

November
2025

COMMUNITY | PLAYER DEVELOPMENT | FUNDRAISING | FACILITIES | GOVERNANCE



Clara GAA, Camogie and Ladies
Football Club

Community Survey

Future Planning Group

WWW.CLARA.KILKENNY.GAA.IE



The Gaelic Games family in Clara consists of the GAA, Camogie and Ladies Football Clubs working co-operatively to promote the playing of our games.

Until now, the three clubs have had their own governance structures and have been affiliated to their respective county boards and associations at national level.

There is now a pathway in place to bring the three associations together as one integrated association by 2027.

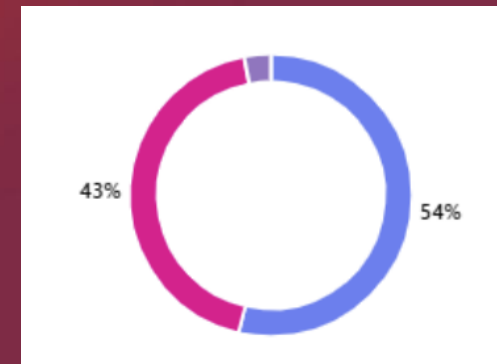
A survey was compiled by the Future Planning Group in Clara to gather the views of the community to inform a strategic plan for the club. The results of the survey are presented in this report.

About the Respondents

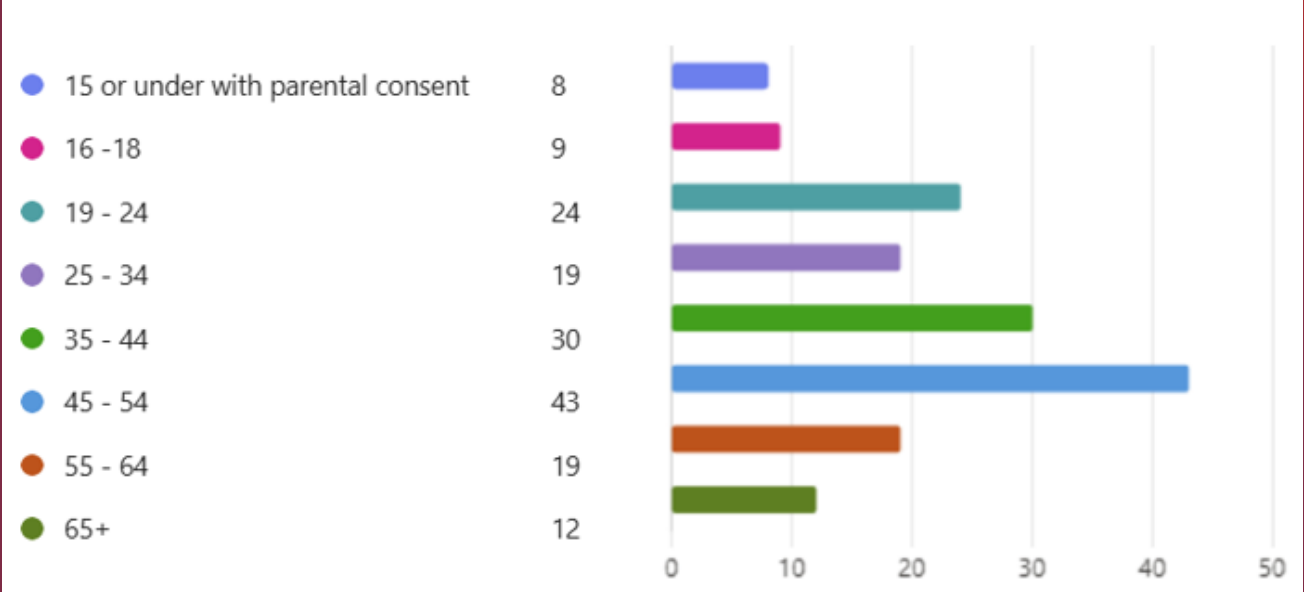
164 people took part in our survey in October and November 2025.

84% of respondents were active members of the club with slightly more males than females responding to the survey.

● Active Member e.g. supporter, volunteer, player	137
● Member but not active	22
● Member in the past	4
● I have never been a member	1

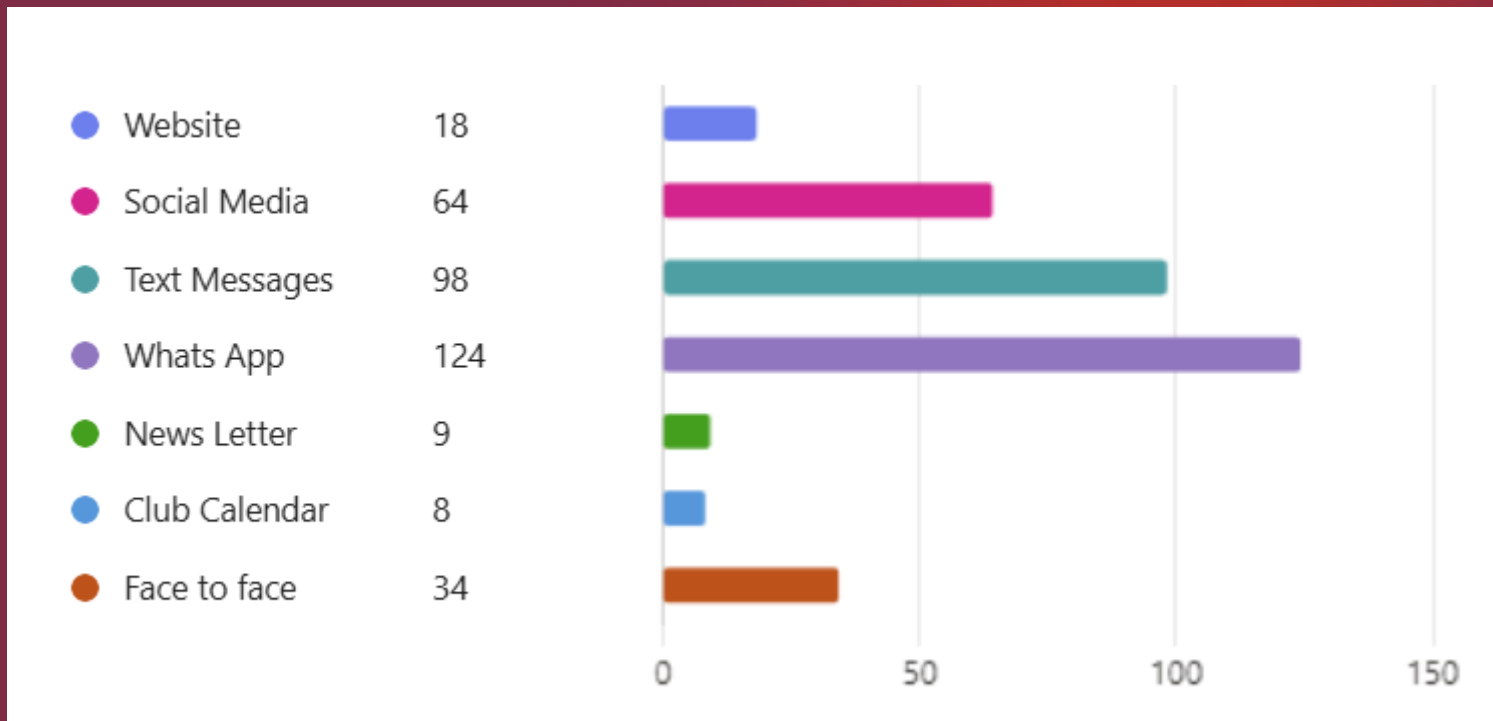


The majority of respondents were in the 35 to 44 and 45 - 54 age groups.



Communication within the Club

When asked the preferred means of communication, What's App was the most popular choice, followed by text messages.

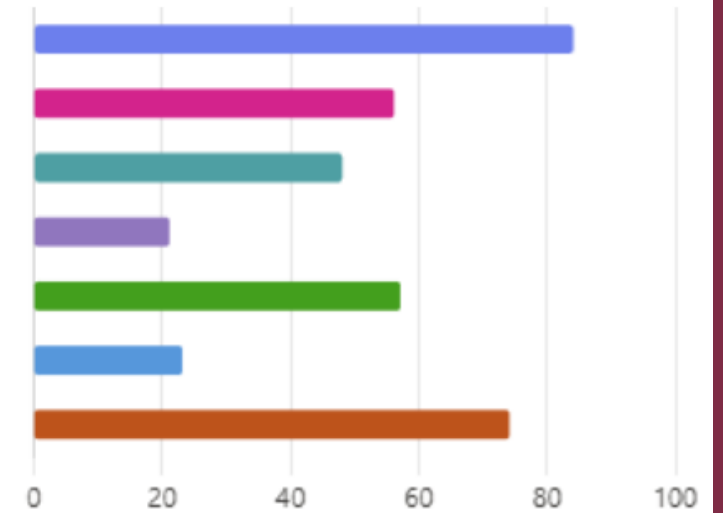


Just over half of respondents, 55%, feel that the club communicates clearly with members.

Community

This section asks people about community initiatives. Activities that people would like to see the GAA support locally are presented here. 48% of respondents feel that their family would be more likely to engage with the GAA if it offered more community-focused activities

● Inclusive sports programme	84
● Mental health and wellbeing workshops	56
● Volunteering and community clean-ups	48
● Cultural celebrations	21
● Youth mentoring or education supports	57
● Workshops for newcomers	23
● Welcome Days/Events for those new to the community	74



Suggestions for other activities:

Field Days | Cake Sales | Coffee Mornings | Timber Sales | Concerts | Couch to 5k | Youth Nights | Lip Sync | BBQ | Long Puc | Races | Club Gym | Bus to Matches | Newsletter | Card Games | Bingo | Summer Camps | Gaelic for Boys | Older Adult Activities | Sharing Skills – Photography | Cooking | Coding | Running Club | Adult Exercise Classes | Fun Run | Club Tournament | Open Days | Social Keep Fit | Skills Exchange | Club History | Winter Street League | Irish Classes | Scór na nÓg | Last Man Standing | Mother and Toddler Events | Christmas Parties

When asked how they felt about the following statements, people mostly agreed that the club was a welcoming place for volunteers, players and families. However, some people disagreed that there were opportunities for non-competitive players, for community engagement or for social interaction.



Volunteering

Respondents suggested the following to attract and retain volunteers

Clearer role descriptions

Breaking tasks into smaller, manageable roles

Being specific about expectations e.g., steward one match

Clearer communication about how to get involved

Clarity of Roles:
Enables people to get involved.

Rota systems, job allocation, planned involvement

One-to-one follow-up with potential volunteers

Engage parents and recruit ex-players in a supportive way

Directly asking individuals, not just broadcasting to groups

Introductory/information sessions and open nights

Regular updates on what the club is doing

Volunteers want to feel respected, appreciated and listened to

Female volunteers can feel undervalued

Culture, Respect & Environment :
Respect, inclusion and transparency are essential for retention.

Easier to get involved if peers/friends are already involved

Need for a positive, inclusive club culture,

Code of conduct for meetings; more transparent decision-making

Strong, fair, open leadership

The following themes were frequently recurring when people discussed volunteering.

Social Connection & Community-Building

Highly recurrent across responses

Overall meaning

Volunteering becomes easier when people feel part of a community. Social events help attract new volunteers and foster loyalty among existing ones.

More social events (for volunteers and the wider community)

Building links with the primary school

Avoiding “drop-and-go” culture by engaging parents during training

Small-scale recognition (a thank-you meet-up)

Membership Discounts

Support & Training for New People

Key for attracting new people

Overall meaning

New volunteers fear making mistakes or not knowing what to do. Proper training, mentoring and onboarding reduces anxiety and increases confidence.

Volunteer training, coaching support, internal workshops

Help with safeguarding, vetting and access to courses

Buddy systems or pairing new volunteers with experienced ones

Explaining time commitments, expectations

Club Structures, Leadership & Vision

Overall meaning

People volunteer when they feel the club is well-organised, forward-thinking and fair.

Unclear vision for the club discourages involvement.

Better facilities increase pride in the club and make volunteering more attractive.

Key points

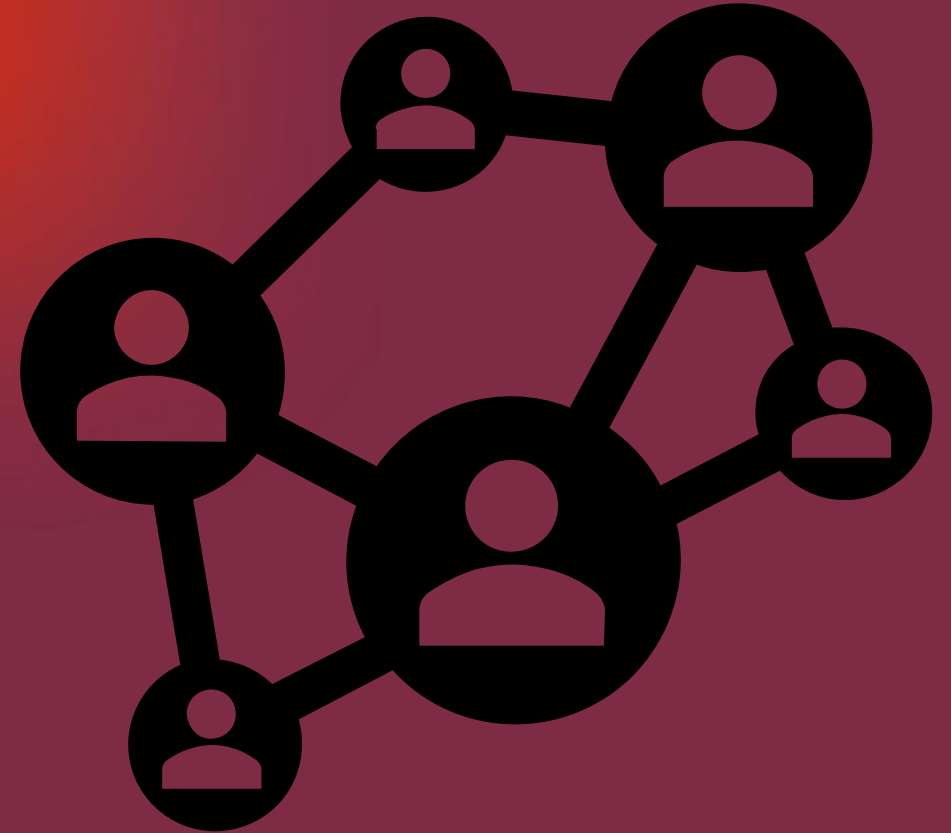
Strong, transparent, focused leadership

Shared vision and strategic volunteer planning

Spreading responsibility

Small, inclusive subcommittees to distribute workload

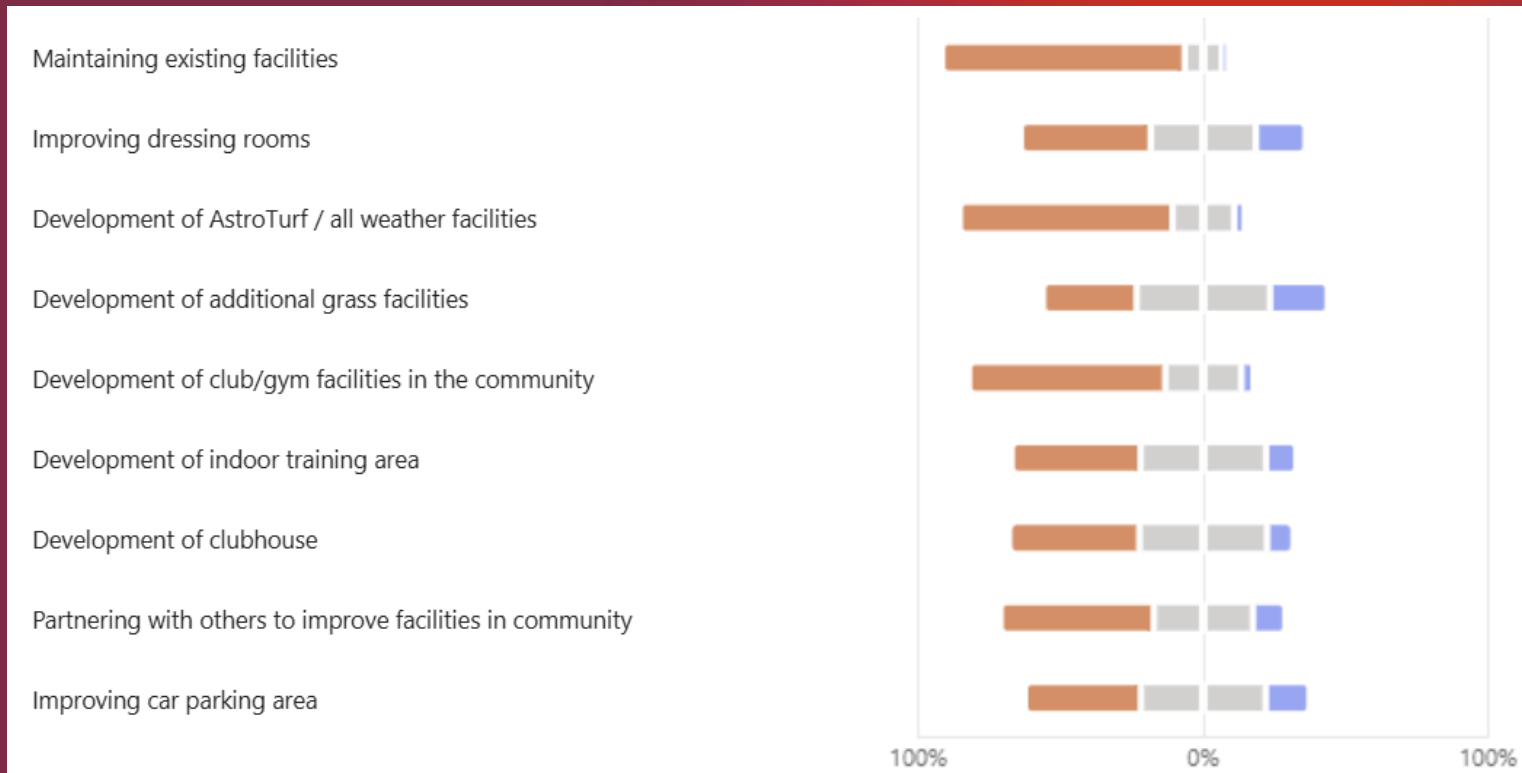
Efficient organisation and visible progress



Facilities

CLARACH

The graph below represents the importance that respondents attributed to the following actions



Very Important

85% Maintaining Existing Facilities

75% Development of Astro / All Weather Facilities

69% Development of club /gym facilities in the community

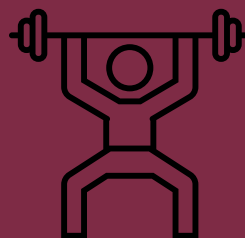
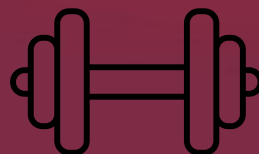
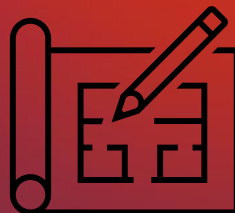
54% Partnering with others to improve facilities in the community

What is the most important priority for the club to progress?

Members feel the club's facilities are lagging behind others and urgently need modernisation, with all-weather surfaces and a usable gym seen as essential.

There is a desire for clear vision, planning, and leadership to ensure development is prioritised and sustained, by a dedicated committee.

Physical facilities matter, but so does the culture. Members want a welcoming, inclusive, and community-focused club.



Members want facilities that are not only improved but also usable, accessible, and well-managed.

- Gym access “at all times”
- Greater access to training areas year-round
- Parking redesign to reduce need for marshals
- Making use of existing community assets (e.g., Clara Hall)

Are there community needs not currently addressed that the club might cater for with new facilities?

Unmet community needs highlighted most often:

- A community-accessible gym and indoor fitness spaces
- A social gathering hub / modernised clubhouse
- An all-weather / astro facility usable all year
- Spaces and programmes for inclusion: additional needs, older adults, teenagers
- Meeting rooms and function areas for classes, groups, and events

Overall, the responses show a strong desire for the club to evolve into a **community hub**—a place not just for sport, but for social connection, wellbeing, and inclusive participation across all age groups.



Are there any challenges/solutions that the club should consider with regards to the future development of the facilities? Challenges:



Financial Constraints & Funding Strategies

Fear of taking on debt, Large-scale development is expensive, Rising Costs, Limited fundraising activity in recent years, Ongoing maintenance costs for new facilities

Space Limitations & Site Planning

Limited physical space on current grounds, challenging to extend facilities
Car park pressure (especially if astro replaces ball-wall/tennis court area)
Safety concerns with traffic layout, right-angle turn, hidden areas
Need to avoid harming existing walking track or natural surfaces
Balancing grass vs synthetic requirements

Governance, Leadership & Long-Term Planning

Perception of slow progress, Lack of a clear development plan or phased roadmap
Desire for more communication and transparency around decisions
Need for structured oversight of capital projects
Ensuring continuity across changing committees

Are there any challenges/solutions that the club should consider with regards to the future development of the facilities? Challenges:



Accessibility, Inclusion, Community Needs & Community Cohesion

Current facilities not accessible to people with disabilities, Toilets inadequate

Lack of inclusive programmes for children with additional needs

Not enough community spaces, social areas, meeting rooms. Older adults lack indoor and outdoor activity options

Potential community division

Populations shifts/decline

Parents disengaging once children get older

Gym Access & Usage Models

Current gym access limited or non-existent, equipment present but underused

Membership fees seen as high without appropriate facilities

Debate around state-of-the-art vs. practical gym size, Need for secure access (fobs, codes)

Coordinating Usage Across Codes

Four codes all requiring pitch access, Avoiding resource disputes

Prioritisation during winter or under floodlights

Ensuring fairness across male and female, adult and juvenile teams



Solutions

Funding is the central barrier. A proactive, structured, multi-year funding approach is essential; Grants, Sponsorship, Fundraising and Income-generating facilities (astro before gym; rental spaces)

Careful **master planning and phased development** to include developing all-weather and gym facilities, exploring strategic land purchases, Improve car park design (marking spaces, one-way system, signage), maintaining grass areas as a priority and considering the reconfiguration of existing assets (hall, wall-ball area).

Establish a **dedicated, long-term facilities development committee**, Create a **3–5 year masterplan** with defined phases, Transparent tendering and member input, Engage skilled community professionals (architects, engineers, accountants), Stronger leadership and more active committees



Solutions

Consider spaces for classes, social gatherings, older-adult activities, Strengthen the club's role as a community hub. Development must serve all ages and abilities

A functional, accessible gym is viewed as essential to modern GAA performance and community use. Provide 24/7 or flexible access for players and members, Use hall or current storage spaces creatively for gym expansion, Introduce a "gym membership add-on" to fund operation, Ensure gym fits the scale of club use, not overbuilt

Facility development must anticipate and manage increased demand with clear, transparent scheduling system.

Stronger communication, transparency, and community engagement

Facility development must also rebuild identity, pride and unity.

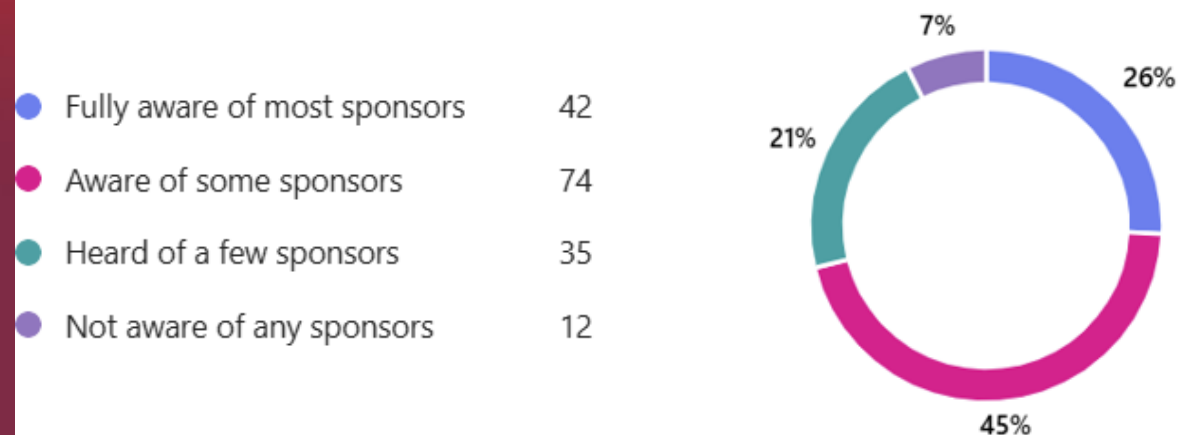
Sponsorship and Fund Raising



This section discusses the ways in which funds are raised to support and develop the club.

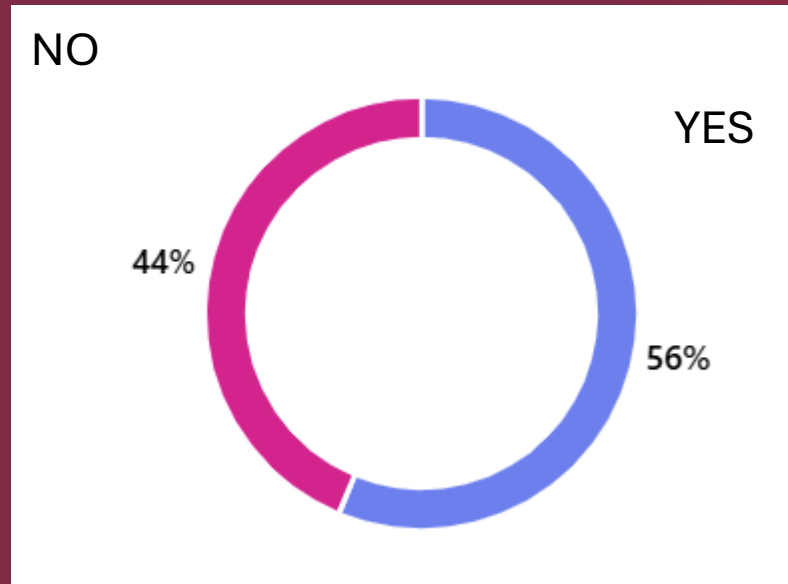
An important element is sponsorship, but only 1 in 4 respondents are fully aware of the club sponsors.

To what extent are you aware of the businesses that sponsor the club?



Membership

The majority of respondents (56%) felt that membership was good value. Others identified challenges and proposed solutions.



Challenges Identified

Dissatisfaction stemming from fee increases without visible improvements, gym access, outdated facilities, and lack of facility development

Affordability concerns especially for students, families, social players, junior players and non-playing members.

Comparison to neighbouring clubs heightens dissatisfaction.

Negative impact on player retention and overall club sentiment.

The solutions below were identified by those who thought that membership did not represent value for money

Introduce tiered membership rates (students, social players, non-players, football-only, senior citizens).

Provide proper gym access, ideally 24/7 with fobs/codes.

Improve transparency on how membership fees are used.

Deliver on promised facility upgrades to restore trust.

Better communication on running costs, plans, and timelines.

Re-evaluate fee structure relative to actual benefits offered.

When asked how the club could raise funds for capital projects, a huge response was generated!



The responses highlight **three key principles** for fundraising:

- 1. Engage the community** through social, sporting, and cultural events.
- 2. Maximise income streams** via sponsorship, grants, lotteries, and major prize raffles.
- 3. Strategically link fundraising to development goals**, ensuring transparency and clear outcomes to maintain trust and momentum.

Overarching strategies to make fundraising more effective:

- € Establish a dedicated fundraising committee
- € Focus on one major fundraiser per year supported by smaller events
- € Engage the whole community and past members
- € Publicise projects clearly so people understand how funds are used
- € Use existing facilities (hall, pitch) to generate income through rentals, 5-a-side soccer, or community events
- € Leverage capital projects (e.g., Astro turf, gym) as funding anchors



Grants & External Funding

Maximising available support beyond member contributions:

Apply for Sports Capital funding, Leader and County Council grants

Identify any other relevant government or community grants

Phase development to use income-generating facilities (astro, hall rental) to support other projects

Lobby for community benefit funds from solar farms or large local projects

Sponsorship & Corporate Engagement

Pitchside sponsorship signs (renewed annually) | Tiered household sponsorship packages (€150, €250, €500) | Naming rights for club facilities or equipment | Approach local businesses for support | Target large corporate sponsors for special projects | Promote transparency on sponsorship benefits

Club Lotteries & Membership-Linked Fundraisers

Recurring, smaller-scale revenue generation:

Club Lotto (increase participation) | Membership drives to encourage contributions from past and current members | Fundraising tied to membership events or ticketed games



Annual Social & Community Events

Events designed to engage the community and build club spirit:

Annual Field Day | Sports Day | Christmas Concerts | Summer Social Day | Easter Egg Hunt and Run | BBQs / Tea Parties | History Walks | Lip Sync competitions | “Clara’s Fittest Townland” events | Concerts or large music events | Dog Race Night | Tractor Run | Raffle a Calf | Fashion Shows | Bingo | Table Quiz | Poker Nights | Lip Sync | Strictly Style Competitions | Cookery demonstrations | Fitness / strength & conditioning sessions | Yoga, Pilates, adult exercise classes | Cultural events or workshops for all ages

Competitive & Sporting Fundraisers

Fun Runs | Walks | 5K | Hurlathons | Golf Classic | Sevens Tournament (e.g., in memory of past members) | Underage tournaments or leagues | Underage Blitz Day | Mixed-gender 7-a-side tournaments or social hurling events | Road hurling events

Major Prize & Raffle Fundraisers

High-value events with significant prizes to generate larger sums:

Raffle for cars, tractors, calves, horses, holidays, or sporting tickets | Monthly raffle with a single large prize | “Buy a Brick” fundraising scheme | Bumper raffle events for capital projects | Collaborations with local garages or sporting organizations



Support for Players and Coaches

This theme resulted in very mixed responses, many positives but many gaps.

Coaching **quality** is a major strength, but systemic support and development pathways are lacking.

Many respondents praised facilities; high-quality, well-maintained pitches; equipment available; training aids provided but gym access and physio provision are recurring issues.

Communication tools are effective, but broader strategic communication (pathways, coaching structure) is lacking. These themes are presented in greater details in this section.

Coaching Support

Positive Aspects Noted

Many respondents highlighted the **quality, approachability, and commitment of coaches** (“The coaches are amazing”, “Good coaches who are approachable”, “Regular training and committed volunteers”).

There is **peer support among coaches** (“There is good support between coaches... willing to help others out”).

The club **offers coaching courses** or facilitates upskilling (“Coaching courses offered”, “Provides opportunities to upskill via coaching courses”, “Minimum mandatory coach training is good”).

Concerns

Several responses indicate **insufficient support for coaches** (“Not much support for coaches”, “Needs more committee involvement”, “Adult players looked after... not the case for underage players or coaches”).

A number of respondents suggest more structured coaching development such as:

A **Coaching Officer / committee** for coordination.

Annual required coach training before the season.

More **unified player pathways** from U6 to U21.

Player Support

Positive aspects

Inclusive community feel

“Very inclusive and encouraging”

“Brilliant community atmosphere”

Younger age groups often seen as well managed

“Underage training really well run with more volunteers”.

Encouragement and understanding shown to players (“Kids encouraged to play”).

Concerns

Multiple responses suggest **unequal support:**

Strong players vs weaker players

“Club supports good players... not weaker players”

Senior teams vs underage

“Senior well looked after... not underage players”

Some say **club doesn't support players really or very little support.**

Several “Not a lot / Not enough / Very little” responses suggest inconsistent experiences across teams.

Player and Coaching Support

A clear need identified for Organisational Structure & Strategic Development

Recurring suggestions for improvement:

Establish a
**Coaching &
Games
Committee**

Stronger **player
pathways** from
youth to adult

Need for clearer
**development
structures**

Better
**committee
involvement** to
ensure teams
fulfil fixtures

Address
**resistance to
progress** noted
by some

There is a desire for more formal structures and strategic oversight.

Quality of Coaching

Volunteer Shortages

- Low coaching numbers
- Lack of ex-players returning to help
- Difficulty maintaining adequate co-coaches for sessions
- Underage often has numbers, but quality of coaching varies

Key ideas:

- Volunteer fatigue
- Need for succession planning
- Reliance on a small group of dedicated individuals





Quality of Coaching

Issues at Adult/Senior Level

Several comments note:

- Concerns with coaching quality
- Financial constraints limiting senior-level coaching
- Other clubs progressing faster due to higher-quality senior coaches

Specific Negative Experiences

(Low–Moderate Frequency – Notable)

Some respondents shared concrete incidents:

- Players left unsupervised
- Training ending early without warning
- No communication of pick-up times
- Child repeatedly subbed first, affecting confidence

These are isolated but important issues for safeguarding and standards.



Quality of Coaching

Broad appreciation for volunteer coaches, strong commitment, and many examples of *excellent* coaching.

However, coaching quality is inconsistent, with major differences between teams, age groups, and individuals.

There is a **strong desire for structured development**, including courses, templates, leadership, and a club-wide coaching pathway.

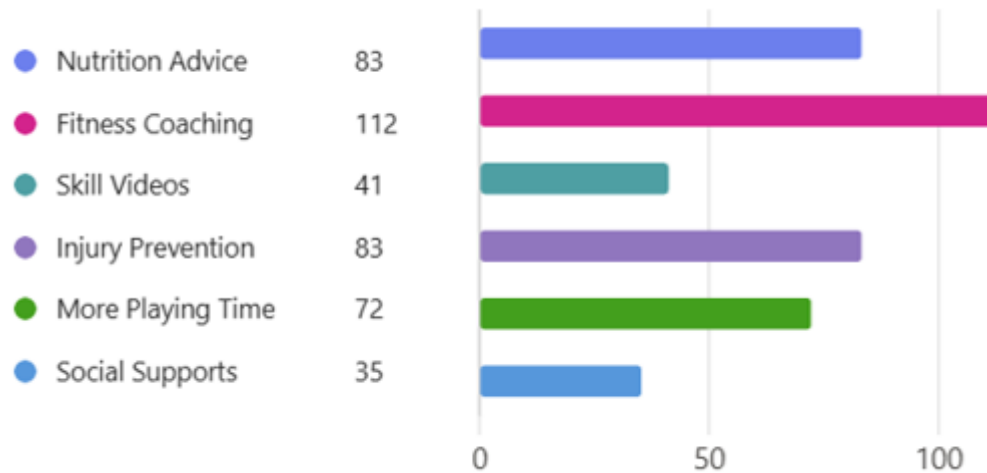
Volunteer shortages and lack of ex-player involvement are limiting factors.

Some concerns around favouritism in selection and openness to female coaches.

Senior/adult coaching raises more concerns than underage.



Additional Supports for Players



The most sought after support for players is additional fitness coaching, followed by injury prevention and nutrition.



Player and Coach Development

Members value coaches but the club needs a more coordinated, structured system to raise coaching standards and improve player experiences.

Structured Coach Education	Fundamental Skills & Athletic Development	Training Frequency & Player Pathway
<p>Start-of-season workshops outlining key focus areas for each age group.</p> <p>Regular in-house coaching sessions on skills, S&C, injury prevention, and female athlete needs.</p> <p>Greater use of established coaching templates (such as Croke Park resources).</p> <p>Support for coaches to attend external courses, seminars, and skill clinics.</p>	<p>More coaching on fundamental movement and running technique.</p> <p>Athletic development programmes during the winter months.</p> <p>Better balance of skills vs. fitness, with less drill-heavy sessions.</p> <p>Player-specific guidance for teenage girls, including injury-prevention strategies.</p>	<p>Minimum twice-weekly training from U10 and up in hurling/camogie.</p> <p>Winter indoor programmes to maintain consistency.</p> <p>A clear player-development pathway from U6 to adult level.</p> <p>Greater focus on development rather than match outcomes.</p>
Inclusion, Game Time & Welfare	Broadening the Coaching Base	Organisational & Operational Challenges
<p>No exclusion of under-12 players from tournaments.</p> <p>Meaningful game time for weaker players.</p> <p>Attention to welfare issues such as injury prevention, burnout, and emotional confidence.</p> <p>Recognition that players develop at different rates and need tailored support.</p>	<p>Involvement of ex-senior players, adult players, and TY students (e.g., Gaisce opportunities).</p> <p>Reducing reliance on parent-coaches following their children through the age groups.</p> <p>Incentives to encourage more volunteers.</p> <p>More parental support for non-technical tasks to reduce coach workload.</p>	<p>Difficulty arranging workshops.</p> <p>Late planning for new seasons.</p> <p>Limited communication between coaching groups.</p> <p>Lack of coordination around injury prevention and development initiatives.</p> <p>Need for better access to gym facilities and video analysis tools.</p>

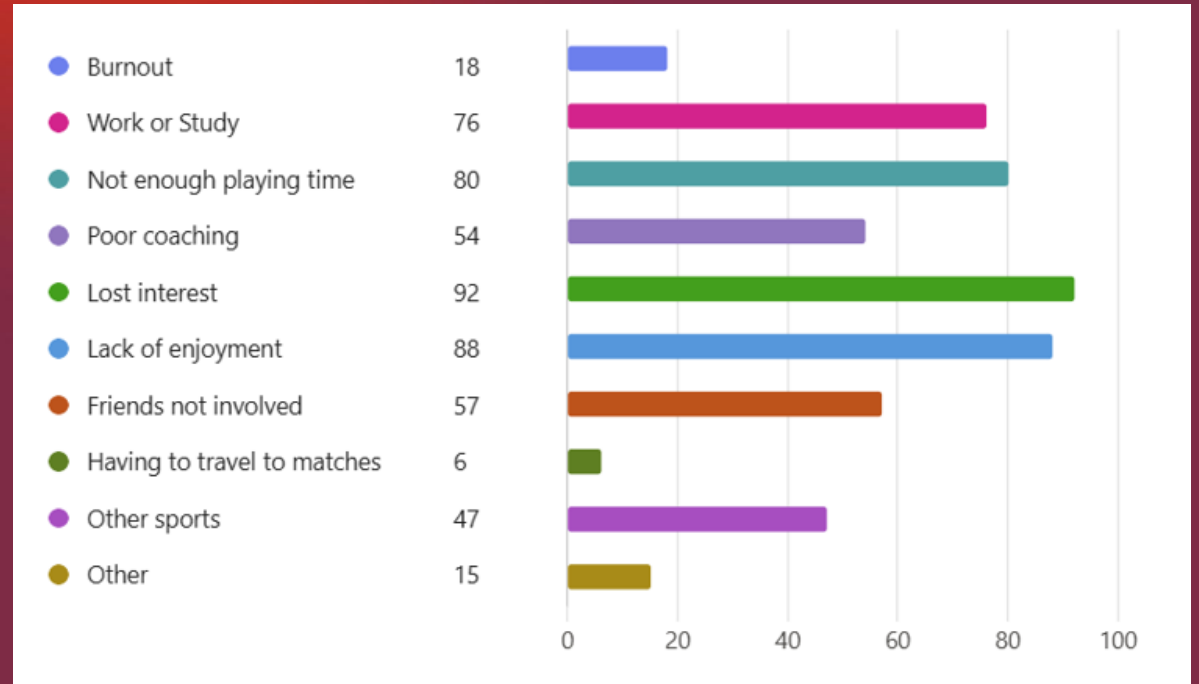
Why do players stop playing?

Players stop playing primarily because they **do not feel included, do not get game time, or no longer enjoy the atmosphere.**

Other factors include **cost, burnout, lack of development support, and communication issues.**

Girls face additional challenges during adolescence, requiring tailored approaches.

A more inclusive, development-focused, player-centered club culture—supported by clear structures and better coaching practices—is key to improving retention.



Why players stop playing?

Members value coaches but the club needs a more coordinated, structured system to raise coaching standards and improve player experiences.

Lack of Playing Time & Inclusion	Culture, Enjoyment & Atmosphere	Girls' Specific Needs & Adolescent Challenges	Development Gaps & Early Skill Divide
<p>Players—especially weaker, fringe, or late-developers—leave because they:</p> <ul style="list-style-type: none"> Don't get enough game time Are subbed repeatedly without explanation Feel excluded from squads or tournaments Never see a pathway for improvement Are not communicated with when dropped 	<p>Many respondents say that the game becomes:</p> <ul style="list-style-type: none"> Too competitive Too serious too early Not fun anymore Focused on winning instead of development Adults also mention that overly intense environments drive away social players. 	<p>Several responses focus on retention issues for girls:</p> <ul style="list-style-type: none"> Physical and emotional changes during adolescence Need for coach education on menstruation, confidence, and female athlete development Sensitivity around body image and competitiveness 	<p>Players who develop more slowly often feel:</p> <ul style="list-style-type: none"> Left behind in skill progression Overshadowed by early developers or school-driven GAA pathways Discouraged due to lack of tailored support <p>Suggestions include:</p> <ul style="list-style-type: none"> Extra training for weaker players Games promotion officers in schools Mapping playing time to ensure fairness
Cost & Value for Money	Overload & Competing Commitments	Poor Communication & Management Issues	Broader Structural Challenges
<p>Multiple respondents highlight:</p> <ul style="list-style-type: none"> Membership fees are too expensive Poor perceived value for players who participate socially or receive limited game time 	<p>Players leave because they:</p> <ul style="list-style-type: none"> Play too many nights a week at young age Juggling multiple teams or sports Experience poor coordination with other sports' schedules Have life changes (relationships, travel, college) 	<ul style="list-style-type: none"> No explanation for non-selection "Personal" fallout between players and coaches Disagreements around senior management appointments Players feeling unsupported when juggling other sports 	<ul style="list-style-type: none"> Lack of player pathways up to U16 and beyond Need for B teams to retain developing players The importance of an active Coaching & Games Committee GAA-wide drop-off trends, requiring collaboration with the County Board

Reasons given why respondents or their child has stopped playing

Lack of Playing Time & Inclusion

Players left on sidelines, not selected for matches, or not included in training.

A lack of communication about why they were not playing

Players fell behind in skills and lost confidence.

Loss of Interest / Enjoyment

Players stopped because they no longer found the sport fun.

Competitive pressure, intensity, or social dynamics.

Anxiety, fear of judgment, or social problems on the team

Other Commitments / Life Changes

Work, study, travel, or relocation/emigration

Other sports or goals where intensity and standards were better met.

Skill & Performance-Related Factors

Players felt “not skilled enough” or unable to meet competitive standards disengaged.

Others feared letting the team down or falling behind – A need for tailored coaching support.

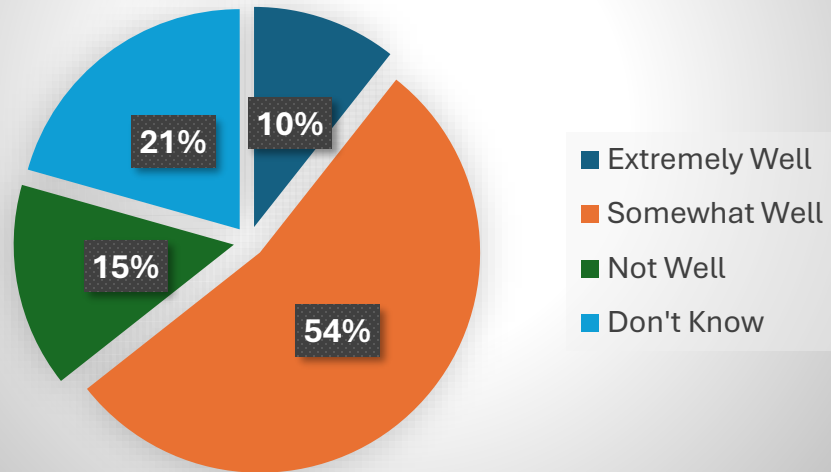
Social / Team Dynamics

Friends not playing, conflicts within the team, or exclusion from training with peers were cited.

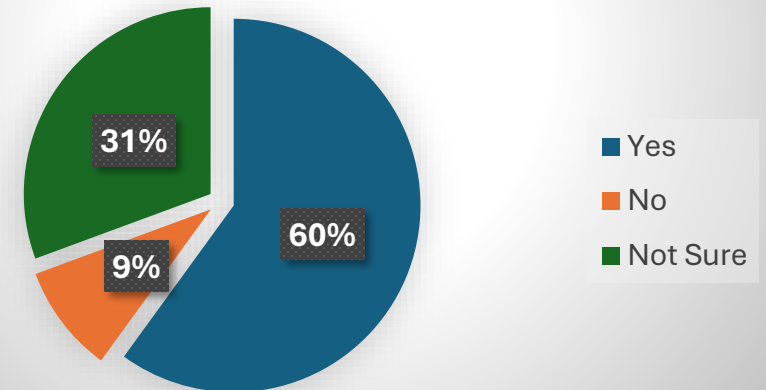
Social aspects were important; when these were missing, players lost motivation.

Player Support

Club Support of Transition Between Age Grades



Encouragement of Players to Pursue Development Opportunities Outside the Club



How do we encourage players to stay involved?

Additional Factors Supporting Long-Term Player Involvement

Beyond coaching quality, game time, and enjoyment, several additional themes emerged as important for encouraging players to stay involved in the club:

Social Connection & Club Culture

Players value opportunities to build friendships and feel part of the wider club community.

Social events, team-bonding activities, and interactions across age groups strengthen engagement, foster pride, and help players navigate transitions between teams.

Off- Pitch Involvement

Involvement in coaching, committee roles, or other club activities helps players who may not excel on the pitch remain connected.

Early engagement in these roles gives players a sense of ownership, contribution, and responsibility within the club.

Facilities & Resources

Access to a gym, winter fitness sessions, or other off-pitch activities encourages continued participation, particularly for fringe players or those recovering from injury.

Adequate facilities help maintain interest and provide reasons to attend beyond matches and training.

Fairness, Transparency & Recognition

Clear communication about selection, player development, and expectations fosters trust and retention.

Players and parents are more likely to stay when they understand why decisions are made and see opportunities to improve.

Affordability & Value

Membership costs were highlighted as a barrier, especially for social or casual players.

Student rates, subsidised access to facilities, or better value for investment can reduce dropout.

What off-field activities would help retain players?

The responses overwhelmingly highlight **social connection and team bonding** as the primary focus for club activities. Key suggestions include:

Team Bonding & Social Events

Regular team outings, trips, and days away, BBQs, quizzes, social nights, and informal gatherings. Activities to build friendships and strengthen club culture across age groups

Fitness & Athletic Development

Gym sessions, strength & conditioning, running clubs, winter fitness programmes, Pilates, 5-a-side, fun runs, and “Clara’s Fittest Family” events, Recovery sessions and coaching on nutrition

Travel & Experiences

Trips to matches, concerts, or inter-county games (e.g., Croke Park), Team travel for matches in other counties

Club & Community Involvement

Opportunities for players to volunteer in fundraisers or club events, Community field days and non-competitive events for all abilities, Mental health talks and workshops to support wellbeing

Activities that **build friendships, strengthen team cohesion, and provide off-pitch engagement** are seen as vital for player retention. Combining **social, athletic, and community-focused events** creates a sense of belonging and keeps players connected to the club throughout the year.



One Club

The following section presents the challenges, the solutions and benefits of a one club structure.





Challenges in Moving Towards One Club

Equity (Strong Theme)

Ensuring equitable treatment between **male and female teams** in terms of **facilities, coaching, funding, and opportunities**.

Overcoming historical attitudes.

Respecting female volunteers and creating an environment where all members feel valued.

Insight: Achieving true gender equity is seen as the most critical challenge.

Finance & Resources (Strong Theme)

Dividing budgets between codes, especially when senior men's teams generate significant revenue.

Funding coaching, facilities, and external managers across all teams.

Managing membership, fundraising, and sponsorship equitably.

Concerns about the financial impact of integrating teams with different income and expenditure patterns.



Challenges in Moving Towards One Club

Governance, Committee & Leadership Challenges (Strong Theme)

Integrating multiple club committees into a single governance structure.

Ensuring shared leadership roles, continuity planning, and representation from all codes. Overcoming resistance to change, and differing visions for the club.

Insight: Effective leadership and governance are essential to unify committees and maintain trust.

Culture & Mindset (Moderate Theme)

Shifting from a “hurling-first” or male-centric culture to a **truly inclusive club ethos**.

Changing language and perceptions (e.g., “hurling club” vs. “one club”) to foster a sense of belonging for all codes.

Building **club spirit** and ensuring all members understand the benefits of the one-club approach.



Challenges in Moving Towards One Club

Facilities & Logistics (Moderate Theme)

Allocation of pitches, training times, and shared use of facilities among all codes.

Managing space for growing numbers and multiple teams.

Ensuring fair access for girls, juveniles, and adult teams alike

Communication & Engagement (Moderate Theme)

Members may fear change or misunderstand what once club means.

Lack of clarity leads to confusion, misinformation and people filling gaps with assumptions

Wider membership should be meaningfully engaged and consulted.

Members want open, transparent processes

What do you think are the greatest benefits with moving to one club?

Equality and Inclusion

Promotes gender equity across all codes in terms of facilities, coaching, funding, and opportunities.

Ensures female teams and volunteers are valued

Encourages a culture where all members feel respected and included.

Streamlined Governance & Leadership

A unified committee allows for clear decision-making, shared leadership, and continuity across codes.

Reduces duplication of roles and creates better alignment of aims and objectives.

Improves communication, transparency, and planning, reducing conflicts between codes

Resource Efficiency

Shared use of finances, facilities, pitches, and coaching resources.

More coordinated approach to fundraising, budgeting, and investment benefits **all players**.

Potential to pool volunteers and expertise, avoiding repetition and improving efficiency.

More strategic, united approach to growth and development

Community & Club Identity

Strengthens club spirit and sense of belonging by uniting members.

Builds a more cohesive community, fostering support between age groups and genders.

Creates a clearer club identity that can help with recruitment, retention, and representation at county and national level.

The one-club model offers equality, efficiency, stronger governance, improved player pathways, and a unified club culture, creating a more inclusive, cohesive, and sustainable environment that benefits players, volunteers, and the broader community.

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Survey Insights and Key Priorities

COMMUNITY

There is a strong desire for the club to evolve into a community hub—a place not just for sport, but for social connection, wellbeing, and inclusive participation across all age groups. Volunteering becomes easier when people feel part of a community. Social events help attract new volunteers and foster loyalty among existing ones.

PLAYER DEVELOPMENT

Establish a Coaching & Games Committee to support coaches and develop player pathways within the club. Inclusion, game-time and player welfare should be a priority. Involvement of ex-senior players and ongoing coach development is important for player development. Winter programmes, fitness programmes, injury prevention, team bonding and social activities are key for player retention.

FUNDRAISING

Establish a dedicated fundraising committee. Engage the community through social, sporting, and cultural events. Maximise income streams via sponsorship, grants, lotteries, and major prize raffles. Strategically link fundraising to development goals, ensuring transparency and clear outcomes to maintain trust and momentum.

FACILITIES

A dedicated sub-committee is essential to progress the development of facilities in the club. A masterplan developed with the input of members should set out a phased delivery plan, focusing on all-weather and greater access to gym facilities for the community. Partnerships outside of the club should be explored.

GOVERNANCE

A unified committee will allow for transparent decision-making, shared leadership, and continuity across codes. This will result in better alignment of aims and objectives and efficient uses of resources. Improved communication, and planning will reduce conflicts between codes.

Thank you to all our valued members!

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