

LIMERICK GAA REGIONAL

DEVELOPMENT UNITS TERMS OF REFERENCE AND ROLE SPECIFICATIONS



STRATEGIC PLAN IMPLEMENTATION GROUP

MAY 2026





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Terms of Reference

1. The new committees will be known as the City, East, South and West **Regional Development Units** and they will align with and support the core pillars of the Limerick GAA Strategic Plan 2025-2028 and future Strategic Plans. Recognising that the clubs are key drivers in achieving many of the objectives of the Strategic Plan, the new Committees will focus on supporting, sustaining, developing and growing the clubs within their areas and where appropriate, on helping develop new clubs.
2. The Unit members **will not** be responsible for representing or promoting the interests of their own club but rather the focus will be on the development of all clubs within the respective areas.
3. The Units will report to the Executive Committee of Limerick Co Board and will make recommendations to the Executive Committee where appropriate.
4. The Units will convene a minimum of three plenary meetings with the clubs in the area each year in addition to meetings as necessary with individual clubs.
5. The Units will consult and liaise with the existing relevant committees of the Co Board e.g. Planning and Training Committee, Coaching and Games Committee, etc and all members will sit on the relevant County Sub Committees.
6. The Units will work with the clubs in their areas to improve structures that will ensure best practice and governance in each club. This will include:
 - Maximising engagement between the clubs and the Executive Committee.
 - Encourage each club to have sufficient and appropriate personnel in place for the effective and efficient management and administration of their clubs.
 - Support clubs in having complete and accurate registration on the FOIREANN system of all its members including players and non-player members.
 - Encouraging all clubs to respond to questionnaires or surveys conducted by or on behalf of the Executive Committee.
 - Assisting County Board in collecting data and assist in projects from time to time e.g. Demographics projects.
 - Assisting clubs in promoting volunteerism and recruiting new members.
 - Assisting clubs in marketing using social media platforms.
 - Supporting all clubs with the aim of having a designated person to link in with and build a strong relationship with the school(s) in their catchment areas.
 - Supporting clubs in identifying and securing funding and assisting with various funding/grant applications.
 - Assisting County Board in surveying and auditing club facilities within their areas on a regular basis as required.
 - Encouraging and supporting clubs to promote Irish cultural activities, e.g. Scór.
 - Encouraging and supporting clubs to be inclusive in terms of reaching out to



- marginalised groups and new citizens to the country.
- Encouraging and supporting clubs to actively engage in the recruitment and retention of referees.
 - Supporting clubs to be fully compliant with Health and Safety and Child Protection policies and practices.
 - Encouraging clubs to be creative and develop new initiatives.
7. The Units will need to be agile and flexible and be in a position to respond to new and evolving challenges and opportunities as they arise.
 8. The Units will assist the Co Board and the Clubs in ensuring the successful integration of GAA, Ladies Football and Camogie in Limerick in line with national policy.
 9. The Units will work with the Co Board and the Club Support Unit (CSU) at National and Provincial levels.
 10. Each Unit will be required to prepare Annual Work Plans/Programmes with clear milestones and outcomes that will demonstrate achievements/progress.
 11. Each Unit will prioritise targeted clubs in their areas that are facing the most severe challenges and will work to support existing initiatives e.g. Southside Gaels and similar new initiatives as they emerge.
 12. The Chairperson of each Unit will present a report on the progress at each annual County Convention. This will include (but not limited to):
 - Progress on work plan and goals.
 - Engagement with clubs regarding Independent teams / Amalgamations in line with County Board policy.
 - Initiatives to address urban renewal and rural depopulation challenges.
 - Recommendation to County Executives
 13. The four Chairpersons of the Units will act as a Steering Group to liaise with the Co Secretary/nominee of the Co Secretary. This group will co-ordinate the activities of the Units, share best practice and make agreed recommendations on behalf of the four Units to the County Executive.
 14. The functioning and performance of the units will initially be kept under biannual review by Limerick GAA Co Board.



Key Performance Indicators (KPI's) that will measure the success of the new Units will include:

- Membership of players and nonplayers in each club.
- Complete and accurate data in relation to players and nonplayers registered on the FOIREANN system by each club.
- No. of clubs having a designated person in the role of Club/School Link.
- No. of clubs with current Strategic Plans in place.
- Rate of response by clubs to surveys/questionnaires issued by the Co Board.
- Extent of recruitment of volunteers by clubs.
- Extent of participation by clubs in Irish cultural activities e.g. Scór.
- Annual report presented by Chairpersons.
- Extent of inclusion by clubs of members from marginalised communities and non-Irish nationals.

Note: New roles may be assigned to the Units from time-to-time, taking account of new challenges and opportunities that may emerge. Additionally, all KPIs will be reviewed on a regular basis.





Chairperson Regional Development Unit

Overview of the Role

The Chairperson of a Regional Development Unit within Limerick GAA County Board provides strategic leadership, strong governance, and effective coordination of all regional activities. The Chairperson leads and manages a team of regional officers and ensures the effective functioning of the committee structure.

The Chairperson is responsible for leading and coordinating the work of the following Regional Officers:

- Secretary
- Marketing and Communications Officer
- Academy/School/Club Link Officer
- Club Development & Sustainability Officer
- Facilities & Grant Support Officer

This role ensures that the region supports the County Board in implementing its Strategic Plan, achieving agreed objectives, and upholding the core values of the GAA.

The Chairperson acts as the primary representative and spokesperson for the region and oversees the overall leadership and management of the Regional Development Unit.

Each of the four Regional Chairpersons will sit on a County Steering Committee and will work closely with the County Secretary.

Key Responsibilities

1. Leadership & Governance

- Provide clear, proactive, and inclusive leadership to the Regional Development Committee, its officers, and any sub-committees.
- Lead, support, and coordinate the work of all Regional Officers to ensure alignment with regional and county objectives.
- Ensure officers understand their roles and are appropriately trained and supported in delivering agreed work programmes and achieving goals.
- Promote collaboration and accountability across the officer team to achieve strategic priorities.
- Ensure committee operations comply with the GAA Official Guide and Limerick GAA regulations.
- Promote high standards of integrity, inclusion, fairness, and respect in all regional activities.
- Lead strategic planning for the region, including setting development priorities and achieving annual goals aligned with the County Strategic Plan.

2. Strategic & Development Role

- Lead the implementation of strategic actions aligned with:
 - The Limerick GAA Strategic Plan



- The objectives of the new Regional Development Unit structure
- Prepare and oversee the implementation of a specific Regional Development Plan.
- Lead the Unit's role in:
 - Governance, integration, and culture development
 - Promoting best practice across clubs and schools
 - Supporting induction and training during the establishment of the new structure (in conjunction with the County Planning and Training Committee)

3. Meeting Management

- Chair all Regional Development Committee meetings in a fair, structured, and efficient manner.
- Approve agendas in collaboration with the Secretary and ensure timely circulation of minutes and documentation.
- Facilitate productive discussion, sound decision-making, and adherence to agreed procedures.
- Ensure appropriate reporting from Regional Officers on progress, challenges, and outcomes.

4. Communication & Representation

- Act as the principal spokesperson for the region at official events and functions.
- Maintain effective communication channels with clubs, officers, other regional development units, the County Board, and volunteers.
- Represent the region at County Board meetings when required or nominate a delegate where appropriate.
- Support the Marketing and Communications Officer in promoting regional activities, competitions, and development initiatives.

5. Club, School & Volunteer Development

- Provide leadership oversight to the Club Development & Sustainability Officer and Academy/School/Club Link Officer to maximise the potential for linkage/ties between the club and the school(s) to their mutual benefit.
- Encourage coaching, referee, and games development initiatives within the region.
- Support club development, participation growth, and the promotion of Gaelic Games at all levels.
- Address the challenges faced by both urban and rural clubs, including rural depopulation, player engagement, development, and retention.
- Foster a positive culture of volunteerism and ensure new volunteers receive appropriate induction and support.

6. Reporting & Relationships

- Report directly to the County Secretary.
- Work and collaborate with:
 - County Secretary



- County Board, Unit officers and relevant sub-committees
- Other Regional Development Unit Chairpersons
- Agree budgets, sponsorship, and marketing activities in line with Limerick GAA policies.

Skills, Experience & Attributes

- Strong leadership and communication skills with the ability to inspire confidence and teamwork.
- Ability to lead and coordinate a team of officers with clarity and accountability.
- Excellent people skills with the ability to foster a respectful culture.
- Ability to manage meetings effectively and facilitate sound decision-making.
- Ability to collaborate effectively with a wide range of stakeholders.
- Knowledge of GAA structures, rules, and operational procedures.
- Diplomacy, fairness, and the ability to handle sensitive matters appropriately.
- Strong organisational and administrative capability.
- High level of integrity and commitment to the principles of the GAA.
- Comfortable in the use of IT and digital communication tools (e.g. Email, Microsoft tools).
- Have sufficient time to devote to the role.

Term & Appointment

- The Chairperson will be appointed following a call for Expressions of Interest, overseen by an Appointments Committee.
- The five-year rule will apply, and the role will be subject to annual appointment.
- Induction and role-specific training will be provided during the initial establishment phase of the new Regional Development Unit structure.





Secretary

Regional Development Unit

Overview of the Role

The Secretary is the administrative officer of the Regional Development Unit and plays a central role in ensuring the effective operation of the new sub-county structure (West, East, South & City) within Limerick GAA. The role requires a high level of organisation, reliability, and commitment and is fundamental to the success of the committee in delivering practical support to clubs in its designated catchment area. Working closely with the Chairperson and fellow officers, the Secretary supports the governance, communication, and administrative functions of the committee, while acting as a key link between clubs, the Regional Development Unit, and the County Board.

Key Responsibilities

1. Governance & Administration

- Act as principal administrator of the Regional Development Unit
- Ensure compliance with GAA Official Guide, County Board policies, and governance standards.
- Maintain accurate records of correspondence, meetings, and decisions.
- Manage all official correspondence.
- Disseminate County Board communications to clubs (where appropriate).

2. Meetings & Committee Support

- Arrange and convene regular (minimum bi-monthly) meetings in consultation with the Chairperson.
- Prepare agendas, record minutes, and circulate documentation.
- Track and follow up on agreed actions.
- Support the Chairperson in preparing reports for:
 - County Committee meetings
 - Regional steering group of chairpersons
 - County Convention (where required).

3. Strategic & Development Role

- Contribute to the implementation of strategic actions aligned with:
 - Limerick GAA Strategic Plan
 - Objectives of the new Regional Development Unit structure
- Support the unit's role in:
 - Governance, integration, and culture
 - Promoting best practice across clubs
 - Participation in induction and training provided as part of the establishment of the new structure (in conjunction with the Planning and Training Committee)



4. Reporting & Relationships

- Reports directly to the Chairperson of the Regional Development Unit
- Works closely with:
 - County Secretary
 - County Board and relevant sub-committees
 - Regional Development Unit Officers
- Acts as a key point of contact for clubs within the committee's catchment area.

Skills, Experience & Attributes

- Strong organisational and administrative skills
- Good people skills capable of positive communication with stakeholders and ability to create a respectful culture.
- Excellent written and verbal communication skills
- High level of reliability, discretion, and attention to detail
- Ability to work collaboratively within a committee structure.
- Familiarity with GAA structures, rules, and governance (or willingness to develop same)
- Competence in IT and digital communication tools (e.g. Email, Microsoft tools).
- Have sufficient time to devote to the role.

Term & Appointment

- The Secretary will be appointed following a call for Expressions of Interest, overseen by an Appointments Committee.
- The five-year rule will apply, and the role will be subject to annual appointment.
- Induction and role-specific training will be provided during the initial establishment phase of the new Regional Development Unit structure.



School/Academy/Club link Officer

Regional Development Unit

Overview of the Role

The School/Academy/Club link officer for the Regional Development Unit will play a key role in promoting and fostering a positive, healthy and progressive relationship between the GAA clubs and the schools within the catchment areas of those clubs.

He/she will work with Coaching and Games, the academy, the GDCs, the clubs and the schools to achieve the highest levels of cooperation and mutual support for the benefit of all concerned.

Key Responsibilities

- Promoting and encouraging the appointment within each club of a designated person to be the link between the club, the school(s) in its catchment area and the regional link officer.
- Working with Coaching and Games to support the academy within the region.
- Co-ordinating the relationship between Coaching and Games, the academy, the GDCs and the schools within the region.
- Where appropriate, helping to coordinate the efforts of clubs to organise blitzes, coaching sessions and similar events where such events may not be feasible or practical for individual clubs to undertake.
- Making recommendations where appropriate, through the regional structures towards improvements/maximising the benefits of the relationships between Limerick GAA and the schools' network.
- Participating as an active member of Limerick GAA's Coaching and Games subcommittee.
- Contributing fully to the successful work of the Regional Development Unit.
- Reporting & Relationships.
 - Reporting to the Chair of the Regional Development Unit.
 - Work and collaborate with the County Secretary, the Chair of the Coaching and Games subcommittee, fellow Regional Development Unit officers and Link Officers from the other Regional Development Units.

Skills, Experience & Attributes

- A good understanding of the school's working environment.
- Good people skills with the ability to engage positively with a variety of different stakeholders.
- The ability to build consensus and a strong commitment towards implementing agreed plans of action.
- Ability to work collaboratively within a committee structure.
- Familiarity with GAA structures, rules and governance (or willingness to develop same).
- Have sufficient time to devote to the role.



Term & Appointment

- The School/Academy/Club link officer will be appointed following a call for Expressions of Interest, overseen by an Appointments Committee.
- The five-year rule will apply, and the role will be subject to annual appointment.
- Induction and role specific training will be provided during the initial establishment phase of the new Regional Development Unit structure.





Facilities and Grant Support Officer Regional Development Unit

Overview of the Role

The Facilities and grant support officer will play a key role in supporting clubs with the management, improvement and provision of new GAA facilities within the region and in monitoring and reporting on the status of these facilities. He/She will also assist in identifying potential funding streams for such facilities and in providing guidance and advice in the making of successful applications for such funding.

Key Responsibilities

- Ensuring fully up to date information is available in relation to the status of all GAA facilities within the region.
- Identifying all sources of funding including potential new sources of funding.
- Advising and guiding clubs with the making of funding applications.
- Assisting clubs with updated Insurance Policies and Asset evaluations.
- Making recommendations where appropriate, in relation to the management, maintenance, improvement and addition of new facilities.
- Participating as an active member of Limerick GAA Safety and Facilities subcommittee
- Contributing fully to the successful working/functioning of the Regional Development Unit.
- Reporting & Relationships.
 - Reporting to the Chair of the Regional Development Unit.
 - Work and collaborate with the County Secretary, Chair of the Limerick GAA Safety and Facilities subcommittee and the Facilities and Grant Support officers from the other Regional Development Units.

Skills, Experience & Attributes

- Some experience of facilities/asset management and maintenance
- Some experience/familiarity with compiling and maintaining Asset Registers.
- Experience in relation to the making of significant grant applications
- Competence in IT systems associated with asset management and grant applications.
- Good people skills to gain the confidence of and buy in from the various stakeholders.
- Ability to collaborate effectively with a wide range of stakeholders
- Knowledge of GAA structures, rules and operational procedures.
- Have sufficient time to devote to the role.

Term & Appointment

- The Facilities and Grant Officer will be appointed following a call for Expressions of Interest, overseen by an Appointments Committee.
- The five-year rule will apply and the role will be subject to annual appointment.
- Induction and role specific training will be provided during the initial establishment phase of the new Regional Development Unit structure.



Marketing and Communications Officer Regional Development Unit

Overview of the Role

The Marketing and Communications Officer of a Regional Development Unit within Limerick GAA County Board is responsible for leading, coordinating, and delivering all marketing, communications, and promotional activities across the region.

This role supports the promotion of Gaelic Games, cultural activities, Healthy Club initiatives, and development programmes, while enhancing the visibility and reputation of clubs and the region. The Officer plays a key role in strengthening engagement with members, supporters, volunteers, media, and the wider community, including older members of the GAA community.

The Marketing and Communications Officer works closely with the Regional Chairperson and other Regional Officers, while also supporting county-level communications structures, to ensure alignment with the County Strategic Plan and to build capacity at club level through training, guidance, and support.

Key Responsibilities

1. Leadership & Coordination

- Lead regional marketing and communications activities.
- Support delivery of regional objectives aligned with the County Strategic Plan.
- Contribute to the Regional Development Plan.
- Ensure consistency in branding and messaging.
- Collaborate with other Regional Communications Officers on shared initiatives and campaigns.

2. Marketing & Promotion

- Promote all regional activities including:
 - Underage and adult GAA activities
 - Cultural and community events
 - Healthy Club and wellbeing initiatives
 - Senior members engagement activities
 - Coaching and development programmes
 - Volunteerism
- Deliver campaigns to increase participation, attendance, and engagement.
- Showcase club and regional success stories.
- Promote inclusion, diversity, and community involvement.

3. Social Media & Digital Communications

- Manage regional social media and digital platforms.
- Create engaging content (fixtures, results, reports, graphics, video).



- Promote games, initiatives, and wellbeing programmes.
- Ensure timely, accurate, and consistent communication.
- Monitor performance and optimise engagement.

4. Public Relations & Media

- Build relationships with local media (print, radio, digital).
- Act as liaison for media coverage and queries.
- Prepare and distribute press releases and reports.
- Promote positive coverage of games and community initiatives.
- Support clubs in media engagement.

5. Club Support & Capacity Building

- Support and develop club Communication Officers and social media officers.
- Share resources and best practice guidelines.
- Showcase the value of volunteerism.
- Support promotion of Healthy Club and inclusive initiatives.
- Encourage high standards in club communications.

6. Reporting & Relationships

- Report to the Chairperson of Regional Development Committee.
- Support the County Communications Officer and county-wide initiatives.
- Represent the region on the County Communications Committee
- Collaborate with other regions on shared projects and best practice.
- Maintain strong communication with clubs and County Board.
- Ensure compliance with GAA guidelines (communications, branding, GDPR).
- Support planning of marketing budgets where required.

Skills, Experience & Attributes

- Strong communication and interpersonal skills.
- Experience in marketing, PR, and digital communications.
- Excellent content creation and writing ability.
- Strong knowledge of social media and digital tools.
- Ability to build relationships with media and stakeholders.
- Creative, organised, and self-motivated.
- Capable of working collaboratively within a committee structure
- Team player with ability to work independently.
- Have sufficient time to devote to the role.

Term & Appointment

- The Facilities and Grant Officer will be appointed following a call for Expressions of Interest, overseen by an Appointments Committee.
- The five-year rule will apply and the role will be subject to annual appointment.
- Induction and role specific training will be provided during the initial establishment phase of the new Regional Development Unit structure.



Club Development and Sustainability Officer - Regional Development Unit

Overview of the Role

The Club Development & Sustainability Officer plays a central role in supporting the growth, sustainability, and long-term development of clubs within the Regional Development Unit. The role focuses on strengthening club structures, enhancing volunteer capacity, and supporting strategic planning at club level.

Working closely with the Chairperson, fellow officers, and County Board structures, the Officer will assist clubs in building strong governance, increasing participation, and ensuring long-term sustainability in line with the Limerick GAA Strategic Plan 2025–2028.

The role is key to ensuring that clubs are well-supported to meet current challenges while proactively planning for future growth and development.

Key Responsibilities

1. Club Development & Strategic Planning

- Support clubs in the preparation and implementation of Club Strategic Plans aligned with County and National priorities in conjunction with Limerick GAA Planning & Training Officer.
- Assist clubs in identifying development priorities, challenges, and opportunities.
- Work with targeted clubs requiring additional support, particularly those facing sustainability challenges.
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2. Volunteer Development & Capacity Building

- Promote a strong culture of volunteerism across all clubs.
- Support the recruitment, retention, and development of volunteers.
- Assist in organising and promoting training and development opportunities for club officers.
- Encourage clubs to ensure appropriate personnel are in place for effective governance and administration.

3. Club Support & Engagement

- Act as a key support contact for clubs in relation to development initiatives.
- Encourage clubs to engage with County Board surveys, initiatives, and development programmes.
- Support clubs in implementing best practice in governance and administration.
- Assist with the accurate and complete use of systems such as Foireann for membership and asset management.

4. Inclusion, Participation & Community Development

- Support clubs in promoting inclusive participation, including engagement with new communities and underrepresented groups.



- Assist clubs in developing initiatives to increase participation across all age groups and abilities.
- Encourage innovative and creative approaches to club development and community engagement.

5. Data, Demographics & Sustainability Planning

- Support the work of the Demographics Officer in gathering and analysing data to inform planning.
- Assist clubs in understanding population trends, participation levels, and sustainability challenges.
- Contribute to initiatives addressing challenges such as rural depopulation and urban growth.

6. Collaboration & Integration

- Work collaboratively with other Regional Officers, particularly:
 - School/Academy Link Officer
 - Marketing & Communications Officer
 - Facilities & Grants Officer
- Support the integration of GAA, LGFA, and Camogie at club level in line with national policy.

7. Reporting & Contribution to Unit Plans

- Contribute to the preparation and delivery of the Regional Development Unit Annual Work Plan.
- Provide regular updates and reports on club engagement, progress, and outcomes.
- Support the monitoring of key performance indicators such as:
 - Club membership growth
 - Volunteer recruitment
 - Strategic plan adoption
 - Participation initiatives

Skills, Experience & Attributes

- Strong understanding of club structures and GAA operations.
- Experience in club development, community development, or volunteer management.
- Excellent interpersonal and communication skills.
- Ability to engage effectively with volunteers and diverse stakeholders.
- Strong organisational and planning skills.
- Support and guide clubs in a practical and solutions-focused manner.
- Ability to work collaboratively as part of a multi-functional team.
- Awareness of inclusion, equality, and community engagement principles.
- Competence in IT and digital systems (e.g. Email, Microsoft tools, Foireann)
- High level of commitment, initiative, and integrity.
- Have sufficient time to devote to the role.



Term & Appointment

- The Club Development & Sustainability Officer will be appointed following a call for Expressions of Interest, overseen by an Appointments Committee.
- The five-year rule will apply and the role will be subject to annual appointment.
- Induction and role specific training will be provided during the initial establishment phase of the new Regional Development Unit structure.



