

## Owenbeg Conference Centre – Presenters

Peter Horgan is the Strategy, Insights, and Innovation Manager for the GAA, with responsibility to lead, develop, and implement a systematic approach to policy development and research within the Association. He leads a team responsible for the management of strategic information on performance and business intelligence, thereby increasing the capacity for decision-making and organisational planning across the Association. In that time, he has led the development of the GAA Data Hub project, as well as the production of significant research projects on Coaching and Coach Development in Gaelic games, Gaelic Games in Primary Schools, The Female Coach in Gaelic games, and the Youth Participation Study.

He first joined the GAA staff as Games Development Project Coordinator in 2004. From 2008 - 2020 he was the Education Officer, where he had responsibility for the development, implementation, and evaluation of the GAA coach development programmes, involving a detailed process of research, curriculum design, review and evaluation in collaboration with internal and external partners, incorporating the various disciplines of sports science, pedagogy, and innovative coach development delivery mechanisms.



Originally from Midleton, Co Cork, he has a significant interest in coaching, having coached at club, university, and Inter County academy level across Hurling/Camogie, Gaelic football, and Ladies Gaelic football.

---

Diarmaid Marsden is Head of Community Development for Ulster GAA. The Department is responsible for a broad range of areas including club and volunteer support, promotion of Irish Language and Culture, Health and wellbeing and Community Outreach. The Department works closely with all GAA units, stakeholders, community groups, statutory bodies, external agencies and other relevant stakeholders to promote Gaelic Games.

Ulster GAA have been involved in outreach initiatives for many years working with various sports organisations, educational sectors and Government Departments.

The Cúchulainn Initiative is Ulster GAA's flagship outreach programme which brings young people from different community backgrounds to play Gaelic Games, and the Game of Three Halves programme is delivered by Ulster GAA in partnership with Ulster Rugby and the Irish FA.

Diarmaid joined Ulster GAA as Regional Development Officer in 2006 and has also worked as Provincial Club Coaching Development Officer before taking on the Community Department role in 2016.



He is from the Clan na Gael club in county Armagh and has represented his club, county, province and country on the field of play.

---

The GAA Community & Health Department aims to ensure that the health and wellbeing of members, clubs, and communities is at the core of all GAA activity. We assist all GAA units in achieving this aim is through the development of effective planning, beneficial partnerships, and impactful activities.

The GAA Irish Life Healthy Club programme has been the flagship initiative for the last decade with, currently, 450 Clubs engaged. The Healthy Club programme empowers Clubs and Communities to build and nurture health enhancing environments for members and non-members alike. Clubs are encouraged to work towards a

## Owenbeg Conference Centre – Presenters

foundation, silver, or gold award through undertaking activities in the areas including physical activity, diversity and inclusion, community development, mental fitness, substance use and gambling and healthy eating over a two-year period. A leading initiative is Ireland Lights Up, a community-focused walking initiative held during the dark winter evenings, undertaken by over 1,000 GAA Clubs in early 2023.

The GAA Community and Health Department are, also, leading the way in youth leadership with GAA TY Future Leaders and the Dermot Early Youth Leadership initiatives and in sustainability through the GAA Green Club Programme.

Overall, it is the mission of the GAA Community and Health Department to enrich the lives of members and communities that we serve. We work alongside a strong and diverse selection of volunteer committees and project teams who are all a lived expression of this mission.

The GAA Community and Health Team are:

Name	Role
Colin Regan	Community and Health Manager
Collette Coady	Community and Health Administrator
Jimmy D'Arcy	Youth Leadership and Sustainability Manager
Geraldine McTavish	National Diversity and Inclusion Coordinator
Brid O Dwyer	National Healthy Club Coordinator
Stephen Quinn	National Community and Health Coordinator
Maura McMenamin	Ulster GAA Health and Community Manager
Stuart Moloney	GAA Community and Health Coordinator – Munster/Connacht
Aideen Howlin	GAA Community and Health Coordinator – Leinster
Christian Phillips	ASPIRE Graduate – Community and Health

Tracy Bunyan is the GAA's Coaching & Games Development Operations Manager. She is responsible for the development, implementation, and management of all operational aspects of the National GAA Coaching & Games Development function. Tracy leads a team with responsibility for conducting and supporting Coaching & Games Development planning, monitoring, and reporting across thirty-two counties and four provinces. In 2021, she was responsible for introducing a new planning, monitoring, and reporting framework to support the delivery and implementation of Coaching & Games Development programmes and initiatives in each county. More recently this new planning and reporting framework has been adopted by three International Units, the Provincial Council of Britain, New York GAA and USGAA. In addition to this she also acts as secretary to the GAA's Standing Committee on the Playing Rules.



Tracy joined the GAA in 2012, in the role of Deputy Head of Stadium Operations, Croke Park. In 2016, she moved to the National Coaching & Games Development Department where she oversaw the GAA Super Games programme and acted as Deputy Event Controller for the 2016 & 2019 GAA World Games. Prior to joining the GAA, Tracy was the Sports Coordinator with Wicklow Local Sports Partnership.

Tracy holds a B.A. in Recreation and Leisure Management from Waterford Institute of Technology and a Postgrad in Innovation through Design Thinking from University College Cork. She has played Ladies Gaelic

## Owenbeg Conference Centre – Presenters

Football at all levels with club, college and county and is currently a juvenile coach with St Vincents GAA Club in Dublin.

Eugene Young is currently employed as Director with Ulster GAA since 2003. Prior to this he was High Performance Director for GAA at the Sports Institute and lecturer in sports management and sport development at Ulster University. During his time, Ulster GAA has modernised and grown from three staff to over seventy. It has been leading the development of coaching and games and has created systems to support and implement best practice in coaching, governance and volunteer and facility management, working with 250,000 volunteers across nine counties and across two jurisdictions across all codes.

Eugene provides the strategic direction for coaching and games in Ulster, engaging in partnerships and providing opportunities that have a positive impact on health, wellness and performance. Programme development has been in line with the Long-Term Player Development Model and more recently the FTEM framework for development.

Eugene has sat on the National Coaching and Games Development Committee and the National Player welfare Medical Committee in Croke Park and has been part of the Ulster Management Committee for over 20 years. He works closely with Coaching Ireland in the delivery of GAA Accredited courses and is an accredited Coach Developer Trainer. He has set up strategic relationships with Sport Northern Ireland, Irish Football Association and Third Level Institutions and developed accredited courses through Open College Network. He also works with overseas units in Canada and Britain overseeing the delivery of course for referees and coaches.

He has played and coached across several codes including Gaelic Football, Basketball and Soccer in several contexts including schools, further and higher education, club, county, provincial and international levels. He received a High-Performance Coach Award from Sports Institute Northern Ireland and spent four weeks on an individual Coach Development Programme in Australia. During this time, he worked with coaches in Australia at the Institutes of sport and within professional sports clubs in Australian Rules and Rugby League.

He has facilitated seminars with the UK Sports Practitioner Group at SINI, showing how sports science and other services can be integrated into coaching and how coaches use this information to inform coaching practice and he has presented at Coaching Conferences in South Africa, Scotland, with key notes in Canada and the UK Coaching Summit and at the World Congress for Science and Football in Turkey.



Jamie Queeney is the Learning and Development Lead for Leinster GAA. He is responsible for the delivery and implementation of a learning and coach development strategy, and related programmes, linked to the Gaelic Games Player Pathway within the Province of Leinster. Jamie has responsibility for the recruitment, training, and support of a team of coach developers to ensure best practice is provided to volunteer coaches and coach developers within the Association, including the provision of coach development supports and resources in club and school settings. In addition to this, he has the additional responsibility of providing a bespoke staff training programme, while supporting the delivery of refereeing and officer training programmes in the province.

Jamie joined the Association in 2012 as a Games Development Administrator with Meath GAA. In 2018 he became Games Development Manager, leading a team of 22 full time Games Development Personnel and collaborating with many other stakeholders in the County. He represented Meath in Football at every age grade from Under 14 to Senior (2007-2013), and was part of the Leinster Inter Provincial Series in 2009. Jamie





## Owenbeg Conference Centre – Presenters

currently plays senior Football with his club Na Fianna CLG, and coaches his two young boys in the clubs Academy.

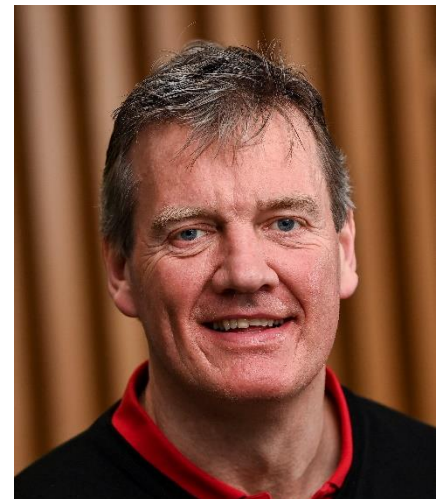
Jamie holds a BSc in Strength and Conditioning from Setanta College, an MSc in Coaching Science from University College Dublin, and is currently completing an MSc in Applied Sport and Exercise Psychology at SETU Waterford. He has published a paper in the Journal Science and Medicine in Football titled; The relative age effect in the Gaelic Athletic Association (GAA): a mixed methods approach.

Kayleen Iwasaki is the GAA Safeguarding Officer and plays a key role in promoting the safeguarding and protection of children and young people within the association. Kayleen began working with the GAA on a part time basis as Cúl Camp Coordinator Assistant while completing her degree. After graduating, Kayleen began working full time in the Games Development & Research Department as a Project Administrative Assistant which led to her achieving the role of Logistics Officer at the World Games 2019 event. Although visiting the World Games event in a different capacity this year, Kayleen hopes to remind International Units of Safeguarding policies, guidance and procedures that are available and looks forward to a week celebrating our games and culture.



Jack Cooney is National Player Development Lead for the GAA. He took up his role in August 2022. He has responsibility for overseeing and implementing the Gaelic Games Player Pathway within the GAA. Jack works with Coaching and Games Team supporting and developing coaches across the country.

Following his playing career, Jack has accumulated over 20 years' experience as a coach with his own county Westmeath, Donegal, and several senior adult clubs. He has coached extensively with Westmeath Academies, Westmeath Ladies, third level college teams, club female underage and senior adult teams. Qualified with a BSc in Strength and Conditioning and MSc in Sports Performance, he is currently in year 3 of his Professional Doctorate at Dublin City University. His research area is in Player Development and Player Transitions.



Martin Kennedy is the Head of Coach & Player Development for the GAA joining the Association in September 2021. He has responsibility for the strategic and operational leadership for coach and player development within the GAA, leading the promotion of a culture of high-quality coaching to support the needs of players and club volunteers in addition to leading the management and integration of Sports Science supports across the player pathway. In May 2023 he was part of the Gaelic Games Sport Science Working group that launch the Sports Science Guide for Practice.

He started his career in Gaelic Games as a Games Promotion Officer (GPO) with St. Brigid's GAA Club in Dublin in 2004 before moving to Australia and then London to work in Australian Rules Football (AFL) and complete a Masters. He returned to Ireland in 2007 and launched his own coaching and sports performance business (the National Athlete Development Academy) where he and the team supported players and teams across sports. During this time he was coach with the Dublin GAA Ladies Gaelic Footballers who won an All-Ireland in 2010. He also worked with the Dublin GAA Hurling squad from 2010 to 2012, winning their first National Hurling League title in 75 years in 2011 and was Head of Athletic Development with the Dublin GAA

## Owenbeg Conference Centre – Presenters

Mens Footballers winning two All-Ireland championships in 2013 and 2015. From 2015 until 2021 he was the National Athletic Development Lead at Irish Rugby where he oversaw the athletic development of identified players across the country including the Irish Under 20s side who reached the 2016 U20 World Championships Final and the Grand Slam winning squad of 2019.

Originally from Portmarnock in North County Dublin he now lives in Castleknock, West Dublin where he and his family are active members of St. Brigids GAA Club. Martin has been on the coaching committee in the club for the last 5 years and currently assists in the coaching of players at the F2 stage (U7, U10 and U12). He is also in his third year of a Professional Doctorate at Dublin City University, focusing on Coaching and Coach Development.



‘Archive & Genealogy collections:  
Discover Your Roots’

Bernadette Walsh (Archivist) & Brian Mitchell (Genealogist), Tower Museum

Talk: This joint talk will focus on the archive collections of the Tower Museum with an emphasis on family history and uncovering local stories. Brian will guide you through a journey of discovery with many tips to help in your family history research.



Bernadette has worked in the archive and museum sector for over 20 years. She has extensive experience in the development and access of archive collections, exhibition planning and development and the interpretation of archive and museum collections. [www.towermuseumcollections.com](http://www.towermuseumcollections.com)

Brian has been involved in local, family and emigration research in Derry and North-West Ireland since 1982. The database whose construction he supervised, containing one million records (dating from 1628 to 1930) extracted from the major civil and church registers of County Derry, can be accessed at [www.derry.rootsireland.ie](http://www.derry.rootsireland.ie) Brian is a Member of Accredited Genealogists Ireland (MAGI) and the author of a number of books. He currently offers a free genealogy advisory service, by email at [genealogy@derrystrabane.com](mailto:genealogy@derrystrabane.com), to anyone tracing their roots in North-West Ireland.

‘The DNA Museum – A Journey of Discovery’

Margaret Edwards, Derry City & Strabane District Council

Talk: Derry City and Strabane District Council (DCSDC) are leading on the development of the “Derry ~ Londonderry on the North Atlantic” (DNA) museum project. Come along to hear more about the exciting plans for this interactive museum which will be located on the former Ebrington Barracks. DNA will tell the story of the city and wider region through a maritime lens. Anchored around the city’s strategic location, it will showcase how the city and it’s wider hinterland has played a key role in a range of globally significant events.



## Owenbeg Conference Centre – Presenters

Margaret has been working for Derry City & Strabane District Council for more than 20 years and has extensive experience in project management, strategic planning, managing budgets, stakeholder engagement, managing staff, whilst maintaining high levels of visitor engagement with heritage. In her role as Tourism Manager Margaret's focus is on how we can develop the Council's rich and varied tourism product in order to realise its economic and social potential. She is committed to promoting the Walled City as a destination and gateway to the wider North West Region. She is also working with a range of partners and funders to deliver the new Derry ~ Londonderry on the North Atlantic (DNA) museum project for the city.