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FOR NEWS, VIDEOS AND FIXTURES www.gaa.ie



BATTLES FOR SAM AND LIAM HEAT UP

The official launches for the All-Ireland series in the hurling and football championships have taken place.

The Battles for the Liam MacCarthy and Sam Maguire Cups are all set to rage between now and their glorious finales in September.

To mark this occasion the GAA assembled some of the biggest names in hurling and football for launches that were held in the GAA's National Games Development Centre in Abbotstown in Dublin after iconic photoshoots in Dublin Castle for hurling and on Dún Laoghaire's East Pier in football.

The GAA is committed to addressing the issue of inter county and club match schedules existing side by side in our calendar.

More work is required, but it is a key component of the vision for the Association held by Uachtarán Aogán Ó Fearghail and Ard Stiúrthóir Páraic Duffy.

The senior hurling and football championships play an important role in generating revenue that is used at every level of the Association.

And to this end, the support of our club members who come out and support

our Games is invaluable and hugely appreciated.

It is worth remembering YOUR support of Gaelic Games is making a difference.

Money generated at GAA Championship matches is invested back into the development of our games at club and county level. Below is an example of where money raised in 2015 was put to use.

€12.5M – Distributed to counties to assist in their operating costs

€10.3M – Games Development investment in 2015, an increase of €1M on 2014

€6M – Funding used for the more than 200 full time coaches employed nation wide

€3.9M – Spent on Player Welfare initiatives in 2015

€2.8M – Spent on developing county grounds and training centres

€2M – Spent on Club Development Projects

€2.7M – Spent on County administration and sister organisations and educational bodies

Míle Buíochas



Shane Walsh (Galway), Diarmuid Connolly (Dublin), Tiernan McCann (Tyrone) and Peter Crowley (Kerry) at the launch of the GAA Football All-Ireland series at the NGDC Abbotstown



David Burke (Galway), Brendan Bugler (Clare), Pdraig Walsh (Kilkenny), Noel McGrath (Tipperary), Kevin Moran (Waterford) and Matthew O'Hanlon (Wexford) at the national media launch of the GAA Hurling All-Ireland series

CLUB BOOKING DETAILS FOR USE OF NATIONAL GAMES DEVELOPMENT CENTRE IN ABBOTSTOWN

Clubs are now able to access the magnificent new facilities in the GAA's National Games Development Centre based in Abbotstown in West Dublin.

Located just off the M50 at Blanchardstown, this state of the art facility is already a hive of activity at adult and juvenile level and is open to all.

We have set up an email booking address for clubs and counties to use the facilities here in the NGDC. The address is ngdcbooking@gaa.ie.

Clubs will be required to provide an official club email address, mobile number and a club officials name when making a booking.

Facilities available include 4 full size pitches (including a 3G pitch) plus a training pitch, a ball wall area and meeting rooms.

All 4 of the pitches have floodlights and players can be accommodated across 10 dressing rooms with ample parking and there is also space for catering.



ETIHAD AIRWAYS GAA WORLD GAMES JET IN

More than 1,200 Gaelic footballers, hurlers and camogie players from 10 regions around the globe are bringing Gaelic games home to Ireland for the Etihad Airways GAA World Games 2016 in Dublin from the 7th to the 14th of August.

There are 58 teams from 20 countries travelling to Dublin to compete in this week-long festival of Gaelic Games activity. There will be over 25 non-Irish born teams playing in the Games, which highlights the growth of the GAA worldwide. There will be almost 500 games played over the course of the week-long festival, with three days of games taking place every day from 9.00 a.m. until 19:00 p.m. from Tuesday 9th of August until Thursday 11th of August in UCD.

There will be eight finals played on Friday 12th of August in Croke Park, starting at 11:00 a.m. to see who will be crowned the winners of each division.

Teams from as far away as Australia, South Africa, and Argentina will be present, as well as teams from China, Canada, the Middle East, New York, North America, Asia, Europe, and Britain. It is expected that as many as 7,000 people will be involved in the Etihad Airways GAA World Games



David McInerney (Clare) and Martin McElhinney (Donegal) join Uachtarán Aógán Ó Fearghail to model South Africa and New York jerseys designed by O'Neill's House of Sport for the Etihad Airways GAA World Games 2016

festival in Dublin between players, team officials, administrators, families and supporters.

The GAA will host the visiting teams in a grand opening ceremony at Croke Park at Half Time of the All Ireland senior hurling semi-final on August 7, an event that will have a massive TV audience through RTÉ, Sky, and GAAGo.

The visiting teams will also take part in a major cultural and heritage night and concert at the Helix Theatre in DCU on Sunday August 7th where great Irish acts such as Damien Dempsey, Lisa Lambe and Red Hurley will perform. There will be an international element to the event also with the fabulous Taiko Drummers and South African vocalists performing on the night, with many other acts involved also.

There will be a Games Development Forum provided for the teams on Monday 8th of August, where the teams will get a chance to learn and interact with each other and see how other clubs are building towards sustainability and further development all over the world.



SPECSAVERS LAUNCH NEW 'LOOK FOR LONGER' COMPETITION



SPECSAVERS, is marking its fourth year as official sponsor of Hawkeye. Over the past 3 years this technology has proved an invaluable assistant to referees and umpires in Croke Park and Specsavers are excited to see it in action in Semple Stadium as well this summer. Specsavers Ireland are proud to be associated with technology that enhances our already wonderful games.

Again this year, Specsavers are giving fans the chance to attend the All Ireland finals in Croke Park by entering the Look for Longer competition.

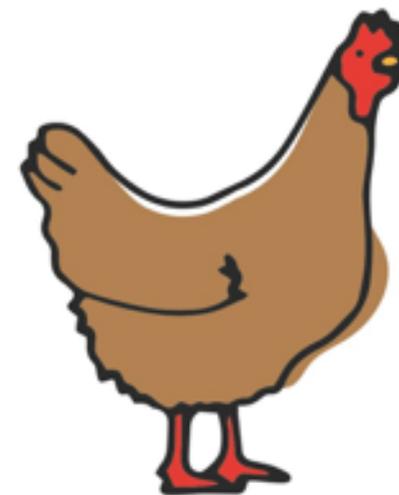
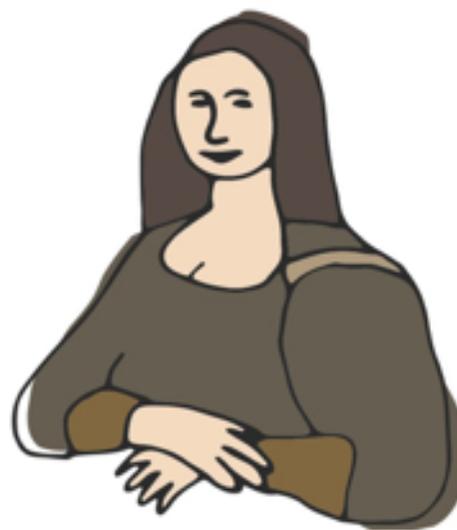
However, this year the competition is more exciting than ever. Not only will you be in with a chance to win a pair of much coveted All Ireland tickets - either hurling or football - for yourself, but crack all 32 county clues and you'll be in with a chance to win €5,000 (1st prize) or €2,500 (2nd prize) for your nominated club. That could buy a lot of sliotars or footballs!

Julie Fisher, Specsavers Senior Divisional Marketing Manager comments: 'We wanted to create a fun vision-based competition which would also celebrate national pride in the GAA. Featuring counties in an illustrated puzzle seemed a great way to do this and we hope entrants have a lot of fun decoding it.'

Simply log on to lookforlonger.ie after 4 July to enter. In the meantime, just to get you thinking, here's one of the 32 brain-teasers you'll need to solve:

Can you name this County?

So, why not go on line for a chance to win a great prize? Lookforlonger.ie



WIN WIN WIN WIN WIN WIN WIN

INJURY PREVENTION - GAA 15 INJURY PREVENTION PROGRAMME / WARM UP

The Medical, Scientific and Welfare Committee in conjunction with a working group comprising of experts including Dr. Catherine Blake, Prof. Niall Moyna and Dr. Kieran Moran have developed the GAA 15, a standardised warm-up programme aimed at reducing the number of injuries sustained by GAA players. www.youtube.com/watch?v=2R3tnD2t8vQ

Oisín McConville speaks about how Ulster Club Champions Crossmaglen Rangers have benefited from using and adapting the GAA 15/Activate Warm-up as part of their training sessions.

The programme, including video tutorials on the exercises involved is available at the following link: learning.gaa.ie/GAA15 and activategaa.sini.co.uk/



CONCUSSION

Don't be in a daze over Concussion

What is Concussion?

Concussion is a brain injury and can be caused by a direct or indirect hit to the player's head or body. Concussion typically results in an immediate onset of short lived signs and symptoms. However in some cases, the signs and symptoms of concussion may evolve over a number of minutes or hours.

Concussion diagnosis is a clinical judgement by a suitably qualified medical professional.

GAA Concussion Guidelines

The GAA Concussion Guidelines are based on international best practice and are approved and regularly reviewed by the GAA's Medical, Scientific and Welfare Committee. The guidelines are based on the following key principles:

- Concussion is a brain injury that needs to be taken seriously to protect the long term welfare of all players.
- Any player suspected of having sustained a concussion, should be removed immediately from the field and should not return to play on the same day.
- Where a Team Doctor is present, he should advise the person in charge of the team (i.e. Team Manager) in this regard and the player must not be allowed to continue his participation in the game.

- Concussion is an evolving injury. It is important to monitor the player after the injury for progressive deterioration.
- Concussion diagnosis is a clinical judgement – Use of the SCAT 3 (Sport Concussion Assessment Tool 3RD Edition) can aid the doctor in his /her diagnosis.
- Players suspected of having a concussion, should have adequate rest of at least 24 hours and then should follow a gradual return to play (GRTP) protocol.
- Players up to the age of 18 should have a two week rest period and then should follow a GRTP protocol
- Players should receive medical clearance (by a doctor) before returning to play.
- The guidelines have received widespread acknowledgement and praise for their emphasis on the principle "if in doubt, sit them out".

GAA Concussion Resources

A Concussion education poster will be distributed to all clubs via County Boards during February 2016 and is also available to download from learning.gaa.ie/Concussion. All clubs are requested to display this poster prominently in their clubhouse or dressing rooms.

Further resources including the full guidelines, the GAA's E-Learning Course and advice sheets for Players, Coaches, Parents and Referees are available on learning.gaa.ie/Concussion

CONCUSSION



NOT ALWAYS A KNOCK-OUT!

ACTION PLAN

Recognise *the signs and symptoms*

Report *if suspicious, don't hide it*

Rehab *with rest and medical guidance*

Return *after following Return To Play Protocol and getting medical clearance*

SYMPTOMS

- Headache
- Confusion
- Nausea
- Dizziness
- Double/Blurry Vision
- Sensitivity to Light
- Feeling Hazy or Groggy
- Just not 'feeling right'
- Memory Problems
- Pressure in Head

For the Return to Play Protocol and further information on Concussion see learning.gaa.ie/Concussion

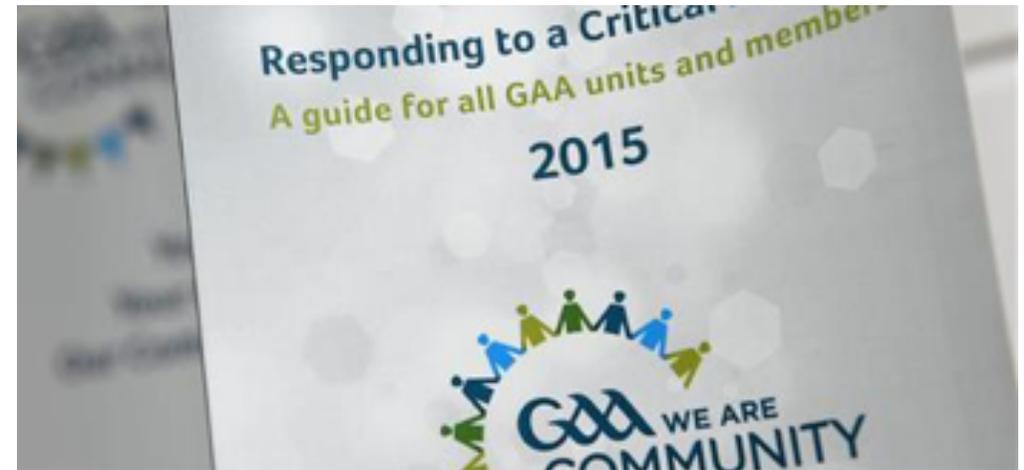
IF IN DOUBT, SIT THEM OUT!!!

CRITICAL INCIDENT RESPONSE PLAN – BE PROACTIVE RATHER THAN REACTIVE

Each year the Community & Health team in Croke Park receives between 30-40 requests from clubs and counties for support in responding to a 'critical incident' (a critical incident is defined as a situation that overwhelms one's natural capacity to respond).

So far in 2016 the department has seen an even bigger increase in requests for support. These are as broad and varied in their nature as any situation that can befall any individual, club, or community.

GAA clubs and counties often play an integral part of many community-based responses following a critical incident. To better support them, the Community & Health Department working with leading experts and various clubs/counties that have gone through a variety of situations, have developed a Critical Incident Response resource which provides a framework and clear guidelines to support all GAA units in such endeavours.



The aim of the resource is to support GAA units to:

- Better understand what a critical incident is
- Develop and maintain their own critical incident response plan
- Follow recommended practices when supporting community responses to critical incidents to the best of their capacity
- Ensure a consistency of care for all members following an incident regardless of the situation/location
- Identify and access the range of national and local support services that are available to them in such circumstances

All units of the Association are encouraged to adopt the plan before something happens. A completed plan will prove an invaluable support should a situation arise. To download the Critical Incident Response Plan resource and adopt it to your county/club needs then please click here: [read. digitaleditions.ie/i/532758-responding-to-a-critical-incident](http://digitaleditions.ie/i/532758-responding-to-a-critical-incident)

Any further questions regarding the resource then please contact Stacey Cannon GAA's National Health & Wellbeing Coordinator at Stacey.cannon@gaa.ie or call 00353-1-8192387.

MY FAVOURITE DRILL - DUBLIN FOOTBALL STAR BRIAN FENTON (RAHENY GAA CLUB)

THE DRILL...

“Yeah, I suppose, it comes back to basics really. I think there’s a lot built on tackle drills and everything like that and on movement drills and everything like that, and a lot of running. But I always enjoy at the end of a session when the ‘keepers put down the ball and kick it out and you’re man on man and you have to field the ball.

For me, it’s a very basic one, but the most enjoyable drill is when the ‘keeper is kicking out the high ball and you have to catch that above your opponent. That’s the one for me.”



Fenton also featured at Croke Park when the GAA/GPA announced details of their continuing partnership with Ireland’s largest independent men’s clothing retailer, Best Menswear. The partnership being renewed brings the association up to the end of 2017. Pictured at the announcement are, from left, Kilkenny hurler TJ Reid, Dublin footballer Brian Fenton and Cork footballer Colm O’Neill.



Brian Fenton in high fielding action for Dublin against Westmeath in the 2016 Leinster SFC final at Croke Park



Football

Hurling

Club

General

2016 M. DONNELLY GAA ALL-IRELAND POC FADA FINALS LAUNCHED

The 2016 M. Donnelly GAA All-Ireland Poc Fada Finals was officially launched by GAA Uachtarán Chumann Lúthchleas Gael, Aogán Ó Fearghail in Croke Park.

The All-Ireland Poc Fada finals in hurling and camogie will be held on the Cooley Mountains on Saturday July 30th. This will be the 55th running of the event in this scenic setting in Co. Louth.

The unique GAA sporting and cultural contest promises to be a great day of sport and Holder Brendan Cummins will be attempting to win an unprecedented 10th Poc Fada title.

The competition will offer hurlers from Galway, Roscommon, Down, Derry, Clare, Limerick, Tipperary, Westmeath and Dublin an opportunity to win an All-Ireland medal.

At U16 level a similar mix of counties made it through the provincial stages, with contestants from Antrim, Mayo, Tipperary and Offaly emerging.

Hall of Fame entrant Finbarr O'Neill (Cork) was also honoured today. Finbarr won the title in 1966 to 1968. He won an All-Ireland medal for Cork in 1966 and is a holder of seven senior county medals won with Glen Rovers. He also captained his team to win two club All Ireland medals in 1967 and

1973. When he retired he managed Glen Rovers Camogie team who won nine county championship titles.

Speaking at the launch event the GAA President said: "There are few events in our diary that stand out from the rest of our activities in the same way as the Poc Fada.

"The Annaverna Mountain is the perfect picturesque setting for truly unique event. With the contestants including some of the highest profile hurlers in our game who are participating at a time of the year when their season reaches fever pitch, this says everything about the importance they place on their involvement. I would also like to thank Martin Donnelly for his continued support of the Competition, this year will be the 20th year sponsoring the Finals in the Cooley Mountains."

Speaking at the launch Uachtarán an Cumann Camógaíochta, Catherine Neary said: "I am looking forward once more to this year's prestigious Poc Fada Finals, which promise to be an exciting event in the spectacular Cooley Peninsula at the foot of the Annaverna Mountain. The competition over recent years has been quite stiff with only a 'puck of the sliotar' between the competitors and I am sure that this year's Finals will be no different, with great skill and dedication on show from all competitors whom I wish the very best of

Uachtarán Chumann Lúthchleas Gael Aogán Ó Fearghail with players James McInerney, Clare, Brendan Cummins, Tipperary, Colm Callanan, Galway, and Darren Renehan, Dublin, at the launch of the M. Donnelly GAA All-Ireland Poc Fada at Croke Park.



Finbarr O'Neill, a former Poc Fada 3 in row winner during the 1960's and member of the 1966 All Ireland Hurling winning team with Cork, in attendance at the launch of the M. Donnelly GAA All-Ireland Poc Fada at Croke Park in Dublin.

luck in this prestigious event. I would also like to sincerely thank Martin Donnelly, a passionate and loyal supporter of the competition and Gaelic Games.”

Speaking at the launch Martin Donnelly said: “I’m particularly proud to support this wonderful and exciting competition as this is my 20th year sponsoring the Finals in the Cooley Mountain. I am sure this year’s final will be one of the best yet as Brendan Cummins goes for his 10th Poc Fada title and with Patricia Jackman unable to commit this year, who will be the new Queen of the mountain this year?”

Humphrey Kelleher, Chairman of the National Poc Fada Committee stated: “An Poc Fada is one of our finest traditions and we in the GAA, whether it be at Club, County, Provincial or National level have a responsibility to cherish and develop it to the best of our ability. It is incumbent upon us all to pass on to the next generation this intrinsic part of our Gaelic Games culture in a healthy and vibrant state.”

2016 Players

Senior Hurling

Mark Fahy (Gaillimh)

Colm Callanan (Gaillimh)

Jerry Fallon (Ros Comáin)

Karol Keating (An Dún)

Ruairi Convery (Doire)

James McInerney (An Clár)

Aaron Murphy (Luimneach)

Brian Connaughton (An Iarmhí)

Darren Renehan (Baile átha Cliath)

Brendan Cummins (Tiobraid Árann)

U16 Hurling

Cathal Kiely (Uíbh Fhailí)

Gearoid O’ Connor (Tiobraid Árann)

Dominic McEnhill (Aontroim)

Cormac Philipps (Mhaigh Eo)

Senior Camogie

Ciara Donnelly (Tír Eoghain)

Sinead Skehill (Gaillimh)

Faye McCarthy (Baile Átha Cliath)

Lyndsey Condell (Corcaigh)

U16 Camogie

Anne-Marie Smyth (An Dún)

Sarah Healy (Gaillimh)

Donna Mortimer (Laois)

Mairead O’Sullivan (Corcaigh)

MARTIN FOGARTY: 'HURLING SHOULD BE ON THE CURRICULUM OF EVERY SCHOOL'

Martin Fogarty strides across the UCD playing fields resplendent in a sky-blue Dublin jersey, carrying a hurley in one hand and a gear bag in the other.

The hurley and gear-bag are familiar companions, the Dublin jersey not so much. Fogarty made his name as a selector and coach with Kilkenny from 2005-2013 when the Cats won six All-Ireland titles, so to see him in county colours other than black and amber jars the senses.

"When in Rome..." he explains with a smile. Fogarty had just taken a session with the Kilmacud Crokes minor hurling team along with Dublin county hurler Niall Corcoran, Kilmacud's Gaelic Games Promotion Officer.

Making connections with every hurling tribe in the country will soon be his full-time job as the GAA's newly appointed National Hurling Development Manager, so that sort of mindset should help.

His coaching acumen will earn him respect wherever he goes and add weight to whatever recommendations he makes, and his history as a long-serving Primary School in Firoda National School outside Castlecomer suggests he has the drive to tackle what will be a busy and wide-reaching role.

When he was appointed in 1981, Firoda NS was a single-teacher school under threat of closure because of falling numbers. Under Fogarty's watch, the school blossomed and now has three mainstream teachers, one special need's assistant, one resource teacher, one learning support teacher and almost 100 pupils.

So, what sort of impact can he have in his new role? Will the game of hurling also be in much ruder health by the time he is finished his work?

GAA.ie sat down with National Hurling Development Manager to find out his goals and how he plans to achieve them.

Q: Martin, you've been immersed in the game all your life, so is the position of National Hurling Development Manager your dream job?

A: It's a great opportunity to do something I'm passionate about. To get this chance is having butter on the two sides of the bread.

Q: Why did you see yourself as a good fit for the position?

A: When you go for interview you have to see yourself that way. I've been fortunate my whole career as a teacher, as a club person and then being involved in Kilkenny I've been fortunate to see the game at all



levels from four years of age right up to top level senior inter-county. I think that's a great advantage and seeing players, seeing teams perform, the best in the country, and at the same time as a club person seeing the pain of not being able to win matches, having the sad days so I can empathise with people who don't win. What happens in Kilkenny doesn't fit for every county. In fact, very few counties.

My job is not about All-Irelands. It's about trying to get more people hurling and get more people enjoying it. I would have a belief that hurling should actually be on the curriculum in every secondary school. I was involved in a Comenius project a

few year ago where Irish schools link up with European schools. We linked up with German, Polish, Spanish, Swedish. You share culture, you share practice, and visit with each other. We had these people over with us and we brought them to a hurling match and a lady teacher from Sweden said to me - "If we had this game it would be on our curriculum." Up to that I looked at hurling as hurling. But she was dead right.

They were blown away with the game of hurling. We had them up in our school for a start. And then we brought them to an inter-county game. At that stage they would have said it, but I would only have realised it after that the game of hurling is

up there with the language, with the Book of Kells. You look at 1916 and all that was done with this year. The thing about hurling is that it's alive. I think everyone should have the opportunity to play it at some level.

Q: Why should hurling be a more obvious fit to be on the curriculum of a school than any other sport?

A: If you think about it, it's our native game and something that no other country has. And it's our heritage. If you ask yourself 'why do we study history?', for example. Why do we study wars and battles and people killing each other? Why don't we study something that's alive? It's like our Irish dancing or our Irish music. You take art, why do we paint pictures in schools? Why do we play a tin whistle? Why not hurling?

I would love to see a situation where it's a Leaving Cert subject where you could get points in your Leaving Cert for playing the game, coaching the game, or maybe just knowing the whole history of the game.

Unfortunately like a lot of countries with things that they have, sometimes they don't appreciate them until they are gone. The time to keep something strong is when it's strong. If you were to imagine down the line hurling failing and then people trying to retrieve it and revive it. If you go to America and you take the Native Americans, everyone wants to go over and see how they used to live years ago but they're gone, they're wiped out. The time to keep something alive is when it's alive.

Q: The links between schools and clubs in Kilkenny seems to be one of the reasons why hurling is so healthy there. Are strong club-school links the most obvious thing every county should get right?



A: The numbers are in the schools, everybody is passing through the schools. I would say that to promote it more through schools is one of the ways. Then obviously through clubs. But you may have children in schools that don't have access to clubs, the school is your opportunity if people are open to it. It doesn't have to be a team. It can be just playing the game for the fun of it.

I believe that if enough people play the game for the fun of it you are going to grow more clubs, you are going to get more people involved.

But the game is very strong. I was amazed, I was invited up to a little club in Roscommon, St Dominic's, to do a little bit of coaching and I was blown away with the level of interest, the level of skill. I was on the way home and found myself outside Hyde Park. I had a bit of time and I went thinking it was a football match with the amount of cars there were. It turned out to be a hurling match.

The same club were playing there. So that little pocket up there would just blow you away with the level of interest they have and the standard. There are pockets like that everywhere.

Q: How strong is hurling now compared to 10 years ago? Is the game on the right curve?

A: I think it is. I heard the figure that there will be 120,000 at Cul Camps this summer. Someone said to me that's only the first week or two, that could lead to 150,000. That's a huge amount. I heard another

figure then that the coaching courses have started out, foundation and level one, and something like 10,000 people have trained as GAA hurling coaches. That's phenomenal.

I just think that, going back years ago, if you look at clubs that maybe had one pitch, they now have two or three pitches. Look at clubs even in my own area, you might have seen a bit of training going on a Tuesday or a Thursday and you might have seen youngsters and they might have one match in a competition and they got knocked out and that was it.

You drive through the country now and there are scores of children in them, scores of adults. I think it's growing strongly. I know sometimes people criticise the level at the top, and if every match doesn't end in a draw there's a problem. I think the level of inter-county play is phenomenal.

If a player backs off a metre from an opponent, it's generally a score. You spill a ball it ends up in a goal. The amount of fitness levels, the accuracy levels have gone through the sky. It's very difficult to compare now with 20 years ago. You just can't do it.

Q: How easy or difficult will it be to have more counties genuinely competing in the top tier of the inter-county game?

A: You see they talk about promoting people up to the top level but the people at the top are rising as well and it's very difficult. I looked at the Ring, Rackard and Meagher matches this year and, to be honest about it, there would be plenty of

players in Kilkenny that are hurling all their lives and they wouldn't make those teams. The standard is pretty good. You go up a level and it's higher again and then you take the top level.

You're looking at fine margins then as you go up the grades. Unfortunately if a team finds themselves out of their depth in a game of hurling you can get a fairly serious beating. Take last week with Tipperary and Waterford. Waterford are an outstanding team. Their skill level is something else, their fitness levels too but a couple of balls go wrong in a game and suddenly you are wiped out the door. That's sport. It's like boxing, step in with Ali years ago and drop your guard and you're on the floor.

Q: Offaly are an example of a once successful county now fallen on relatively harder times. How possible is to get Offaly back winning Provincial titles in the short to medium term?

A: To win, so many things have to go right for you. You have to have the talent, exceptional talent. And when Offaly were

winning they had a bunch of exceptionally talented players. When Kilkenny and Tipperary are winning they have them. You can be doing a very good job, you can have very good ordinary players, but a team that comes against them have a few exceptional players, you're not going to beat them. If you look at the golf when Tiger Woods was dominant. Was there a problem in golf? All the other players, sure they were very good. It's just Tiger was that bit better.

It's not a matter of saying, right, there's 10 counties we'll do this, this and this and win your All-Ireland. My end of it, I won't say I'm not interested in All-Irelands, but if you were to take the next 10 years if a different team were to win every year that's 260 All-Ireland medals over 10 years. That's only a small amount of players. There's not going to be 10 All-Ireland champions for the next 10 years. How many players are you looking at over the next 10 years are going to have an All-Ireland medal. If you were to say 100, whereas I'm looking at thousands enjoying the game.

Q: Would you see yourself as having any role in revitalising hurling in Cork?

A: I'll put it this way, I will go wherever I can help out. You know, the likes of Cork, a huge hurling county. Haven't been winning titles. And that's the upper end of the scale. Now, I know for certain because I've been down there, there's a huge amount of work going on at club level. A huge amount of coaches working.

And, without a doubt, if there's anything I can do for any county like that then I certainly will do it. Cork people are not happy obviously because they're not where they were at inter-county level and that is a problem for them. But compare it to other counties, they're still way ahead. So it's a double-edged thing.

I think the way forward in a county like Cork, and I would be very, very slow to tell them what they should be doing, but the way forward, I suppose, is to have a look at their games programs for a start. I think every county has to start off and look at their Games Programme and see are we

providing a meaningful amount of games at a proper level for every player. That has to be the start of it. And if we're not, can we look to a county that is providing it and then can we build towards that?

Tied into that then, once you have your Games structure in place, obviously then you need the people at the coal-face in the clubs to look after those and they need to be up-skilled. The structures are there in the GAA, I think, the advice is there and the people are on the ground to build it. And then, you know, to do what Cork wants to do and every county wants to do, to actually go and win. If you get all of those things in place, then you're still looking for the players with that little bit of extra talent.

Like, if you take Galway as a prime example. Haven't won a senior All-Ireland since 1988, but look at the hurlers and look at the underage. Look what they have. Year after year after year something happens to keep them from winning (an All-Ireland senior title).



It doesn't mean their structures are wrong, it doesn't mean anything is wrong. There's a huge amount of hurling going on there and the standard is unbelievable. The fact that you don't win, so many things have to fall in place for you to win.

Luckily enough in Kilkenny they have fallen into place. But I could see over the years the smallest little thing in certain years and you wouldn't even be in an All-Ireland. I think sometimes people get a bit nervous about the game. And they judge. I wouldn't judge hurling in a county by the progress of the senior team. Because for the senior team to progress so many things have to come right.

Q: You said the Kilkenny model isn't a one size fits all one. But what elements of it are easily transferable to other counties?

A: You see we're spoiled in Kilkenny in that we've had success and success breeds success. If I was to say it's easy for a Kilkenny player to really become dedicated, now, I say 'easy' in inverted commas because they know if they put in the work and the graft and get things right and they know they have a very, very good chance of a big day for a start. And they have a reasonable chance of a bit of silverware.

Now, you take a player from a county that hasn't had success, they can put in the same work and in the back of their mind they're saying, "What's ahead of me only a 20-point beating at the end of the season?" And, unfortunately, that little bit of doubt can be what holds them back the fraction that tips the scales in their matches.

Sometimes you get teams I believe that in trying to achieve they actually maybe work too hard. And if you work too hard and train too often then you become stale. I have sympathy for teams and players that do that in order to try to rise to the level of the Kilkennys and maybe actually overdo it.

Now, what can be learned of the likes of Kilkenny, I suppose, is a couple of things. And that being the first thing. That freshness. Not over-training. Burn-out has been bandied about in the GAA for years. Looking after players where there's an overlap of players in age-groups, looking after them so that they're not burned out. That's huge.

Especially up around College level. Youngsters coming out there 18, 19, 20 years of age and they're involved in minor, U-21 teams, club, county, college teams. There's a huge area there where there can be serious burn-out. I won't say we have the balance right in Kilkenny, but we're very, very mindful of trying to get it right.

Then, what we have in Kilkenny, and we're lucky to have it in that almost every school, almost every parish, has the culture. It's hard to compete with that, the culture. What we have in Kilkenny, and they have it in other places too, is that as well as the competitive hurling you have recreational hurling and that's huge. It doesn't have to be just the training nights that players go to the field.

You can take the current Kilkenny players, all of those players, it's not just the training nights. Recreationally they're going down on the off nights and pucking a ball and they're working on their skill and that's huge. It's very hard to buy that.

Q: What would have hoped to have achieved by the time you've finished as National Hurling Development Manager?

A: To start off with I have a lot of talking to do or more so a lot of listening to do because there are several initiatives in place already in the GAA. My job will be to support them as best I can, help out if I'm needed and if I'm not needed which will be in many cases, my job will be just to support. I will need to talk to the various committees that have done research, a huge amount of work and what they're suggesting and what their vision is.

Hurling 2020 have a huge amount done and while I'm pretty familiar with what has gone on and what their recommendations are I'd need to sit down with the people involved and really tease them out.

There are a handful of counties there that have been designated as needing a bit of extra attention. I would be hoping to have a good ear and listen to people in various counties and see what can be done to improve where they are at.

It's so broad because if you take for example a county like Offaly and Westmeath. What are their needs? They have a pocket of very serious hurlers, a pocket of great clubs and it might be to support those and keep them strong. Take



Martin Fogarty intends to sit down with Liam Sheedy and his Hurling 2020 Committee and help them implement their plans.

a county team, minor, senior or U-21, and it might be a bit of advice. It might be getting some people to speak with them and letting them see that they're on the right lines.

There may be clubs in these areas needing help. The help might come from me directly or it could be help that I can get for them. If it's down to club structures, if it's down to games programmes. Personally I mightn't have the answers but I might say, listen, here's a games programme that's happening in such a county. Maybe we'll set you up and have a chat with them and see does it fit.

Then we go down to schools. If you have a development school or a school that is maybe gone off the boil a bit and they want a little boost again. Maybe we can get some coaches in and get them on track again. Maybe in other counties they want to raise the level of coaching.

It's as broad as they want it to be but at the end of the day to answer your question what would I like to see, I would certainly like to see some hurling happening where it hasn't happened. I would like to see it growing in places where it is reasonably strong.

Of course I'd like to see more teams competing at the very top but if that happens, it won't be down to me it will down to the people working at the coal face who have been working for years doing that job. One of the main things I can do is to enthuse the people who are at the coalface and have been working for years doing that job.

I've been lucky enough to be invited to several counties to give coaching seminars, et cetera. I would be quite envious of some of the clubs that I have gone to that think they're not doing things right but are absolutely wonderful.

If you take the four main teams above in Antrim in Loughiel, Cushendall, Dunloy and Ballycastle. The structures they have up there, the amount of hurling going on up there, the culture, it's enviable. It's unbelievable. You could say Antrim hurling is not where it was, because when Antrim hurling was strong they had a nucleus of very, very talented players.

Now, at the moment you have four very, very strong clubs that need no help from anyone other than people to say, look, you're doing as well, in fact you're probably doing better than clubs in Kilkenny. But to get it happening at county level we need to reinvigorate the other clubs that are maybe gone a little stale and see if we can lift them up a little bit again and build the whole thing.

That's, broadly speaking, what would be in my head.



SPECIAL OFFER FOR GAA CLUBS ATTENDING GAA MUSEUM

Take your team on a tour of Croke Park Stadium, visit the interactive GAA Museum and enjoy lunch for just €11 per child.

You will go behind the scenes at Croke Park and enjoy an access-all-areas trip through the home of Gaelic games. The group will pay a visit to the team dressing rooms and walk pitch side via the players' tunnel - just like their GAA heroes!

Groups can also spend time in the GAA Museum and test their Gaelic Games skills in the purpose-built interactive area.

Juvenile GAA groups can also have their photographs taken with the Sam Maguire and Liam MacCarthy trophies (subject to availability) or use the GAA Museum auditorium for medal presentations.

For further information, to book the €11 deal for your team contact Gemma on 01 819 2374 or email tours@crokepark.ie.

Terms and conditions apply:

- Minimum 15 per group
- One leader free with every ten juveniles
- Each additional adult pays €10
- Lunch package is only available for juvenile members and is not included in adult rate

SCÓR SCRIPTWRITING COMPETITION FOR LÉIRIÚ (STAGE PRESENTATION) AND RECITATION/ STORYTELLING

Cumann Lúthchleas Gael through its cultural branches, Coiste Náisiúnta Scór and Coiste Náisiúnta na Gaeilge is holding an open competition for newly composed original scripts, which would be available to clubs for performance in Léiriú Stáitse and Aithriseoireacht/Recitation for any performer taking part in Scór competitions. The competition details are as follows:-

1) Script for Léiriú Stáitse. Léiriú Stáitse is a stage presentation with a theme based on an aspect of Irish life, culture or folklore (including GAA). It would be a dramatic presentation in serious or comic form, of not more than 10 minutes duration, and which would be performed by groups of at least 3 and not more than 8 people. Simple props may be used.

1st Prize - €500
2nd Prize - €300

2) Aithriseoireacht / Scéalaíocht – Recitation / Storytelling. This competition is for a solo performer and it takes entries in the form of recitations, monologues, poems and stories relating to Ireland (including GAA), its history, local folklore, people or places. Each piece to be of not more than six minutes duration.

1st Prize - €500
2nd Prize - €300

The script writing competition is open to all. Fáilteofar roimh iontrálaithe as Gaeilge agus cuirfear duais speisialta de €200 don Léiriú / Aithriseoireacht Gaeilge is fearr muna mbíonn ceann i nGaeilge sa céad nó sa dara áit.

Prizes will be presented to the winning entries by Aogán Ó Fearghail, Uachtarán Chumann Lúthchleas Gael, at Páirc an Chrócaigh, on a date to be announced. All the Scripts entered will be made available to GAA Clubs in Book Form for use in Scór competitions. Though Scripts are freely available to Clubs, this will not prevent the author from using the work in another Forum should he/she wish to do so. The author will be acknowledged in any performance.

Entries should be sent by email to scor@gaa.ie on or before the closing date of 11 February, 2017.

It is the hope of both Coistí that this project will generate a good response.



GAA CHARITY PROFILE: THE CORMAC TRUST

Each year, five charities from around the country and representing a range of different causes are selected by the GAA to be charity partners for the Association.

This is part of an on-going GAA initiative stretching back to 2010 that has seen the GAA select a number of specific charitable organisations and foundations in a bid to assist them in raising awareness about their work and also champion them in their fund-raising efforts throughout the coming year.

This week, GAA.ie takes a look at one of the nominated charities the GAA has chosen to support in 2016 – The Cormac Trust.

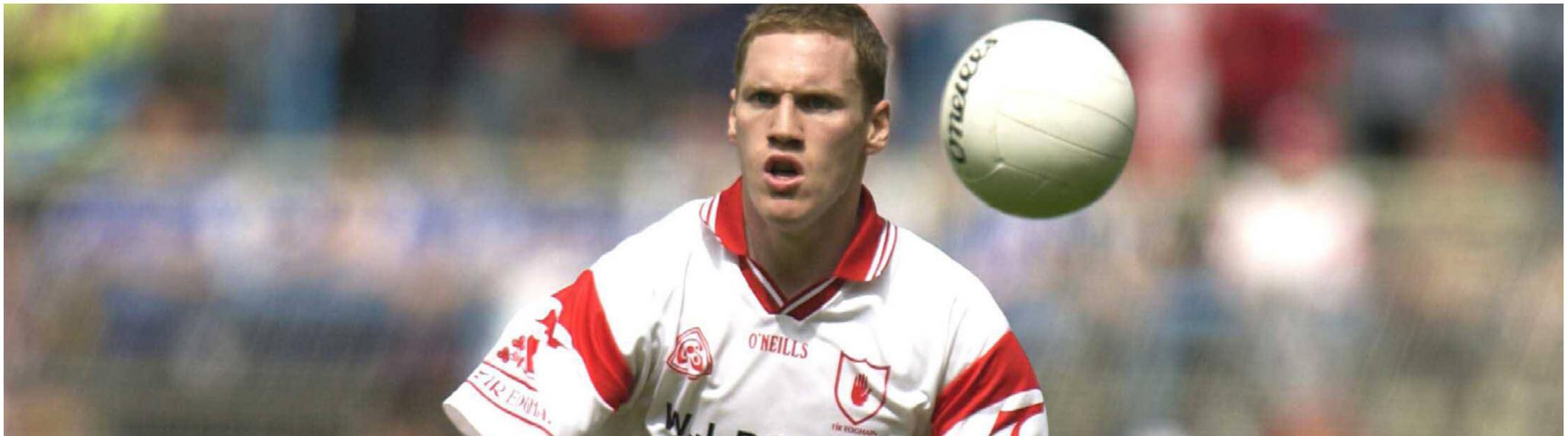
The Cormac Trust has a special place in the GAA with the charity having been founded in honour of former Tyrone inter-county footballer, Cormac McAnallen.

McAnallen achieved many accolades in his football career and was regarded as one of the game's leading players. However, in March 2004, Cormac tragically passed away after suffering from sudden cardiac death in his sleep at the age of 24.

After people across both the GAA and many parts of the national society paid tribute to the late Eglisk club man, both the McAnallen family along with the support of Tyrone County Board founded the Cormac Trust in 2005. The Trust was established in his memory with a view to implementing strategies in Ireland to minimise the risk of Sudden Arrhythmic Death Syndrome (SADS).

The Cormac Trust has a special place in the GAA and coupled with the objectives of The Cormac Trust, both organisations aim to support one another. The objectives

of the Cormac Trust include promoting cardiac screening for young people, especially athletes; providing education and information to raise an awareness at the government level; and to provide automated external defibrillators (AED's) for sports clubs in the local region and to train people in Cardiopulmonary Resuscitation (CPR) and the use of defibrillators.



The Cormac Trust has been very successful in raising awareness of SADS over the past twelve years and constantly organises visits to schools and sports clubs to educate the both the general population and young people on SADS. The Cormac Trust is extremely influential in Ireland and has provided over 350 defibrillators to sports clubs and has trained over 1,000 people in Cardiopulmonary Resuscitation (CPR) and 'How to Use a Defibrillator'.

Raising awareness and educating people how to act during an emergency are critical to the Cormac Trust.

According to Operations Manager JP O'Neill, seeing the increased awareness of SADS amongst people nationwide has been one of the great achievements of both

the Cormac Trust and other organisations working in the promotion of health and well-being.

"It is vital we continue to spread this awareness," O'Neill told GAA.ie. "Now it is important that people, who have become aware of SADS, are trained with using defibrillators and performing CPR to save lives."

The Cormac Trust works with groups such as Community First Responders Ireland to ensure that multiple people in areas are trained for action in the event of an emergency.

Another important aspect of the charity involves presenting The Cormac Trust Award. The award is designed to support scientific research through a €25,000 grant that is



Uachtarán Chumann Lúthchleas Aogán Ó Fearghail with The Cormac Trust's JP O'Neill, left, Brendan McAnallen (Cormac's father), and Pat Kearney, right.

relevant in researching sudden cardiac deaths. In addition, the trust has made generous donations to the Mater Hospital Family Heart Screening Clinic in Dublin for research where over 6000 screenings have been done.

Those involved with the Cormac Trust are inspired to continue the legacy of Cormac.

"Cormac was a fantastic footballer, but an even better man," O'Neill recalls, as the Cormac Trust continues to receive huge backing from Tyrone GAA, with the recent Ulster Football Final win over Donegal seeing Tyrone captain Sean Cavanagh give special mention to his former teammate.

The GAA and the Cormac Trust continue to have a special bond, with the GAA also taking on efforts to help raise awareness of SADS by promoting players to receive Cardiac screening and by providing low-cost Defibrillators to GAA Clubs through a scheme devised by the GAA Scientific and Health Committee – more information can be found here.

The GAA is extremely proud to support such an exceptional organisation in the Cormac Trust - for more information on The Cormac Trust and upcoming fundraising events please visit www.cormactrust.com

CAMOGIE FÉILE NA NGAEL 2016

The National Feile Competition took place in Tipperary and Waterford from Friday June 17th until Sunday June 19th.

Results of the finals in the 5 divisions in Camogie were as follows:

Div1 Cup	Sarsfields Cork	1-3 v 0-3	Thomastown Kilkenny
Div1 Shield	Knockavilla Donoskeigh Kickhams	2-6 v 1-1	Éire Óg Annacarty Donohill Tipperary
Div2 Cup	Wolfe Tones Bellaghy Derry	1-5 v 0-3	Ballina Tipperary
Div2 Shield	Michael Davitts Swatragh Derry	2-5 v 1-4	St Anne's Waterford
Div3 Cup	Naas Kildare	1-3 v 1-1	Myshall Carlow
Div3 Shield	Camross Laois	1-3 v 0-4	Fethard Tipperary
Div4 Cup	Cill Aird Kerry	2-7 v 2-4	Eglish Tyrone
Div4 Shield	Burgess Tipperary	2-0 v 0-5	Westport Mayo
Div5 Cup	JK Brackens Tipperary	4-4 v 2-0	San Francisco
Div5 Shield	St Eunan's Donegal	1-2 v 0-0	Cappoquin Waterford

On Saturday June 18th four regional feile events also took place. Results are as follows:

Downey Cup	Ballinora, Cork	2-6 v 0-2	Carnmore Galway
Pat Moloney Shield	Ardrahan Galway	2-1 v 1-0	Galbally, Limerick
Imelda Hobbins Shield	Sarsfields, Galway	2-4 v 2-1	Pilltown, Kilkenny
Mairín McAleenan Shield	Bridini Oga, Antrim	4-6 v 2-2	Lusmagh/Drumcullen



Catherine Neary president of Camogie Association presents Division 1 cup to Sarsfields Cork Captain Nikki Barry (INPHO)



Football

Hurling

Club

General

MÍLE BUÍOCHAS

Thank you to all of those who have contributed to this month's edition of the GAA Club Newsletter. Your feedback is welcome and any comments, suggestions or queries should be directed to clubnewsletter@gaa.ie.

Produced by the GAA Communications Department in Croke Park, Edited by Cian Ó Murchadha and designed by DBA Publications in Blackrock, Co Dublin.