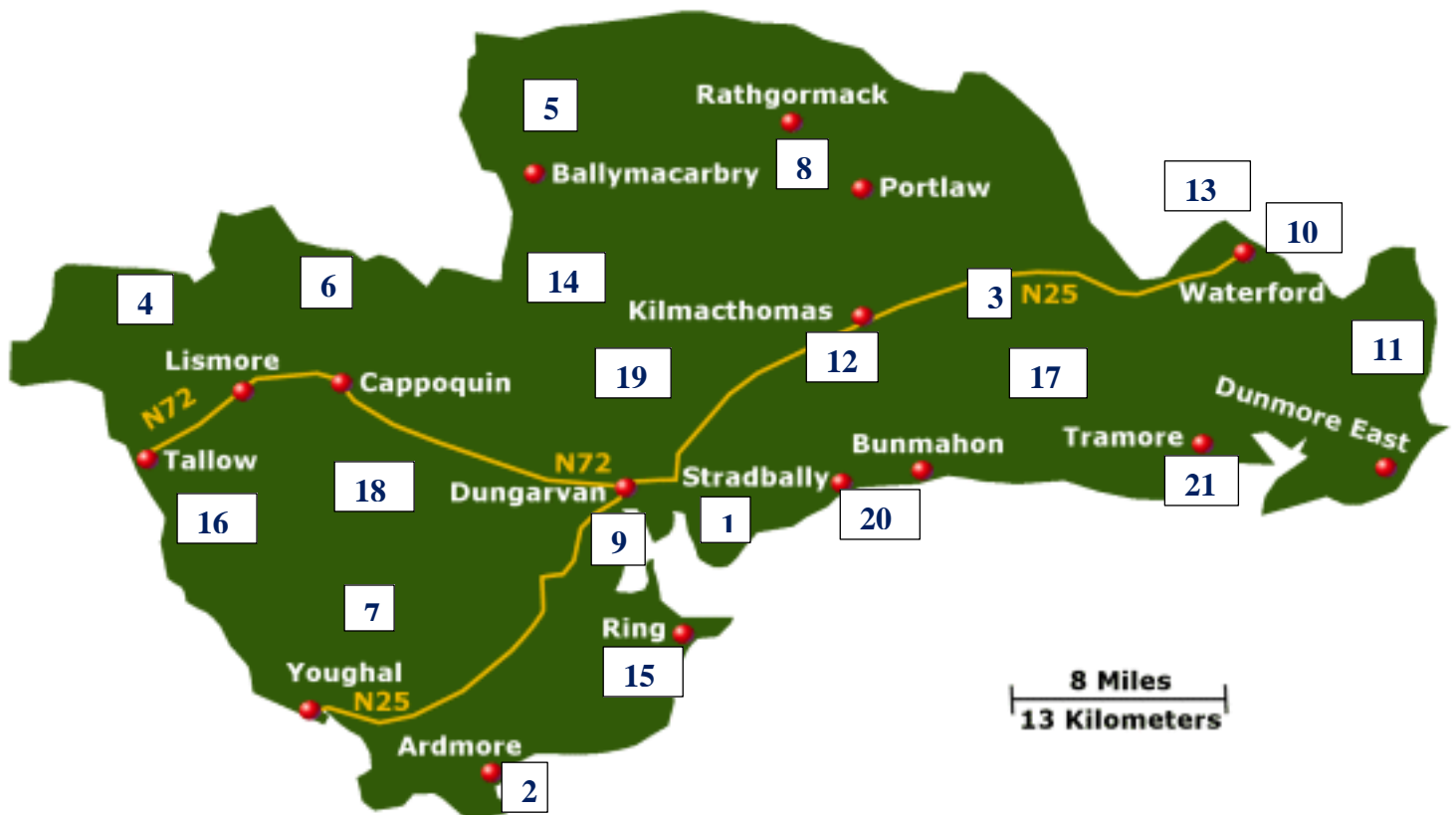


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LADIES FOOTBALL CLUBS IN WATERFORD



- | | |
|---|---|
| 1. <i>Abbeyside LGFA Club</i> | 12. <i>Kilrossanty Brickeys LGFA Club</i> |
| 2. <i>Ardmore Grange LGFA Club</i> | 13. <i>Mount Sion LGFA Club</i> |
| 3. <i>Ballyduff Lower LGFA Club</i> | 14. <i>Na Deise LGFA Club</i> |
| 4. <i>Ballyduff Upper LGFA Club</i> | 15. <i>Old Parish LGFA Club</i> |
| 5. <i>Ballymacarby LGFA Club</i> | 16. <i>Shamrocks LGFA Club</i> |
| 6. <i>Ballysaggart LGFA Club</i> | 17. <i>St Annes LGFA Club</i> |
| 7. <i>Clashmore Kinsalebeg LGFA Club</i> | 18. <i>St Olivers LGFA Club</i> |
| 8. <i>Comeragh Rangers LGFA Club</i> | 19. <i>St Pats LGFA Club</i> |
| 9. <i>Dungarvan LGFA Club</i> | 20. <i>Stradbally LGFA Club</i> |
| 10. <i>Erins Own Scared Heart LGFA Club</i> | 21. <i>Tramore LGFA Club</i> |
| 11. <i>Gaultier LGFA Club</i> | |



1: Planning Group Chairperson's address:

A Chairde,

I am delighted to present to you the new Strategic plan for the Waterford Ladies Gaelic Football Association (WLGFA), mapping out the future for our sport up to 2021. A five person steering committee was set up to undertake this task. We were privileged to get George Young, Michelle Ryan, Catriona Casey and Joe Murray to give their time and expertise to help plan the future of Ladies Football in Waterford.

The purpose of this plan was to evaluate the structures in place, identify the strengths and weaknesses and put a plan together that will develop and improve the association in all areas, in doing this we acknowledge the excellent structures already in place in the county.

Throughout the process we wanted to identify the areas where WLGFA need to look to improve and develop, put in measures to address them, identify where the WLGFA is performing well and how those areas can be used as a template for the future. Above all this plan is a roadmap for future Administrators and Executive officers of the WLGFA County board.

The process of the Plan detailed in the following pages ascertained the view of various club members across the county who took part in the club forum in The Gold Coast hotel in the spring of 2018. The feedback was gathered, analysed and used by the Steering Committee to generate the plan contained in these pages.

We are extremely proud of this plan. The value of going through this process is collecting the many fantastic ideas and opinions of the countless people involved in our clubs across the county and it helps generate a sense of cohesion and shared vision which is fundamental to the progress of any LGFA County executive.

I would like to thank the County Development Officer Richard Hayes for all his input and support, a big thank you to Croke Park LGFA officials who facilitated the Club Forum night and gave us the guidance and support we really needed to complete this process and without whom this Plan would not have been completed. I would like to sincerely thank our steering committee and all those who contributing their ideas, opinions, time and effort to the Club Forum. I would also like to pay a special tribute to Niall Mulrine, National Development Officer, who is deserving of a special mention thanks to Niall for the countless hours he put in on behalf of the steering group, most of which goes completely unseen and unnoticed by others.

Fiona Crotty-Laffan



2: History of County

The first serious attempt to organise ladies football in County Waterford came in the summer of 1970. During that year in an NFA sponsored tournament, a game between Newcastle and Ballymacarbry attracted over 500 spectators to the Mill Field Ballymacarbry. The year 1970 ended with a South Tipperary/West Waterford league played on a double round basis.

Waterford LGFA has been to the forefront of the social fabric of the county since 1970. While Ladies Football in Waterford has been thriving since then, it has really grown to prominence due mainly to the All-Ireland successes the county enjoyed in 1986 (Junior), 1991, 1992, 1994, 1995 and 1998 (Senior) , as well as at underage level in 1991, 1993, 1996, 1997, 2001 (U18), 1991, 1992, 1995, 1996, 1998 (U16) and 1998 (U14).

Over the course of the decades, competitions became better structured and regulated with Waterford LGFA County board overseeing underage competitions at U12- U18 level, and adult competitions from Senior to Junior C level.

Waterford currently has 21 clubs under its auspices, which caters for approximately 2032 members (both playing and non-playing). As one can see from the map on the previous page, the geographical spread of LGFA clubs in Waterford is wide-ranging.

3: Methodology:

The brief for the planning process was clear. The county wanted to build on their previous successes through consultation and involvement with its membership. The new Strategic Vision & Action Plan is ambitious, but achievable and underpinned the following;

- Be constructed around the values and traditions of the county;
- Be volunteer-led;
- Maximise participation across all areas of clubs in the county;
- Provide a roadmap for the County for the future.

To achieve this, the county executive identified individuals to be involved in a planning team. This team was chaired by Fiona Crotty and other members included Catriona Casey, Michelle Ryan, Joe Murray, George Young, Laura Fitzpatrick (WIT), Rosarie Kealy and Peter Jones (both Waterford local sports partnership). The planning team identified the immediate and potential challenges that the county would face. When completed the plan would be clear, practical and ready to put in place. The plan should be for everyone— most importantly the players, ordinary members and parents—and have clear and understandable objectives.

The process began with listening to the membership of the County. In February 2018, a county planning workshop was held in the Gold Coast Hotel, Dungarvan, in conjunction with PINTA, with all clubs in the county. A significant percentage of those taking part were female and another positive feature was the high attendance on the night. Each person was given an opportunity to outline areas where improvement could be made. The workshop also asked people to describe the ideal county of the future.

At the end of the workshop people were requested to volunteer to attend three further meetings in their area of interest in order to develop all ideas further. To develop the ideas four focus groups were formed under the following headings;

1. County Structure & Administration
2. Coach and Player Development
3. Finance and Fundraising
4. Communications & PR

Each focus group met for two, one hour sessions to develop ideas and formulate the plan. In the process the focus groups engaged expert opinion on certain matters. As the work proceeded, common themes began to emerge.

In mid-January 2019, all of the focus groups came together to present their final ideas for discussion. The final two hour workshop was very beneficial in distilling the final ideas. The methodology is simple. It is based on consulting the membership at all levels and enabling them to develop the plans of the County for the future.

We are confident that this plan is the voice of the clubs. If this plan delivers, we are confident that we will be in a very strong position in 2022 and will continue to play a central role in our community.



4: Mission, Vision, Values:

Mission

“Building our sport to enhance the lives of players and communities”

Vision

“The Sport for Females, the Game for Fun, the Place for Community”

Values

Integrity: We operate to the highest standards in our dealings with ourselves and all those we work with.

Inclusiveness: We provide appropriate opportunity for all to take an active and satisfying role in our Association.

Encouraging: We provide the culture, structures, supports and resources to bring out the best in all our members.

Respect: We promote mutual respect for all, between players, officials, units and for our systems and processes.

Pride: We take pride in the quality and positive impact of all our activities, honouring outstanding achievement at all levels.

Leadership: We seek to bring out the best in members today and we work together to create the best future for our members and our Association.

Innovation: We harness the creativity, practicality and energy of our members.

Fairness: We build accountability and transparency into all activities of the Association and are just and impartial in our decisions.

Dynamism: We value positive thinking, learning, decisiveness and action.



5: Background to County:

The first serious attempt to organise ladies football in County Waterford came in the summer of 1970. A number of tournaments in West Waterford/South Tipperary drew the attention of number of Ballymacarbry employees in the area and as a result Ballymacarbry Ladies Gaelic Football Club was founded on Tuesday 7th July 1970, making it one of the oldest clubs in the country. During that year in an NFA sponsored tournament, a game between Newcastle and Ballymacarbry attracted over 500 spectators to the Mill Field Ballymacarbry. The year 1970 ended with a South Tipperary/West Waterford league played on a double round basis.

In 1971 ladies football teams were also formed in Touraneena, Kilrossanty, Kill, Fenor, Stradbally and Abbeyside. During this time a county executive was set up in Waterford under the chairpersonship of Fr Percy Ahearn, a native of Colligan, with Margaret Foley as Secretary. On Saturday 24th July 1971 the Dungarvan Observer carried the announcement that a ladies football championship would be run off in County Waterford and it was decided that all games would be played in Leamybrien. By 1972 tournament games were playing a very important part in ladies football with many games being organised between a contingent of players from Tipperary and Waterford. After four years of competition in various counties it was decided to officially set up the Ladies Gaelic Football Association on the 18th July 1974 at Hayes hotel in Thurles.

1986 saw Waterford win their first adult intercounty titles when they claimed the Junior League and the Junior All-Ireland. Sunday 12th October was the first time ever that the Ladies Football finals were played in Croke Park and Waterford contested the Junior All-Ireland final with Wexford. On that day Marie Crotty (Waterford) became the first ever ladies footballer to score a point in Croke Park with Catriona Casey (Waterford) becoming the first ladies footballer to score a goal in Croke Park. Waterford recorded a 4-13 to 0-0 victory and Marie Crotty became the first Waterford player to win an All-Star Award.

Waterford won their first underage intercounty titles in 1991 in the U16 and U18 grades and won their first U14 title in 1998. 1991 also saw the first ever senior All-Ireland title for Waterford when they defeated Laois on 13th October in Croke Park. Waterford then went on to win four more senior All-Ireland titles (1992, 1994, 1995, and 1998).

Between 2002 and 2009 Waterford went through a transition period on both the club and county scene. Waterford senior ladies were relegated to the intermediate championship in 2008 but following this relegation they went on to win the Munster Intermediate title in 2009, their first intercounty title since 2002 across all grades. This was followed by a further six intermediate titles between 2010 and 2015. They also competed in the 2010 and 2012 Intermediate All-Ireland finals but were defeated by Donegal and Armagh. In 2015, the Waterford Ladies Won the intermediate all Ireland, beating Kildare

Waterford underage teams have competed mainly in the B championships over the last number of years with victories in the U14 B All-Ireland in 2013 and in the U16 B All-Ireland in 2015 and 2017.

Since 1970 Waterford players have won 68 All-Star awards and 19 Team of the League Awards. Officers have contributed at national and provincial level, with presidents and both national and provincial level.



- **Activity Area 1: Coaching and Player Development**

In three years' time, we will be able to say:

"Our county is focused on the playing experience of our players. We have achieved excellence in player welfare and in providing games for our players in a safe and enjoyable environment and our player retention is at an all-time high. Our county is focused on providing the best possible playing experience for all of our players".

Key Projects:

Coach & Player Development Sub-Committee

We will appoint a Coaching and Player Development Sub-Committee to oversee all aspects of development in the County. This will include identifying new coaches in the community, encouraging parents to become involved in coaching and ensuring that all our Club and County coaches have LGFA Coach Education qualifications. The committee will also ensure that a balanced programme of games is in place and that all players get an opportunity to play and participate. The chairperson of this committee will report to the County Executive for each meeting.

Coaching Policy

We will implement a coaching policy within the county, which will focus on player development, player retention and fun/enjoyment.

Coach Education

We will recruit and retain qualified coaches at all levels and improve coaching levels within the county. Our county coaching and player development sub-committee will support a coach development officer within each club and support the needs of these clubs over the course of the plan.

Referee Education

We will recruit and retain qualified referees at all levels and improve officiating levels within the county. Our referee coordinator will support referee development within each club and support the needs of referees within the county over the course of the plan.

Action	Outcome Sought	Timescale	Milestones	Responsibility
1.Support the Recruitment and training of qualified coaches at all levels and improve coaching levels within the county	More qualified coaches within the county	2019 - ongoing	Year 1 – 2 fundamental course organised/ 40 coaches per year Year 2 – 2 fundamental course + level 1 course organised/ 60 coaches Year 3 – 1 fundamental course/ 2 level 1 courses organised/60 coaches	Coaching and player development sub committee
2.Support coaches who have undertaken training within the county – seek feedback from coaches within the county through surveys/feedback	Retain qualified coaches within the county	2019	80% of coaches trained within the county	Coaching and player development sub-committee
3.Recruit Referee's at all levels and improve standards of refereeing within the county, encourage every club within the county to have a club referee	Increase numbers refereeing in the county, improves standards of refereeing in the county	2019 - ongoing	Year 1 – Grab your whistle course/ 2 level 2 refresher course Year 2 -	County Development officer
4.Support and review current refereeing numbers and standards within the county	Engage and activate current referees within the county and improve standard of current referees	2020	Survey of active referees list	Referee Coordinator

Action	Outcome Sought	Timescale	Milestones	Responsibility
5. Review of Support from Waterford LGFA for all units involved in the promotion of Gaelic Games	Prevent decline in activity within any club experiencing difficulty	ongoing	Year 1 – 2 club Year 2 – 2 clubs Year 3 – 2 clubs	Coaching and player development sub committee
6. A Review of development Academies to be carried out	Increased participation in development squads	2019	Review of last year's development squads	Coaching and player development sub committee
7. Link with WIT – coaching students involved with clubs	Increased coaching opportunities for WIT students in clubs throughout Waterford	2019 -2021	Year 1 – 3 students Year 2 – 5 Year 3 – 5 students	County Development Officer
8. Each Club within the county will appoint and support a coach development officer	To improve the standard of coaching within our clubs across the county	2019 - 2021	Year 1 – 10 coach development officer Year 2 – 15 coach development officers Year 3 – 21 coach develop	County Development Officer
9. Assist clubs within the county in adopting a coaching policy	All clubs are operating under the same guidelines	2019	Adoption of coaching policy	Coaching and player Development sub committee
10. Support clubs in establishing school/club links	Improve upon links between Waterford LGFA and schools within the county		Year 1 – school club link programme Year 2 – TY Project	Coaching and player development sub committee



Activity Area 2: County Structures and Administration

In three years, our County we will be able to say-

“Our County and clubs excel in their administration. We have the appropriate structures in place for the county needs. Our County is vibrant and we have increased the number of people volunteering in the county” – keep our past players engaged

Key Projects

County Constitution

We will adopt the LGFA constitution.

County Sub-Committee Structure

We will appoint a number of sub-committees to deal with Finance and Fundraising in the County, Coach & Player Development, Communication and Promotion, Fixtures and Transfers. We will recruit new volunteers to sit on these committees who have a particular talent for these topics.

Any other policies / governance pieces they should have in place

We will implement competition rules for all sanctioned competitions within the county.

Action	Outcome Sought	Timescale	Milestones	Responsibility
1.All County and Club officers will undertake county/ club officer training	All county and club officers have an understanding of their role within the LGFA and the responsibilities that entails by undertaking training in their role	2019 - ongoing	Year 1 – 10 clubs Year 2 – 21 clubs Year 3 – 21 clubs	All club and county Officers
2.That every club adopts and maintain a Club Plan, allowing it to work over a 3-5 year period,	To ensure each club within the county has a sustainable plan in place, supporting clubs to implement a plan	2022	Year 1- 1 club Year 2 – 3 Year 3 -5 Clubs	Development Officer
3.Provide Personnel for "Fixtures Planning" Training as provided by LGFA	To have relevant personnel trained re: Fixtures Planning	Quarter 1 2019	3 people trained	Fixture Committee
4.Inputting of all Waterford LGFA's 2019 Fixtures on the Servasport Fixtures Management System	To enable Fixtures Committee to get an overview of games organised by Waterford LGFA	Quarter 1 2019	5 people trained	Fixtures Committee
5.Agree and Finalise Format of Guidelines for clubs (U-8 to U-12) organising their own Blitz days based on the "Go Games" model	To ensure all Blitzes organised by clubs are small –sided, age appropriate, and suit the development needs of the Player not the Coach	2019 - 2020	Year 1 – U8, U10 Year 2 – u12	Fixtures committee
6.Undertake rules training within the county board	County board delegates from all clubs to have a better understanding of the rules of the association	2019	Hold one rules workshop per year with county board delegates	County Executive
7.Appoint County Volunteer Development officer	To recruit more volunteers to help with effective running of the county	2019 - 2020	Year 1 – Appoint volunteer officer , 5 new volunteers Year 2 – 5 Year 3 – 5	County Executive/ Volunteer Development Officer

Action	Outcome Sought	Timescale	Milestones	Responsibility
8.Special attention is paid to promotion of ladies football in urban areas within the county	Increased participation in terms of playing numbers and volunteers within the urban areas of Waterford	2019 - 2021	Year 1 – WIT Project Year 2 – G4G Year 3 – G4T	Coaching and Player development committee
9.CODA and Appeals Hearing Committees to be appointed	Qualified and competent individuals identified and appointed to these committee for the forthcoming season	2019		County Executive
10.CCA's confirmed	All Clubs in the county are aware of current boundaries and that these are clearly defined	2019		County Executive
11.Transfer Policy	A process for the processing of transfers and permission to plays and the referral to their CCAs	2019		County Executive
12.Referee Reports issued to all referees	Referee reports to be implemented and issued to all referees in the county to ensure correct reporting of games as per official guide	2019		Referee Coordinator
13.Transfers	A process to be put in place for the processing of transfers and permission to plays and the referral to county CCAs	2019		County Executive
14.Competition Guidelines	Establish competition regulations and ensure they are in place all grades and competitions within the county	2019		Fixtures sub committee

Activity Area 3: Finance and Fundraising

In three years, our County we will be able to say:

“Our County has excelled in raising funds to support the continued development of our County. We have new and innovative fundraising ideas and have new people helping in the fundraising efforts”

Key Projects

Finance and Fundraising Sub-Committee

We will appoint a sub-committee to take care of finance and fundraising in the County. The County Treasurer will act as Chairperson of this committee and will present a report to each county board meeting. They will prepare a budget for the County each year, prepare the accounts for the AGM and will organise fundraising events for the County.

Action	Outcome Sought	Timescale	Milestones	Responsibility
1. Build a sustainable Financial Development model for Waterford LGFA	Waterford LGFA will develop a self-sustainable financial model, which will enable the county to support the continued development of ladies football within the county	2019 - ongoing	Year 1 3 year fundraising plan developed Year 2 - Sponsorship for county club championships Year 3 – Identified by finance committee	Finance and fundraising sub committee
2. Invite local sports partnerships to a county board meeting	To obtain information on financial assistance and other support available to all clubs in the county	Quarter 1 2019	Send invite to members of local sports partnership to a meeting of the county board	County Secretary

Action	Outcome Sought	Timescale	Milestones	Responsibility
3. Look into further sponsorship possibilities within the county	Increased sponsorship opportunities and revenue for Waterford ladies football	2019 - 2021	Year 1 – Year 2 – Year 3 –	Finance and fundraising sub committee
4. Build links with businesses within the county	Promote ladies football while also getting financial support	2019 -2021	Year 1 – Increase awareness of Female Players Year 2 - Year 3 -	Finance and fundraising sub committee
5. Appoint a fundraising coordinator	To drive and support fundraising efforts in the county. To Support and advise clubs in fundraising	Quarter 1 2019	Appointment of Fundraising Coordinator	Finance and Fundraising sub committee
6. Increased numbers attending matches in the county	Increased spectator participation will lead to increased gate receipts and also increased interest in the sport within the county	2019		County Executive/ Finance and Fundraising sub committee



Activity Area 4: Communications & Promotions

In three years, our County will be able to say:

“Our County is the best possible sporting and social organisation in our Community. All our members and supporters are connected through traditional and new media. Our members in the community are aware of everything that is happening in the county”

Key Projects

PR Sub Committee

We will appoint a sub-committee to take care of Communications and Promotion in the County. The County PRO will act as Chairperson of this committee and will present a report to each County Executive Committee meeting. They will prepare a communication plan for the County each year, prepare contact for local print media, social media and the county website, and will promote LGFA events for the County.

Newsletter/ E-zine

We will email members a quarterly newsletter/ E-zine, which will inform them of all of the county activities, covering four key areas.

County Website

We will create an active and regularly updated website to keep members and the general public informed of Waterford LGFA activities

Action	Outcome Sought	Timescale	Milestones	Responsibility
1. Every Club in Waterford to use official LGFA email accounts for all communications	To ensure clubs are receiving and distributing all information relevant to their members.	2019 - ongoing	Waterford LGFA to stop sending correspondence to email addresses other than official LGFA accounts	All Club and County Officers

Action	Outcome Sought	Timescale	Milestones	Responsibility
2.Improve the promotion of Gaelic football in the county	Increasing playing numbers and general membership, and participation	2019 - ongoing	Year 1 – Piece in local papers every week/ Ezine quarterly. Social media Updated regularly. Fixtures and results regularly communicated Year 2 – Year 3 -	County and Club PRO's
3.Waterford LGFA to have an active and regularly updated Website	An active and regularly updated website to keep members and the general public informed of Waterford LGFA activities	2019	Website becoming active/ Launch Website	Development Officer / Assistant PRO
4.Launch Club Championships	To give our club championship the promotion it deserves	2019 - ongoing	Launch Club Championship	PRO and subcommittee
5.Set up PR Sub committee	A group of volunteers who will take ownership and responsibility for promoting ladies football within the county	2019	Year 1 - Setting up committee Year 2 Year 3	County Executive/ PR Sub committee
6.Special attention is paid to promotion of ladies football in urban areas within the county	Increased participation in terms of playing numbers and volunteers within the urban areas of Waterford	2019 - 2021	Year 1 – WIT Project Year 2 – Increased awareness of ladies footballers	PR Sub Committee



Implementation and Review Mechanisms for the Plan

This Plan is a living document. It will be reviewed, assessed and adapted to ensure it facilitates the County in reaching its potential over the duration of the plan. It will be possible to assess the success of the Plan.

The County Executive will put in place a Plan Implementation Sub-Committee. This team will meet on a biannual basis and assess the progress of the plan against its stated objectives. This team will decide on the most appropriate method to carry out a comprehensive annual review of the Plan. This will involve the assessment of the current initiatives, their appropriateness for the needs of the county and the identification of additional initiatives to assist in the completion of achieving the goals and objectives outlined in the Plan.

If required, the Plan will be modified and adapted based on the inputs. The Committee will also be responsible for communicating the modified Plan to all County members.



Acknowledgements

Many people have contributed to the development of this plan over the last number of months. It would be impossible to thank everyone individually, however, it is appropriate to thank a number of individuals and groups.

- Fiona Crotty-Laffan
- George Young
- Michelle Ryan
- Catriona Casey
- Joe Murray
- Richard Hayes – WLGFA Development Officer
- Laura Fitzpatrick – WIT
- Rosarie Kealy – Waterford Local Sports Partnership
- Peter Jones – Waterford Local Sports Partnership
- Orla Cullen – Pinta Consulting
- Paula Prunty – LGFA Operations and Planning Manager
- Lyn Savage – LGFA National Development Manager
- Niall Mulrine – LGFA National Development Officer

Most importantly, we wish to thank every single man or woman who has contributed at any stage as administrator, coach, player referee or general volunteer to our association in Waterford. Your combined efforts have given Waterford LGFA a strength and a presence that has endured throughout the years in our county.