



## Chapter One – Club Administration

1. Introduction
2. Committee Procedure
3. The Club Annual General Meeting
4. Club AGM in accordance with Rule
5. Sub-Committees in the Club
6. Gaeilge ag an gCruinniú
7. Communications
8. IT Development in GAA

In Association with





# CLUB MANUAL

## Chapter One - Club Administration

**Note: All references to rules refer to An Treorai Oifigiúil 2003 Version**

### 1. Introduction

Good administration is a basic need in any organisation. This is especially true of the GAA which

- is more than a sports body, having broad policy objectives apart from the games
- has a wider range of activities than the usual sports body
- has the special problem very often of handling two major field games and Handball through the same administrative system
- holds extensive property in the form of grounds, dressing - rooms and Social Centres
- while the promotion of the games is the main purpose of the GAA club, such promotion can only be built on an adequate system of club management and control.
  1. The essentials of a good club Administration centre on:
    2. A Club Constitution
    3. An Annual General Meeting
    4. An Executive Committee and Subcommittees
    5. Capable Officers and Leaders
    6. Adequate Finance
    7. Proper Records
    8. Good Liaison with Co. Committee

These lead to a challenging programme of activities and maximum community involvement.

### 2. Committee Procedures

#### Need for Committee Procedure

Committee meetings are necessary to ensure that business in a club is done effectively and democratically. The Cathaoirleach leads or chairs the discussion at a meeting by : opening the discussion; ensuring that everyone gets a hearing; ensuring that the agenda is followed; ensuring that topics are fully discussed and decisions reached as required; and finally closing the meeting.

#### Dates and Times

A Club should have regular meetings even at times when it appears there is little to be done. It is helpful to specify a night and time such as the first Thursday of the month at 8pm. Clubs should aim that all meetings start on time and finish on time (2 hours maximum)

#### Preparation for a Meeting

It is the Secretary's duty to notify members of meetings. There should always be a written agenda for a meeting and a copy should be available for every member who attends a meeting.



### Purpose of an Agenda

- Part of the planning of a meeting.
- Informs all who attend the scope of the topics to be covered.
- Helps each member to prepare so that each will have the necessary information and documentation for discussion.
- A good agenda helps towards good discussion and decision making and saves time and money.

### Qualities of a good agenda

- All items should be capable of being dealt with in the time allocated for the meeting.
- Each item should be explained so that the members know exactly what is meant.
- No one or two-word items.
- Each item should have only one interpretation.
- It should be clear from the wording whether members are to get information on the topic, are expected to give information on the topic, whether members are to discuss the topic, or if a decision is to be reached on the topic.
- Matters on the agenda should be in order of priority, urgent matters first and the remainder in order of importance.
- Allowing for urgency and importance, matters on the agenda should have a logical sequence.
- Documents and information relevant to each matter on the agenda should be made available to members, or an indication of where these documents and/or information are to be found.
- An agenda for a meeting should be in the hands of members in good time before a meeting.

The first items on an agenda usually follow thus:

- Minutes
- Matters arising from the minutes
- Correspondence
- Reports from sub-committees, county board etc.
- Other items specified.

Essential business, that can be dealt with quickly should be transacted first. Matters requiring longer discussion time can then be taken with time being allocated for each.

### Quorum

It is usual to decide on a quorum for meetings, i.e. the minimum number of members who must be present before the meeting can begin. It is usually not less than one-third of the total committee members or in the case of a very small committee, not less than three. A decision on this should be taken at the first meeting of the season. The quorum for a general or special meeting of a club is "20% of Full Members entitled to vote" (Club Constitution).

### Criteria for a valid Meeting

A meeting is valid if it is

- properly convened
- properly constituted
- properly held
- in accordance with the rules governing the meeting.



## CLUB MANUAL

In the case of the GAA the rules are found in An Treorai Oifigiúil and the Official Club Constitution. Decisions made at a valid meeting are binding on all members, whether present or not.

### Minutes

Minutes are the written records of the business done and decisions taken at a meeting. An Rúnaí records the date of the meeting, those present, the main points in discussions held and any decisions taken. An Rúnaí always notes the proposer and seconder of a motion put and the result of the subsequent vote taken.

At every meeting the first item on the agenda is that the minutes of the previous meeting are read, agreed to be true and accurate and signed and dated by the Cathaoirleach.

The item "Matters Arising from the Minutes" is intended to report on progress on minor matters. Matters of importance should form separate items on the agenda.

### Motions

A motion is a proposal that something should be done or a subject proposed as a basis for discussion. It must be proposed and seconded before being discussed. If proposed but not seconded, it is dead and cannot be discussed. Matters are, of course, often discussed without a motion but, if there is disagreement, the Chairperson should call for a formal motion. This helps to clarify the issues.

A motion shall begin with the word "That" and should be short, clear and positive. It should cover only one issue. For a simple example, a motion "That an Aeríocht be held on 21 June" would be better put as "That an Aeríocht be held". If the motion is agreed, then the date can be fixed.

When a motion is proposed and seconded, it is open for discussion and cannot be withdrawn without the consent of the Proposer and Secunder. A motion may be amended. A slight alteration in wording to a motion need not be dealt with as a formal amendment if it is acceptable to the Proposer and Secunder. A formal amendment must be proposed and seconded. It may add, delete or change words or phrases in a motion without being contrary to the original motion. A simple direct negative is not an amendment as those who are against a motion can speak and vote against it.

An amendment is voted upon first and if beaten, the original motion is then put. If the amendment is successful it then takes the place of the original motion and is put as a substantive motion. There can be more than one amendment and amendments themselves can be amended. This can be very confusing and it is better to try and incorporate suggestions into the motion or existing amendment with the consent of the proposers.

When the Cathaoirleach puts the motion or amendment to a vote, he/she should state it clearly so that members will know exactly what they are voting on so that the Secretary may get an accurate record for the Minutes.

### Voting

Only full members, whose membership fees are paid up to date in accordance with the with Official Guide and who are not suspended or disqualified under the Club Constitution and Rules of the Official Guide, shall be eligible to vote at a General Meeting



There are two main methods of voting at meetings, by a show of hands or by secret ballot. On important matters such as to decide the result of any contest for any elective position or when a motion concerns a person whether present or not, a secret ballot should be carried. In all cases the Cathaoirleach has a vote like any other member. In addition he/she has a casting vote which may be used in the event of a tied vote. By tradition a casting vote is used to maintain a no change situation. However, when the vote is tied where a person is concerned (eg election of officer at an AGM), rather than use a casting vote to decide between two candidates, it is advisable to draw lots to determine the winner.

### Chairing a Meeting

The Cathaoirleach by virtue of his/her office takes precedence over all others at a meeting. At big meetings and sometimes in committee he/she should stand to address members. This helps control as the mere fact of the Cathaoirleach rising to his/her feet should enforce silence. All questions, comments etc. should be made 'through the Chair'.

The Cathaoirleach ruling on all matters of procedure is final. Very occasionally a situation may arise when the great majority would disagree with his/her ruling and wish to have the matter discussed. The way to do this is for members to move and second "That the meeting has no confidence in the Cathaoirleach". The Secretary then takes over and puts the motion to the meeting. If carried, the Chairperson must leave the chair. The meeting will then close or the members will elect another Chairperson to complete business. The motion operates for one meeting only.

## 3. The Club Annual General Meeting

The Annual General Meeting of a GAA Club must provide an opportunity for members to evaluate the current club position and put in place structures and plans for the year ahead. All clubs large and small, urban and rural, must prepare properly for this important meeting and involve as many members and supporters as possible from their catchment area to help with the day to day running of the club and the challenges ahead.

### Elections

Twenty eight (28) days before the Annual General Meeting, the Rúnaí should issue a notification to all members in writing setting out the date, time, place and agenda of the meeting. He should enclose a Nomination Form and give the date and specify a date by which it should be returned, not less than twenty one (21) days prior to the date fixed for meeting. The Nomination Form should also have space for Notices of Motion - see specimen Nomination Form. Alternatively a separate form for Notices of Motion can be used.

A Nomination Form should be signed by the person making the nomination. It is important to get the consent of the person being nominated. A person nominated for an officer post should normally be nominated also as a committee member in case he is not elected to the officer post.

When Nomination Forms are returned, the Rúnaí lists the names of nominees for each position in alphabetical order and circulates these to all members at least ten (10) days before the Annual General Meeting.



## CLUB MANUAL

At the meeting, Tellers should be appointed to count the votes when cast. Only persons of integrity whose names are not on Ballot Papers should be appointed. The Tellers distribute and collect the papers. Before voting takes place, the Cathaoirleach should announce clearly any changes that may be necessary on the Ballot. Only Honorary and Full Registered Members may vote.

The Rúnaí should prepare Ballot Papers from the nominations submitted. Names should again be in alphabetical order. Ballot Papers when completed are not signed. Alternatively the lists of nominees could be written (before the meeting) on a blackboard in alphabetical order and a blank sheet of paper given to members to write down the names of those they wish to elect. (Voting, where it concerns people, should always be by secret ballot).

When the count is finished, the Tellers summarise the results and hand them to the Cathaoirleach who announces the results. Details of the voting should not normally be given. The names of the Committee members elected should be read out in alphabetical order, not in the order of voting. The Ballot Papers are destroyed by the Tellers when it is certain that a recount will not be necessary.

### **Termination of Office**

The Cathaoirleach and other officers and Committee of the previous year remain in office until the end of the Annual General Meeting.

### **Annual Report**

The Secretary's Annual Report is probably the most important item on the Agenda. It should deal with the work of the Club during the year and, depending on the size of the Club, be written under various headings such as games, social activities, community involvement etc. If tables of match results are given, it is better to include them in an Appendix to the report.

### **Annual Accounts**

Each Club should present at its Annual General Meeting an Income and Expenditure Account for the year and a Balance Sheet made up to date. The Balance Sheet and Accounts of the Club shall be available to the Revenue Commissioners on request. Accounts should be kept as simple as possible and not too detailed.

Production of an Income and Expenditure Account is relatively simple but a Balance Sheet (for a large Club) is a more complicated and specialised document and professional help would normally be required for its production. Therefore an independent suitably qualified Person or Persons shall be appointed as Accountant(s) or as Auditor(s) (if an Audit is deemed appropriate by the Executive Committee) to Report on the Financial Statements of the Club, for presentation at the Annual General Meeting. The Books and Accounts of the Club shall be presented to such Accountant(s) or Auditor(s) by the Committee in sufficient time to enable the Report of such Accountant(s) or Auditor(s) to be available and considered at the Annual General Meeting of the Club. The Financial Statements shall be approved by the Executive Committee, and signed by two of three Officers – Chairman, Secretary, Treasurer – on behalf of the Executive Committee.

It is suggested that for convenience and clarity, all sums should be rounded up or down to the nearest unit. A copy of the Annual Account must be submitted to the County Committee and include a statement of amounts due and payments in advance.

It is usual for the Treasurer to first explain the items in more detail and then to invite questions. Discussion on the Accounts should be confined to financial affairs - including fundraising.

### Notices of Motion

These are usually formal amendments of the Constitution but may also take the form of specific general directives from the Annual General meeting to the Club Committee. Motions for the County Convention are also considered.

### Other Business

Only matters of minor importance should be allowed to be discussed under this heading or an urgent matter which had arisen since the Agenda was prepared.

### Minutes etc.

The Secretary should write the minutes of the meeting as soon as possible. A report on the prescribed form should be submitted to the County Committee within ten days. A report on the meeting together with the names of the new committee should be issued to the local press.

## 4. Club AGM in Accordance with Rule

All clubs believe that the club Annual General Meeting is the most important meeting of the club year however many clubs do little or no preparation for this important event. The most important issue for the club to consider is the legality under G.A.A. Rules of this meeting so that decisions taken and adopted can be carried out without challenge. In this regard all clubs must adopt the Official Club Constitution in accordance with the **Official Guide Rule**. Amendments or alterations must be sanctioned by the County Committee before they come into force. Membership of the Association is gained through legal membership of a club so it is vital that the correct membership application procedure is in operation in your club. See Club Membership Application Form and Club Constitution for procedure. This may be clarified through the County Development Officer or County Sec.

### G.A.A. Rules Preparation for the Club A.G.M.

Having set a date for the Club A.G.M in accordance with Club Constitution **Rule 8.5.1**, which must in accordance with **Rule 8.3** Club Constitution, be held on or before **November 30th** in that calendar year if practicable, the Club Secretary must give 28 days clear notice of the Annual General Meeting to all members in writing and invite nominations for election to the executive committee for the following year and motions for consideration at the Annual General Meeting also specifying that such nominations and motions should be received by him/her by a date not less than 21 days prior to the date fixed for the meeting, Club Constitution **Rule 8.5.2**. Therefore it is reasonable to state that if a club has not amended this aspect of the Club Constitution and received sanction from the County Committee for such amendments, that this rule must apply strictly to your A.G.M.

**Rule 8.5.3** States that the Sec. shall then, on or after the specified date for return of such Motions, but so as to give the members 10 days clear notice before the meeting circulate to the members the following documentation.

- a. Copy of the Agenda for the meeting.
- b. Copy of the Annual Report of the Secretary.



## CLUB MANUAL

- c. Copy of the Financial Statements, including Report of the Accountant(s) or Auditor(s)
- d. Details of the Nominations for election to the Executive Committee.
- e. Copies of any motions for consideration at the meeting

While Club Constitution **Rule 8.5.4** gives latitude to the Club in reasonable circumstances if the above procedure time frame is not fully met it is important to stress that any appeal to a higher body on this failure will succeed, unless it can be proven that unforeseen and unavoidable circumstances caused such failure to meet the deadlines.

Under **Rule 8.4.** of the Club Constitution the following business shall be transacted at the Club A.G.M.

- a. Adoption of Standing Orders
- b. Minutes of Previous A.G.M.
- c. Annual Report submitted by Club Sec.
- d. Financial statement including report of the Accountant or Auditor.
- e. Chairman's Address
- f. Election of Officers and members to Club Executive Committee
- g. Notice of Motions
- h. General Business

Only full paid up Members whose membership is fully paid up in Accordance with **Rule 6.2** i.e. before August 1st of each year shall be eligible to vote at the Annual General Meeting having successfully concluded the Club A.G.M. only the newly elected Executive Committee have the power to set up Sub-Committees **Rule 7.15** Club Constitution.

## 5. Sub-Committees in the Club

### Sharing the Work

The Annual General Meeting of a Club elects a Management Committee to administer its affairs. In the case of a large Club, the Management Committee may sometimes elect a smaller Executive Committee to deal with specific matters in between meetings of the general Committee. This has advantages. Decisions can be made faster and a small group of people can all know easily what is going on and whether anybody is doing anything about a particular problem. But it means very often that all the work is done by the same group of devoted people including usually the officers of the Club.

Although it may take some thought, it is worthwhile to plan jobs so that they can be shared. It is also much healthier for the Club and the Association. When work is shared or delegated, it is necessary to be very clear about what each person is to do. Rather than appoint an Assistant Secretary, it may be better for example to appoint a Minute Secretary for writing minutes and notifying meetings. Help for the Treasurer could be provided by appointing another person to act as Treasurer of any special event or fund-raising effort.

### Sub Committees

The most effective method of sharing and delegating work is by appointing Sub-Committees. A Sub-Committee is usually appointed to take charge of one part of the Club's activities. It is responsible to the Management Committee



and ceases to exist when the body goes out of office. It is advisable that the Management Committee should appoint one of its members as the Cathaoirleach of the Sub-Committee; he/she can then make a report more conveniently to the Management Committee. Sub-Committees are generally quite small but may be given powers of cooption of people outside the Management Committee or indeed outside the club.

The officers of the Club should ideally be members of all Sub- Committees by virtue of their office.

The appointment of Sub-Committees is a valuable way of interesting a large number of club members and others in management and policy by giving them a definite part to play in the life of the Club. It also means that the Management Committee has more time to give to questions of policy, etc.

Apart from Ad Hoc Sub-Committees set up to deal with one specific job e.g. to organise an Outing, a Club might consider setting up Sub- Committees to deal with the following:

- a) **Fixtures and Transport:** This committee should examine master fixture list, identify problem fixtures, monitor player participation and devise a strategy in consultation with the players involved. In terms of transport the committee should examine costings and seek cheaper alternatives.
- b) **Coaching and Games Development:** This Committee would be responsible for the monitoring of team mentors in terms of their suitability, performance and reliability. It should encourage new Coach training and develop an interest in coaching amongst people in the Club. To chart a Coaching and Games Development Plan and set targets and goals on the field. Their role should involve the establishment of strong Club/School links and develop a Youth Policy and a code of discipline within the Club.
- c) **Social and Cultural:** This Committee should plan a programme of social and cultural activity involving as many people as possible. It should include in its programme a plan for active cooperation in the promotion of the language, music and dancing and local history; should promote concerts and plays; lectures and debates; and generally give opportunities for intellectual pursuits and recreational outlets. It should have a special objective - the involvement of parents in the Club activity.
- d) **Communications:** To get the Club GAA message to as many people as possible with particular emphasis on the local catchment area; to develop an awareness of the Clubs relevance and activities. Most importantly it should liaise with all club committees to ensure all happenings are promoted and advertised.
- e) **Talent Competition:** It may be desirable to set up a special Sub- Committee to organise Scór - the annual G.A.A. Talent Competition.
- f) **Fundraising:** Be responsible for Fundraising including sponsorship. To develop plans to raise the necessary finance for the club to operate and develop. To oversee and monitor these fundraising activities. Its important that this committee is not over worked and that fundraising is the responsibility of all club members. They should work closely with the Finance Committee.



## CLUB MANUAL

- g) **Development:** This Committee should take responsibility for maintaining and keep (in good order) all Club facilities. They should examine and consider future development. Apply and avail of GAA and other Grants and control and monitor the use of Club playing fields and other facilities.
- h) **Finance:** This Committee should have responsibility for overall financial planning; assist with the management of Club Finances, advise on capital expenditure and consequent recurring costs. If a club has a bar or other source of income, monitor its financial performance. To devise a strategy that will give the club a cost effective spending regime without interfering with the Games Development and Games Promotional needs of the Club.
- i) **Membership and Registration:** A Small workgroup whose responsibility is to ensure that all Club Members, Players and Officials are registered before the 1st of March in accordance with Rule. Encourage and promote GAA Membership in the area. They should also ensure that team lists and age regulations are complied with.

The extent to which Sub-Committees are used will depend largely on the size of the Club; they should be used only when there is specific need for them. Their existence does not mean either that the Management Committee can pass its responsibilities on to a small group. For example, a Finance Sub - Committee might make recommendations for fund-raising and, possibly, organise the work but there would be an obligation on all members of the Management Committee to throw their weight behind the effort.

### Finding the People

Sharing the work depends on finding people with whom to share it. There is no one way of doing this. It's important the Club has the proper structures in place. If everyone knows his/her role within the club, people will be less reluctant when asked to get involved. General appeals for help usually get nowhere. It depends very much on personal contact and friendly persuasion, perhaps asking first for help with one special event or to do a fairly small job, e.g. helping with the transport of juvenile players. Never refuse an offer of help but use it in some way.

## 6. GAEILGE AG AN gCRUINNIÚ

English	As Gaeilge
The Officers	Na h-oifigigh
The President	An-t-Uachtarán
The Chairman	An Cathaoirleach
The Secretary	An Rúnaí
The Treasurer	An Cisteoir
The Vice-President	An Leas-Uachtarán
The Vice-Chairman	An Leas-Chathaoirleach
Mr. President	A Uachtarán
Mr. Chairman	A Chathaoirligh
County Committee	Coiste Contae
County Representative	Ionadaí Contae
Meeting	Cruinniú
The next meeting	An Chéad Chruinniú eile
When will we have a meeting?	Cathain a bheidh cruinniú againn?
Registrar	Cláraitheoir
Trustee	Iontaobhaí
Agenda	Clár
Minutes	Miontuairiscí
Correspondence	Comhfhreagras
Apology	Leithsceál
Proxy	Ionadaí
I propose	Molaim
I second	Cuidím
I second that proposition	Cuidím leis an rún sin
I agree with that	Aontaím leis sin
I propose the adoption of the minutes	Molaim glacadh leis na miontuairiscí
Arising from the minutes	Ag éirí as na miontuairiscí
Are there any questions?	Bhfuil aon cheist?
Who will propose that?	Cé molfaidh é sin?
Arising from the minutes I would like to ask a question	Ag éirí as na miontuairiscí ba mhaith liom ceist a chur



## CLUB MANUAL

Transfer	Aistriú
Application for transfer	Iarratas ar aistriú
Player	Imreoir
Players	Imreoirí
There is an application for transfer from a player	Tá iarratas ar aistriú ó imreoir
Where is he residing?	Cá bhfuil sé ina chonai?
List of players	Liosta imreoirí
Is his name on the list	Bhfuil a ainm ar an liosta?
Substitute	Fear ionaid
Substitutes	Fir ionaid
Injured	Gortaithe
Was any player injured?	Ar gortaíodh aon imreoir?
He was injured	Gortaíodh é
He left the field	D'imigh sé den pháirc
He was ordered off	Cuireadh den pháirc é
Rough play	Garbhimirt
Suspension	Fionraí
Term of suspension	Téarma fionraí
Reinstate	Athglacadh
Eligible	Dleathach
Is the player eligible?	Bhfuil an t-imreoir dleathach?
Did he get a transfer?	An bhfuair sé aistriú?
Home Club	Club baile
Declaration for county	Uachtú don chontae
Native County Objection	Contae dúchais
Counter-objection	Agóid
Appeal	Frithagóid
Decision	Achomharc
What decision was made?	Cen bhreith a tugadh?
Committee	Coiste
Sub-Committee	Fo-Coiste

Finance Committee	Coiste an airgid
Report from Finance Committee	Tuairisc ó Choiste an Airgid
Finance Report	Cuntas Airgid
Expenses	Costais
A grant	Deontas
Central Council	Ard-Chomhairle
Provincial Council	Comhairle Cúige
Central Council Representative	Ionadaí ar an Ard-Chomhairle
Provincial Representative	Ionadaí Cúige
County Committee	Coiste Contae
Sympathy	Comhbhrón
There will be a meeting of the committee on Friday	Beidh cruinniú den Choiste ar an Aoine
Are you satisfied?	Bhfuil sibh sásta?
Is there any objection	Bhfuil éinne ag cur ina choinne?
I am not satisfied	Níl mé sásta
I object	Táim ag cur ina choinne
Registration	Clárú
Is he registered?	Bhfuil sé cláraithe?
I wish register another player	Is mian loim imreoir eile a chlárú
Fixture	Luaiteachas
Fixtures	Luaiteachais
We must make fixtures	Ní mór dúinn luaiteachais a dhéanamh
Venue	Láthair
Neutral Venue	Láthair neodrach
I propose Páirc Tailteann as venue	Molaim Páirc Tailteann mar láthair
It is not a neutral venue	Ní Láthair neodrach é
The date is not suitable	Níl an dáta oiriúnach
Match	Cluiche
Championship	Craobh-chomórtas
Championship Match	Craobh-chluiche
Final	Cluiche Cheannais



## CLUB MANUAL

The match was a draw	Bhí an cluiche cothrom
Extra time	Treimhse breise
Replay	Athimirt
When will the replay take place?	Cathain a bheidh an athimirt?
Admission Charge	Táille ar dhul isteach
Should the charge be increased?	Ar cheart an táille a ardú?
Referee	Réiteoir
We must appoint a referee	Ní mór dúinn réiteoir a cheapadh
Has the referee been appointed?	Bhfuil an réiteoir ceaptha?
Who is the referee?	Cé hé an réiteoir?
Goal Umpires	Na maoir chúil
Will he bring the umpires	An dtabharfaidh sé na maoir chúil leis?
Linesman	Maor Líne
Referee's report	Tuairisc an réiteora
Read the referee's report	Léigh tuairisc an réiteora
Team	Foireann
Teams	Fóirne
Were the teams on time?	An raibh na Fóirne in am?
A fine	Fíneáil
How much is in the fund?	Cé mhéid atá sa chiste?
Hurling Committee	Coiste Iomána
What is the price of a hurley?	Cén Luach atá ar na camáin?
Selector	Roghnóir
Selectors	Roghnóirí
Selection committee	Coiste Roghnaithe
There was a meeting of the selections committee last night	Bhí cruinniú den choiste roghnaithe aréir
Has the team been selected yet?	Bhfuil an fhoireann roghnaithe fós?
Park Committee	Coiste na Páirce
Who will prepare the field?	Cé ullmhóidh an pháirc?
Social Committee	Coiste Caidrimh
It is time to adjourn	Tá sé in am scoir
The meeting adjourned	Scoir an cruinniú

## 7. Communications

The GAA Club must present a proper image, especially to youth, an image of efficiency, activity, development, value in the community. Without good communications, both internally and externally, the club can never achieve successfully its full objectives.

### Internal Communication - Members

Members must be aware of club activities - games, outings, meetings, results, fixtures. Cards can be printed to facilitate the task of the person sending out notices. Use a notice board if there is a clubhouse. Use posters in shop windows and post relevant information on the Club Website or develop mailing lists drawn from members' email addresses.

### Internal Communication - Players

Cards should be printed for notification of training sessions, games, meetings, outings.  
Internal Communication - Photographs

Photographs are very effective. Photographs and names should be shown in show cases in the clubhouse or on the club website. Team photographs should be taken and displayed.

### External Communication

We have something to offer, something to sell, and we must sell it. Often, the view is expressed that it is the newspapers job to seek out the information. But in this highly competitive quest for newspaper space we should provide an efficient, dependable news service of all the club's activities.

### External Communication - Local Press

Club officials should meet the editor or sports writer of the local paper. Is there a specific GAA Clubs' column in the paper? Is there space for GAA activities in the local news column? If copy is required - what is the deadline each week? Is there a results column? Must news come through local journalists? One person must be responsible for providing copy to the papers. He/she must be dependable and consistent and meet the papers' deadlines. Arrange with newspapers where the club spokesperson can be contacted, telephone number and time for contact.

### External Communication - County PRO

Make contact with the County PRO. Provide the County PRO with data on club activities, fund-raising, club players on county team, Scór winners etc.

### External Communication -Newssheet

If there is a county newssheet, make contact with the editor. Likewise, if there is an Emigrant Newssheet from the parish, GAA news is especially welcome.

### External Communication - Other Media

If the club is running a function or a game of National relevance, contact the County PRO or the Public Relations Department in Croke Park on access to the daily papers, RTE or the GAA website.



# CLUB MANUAL

## External Communication - County Yearbook

Each club should aim to have some item or photographs in the county yearbook.

## Some Practical Work - Match Report

The most important items are the facts - the score, the scorers, the teams and subs., the grade of hurling or football, the stage of the competition. If there is space for a bigger report - a comment on who played well, why the team won, what contributed to the defeat or victory. Remember a report represents the eyes of those who are not there and who depend on the report for the picture.

## Some Practical Work - AGM

Lists of officers elected, those who retired, new officers. Try to visualise what you would like to know of another club's AGM and give those details in the report. Why did the secretary retire? Financial position of the club. Expenses during the year. Cost of training, hurleys etc. Motions for County Convention.

## Some Practical Work - Publications

The club should be interested in the general publications of the Association - Diary, GAA Annuals, Official Guides, Coaching Manuals, Annual Reports, County Yearbook etc. Members should be told where they can be bought if they are not being sold through the club itself.

Many clubs are now involved in the Publication of Monthly, Quarterly or Annual Newsletters.

Match programmes for home league games involving the club can also be produced in a very cost effective manner as per the example below – a fold over A4 sheet containing the match details (front cover) the line-outs of both teams in Irish and English and some club information or sponsorship notices (back cover) will be of huge benefit to those attending the game and will reflect very positively on the club.

NOTE: A SIMPLE TEMPLATE IN WORD FORMAT IS AVAILABLE ON REQUEST FROM [fmcgill@admingaa.ie](mailto:fmcgill@admingaa.ie)

### GAA Gaels

	1	
	T Ryan	
2	3	4
J Grogan	J Darcy	T Watene
5	6	7
L O Brien	T Rehill	C Weldon
8		9
M Mannion		J Cooney
10	11	12
P Daly	S O Leary	D Lynch
13	14	15
S Brady	B Doheny	D Nelligan

**Fir Ionaid:**

16 M Graham; 17 S Flannagan; 18 K Slattery

### CLG Rovers

	1	
	T Ryan	
2	3	4
J Grogan	J Darcy	T Watene
5	6	7
L O Brien	T Rehill	C Weldon
8		9
M Mannion		J Cooney
10	11	12
P Daly	S O Leary	D Lynch
13	14	15
S Brady	B Doheny	D Nelligan

**Fir Ionaid:**

16 M Graham; 17 S Flannagan; 18 K Slattery



## General

The workload is extensive; in too many clubs it is all left to the secretary who has too much to do in the ordinary administration of the club.

"That each unit of the Association appoint a **PRO** who would use the goodwill so freely available in most newspapers to obtain publicity for the Association's games and activities" - Report of the Commission on the GAA.

There is an unfounded fear of the PRO in many people's minds as he may, for example, make statements that are the right of the Chairman or Secretary. Though the Secretary has his/her finger on the pulse of the Club, but he/she is usually a very busy person. To do the tasks outlined above there should be a separate officer. Bad communication within the club leads to frustration and inefficiency. Good communication to external sources brings the name of the club before the public which in turn, gives a sense of pride and identity to club members themselves. Regular information about the club is a vital aid to fund-raising activity. The club PRO must be dependable and if he/she has a flair for the task, it will be an enormous benefit for the club. The PRO should keep a scrap book of teams, cuttings, photographs etc.

When the club team is playing, if there is no programme, the PRO should give a list of the players to the sports writers who may be covering the game. Good communications also involve the team being properly togged, numbers on jerseys clearly displayed.

## Effective Speaking

Speaking to groups of people either in committee or at general meetings or on more formal occasions is a feature of the work of many GAA officers. The notes below may help those who, from time to time, may have to present ideas, decisions, facts and proposals in a situation demanding more preparation than a chat among a small group of people. The notes relate to a formal talk and the principles apply of most situations involving public speaking.

### Speaking - Basic Principles

- Concentrate on your message. Know clearly what you want to say.
- Consider the needs of your listeners; What do they know already? What else ought they know? What can prevent them from getting your message? If you know the answers to these questions, you are well on the way to communicating effectively.
- Finally, stop thinking about the impression you are making. Act naturally, and simply.

### Speaking - Preparing Your Talk

- Consider the purpose of your talk. What vital points do you want your audience to remember after you have finished. There should be only three or four of them. You will be a very good speaker indeed if they remember as much afterwards.
- Write out the purpose of your talk in short simple sentences. Add another short sentence to set out the three or four main points you want to make. You have now done most of the writing you need for a good talk.
- Write down your three or four main points, in LARGE CAPITAL LETTERS, on a separate sheet of paper. Make a short list under each heading. This list should consist of single words or short phrases - just enough to remind you of the most important things you want to cover under each of your main points. Just as you have only three



## CLUB MANUAL

or four main points, so you should only have a few items (say not more than five) under each point. Be ruthless in pruning your list.

- Put your main thoughts in order, on fresh sheets of paper, and under each heading put the ideas that have survived your pruning in the sequence in which you want to give them. Write them large - IN CAPITAL LETTERS, and in short words or phrases - a separate line for each.
- Now for the end of your talk. Your concluding remarks should consist of a short clear summary of your main points, and of the conclusion you want to leave your listeners with. Like your opening sentence, write this out in full. Many good talks are ruined because the speaker hasn't thought about the ending, and doesn't know how, or where, or when to finish.

### Speaking - The Length of Your Talk

About 15 to 20 minutes at a stretch. If you go beyond that nobody listens. Good advice: "Stand Up, Speak Up, Shut Up".

### Speaking - Your actual talking

You have done a small amount of writing - only your opening and concluding sentences. This is all you should do - because your job is to talk, not read. Learn off the gist of your opening and closing sentences, but don't read them. Apart from these you have a few main points and some ideas on each of these - all jotted down clearly on separate sheets of paper which you have put in the proper order. Put them on the table in front of you. Don't be afraid to consult them. As you finish with each point, put it aside and turn it over, and there is your next point waiting for you to deal with. Easy. And no danger of losing the thread of your ideas.

- Speak to your audience. Look them in the eye.
- Use simple familiar language and fairly short sentences. Avoid technical terms and jargon.
- Speak out clearly. Don't speak fast. Pause occasionally, especially after making an important point. Use "signposts", that way you are silently telling your audience when you have finished with one point and propose to move on to another.
- Can you help your audience in any particular way
  - by passing round samples or models?
  - by showing illustrations or charts?
  - by distributing literature or handouts?

### Speaking - Some General Points

- Keep an eye on your time. Have a watch or small clock in front of you.
- Don't be apologetic, in words or manner. No slouching or mumbling!

### Involving Listeners by Inviting Questions

Questions promote active participation and this is excellent as a means of learning.

- They may reveal gaps in your presentation of which you are unaware, which you can then deal with.
- They can reveal special needs and interests of your listeners.
- They introduce variety.

### When to invite questions?

This is for you to decide as you prefer. They can be;

- at the end of your talk
- after particular points
- at any time

Generally, it is good for an audience to feel free to ask questions whenever they wish. Always let them know at the beginning that you will welcome questions, and when you will allow them. Provide time for them, and don't use it up by running your talk on too long.

### How to handle questions

- Make sure everybody knows what the question is before answering it. If necessary, repeat it out loud for their benefit.
- Make sure you understand the question clearly. Ask for clarification if necessary. Rephrase it, if needs be, in order to make it clear to all.
- Keep your answers relevant and short. Don't be tempted to give another talk when replying.
- Always be patient and courteous. Don't be patronising on the one hand, nor easily provoked on the other in answering.

### Involving Listeners by Asking Questions

- You can ask questions to identify what your listeners need to know.
- Questions can help your listeners by making them work out the answers for themselves.
- Questions can also promote discussion on debatable points of view.
- They can also liven up a sleepy audience.

### How to ask questions

- Phrase your questions clearly and keep them short.
- Distribute them around. Try to catch the eye of a likely answerer, and if he/she looks like responding give them an encouraging nod.
- If all you get is silence - rephrase the question, or break it down into smaller segments.
- If you get a wrong answer, accept any part of the answer which is correct and invite further opinions on the other part.

## 8. IT Development in GAA

### 1. Introduction

In relation to the way the GAA has historically managed its organisational information, there has been a high dependence on manual systems and anecdotal data, rather than reliable empirical information. The GAA has acknowledged that to continue to grow and develop in the future, there needs to be a far greater emphasis on accurate and timely data gathering and information sharing. For that reason the GAA has forged a business



# CLUB MANUAL

relationship with a New Zealand company RealSports. Both parties entered into an agreement in late 2004 with a view to developing a system that will be of benefit to all aspects of the Association.

## 2. Goals & Objectives

The GAA have indicated that the following goals and objectives are of importance to the organisation:

- Improve the appearance and functionality of the current website
- Improve its communication with stakeholders and the public
- Centrally record and manage records of all registered members
- Centralise the data recording, storage and communication of GAA managed competitions
- Continue to be a financially responsible and efficient organisation
- Provide effective recruitment, development & retention programmes for players, coaches and referees
- Continue developing GAA communities at a local, county, provincial and national level

## 3. Solutions Overview

The GAA and RealSports have a vision of creating a virtual sporting community within the Gaelic Sports to complement and enhance the physical community.

RealSports will be delivering a total solution to the GAA, comprising the following components:

- Web portal
  - Consistent, easy to use web presence for all clubs and Counties
- Communication tools
  - High quality e-newsletter tool at a national level for general GAA, coaching, refereeing, club and competitions news
- Member registration
  - On-line, real-time club based membership registration solution that allows for instant reporting at club, county, provincial and national level
- Competitions management
  - On-line, real-time management tool for competitions for all levels from local under age to national leagues and championships
- High performance management
  - Management of all aspects of elite players and panels, including training programmes, medical, recuperation, and performance

## 4. Benefits to the GAA

Successful rollout and adoption of the suite of solutions will enable the GAA, the provinces, counties and clubs to accrue the following benefits:

- Accurate real-time information leading to better decision making
- Increased efficiency for current workload – less time administrating, more time managing & developing
- Increased revenue opportunities
  - Sponsorship
  - Value Added Services



- Improved relationship with grassroots
  - Actually know who the members are
  - Highly targeted recruitment & retention programmes
- Measurable reductions in overheads – postage, stationary, telecom's, website costs
- Measurable reductions in time spent administrating competitions and player registrations
- Free up administrator & volunteer time – redirect to development
- Reduced dependence on mainstream media
- Greater structure to talent identification & elite panel development
  - 9.6.5 For substantial ground developments clubs should give consideration to separate entry and exit points.
  - 9.6.6 Structures should not be provided at access and egress points that will impair visibility.
  - 9.6.7 Pedestrian and vehicular access should be segregated.