**Britain Camogie Strategic Plan (2024 – 2028)**

**Chairperson Address:**

It is with great pride and optimism that I present the Britain Camogie Strategic Plan for 2024-2028. This plan marks a significant milestone in our efforts to promote, grow, and develop Camogie across Britain. Over the next four years, our focus will be on expanding participation, enhancing competition, and strengthening the community that surrounds our game. By fostering a spirit of unity and excellence, we aim to provide opportunities for players, coaches, and volunteers alike, while ensuring the sustainable growth of Camogie for future generations. Together, we will build a stronger, more vibrant Camogie landscape in Britain.

**Vision Statement:** To create a vibrant and thriving Camogie community in Britain, where players of all ages and abilities have the opportunity to develop and excel.

**Mission Statement:** Our mission is to promote and grow Camogie across Britain by fostering inclusivity, enhancing competition, and supporting the development of players, coaches, and volunteers.

**Strategic context:**

1. **The Game:** Membership growth, Meaningful playing time, Development of underage and social camogie.
2. **People:** Players, Officials, Coaches, Volunteers and Staff.
3. **Engagement:** Commercial development, Increased attendances, Promotion of Camogie in Britain.
4. **Leadership:** Enhanced communication, Integration of Gaelic Games, Sustainability of Camogie.

**Implementation Process:**

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| **Pillars of Britain Camogie Development**  | **Goals**  | **Actions**  | **Start date (MM/YY)** | **End / Review Date (MMYY)** | **RAG Status**  |
| The Game  | Develop new competitions with Britian and opportunities for clubs in Ireland to play teams in Britain.  | * All-Britain Club 7’s competition
* Introduce a league and championship competition for underage teams (two full days of camogie, bringing together all underage teams)
* Enter a team for Feile Competition in Ireland at U15
* Introduction of London County Team
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| The Game  | Growth of existing Competitions |  |  |  |  |
| People  | Growth of underage competitions | * Establish a sub committee to investigate and deliver a strategy for increasing the number of youth competitions in Britain.
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| People  | Volunteer development: Establish Club and All-Britain Awards for and Networking Event | * Incorporate a simple mentoring program that pairs experienced volunteers with new ones.
* Establish a Club and All-Britain Volunteer Award whereby clubs would nominate and vote upon Volunteer of the Year which is presented at a social event. This will in turn bring together clubs with Britain to liaise and network.
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| People | Increase the number of registered players, coaches, volunteers, officials within both clubs and schools.  | * Ensure support and resources are in place to support the development of volunteers both in clubs and schools.
* Ensure all members involved are registered with a club in Britain.
* Deliver information to local schools to increase participation in underage training and competitions.
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| People  | Provide and promote opportunities for players to become coaches. | * Maintain the pool of trained Camogie referees in Britain.
* Ensure all in-service referees are provided with a full kit.
* Provide comprehensive online training.
* Develop more female referees within Britain, in addition to increasing the number of Official Referees to 10.
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| People | Safeguarding  | * Ensure safeguarding courses are available for necessary match officials.
* Ensure all units working with children complete the GAA’s Child Safeguarding Risk Assessment procedures biennially and also publish a Child Safeguarding Statement for the same time period.
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| Engagement  | Support and develop internal communication to improve relevance, consistency, regularity and clarity in communications.  | * Develop a clear, concise flow chart for clubs to follow to ensure information is shared and actions are communicated effectively.
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| Engagement  | Expand the attendance at all matches | * Publish all ratified fixtures at least seven days before the game is scheduled to be played to allow spectators enough sufficient time to attend the game.
* Introduce live Stream for All-Britain finals to increase opportunities for supporters to view the games live.
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| Engagement  | Improve and expand the promotion of the game on social media.  | * Implementing regular newsletters and updates to all stakeholders.
* Engage with and promote resources produced by Camogie Association.
* Continue to build fan engagement on social media and assist all clubs within Britain developing their presence on social media.
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| Engagement  | Future development: Develop a Britain Camogie website. | * Form a website development committee with representatives from Britain Camogie Clubs.
* Define the websites’ objective and develop a project timeline and budget.
* Create a content plan including sections for news, fixtures, results, player profiles, and resources.
* Plan an official launch event, promote the new website through social media, email and encourage clubs to link to the new website.
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| Leadership  | Financial stability: To secure and sustain the financial resources necessary for the growth and long-term success of Britain Camogie. | * Actively pursue sponsorship opportunities for all competitions, social events, and conferences to provide a stable revenue stream and reduce reliance on limited funding sources.
* Establish and promote a distinctive brand identity for Britain Camogie that enhances visibility and attractiveness to potential sponsors, making our organisation a prime candidate for partnerships and sponsorships.
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| Leadership  | Take a leadership role in the development of a single integrated Gaelic Games Association proving equal and equitable access to our games for all.  | * Ensure all club development and Club planning resources are available on the Gaelic Games Association of Britain website.
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