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This contribution is made in complete independence from the event organizer. I have no conflict of interest with the subject matter.





# 05 OUR MISSION, VISION AND VALUES

## OUR MISSION

**The GAA is a community-based volunteer organisation promoting Gaelic games, Gaelic culture and lifelong participation.**

We are dedicated to ensuring that our games and values enrich the lives of our members, families and the communities we serve.

We are committed to active lifelong participation for all and to providing the best facilities.

We actively seek to engage with and include all members of our society.

We promote individual development and well-being and strive to enable all our members to achieve their full potential in their chosen roles.

## OUR VISION

**Our vision is that everybody be welcomed to participate fully in our games and culture, that they thrive and develop their potential, and be inspired to keep a lifelong engagement with our Association.**



## OUR VALUES

### Community Identity

- Community is at the heart of our Association.
- Everything we do helps to enrich the communities we serve.
- We foster a clear sense of identity and place.
- We support our members in contributing to the well-being of their respective communities.

### Amateur Status

- We are a volunteer led organisation.
- All our players and members participate in our games as amateurs.
- We provide a games programme at all levels to meet the needs of all our players.

### Inclusiveness

- We welcome everybody to be part of our Association.
- We support the needs of all our members.

### Respect

- We respect each other on and off the playing fields.
- We operate with integrity at all levels.
- We listen and respect the views of all.

### Player Welfare

- We provide the best playing experience for all our players.
- We structure our games to allow players of all abilities reach their potential.

### Teamwork and Volunteerism

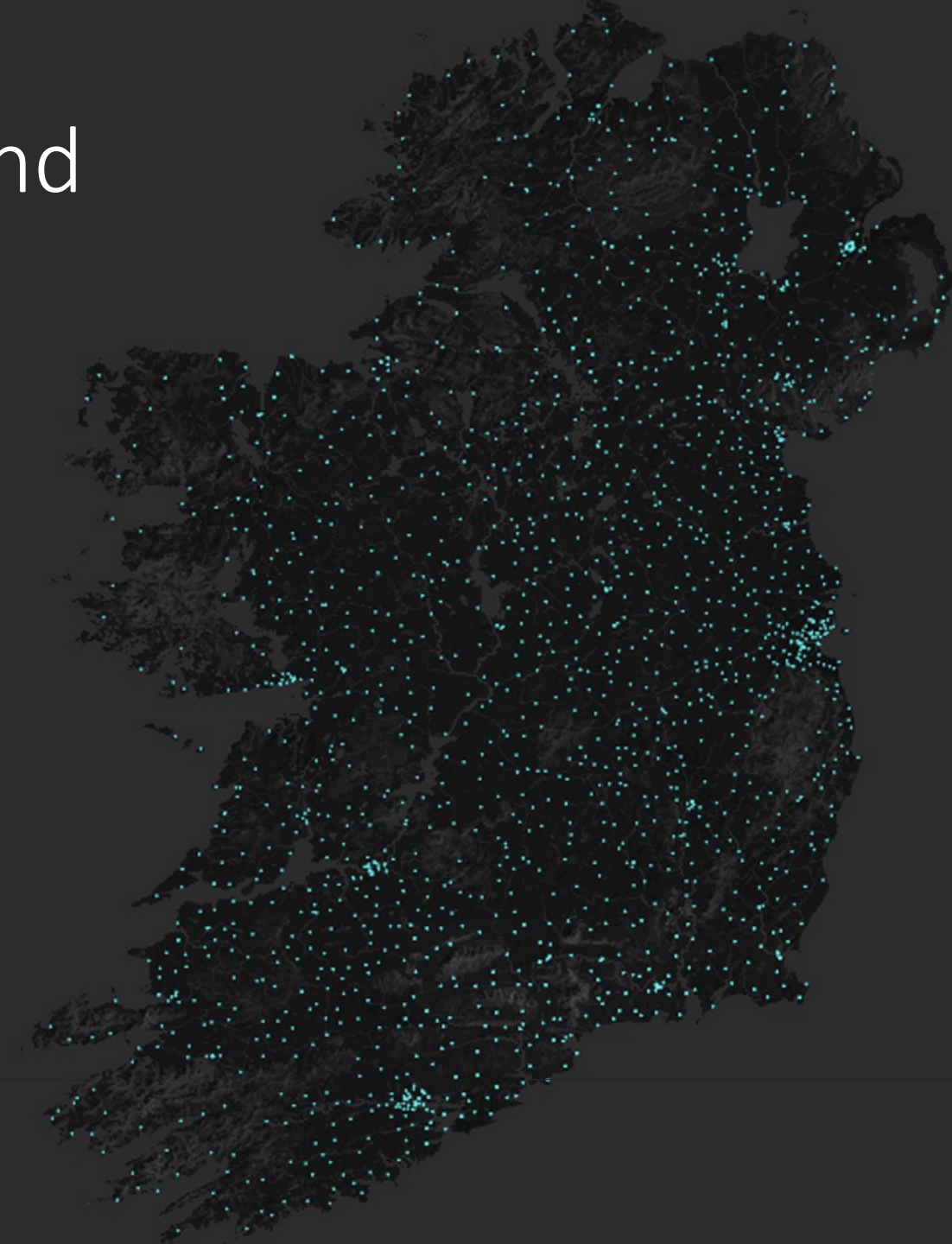
- We flourish through the voluntary efforts of our membership.
- Our voluntary ethos inspires the engagement of members in the broader community.
- The cornerstone of our Association is effective teamwork on and off the field.
- We value the contribution of our professional staff. Ní neart go chur le chéile (There is no strength without working together).

# GAA Clubs in Ireland

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1616



and its Communities





# CURRENT POSITION

**Middle East**







# Evolution of the Irish Life GAA Healthy Clubs Programme

Phase 1:  
2013- 15  
16 clubs

Phase 2:  
2016-17  
58 clubs

Phase 3:  
2018-19  
150  
clubs

Phase 4:  
2020-21  
272  
clubs

Phase 5:  
2022-23  
440  
clubs

Phase 6:  
2024-25  
607  
Clubs



# Summary of the Healthy Club Steps

1. Healthy Club Team
2. Training & Upskilling
3. Club Mapping
4. Community Mapping
5. Action Planning & Delivery
6. Communication
7. Reporting & Reviewing



Each level of accreditation has specific criteria associated with the above steps and is available on <https://healthyclubs.gaa.ie/>



# **The Building Blocks of a Healthy Club**

## **PLANS**

**The policies & plans  
that support your  
Healthy Club**

## **PARTNERS**

**The people / groups  
you need buy-in or  
assistance from**

## **THE CLUB**

**The positive impact  
your efforts have on  
your Club**

## **ACTIVITY**

**Programmes/activities  
available through your  
Healthy Club**

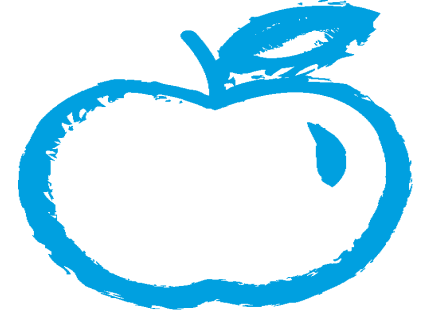




**Mental  
Fitness**



**Diversity  
& Inclusion**



**Healthy  
Eating**



**Physical Activity  
& Social Games**



**Community  
Development**



**Substance Use  
& Gambling**

# Your Healthy Club Journey







## *Impact on Volunteers*

Volunteers contribute **102,292 hours**  
to the programme (equivalent of €1.1 million) but gain  
**€3.7 million in health and wellbeing benefits.**

Research finds that **volunteers** tend to have  
**healthier lifestyles, lower incidence  
of mental ill health, and live longer.**

**Irish Life GAA Healthy Club volunteers**  
reported increases in



**life satisfaction**



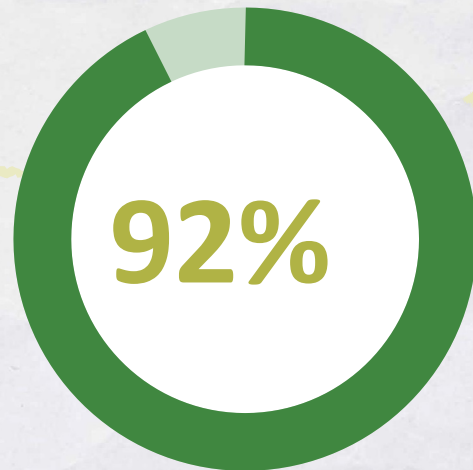
**community  
connectedness**



**connection to  
other people.**



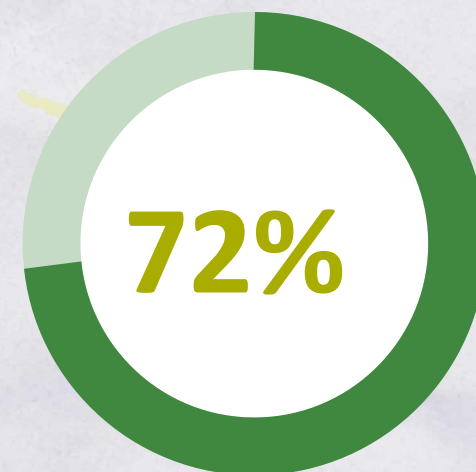
## *Impact on Clubs*



believe their club has an  
**inclusive and welcoming  
atmosphere**



since  
**getting involved**  
up from





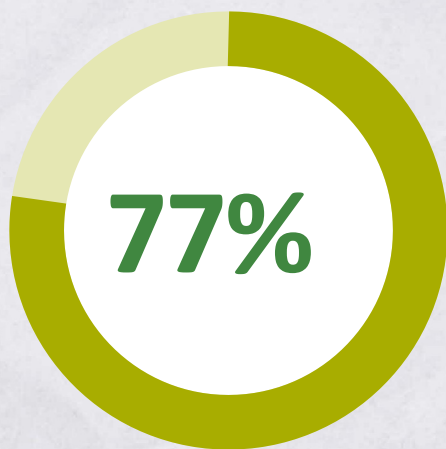


## *Impact on Clubs*

We estimate

**10,152**  
participants  
had no previous  
involvement  
with the GAA

**38,227**  
participants  
were not closely  
connected to the  
GAA



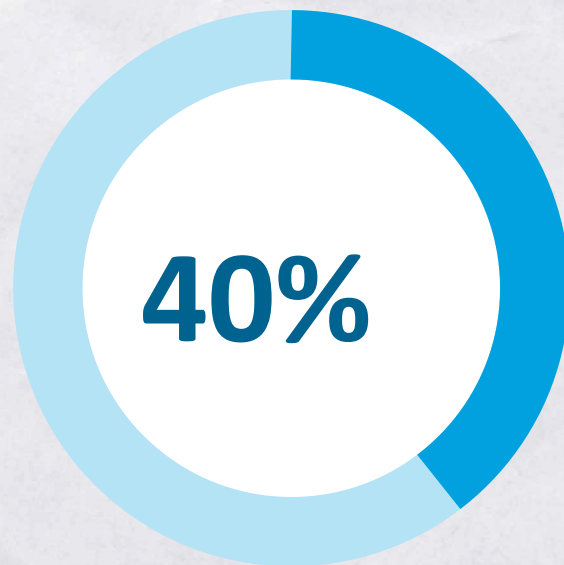
of participants  
went on to do  
other activities  
of value to the GAA  
including

- \* joining
- \* volunteering
- \* taking part  
(themselves or their children)
- \* attending matches



## *Impact on Physical Health*

Between **10** and **25%**  
were doing more **physical activity** since they took part.



of respondents reported that  
**they had adopted  
healthier behaviours**  
for themselves and/or their families.







<https://vimeo.com/920502676/06b830b6c1?share=copy>

# Every Step Counts 2024 Participant Feedback



**40,200**  
participants

from

**970** clubs nationwide

tracked

**6.6 Million** kilometres

## Why participants joined

I take part every year

To get active

To support my club

## What they enjoyed

Feeling motivated as part of a group

Supporting my club

Getting fit and healthy

## How they felt after the challenge

Healthier

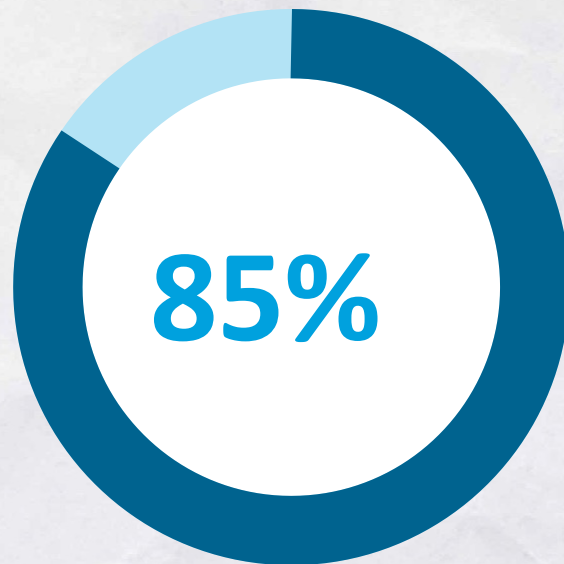
Motivated to be more active

Ready for another challenge

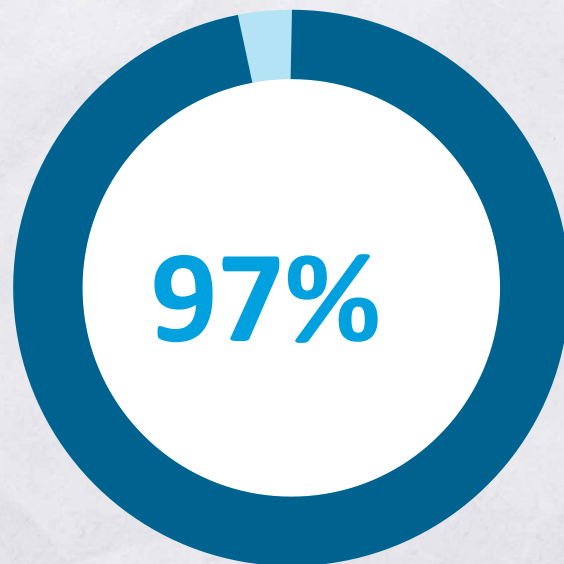




## Overall Satisfaction



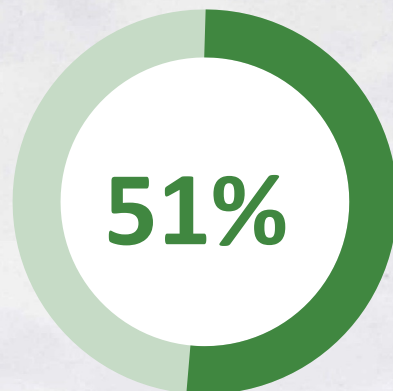
of respondents **strongly agreed** that they would like **to see their club expand these kinds of activities** in the future



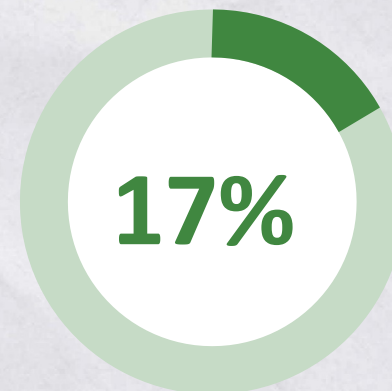
**would recommend activities to others**



## *Impact on Social/ Wellbeing*



of retrospective respondents told us that **they had made new friends** in their community.



**had taken up a new hobby or activity** since taking part.

Monetary value of increases in life satisfaction equivalent to

**€3,140**  
**per participant**





## *Impact on Society*

For the **HSE**, we estimate

**€620,000**  
of benefit

from **reduced**  
**healthcare cost**

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or  
a return of  
**4.4:1**

Total value of the  
programme:

**€50 million**

or

a social return of  
**19:1**



*Thank you*

