

E-Booklet



Club Development Award





Camogie Club Development Award

Welcome to the Camogie Club Development Award E-book

This award programme has been developed to assist and acknowledge the efforts of volunteers in growing the game of Camogie. The programme is designed around the needs of young Camogie clubs in the initial years of their establishment.

Fundamental to the Camogie Club Development Award programme is the gathering and sharing of experiences in the efforts involved at volunteer level to grow the game within their unique community contexts. The sharing of practical experiences, be that of challenge or the overcoming of such, are an output which will serve to guide and assist clubs going forward into the future. The Camogie Association place a high value on the acknowledgement of volunteer efforts across the country and beyond and have identified the Camogie Club Development Award as an opportunity to showcase these efforts which so often go unnoticed.

The structure of the Camogie Club Development Award is based on the four strategic action areas of The Camogie Association's National Development Plan 2020-2023;

- Strategic Action Area 1: The Game
- Strategic Action Area 2: Volunteers
- Strategic Action Area 3: Identity
- Strategic Action Area 4: Leadership

Projects have been formulated in accordance with each strategic action area to support and guide club efforts within their engagement upon the Camogie Club Development Award programme. Participating clubs are asked to select one project from each chapter (four in total) and to document their efforts towards developing this area of their club across one season. A participating club will be awarded on the basis that a submission documenting pragmatic activity in the project area has taken place across that season is made.

The Camogie Association looks forward to engaging in the programme process with a number of clubs selected via application. Please see camogie.ie for more information regarding the Camogie Club Development Award.

Clough-Ballacolla Camogie Club

Camogie Club Development Award Recipient 2021

Projects completed:
The Player Pathway
Coach Upskilling
PRO Training and PR-ÓG
Building Constructive Relationships

In the five short years since its establishment in 2016, Clough-Ballacolla Camogie Club, Co. Laois have certainly surpassed expectations in terms of its representation across the games programmes of Laois Camogie. "We're sometimes finding it hard to keep up with the growth of the game in the club but it's a great problem to have", the club Chairman explains. The forward thinking nature of the community found at the site of Clough-Ballacolla GAA and Camogie Clubs, along with on-pitch success have certainly proven to be a furnace for further development and structures at the club, "The GAA Club have provided great inspiration with such success in recent times".

Developing the club's own player pathway was viewed as a pragmatic task to take on as part of the Camogie Club Development Award process. The Club have developed a clear and concise document which its managers, mentors and coaches can refer to in relation to keeping the practices of its various age-groups to a level appropriate



to its players. "It gives us a starting point for discussions with mentors at the beginning of a season", a member points out. "We often have people who would like to get involved in coaching our players but don't know where to start", she continues. The club now looks forward to opening its season with an opportunity to engage coaches in discussions where each level understands its future progression to the next.

Although admittedly not short in the area of a community with current and past experiences of playing the game, the Clough-Ballacolla Camogie Club recognize the value of formal coach education and the opportunities which courses such as the Gaelic Games Foundation Award bring in the area of additional coach recruitment. "We have a lot of people who have played the game in the past and we are trying to get the balance right between them and also those willing to get involved in coach education", says one member. "Coaching numbers at underage this year has been very good, but at a level like U6's where you could have twenty players, you can never have enough coaches", she adds.



With the growth of the club, the content available to promote to the wider community has increased. Three members of the club successfully took part in the PR-ÓG Programme as part of the club's participation in the Camogie Club Development Award. "It was great to be involved in the programme. Some of it we didn't feel was relevant to us at the moment as a relatively young club but it was interesting to see all sides of the role of PRO and where it can go in the future with the further growth of our club", the club PRO says.

From its establishment, the club have recognized the need for a constant effort towards building on the relationships at play at the site of Clough-Ballacolla Camogie. With a crossover in membership between the club and that of Shanahoe LGFA, along with the growth of both the Camogie and GAA Club, club officers highlight the consistent need for open paths



of communication and understanding at times. "We are very much part of the current effort of the GAA Club here in the expansion of facilities in the future. Efforts like this will stand to the whole club in years to come and it makes sense for everyone to be involved in playing their part and shaping the future for our youngest members", explains the club Chairperson.

In five short years, the Clough-Ballacolla Camogie Club have moved to facilitate its community in playing the game of Camogie, resulting in representation transcending the age-groups in County Laois. "Between seeing our girls taking part in the school's teams, or seeing our first one or two take to the field in a Laois Development Squad jersey, it's just great you know", explains a club member. Clough-Ballacolla Camogie Club are a worthy recipient of a Camogie Club Development Award 2021.

Sliabh Luachra Camogie Club

Camogie Club Development Award Recipient 2021

Projects completed:
Club School Link
Coach Upskilling
PRO Training and PR-ÓG
Building Constructive Relationships

Initially born out of a Young Enterprise Competition entered by a school in the locality, the interest and engagement in the game of Camogie has seen an unprecedented rise in the area of Castleisland, County Kerry in recent years. Sliabh Luachra Camogie Club's background is already a vibrant one, involving club crest and colours design at a computer between two founders and the awarding of a Camogie Club Development in only its third season.

As part of the Camogie Club Development Award 2021, the club school link project was selected for inclusion in the seasons efforts. "That's where the majority of our players come from", explains the club chairperson in reference to the local post-primary school. "Establishing a school team has taken time but we now have two teams getting on a bus tomorrow heading to a school blitz". The clubs efforts have resulted in a snowball effect where the interest in the game has grown without any specific promotion; "The school environment is great because



you have groups of friends speaking about training sessions, matches and the game in general and we've seen results from that in the form of the school team which is currently active, as well as the growth of our own club numbers", explains the club secretary. Offering of coaching sessions to the school has been indirectly repaid in the form of players being exposed to the skills of the game on a more regular basis across the club season and school year, "The joy of the school activity is that it keeps the hurley in the hands of the girls over the winter", points out one member.

Although already active upon social medias and pro-active in promotion of club activity, the club selected PRO Training and PR-ÓG as their second project as part of the 2021 programme. "It was brilliant. We probably chose girls who had a little bit too much going on in terms of school and other priorities but it has built up an appetite in our younger girls who are really looking forward to taking part next year", highlights the club PRO. The club continue to see increasingly positive engagement in their platforms and place a high value on maintaining an up to date and vibrant representation of the club as it grows over time.



Coach recruitment and retention is a challenge, alike many young Camogie clubs, which the Kerry club face. Having taken part in the Hurl With Me Programme in recent years, as part of the Camogie Club Development Award Coach Upskilling project, the club recruited a recent sports science graduate who has applied their knowledge and expertise to the activity on the training field. "It was as much as a benefit to me because the year allowed me to build up a confidence and a rhythm in my work with groups such as the girls at the club", says the coach. The club continue to look to the future with growing playing numbers and the need for a robust coaching network to assist in ensuring playing opportunities for all.

Building Constructive Relationships is a project as part of the Camogie Club Development Award which the club recognize as key to the growth and stability of the club going forward. "There are four

clubs using one set of facilities", points out one club officer. "It's worrying with the growth of the club and the efforts that are already going into finding slots for the girls to play the sport which they enjoy so much". With multiple stakeholders at play, much energy goes into maintaining the relationships with the clubs in closest proximity to the club, "It's all worthwhile effort we know, but it can be demoralizing at times. Players and parents are asking why sessions are being moved or even cancelled but they don't see the constant over and back which goes on in the background", a club officer points out. As is the reality for so many young clubs, Sliabh Luachra's efforts to ensure playing opportunities for their young players often goes unseen but these efforts lay the foundations for what poses to be a vibrant future at the club.

Sliabh Luachra Camogie Club is a worthy recipient of a Camogie Club Development Award 2021.

Claremorris Camogie Club

Camogie Club Development Award Recipient 2021

Projects completed:
Gametime for Players
Coach Upskilling
PRO Training and PR-ÓG
Building Constructive Relationships

Established in 2019, two years to the day of Camogie Club Development Award reception, Claremorris Camogie Club continue to go from strength to strength and is now clearly visible across the pitches and around the clubhouse of this County Mayo club.

Getting players out on the pitch in the club colours, be that in a challenge, blitz or competitive game, is something which those at the club place value on. Those at the club keep record of who has played what and tries to ensure that any player willing to take part in the young club is recognized through time on the field, an effort which the club continue to refine, "There are days when we have just enough for a team. There is no issue getting everyone lots of gametime then!", a committee member jokes, "One tip I would have for other clubs is to get some challenges arranged early in the year if at all possible. We've found getting everyone out on the field really wets the players' appetites for the season ahead and keeps them coming back".



Building confidence within its coaches is an effort which the club at Claremorris Camogie place emphasis on and 2020 saw the club gain an additional Level 1 coach accreditation which has had a ripple effect within the sessions going on at the club.

"The practical element of the Level 1 course I took part in was hugely beneficial and enjoyable", says the coach. "Players are so interested in hearing different voices and we try to give anyone in the area with past-playing or coaching experience an opportunity to get involved".

Although the club had already built a presence in the short space of their year of establishment in 2019, the Camogie Club Development Award provided an opportunity to further bolster its skillset and presence in the area of social media. "We already had a Facebook page, but through the training we have set up an Instagram and are continuing to use these platforms to keep the club in the public eye and spread information regarding events and games", says a committee member. A number of young members found time to take part in The Camogie Association's



PR-ÓG Programme which transpired in a spectrum of ways; "We learned a lot about The Camogie Association and how best to set up and run our own social medias", highlights a participant. The colours of the club are clear to be seen upon the members at the clubhouse, "We used a kit builder online to design the gear. We added a splash of pink because we thought it might entice the younger girls into the club and into the game. We sold loads in the club shop!". When asked if these young members had control over the social channels at the club, it was explained, "No, we don't yet, but soon I hope!".

Members at the club recognise the value of working on relationships within and around their club, "We took as much guidance as we could get from our counterparts within the GAA and LGFA Club. The GAA Chairperson has been great from day one, always out and about when we are training and checking in", explains a committee member.



"We keep lines of communication open and no doubt there is give and take but building on those relationships can only benefit our club and our players in the long run".

The year 2021 proved to be a challenging one in more ways than one, but the club at Claremorris Camogie have continued to thrive and look forward to the future with great anticipation, "The projects acted as a guide and we decided if we could get there four things done, we would be moving forward", explains the club secretary. "There are so many options to choose from and you can make it as hard or as easy as you like for yourself".

Lots done and more to do seems to be the message from this Camogie Club in County Mayo, and with what has been achieved so far in its infancy, who is to doubt that there are great things to come. Claremorris Camogie Club is a worthy recipient of a Camogie Club Development Award 2021.



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The Game (Passion)

Club School Link

Game Time For Players

Social Camogie



Club School Link

What is it?

A school club link is an agreement between a school(s) and a Camogie club to work together to help young girls to realize their ambition in playing Camogie. The school would welcome in a qualified and vetted coach(es) to preferred classes to coach the game/skills as part of the school day. In some cases, the club can visit the school with information on the club and maintain a noticeboard within the school.

Meet the needs of young girls, whether they want to get involved:

- to try Camogie as a new sport
- to enjoy Camogie and develop their skills
- for social or recreational reasons
- to maintain or develop their fitness
- as an elite performer

Why is it important?

- Promotes healthy living & exercise to young girls
- Increase in number of girls playing camogie
- Personal Contact is the best way to promote your club in addition to promotional tools such as posters, flyers and local notices
- Some schools especially in Urban areas are not aware of what Clubs are in their area
- Children get involved in clubs if they know what they're dealing with and with a link club coaches are seen as familiar faces
- Fantastic social outlet for students
- Helps in recruiting volunteers/parents
- Creates a good atmosphere and sense of school pride
- Can help school to achieve Department of Education Active School Flag



Identify & Contact

Step 1

1. School(s)
2. Coaches
3. Agree a timetable for delivery

Introduce & Action

Step 2

- Initial info visit to classes
Commerce Coaching

Evaluate & Link Back to Club

Step 3

- Establish consistent club presence in the school. Invite to Club Open Day.

Gametime For Players

- Camán 4 Fun
- Provincial 7's – Club

What is it?

Camán 4 Fun in a retention initiative aimed at young adult females aged 14 – 18 allowing them to experience Camogie in a fun way.

Promoting a redesign of the traditional Camogie experience, the games environment is changed through the rules, playing area and/or equipment in order to make the participants the highest priority.

Provincial 7's – Club are small sided competitions organised to provide additional game time to club players who are not involved with inter county panels. These games are, generally, organised for an underage grade and an adult grade during the Summer months

Why is it important?

Camán 4 Fun is important as it provides a fun, friendly and supportive environment where each young person has the opportunity to learn at their own pace in the company of peers and role models. Participants are afforded time to learn social skills, mix with peers as well as learn or improve Camogie skills.

Provincial 7's – Club are important as they can provide an outlet for clubs to engage in different styles of play and training. They, also, encourage teamwork and challenge player's decision making and game sense. These additional competitions can, cater for players whose county club championship is paused due to the intercounty fixtures calendar.

Where to Find It?

Camán 4 Fun booklet can be found here (need to get it online)

Provincial 7's – Club information is released closer to the event date.

Relevant Contact Information

- **Camán 4 Fun** –
 - Aideen Howlin, Participation and Retention – aideen.howlin@camogie.ie
- **Provincial 7's**
 - Leinster – Sabrina Larkin, Participation & Growth – sabrina.larkin@camogie.ie
 - Munster – Stuart Reid, Participation & Growth – stuart.reid@camogie.ie
 - Ulster – Ryan Gaffney, Participation & Growth – ryan.gaffney.ulster@camogie.ie
 - Connacht – Aideen Howlin, Temp Participation & Growth – aideen.howlin@camogie.ie



Social Camogie

Name of Resource

Camán n Chats

What is it?

Camán n' Chats is a recreational initiative encouraging adult females to participate in the game of camogie at their level. Promoting a redesign of the traditional sports participation experience, the games environment is built around fun, socialising and physical activity. The level of activity in the small sided games is directed by participants with social time at the heart of the initiative. Camán and Chats' target audience is women aged over 25 and/or who haven't played competitively in, at least, the last 5 years.

Why is it important?

Camán n'Chats is important as it provides an opportunity to be physically active within a group environment. Developing relationships and connections through social activities, events as well as playing the game itself are integral to this initiative.

Camán n chats is a safe learning environment where all levels are welcomed and invited to learn or re-learn the skills of Camogie.

Research indicates that social interaction and exercising in a group environment can lead to an increase in emotional and physical wellbeing.

Where to Find It?

To find information videos and a downloadable coordinator's pack, please visit

www.camogie.ie/development/retention

Relevant Contact Information

- Aideen Howlin -
Participation & Retention Coordinator
aideen.howlin@camogie.ie





Volunteers (People)

Coach Upskilling

Officer Training

Referee Upskilling 1

Referee Upskilling 2



Coach Upskilling

What is it?

A variety of resources that current or prospective coaches can use to progress their skills, regardless of where they are on their coaching journey.

- Foundation/Level 1 Coaching Courses
- Camogie Player Pathway
- One Good Coach Workshop
- Coaching Bubble Podcast
- GAA E-learning Portal
- Session Plans
- Reflective Learning Template
- YouTube Channel
- Coach Webinar Series
- Training Activities for Coaches While Maintaining Social Distancing
- Choosing the Correct Hurley Size

Why is it important?

Volunteers looking to become coaches can find out how to take their first steps on the coaching ladder by booking onto a Camogie Foundation Award.

Qualified coaches can pick from a variety of resources designed to build on their existing knowledge, including podcasts, webinars, and videos as well as practical resources they can use to improve their current sessions.

Where to Find It?

www.camogie.ie/development/coaching/

Relevant Contact Information

- Niall Williams, Coach Education and Development Co-ordinator – niall.williams@camogie.ie



Officer Training

What is it?

Volunteers will have access to training for the members of the executive committee positions including chairperson, secretary, PRO, Treasurer, coaching officers and registrar (use of games management system). This training will take two forms; Club Leadership Development Programme (CLDP) which will encompass the majority of officer training and Camogie specific training from national staff. Further information can be found at:

https://learning.gaa.ie/club_leadership

Why is it important?

Programme Features

- Practical, interactive and relaxed learning
- Short modules available in face-to-face and online formats (all online in 2021 due to COVID-19)
- Delivered by highly experienced and trained facilitators
- Respect for your existing knowledge and experience
- Specific information and resources for your role and Club

Benefits for Club Officer

- Establish knowledge of your role and the roles of others
- Gain the latest information for your role
- Develop your leadership and management skills
- Experience increased role satisfaction
- Access the latest resources and advice

How to set it up?

For CLDP training modules:

- Registration for events is available through the calendar: Officer Training Calendar
- Dates, times and locations can be viewed for scheduled workshops in the calendar.

Note – Officers can select all workshops they wish to attend when they first register on the course. The registration process does not have to be repeated for each workshop.

Registration Steps

1. Register or login to the Learning Portal: Registration Guide
2. Find events you would like to attend in the calendar
3. Clicking the relevant registration link in the calendar to sign-up to the course
4. Click on 'Enrol me'.
5. Click 'Save' on the bottom of the page to register on your course.
6. The Programme Coordinator will follow-up with you before the event if there are any changes.

Camogie Specific training is required for some training modules (such as Treasurer) and these are held at various times of the year and are often run on-demand (or a recording can be viewed by volunteers).

Who is the relevant contact if they need more info?

For CLDP, if you require further information please see:

www.learning.gaa.ie/club_leadership or contact your county secretary.

For information on Camogie-specific training please contact the learning and development co-ordinator tracy.mcdonald@camogie.ie

Referee Upskilling 1

Name of Resource:

Referee Foundation course

What is it?

- Official Referee training provided to those interested in becoming a referee at adult and underage competitive level within the Camogie Association.
- Online training will be available in 2020 which will consist of:
 - Online modules on the learning portal www.learning.gaa.ie
 - Online training webinar (2 hours) / 2-hour face-to-face learning
 - Online Referee exam
 - Online certification (on completion of all elements)
- The foundation course is also available in a face-to-face environment when required.

Why is it important?

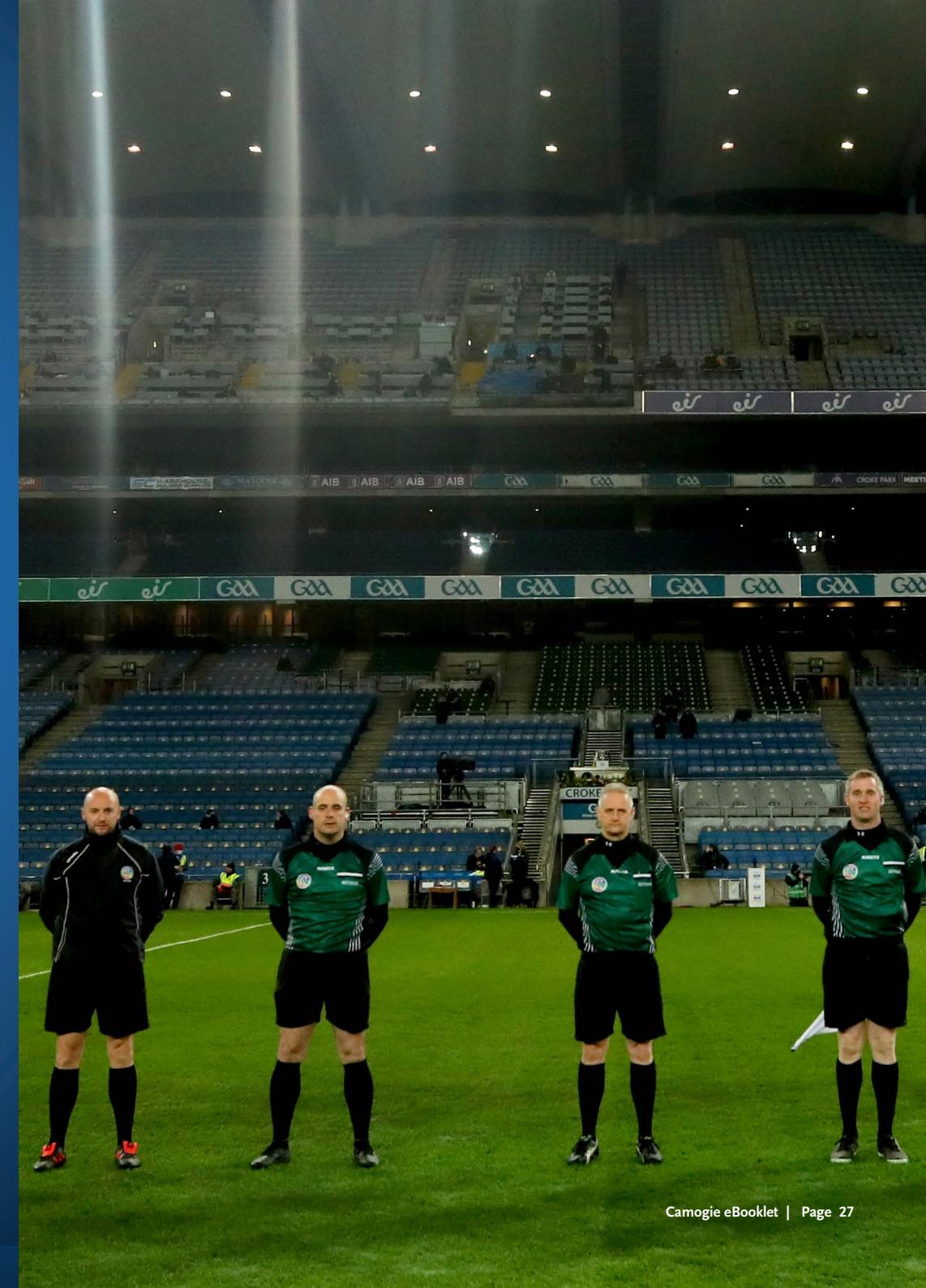
- Referees are an integral part of the game. Every game needs a referee.
- It can be a challenging task to undertake but all clubs have a responsibility to recruit and support referees within their club setting. In doing so it will increase the number of skilled referees available within your county.

How to set up training:

- A number of planned training events will be promoted within your region through your county board and Provincial Councils. Courses will also be promoted through social media channels.
- To enquire about a course please follow this link:
[Enquire Now!](#)
- For more information on referee education please check out the following
www.camogie.ie/development/refereeing
www.learning.gaa.ie/camogierefereeing

Who is the relevant contact if they need more information:

Contact Lizzie Flynn via email on lizzie.flynn@camogie.ie for more information.



Referee Upskilling 2

Name of Resource:

Referee First Whistle course

What is it?

- Official Referee training aimed at young referees. Those who complete the course are eligible to referee Go Games and non-competitive blitzes up to Under 12.
- Online training will be available in 2020 which will consist of:
 - 1-1.5 hour training webinar
 - Online modules on the learning portal www.learning.gaa.ie
 - Online Referee exam
 - Online certification (on completion of all elements)
- Must be at least 15 years old to participate in training

Why is it important?

- Referees are an integral part of the game and every game needs a referee.
- Young Whistlers can be utilized to referee at club blitzes.
- Another means to keep young people involved in the club and to give them an opportunity to give something back to the club.

How to set up training:

- A number of planned training events will be promoted within your region through your county board and Provincial Councils. Courses will also be promoted through social media channels.
- To enquire about running a course please follow this link:
[Enquire Now!](#)
- For more information on referee education please check out the following
www.camogie.ie/development/refereeing
www.learning.gaa.ie/camogierefereeing

Who is the relevant contact if they need more information:

Contact Lizzie Flynn via email on

lizzie.flynn@camogie.ie

for more information.





**Identity
(Pride)**

PRO Training and PR-Óg



PRO Training and PR-Óg

What is it?

The PR-Óg is a new initiative launched by the Camogie Association in July 2020 with the aim of giving our young members an opportunity to gain transferable skills, promote camogie and volunteer for their clubs and counties. This programme is aimed at 15-21-year-olds who have an interest in promoting Camogie with a particular interest in social media. The PR-Óg then works along with the club or county PRO to learn from experienced volunteers as well as reduce the workload for these officers. The pilot group proved to be very successful with our young members as well as their club and county PROs.

Why is it important?

The PRO of the club and county have ever-increasing roles and it can be difficult for one person to 'cover all bases.' The introduction of the PR-Óg allows the PRO to pass on their skills and allow younger members to help with tasks and in particular the large number social media platforms.

The National Staff provide training for the PR-Ógs and set activities and tasks to ensure their new skills are being applied in the promotion of our sport. The online training for these PR-Ógs include social media training, graphic design (Canva) training, writing match reports, updating social media with live updates from

matches as well as hosting Q&A sessions for all those involved. This programme relies on the co-operation of the club or county PRO who also have responsibilities and so for this process to be successful a young person who would like to participate in this programme they should ensure their PRO is willing to work together.

Responsibilities of PRO

- Lead by good example
- Allow the PR-Óg to create or access to social media accounts for the Camogie club
- Mentor the PR-Óg by initially checking their posts, allowing them access to players/coaches etc, allow them to see the role of PRO and all the tasks that are part of the position
- Prepare future generations to take up the role of PRO (succession planning)
- Show the positive rewards from volunteering for your club or county
- Responsibilities of PR-Óg
- Complete the social media training
- Sign up to the Camogie Association social media policy
- Complete a range of tasks set by the National Camogie staff
- Use your knowledge to access or create social media posts of the Camogie club
- Communicate and learn from the club or county PRO and follow instructions
- Promote Camogie using these accounts in a positive light

How to set it up?

This programme will be launched annually through information sent on county secretaries and online platforms where an 'expression of interest' application can be submitted to the National office.

Who is the relevant contact if they need more info?

If you would like more information on participating in this programme please contact the learning and development co-ordinator at tracy.mcdonald@camogie.ie





Leadership (Place)

One Club Model

Building Constructive Relationships



One Club Model

What is it?

The Camogie Association, GAA and LGFA regularly field questions from clubs on the practicalities of how to bring existing GAA and Ladies Football/Camogie clubs together. The three associations have reviewed how existing One Clubs operate and, based on this feedback, have set out the One Club Guidelines document for the effective operation of a One Club structure.

The Guidelines seek to provide clubs with a broad framework in which to operate and do not seek to be all encompassing. The Guidelines are not mandatory. The exact detail of implementation will differ based on the particular set of circumstances but are provided for the benefit of those clubs wishing to enter into a One Club structure in a spirit of goodwill and for existing One Clubs seeking to apply best practice.

Why is it important?

The Camogie Association has, and continues to, support clubs which explore and integrate the One Club Model into their context. The guidelines will assist volunteers to work together on areas such as fixtures, coaching and games development, children's welfare, fundraising and so on. This approach consolidates the connections across all Gaelic games' codes.

How to set it up?

1. Explore the One Club Guidelines and seek out areas of the model which would, if realised, bring value to the Camogie club.
2. Engage with stakeholders from GAA and LGFA and arrange a coming together of the clubs to review the Guidelines and to explore possibilities which they may present going forward.
3. Seek input from the membership on relevant proposals.
4. Clearly define how the One Club Model may be integrated.

Where to find it?

www.gaa.ie/news/one-club-guidelines

Relevant Contact?

liam.clancy@camogie.ie



Building Constructive Relationships

What is it?

Building and maintaining constructive relationships with the GAA Club, LGFA and other clubs in existence at your Camogie club is essential in the sustainability of the club for its current members, and indeed, generations to come.

Why is it important?

Having a strong relationship with other clubs in operation at the same site as the Camogie club encourages the sharing of ideas, facilities, and resources for the betterment of all members going forward.

How to set it up?

Some fantastic examples of constructive relationships in action can be found here:

[Watch Video Now!](#)

