



Dear Member,

Intent of this letter is to share Garryowen FC's plans this season and more importantly look for support from **ALL** in achieving these objectives. Last year great progress was made but a huge amount of work remains to be done to get the club back where it belongs. Ultimately the success of the club on and off the pitch will be proportionate to the support of members. This letter covers:

- *Update on Executive Committee Membership*
- *Strategy Update*
- *Rugby Status*
- *Finance Status*
- *Fund Raising and Sponsorship*
- *Membership Status*
- *House & Grounds Status*
- *Recruitment*

Executive Committee Membership

We start the season with a full complement of members on Executive Committee. Table below shows members and contact details:

President	John Scanlan	president@garryowenrugby.com	086-8282334
Senior Vice President	Seamus Downes	vicepresident@garryowenrugby.com	087-2575572
Junior Vice President	Paul O'Byrne	jnrvice@garryowenrugby.com	087-9274804
Ex Officio President	Michael O'Connor	pastpresident@garryowenrugby.com	087-2300985
Chairman	Dermot Morrissey	chairman@garryowenrugby.com	087- 9173105
Vice Chairman	Eoghan Prendergast	vicechair@garryowenrugby.com	086 - 2605794
Hon Treasurer	Seamus Byrne	finance@garryowenrugby.com	086-8234696
Hon Secretary	Geraldine Morrissey	honsecretary@garryowenrugby.com	087-2466815
Chair of Rugby	David Hayes	rugbychair@garryowenrugby.com	087-2524096
Chair Under Age	Neville Furlong	youth@garryowenrugby.com	087- 2385545
Chair House & Grounds	Seamus Maher	facilities@garryowenrugby.com	087-6759496
Branch Delegate	Jim Gibson	munsterbranch@garryowenrugby.com	086-8276214



Chair of Communications	Tony O'Rourke	communications@garryowenrugby.com	086-2550610
Chair of Promotions	Ken O'Callaghan	pr@garryowenrugby.com	086-8309351

Strategy Update

Last year we introduced a GFC Strategy Document which summarised the Club's stated Vision and what our focus areas will be to enable us progress same. This continues to be our Roadmap and the updated strategy document highlighting this year's focus areas is included in this document.

Rugby Status

Dano Hayes has taken on Chairman of Rugby position, Neville Furlong continues as Chairman of UnderAge and Jim Gibson backfills role of Munster branch Delegate (vacated by Declan Madden who is now Chairman of the Management Committee on IRFU). The Rugby Committee have been busy at work over close season. The Key Roles in Senior House are filled by following:

Seniors: Manager S. McDermott, Asst Manager M Keane, Head Coach Conan Doyle, Assistant Coach Paul Neville, Stenght & Conditioning Jed McNamara, Medical Doctor Dr Michael Lucey, Physio Mark Van Drumpt & Mark Melbourne.

Seconds: Manager Pat Sheahan, Asst Manager Noel Noonan, Head Coach David Costelloe, Assistant Coach John Giltenane.

Thirds : Manager Ger Baggot, Head coach Fergus Sheahan, Assistant Coaches Hugh O'Neill and JP Baggott, Strength & Conditiing JP Baggot.

U.20s: Manager- David McInerney, Asst Manager David Wallace, Head Coach Kieran Ronan, Assistant Forward Coach Niall Keogh, Backs coaches Michael Roberts & Dermot Waters, Strength and Conditioning Shane Stanley (Physio to be appointed)

Fixtures Secretary : David Magee

Under Age Committee comprises of Chairman N Furlong, Vice Chairman Dan Larkin, Secretary Sandra Maher, Registrar Dave Heelan, Kit Manager Eoin Rafferty, CWO Sandra Maher (Management and Coaches of U Age teams are available on Webpage & club membership book).

We welcome all players returning to club, particularly Joshua Hrstich, Jay Kavanagh, Jack Sheahan, Jonathan Glynn, Andrew Moloney, Ben Drew, Florian Byrnes, Darren Sherlock, and Barry Sheehan. And new players also....Liam Cronin, Liam McMahon, Conor Oliver, Jordan Coughlan, Bill Johnston, David Johnston , Jonathan Phelan, Liam Barrett, Cian Quinlan and Osama (Sam) Farag.

We need to see better attendance at Senior Matches ...not just for end of season 'glamour fixtures' (our biggest Garryowen turnouts were in Galwegians & St Marys AWAY matches last season!). This letter is being drafted post first AIL home game of season vs Ballinahinch and to be frank the



attendance was pathetic for a Div 1 club with our aspirations. Senior fixtures are listed below so please put in your diary and come out to support our Senior team.

DATE	VS	HOME / AWAY
SAT September 12 th	BALLINAHINCH	HOME
FRI September 18 TH	YOUNG MUNSTER	AWAY
SAT September 26 th	CORK CONSTITUTION	HOME
SAT October 3 rd	TERENURE	AWAY
SAT October 17 th	GALWEGIANS	HOME
SAT October 31 st	LANSDOWNE	AWAY
SAT November 7 th	OLD BELVEDERE	AWAY
SAT November 28 th	UCD	HOME
SAT December 5 th	CLONTARF	AWAY
FRI January 2 nd	CLONTARF	HOME
SAT January 9 th	UCD	AWAY
SAT January 30 th	OLD BELVEDERE	HOME
SAT February 6 th	LANSDOWNE	HOME
SAT February 20 th	GALWEGIANS	AWAY
FRI February 27 th	TERENURE	HOME
SAT March 5 th	CORK CONSTITUTION	AWAY
FRI April 1 st	YOUNG MUNSTER	HOME
SAT April 16 th	BALLINAHINCH	AWAY

Girls Tag Rugby has kicked off as of August 30TH with great turnouts...we will push participation in this initiative through September and look forward to welcoming new members to the club.

Finance Status

Great work in recent times to put in place robust Financial Processes. However we continue to face challenges in this area and the focus this year will be to further progress our Primary Debt situation with the Bank, and also ensuring that we **at minimum** are breaking even from an operational perspective, and preparing for the future. **This is a serious challenge**....meeting these objectives will mean **each and every member** of GFC contributing to the cause. Right now this means the following:

- Paying Membership (and in a timely manner)
- Supporting Sponsorship and Fundraising activities
- Actively attending matches and functions, and participating in initiatives

We would hope that in the not too distant future we can share with wider membership how we plan to service our Primary Debt. Further info to follow in coming weeks.

Fund Raising & Sponsorship

We have agreed that events as listed below will be our major focus this year (we may add one more depending on resources):



Sep 14 to Nov 4:	IRFU 'Your Club, Your Country' Draw
Sep / Oct & Mar / Apr :	Cash For Clobber Campaigns
Nov / Dec :	Xmas Trees Campaign
Jan/ Feb :	GFC Club Draw
April / May:	Club Cycle (Date tbd)
April / May:	Golf Classic (Date tbd)
TBD:	Quiz Night & Book Fair

As you can see, we have endeavoured to have a wide range of activities. We have 2 draws which we need **EVERY** member playing and non-playing to contribute to. We have three 'Fun' activities (Quiz, Book Fair, Cycle) which we hope will not only raise funds but be great club participation days. It is our first time embarking on a Cycle Event and we would hope this could be a significant annual event in the calendar for the entire club, family and friends. We also will be holding an 'Australia Night' on October 8th in clubhouse and will be hosting Alan Gaffney's touring Party from OZ ...all are welcome! President's night will be later in season date TBD.

From a Sponsorship Perspective, Ken O'Callaghan with support from Seamus Downes and John Fahey (signage) will be proactively embarking on a campaign to attract more Sponsorship to the club. Please contact them if any suggestions or support. In addition to same it is our intention to hold pre match lunches at all AIL home games this year...Geraldine Morrissey will be sending a separate email to members in respect to sponsorship and attendance at same...great opportunity for members and families to have a great day outalso for teams of the past to hold re-unions.

We cannot overstate the absolute need for **ALL MEMBERS TO SUPPORT THESE INITIATIVES**....if we do not, it will be impossible to support the club in its current guise in the medium to longer term.

Membership / Communications Status

Last year saw a reverse in decline of our Membership Numbers, this year we want to continue that trend. Tony O'Rourke has the following team in place to support the cause: Hon Registrar Billy Purcell, Membership Database Administrator Tony O'Shea Jr, Digital Media/Website Admin Kieran Ryan, Underage Membership Sandra Maher (dotted line from UAge committee), Player Registration / Transfers / Club Book Dave Heelan, and IT Support Tom Fogarty.

A couple of specific initiatives worth mentioning under auspices of this team this season are:

- Transition to Electronic Payment: Last season we took 30% of Club Subscription on PayPal. This year we want to double this with an objective to move to a fully cashless payment system over the next 24 months
- Introduction of Club Card....Credit Card Style Membership cards to be introduced within the coming weeks. We will also be providing Club Book for the current season.



- Membership Database is now in place. All Members details are now in a single database. Digital Communication & PayPal Subscription payments are key features of new system.
- Season Ticket Option...Can be purchased by all paid-up members on the club website. Provides access to all home UBL games

What we need from you is to ensure Membership is paid promptly either electronically through Club Website or by cheque to Billy Purcell, having completed membership form attached to this letter (Membership Options are shown on form).

House & Grounds

Anyone who has been in Dooradoyle this season will see the improvements that have taken place in recent months including:

- Resurfacing of Road
- Removal of Earth Mound and making good parking area by AWP
- Repairs and tendering of Grass pitches

In addition to above, Seamus Maher has pulled together a team to look at Clubhouse Upgrades to ensure our facility is fit for purpose for the future. What we can achieve may be dictated by Financial status, however this is an area where we must make incremental investments.

Recruitment

We are delighted to advise that Joe Brooks has taken responsibility to oversee the Recruitment Strategy for the club. Allied with this will be developing an overall strategy to support Players and Members in career opportunities. This is an absolutely key role for the club and you will be hearing more in respect to same as the season develops

We look forward to meeting you in Dooradoyle in the coming weeks, and throughout the Season

Yours in Sport.

Geraldine Morrissey - Hon. Secretary

E: honsecretary@garryowenrugby.com

Mob: 087 2466815

Dermot Morrissey - Chairman

E: chairman@garryowenrugby.com

Mob: 087 9173105



Garryowen Football Club Vision
 “GFC is the club of choice for Players to spend their playing and retirement years”

Garryowen Football Club 2015-2017 Mission
 1. Make GFC financially secure for the future
 2. Senior team top 4 in Div 1A All Ireland League

<p>Strategy</p>	<p>PROMOTE GFC in the Community through fund raising, sponsorship and optimising Facility, yielding sustainable Financial Contribution.</p>	<p>ENGAGE members, non members, community, thru best in class Communications Process, supporting a growing and involved membership.</p>	<p>LEAD club at Trustee and Executive levels utilising robust planning and execution processes supported by competent leadership and members engagement</p>	<p>Attract great PEOPLE to support, play, coach and manage at GFC thru robust recruitment, succession and development planning and execution</p>	<p>Create a natural ACADEMY of players for Senior rugby by being recognized as the best U age, Youths & U20s set up in Munster.</p>
<p>2015 /16 Tactics</p>	<ol style="list-style-type: none"> 1. Implement New Business Model to maximise Facility 2. Agree Viable repayment plan for Primary Debt 3. Implement Repayment Program to facilitate (2) above 4. Hold 6-8 Fund Raising Activities and build on Sponsorship Baseline by increasing # / value of Sponsorship & FR by 25% 5. Develop & Implement Clubhouse Upgrade 	<ol style="list-style-type: none"> 1. Implement Membership Data Base System 2. Continue to progress Membership Drive with a view to getting to 1000 members 3. Determine Plan to engage Community in Club Activities 4. Re-introduce Business Network 	<ol style="list-style-type: none"> 1. Streamline Exec Processes and reviews to ensure max efficiency & effectiveness 2. Develop engagement plan with UAge, Senior House & Exec 3. Review and modify Club Rules in line with future needs 4. Optimise Pre Match Events, Touring Parties etc. 	<ol style="list-style-type: none"> 1. Bed down Succession planning and Recruitment processes 2. Robust Coaching & Mgt Structure 18s to Seniors 	<ol style="list-style-type: none"> 1. Develop Differentiation plan for Youths & U20s. 2. Continue to incrementally improve U Age to be recognised as best in Munster
<p>Targets</p>	<ul style="list-style-type: none"> • Debt eliminated by end 2017 • Income 10% > annual expenditure 	<ul style="list-style-type: none"> • Membership >1000 • Increase FR & Sponsorship value by 50% over 3 yrs * Increase Membership Involvement to >250 	<ul style="list-style-type: none"> * U20s # 1 in Munster * U18s win Munster * Seniors in top 4 Division 1a All 		



GARRYOWEN FC, DOORADOYLE, LIMERICK
ADULT CLUB MEMBERSHIP FORM SEASON 2015/2016

Name (please print clearly)	
Home Address	
Home Telephone	
Mobile No	
Email Address (pls print)	
Are you interested in helping with fundraising/sponsorship for Garryowen or helping in the running of the club in some way?	Fundraising <input type="checkbox"/> Sponsorship <input type="checkbox"/> Helping in some other way <input type="checkbox"/>

2014/2015 Membership Fees:

Membership	Fee	Please tick appropriate fee
Ordinary member	€140.00	
Ordinary member ó 10 year	€1000.00	
Unwaged	€ 40.00	
OAP	€ 40.00	
Family Membership (1 adult & all underage children)	€160.00	
Associate Members	€ 60.00	
Students ó U20 players ó Underage player	€ 80.00	
Season Ticket for all Home UBL Games (you must be a member to avail of this offer)	€ 75.00	
	Total Included	
	Paid On Line	

**Membership subscriptions should be returned with this form to:
 Billy Purcell, Hon Registrar, Garryowen FC, Dooradoyle, Limerick**