

# Gaelic Players Association

Annual Report 2018



YOU SEE PLAYERS  
WE SEE PEOPLE

GPA  
ROOKIE  
CAMP





**PLAYER  
REPRESENTATION**

**GPA** 

**PLAYER  
WELFARE**

**PLAYER  
DEVELOPMENT**



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# Gaelic Players Association

## National Executive Committee



Séamus Hickey  
*Chairman*



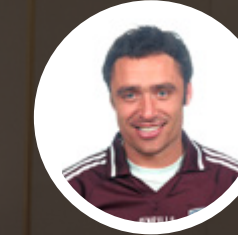
Dónal Óg Cusack  
*President*



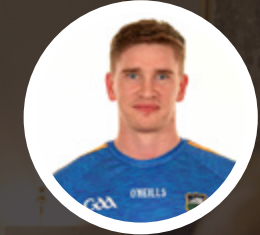
Tom Parsons  
*Secretary*



Aidan Forker



Alan Kerins



Brendan Maher



Brian Mulvihill



Cathal Cregg



Ciaran Kilkenny



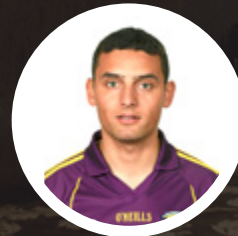
Eoin Price



Collie Moran



David Collins



Keith Rossiter



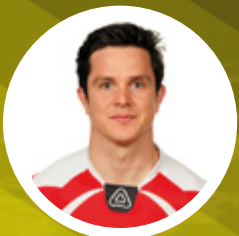
Matthew O'Hanlon



Neil McManus



Noel Connors



Philip Greene



Stephen McDonnell



Ronan Sheehan



Seán Murphy  
*Independent*



Fergus Clancy  
*Independent*



John Glennon  
*Independent*



# Chairman's Introduction



Dear Member,

It is my pleasure to report that 2018 was a year of continued progress and positive change for the GPA. The association has grown considerably both in the provision of life enabling services to members and influence in recent times. To that end we built on previous achievements, embarked on some new initiatives helping players past, present and future succeed on and off the field by helping unlock their full potential and building solid foundations for personal and professional growth.

There has been some media coverage lately about the very real challenges that face inter-county players off the pitch and in their experience transitioning after their inter-county playing careers have finished through the publication of the ESRI study. However, we should also recognise the diverse range of initiatives the GPA are delivering to meet these challenges through our exceptional and dedicated staff. As well as delivering

proactive programmes for all members, the GPA continue to represent and respond to player issues on both a collective and individual basis.

In accordance with our culture and values as your players association, our people continue to show exceptional talent, commitment and dedication without which we would be unable to deliver the levels of programme engagement we saw in 2018. I experienced this first hand taking up the role as interim CEO in 2018 on a short term basis. We have staff who are working closely with players on their lives outside of Gaelic games, providing them with educational opportunities, life coaching and financial guidance to name but a few. I am truly grateful for their work every day on your behalf.

We also remain firmly committed to maintaining a high standard in relation to our Governance. We seek to comply with all requirements of the Governance Code for Community, Voluntary and Charitable Organisations in Ireland. Details of our approach are set out in the separate Governance review in this annual report.

2018 also saw the great success of several events. A new and exciting event – the inaugural Rookie camp took place in December bringing

together a group of young upcoming players from across the country, in both hurling and football. The Sixth Former Players Annual Networking Dinner, an exceptional annual celebration of past players, was held in September with John Connolly (Galway Hurling) and Paddy Doherty (Down Football) as the honourees for their outstanding career achievements.

November saw the Super 11 Hurling games held at Boston's Fenway Park Baseball Stadium with Limerick, Wexford, Cork and Clare competing. Limerick capped off a truly special year by winning the final against Cork. It provided great entertainment as well as showcasing the very best in hurling skills. The Super 11s games were project managed by Conor Ryan. It was a huge task and it is important to state the exceptional job Conor did on what was a terrific competition. Following an incredible year for Limerick and myself on the playing front it was an honour to bow out from the inter-county game in Boston.

Our annual New York Gala Dinner was held in October and the Boston Gala Dinner took place in April. Organised with the support of the New York & Boston friends of the GPA, both events proved to be not only thoroughly enjoyable evenings but raised crucial funding for our Player Development programmes.

Outside of these high profile formal events our players continue to engage with their local communities in

supporting charities, volunteer work and engaging with local sports partnerships. Much of this work is low key but nonetheless impactful and important so I want to recognise and express my admiration and gratitude on behalf of the GPA for all players who give their time in this way.

Finally, I would like to acknowledge the contributions of our former CEO Dermot Earley for his inspiring example and unstinting commitment to the GPA and to our members during his time as our President and as our CEO. We are fortunate to have found Paul Flynn as Dermot's successor in September 2018 and I look forward to working with Paul as he carries the mantle of CEO and ensures the continued progress of our organisation. Paul is well respected by his peers, which was evidenced in the entire National Executive and Board of Directors unanimously voting him into the position.

It has been an honour to serve the players to date and to represent you and the tremendous commitment you give to our games.

Beannacht Dé libh,





# GPA



## 2018 IN REVIEW

### Development



- 1,553 Programmes Delivered in 2018 – 6% Increase.
- 1,107 Individual Players engaged in programmes in 2018 - 17% Increase.
- 487 Scholarships, 12 Enhanced Scholarships and 139 players availed of Education & Training supports.
- GPA Jim Madden Leadership Programme completed by 24 Players.
- 13 players completed the Maynooth University (Level 9 NFQ) Leadership accreditations module (7 male, 6 female) in 2018.
- First Rookie Camp was held with 73 in attendance, targeting all new inter-county squad members. Feedback was overwhelmingly positive and this will be an annual event going forward.
- Programme Delivery, Review and Evaluation completed and new programmes initiated for 2019.

### Representation



- GPA's first motion put forward to the GAA's Annual Congress was passed with 62% support. This motion sought to have semi-final games in the Christy Ring, Nicky Rackard and Lory Meagher games played in neutral venues.
- Continued to lobby for an improved master fixture calendar for both football and hurling competitions
- GPA Workshop delivered to GAA congress delegates and presentations to county boards completed in 2018
- Image rights complaint upheld by Advertising Standards Authority of Ireland (ASAI)
- Continued to work closely with a number of other athlete bodies
- GPA representative Chris Kerr spoke at the EU parliament in Brussels on athletes experiences with Mental Health
- Continued Player advocacy with EU Athletes (attended General Assembly in Lisbon) and the World Players Association
- Representation on GAA Playing Rules committee – canvassed all squads on new rules proposals.

### Welfare



- ESRI report completed and published examining the realities of being a senior inter-county player.
- The ongoing work of the GPA Player Safety and Welfare Committee continues to underpin the overall objective of raising the standard of medical and welfare provisions for our members.
- Early 2018 saw the publication of the GAA's new Concussion Management Guidelines following the recommendations from the 5th International Concussion Consensus Conference held in Berlin, in 2016 Through our representation on the GAA's Medical Scientific and Welfare Committee, the GPA were invited to make contributions to the policy.
- Administration of Government funding to over 2,100 current members.
- Cardiac Screening and Mouthguard scheme available to all players.
- 7 Players availed of GAA GPA Past Player Medical & Surgical Intervention Fund.
- GPA Benevolent Fund supported 8 players in 2018.

### Communications:



- Joint Launch with GAA in Croke Park for Joe McDonagh, Christy Ring, Nicky Rackard & Lory Meagher competitions.
- Launch of Ulster University, AIT, WIT and DCU enhanced GPA Scholarship Programmes.
- Extended longstanding partnerships with many other colleges and universities.
- Continued to champion players voice across national media through their community activism.
- Two year extension to GPA Jim Madden Leadership Programme for GPA and WGPA members confirmed.
- GPA welcomed the publication of National Sports Policy 2018-2027.
- Teams honoured at GPA Legends Lunch. John Connolly and Paddy Doherty presented with Lifetime Achievement Awards.
- GAA fixtures review - GPA members had their say.
- Results of GPA player survey published on proposed rule changes in Gaelic football.

### Financial Info:



- Our key financial objective was to ensure at least 75% of all net revenues are allocated towards player welfare and development revenues was achieved and exceeded at 76%.
- Revenue increased 5%.
- Association remains free of long-term debt.
- 10% reduction in operating costs.
- 11% staffing cost decrease is related to vacant roles for part of 2018.
- Net assets increased as result of operating surplus of €306,300. The surplus represents 4% of total revenue and bolsters our reserves position to deal with unforeseen circumstances and future projects & expenditure.

### Future plans:



- Driving uptake of programmes - strong financial management will remain a priority in order for us to be able to distribute as much as possible towards players and their development, representation and welfare.
- Work ongoing on developing a more formal partnership with the WGPA.
- Continue to champion the Players Voice.
- Introduce new programmes and welfare supports for players in response to ESRI Action Plan.
- New 3 Year Strategy to be developed for 2020-2022.
- Projects on hold for 2018 will be completed and added to in 2019.



# Note from the CEO

Dear Member,

I took up my post as CEO of the GPA in September 2018 so I am 1 year in the role. I want to begin by extending my sincere thanks to our Chairman Seamus Hickey for taking on the role of Interim CEO and laying such a solid foundation for me. I look forward to working with him to continue to consolidate and further develop the support and services we provide to our members.

As we head into the 20th year of the GPA, the three core pillars of our remit remain - Player Welfare, Player Development and Player Representation. However, whenever and wherever we expand or develop our objectives and actions, these three areas must remain central to our strategy.

As a former player, the GPA played an

important role in my development, on and off the pitch, and I know the team here work tirelessly behind the scenes day in, day out to provide the best for our members. Membership currently stands at 2,300 and is growing. As our membership expands, our team needs to evolve to meet the increased requirements so I'd like to welcome our two newest team members - Jennifer Rogers and Colm Begley. Both bring great experience and expertise to their work in ensuring our Player Development Programme continues to be an invaluable source of learning and support for our members and helps them achieve their full potential on and off the pitch.

Our new "Rookie Camp" targeting all new inter-county hurlers and footballers is set to be another important facet of our Player Development offering. The first of these events was held in 2018. Attended by 73 new players, the camp provided information of the basics of what is expected of players along with advice from experts on a range of other relevant topics such as social media, building resilience, brand management and nutritional advice. Feedback was extremely positive and the camp will now be an annual event.

Our work on player welfare is also expanding. A core objective of our 2017-19 strategic plan is to raise welfare standards for our members through a united player voice. Through the GPA Player Safety and Welfare Committee, progress was made in a number of areas throughout 2018.

As our ESRI report in conjunction with the GAA found, the game is becoming more demanding on our members. So, the need for us to provide support in

dealing with these increasing pressures on players has never been greater. In 2018, we saw 1,553 development focussed programmes delivered, a 6% increase and 1,107 individual players engaged in our programmes, an increase of 17%. Progress we will continue to build on in the coming year.

The good lines of communication we have established with all relevant parties at local and national level continue to facilitate our work in Player Representation. 2018 saw some significant achievements in that sphere, including the successful adoption of the first motion put to the GAA Annual Congress by the GPA. The motion called for the semi-finals in the Christy Ring, Nicky Rackard and Lory Meagher games to be played in neutral venues. This was developed to address concerns raised by many members about the lack of promotion and recognition given to lower tier hurling competitions.

Along with the GAA, we also hosted the first ever media launch of the Joe McDonagh, Christy Ring, and Lory Meagher competitions in Croke Park.

The GPA will also continue to lobby for an improved master fixture calendar for both football and hurling competitions that limits the excessive demands expected of inter-county players.

2018 seen a very successful delivery of our events in the US including our gala dinners in Boston and New York and also the CEO Luncheon in advance of the Super 11's Fenway Classic in Boston. I would like to thank all our supporters in the US, without them these events would not be possible.

Looking ahead at the broader picture, to


ensure the GPA remains fully informed, focused and engaged in delivering the best possible support to our members, in 2018 I began the development of a three-year strategic plan. Myself, my fellow Board and NEC members, have, and will continue to, engage with all relevant parties to develop this in three phases. The first phase, worked on in late 2018, involved outlining where and how our strategy should be realigned to enable us to further develop and target our services. The second phase, scheduled for Jan-Dec 2019, will see us act on what we have learned from phase one in order to update and refresh our 2017-2019 strategy wherever needed. The final phase will be the roll out of the new three-year strategic plan starting in 2020.

We are very proud of our governance structures and policies. I would like to thank all our board and NEC members for their ongoing support and advice. In particular, I would like to extend my gratitude to the Independent Chair of our Board, Fergus Clancy for his commitment and leadership.

So, all in all a very busy year and I would like to thank

everyone in the GPA team and all our members for their ongoing commitment and dedication to all our work and for the support they have given to me in my first year as CEO.

I'm looking forward to marking the 20th anniversary of the GPA in 2019 with plenty still to achieve but in the knowledge that we have a plan and a team which is up to the task.



Paul Flynn  
Chief Executive





# GPA Player Development Programme

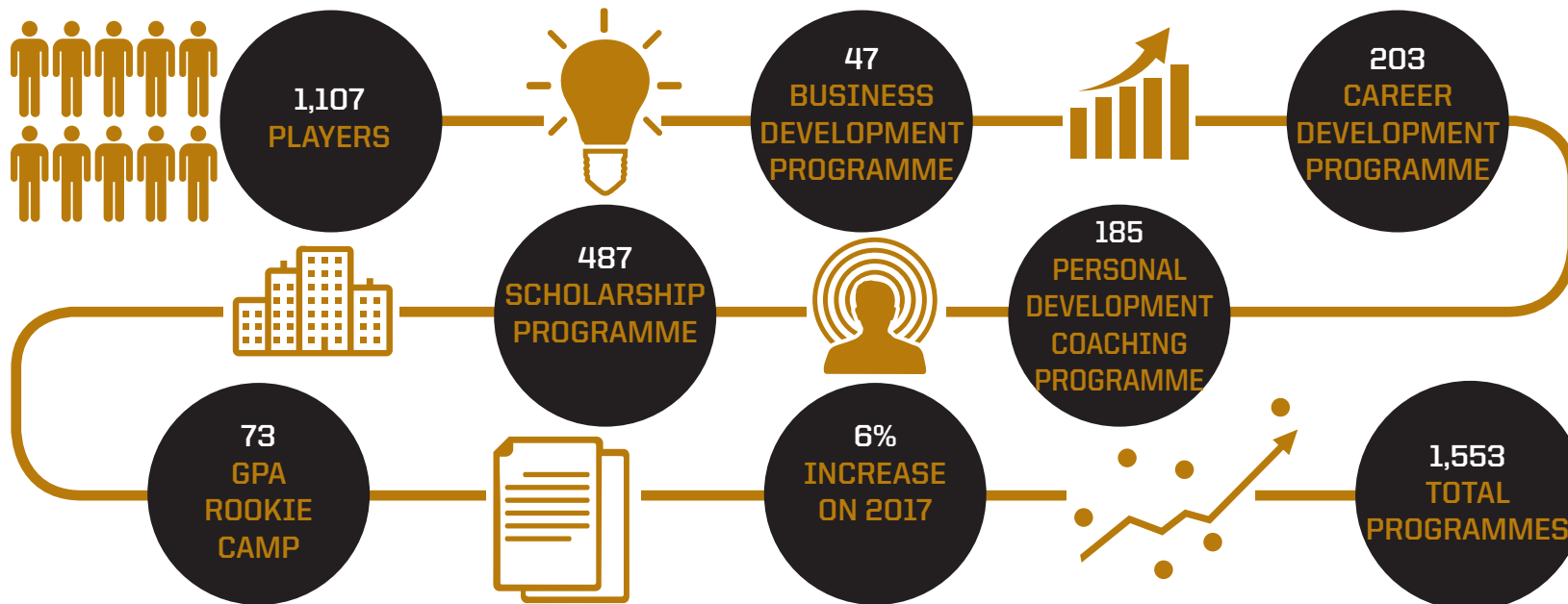
The GPA Player Development Programme offers our players access to a broad and detailed suite of programmes, to support their growth and development as well-rounded, well-grounded and thriving individuals.

In addition to the battles on the field, our members face numerous challenges off

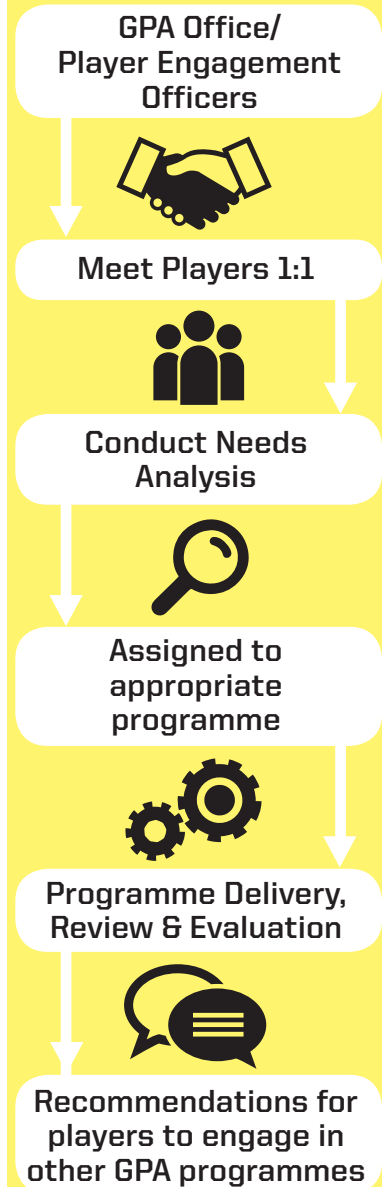
it. Our collection of Player Development Programmes aims to decrease the pressure and ease the challenge as dual athletes, while maximising their potential as people outside the sport.

From the moment a player enters the Senior Inter-county team, they are encouraged to be proactive about

their development on and off the field; to think about their education & career prospects outside GAA; to take responsibility for their own self development & improvement. One of our primary goals is to help all players develop the skills needed to thrive both as an individual and as a player.



## GPA PLAYER DEVELOPMENT PATHWAY



# Range of Player Development Programmes

## CAREER

CAREER PLANNING  
PROFESSIONAL CV DEVELOPMENT  
INTERVIEW SKILLS DEVELOPMENT  
COMMUNICATION & PRESENTATION SKILLS  
PROFESSIONAL SKILLS & DEVELOPMENT  
BUSINESS START-UP & DEVELOPMENT

## WELLBEING

GPA DENTAL PROGRAMME  
CARDIAC SCREENING PROGRAMME  
INJURED PLAYER SUPPORT PROGRAMME  
ANTI-DOPING EDUCATION  
BENEVOLENT FUND  
24/7/365 COUNSELLING PROGRAMME

## EDUCATION

EDUCATION TRANSITION PLANNING  
EDUCATION ADVICE  
FULL TIME UNDER AND POSTGRADUATE SCHOLARSHIPS  
EDUCATION & TRAINING FUND  
GPA ENHANCED SCHOLARSHIP PROGRAMME  
TIME & WORKLOAD MANAGEMENT

## LIFE FOCUS

PERSONAL DEVELOPMENT COACHING  
THE JIM MADDEN GPA LEADERSHIP PROGRAMME  
FINANCIAL ADVICE  
GPA ROOKIE CAMP



Michael McKernan Tyrone footballer, Dr John Farrell President of Ulster University GAA Academy, Stephen Sheridan Armagh footballer, Ronan Sheehan GPA National Executive Committee representative and Terence O'Brien Derry footballer at the GPA Ulster University Enhanced Scholarships Announcement in Belfast.



# Player Development Testimonials

## CAREER

“I was looking to progress in the Education sector and move from my teaching role into one where I was challenged more in a leadership capacity. I am currently undertaking a masters in education and was looking for advice and support in terms of applications for leadership jobs and then skills development for interviews. After contacting the GPA they recommended that I meet with one of their Career Development Advisors. I found their service fantastic. They arranged everything around my schedule. They went through every aspect of my CV and my application forms. He then arranged a mock interview and gave advice and tips on where I would be able to make improvements. The support I received was invaluable and I have started to be called for interview for the roles I had aspired to.”

**NAOS CONNAUGHTON**  
Roscommon  
Hurling



## WELLBEING

“I really enjoyed my time with my GPA Personal Development Coach. I met him at a dark time, having suffered a few really frustrating injuries, which included a punctured lung and dislocated ac joint which ended my season. However my coach made me love hurling again, which I didn't think was possible. He helped me see my strengths and since I have been volunteering in Kenya, completed 3 modules with Setanta College and have just applied for a career break to help me achieve my personal goals which I outlined during our meetings. Overall it was a super experience for me and one I am forever grateful for.”

**NIALL O'MEARA**  
Tipperary  
Hurler



## LIFE FOCUS

“The GPA Player Development Programme allowed me to focus on being a better person off the field of play. Often players give all their time to creating success on the field and forget the importance of life outside of sport. This programme helped me to draft a career vision, create personal life goals and realise my strengths as an individual.”

**MICHAEL HURLEY**  
Cork  
Footballer



## EDUCATION

“As an Area Sales Manager and Clare Senior Hurler, the GPA's Player Development Programme has allowed me to broaden my horizons on work and educational development. It is a great offering and very easy to use.”

**PODGE COLLINS**  
Clare  
Hurler



# 2018 Player Development Highlights

## GPA ULSTER UNIVERSITY ENHANCED SCHOLARSHIP PROGRAMME:

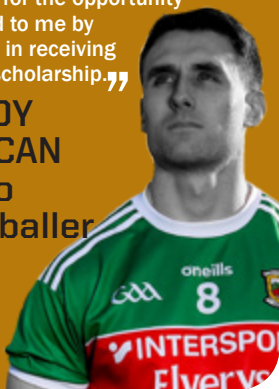
The GPA Ulster University Enhanced Scholarship Programme offers GPA members an opportunity to study a postgraduate degree at the University. The course fees are jointly funded by the GPA and Ulster University.

Education is an important part of our development strategy. The scholarships assist players with their future career prospects and provide much needed financial assistance with tuition fees.

## Player Testimonial

“As someone who has a keen interest in sports psychology I benefitted greatly from the GPA Ulster University enhanced scholarship. Being given the chance to pursue a course in an area which I have a huge interest in enabled me to gain a detailed insight into the key components of psychology. I am extremely grateful for the opportunity afforded to me by the GPA in receiving such a scholarship.”

**PADDY DURCAN**  
Mayo Footballer



## INAUGURAL GPA ROOKIE CAMP:

The GPA Rookie Camp brings together a group of young & upcoming inter-county players from across the country, in both hurling and football. It's an introduction for players to their association, as well as what they can expect, and what's expected of them.

It provides a great opportunity to support players in making what can be a difficult transition to play senior inter-county football or hurling. The recent

ESRI research has highlighted ever growing demand on inter-county players including issues quite often exacerbated on younger players. It is important we support this group and also help develop the next generation of leaders and role models in their counties and communities.

In 2018, over 73 rookies attended the 1-day workshop on the National Sports Campus.



## GPA BUSINESS DEVELOPMENT HUB

The Business Development Hub aims to help players develop their business, strategies and services and to help them reach their potential off the pitch.

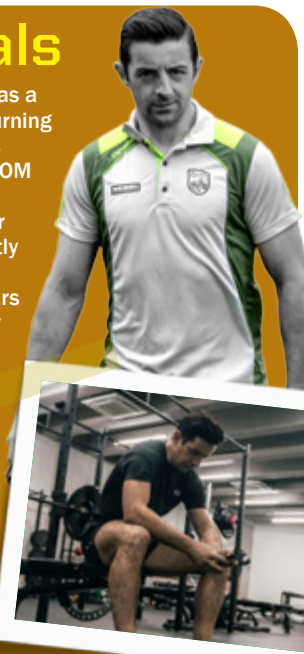
By engaging in our programme, players at all levels of business are supported

with an expert panel of mentors for all sectors of business and industry. The programme offers a wide variety of services and expertise in areas of start-up, funding, sales, strategy and compliance.

## Player Testimonials

“Last year I began the journey in turning what was a passion of mine - fitness, health, nutrition - and turning this passion into a business. On January 25th this dream becomes a reality with the launch of the AOM Fitness Online Training Programmes. I've always been fascinated by training, constantly looking for that margin, breaking down each phase, constantly looking to understand why it works, how it helps, what I can do more of. For the best part of 14 years my training was solely about me, getting my body right, my mind ready. Now with the same energy I find myself loving a different chapter, helping others and showing them how. Throughout my journey my engagement with the GPA Business Growth Hub has helped me put the foundations in place for my business and given me the platform to launch what I believe is the most comprehensive online training programme available on the market today.”

**AIDAN O'MAHONY**  
Kerry Footballer



“The business startup and development services have been invaluable to my company Request It Ltd. By putting the advice and coaching into practice we have increased sales significantly, secured our first warehousing premises in Dublin, currently in the process of taking on employees and expanding into the States. We definitely wouldn't be this far down the line in such a short space of time without the help of the GPA.”

**EMMET NOLAN**  
Offaly Hurler

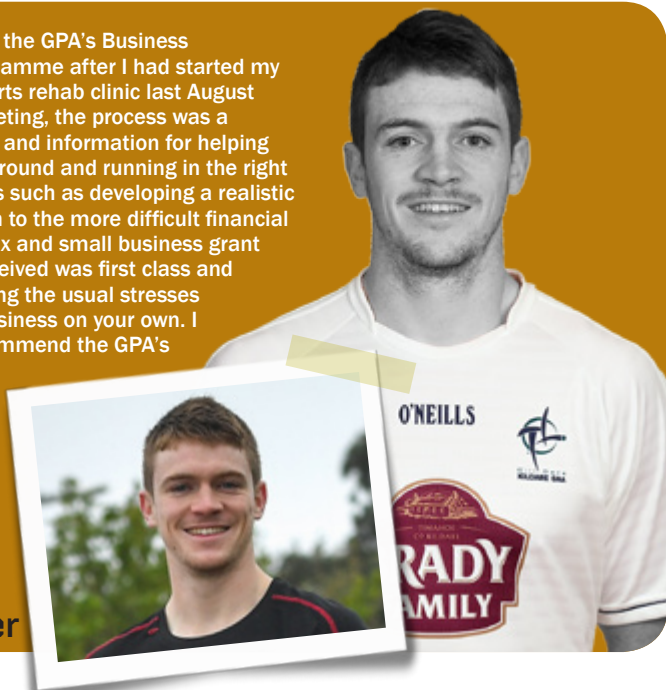




# Player Testimonials

“I first came in contact with the GPA’s Business Development Coaching Programme after I had started my own athletic therapy and sports rehab clinic last August 2018. From our very first meeting, the process was a tremendous source of advice and information for helping me get my business off the ground and running in the right direction. From small matters such as developing a realistic and achievable business plan to the more difficult financial issues such as accounting, tax and small business grant applications. The advice I received was first class and helped a great deal in reducing the usual stresses associated with starting a business on your own. I would fully endorse and recommend the GPA’s Business Development Coaching Programme to anyone who may be in a similar situation or is thinking about taking a brave step in to a new venture that they passionate about.”

**KEVIN FEELY**  
Kildare Footballer



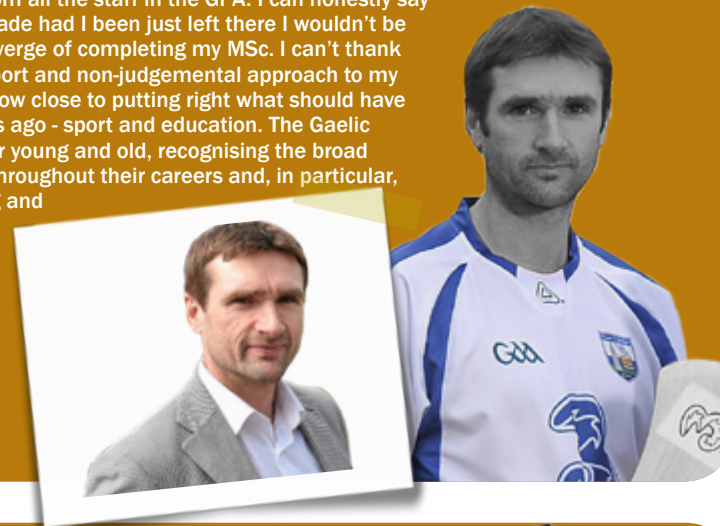
“The GPA Personal Development & Business Coaching Programme helped me transition my time and focus from inter-county football to my business and embrace the associated challenges and opportunities. Understanding my athletic identity has helped grow my business and carry values that I took for granted during my football career into a business environment. The programme also allows me time out to reflect on my ever-growing business, allowing me to make more informed decisions and ultimately succeed off the field of play.”

**SEAN CAVANAGH**  
Former Tyrone Footballer



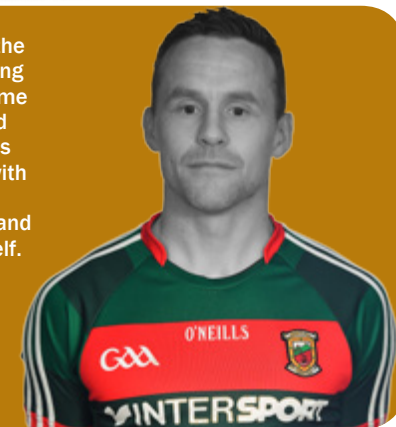
“Having spent over 20 years focussing on my sporting career with Waterford, something was always in the back of my mind to challenge myself academically. In the pursuit of All Ireland glory my education, being honest, just came second. It was something that I regretted later in life if truth be told. Years go by and when you’re in the bubble of elite sport there never seems to be the right time or chance to prepare yourself for life after sport. Hence when I retired I thought my opportunity to revisit my education was gone or just too late. Still in my mind, I discussed my thoughts with the Gaelic Players Association. Discussing an issue like this can be daunting but from our very first conversation the guys put me at real ease. There would be a general perception in sport that only the present and top class players get looked after. This certainly wasn’t the case I found with the GPA. After fantastic support and guidance from the GPA I returned to do a masters in the area of sports science. This was relatively an easy decision. The hard part was actually doing it and overcoming the many challenges I would face along the journey. That’s when you really need the support. Issues like supporting your family at home and the daunting talk of would I be able for a return to a Level 9 course. This is when the support really kicked in from all the staff in the GPA. I can honestly say that when the decision was made had I been just left there I wouldn’t be where I am today, and on the verge of completing my MSc. I can’t thank the guys enough for their support and non-judgemental approach to my situation from day one. I am now close to putting right what should have gone hand in hand many years ago - sport and education. The Gaelic Players Association is there for young and old, recognising the broad challenges that players have throughout their careers and, in particular, after. They enhance well-being and promote sustainable, enjoyable, long-term athletic development, performance, education and success to all their members.”

**TONY BROWNE**  
Former Waterford Hurler



“Recently we had a project in Mayo that we could not get off the ground due to many different financial reasons. Luckily the timing of engagement with the GPA’s Business Development Programme was perfect for me. The project is now back up and running, and we are now one step closer to opening our second business. This is all thanks to the GPA’s Business Development Programme, with their support in preparing the application for Leader Funding. I simply would not have the knowledge of the funding available, and would not have had the time to prepare the application by myself. Personally, for me, this has been the best player development programme that the GPA have introduced.”

**ANDY MORAN**  
Mayo Footballer





# Programme & Player Engagement

<b>Business Start Up &amp; Development</b>	
<b>49 Programmes</b>	<b>47 Players</b>
<b>Career Development</b>	
<b>214 Programmes</b>	<b>203 Players</b>
<b>Education Advice</b>	
<b>25 Programmes</b>	<b>22 Players</b>
<b>Education and Training Funding</b>	
<b>148 Programmes</b>	<b>139 Players</b>
<b>Enhanced Scholarships</b>	
<b>12 Programmes</b>	<b>12 Players</b>
<b>Financial Consultation</b>	
<b>22 Programmes</b>	<b>20 Players</b>
<b>GPA Madden Leadership Programme</b>	
<b>18 Programmes</b>	<b>17 Players</b>
<b>GPA Personal Development Coaching</b>	
<b>188 Programmes</b>	<b>185 Players</b>
<b>GPA Rookie Camp</b>	
<b>73 Programmes</b>	<b>73 Players</b>
<b>Personal Case Management</b>	
<b>297 Programmes</b>	<b>281 Players</b>
<b>Presentation and Public Speaking</b>	
<b>18 Programmes</b>	<b>17 Players</b>
<b>Residential Treatment Programme</b>	
<b>2 Programmes</b>	<b>2 Players</b>
<b>Scholarship</b>	
<b>487 Programmes</b>	<b>487 Players</b>
<b>Grand Total</b>	
<b>1553 Programmes</b>	<b>1505 Players</b>



**In total, 1,107 individual players availed of PDP programmes**

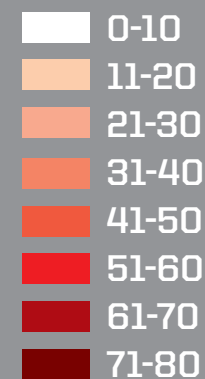


# Football Breakdown by County

814 Programmes  
571 Players

	Business Start Up & Development	Career Development	Education Advice	Education and Training Funding	Enhanced Scholarships	Financial Consultation	GPA Madden Leadership Programme	Personal Development Programme	GPA Rookie Camp	Personal Case Management	Presentation and Public Speaking	Scholarship	Grand Total
Antrim		2		3			3		4	3		10	25
Armagh				6			5		7			7	25
Carlow						1	4		2			3	10
Cavan		3	1	3	1		5		7			5	26
Clare		10		1			5	1	7			9	33
Cork		6		3		2	4	3	5			5	28
Derry	1			3					1			13	18
Donegal	5	4	1	2	1		1	4	2	6		7	33
Down	1			8	1		2	2	2	2		8	24
Dublin	2	6				1	5	2	11	1		6	35
Fermanagh		2		1			4		5			6	18
Galway	2	1	1	2			6	2	8	1		5	28
Kerry	4	10		3		1	5		8			9	40
Kildare	2	3	1	2		1	4	4	7			8	32
Laois		2	2	3			3	2	5			7	24
Leitrim		1	1	2			2		6			10	22
Limerick		5	3	1		1	3	1	5			11	30
London		4		4		2	6	2	5			2	25
Longford	2	3		3		1	3	2	1			6	21
Louth		3		2			1	2	4			7	19
Mayo	2	1		6	2	4	9	3	3	1		8	39
Meath	1	1		3		2	4		3			6	20
Monaghan	2	2					1	1	3	2		11	22
Offaly	2	4	1	5	1	1	3		5			7	29
Roscommon		7	1	3		2	5		9	1		6	34
Sligo	2	5		1			6	1	8			15	38
Tipperary		2	1				3		6	1		5	18
Tyrone	1	1		5			4	3	10			6	30
Waterford		8	1	1			2	2	5			3	22
Westmeath		2		1			2	2	4	1		3	15
Wexford	3						1		2			11	17
Wicklow		4		1			1		2			6	14
<b>Grand Total</b>	<b>32</b>	<b>102</b>	<b>14</b>	<b>78</b>	<b>6</b>	<b>13</b>	<b>9</b>	<b>115</b>	<b>37</b>	<b>166</b>	<b>11</b>	<b>231</b>	<b>814</b>

## Total number of programmes per county



## Breakdown by province

**Connacht**  
10 Total Squads

**Ulster**  
18 Total Squads

**Munster**  
12 Total Squads

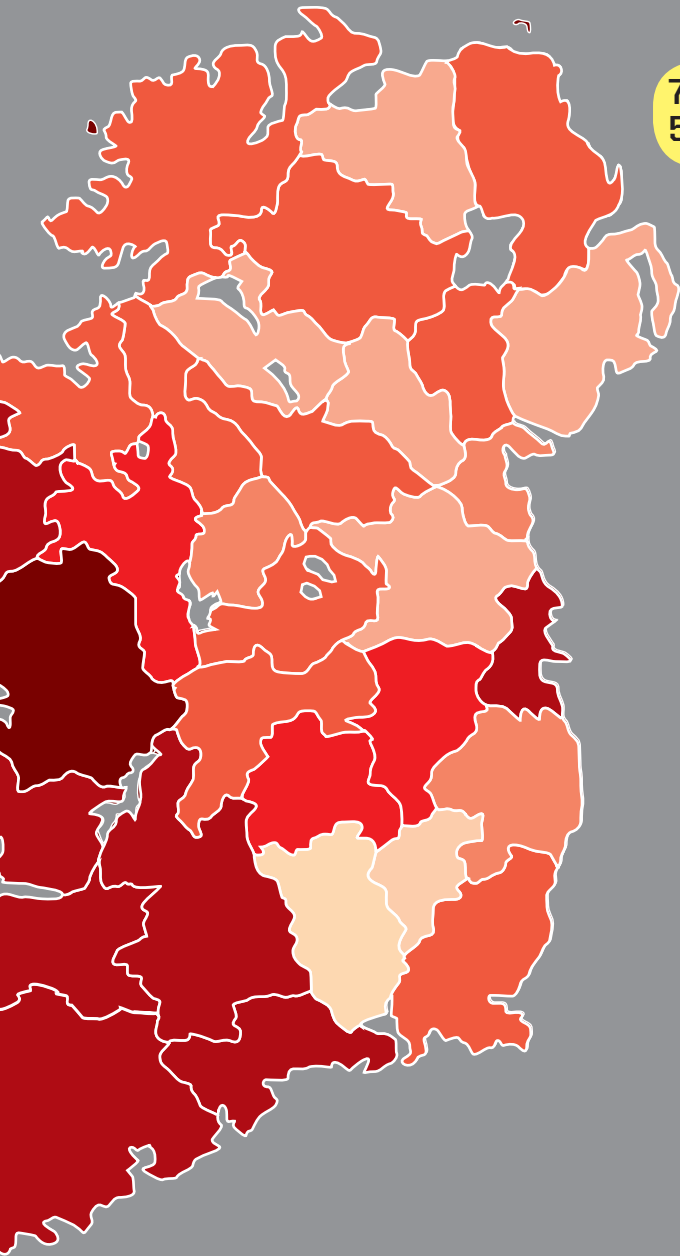
**Leinster**  
24 Total Squads

**Overseas**  
5 Total Squads



# Hurling Breakdown by County

**739 Programmes**  
**536 Players**



	<i>Business Start Up &amp; Development</i>	<i>Career Development</i>	<i>Education Advice</i>	<i>Education and Training Funding</i>	<i>Enhanced Scholarships</i>	<i>Financial Consultation</i>	<i>Jim Madden GPA Leadership Programme</i>	<i>Personal Development Programme</i>	<i>GPA Rookie Camp</i>	<i>Personal Case Management</i>	<i>Presentation and Public Speaking</i>	<i>Scholarship</i>	<i>Grand Total</i>
Antrim		2		3			1			6		5	17
Armagh		2		4					2	1		8	17
Carlow		5		2				3	3	6		8	27
Cavan		3		2			1	2	2	2		7	19
Clare		5		2		1		2		5	1	13	29
Cork	1	4	1	5				5	4	6		10	36
Derry		1	1							2		3	7
Donegal	1			1				1		2		4	9
Down		2		4				2	1	5		11	25
Dublin	1	5		1	2			2	3	2		13	29
Fermanagh				2					2			7	11
Fingal		2											2
Galway	4	5		4	1	2		8	1	13	1	8	47
Kerry		1		2				1		3		11	18
Kildare	1	1		2		1	1	2	4	2		7	21
Kilkenny	3	6		2		1		2		6		12	32
Lancashire				3								2	5
Laois		8						4		5		11	28
Leitrim		3						2	2	4		8	19
Limerick	1	8	1	2		1		3		5		15	36
London										1		1	2
Longford				4								7	11
Louth		2		3	1		1			2		3	13
Mayo		6		2		2		5	2	7	1	6	31
Meath		1			1			1		3		3	9
Monaghan				1				1	1			3	6
Offaly		4		1				1	1	2		7	16
Roscommon		5	1	2			1	1	1	5		6	22
Sligo				2					2			6	10
Tipperary	1	8	3	4	1		2	6	1	8	1	10	45
Tyrone		3						1	2	4		4	14
Warwickshire		1						1		3		1	6
Waterford		14		4			2	5	1	8	1	6	41
Westmeath		3	4	5				4		9		8	33
Wexford	3	1		1		1		3		3	2	11	25
Wicklow	1	1						4	1	3		11	21
<b>Grand Total</b>	<b>17</b>	<b>112</b>	<b>11</b>	<b>70</b>	<b>6</b>	<b>9</b>	<b>9</b>	<b>73</b>	<b>36</b>	<b>133</b>	<b>7</b>	<b>256</b>	<b>739</b>



# Player Testimonials

“The Player Development Programme provided by the GPA is invaluable. I can't describe how much it helped me and is continuing to help me as I am going through a period of transition in my career.”

**TOMÁS CORRIGAN**  
Fermanagh Footballer



“The GPA have been a fantastic resource to me in both my personal and professional life. On the development side, I contacted the GPA in 2018 about the possibility of enrolling in an executive MBA programme in DCU. They were extremely helpful, providing me with all the relevant information and also offering me assistance with my CV and training for my interview skills. I have just completed the first year of the course and I believe it will help my career massively. I work for a start-up company where costs are kept to a minimum so I simply would not have been able to afford the course without the support of the GPA.”



**COLM O'MEALÓID**  
Meath Hurler



“I was delighted to be accepted onto the GPA/DCU executive MBA Program. Having worked in senior healthcare management for several years I wanted to undertake a course that would support and enhance my workplace experiences. The executive MBA course is a significant financial commitment, challenging and time-consuming course. However, following inter-county retirement the support of the GPA scholarship has made this course possible and has allowed me to continue a balance between club GAA, work, family and educational commitments. I am looking forward to Year 2 and continuing to work closely with a number of GPA scholars at DCU.”

**MICHAEL ENNIS**  
Down Hurler



# Programme Breakdown

## HURLING SQUADS

Squad	Programmes	Players
Antrim	17	14
Armagh	17	14
Carlow	27	19
Cavan	19	13
Clare	29	24
Cork	36	21
Derry	7	5
Donegal	9	7
Down	25	20
Dublin	29	22
Fermanagh	11	11
Fingal	2	2
Galway	47	27
Kerry	18	16
Kildare	21	16
Kilkenny	32	23
Lancashire	5	4
Laois	28	22
Leitrim	19	14
Limerick	36	26
London	2	2
Longford	11	11
Louth	13	9
Mayo	31	21
Meath	9	8
Monaghan	6	6
Offaly	16	12
Roscommon	22	15
Sligo	10	10
Tipperary	45	29
Tyrone	14	12
Warwickshire	6	4
Waterford	41	25
Westmeath	33	16
Wexford	25	20
Wicklow	21	16
<b>Grand Total</b>	<b>739</b>	<b>536</b>

# own by Sport

## FOOTBALL SQUADS

Squad	Programmes	Players
Antrim	25	17
Armagh	25	19
Carlow	10	7
Cavan	26	14
Clare	33	23
Cork	28	28
Derry	18	16
Donegal	33	22
Down	24	19
Dublin	35	25
Fermanagh	18	12
Galway	28	18
Kerry	40	24
Kildare	32	23
Laois	24	16
Leitrim	22	19
Limerick	30	23
London	25	12
Longford	21	16
Louth	19	15
Mayo	39	31
Meath	20	13
Monaghan	22	19
Offaly	29	22
Roscommon	34	19
Sligo	38	27
Tipperary	18	10
Tyrone	30	22
Waterford	22	14
Westmeath	15	11
Wexford	17	14
Wicklow	14	11
<b>Grand Total</b>	<b>814</b>	<b>571</b>

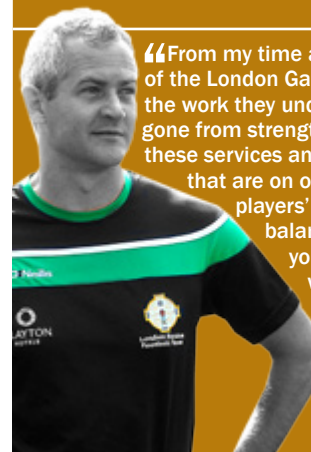


## Manager Testimonials

“The GPA have always acted as an invaluable resource to my players AND I. The GPA's Player Development and Welfare Programmes have assisted the Senior Tipperary Hurling Panel through thick and thin, with the objective of reaching our full potential both on and off the field. Players' performances are correlated with their performances in their careers, education, relationships and emotional well-being. As my players continue to engage with the GPA to be the best version of themselves, I recognise their positive attitudes, optimistic behaviours and personal fulfilment, as they seek satisfaction in all areas of their lives. I understand the importance of having individual players managing their dual-careers and the collective benefit that this has on the squad as a whole. I would encourage all managers to ensure his players are using the GPA's support, to promote their development and welfare, as people and as players.”



### LIAM SHEEDY



“From my time as a player with the Wexford Footballers, to my role as Manager of the London Gaelic Football Team, I have been a big supporter of the GPA and the work they undertake. Their Player Development & Welfare Programme has gone from strength to strength and I would encourage all Managers to promote these services and recommend engagement with the multitude of programmes that are on offer for your players. The programmes look to develop your players' academic, professional and playing careers, alongside balancing their personal lives and relationships. This can only benefit your team and squad as a whole. As a manager I have engaged with the support network and programmes on offer with regard to my career and I am indebted to the GPA for their guidance and support through uncertain times. I recommend all to utilise their excellent services.”

### CIARAN DEELY

“The GPA provide a vision for players and management. This vision is built on real substance, an acute awareness of players needs but more importantly a distinct strategy in terms of initiatives, processes and delivery of programmes. Balance is the core message of their player development and welfare programme. A realisation that development and ambition of players on the field can and will be correlated and reciprocated by a plan, a pathway to achieve a healthy balance off the field. This has been central to their maxim. During my five year tenure with Waterford their sense of empathy, their care for players and management was very evident. They have the foresight to recognise that the pursuit of excellence in our respective codes whilst all-encompassing at times should involve the merging of old fashioned principles of authenticity, honesty and integrity with the willingness to evolve, innovate and above all listen.”



### DEREK McGRATH







# Leadership Development

The GPA provides and supports a wide range of leadership development programmes which gives members the opportunity to attain and enhance vital leadership skills.

2018 saw the continuation of successful programmes and the introduction of new initiatives.

## JIM MADDEN GPA LEADERSHIP PROGRAMME

The Jim Madden GPA Leadership Programme, is the GPA's flagship personal development and leadership initiative for members. It is a bespoke leadership Programme developed by experts in Education, Sport and Business and is designed to develop groups of county players from hurling, to camogie and to both men's and ladies Gaelic football with the necessary skills, motivation and experience to become real leaders in the community. The Programme is built on the 3 strands of Sport, Community and Business leadership. Many of our members have exceptional leadership qualities honed through the experience and resilience developed as players in a highly competitive environment. Performance is often predicated on the player's own ability to lead by example encouraging greater levels of performance from team-mates.

Graduates of this Programme can continue their studies in a specially designed module at Maynooth University (Level 9 NFQ). This programme has been life changing for many of the players who have taken part, giving them the courage and belief to make important changes in their own lives and communities for the better.

To date 112 players have participated in the programme over four years (74 male 38 female). 23 players have completed the Maynooth University (Level 9 NFQ) accreditations module with 13 (7 male, 6 female) having completed the programme in 2018.

### Course Overview

The Jim Madden GPA Leadership Programme is an individually tailored 'elite athlete friendly' programme and includes:

- Leadership Masterclasses with experts from the sporting, community and business worlds
- A Development Centre designed to help you determine your own individual Leadership strengths and your developmental areas
- Leadership workshops designed to help you build on these strengths and developmental areas
- Access to a hand selected group of professional and executive coaches - You will work with one of these coaches on your own individual developmental needs and other

areas you want to explore throughout the programme

- Lastly, you will have the chance to build on your existing and practice newly developed leadership skills by developing and delivering a real tangible project designed to benefit school children, the community and society in general e.g. Réalta Programme.

This advanced leadership programme is designed to be highly relevant, tangible and built to help you evolve a personal leadership style. As recruiters and companies search for candidates with applicable experience and initiative, this programme is designed to help you fit that profile.

### Programme Content

#### LEADERSHIP MASTERCLASS

Over the course of a day participants will attend 3 different masterclasses with experts from the business, community and sporting worlds. These sessions are designed to help you explore what are the critical behaviours that allow great leadership to foster in individuals and in groups and allow you to self reflect





on how strong you are in these key leadership behaviours.

### DEVELOPMENT CENTRE WORKSHOP

You will attend a one day development centre and take part in a number of exercises. The centre is designed to objectively assess your own individual Leadership strengths and developmental areas. You will receive an individual feedback report as an output of the centre that you can work on with your designated coach throughout the course of the programme.

### PERSONAL & INTERPERSONAL LEADERSHIP WORKSHOPS

These workshops are designed specifically to help you build on your existing strengths and develop the interpersonal skills highlighted in your

feedback report.

### GROUP LEADERSHIP SKILLS WORKSHOP

This workshop is designed specifically to help you build on your existing strengths and develop the group skills highlighted in your feedback report.

### COMMUNITY PROJECT

A key aim of this programme is to create community leaders for the future. With this in mind participants from the previous four years have devised and developed a community project that works closely with the Irish Primary School Network. Participants on the 2019 Programme will have the opportunity to work with their local primary schools on this Reálta Programme.

## INTERNATIONAL LEADERSHIP PROGRAMMES

To help broaden players understanding of community issues and further develop and challenge their leadership skills, the GPA added an international element to its Leadership Development Programmes.

Four GPA members took part in two Inner Winner Institute Programmes held in Zambia and Ireland run by former Galway player and GPA Player Engagement Officer Alan Kerins. Each programme focusses on developing the interpersonal and leadership skills of participants, many of whom are current and former inter-county members.

Participants engage with some local

community leaders and activists who are among the world's most resilient, brave and inspirational people. Their determination, patience, creativity and flexibility in leading change in truly challenging environments is remarkable. On completion of the

programme participants are urged to apply their newfound knowledge and leadership skills to bring about change for the better in their communities.



# Madden Leadership Programme Testimonials

“The Jim Madden GPA Leadership Programme has been an outstanding experience for me as a young professional starting out my career. I can safely say I have become a more complete person having gained numerous skills that can be applied on the field and in the workplace. Although the Programme is challenging at times, the friends and experiences that are gained throughout makes the whole Programme worthwhile.”



**JAMES BARRY**  
Tipperary Hurler

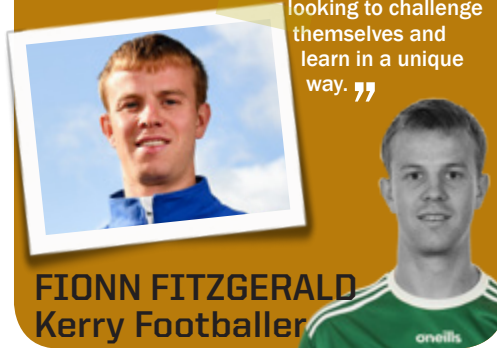
“The Madden Leadership Programme has encouraged me to explore personal development in a way that I never expected. The course is so hands on and the experiences that it offers are more beneficial than I ever imagined. The challenges and development centres that are provided allow for such experiential learning and the feedback that is provided is so thorough and insightful. The Madden Programme epitomises Einstein’s



**KATE LYNCH**  
Clare Camogie

quote- “Learning is experience, everything else is just information.”

“The Madden Leadership Programme has been without doubt the most thought-provoking and unique course I have done in my career. The course afforded me the opportunity to learn from many leaders in different fields and share experiences with other inter-county players. The course challenged me on many levels to evaluate what I did as a person, player and professional in my community. I would highly recommend this course to any player



**FIONN FITZGERALD**  
Kerry Footballer

looking to challenge themselves and learn in a unique way.”

“The Jim Madden Leadership Programme has been an incredible collaboration between the Madden family, the GPA and the WGPA for their players. It has been an experience that challenged, excited and encouraged me to develop as a player, a person and a leader in all aspects of my life. I gained huge knowledge from various leaders in business, sport and charitable organisations but also from each participant on the programme.”



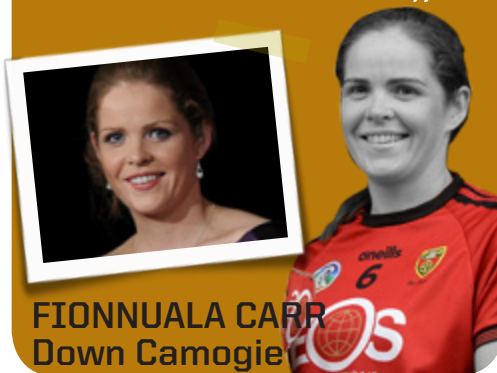
**SINEAD DELAHUNTY**  
Tipperary Camogie

“The Madden Leadership Programme is without doubt the most useful piece of education I have ever undertaken. The experience will stand to me in everything that I set out to accomplish from here forward.”



**NEIL McMANUS**  
Antrim Hurler

“When I first started the Madden programme I was unsure as to what expect. Since then I have met a brilliant group of people from whom I have learnt a great deal from. The Jim Madden programme will open your mind and challenge you in a host of different but good ways. Working with like minded people who want to learn and do better is an experience that I have enjoyed from start to finish.”



**FIONNUALA CARR**  
Down Camogie

“The Jim Madden Programme has been an incredible experience. Getting the opportunity to learn about leadership with my peers across the different codes has been inspiring. It’s lead me to take on more leadership roles in the community. The learning along the way has given me practical tools to apply in both games and work life situations.”



**MARK HAYES**  
Cavan Hurler

“Participating in the Jim Madden Programme has been an amazing experience for me. I can honestly say I have gained an insight into not only the different types of leadership styles, but an understanding of how these can be applied to my own situations, both in my profession and sporting career. It has been a challenge, but a very enjoyable one and I’m looking forward to applying what I’ve learnt in the real world.”



**RENA BUCKLEY**  
Cork Camogie & Ladies Football





# Player Welfare & Representation

## PLAYER WELFARE

Player welfare is fundamental to the work of the GPA. A core objective of our 2017-19 Strategic Plan is to raise welfare standards for our members through a united player voice. Through the GPA Player Safety and Welfare Group (PSWG), which was established in 2016, progress was made in a number of areas throughout 2018.

### ESRI Report

Inter-county players can spend up to 31 hours per week on their playing commitments and compromise on other aspects of their lives to do so according to a report published by the ESRI in 2018, which was commissioned by the GAA and GPA.

Much of the findings validate the GPA's long held view that while it's an enormous privilege and honour to play at senior inter-county level the demands on players that come with it are enormous and growing.

The fitness levels, the injuries, the time commitment and the impact on players' careers from playing at this level are huge. The GPA through our wide range of player support programmes is working hard to robustly support players to manage the demands of the modern game and the demand for our services has never been greater.

A subcommittee of the GAA and GPA has now been established to fully examine the findings of the report and aim to publish an action plan to address these issues in early 2019.

### ESRI Report Key Findings

**77%**

of players identified less time with family, partners & friends as the main downside from playing senior inter-county

**70%**

of players feel the most important aspect of their inter-county experience is the enjoyment they get from training and competing at the highest level

**82%**

of players feel that "too much effort is demanded of us as players"

**69%**

of players felt that the development of leadership skills was one of the main benefits that they had received from being an inter-county player

**40%**

of players had no time off from Gaelic games during the course of 2016

**79%**

of inter-county players enjoy the voluntary activities undertaken to promote Gaelic Games

**31 hours**

Players give up to 31 hours a week to involvement with county teams

### GPA Player Welfare and Safety Committee

The ongoing work of the GPA Player Safety and Welfare Committee continues to underpin the overall objective of raising the standard of medical and welfare provision for our members. The findings of the ESRI report have endorsed the long-held concerns that we are at a tipping point with the level of demands expected of inter-county players to compete at an elite level. This presents a significant challenge to the sustainability of our games going forward.

Over the course of 2018 the committee, Chaired by Dr. Jim O'Donovan have continued to lobby for improvements in standards of medical care in the inter-county playing environment. A body of research is due to be commissioned in 2019 to examine the training load management of inter-county players with further research to examine the impact on sleep.

The group has also been active in the review and co-ordinated a response to the findings of the ESRI report which was published in September 2018. A key objective of the Player Safety and Welfare Committee in 2019 will be the development of policy and programmes to address some of the welfare issues affecting players which have been identified in the report.

### GPA PLAYER WELFARE & SAFETY COMMITTEE MEMBERS

**Dr Jim O'Donovan**

Chairman  
Sports and Exercise  
Medicine Consultant  
(SSC), Head Doctor  
at Institute of Sport.



**Cathal Cregg**

Head of S&C  
Connacht GAA



**Enda King**

Head of Rehab  
Sports Surgery Clinic



**David Breen**

Lead Physio  
Wasps Rugby



**James Sherry**

Chartered  
Physiotherapist



**Ciaran McDonald**

Orthopaedic surgeon



**Walter Palmer**

Former General  
Secretary EU Athletes/  
World Athletes Union



**Eamonn Murphy**

GPA Player  
Representation  
Manager





## Concussion Management

While concussions are unavoidable in contact sports, the GPA believe that there is certainly more that can be done in addressing this issue in the GAA. There is a responsibility on all stakeholders to protect our players.

Early 2018 saw the publication of the GAA's new Concussion Management Guidelines following the recommendations from the 5th International Concussion Consensus Conference held in Berlin, in 2016. Through our representation on the GAA's Medical Scientific and Welfare Committee, the GPA were invited to make contributions to the policy.

The GPA, through the Player Safety and Welfare Committee will continue to work to ensure our members understand the signs and symptoms of concussion and also to support medical teams working with inter-county teams to help with the diagnosis and return to play for players with concussion.

## Anti-Doping

Over the course of 2018, the GPA has worked collaboratively with the GAA to implement a strategy for the delivery of anti-doping education for inter-county teams. This was strengthened by increasing the network of Sport Ireland trained tutors from 12 in 2017 to 31 in 2018. This helped facilitate anti-doping education work shops to over 90% of squads in 2018.

139 anti-doping tests were conducted over the course of 2018, over half of which were conducted at training venues around the country. The GPA continue to work hard to ensure all our players are educated on their rights and responsibilities in relation to anti-doping and protecting the integrity of our sport.

To that end the GAA and GPA agreed an addendum to the agreement with Sport Ireland in 2018 to introduce player

education as a pre-requisite for receipt of Government funding from 2019 onwards and the sharing of residential address information for the exclusive purpose of anti-doping intelligence.

The GPA were also delighted to invite Siobhan Leonard, Sport Ireland's Director of Anti-Doping and Ethics to present at the GPA Rookie Camp at the Institute of Sport in December 2018.

## Past Player Medical & Surgical Intervention Fund

Former players have access to the GAA GPA Medical & Surgical Intervention Fund which reimburses out of pocket medical expenses on medical or surgical procedures resulting from involvement in inter-county games. The fund was agreed upon during negotiations for the last GAA GPA collective bargaining agreement in 2017 and is open to anyone who played senior inter-county hurling or football and meets the application criteria.

In 2018 seven players have taken up the option of receiving financial assistance and medical support through the fund. 2017 was the first year the fund was operational and support was provided to nine players to assist with the cost of surgical procedures. We encourage past players in a similar situation to reach out to the GPA and make the most of the support fund that is in place.

## Welfare Services



Counselling services



Cardiac Screening



Past Player Medical & Surgical Intervention Fund



Mouthguard scheme

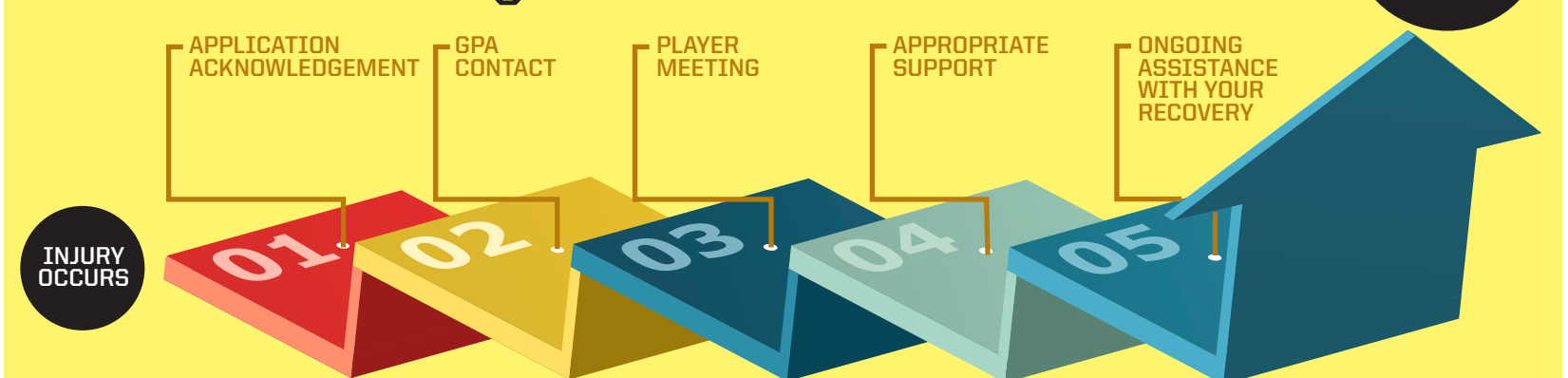


Enhanced Injury Scheme



Benevolent Fund

## How the Past Player Medical and Surgical Intervention Fund works



## PLAYER REPRESENTATION

The GPA represents the collective voice of inter-county footballers and hurlers on all player welfare and fixture related issues which impact our members. The GPA is supported by a network of representatives in each squad who act as a conduit for player views to be raised at Executive Board level of the Association. The GPA is also represented on many National Committees within the GAA to ensure the playing body have a direct input on decision making and policy development relating to our games.

The GPA believes that as valued stakeholders of our games, the voice of the inter-county player should be central to any decisions relating to the inter-county game.

### Congress 2018

The GPA's first motion put forward to the GAA's Annual Congress was successfully passed in February marking a significant step forward for the players body. On the back of concerns raised by many members over the lack of promotion and recognition for lower tiered hurling competitions, this motion sought to have semi final games in the Christy Ring, Nicky Rackard and Lory Meagher games played in neutral venues. The motion was passed with a comprehensive 62% support.

Elsewhere, a motion in relation to prohibiting betting companies from engaging in sponsorship with GAA teams or competitions also received overwhelming support. This was seen as a great endorsement of the work of both the GPA and GAA in leading the campaign to tackle problem gambling in our games and the wider society.

The GPA was also afforded the opportunity to present to Congress delegates on the various programmes and services available to our members. The GPA is committed to strengthening our relationship with

County Committee's and to educate administrators on the work of the GPA. Maintaining an effective relationship between players and administrators in each county has consistently shown to maximise a counties opportunity for success on and off the field.

### Competition Structures and Rules

The GPA continues to lobby for an improved master fixture calendar for both football and hurling competitions that limits the excessive demands expected of inter-county players. Changes introduced at GAA Congress in order to facilitate a more coherent club fixture programme were broadly welcomed. Unfortunately, some of the rule changes implemented have had significant impact on county players both on a personal and team preparation perspective.

The GPA was invited to present to the GAA's Central Competitions Control Committee (CCCC) in September on the back of extensive consultation with members on fixtures and games related issues. A number of concerns were raised with the fixtures and scheduling of competitions most notably the April 'club month' and the lack of an off-season for inter-county players.

A survey of members also indicated that 60% of members had expressed a desire for a tiered football championship of some form in order to provide more meaningful games for lower tiered



football teams.

It was agreed that the GPA would continue to work collaboratively in 2019 in order to facilitate a more effective programme of fixtures for inter-county players and explore potential proposals for the introduction of a tiered football championship in the future.

### GPA Squad Reps

As an advocate for our members and the broader GAA community, the GPA is passionate about instilling a sense of integrity and belonging, and showcasing our members as people first and athletes second.

Our members are represented by the GPA National Executive Committee and two squad representatives from every inter-county squad. The squad rep acts as the main point of contact between the players on the ground and the GPA office. The key roles of the squad rep include:

- Negotiation of the squad charter with County Officers before the commencement of the season
- Promote engagement with GPA Player Development Programmes among squad members
- Represent the views of players on issues such as fixtures and playing rules to the GPA HQ
- Attend the GPA AGM annually





# 2018 GPA Squad Reps

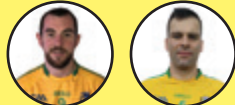
## CONNACHT

### Galway



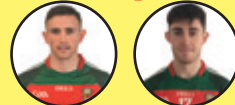
FOOTBALL Damien Corner  
HURLING John Hanbury

### Leitrim



FOOTBALL James Glancy  
HURLING Donal Wrynn

### Mayo



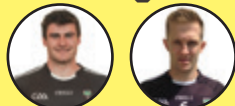
FOOTBALL Jason Doherty  
HURLING Corey Scahill

### Roscommon



FOOTBALL Donal Smith  
HURLING Naos Connaughton

### Sligo



FOOTBALL Pat Hughes  
HURLING Keith Raymond

### Antrim



FOOTBALL Chris Kerr  
HURLING Neal McAuley

### Armagh



FOOTBALL Aidan Forker  
HURLING Ciaran Clifford

### Cavan



FOOTBALL Dara McVeety  
HURLING Mark Hayes

### Derry



FOOTBALL Alan Grant  
HURLING Emmet Bradley

### Down



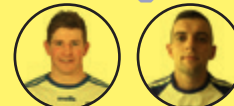
FOOTBALL Kevin McKernan  
HURLING Paul Sheehan

### Fermanagh



FOOTBALL James McMahon  
HURLING Ryan Bogue

### Monaghan



FOOTBALL Darren Hughes  
HURLING Brian Flanagan

## MUNSTER

### Clare



FOOTBALL Sean Collins  
HURLING David Reidy

### Cork



FOOTBALL Mark Collins  
HURLING Lorcan McLoughlin

### Kerry



FOOTBALL Paul Geaney  
HURLING Patrick Kelly

### Limerick



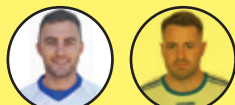
FOOTBALL Tony McCarthy  
HURLING Barry Hennessy

### Tipperary



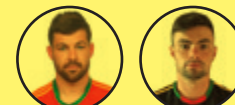
FOOTBALL Brian Fox  
HURLING Brendan Maher

### Waterford



FOOTBALL Tadgh O'Huallachain  
HURLING Noel Connors

### Carlow



FOOTBALL Daniel St Ledger  
HURLING Brian Tracey

### Dublin



FOOTBALL Jonny Cooper  
HURLING Eoghan O'Donnell

### Kildare



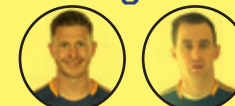
FOOTBALL Daniel Flynn  
HURLING Niall O'Muineachain

### Laois



FOOTBALL Darren Strong  
HURLING Ross King

### Longford



FOOTBALL Michael Quinn  
HURLING Patrick Walsh

### Louth



FOOTBALL Derek Maguire  
HURLING Gerard Smith

### Offaly



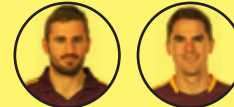
FOOTBALL Anton Sullivan  
HURLING Shane Dooley

### Westmeath

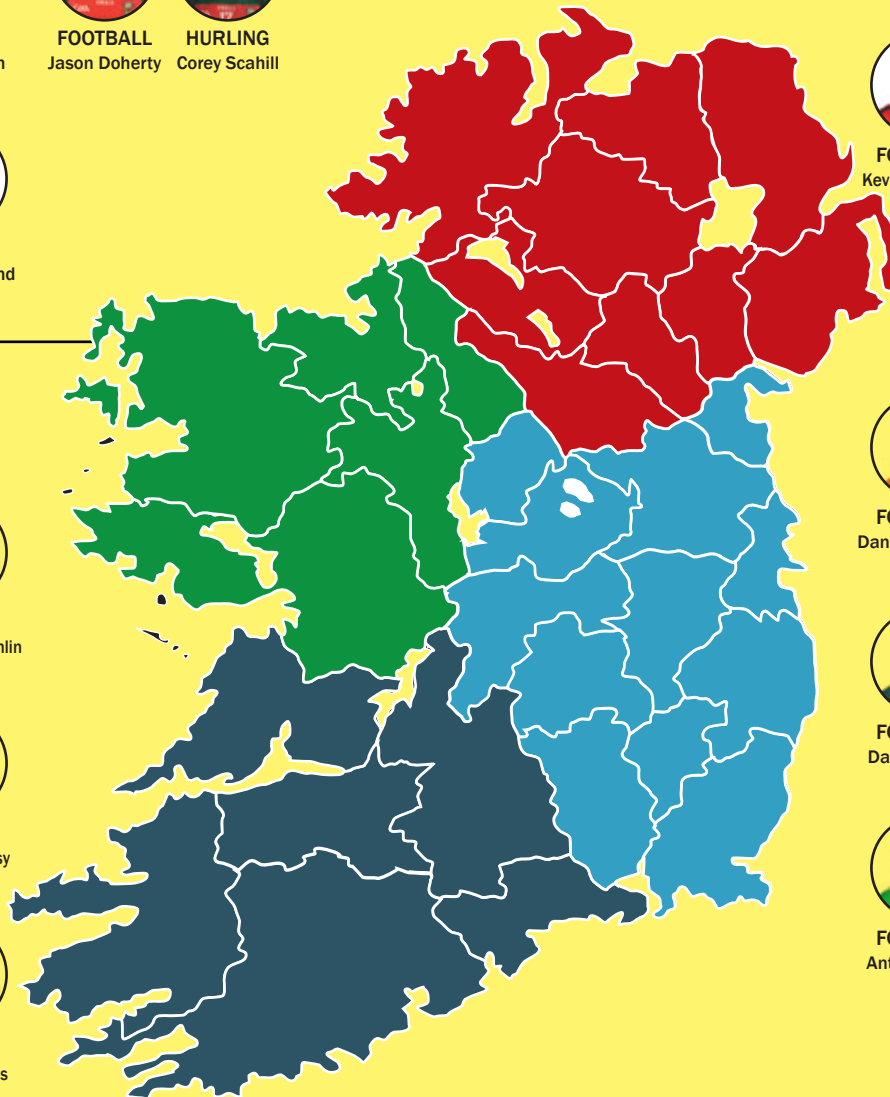


FOOTBALL Denis Corroon  
HURLING Eoin Price

### Wexford



FOOTBALL Brian Malone  
HURLING Eanna Martin



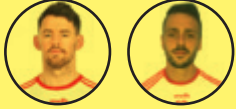
# ULSTER

## Donegal



FOOTBALL HURLING  
Ryan McHugh Padraig Doherty

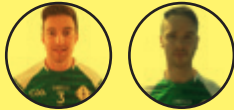
## Tyrone



FOOTBALL HURLING  
Matthew Donnelly Damian Casey

# OVERSEAS

## London



FOOTBALL HURLING  
Ciaran Dunne Conor Hickey

## Warwickshire



HURLING  
Paul Uniacke

## Lancashire



HURLING  
Jason Patton

# PLAYER EVENTS

## Inaugural GPA Rookie Camp:

The GPA Rookie Camp brings together a group of young & upcoming inter-county players from across the country, in both hurling and football. It's an introduction for players to their association, as well as what they can expect, and what's expected of them.

It provides a great opportunity to support players in making what can be a difficult transition to play senior inter-county football or hurling. The recent ESRI research has indicated ever growing demands on county players, issues quite often exacerbated on younger players, so it is important we support this group and also help develop the next generation of leaders and role models in their counties and communities.

## GPA Reps Day/AGM

Annually we hold our AGM and Player Reps Day and bring the attendees through a number of interactive activities and skill development exercises, to support them in their role.



The principles of players communicating and taking responsibility are to the fore, which is beneficial to both the delegates personally and the organisation as a whole, bringing to life the solidarity that exists across the membership.

## All Stars Event/ Champions 15

The PWC GAA GPA All-star Awards have a special sporting and cultural

significance because of their longevity. GAA journalists have had the sole responsibility of picking the teams of the year. The players still have the final call on the Footballer and Hurler of the Year awards though, voting in preferential order on the three players in each code that are nominated by the All Star Selectors.

A quick glance through the All Star records of the past years suggests the cream always rises to the top. That's why the All Stars awards remain such a prestigious event as the ultimate metric of excellence in Gaelic Games.

The Champions 15 awards also recognise outstanding performances and contributions in the Joe McDonagh, Christy Ring, Lory Meagher and Nicky Rackard Hurling championships.

## Engagement with Other Athlete Bodies

The GPA works closely with a number of other athlete bodies, sharing experience and information to facilitate improvement and ensure best practice in player welfare and development across the various disciplines. The representative bodies with which the GPA regularly interacts are: The Womens



# LEINSTER

## Kilkenny



HURLING  
Cillian Buckley

## Meath



FOOTBALL HURLING  
Graham Reilly Damien Healy

## Wicklow



FOOTBALL HURLING  
John McGrath Warren Kavanagh

# PROVINCIAL ENGAGEMENT OFFICERS

## CONNACHT

Alan Kerins



## MUNSTER

Stephen McDonnell



## LEINSTER

Niall McNamee



## ULSTER

Colm Begley



# NATIONAL EDUCATION OFFICER

Noel Connors







Gaelic Players Association, EU Athletes, World Players Association, Rugby Players Ireland, The Professional Footballers Association and the Irish Jockeys Association.

Through regular dialogue, exchange and sharing of information through a united player voice, this has helped with significant policy development in areas such as anti-doping, athlete transition, protecting the integrity of our games and implementation of minimum standards of care.

### GPA 24/7 Confidential Counselling Service

We all feel stresses and pressures in different ways and a county jersey never made any of us bulletproof. We wear more than our county colours. Our counselling programmes are confidential so please take that first step and call, you won't regret it.

<b>24/7</b>	<b>69</b>
Confidential Counselling Service	People contacted the service in 2018
<b>65</b>	<b>65</b>
Clinical Intake Assessments in 2018	<b>211</b>
<b>550</b>	<b>211</b>
Counsellors Nationwide	Counselling sessions attended in 2018

Worries about college, work, money, family, a dip in form or an injury . . . a player can have a rough day for a variety of reasons. These concerns are normal, however, if we can get players talking about these concerns more regularly, we can prevent them turning into bigger issues down the line.

Our counselling service is aimed at encouraging a more open environment for players to recognise, and be more comfortable understanding, who they really are while also encouraging players to talk to each other and the GPA whenever the need arises.

Getting in contact is the first step to feeling better. If you are a GPA member and want to explore more, get in touch today on 01-8575686

If you would like to access our urgent counselling line you can do so 24/7, 365 days a year

**ROI - 1800 989 285**  
**NI - 0800 044 5059**



# Chris Kerr speaks on behalf of GPA at EU Parliament

Earlier this year Chris Kerr penned a powerful blog through the GPA Players voice website titled 'In the name of the father', detailing his depression and anxiety after losing his dad Pat to cancer in 2013.

"I felt I didn't want to be here any more and I couldn't keep it under wraps," he wrote at the time. "I was thinking of suicide. I had enough of living like this and feeling like this. This was a serious kick up the arse. What the hell was I doing? One of the hardest things was telling my mother that I was feeling like this. I became withdrawn from my family. From my friends. From sport. Going to training was a chore. I found myself during drills and games just wanting to be back in bed on my own.

The blog received huge feedback. Therefore, when the Gaelic Players Association asked him to be our representative speaking at the EU parliament in the Belgian capital, it didn't cost Kerr another thought.

"If telling my story helps even one other person along the road, then it's been worth the telling – that has been his mantra since first deciding to seek help and open up. When I first did my blog, I never thought I'd end up in Brussels, at the European parliament, talking about my experiences," said the 32-year-old, who was joined on the panel in Brussels by Dutch Paralympics gold medallist Lisette Teunissen and Irish Olympic hurdler Jessie Barr.

"It was going into the unknown a bit, speaking at an event like that, but I enjoyed it. You're just telling your story and sharing experiences. I didn't need a translator so that was a good starting point - they could all understand me. In my case, I was trying to deal with everything, bottling things up instead of letting them take their natural course, putting on a mask - typical bravado basically. But going out and speaking about your problems, the more people who do that, the better. If people can relate to me and my story, especially people across the GAA community, then that's all I ever wanted to do."







LauraLynn  
IRELAND'S CHILDREN'S HOSPICE

LauraLynn  
IRELAND'S CHILDREN'S HOSPICE

LauraLynn  
IRELAND'S CHILDREN'S HOSPICE

LauraLynn  
IRELAND'S CHILDREN'S HOSPICE

*LauraLynn Children's Hospice*

**GPA**

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For and on behalf of  
Gaelic Players Association

# Players Contributing to Society

GAA Players are tasked with providing for their community in a variety of ways, and their actions are constantly monitored, especially in the age of social media. Inter-county players work hard at being positive role models for their communities. Many young children look up to our members and they can teach children about community activism, and discuss the work ethic required to become a senior inter-county player.

Some players prefer expressing their support for certain causes during their sporting endeavours, while others prefer to perform community outreach outside of gaelic games.

The GPA's Social Action Programme helps harness and focus that collective commitment by supporting a number of charitable and community initiatives. We encourage any players partaking in community initiatives locally and nationally to contact the GPA for support.

Some key projects supported from 2018 were:

## LauraLynn Childrens Hospice

LauraLynn is Ireland's only children's hospice and all their services are provided free to families. Providing Family Support, Symptom Management, End-of-Life Care, Bereavement Support and Direct Care for children with life-limiting conditions in their family home.

## Childhood Cancer Foundation

The Childhood Cancer Foundation is Ireland's National independent body for raising awareness and providing support and services for children and families affected by this disease.

## Run for Josie - Seamus Hennessy

Former Tipperary hurler Seamus Hennessy raised over €200,000 for suicide prevention awareness. Hennessy undertook the gruelling challenge of running 26 miles over a glacier in the Antarctic in memory of his mother Josie, who he lost to suicide when he was just 11 years old.

The Antarctica Ice Marathon took place in December, with Hennessy battling intense elements as part of his 'Running for Josie' campaign. €220,000 was raised in total, and subsequently presented to Pieta House and Living Links, two charities close to Seamus's heart.



Not only that, but the Tipp native completed the marathon in an impressive seven hours, five minutes and 33 seconds, finishing in 33rd place overall.

## Sean Cox Fund

The GAA fundraiser saw Meath and Dublin united together to raise much-needed funds for Sean Cox. The father of three the victim of a brutal unprovoked attack prior to Liverpool's Champions League semi-final meeting with AS Roma in April, with all funds from December's match going towards his aid and medical expenses.

## Alan Kerins Croke Park Challenge

The 2018 Croke Park Charity Challenge took place in GAA Headquarters, bringing together well-known figures from the worlds of sport, business and politics to play on the hallowed turf. The event which raised €220,000 was organised by former Galway hurler, Alan Kerins in partnership with Self Help Africa, supporting enterprise and opportunity in Africa. Proceeds from the event will support the African projects of Irish-based international development organisation Self Help Africa, including projects that Alan has been supporting in Zambia for more than a decade.





# Our Work in the USA

The GPA's US fundraising programme helps fund our player development programmes. Our inter-county footballers and hurlers make a huge contribution to society both as players and in a wide range of charitable and community activities. The demands on players' time and energy both on and off the pitch have never been greater so the GPA's player support services are vital. We want to develop and grow these services to help our members thrive in all aspects of their lives now and into the future (See Player Development Programme pages 8-17 for further details).

In 2018 successful fundraising events were held in Boston and New York.

The highlight was undoubtedly the Super 11 games held in Boston's Fenway Park Baseball Stadium in November in partnership with the GAA. Former Clare All Ireland winner Conor Ryan project managed the trip to Boston for the travelling teams. A crowd of 12,674 attended to watch Limerick, Cork, Clare and Wexford hurling

teams compete. All three games – the two semi-finals and the final - were broadcast live on TG4, GAAGO and NESN in the United States. Limerick were the winners in a final against Cork.

The Super 11s not only provide great entertainment, they also raise awareness of Gaelic Games, the skills involved and facilitate the sport's expansion to new locations. Super 11s rules were specifically designed to allow hurling be played in stadiums around the world which may not be big enough to accommodate a full size GAA pitch. The GPA is hugely proud of its members and we want to give them every opportunity to showcase their incredible skills on the international stage - they deserve nothing less.

The success of our work in the US in 2018 will make an important contribution to our drive to continually improve and update our Player Development Programme so as to maximise the opportunities available to past and present GPA members.







OPPOSITE PAGE: (L)Declan Hannon, Sinead Aherne, Marty Morrissey, Aoife Murray, Paul Mannion on stage at the 2018 GPA NY Gala Dinner; (R) DeMaurice Smith, Executive Director of the NFL Players Association, addressing the gathering at the 2018 Boston Gala Dinner.

THIS PAGE: (top-bottom) Mayor of Boston Marty Walsh meeting Ciarán Kilkenny, Aidan Browne and Shane O'Donnell at the 2018 Boston Gala Dinner; Finbar Furey performing on stage at the 2018 NY Gala Dinner; Niamh Collins, Carol O'Leary, Lorraine Ryan and Gemma Begley pictured at the 2018 Boston Gala Dinner.



# Financial Highlights & Governance

## FINANCIAL COMMENTARY

The GPA's financial strategy is to provide sufficient funding to support the development of relevant programmes and services for members while maintaining financial resilience. I am pleased to report that 2018 was a positive financial year for the GPA and our detailed financial statements are presented on pages 39 to 58.

Whilst it is the individual player stories behind the figures that tell the real impact the Association is making, it is hugely important that all our decisions are based off sound financial reasoning ensuring adequate funding is in place as the demands on players continue to grow.

### Financial results summary:

During 2018 our key financial objective to ensure at least 75% of all net revenues are allocated towards player welfare and development revenues was achieved and exceeded at 76%.

- Revenue increases of 5% were matched to a decrease in expenditure.
- Total programme engagements increased 6% and total individual player engagements increased 17%.
- Association has no bank borrowings.

- 10% reduction in operating costs.
- 11% staffing cost decrease is related to vacant roles for part of 2018.
- Net assets increased as a result of operating surplus of €306,300. The surplus represents 4% of total revenue.
- The Association has reported a net surplus of €306,300 in 2018 compared to €10,204 in 2017. The increase in our reserves should give confidence to stakeholders that the association's finances are being managed appropriately and prudently for members benefit.

Throughout 2018 the GPA updated its risk management framework; identifying risks, prioritising them and setting out mitigation approaches and accountabilities for the highest priority items. These risks are reviewed at every Audit & Risk committee meeting and at least annually by our Board of Directors. Key risks have been identified that have the potential to affect the association.

### Funding:

Income grew by 5% from the previous year to €7,610,731 principally as a result of increased Government Grant Funding of €700,000 and decreased fundraising income. Commercial revenues of

€892,108 remained similar to 2017 (€887,000) through the activities of the Le Chéile commercial partnership with the GAA. The aim of this partnership is to ensure that additional independent player generated commercial funding is available to supplement core annual funding from the GAA. This in turn allows for additional investment in player services.

Total GAA funding to the GPA amounted to €2,895,000 as a result of the 15% link to GAA's Central Council Net Commercial Revenues. This funding agreement which expires in 2019 establishes a long term commitment to link player welfare and development with the GAA's commercial success. The figure represents 38% of total revenues and a 2% increase on 2017's funding of €2,829,403.

Annual Grant Funding is received from Sport Ireland via the GAA, and the GPA is responsible for ensuring that such government funding is paid to senior inter-county players. A total of €3m was allocated in 2018 and is paid directly to players as a result of their participation in inter-county games. The grant provides practical support to players and allows them to continue playing Gaelic games at the highest level whilst maintaining a career or studies. The scheme operates by way of

a refund of expenses in accordance with the provisions set out in the agreement. Government grant income is recognised on an accruals basis relating to the specific championship year the grant relates to. Inter-county players also had involvement in the promotion of sport and healthy lifestyles with local sports partnerships nationwide under this scheme.

### Player Development:

A total of €2,323,054 has been invested in the health, welfare and development of players through our player development programmes and welfare activities, alongside a further €3m in government grant funding. We continue to deliver world class services for players that are internationally recognised including scholarships, education and training supports, personal development coaching, leadership development courses and career development services alongside welfare services and the funding of evidence based research. Details of the funding allocated to programmes is set out on the opposite page.

### Fundraising:

Our primary obligation is to provide meaningful on and off field supports to members and we are committed

to growing services. Our fundraising activities in Ireland and the US are focussed on continuing to fulfill that obligation. In 2018 fundraising generated €737,626 of reported income for the GPA. The fundraising programme is aimed at helping support player development and to raise awareness internationally of the huge contribution that inter-county players make to the games and their communities. WGPA representatives also support the events to promote their work on bealfol ladies football and camogie players.

The income comes primarily from the Former Players Event, NY Gala Dinner, Boston Gala Dinner, and Boston CEO lunch. Commercial revenues of €892,108 were also generated from the Le Chéile commercial partnership. The costs associated with fundraising events are included alongside the costs of all commercial activities in our direct costs figure of €661,880. I would like to acknowledge all the hard work of our volunteer Le Chéile representatives, NY & Boston Dinner committees and the generous contributions from sponsors and individual donors that go behind these numbers to help deliver valuable services and programmes to players directly.



## AGENDA

Item	Topic	Presenter
1.	Welcome Minutes from 2017 AGM Chairman's Address	Seamus Hickey
2.	CEO Address 2018	Paul Fenn & Seamus Hickey
3.	POP & Player Representation Update	Dr Jim O'Donovan & Ian Reeves
4.	Financial Report 2017	Matt Hoban
5.	Election of NEC	Seamus Hickey
6.	2018 Motions	Seamus Hickey
7.	A.O.B.	Nil

2018 AGM

## Operating Costs and Expenditure:

2018 saw a decrease in the GPA's expenditure. While every enterprise's circumstances are different, the crucial priority for the GPA in 2018 was where to focus resources to stimulate growth and differentiation through strategic cost reduction. This decrease largely resulted from optimising and reducing operational costs through refinement of our offerings to players and the timing of recruitment of new employees.

Our strategic ambition, underlying a culture of innovation of programmes and focus on delivering value to members within the association has assisted in improvements to our operating model.

The Association's debt position remains unchanged with no bank borrowings. The balance sheet includes cash balances held over a number of accounts in euro, sterling and dollar.

Total Staff costs of €718,183 reduced by 11%. Some roles remained vacant throughout parts of the year and new recruits started on different salary gradings given their respective experience and qualifications. Key management personnel remuneration include the roles of CEO, COO, Player Representation Manager and Financial Controller.

All salaried roles within the GPA are benchmarked by an independent compensation benefits consultant against salaries in the area of professional services and other athlete representative bodies based on the scale and responsibilities of the roles. In accordance with good governance all salaries are decided upon by an independently chaired Remuneration, People and Change committee which is a subcommittee of the Board of Directors.

## Future Outlook:

In 2019, a year marked by uncertainty, the global economy is projected to grow at a slightly slower rate than in the previous year. The GPA is operating with a stable financial position where strong financial management will remain a priority in order for us to be able to distribute as much as possible towards players and their development, representation and welfare. We will continue to manage our costs efficiently to ensure provision of the highest possible level of quality and reliability of services at the lowest overall cost.

## Acknowledgements:

I would like to thank our Auditors Deloitte for their service over the past year and I look forward to working with them into the future. I would also like to personally thank all of our players, committees, volunteers and board members for their hard work and assistance throughout 2018.

**Matthew Hoban**  
Financial Controller



# GOVERNANCE STRUCTURES (NEC, BOARD, SUB-COMMITTEES)

## National Executive Committee

The ultimate governing body of the Gaelic Players Association is the National Executive Committee (NEC). The affairs of the Association are under the direction of the NEC. The NEC is elected by the members of the Association.

The NEC is comprised of a President, Chairman and Secretary, together with a minimum of 10 and maximum of 20 other members of the association. The Executive Officers have the power from time to time to co-opt to the NEC persons whose specific expertise and/or advice are deemed necessary for the better management of the GPA.

## Board of Directors

In furtherance of the GPA's objectives it is necessary to engage in certain financial transactions and contractual arrangements. The most appropriate legal structure through which to conduct these financial and contractual arrangements is a limited company, the Gaelic Players Association DAC. The board of directors of this company is elected by the members of the NEC.

The Board of Directors has ultimate legal responsibility for this company and works to ensure good governance, with the help of its sub-committees. The NEC and the Board agree the overall strategic direction for the organisation. The Board members are responsible for the monitoring and implementation and oversight of the management of day-to-day operations of the organisation.

A total of 9 board meetings were held in 2018. The Chairman sets the board's agenda, ensures the Directors receive accurate timely and clear information, and promotes effective relationships and open communication between Directors.

### Attendance:

Fergus Clancy	Board Chairman	8/9
Seamus Hickey	Director	8/9
Paul Flynn*	Director	4/4
Philip Greene	Director	7/9
Brian Mulvihill	Director	4/9
Sean Murphy	Director	9/9
John Glennon	Director	7/9
Donal Óg Cusack*	Director	7/9

\*Paul Flynn resigned as a director following his appointment as CEO of the GPA on the 24th September 2018. Donal Óg Cusack was appointed a director on the 18th January 2018.

## Good Governance

The organisation has sought to build on its existing governance model by conducting a formal governance review. The recommendations from this review have now been implemented and will ensure we remain well managed into the future. The company has also signed up to the voluntary Governance Code for Community, Voluntary and Charitable Organisations in Ireland.

Organisations are only as strong as their reputations and clearly stating to stakeholders that you adhere to the Governance Code substantially boosts our reputation, status and credibility as a high performing, ethically run and financially sound organisation. The main characteristics of organisations that sign up to the voluntary code is that the people who sit on the board focus solely on their governance and oversight role, delegating management and operational duties to the staff. There is a clear division between the governance role of the board and the management role of staff.

The Board currently comprises eight Non-Executive Directors. The Board's Non-Executive Directors are drawn from diverse backgrounds in sport, business and other professions. They bring to the Board their significant Gaelic

games experience, business acumen and organisational skills achieved in their respective fields to enhance and support the decision-making process.

There is a clear division of responsibility in the company, with the Board retaining control of major decisions under a formal schedule of matters reserved to the Board and the Chief Executive Officer being responsible for implementing policy within the authorities delegated to him by the Board. The role of Chairperson and Chief Executive Officer are separate and all directors are independent of the management of the company.

Board sub-committees are established for good governance under the code of practice as follows:

## 1. Finance Committee

The role of this committee is primarily to provide oversight and assist the Board in overall financial management as well as advising the Board in determining whether they and the Management are discharging their respective responsibilities for financial planning, strategy, and monthly financial reporting.

The independent chairman of the GPA Finance Committee is John Glennon Managing Partner of RSM Ireland and the other members are GAA representative Michael Curtin, former Sligo player, Philip Greene, and former Tipperary player Brian Mulvihill, and former Dublin player Colin Moran. Micheál Carrigy was replaced by Michael Curtin on the committee following the cessation of his term.

### Attendance

John Glennon	4/4
Philip Greene	3/4
Colin Moran	3/4
Brian Mulvihill	1/4
Micheál Carrigy	4/4

## 2. Audit & Risk Committee

This committee assists in monitoring the effectiveness in of the statutory financial reporting and audit process with our external independent Auditors Deloitte. The committee also monitor and review systems of internal control, and risk management as well as advising the Board in determining whether they and the Management are discharging their responsibilities for risk management, financial audit and internal controls appropriately.

The independent chairman of the GPA Audit & Risk Committee is Liam Twohig, chartered accountant, and the other members are Martin Kelly, chartered accountant, GPA Chairman Seamus Hickey and National Executive Member Tom Parsons.

### Attendance:

Liam Twohig	3/3
Martin Kelly	3/3
Seamus Hickey	2/3
Tom Parsons*	2/3

\*Tom Parsons was appointed to the committee on the 6th March 2018.

## 3. Remuneration, People & Change Committee

This committee's role is to assist the Board and executive management in setting the annual pay component of the annual budget. The committee establishes individual pay levels utilising the Hay methodology and benchmarked market rates. It will also advise on all matters in relation to employee contracts and succession planning.

The independent chairman of the GPA Remuneration People & Change Committee is Sean Murphy Director Employee Relations & Change Aer Lingus, and the other members are GPA Board Chairman Fergus Clancy Philip Greene and Patricia Gordon.

### Attendance:

Sean Murphy	3/3
Fergus Clancy	3/3
Tom Dillon*	1/1
Paul Flynn*	1/1
Philip Greene*	
Patricia Gordon*	

Tom Dillon stepped down from his role on the committee on the 6th February 2018. Paul Flynn resigned from the committee following his appointment as CEO of the GPA on the 24th September 2018. Philip Greene and Patricia Gordon were appointed to the committee on the 30th April 2019.

## Financial Governance

The GPA accounts are presented quarterly to the GAA for review and annually to GAA Central Council. GPA financial statements are independently audited and are also available from the Companies Registration Office. Our annual report is also available for download on our website, which is a comprehensive and transparent report on the GPA's activities and finances throughout the preceding year. Our Financial Statements are prepared in accordance with Financial Reporting Standards and our financial year runs from January to December.

## Lobbying

In relation to lobbying activities we abide by the Code of Conduct for persons carrying on lobbying activities under the Regulation of Lobbying Act. The Code seeks to provide guidance to those lobbying on how to do so in an ethical and transparent way. It seeks to ensure that lobbying is conducted with honesty, integrity, and respect for the institutions and people being lobbied.







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**Gaelic Players Association**  
Designated Activity Company

**Directors' Report and  
Financial Statements  
for the year ended  
31 December 2018**

Registration number: 535228



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# Directors and other information

<b>Directors</b>	<b>Brian Mulvihill Philip Greene Seamus Hickey Sean Murphy Fergus Clancy John Glennon Donal Og Cusack</b>
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<b>Company Secretary</b>	<b>Matthew Hoban</b>
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<b>Company Number</b>	<b>535228</b>
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<b>Registered Office and Business Address</b>	<b>Unit 27, Northwood House, Northwood Business Campus, Santry, Dublin 9, Ireland</b>
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<b>Auditors</b>	<b>Deloitte Ireland LLP Chartered Accountants and Statutory Audit Firm Deloitte &amp; Touche House Earlsfort Terrace Dublin 2</b>
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<b>Bankers</b>	<b>Bank of Ireland Lower Baggot St Dublin 2</b>
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# Directors' Report

## for the year ended 31 December 2018

The directors present their report and the audited financial statements for the financial year ended 31 December 2018.

### PRINCIPAL ACTIVITY

The principal activity of the company is the promotion of the welfare of players of Gaelic games at inter-county level and to improve through a collective means the welfare of inter-county players, both individually and collectively.

### PRINCIPAL RISKS AND UNCERTAINTIES

In the normal course of business, the Company is exposed to strategic, operational, funding and reputational risks all of which are managed in accordance with the policies approved by the Board. The Company maintains a comprehensive strategic and operational risk register which outlines principal risks and mitigating policies. The risk register is subject to review by the Board's Audit & Risk subcommittee on an on-going basis and the Board is at all times conscious that maintaining the reputation of the organisation is critical.

The directors consider the principal risk and uncertainty to be failure to obtain sufficient funding and grant income to maintain the existing and future service levels sought by its members.

### RESULTS AND DIVIDENDS

The surplus for the financial year after taxation amounted to €306,300 (2017: €10,204).

At the end of the year, the company had total assets of €4,253,444 (2017: €3,315,783) and liabilities of €3,688,387 (2017: €3,057,026). The net assets of the company increased by €306,300 during the financial year.

2018 was a positive financial year for the GPA with solid financial returns and continued progress for members amidst transition for the Association. The key financial objective of the GPA is to build sufficient financial reserves to ensure long-term sustainability while meeting current service obligations, investment needs and providing resilience to financial risks. Whilst it is the individual player stories behind the figures that tell the real impact the Association is making, it is vitally important that all our decisions are based on sound financial reasoning which ensures adequate funding is in place as the demands on players continue to grow.

A number of key projects for 2018 were put on hold whilst the recruitment of a new CEO was being conducted. A full review of all our programmes and services offered to members was also conducted alongside the implementation of improved procurement savings with key service providers, leading to the surplus achieved at the end of the financial year.

The GPA continues to invest in the health, welfare and development of players so that they can reach

their full potential and develop the skills they need to achieve fulfilling lives and careers off the field of play. A total of €2,323,054 (2017: €2,286,199) has been spent in this area in 2018 including key transformational programmes like personal development coaching, career development programmes and educational supports. A further €3,000,000 (2017: €2,300,000) in annual grant funding is provided from Sport Ireland via the GAA, and the GPA is responsible for ensuring that such government funding is made available to GAA inter-county players, as instructed, under the Sport Ireland Inter-county Player Support Schemes 2017 -2019.

The GPA's financial priorities remain largely consistent in terms of growing independent revenues, minimising operational overheads and seeking to distribute as much as possible towards players and player development programmes.

### DIRECTORS AND SECRETARY

The directors and secretary, who served at any time during the financial year except as noted, were as follows:

#### DIRECTORS:

Brian Mulvihill  
Philip Greene  
Seamus Hickey  
Paul Flynn (resigned 10 October 2018)  
Sean Murphy  
Fergus Clancy  
John Glennon  
Donal Óg Cusack (appointed 18 January 2018)

#### SECRETARY:

Matthew Hoban

### DIRECTORS' AND SECRETARY'S INTERESTS IN SHARES

No director or the secretary had an interest in the share capital of the company at any time during the financial year.

#### BOARD SUB-COMMITTEES

The members of each board sub-committee are as follows:

#### FINANCE COMMITTEE:

John Glennon	Chairman	Independent
Micheál Carrigy	Member	GAA representative
Phillip Greene	Member	Director
Colin Moran	Member	NEC Member
Brian Mulvihill	Member	Director

#### REMUNERATION, PEOPLE & CHANGE COMMITTEE

Sean Murphy	Chairman	Independent
Paul Flynn	Member	Director (resigned 24 September 2018)
Fergus Clancy	Member	Director
Patricia Gordon	Member	Independent (appointed 30 April 2019)
Philip Greene	Member	Director (appointed 30 April 2019)

#### AUDIT & RISK COMMITTEE

Liam Twohig	Chairman	Independent
Seamus Hickey	Member	Director
Martin Kelly	Member	Independent
Tom Parsons	Member	NEC Member (appointed 6 March 2018)

There were no changes in shareholdings between 31 December 2018 and the date of signing the financial statements.

## FUTURE DEVELOPMENTS

The company plans to continue to grow its present activities and current trading levels. The GPA programmes exist to ensure that inter-county player's increasing commitment to elite level football and hurling is not being made at the expense of their personal development. There is still a significant challenge for the players' body to encourage young players entering the county ranks to engage with its services at the earliest opportunity. Critical to this cycle of success is the Player Development Programme and the GPA remains committed to the continued enhancement and refinement of this model.

## GOVERNANCE

In furtherance of the GPA's objectives it is necessary to engage in certain financial transactions and contractual arrangements. The most appropriate legal structure through which to conduct these financial and contractual arrangements is a limited company, the Gaelic Players Association DAC. The board of directors of this company is elected by the members of the GPA National Executive Committee.

The Board of Directors has ultimate legal responsibility for this company and works to ensure good governance, with the help of its sub-committees. The NEC and the Board agree the overall strategic direction for the organisation. The Board members are responsible for the monitoring, implementation and oversight of the management of day-to-day operations of the organisation.

The organisation has sought to build on its existing governance model by conducting a formal governance review. The recommendations from this review have now been implemented and will ensure we remain well managed into the future. The company has also signed up to the voluntary Governance Code for Community, Voluntary and Charitable Organisations in Ireland.

Organisations are only as strong as their reputations and clearly stating to stakeholders that you adhere

to the Governance Code substantially boosts our reputation, status and credibility as a high performing, ethically run and financially sound organisation. The main characteristics of organisations that sign up to the voluntary code is that the people who sit on the board focus solely on their governance and oversight role, delegating management and operational duties to the staff. There is a clear division between the governance role of the board and the management role of staff.

The Board currently comprises seven Non-Executive Directors. The Board's Non-Executive Directors are drawn from diverse backgrounds in sport, business and other professions. They bring to the Board their significant Gaelic games experience, business acumen and organisational skills achieved in their respective fields to enhance and support the decision-making process.

There is a clear division of responsibilities in the company, with the Board retaining control of major decisions under a formal schedule of matters reserved to the Board and the Chief Executive Officer being responsible for implementing policy within the authorities delegated to him by the Board. The role of Chairperson and Chief Executive Officer are separate and all directors are independent of the management of the company.

The Board of Directors retains overall responsibility for the strategic development of the company in close liaison with the Gaelic Player Association National Executive Committee and the executive management team. Board sub-committees are established for good governance under the code of practice as follows:

### 1. FINANCE COMMITTEE

The role of this committee is primarily to provide oversight and assist the Board in overall financial management as well as advising the Board in determining whether they and the Management are discharging their respective responsibilities for financial planning, strategy, and monthly financial reporting.

### 2. AUDIT & RISK COMMITTEE

This committee assists in monitoring the effectiveness of the statutory financial reporting and audit process with our external independent Auditors Deloitte. The committee also monitors and reviews systems of internal control, and risk management as well as advising the Board in determining whether they and the Management are discharging their responsibilities for risk management, financial audit and internal controls appropriately.

### 3. REMUNERATION, PEOPLE & CHANGE COMMITTEE

This committee's role is to assist the Board and executive management in setting the annual pay component of the annual budget. The committee establishes individual pay levels utilising the Hay methodology and benchmarked market rates. It will also advise on all matters in relation to employee contracts and succession planning.



# Directors' Report (continued)

## for the year ended 31 December 2018

### POST BALANCE SHEET EVENTS

There were no significant subsequent events requiring disclosure since the financial year end.

### ACCOUNTING RECORDS

The measures that the directors have taken to secure compliance with the requirements of sections 281 to 285 of the Companies Act 2014 with regard to the keeping of accounting records, are the employment of appropriately qualified accounting personnel and the maintenance of computerised accounting systems. The company's accounting records are maintained at the company's registered office at Unit 27, Northwood House, Northwood Business Campus, Santry, Dublin 9.

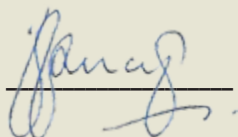
### GOING CONCERN

The directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Thus, they continue to adopt the going concern basis in preparing the annual financial statements.

Approved by the Board and signed on its behalf by:



Philip Greene  
Director



Fergus Clancy  
Director

30th May 2019

Date

### STATEMENT OF RELEVANT AUDIT INFORMATION

In the case of each of the persons who are directors at the time the Directors' Report and financial statements are approved:

a) As far as the directors are aware, there is no relevant audit information of which the company's statutory auditors are unaware; and

b) Each director has taken all steps appropriate to make themselves aware of any relevant audit information, and to establish that the company's statutory auditors are aware of that information.

This confirmation is given and should be interpreted in accordance with the provisions of Section 330 of the Companies Act 2014.

### AUDITORS

The auditors, Deloitte Ireland LLP, Chartered Accountants and Statutory Audit Firm continue in office in accordance with Section 383(2) of the Companies Act 2014.

# Directors' Responsibilities Statement

for the year ended 31 December 2018

The directors are responsible for preparing the directors' report and the financial statements in accordance with the Companies Act 2014.

Irish company law requires the directors to prepare financial statements for each financial year. Under the law, the directors have elected to prepare the financial statements in accordance with FRS 102 The Financial Reporting Standard applicable in the UK and Republic of Ireland issued by the Financial Reporting Council ("relevant financial reporting framework"). Under company law, the directors must not approve the financial statements unless they are satisfied that they give a true and fair view of the assets, liabilities and financial position of the company as at the financial year end date and of the profit or loss of the company for the financial year and otherwise comply with the Companies Act 2014.

In preparing those financial statements, the directors are required to:

- select suitable accounting policies for the Company Financial Statements and then apply them consistently;
- make judgements and estimates that are reasonable and prudent;

- state whether the financial statements have been prepared in accordance with the applicable accounting standards, identify those standards, and note the effect and the reasons for any material departure from those standards; and

- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for ensuring that the company keeps or causes to be kept adequate accounting records which correctly explain and record the transactions of the company, enable at any time the assets, liabilities, financial position and profit or loss of the company to be determined with reasonable accuracy, enable them to ensure that the financial statements and directors' report comply with the Companies Act 2014 and enable the financial statements to be audited. They are also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities. The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website.



# Independent Auditor's Report

## to the Shareholders of Gaelic Players Association Designated Activity Company

### REPORT ON THE AUDIT OF THE FINANCIAL STATEMENTS

#### Opinion on the financial statements of Gaelic Players Association Designated Activity Company (the 'company')

In our opinion the financial statements:

- give a true and fair view of the assets, liabilities and financial position of the company as at 31 December 2018 and of the profit of the company for the financial year then ended; and
- have been properly prepared in accordance with the relevant financial reporting framework and, in particular, with the requirements of the Companies Act 2014.

The financial statements we have audited comprise:

- the Statement of Comprehensive Income and Retained Earnings;
- the Balance Sheet;
- the Statement of Cash Flows; and
- the related notes 1 to 17, including a summary of significant accounting policies as set out in note 1.

The relevant financial reporting framework that has been applied in their preparation is the Companies Act 2014 and FRS 102 "The Financial Reporting Standard applicable in the UK and Republic of Ireland" issued by the Financial Reporting Council ("the relevant financial reporting framework").

### BASIS FOR OPINION

We conducted our audit in accordance with International Standards on Auditing (Ireland) (ISAs (Ireland)) and applicable law. Our responsibilities under those standards are described below in the "Auditor's responsibilities for the audit of the financial statements" section of our report.

We are independent of the company in accordance with the ethical requirements that are relevant to our audit of the financial statements in Ireland, including the Ethical Standard issued by the Irish Auditing and Accounting Supervisory Authority, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### CONCLUSIONS RELATING TO GOING CONCERN

We have nothing to report in respect of the following matters in relation to which ISAs (Ireland) require us to report to you where:

- the directors' use of the going concern basis of accounting in preparation of the financial statements is not appropriate; or
- the directors have not disclosed in the financial statements any identified material uncertainties that may cast significant doubt about the company's ability to continue to adopt the going concern basis of accounting for a period of at least twelve months from the date when the financial statements are authorised for issue.

### OTHER INFORMATION

The directors are responsible for the other information. The other information comprises the information included in the company's Reports and Financial Statements for the financial year ended 31 December 2018, other than the financial statements and our auditor's report thereon. Our opinion on the financial statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether there is a material misstatement in the financial statements or a material misstatement of the other information. If, based on the work we have performed, we conclude that there is a material misstatement of this other information, we are required to report that fact.

We have nothing to report in this regard.

### RESPONSIBILITIES OF DIRECTORS

As explained more fully in the Directors' Responsibilities Statement, the directors are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view and otherwise comply with the Companies Act 2014, and for such internal control as the directors determine is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole

are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (Ireland) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with ISAs (Ireland), we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of the auditor's report. However, future events or conditions may cause the entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that the auditor identifies during the audit.

This report is made solely to the company's members, as a body, in accordance with Section 391 of the Companies Act 2014. Our audit work has been undertaken so that we might state to the company's members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the company and the company's members as a body, for our audit work, for this report, or for the opinions we have formed.

## REPORT ON OTHER LEGAL AND REGULATORY REQUIREMENTS

### Opinion on other matters prescribed by the Companies Act 2014

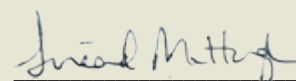
Based solely on the work undertaken in the course of the audit, we report that:

- We have obtained all the information and explanations which we consider necessary for the purposes of our audit.
- In our opinion the accounting records of the company were sufficient to permit the financial statements to be readily and properly audited.
- The financial statements are in agreement with the accounting records.
- In our opinion the information given in the directors' report is consistent with the financial statements and the directors' report has been prepared in accordance with the Companies Act 2014.

### MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

Based on the knowledge and understanding of the company and its environment obtained in the course of the audit, we have not identified material misstatements in the directors' report.

We have nothing to report in respect of the provisions in the Companies Act 2014 which require us to report to you if, in our opinion, the disclosures of directors' remuneration and transactions specified by law are not made.



Sinéad McHugh

For and on behalf of Deloitte Ireland LLP  
Chartered Accountants and Statutory Audit Firm  
Deloitte & Touche House, Earlsfort Terrace, Dublin 2

11th June 2019

Date



# Statement of Comprehensive Income and Retained Earnings

for the financial year ended 31 December 2018

	Notes	2018 €	2017 €
Continuing operations			
<b>TURNOVER</b>	3	7,610,731	7,253,064
Direct costs		(661,880)	(1,199,628)
<b>GROSS PROFIT</b>		<u>6,948,851</u>	<u>6,053,436</u>
Total indirect costs		(6,596,287)	(6,040,459)
<b>PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION</b>	4	<u>352,564</u>	<u>12,997</u>
Taxation charge for the financial year	6	(46,264)	(2,773)
<b>TOTAL COMPREHENSIVE INCOME FOR THE FINANCIAL YEAR</b>		<u>306,300</u>	<u>10,204</u>
Retained earnings at the beginning of the financial year		<u>258,657</u>	<u>248,453</u>
<b>RETAINED EARNINGS AT THE END OF THE FINANCIAL YEAR</b>		<u><u>564,957</u></u>	<u><u>258,657</u></u>

# Balance Sheet

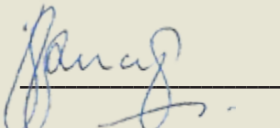
for the financial year ended 31 December 2018

	Notes	2018 €	2017 €
<b>Fixed Assets</b>			
Intangible assets	7	31,214	56,393
Tangible assets	8	14,544	21,470
		<u>45,758</u>	<u>77,863</u>
<b>Current Assets</b>			
Debtors	9	3,128,632	2,409,268
Cash at bank and in hand		1,079,054	828,652
		<u>4,207,686</u>	<u>3,237,920</u>
<b>Creditors:</b> Amounts falling due within one financial year	10	(3,688,387)	(3,057,026)
Net Current Assets		<u>519,299</u>	<u>180,894</u>
<b>NET ASSETS</b>		<u>565,057</u>	<u>258,757</u>
<b>Equity</b>			
Called up share capital presented as equity	12	100	100
Retained earnings		564,957	258,657
<b>SHAREHOLDER'S FUNDS</b>		<u>565,057</u>	<u>258,757</u>

The financial statements were approved and authorised for issue by the Board of Directors on 30th May 2019 and signed on its behalf by:



Philip Greene  
Director



Fergus Clancy  
Director



# Statement of Cash Flows

for the financial year ended 31 December 2018

	Notes	2018 €	2017 €
Reconciliation of operating profit to cash generated by operations:			
<b>Profit on ordinary activities before taxation</b>		<b>352,564</b>	12,977
Adjustment for:			
Taxation paid		(5,546)	-
Amortisation of intangible assets	7	26,654	27,960
Depreciation	8	12,763	9,610
		<hr/>	<hr/>
<b>Operating cash flows before movement in working capital</b>		<b>388,435</b>	50,547
Increase in debtors		(719,364)	(653,391)
Increase in creditors		590,643	775,209
		<hr/>	<hr/>
<b>Net cash generated from operating activities</b>		<b>259,714</b>	172,365
		<hr/>	<hr/>
<b>Cash flows from investing activities</b>			
Purchase of intangible fixed assets	7	(3,475)	(12,102)
Purchase of tangible fixed assets	8	(14,658)	(18,848)
Loss on disposal of fixed assets		8,821	-
		<hr/>	<hr/>
Net cash used in investment activities		(9,312)	(30,950)
		<hr/>	<hr/>
<b>Net increase in cash and cash equivalents</b>		<b>250,402</b>	141,415
<b>Cash and cash equivalents at beginning of financial year</b>		<b>828,652</b>	687,237
		<hr/>	<hr/>
<b>Cash and cash equivalents at end of financial year</b>		<b>1,079,054</b>	828,652
		<hr/> <hr/>	<hr/> <hr/>

# Notes to the Financial Statements

for the financial year ended 31 December 2018

## 1. ACCOUNTING POLICIES

The following accounting policies have been applied consistently in dealing with items which are considered material in relation to the company's financial statements.

### GENERAL INFORMATION AND BASIS OF ACCOUNTING

Gaelic Players Association Designated Activity Company is a company incorporated in the Republic of Ireland under the Companies Act 2014. The address of the registered office is Unit 27, Northwood House, Northwood Business Campus, Santry, Dublin 9. The nature of the company's operations and its principal activities are set out in the directors' report on pages 3 to 6. The registration number of the company is 535228. The financial statements have been prepared under the historical cost convention, and in accordance with Financial Reporting Standard 102 (FRS 102) issued by the Financial Reporting Council.

The functional currency of Gaelic Players Association Designated Activity Company is considered to be euro because that is the currency of the primary economic environment in which the company operates.

### GOING CONCERN

The company's business activities, together with the factors likely to affect its future development, performance and position are set out in the directors' report. The directors' report describes the financial position of the company and its principal risks and uncertainties.

The company meets its day to day working capital requirements through accumulated cash reserves. The directors have a reasonable expectation that the company has adequate resources to continue in operational existence for the foreseeable future. Thus they continue to adopt the going concern basis of accounting in preparing the annual financial statements.

### REVENUE

Turnover comprises the following elements:

#### GOVERNMENT GRANT INCOME

Annual grant funding is received from Sport Ireland via the GAA, and the GPA is responsible for ensuring that such government funding is made available to GAA inter-county players as instructed. The accompanying agreement provides for conditions of eligibility for players to participate in the above mentioned schemes, and how much spending should be allocated to the eligible players under the Sport Ireland Inter-county Player Support Schemes 2017-2019. The GPA does not receive any separate payment for the provision of this administration. The scheme will operate by way of refund of expenses in accordance with the provisions set out in the agreement. Government grant income is recognised on an accruals basis relating to the specific Championship year the grant relates to.

#### GAA CORE FUNDING

The GAA provides funding to be drawn down quarterly by the GPA for the provision of player welfare and development services and administrative costs associated with these services. GAA core funding is recorded on an accruals basis and recognised in the period upon which the GPA receives entitlement to the revenue.

#### COMMERCIAL INCOME

Commercial revenues relate to income earned from the Le Chéile commercial partnership with the GAA. The aim of this partnership is to ensure that additional independent player generated commercial funding is available to supplement core annual funding from the GAA; this in turn will allow for additional investment in player services.

Pass through costs are also invoiced to the Le Chéile commercial partnership monthly. The expenses for reimbursement are based on player appearances and expenditure the GPA has incurred related to Le Chéile sponsors activities. Commercial income is recorded on an accruals basis when all contractual obligations have been met.

#### FUNDRAISING INCOME

US fundraising income is recorded on a cash receipts basis due to the obligation for the US federal tax 501 (c) (3) intermediary to pay donor advised grant monies only legally arising subject to a formal written commitment. The GPA are required to return the grant form within one month of issue. If the grant form is not completed and returned within one month it becomes null and void. As a result the income is contingent on receiving the grant letters through from the 501 (c) (3) intermediary.

Irish fundraising income relates to invoiced table sales for the former players annual event held on the eve of the All Ireland football final. Irish fundraising income is recognised on an invoiced basis.

#### MEMBERSHIP FEES

Current players membership fee is deducted at source from the grant issued to the current inter-county players through the GPA. Past players membership is also available and is confirmed to playing records to ensure the player was on a championship squad. Once confirmed the past player is a member and can avail of all membership services.

#### BENEVOLENT FUND DONATIONS

Benevolent Fund donations are deducted at source from members on payment of their membership fees where they agree a specific donation to the fund. On occasion specific one-off donations are also received. The aim of the benevolent fund is to offer support to members of the GPA who experience setbacks, both personal and professional. The service exists to offer support in a way that helps people find their feet by providing more than financial assistance.

#### OTHER INCOME

Other income comprises fees for services supplied by the company, exclusive of value added tax and interest received. Other income is recognised on an invoiced basis.

#### TANGIBLE ASSETS AND DEPRECIATION

Tangible fixed assets are stated at cost less accumulated depreciation and any allowance for impairment. Depreciation is provided at rates calculated to write off the cost less estimated residual value of each asset over its expected useful life, as follows:

Fixtures, fittings and equipment: - 12.5% and 33% straight line



Residual value represents the estimated amount which would currently be obtained from disposal of an asset, after deducting estimated costs of disposal, if the asset were already of the age and in the condition expected at the end of its useful life.

The GPA expenses items, to the income statement, that are below a minimum capitalisation threshold of €500.

#### **INTANGIBLE ASSETS AND AMORTISATION**

##### **Computer Software**

Computer Software is valued at cost less accumulated depreciation and any allowance for impairment.

Amortisation is calculated to write off the cost in equal annual instalments over their estimated useful life of 5 years.

The GPA expenses items, to the income statement, that are below a minimum capitalisation threshold of €500.

#### **RETIREMENT BENEFIT COSTS**

The company operates a defined contribution scheme for its employees. The assets for the scheme are held separately from those of the company in independently administered funds. The pension cost charge represents contributions by the company to the funds. Differences between contributions payable in the year and contributions actually paid are shown as either accruals or prepayments in the balance sheet.

#### **LEASES**

Rentals under operating leases are charged on a straight-line basis over the lease term, even if the payments are not made on such a basis. Benefits received and receivable as an incentive to sign an operating lease are similarly spread on a straight-line basis over the lease term.

#### **TAXATION**

Current tax, including Irish corporation tax and foreign tax, is provided at amounts expected to be paid (or recovered) using the tax rates and laws that have been enacted or substantively enacted by the balance sheet date.

Deferred tax is recognised in respect of all timing differences that have originated but not reversed at the balance sheet date where transactions or events that result in an obligation to pay more tax in the future or a right to pay less tax in the future have occurred at the balance sheet date. Timing differences are differences between the company's taxable profits and its results as stated in the financial statements that arise from the inclusion of gains and losses in tax assessments in periods different from those in which they are recognised in the financial statements.

Unrelieved tax losses and other deferred tax assets are recognised only to the extent that, on the basis of all available evidence, it can be regarded as more likely than not that there will be suitable taxable profits from which the future reversal of the underlying timing differences can be deducted.

Deferred tax is measured using the tax rates and laws that have been enacted or substantively enacted

by the balance sheet date that are expected to apply to the reversal of the timing difference. Deferred tax relating to property, plant and equipment measured using the revaluation model and investment property is measured using the tax rates and allowances that apply to sale of the asset.

Where items recognised in other comprehensive income or equity are chargeable to or deductible for tax purposes, the resulting current or deferred tax expense or income is presented in the same component of comprehensive income or equity as the transaction or other event that resulted in the tax expense or income.

Current tax assets and liabilities are offset only when there is a legally enforceable right to set off the amounts and the company intends either to settle on a net basis or to realise the asset and settle the liability simultaneously.

#### **FINANCIAL INSTRUMENTS**

Financial assets and financial liabilities are recognised when the company becomes a party to the contractual provisions of the instrument.

Financial liabilities are classified according to the substance of the contractual arrangements entered into.

#### **FINANCIAL ASSETS AND LIABILITIES**

All financial assets and liabilities are initially measured at transaction price (including transaction costs), unless the arrangement constitutes a financing transaction. If an arrangement constitutes a finance transaction, the financial asset or financial liability is measured at the present value of the future payments discounted at a market rate of interest for a similar debt instrument.

Financial assets are derecognised when and only when a) the contractual rights to the cash flows from the financial asset expire or are settled, b) the company transfers to another party substantially all of the risks and rewards of ownership of the financial asset, or c) the company, despite having retained some significant risks and rewards of ownership, has transferred control of the asset to another party and the other party has the practical ability to sell the asset in its entirety to an unrelated third party and is able to exercise that ability unilaterally and without needing to impose additional restrictions on the transfer.

Financial liabilities are derecognised only when the obligation specified in the contract is discharged, cancelled or expires.

Financial assets and liabilities are only offset in the balance sheet when and only when there exists a legally enforceable right to set off the recognised amounts and the company intends either to settle on a net basis, or to realise the assets and settle the liability simultaneously.

Balances that are classified as payable or receivable within one year on initial recognition are measured at the undiscounted amount of the cash or other consideration expected to be paid or received, net of impairment.

## FOREIGN CURRENCIES

Transactions in foreign currencies are recorded at the rate of exchange at the date of the transaction. Monetary assets and liabilities denominated in foreign currencies at the balance sheet date are reported at the rates of exchange prevailing at that date.

Exchange differences are recognised in the statement of comprehensive income and retained earnings in the period in which they arise except for exchange differences arising on gains or losses on non-monetary items which are recognised in other comprehensive income.

## 2. CRITICAL ACCOUNTING JUDGEMENTS AND KEY SOURCES OF ESTIMATION UNCERTAINTY

In the application of the company's accounting policies, which are described in note 1, the directors are required to make judgements, estimates and assumptions about the carrying amounts of assets and liabilities that are not readily apparent from other sources. The estimates and associated assumptions are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. Actual results may differ from these estimates.

The estimates and underlying assumptions are reviewed on an ongoing basis. Revisions to accounting estimates are recognised in the financial period in which the estimate is revised if the revision affects only that financial period or in the financial period of the revision and future financial periods if the revision affects both current and future financial periods.

Information about critical judgements in applying accounting policies that have the most significant effect on the amounts recognised in the financial statements is included in the accounting policies and the notes to the financial statements.

### CRITICAL JUDGEMENTS IN APPLYING THE COMPANY'S ACCOUNTING POLICIES

In the opinion of the directors, there were no critical judgements, apart from those involving estimations (which are dealt with separately below), made in the process of applying the company's accounting policies.

### CRITICAL ACCOUNTING ESTIMATES AND ASSUMPTIONS

The directors make estimates and assumptions concerning the future in the process of preparing the company's financial statements. The resulting accounting estimates will, by definition, seldom equal the related actual results. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amount of assets and liabilities within the next financial year are addressed on the following page.

## 3. TURNOVER

An analysis of the company's turnover by class of business is set out below.

	2018	2017
	€	€
Government grant income	3,000,000	2,300,000
GAA core funding	2,895,000	2,829,403
Commercial income	892,108	887,000
Fundraising income	737,626	1,152,643
Membership fees	65,398	64,336
Benevolent fund donations	20,591	19,682
Interest received	8	-
	<u>7,610,731</u>	<u>7,253,064</u>

An analysis of the company's turnover by geographical market is set out below.

	2018	2017
	€	€
Republic of Ireland	6,899,986	6,140,248
Rest of the World	710,745	1,112,816
	<u>7,610,731</u>	<u>7,253,064</u>

## 4. PROFIT ON ORDINARY ACTIVITIES BEFORE TAXATION

Profit on ordinary activities before taxation is stated after charging (crediting):

	2018	2017
	€	€
Depreciation of intangible assets	28,654	27,960
Depreciation of tangible assets	12,763	9,610
Government grants payable	3,000,000	2,300,000
Director's Remuneration – qualifying services	15,000	-
Operating lease rentals	68,215	55,736
Loss on disposal of fixed assets	8,821	-
	<u>3,133,449</u>	<u>2,753,006</u>

Profit on ordinary activities before taxation is stated after crediting:

	2018	2017
	€	€
Government grants received	3,000,000	2,300,000



## 5. EMPLOYEES AND REMUNERATION

### Number of employees

The average number of persons employed (including directors) during the financial year was as follows:

	2018 Number	2017 Number
Employees	<u>10</u>	<u>11</u>
<b>Employment costs</b>	<b>2018</b>	<b>2017</b>
	<b>€</b>	<b>€</b>
Emoluments	654,478	689,319
Social welfare costs	44,896	73,370
Pension costs	18,809	41,163
	<u>718,183</u>	<u>803,852</u>

The activities of the company are controlled by the Board of Directors, who work closely with members of the National Executive committee (NEC) and the Board subcommittees. The directors and committee members are all volunteers and give of their time and expertise without charge.

Remuneration is set by the Board's Remuneration, People and Change Committee. The committee has an independent chairman and a majority of independent members with broad industry experience.

On occasion, where specific services have been rendered to the GPA by Directors or NEC members outside of their role as a Director or a committee member reasonable and proper remuneration will be provided once this has been duly authorised and approved by the Remuneration People & Change committee.

The total remuneration for key management personnel for the financial year amounted to €412,109 (2017: €471,806).

In February 2018, Dermot Earley resigned as CEO.

Seamus Hickey, Director and Chairman of the National Executive Committee, acted as interim CEO from February until September 2018 (see note 4 Directors' remuneration).

Paul Flynn commenced as CEO on 24th September 2018.

## 6. TAXATION CHARGE FOR THE FINANCIAL YEAR

	2018 €	2017 €
<b>(a) Current financial year taxation:</b>		
Corporation tax for the financial year	<u>46,264</u>	<u>2,773</u>
<b>(b) Factors affecting tax charge for financial year:</b>		
The tax charge for the financial year is higher than the standard rate of tax in the Republic of Ireland		
The difference is explained below:	<b>2018</b>	<b>2017</b>
	<b>€</b>	<b>€</b>
<b>Profit on ordinary activities before tax</b>	<b>352,564</b>	<b>12,977</b>
	<u>          </u>	<u>          </u>
Profit on ordinary activities multiplied by the standard rate of corporation tax in Ireland at 12.5% (2017: 12.5%)	<b>44,071</b>	<b>1,622</b>
<b>Effects of:</b>		
Depreciation (less than)/in excess of capital allowances	<b>(391)</b>	<b>1,748</b>
Expenses not deductible for tax purposes	<b>4,204</b>	<b>3,224</b>
Income tax payable	<b>304</b>	<b>2,773</b>
Utilisation of tax losses not previously recognised	<b>(1,924)</b>	<b>(6,594)</b>
	<u>          </u>	<u>          </u>
Current tax charge for financial year	<b>46,264</b>	<b>2,773</b>
	<u>          </u>	<u>          </u>

The company had losses forward of €nil (2017: €15,389). This would equate to a deferred tax asset of €nil (2017: €1,924), the company had not recognised this asset due to the uncertainty of recoverability.

## 7. INTANGIBLE FIXED ASSETS

	Computer Software €	Total €
<b>Cost:</b>		
At 1 January 2018	139,798	139,798
Additions	3,475	3,475
<b>At 31 December 2018</b>	<b>143,273</b>	<b>143,273</b>
<b>Accumulated Amortisation:</b>		
At 1 January 2018	83,405	83,405
Charge for financial year	28,654	28,654
<b>At 31 December 2018</b>	<b>112,059</b>	<b>112,059</b>
<b>Carrying amount:</b>		
<b>At 31 December 2018</b>	<b>31,214</b>	<b>31,214</b>
At 31 December 2017	56,393	56,393

## 8. TANGIBLE FIXED ASSETS

	Computer Software €	Total €
<b>Cost:</b>		
At 1 January 2018	48,895	48,895
Additions	14,658	14,658
Disposals	(38,189)	
<b>At 31 December 2018</b>	<b>25,364</b>	<b>25,364</b>
<b>Accumulated Depreciation:</b>		
At 1 January 2018	27,425	27,425
Charge for financial year	12,763	12,763
Depreciation on disposals		
<b>At 31 December 2018</b>	<b>10,820</b>	<b>10,820</b>
<b>Carrying amount:</b>		
<b>At 31 December 2018</b>	<b>14,554</b>	<b>14,554</b>
At 31 December 2017	21,470	21,470

## 9. DEBTORS:

Amounts falling due within one financial year	2018 €	2017 €
Trade debtors	20,076	67,132
Amounts owed by parent company	100	100
Grants receivable	3,000,000	2,300,000
VAT recoverable	22,658	1,202
Prepayments	85,798	40,834
	<b>3,128,632</b>	<b>2,409,268</b>

Amounts owed by parent company is interest free, unsecured and receivable on demand.



## 10. CREDITORS

Amounts falling due within one financial year

	2018 €	2017 €
Trade creditors	154,553	92,671
PAYE/PRSI payable	52,521	80,804
Corporation tax payable	43,491	2,773
Other creditors	3,224	12,269
Government grants payable	3,000,000	2,300,000
Accruals	134,598	267,912
Deferred Income*	300,000	300,597
	<u>3,668,387</u>	<u>3,057,026</u>

\*Deferred Income relates to GAA core funding and Le Chéile commercial income received in November 2018 relating to January 2019 (2017: €300,597, funding and commercial income received in November 2017 relating to January 2018).

## 11. PENSION COSTS - DEFINED CONTRIBUTION SCHEME

The company operates a defined contribution pension scheme in respect of the eligible staff members. The scheme and its assets are held by independent managers. The pension charge includes contributions paid by the company in the year of €18,809 (2017: €41,163). The amount outstanding at the financial year end amounted to €14,459 (2017: €8,183).

## 12. SHARE CAPITAL

	2018 €	2017 €
<b>Authorised</b>		
1,000,000 ordinary shares of €1 each	1,000,000	1,000,000
	-----	-----
<b>Allotted, called up and fully paid</b>		
100 ordinary shares of €1 each	100	100
	-----	-----

## 13. FINANCIAL INSTRUMENTS

The carrying values of the company's financial assets and liabilities are summarised by category below:

	2018 €	2017 €
<b>Financial assets</b>		
Measured at undiscounted amount receivable		
• Trade debtors (note 9)	20,076	67,132
• Amounts owed by parent company (note 9)	100	100
• Grants receivable (note 9)	3,000,000	2,300,000
	-----	-----
<b>Financial liabilities</b>		
Measured at undiscounted amount payable		
• Trade and other payables (note 10)	3,289,151	2,660,583
• Other creditors (note 10)	3,224	12,269
	-----	-----

## 14. RELATED PARTY TRANSACTIONS

During the current financial year there were no related party transactions with the directors.

In the prior year, Mr. Seamus Hickey received €5,000 as an honorarium for specific services carried out in his role as chairman of the Gaelic Players Association DAC. No such services were provided in this capacity in the current year.

Some directors and members of the National Executive Committee receive grants in relation to their participation on county panels. These grants are in the normal course of playing activities for their respective counties and all are recorded as arms' length transactions.

## 15. PARENT AND ULTIMATE PARENT COMPANY

The company's immediate and ultimate parent company is Gaelic Players Holding Company Company Limited By Guarantee. Gaelic Players Holding Company, a Company Limited By Guarantee is incorporated and registered in the Republic of Ireland.

Transactions with other companies within the group are not disclosed as the company has taken advantage of the exemptions available under Financial Reporting Standard 102.

## 16. FINANCIAL COMMITMENTS

Leases:

At the balance sheet date, the total future minimum lease payments under non-cancellable operating leases are as follows:

	2018		2017	
	Land and Buildings €	Other €	Land and buildings €	Other €
- within one year	54,800	582	54,800	1,745
- between one and five years	27,400	-	82,200	582
	<u>82,200</u>	<u>582</u>	<u>137,000</u>	<u>2,327</u>

## 17. SUBSEQUENT EVENTS

There have been no significant subsequent events requiring disclosure since the financial year end.

# Supplementary Information

(not covered by the Independent Auditor's Report)

DETAILED TRADING PROFIT AND LOSS ACCOUNT AND EXPENSES SCHEDULE  
FOR THE YEAR ENDED 31 DECEMBER 2018

	Schedule	2018 €	2017 €
<b>Revenue</b>			
Government Grants Income		3,000,000	2,300,000
GAA Core Funding		2,895,000	2,829,403
Commercial Income		892,108	887,000
Fundraising Income		737,626	1,152,643
Membership fees		65,398	64,336
Benevolent fund donations		20,591	19,682
Other		8	-
<b>Total Revenue</b>		<b>7,610,731</b>	<b>7,253,064</b>
<b>Direct Costs</b>			
<b>Total Direct Costs</b>		<b>(661,880)</b>	<b>(1,199,628)</b>
<b>Gross Profit</b>		<b>6,948,851</b>	<b>6,053,436</b>
<b>Indirect Costs</b>			
Government Grant Payments		3,000,000	2,300,000
Player Programmes		2,323,054	2,386,199
Operating Costs		976,301	1,037,111
Other Programmes		284,247	248,938
Organisational Development		58,949	68,211
<b>Total Indirect Costs</b>		<b>(6,596,287)</b>	<b>(6,040,459)</b>
<b>Profit for the year before taxation</b>		<b>352,564</b>	<b>12,977</b>
Taxation charge for the financial year		(46,264)	(2,773)
<b>TOTAL COMPREHENSIVE INCOME</b>		<b>306,300</b>	<b>10,204</b>









# GPAO

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