



# Ruairí Óg Three-Year Strategic Plan 2008 -2010



## 1. Governance & Structures

Strategy	Led by	Timescale	Outcome Sought	Progress
1. Draw up three-year development plan for the club  1.1. Implement three-year plan	Executive & Planning sub-committee	2008  2008-2010	<ul style="list-style-type: none"> <li>○ A plan that allows the club to develop both on and off the field from 2008 to 2010</li> </ul>	<b>Completed in Aug 2008</b>
2. Draw up and implement a code of conduct for every member	Executive Committee	2008	<ul style="list-style-type: none"> <li>○ Club members agree how they should behave on and off the pitch</li> </ul>	<b>Drawn up March '08</b>
3. Increase senior membership by 40% over the next three years starting with a membership of 124 in 2008  3.1. Issue membership cards	Registrar & Executive Committee	2008 -2010  2009/2010	<ul style="list-style-type: none"> <li>○ Club will have more members</li> <li>○ Tangible evidence of membership</li> </ul>	
4. Review the purpose and work of existing sub-committees i.e. Grounds, Juvenile etc and re-define their remit if necessary.  4.1. Establish new permanent sub-committees / working groups if there is a need	Executive Committee  Executive & Sub-committees	2008  2008-2010	<ul style="list-style-type: none"> <li>○ Sub-committees know exactly what they have to do</li> <li>○ A long term issue /concern is dealt with over a sustained period of time</li> </ul>	



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<p>4.2. Permanent sub-committees set themselves goals /targets at the beginning of each calendar year and review progress at the end of each year</p> <p>4.3. Sub-committees may be set up for a limited time i.e. to do one specific task and when that is done the committee disbands. It means people are tied up for a smaller time and they can focus more intently on their specific task.</p>	Executive Committee	2008 2009 2010	<ul style="list-style-type: none"><li>o Committees will have focus and be able to monitor their progress</li></ul>	
<p>4.3. Sub-committees may be set up for a limited time i.e. to do one specific task and when that is done the committee disbands. It means people are tied up for a smaller time and they can focus more intently on their specific task.</p>	Executive Committee	2008 2009 2010	<ul style="list-style-type: none"><li>o Lessen the work-load of executive and other committees. Help to progress plan and ultimately the club</li></ul>	
<p>5. Draw up, display and implement club policies on:</p> <p>5.1. Sale of hurls</p> <p>5.2. Physiotherapy</p> <ul style="list-style-type: none"><li>o Review year on year</li></ul>	Executive & Juvenile Committees	2008 2009 2010	<ul style="list-style-type: none"><li>o All playing members are crystal clear about important club policies</li><li>o Accommodates changes in club circumstances etc</li></ul>	<p><b>Both policies drawn up and ratified in Mar '08</b></p>
<p>6. Establish an office within the pavilion where:</p> <p>6.1. Club executive and other sub-committee can meet</p> <p>6.2. Important documents can be filed and kept for future reference</p>	Executive Committee & Pavilion sub-committee	2008/'09	<ul style="list-style-type: none"><li>o Committees will have a base of their own where they can meet and have easy access to paperwork concerning the club</li><li>o Future committees will have access to the work of their predecessors thus ensuring progression and continuity</li></ul>	



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## 2. Image & Communications

Strategy	Led by	Timescale	Outcome Sought	Progress
1. Re-design club website to make it more appealing and easier to navigate  1.2. Update website on regular basis by involving more members	PRO  PRO & Volunteers	2008  2008 2009 2010	<ul style="list-style-type: none"> <li>○ More users will log onto website</li> <li>○ Members will know about everything that is happening in the club both on &amp; off the pitch</li> </ul>	<b>Website re-launched in April '08</b>
2. Establish a monthly news-sheet that will include articles about club events and members 2.1. This sheet will be made available to everyone through the local shops free of charge and on the website as well	PRO & Volunteers	2008	<ul style="list-style-type: none"> <li>○ Will inform members and the wider community about what is happening in the club</li> </ul>	<b>The Ruairí Óg Update was launched in Feb '08</b>
3. Submit annually an article about Ruairí Óg to be included in the Antrim Yearbook	PRO	2008 2009 2010	<ul style="list-style-type: none"> <li>○ Catalogues the main events of Ruairí Óg CLG each year and that over time should contribute to a club history</li> <li>○ Promotes a positive image of Ruairí Óg CLG within Antrim GAA circles and beyond</li> </ul>	<b>Martin Magge and Alex Emerson will write '08 article</b>



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4. Create more notice- boards in the changing room area of the pavilion to display information about camogie club, juvenile and senior hurling clubs	Executive & Pavilion Committee	2008	<ul style="list-style-type: none"> <li>○ Will keep playing members informed about fixtures, events etc</li> </ul>	
5. Make sure articles and notices about club teams and events appear in local media	PRO	2008 -2010	<ul style="list-style-type: none"> <li>○ Will inform all our own members and people beyond our own community</li> <li>○ Will raise the profile of people playing on our teams</li> </ul>	
6. With each local school's permission, establish a 'Ruairí Óg 'club section on one of their notice boards	Juvenile Committee & PRO	2009	<ul style="list-style-type: none"> <li>○ Will make contact with all juveniles in the local schools and generate interest amongst them about Ruairí Óg CLG</li> </ul>	
7. Collate email addresses and mobile phone numbers for membership so they can receive notification about meetings, club newsletters etc as soon as possible	Registrar & PRO	2009	<ul style="list-style-type: none"> <li>○ Modernise our means of communicating more effectively and immediately with membership</li> </ul>	
8. Organise an information evening along with other local clubs and groups and invite people from ethnic minorities to come along and find out about gaelic games and Ruairí Óg CLG	Executive Committee & PRO	2008/09	<ul style="list-style-type: none"> <li>○ Make people from an ethnic minority background feel more welcome and perhaps entice them or their children to have a go at gaelic games</li> </ul>	
9. Insist that all playing members wear the correct playing gear when representing Ruairí Óg CLG	Executive & Juvenile Committees and team managers	2008-2010	<ul style="list-style-type: none"> <li>○ Shows that members are proud to play for Ruairí Óg CLG</li> </ul>	



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10. Educate our members to promote club image by not engaging in acts like destroying signs with hurls and hitting sliotars amongst traffic in the village etc	Executive & Juvenile Committee	2008-2010	o Club image becomes important to all our members	
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## 3. Facilities & Grounds

Strategy	Led by	Timescale	Outcome Sought	Progress
<p>1. Set up a Development Committee whose main task will be to look at the various suggestions for developing Ruairí Óg CLG's grounds and facilities:</p> <p>1.1. Investigate maximum potential of Pairc Mhuire site by asking surveyors with experience in developing club grounds (eg from Creggan CLG) to look at our site. The Development Committee draw up a wish list, then ask the outside surveyors to consider it and come back with a report/drawing on what they feel is actually possible</p> <p>1.2. Look at relocating club grounds by:</p> <ul style="list-style-type: none"> <li>o identifying possible new site(s)</li> <li>o finding out the actual value of</li> </ul>	Executive Committee	Summer '08	<ul style="list-style-type: none"> <li>o A committee that will investigate all the options that have been discussed re: developing club's development</li> </ul>	
	Development Committee	2008	<ul style="list-style-type: none"> <li>o Members will know the facts about any future development of Pairc Mhuire site</li> </ul>	
	Development Committee	2008	<ul style="list-style-type: none"> <li>o Members will know the facts about relocating its grounds and facilities</li> </ul>	



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<p>Pairc Mhuire site in today's market and potential developers interested in buying the site</p> <ul style="list-style-type: none"><li>○ establish if any restrictions were placed on selling Pairc Mhuire whenever Ruairí Óg CLG bought it from Moyle District Council</li></ul> <p>1.3. Present estimated costs for options (1.1) and (1.2)</p> <p>1.4. Identify possible sources where the club can secure grants/finances</p> <p>1.5. Present findings at 2009 AGM so members can decide whether to proceed with development of present site or relocate</p>	<p>Development Committee</p>	<p>2008</p>	<ul style="list-style-type: none"><li>○ Eliminate any possible delays with development of Pairc Mhuire in the future</li></ul>	
<p>1.3. Present estimated costs for options (1.1) and (1.2)</p> <p>1.4. Identify possible sources where the club can secure grants/finances</p> <p>1.5. Present findings at 2009 AGM so members can decide whether to proceed with development of present site or relocate</p>	<p>Development &amp; Finance Committee</p>	<p>2008</p>	<ul style="list-style-type: none"><li>○ Members will be aware of the estimated costs to develop club's facilities and grounds and, whether or not there is financial help available from outside agencies</li><li>○ Members can make an informed decision on the best way forward for developing club grounds and facilities</li></ul>	
<p>2. Establish situation with regard to Polo Grounds and Ruairí Óg CLG</p>	<p>Executive &amp; Development Committees</p>	<p>2008</p>	<ul style="list-style-type: none"><li>○ Club will have the right to use and develop the Polo Grounds on a long term basis regardless of what happens St Aloysius HS in the future</li></ul>	



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<p>2.1. Consult with club members who have been involved in previous negotiations re: Polo Grounds</p> <p>2.2. Draw up plan to develop Polo grounds</p> <p>2.3. A small delegation to meet with parish priest and diocesan representatives to discuss either a long term lease or purchase of grounds</p> <p>2.4. Club representatives keep minutes of all meetings and report back any developments to membership as soon as possible but no later than 2009 AGM</p>	<p>Executive Committee</p> <p>Development Committee</p> <p>Executive &amp; Development Committee</p> <p>Executive Committee</p>	<p>2008</p> <p>2008</p> <p>2008</p> <p>2008</p>	<p>○ Executive members acquire some background knowledge</p> <p>○ A plan on paper that shows how the club intends to develop The Polo Grounds</p> <p>○ An assurance that Ruairí Óg CLG will be able to use the Polo Grounds long term for training and matches</p> <p>○ A record of all negotiations</p>	<p><b>1<sup>st</sup> meeting took place in July '08</b></p>
<p>3. Devise an annual or three year plan that details how club can best look after its pitches</p> <p>3.1. Audit tools and machinery available to Grounds' Committee at present</p>	<p>Grounds' Committee</p> <p>Grounds' Committee</p>	<p>2008</p> <p>2008</p>	<p>○ Pitches receive best possible care and maintenance</p> <p>○ Confirm whether or not club needs to purchase any other items</p>	





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3.2. Budget to make some additions to tools and machinery over next three years	& & Finance Committees	2008-2010	o Phase in any new machinery or tools over extended period of time		
4. Set up a Pavilion Committee to look after the pavilion both inside and outside	Executive Committee	2008	o The pavilion and its environs will be maintained properly	<b>Pavilion Committee set up in '08</b>	
4.1. Define remit of Pavilion Committee	Executive & Pavilion Committees	2008	o Pavilion Committee know exactly their duties		
4.2. Reclaim rooms that have become cluttered with rubbish and make proper use of them	Pavilion & Executive Committee	2008	o Club can use these rooms to hold meetings or for whatever use the executive committee feels best serves the membership		
4.3. Organise the kitchen so that teams from Belfast, Co Down and further afield receive tea and sandwiches after games	Pavilion Committee	2008 2009 2010	o Visiting teams will feel welcome		<b>Visiting teams received refreshments in '08</b>
4.4. Establish a club policy for hire of pavilion function room	Club Executive	2008/'09	o The conditions of hire are available to everyone		



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<b>5. Environmental Concerns</b>				
5.1. Develop a policy to ensure that Pairc Mhuire is a litter-free zone. Make sure there are adequate bins, gloves, bags etc available for clean-ups	Executive Committee	2008	○ Members and visitors to Pairc Mhuire will be able to dispose of rubbish properly	
5.2. Organise times for juvenile and senior members to gather litter and tidy up grounds	Grounds Committee	2008-2010	○ Educate membership about looking after the environment properly	
5.3. Investigate the possibility of better landscaping for certain parts of the grounds	Executive & Grounds' Committee	2009	○ Improve the overall appearance of Pairc Mhuire	
5.4. Locate better positions for large bins within pavilion	Pavilion Committee	2008	○ Large rubbish bins are less conspicuous	

- **This part of the plan may need to be revised once the membership decides either to re-develop or re-locate**



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## 4. Finances & Fundraising

Strategy	Led by	Timescale	Outcome Sought	Progress
<b>1. Establish Finance Committee</b>  1.1. Agree remit of Finance Committee 1.2. Finance Committee generates its own financial and fundraising plan at the beginning of each year and presents it to the Executive Committee for approval	Finance Committee & Executive	2008	○ A group of people within the club dedicated to raising funds, monitoring income/expenditure and generally advising the executive on all matters that involve finance	
<b>2. Develop Lotto Draw</b>  2.1. Ask more senior members to join up to the Lotto Draw using a standing order 2.2. Recruit more sellers 2.3. Sell Lotto on Friday and Saturday nights but still hold draw on Sunday night 2.4. Sell Lotto at all home games	Finance Committee	2008/09	○ Increase the purchases of Lotto tickets and generate more income for the club	



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<b>3. C.A.S.C. Scheme</b>  3.1. Set up a scheme whereby each member donates £10 per month to club 3.2. Ruairí Óg CLG claims back 28p in the pound from Government so the club actually receives £153.60 from the donor rather than £120	Finance Committee	2009	○ Generate more income from the membership and from the government	
<b>4. Fundraising events</b>  4.1. Finance Committee to organise a calendar of fundraising and social events that take place at regular intervals throughout the season	Finance Committee	2008	○ To raise funds and give members an opportunity to come together and enjoy themselves	
<b>5. External Funding</b> Set up a sub-committee to find out:  5.1. Where club can source grants to improve facilities and equipment 5.2. How to apply for these grants 5.3. if there are any limits/restrictions that come with particular grant aid	Finance Committee	2008	○ Identify possible sources of financial assistance that exist beyond direct contributions from club membership	



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## 5. Seniors

Strategy	Led by	Timescale	Outcome Sought	Progress
<b>1. Appointment of Senior Manager</b>  1.1. Each candidate presents an outline plan for the year 1.2. Members at the AGM then vote for their preferred candidate	Club Executive	2009 AGM	○ Members will elect the best candidate as manager	
<b>2. Coaching &amp; Training</b>  2.1. Senior manager needs to give his coach specific instructions on what he expects from the team  2.2. Emphasis should be on improving weaknesses and developing a game plan & tactics	Senior Manager  Senior Manager & his coaching staff	2008/09  2008/09	○ Manager & Coach are working together  ○ Coaching is actually designed to improve individuals and develop the team's style of play	



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<p><b>3. Senior Reserves</b></p> <p>3.1. Establish the importance of the senior reserve team among all senior playing members</p> <p>3.2. Fulfil all senior reserve fixtures</p>	<p style="text-align: center;">Club Executive</p>	<p style="text-align: center;">2008</p>	<ul style="list-style-type: none"> <li>○ Develop players emerging from minor ranks and give all senior players more chances of playing games</li> </ul>	
<p><b>4. All Senior Players</b></p> <p>4.1. Play squad players in the Ulster League</p> <p>4.2. Request that all county teams ie senior, U21 and minor train on the same night</p> <p>4.3. All seniors should turn up to play games wearing club gear</p> <p>4.4. Senior players will be aware of club policies re: purchase of hurls and physiotherapy</p>	<p style="text-align: center;">Senior Managements</p> <p style="text-align: center;">Club Executive &amp; County Committee</p> <p style="text-align: center;">Senior Management/Players</p> <p style="text-align: center;">Senior Players Management Executive Committee</p>	<p style="text-align: center;">2008</p> <p style="text-align: center;">2009</p> <p style="text-align: center;">2008</p> <p style="text-align: center;">2008</p>	<ul style="list-style-type: none"> <li>○ More senior players play competitive games</li> <li>○ Club's senior players have opportunities to train together throughout the season</li> <li>○ Senior players demonstrate a pride in playing for Ruairí Óg CLG and hopefully set an example to younger players</li> <li>○ Everyone fully understands club policy on these issues</li> </ul>	<p style="color: red;"><b>Players made aware of club policies pre-season in '08</b></p>



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<p>4.5. Club will develop a policy re: players who are injured both in home and away games</p> <p>4.6. Ruairí Óg CLG will appoint one person to look after insurance claims of injured players</p>	<p>Executive Committee</p> <p>Executive Committee</p>	<p>2008</p> <p>2008</p>	<ul style="list-style-type: none"> <li>○ Players injured in the course of a game will be looked after properly</li>   <li>○ To guarantee there is as little delay as possible between injury and payment from the insurer</li> </ul>	
<p><b>5. Facilities</b></p> <ul style="list-style-type: none"> <li>○ Senior players would like club to consider the following points in any development plan for Pairc Mhuire</li> </ul> <p>5.1. A second full length pitch</p> <p>5.2. Gym Facilities</p> <p>5.3. Better floodlighting to accommodate winter training</p> <p>5.4. Convert present all-weather pitch surface to astro-turf</p>	<p>Executive Committee</p>	<p>2008 - 2010</p>	<ul style="list-style-type: none"> <li>○ Will improve playing and training facilities for all players</li> </ul>	



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## 6. Juveniles

Strategy	Led by	Timescale	Outcome Sought	Progress
<b>1. Coaching &amp; Coaches</b>				
1.1. Appoint a coaching coordinator/committee to oversee all aspects of juvenile coaching	Executive & Juvenile Committees	2008	○ A person/committee that will coordinate, develop & refine the club's juvenile coaching policy	<b>Juvenile Chairman Niall Kearney acted as co-ordinator in 2008</b>
1.2. Devise a coaching template that covers all the basic skills and ideas on how to coach players. Coaches will know when and how to teach individual skills etc	Juvenile Committee & Coaching coordinator/committee	2009	○ All coaches will know when to teach various underage groups particular skills	
1.3. Ruairí Óg CLG will participate in the N Antrim?Munster Coaches Twinning Initiative	Juvenile Committee & Coaching coordinator/committee	2008	○ Ruairí Óg CLG will benefit from the knowledge of some of the top coaches in the country over a sustained period of time	<b>Niall Kearney has been actively involved in setting up this scheme in 2008</b>
1.4. Produce a coaching DVD that demonstrates how to coach basic skills	Coaching coordinator/committee	2010	○ Underage coaches will have a resource/guide to which they can refer and consolidate their own methodology	





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<p>1.5. Identify personnel from hurling and non-hurling backgrounds, approach and ask them to become involved with coaching juvenile teams</p>	<p>Coaching Co-ordinator/ Committee</p>	<p>2009</p>	<p>o More people become involved with coaching juveniles</p>	
<p>1.6. Organize internal coaching courses</p>	<p>Coaching Co-ordinator/ Committee</p>	<p>2008/09</p>	<p>o Ruairí Óg CLG has control over content of courses and who takes them</p>	
<p>1.7. A group of experienced coaches (and senior players when possible) will help out the mentors of juvenile teams if they request help with specific issues</p>	<p>Coaching coordinator/committee</p>	<p>2009</p>	<p>o These coaches should be able to identify and correct mistakes in players</p>	
<p><b>2. Lifestyle and Discipline</b></p>				
<p>2.1. Educate young people and their parents about having a healthy lifestyle and making the right choices by bringing in various professionals to give talks, demonstrations etc</p>	<p>Juvenile Committee</p>	<p>2009</p>	<p>o Young players and their families will be persuaded to adopt healthier diets and lifestyles</p>	
<p>2.2. Organize programmes to inform young people about the dangers of alcohol and illegal drugs</p>	<p>Juvenile Committee</p>	<p>2009/2010</p>	<p>o Dissuade our juveniles from abusing alcohol and illegal drugs</p>	



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<p>2.3. Initiate club awards for good behaviour both by individuals and teams rewarding them with e.g. days out or trips away</p>	<p>Juvenile Committee</p>	<p>2009</p>	<p>o Juveniles will behave better</p>	
<p>2.4. Juvenile Committee will make all juveniles and parents aware of the club's code of conduct and the expectation that everyone will sign up to it.</p>	<p>Juvenile Committee</p>	<p>2008/09</p>	<p>o Juveniles and their parents will adhere to the aims and expectations of the club's code of conduct</p>	
<p><b>3. Club/School/Community Links</b></p>				
<p>3.1. Club, schools and parents liaise and confer about Code of Conduct.</p>	<p>Juvenile Committee</p>	<p>2009</p>	<p>o Juveniles are not receiving mixed messages about how they should behave</p>	<p><b>o In 2008 N Kearney met with schools and discussed: coaching, schools competition, fund-raising and donating cups from the club that could be presented at annual prize-giving day for pupils' achievements.</b></p>
<p>3.2. Ruairí Óg CLG will source volunteers to help with coaching, fundraising, training and matches organised within school hours. Club representatives will meet with principals and staff and discuss with them any new initiatives or strategies that might forge stronger links between the club and schools</p>	<p>Juvenile Committee</p>	<p>2009</p>	<p>o Schools and club are working together with the same objectives in mind</p>	



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<p>3.3. Liaise with local environmental groups to find out if our juvenile membership could become involved with some of their projects</p>	<p>Juvenile Committee</p>	<p>2009/'10</p>	<ul style="list-style-type: none"> <li>○ Our juveniles begin to realise the club is a part of the wider Cushendall community and therefore they have a responsibility to help look after the local environment</li> </ul>	
<p>3.4. Advertise the availability of club premises for social/community use</p>	<p>Juvenile Committee</p>	<p>2008</p>	<ul style="list-style-type: none"> <li>○ Juvenile members will view club premises as somewhere they can use to meet and develop their social skills</li> </ul>	
<p><b>4. Registration Night/Parents' Night</b></p>				
<p>4.1. Organise a night for parents only whereby the Juvenile Committee can inform them about their aims, parental involvement, the Code of Conduct etc</p>	<p>Juvenile Committee</p>	<p>2008</p>	<ul style="list-style-type: none"> <li>○ Parents will find out what the club expects from them and that more of them will become actively involved</li> </ul>	
<p>4.2. Hold a Registration Night to ensure all juveniles register to play for Ruairí Óg and have an opportunity to meet with club officials, mentors and senior players</p>	<p>Juvenile Committee</p>	<p>2008</p>	<ul style="list-style-type: none"> <li>○ Juveniles will register to play for Ruairí Óg CLG and get the feeling of a friendly and welcoming club.</li> </ul>	



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## 7. Culture & Heritage

Strategy	Led by	Timescale	Outcome Sought	Progress
1. Appoint a Cultural Officer to:				
1.1 Set up a committee/working group that will plan ways of developing Culture and Heritage within the club	Club Exec & Cultural Officer	2009	<ul style="list-style-type: none"> <li>○ A group of people with a vested interest who will promote Gaelic Culture within the club</li> </ul>	
1.2 Liaise and work with other groups in the area that are already promoting Gaelic Culture	Cultural Officer & Working Group	2009/2010	<ul style="list-style-type: none"> <li>○ Local groups working together will achieve more success</li> </ul>	
1.3 Promote Scór and Scór na nÓg competitions within the club	Cultural Officer & Working Group	2008/09	<ul style="list-style-type: none"> <li>○ Club members of all ages will represent Ruairí Óg CLG in these competitions</li> </ul>	<ul style="list-style-type: none"> <li>○ <b>Teams have been entered in 2008 competitions</b></li> </ul>
1.4 Provide opportunities for club members to learn and use basic Irish	Cultural Officer & Working Group	2009/2010	<ul style="list-style-type: none"> <li>○ Club members will learn and know some of their native language</li> </ul>	
1.5 Ensure there is bi-lingual signage posted in club buildings and around the grounds		2010	<ul style="list-style-type: none"> <li>○ Promote the use of Irish within the environs of the club</li> </ul>	



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<p>1.6 Encourage the inclusion of some Gaelic art in any new capital development that takes place within the club</p>	<p>Cultural Officer &amp; Working Group</p>	<p>2009 onwards</p>	<p>○ Enhance the appearance of club grounds/buildings and permit club members to become more aware of Irish Culture in all its different guises</p>	
<p>1.7 Maintain records of Ruairí Óg's history on a year to year basis</p>		<p>2009 onwards</p>	<p>○ Members and others will have access to an accurate record of Ruairí Óg CLG's history</p>	