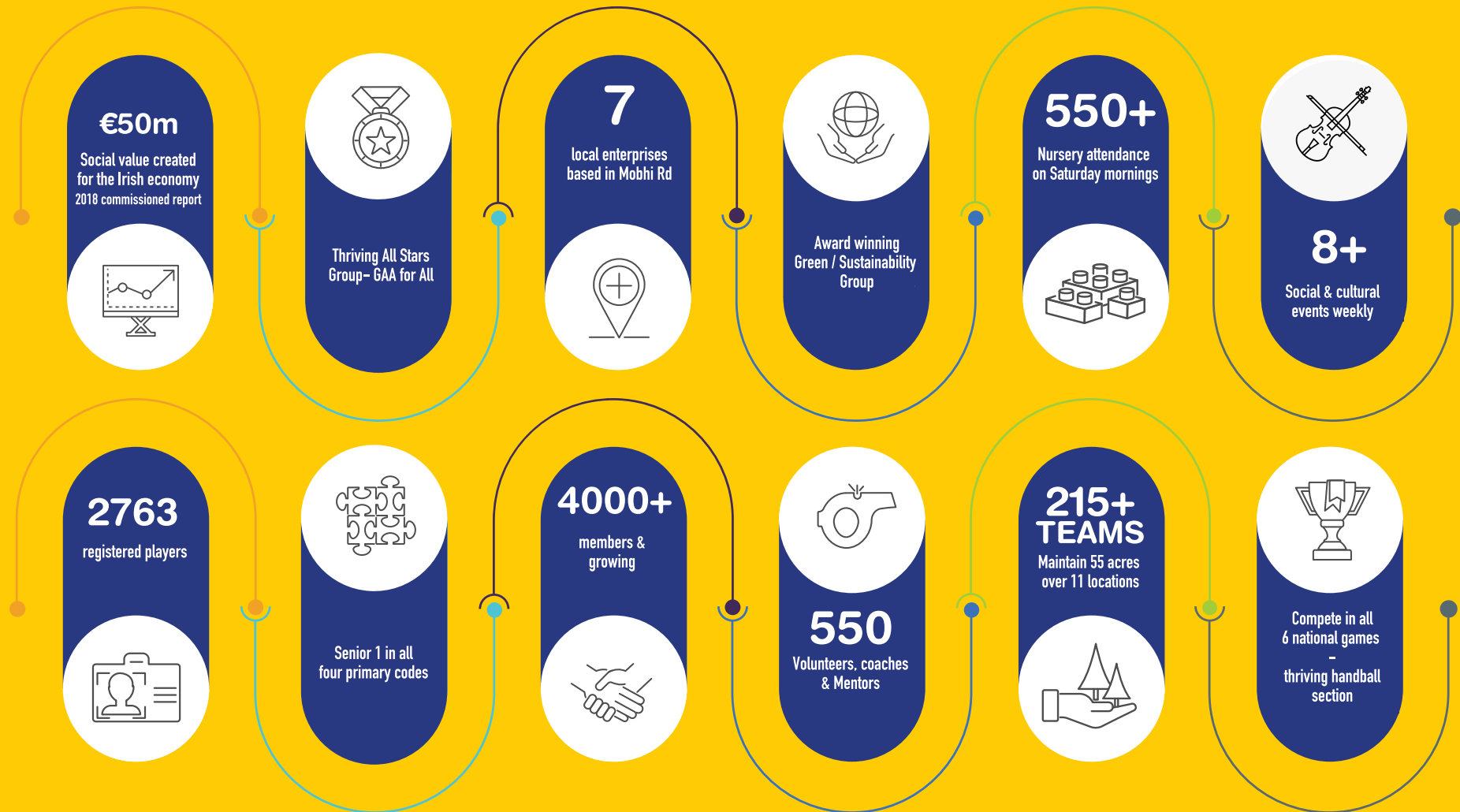




Executive Summary

CLG Na Fianna, one of the largest voluntary organisations in Europe, continues to grow from strength to strength and is at the hub of sporting, social and cultural activity across it's community.



This growth enables wonderful opportunity but also brings with it real challenges focussed on scale & quality of coaching, volunteer burn out, facilities to support this level of growth and a societal shift in what is expected of a voluntary organisation.

To ensure clarity on the future direction of the club
and to ascertain the priorities and requirements to get there,
the Executive conducted a strategic review of the club and
asked it's members for their input.

368

Survey
Responses

11

One-to-One
Interviews

3

Focus Group
Workshops - total of
128 in attendance

The result was clarity and agreement on

Why we exist (Our Purpose)

What we want to become (Our Vision)

How we want to behave (Our Values)

and this enabled Radharc 2029...



Our Vision

To be the best voluntary, community & cultural organisation in Ireland.

OUR PURPOSE To inspire lifelong engagement and participation, in Gaelic Games, Culture and Community, for one and all.

OUR VALUES - RESPECT, INTEGRITY, EXCELLENCE

How we behave, on and off the pitch, will be driven by our values - and what we say and do will be our commitment to living these values, on a day-to-day basis.

What?

Consistent, targeted and sustainable membership growth • Best in class coaching, mentor and player development focussed on fun & high performance
Community leaders for culture, social, language and industry • First rate facilities & amenities for our members & community to flourish and enjoy
Standard setters in terms of conduct, governance and how we represent our club on and off the pitch

How?

QUALITY COACHING & PERFORMANCE

- Focus on development & transition from juvenile to adult; retention strategy for players & coaches
- Target 25% increase of female coaches in all codes
- S&C expertise resourced and available from the appropriate age
- Over playing / Over training monitored and addressed centrally
- Structured community engagement drives increased diversity & inclusion

FACILITIES & DEVELOPMENT

- Dedicated strategic acquisition group to identify clear pathway to club-owned facilities
- Existing spaces in Áras Mobhí Road redesigned to deliver for all our members
- Security of tenure on existing pitches & facilities delivered with floodlights secured on 2 pitches
- RCSI, Gym & Handball alley become best in class facilities
- Facilities usage assessed and redesigned to increase community engagement and drive commercial growth

GOVERNANCE, FINANCE & ADMIN

- 5 year capital development & funding model agreed and launched
- 100% Compliance with Child Safeguarding & Vetting Process YOY
- Commercial Income becomes a mainstay of financial growth
- Young Leaders Group enabled to ensure quality communications & alignment on priorities
- Risk appetite reviewed, key mitigants to over exposure in place, with a focus on fast paced but sustainable growth

SOCIAL, CULTURE, COMMUNICATIONS

- Revitalised reputation as a key hub for cultural & community activities
- Support structure for PRO and broader club comms in place to enable best in class communications strategy
- Culture, language, dance and our heritage return as a hub/key activity or focus within the club
- Community Residents Group put in place to ensure we are valued neighbours and to agree a growth strategy that would benefit all
- We have fun, we inspire, we learn from successes as much as setbacks and we live by our club values on a day to day basis



KEY STRATEGIC AREAS OF FOCUS WERE IDENTIFIED

- 1 - Coaching & Performance 2 - Facilities & Development
3 - Governance, Finance & Administration 4 - Social, Culture & Communications



KEY CHALLENGES OR THREATS TO PROGRESS AND GROWTH WERE IDENTIFIED

- 1 - Access to additional land/pitches for training & matches
2 - Scale of volunteer effort required to sustain a consistent but sustainable level of growth along with the financial resources to support such numbers

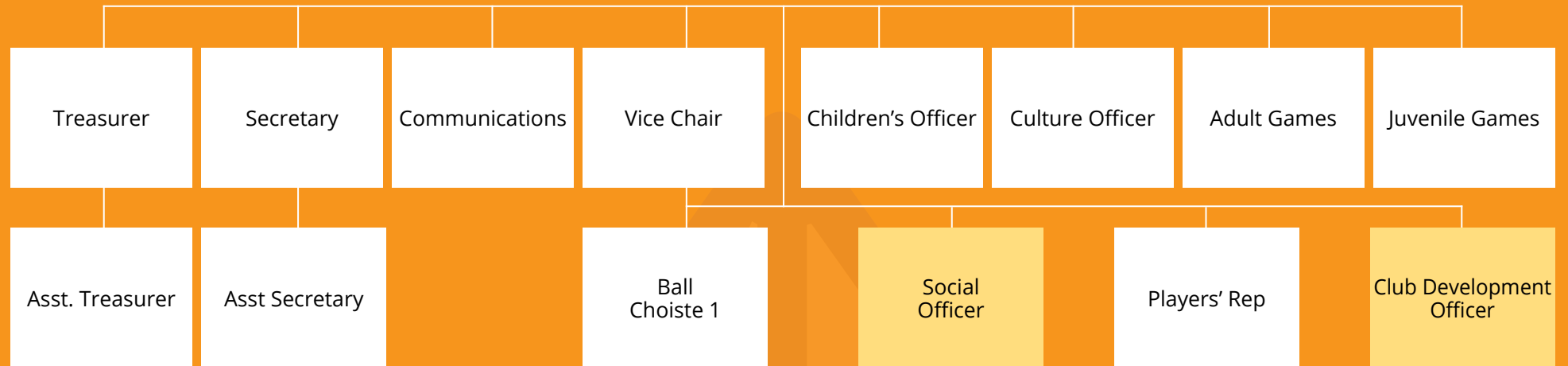
Resources...

...both financial and people, will be required in the delivery of this plan and to enable and support it's execution, the Executive has a new structure from this year onwards. A new Club General Manager position is being recruited for to oversee day to day operations, a new Coiste Comhairle is being formed to guide and support the Executive and there are several new working groups being formed to ensure we are best placed to deliver all aspects of the new strategy and our 2029 goals.

We need new people to get involved, come forward and give what you can to one of these working groups. There is a role for everyone, no matter the skillset or background, and now is the time to *Seas Suas*.

New Executive Structure 2025

CHAIRPERSON



Planned Operational Structure 2025 onwards



Financial Resources

Financial resources are also critical to the success of this plan
as the solution to our biggest threat, access to new land/playing areas/pitches,
will require significant funding going forward.

A new commercial working group has been set up with a view to commercial revenue becoming a new sustainable line of capital for the club so that the financial ask on the membership will be lessened, if/when the opportunity arises to secure or access new facilities.

The club's new commercial partnership offering will be launching soon and it provides opportunities for individuals or businesses of all sizes to get involved, to support the club and the community, and to drive growth for your own business by promoting and platforming it.

If you are a business owner, or you work or know someone within a business that may be in a position to partner with or sponsor the club, please email commercialdirector@clgnafianna.ie and we will be in touch with more information and details





CLG Na Fianna is 70 years old

and it has been an adventure - and some journey to date.

The club, the community and the broader areas in which we operate can continue to thrive for decades to come, but there are real challenges ahead.

Growth cannot continue as is unless new lands for training and games are secured.

New and existing commercial partners and sponsors/individuals with means supporting our new partnership offerings on a sustainable basis will be crucial.

All members supporting club wide fundraising events and efforts will also play a key role.

Culture will remain a steadfast of our identity as a club and enabling new leaders and leadership to emerge will be a key focus for the next five years. We need everyone, from stakeholders to partners to members, to come together and do your bit to secure the future of our great club. We are at a crossroads, and there will be bumps ahead as we navigate this path, but we will approach them all, along with the highs and the lows, **Le Chéile**.



*go raibh
maith agat*