



**Liberty**  
**Insurance**<sup>®</sup>

**Official Coaching Partner to the GAA**



## **Liberty Insurance GAA Games Development Conference**

In conjunction with Camogie, Handball, Ladies Gaelic Football  
and Rounders

**Venue: Croke Park**

**Dates: 22nd-23rd January 2016**

**Theme: The Coach, The Game, The Player:  
Building Connections**



**In Association with**



# Presidential Welcome

Is cúis mhór áthais dom fáilte croíúil a chur romhaibh go léir go Páirc an Chrócaigh inniu ar an ócáid speisialta seo do gach éinne a bhfuil suim acu i gcursaí oiliúna.

As Uachtarán Cumann Lúthchleas Gael it gives me great pleasure to welcome you all to Croke Park for this year's Liberty Insurance GAA Games Development Conference. This GAA Games Development structures are aligned to provide opportunities for players as Child, Youth or Adult participants; this year's event is the culmination of the current cycle of Conferences.

The last three years have seen us progress through child, youth and now adult themed events in a hugely successful manner. This year's event will allow us to build on our success so far, and further strengthen our links with our sister Associations within the adult domain.

There has been much discussion and debate in recent weeks regarding our structures and games programmes at adult level. Páirc Duffy's report on Player Overtraining and Burnout, and the GAA Fixtures Calendar and the proposals regarding the championship structures have contributed greatly to this debate. I am also pleased to see the issue of the games programme for our younger players through the 'Play to Stay Summit'. I know that there are a number of innovative proposals that will be debated during this session. I have been very heartened by the level of engagement in the debate and look forward to providing appropriate structures for our players, coaches and administrators.

I would also like to thank Liberty Insurance, our sponsors for their support, both of our Championships and our Games Development Conference. Newstalk as media partner also provide invaluable coverage of our events.

Finally, I would like to thank you, the delegate. Last year over 800 delegates made the journey to the Conference. Your support, participation and attendance is crucial in ensuring the success of this event and we look forward to welcoming you to Croke Park on Friday and Saturday, January 22nd and 23rd.

Tá súil agam go mbainfidh gach duine taitneamh agus tairbhe as a bheith í láthair

**Aogán Ó Fearghail**  
Uachtarán Chumann Lúthchleas Gael

The GAA Games Development Conference is an eagerly awaited event that kicks starts the playing season for coaches and players alike. As in previous years this year's conference will cover a wide range of topics which will be relevant to coaches spanning all levels across the country. Coaches and mentors across each of the Gaelic Games codes are aware of the challenges and opportunities they face, and this conference has and continues to provide an excellent opportunity to share ideas on how best to advance their work across Gaelic Games.

As administrators, mentors and coaches it is our responsibility to ensure a positive and enjoyable experience to each and every player but particularly to each child who takes up a hurl, a football, a handball or a bat.

It is our responsibility to ensure that we listen to our players and that at all times we are mindful of their needs; after all they are the future players of our games. The Games Development Conference once again this year will host a mixture of guest speakers who will bring their tremendous experience and enthusiasm to the table. They will share their knowledge and experiences across topics that will capture the interest of every club and county.

Over the last number of years we have learnt about the importance of how we treat and take care of our players through education on nutrition and wellbeing both of which play a major role in the development of the young player and assist with the retention of players. I commend the GAA for having the foresight to run a Games Development Conference with speakers who are leaders in their area of expertise and who are willing to share their knowledge and experience with us every year so that we too can learn and build our level of expertise.

Let's look forward to another great year of Gaelic Games in 2016.

**Cáit Ní Náraigh**  
Uachtarán An Cumann Camógaíochta

Is mor onóir dom, ar son CLG Liathroid Laimhe, fáilte a chur romhaibh go léir anseo inniu.

It is an honour for me, on behalf of GAA Handball, to welcome all to the 2016 National Games Development Coaching Conference. Your time here will provide you with expert advice and information which you so willingly use in your own role as a successful coach.

In recent years handball has continued to spread and grow, with the particular emphasis on introducing the game into both schools and GAA clubs. The fact that handball, a non-contact sport, is played by both male and female, provides us with an opportunity to introduce people of all ages to the whole range of our gaelic games. The speed, fitness, footwork and hand eye co-ordination required and developed playing handball, are the skills easily transferred and used in all our games.

The retention of players from late teens into adulthood, in common with all sports, is an issue that we would all like to have an answer to, but there are possibly as many reasons as there are people. Well trained coaches will undoubtedly have a very influential role to play here, and can encourage players of all abilities to maximise their own enjoyment of staying with our sports by being the best they can be. The coaches role when dealing with elite players is equally important, and information gathered here will allow him to contribute to the players continued development.

GAA Handball is proud to be part of this Coaching Conference and I wish all present a successful and enjoyable weekend, and every success for the coming year.

**Liam de Roiste**  
Uachtarán  
GAA Handball

I am delighted to welcome you to Croke Park on behalf of the Ladies Gaelic Football Association for the annual Liberty GAA Games Development Conference.

This day has really developed into one of the key occasions in every year and continues to go from strength to strength each year, it really is the perfect way to start the new year.

I look forward to the debates and discussions around the conference theme 'The Coach, The Game, The Player: Building the Connections' I believe that this is a topic that the Ladies Gaelic Football Association will contribute greatly too.

I am very pleased that the Ladies Gaelic Football Association will be contributing one of the key Parallel Sessions when Joe Quinn from Aspire discusses the topic; Creating Team Cultures. Joe will be joined by Cork great, Rena Buckley and who could be more suited to speaking about the creation of team culture and team spirit than the dual star who has been there from the very beginning with Eamonn Ryan and has also been a mainstay of Cork's great camogie success.

This will be an excellent conference and one that is sure to help coaches, players, clubs and counties throughout 2016 and beyond.

Enjoy the conference,

**Marie Hickey**  
President LGFA

With the Liberty Insurance Games Development Conference being entitled 'The Coach, The Player, The Game: Building Connections'. Comhairle Cluiche Corr na hÉireann, CLG are pleased to once again be involved in the Conference. GAA Rounders has been making great strides in recent years with our adult players. GAA Rounders has a lot to offer, with opportunities to play an inclusive game, accessible to persons of all ages and abilities. GAA Rounders is delighted to be here at the Liberty Insurance Games Development Conference to aide in our development and their continued involvement in sport.

**Joe Donoghue,**  
President, Comhairle Cluiche  
Corr na hÉireann, CLG

# Liberty Insurance Conference Programme

Friday, January 22nd 2016

Time	Programme Topic	Speaker	Position
18:30-19:30	Conference Registration		
19:30 - 19:45	GAA Play to Stay Initiative	Pat Daly	GAA Director of Games Development and Research
19:45 - 20:15	The Celtic Challenge	Paudie O'Neill	Chair, Hurling Development Committee
20:15 - 21:15	Paudie O'Neill	Prof. David Lavalee	School of Sport, University of Stirling
		Kieran Martin	Westmeath Senior Footballer & SGC Coach
		Philip Bowe	Principal, Heywood College, Laois
21:15 - 21:30	Closing Address	Peter Horgan	GAA Education Officer

08:30-09:30	Conference Registration			
09:30-09:45	Opening Address	Opening Address	Áoghan Ó Fearraill	President, GAA
09:50-10:30	Key Note 1	Building Coaching Efficiency	Dr. Liam Hennessy	Academic Director of Setanta College
10:35-11:15	Parallel 1A	Sports Performance Analysis: Tailoring to the coaches needs	Alan Swanton	Performance Analyst, Irish Institute of Sport
	Parallel 1B	The Benefits of Handball for other GAA Codes.	Paul Brady	World Handball Champion
			Dr Richard McCann	Sports Institute of Northern Ireland
	Parallel 1C	Creating Team Cultures	Rena Buckley	Cork Senior Ladies Gaelic football & Camogie Teams
			Joe Quinn	ASPIRE
	Parallel 1D	Sports Nutrition: how do you avoid the mixed messages and myths?	Dr Sharon Madigan	Head of Performance Nutrition, Irish Institute of Sport
Dr Bryan Cullen			Former Dublin footballer and All-Ireland winning captain 2011	
11:15-11:45	Tea/Coffee Break			
11:45-12:25	Key Note 2	Creating a Learning Environment	Jeff Lynskey	Galway Minor Hurling Manager
12:30-13:15	Player Welfare Forum	Caring for Players – the Coach's role in Player Welfare	Ger Ryan	Chairman GAA Medical and Scientific and Welfare Committee
			Liam Sheedy	Former Manager Tipperary Senior Hurling Team
			Jack McCaffrey	Dublin Senior Footballer, GAA/GPA Footballer of the Year 2015
			Kevin Moran	Consultant Surgeon, Donegal Team Doctor, Member GAA MSW Committee
			Cian O'Neill	Head of Sport, Leisure and Childhood Studies Cork IT, Kildare Senior Football Manager
			Edwenia O'Malley	Chartered Physiotherapist, Member GAA MSW Committee
13:20-14:00	Parallel 2A	Adolescent to Adult - is it a level playing field?	Fionn Fitzgerald	Lecturer, Tralee IT & Kerry Senior Footballer
	Parallel 2B	The GAA: An Outside Perspective	David Lavelee	University of Stirling
	Parallel 2C	So many decisions, so little time! - Developing Player's Decision Making	Damien Young	Lecturer, Limerick IT
	Parallel 2D	There's always another championship: How poets can coach us to visualise fame	Thomas McCarthy	Aosdána
14:05 - 14:45	Key Note 3	Developing the Player	Paul Earley	Former Manager, Ireland International Rules Team
14:50 - 15:30	Key Note 4	The Winner Effect	Prof Ian Robertson	Professor of Psychology, Trinity College Dublin
15:30-16:00	Tea/Coffee Break			
16:15 - 16:55	Key Note 5	Being a GAA Coach	Eamonn O'Shea	Former Manager Tipperary Senior Hurling Team
16:55 - 17:00	Closing Address		Peter Horgan	GAA, Education Officer

# Conference Delegate Booking Form

## Please complete the following Delegate Application Form

Please refer to the conference programme line up and select your chosen parallel session options. It is essential this table is completed in order to complete room set up requirements.

Parallel	A	B	C	D
10:35-11:15				
13.20 - 14.00				

### Personal Details

Name \_\_\_\_\_ Age \_\_\_\_\_

Address \_\_\_\_\_

Contact Number \_\_\_\_\_ Email Address \_\_\_\_\_

GAA Club \_\_\_\_\_

#### 1. Which GAA code are you affiliated to? (Assists in completing Delegate Pack)

Gaelic Football  Hurling  Ladies Gaelic Football  Camogie  Handball  Rounders

#### 2. Level of Coaching Involvement:

County  Club  School

#### 3. Team/Squad Currently Coaching:

Senior  Intermediate  Junior  Minor  Other

4. How do plan to travel to the conference? Car  Bus  Train  Plane

5. Will you need to park your car in the conference car park? Yes  No

Payment Details (Please select a payment option) Cheque  Postal Order

Please make cheques or postal order payable to GAA Games Development Conference.

Credit Card/Laser Card payments can be made through the Online booking system.

Visit [www.gaa.ie](http://www.gaa.ie) to reserve your place online

Please do not send cash through the post as the GAA cannot take responsibility for loss of/non-arrival of cash. Upon receipt of application, a conference ticket will be sent to the email address above.

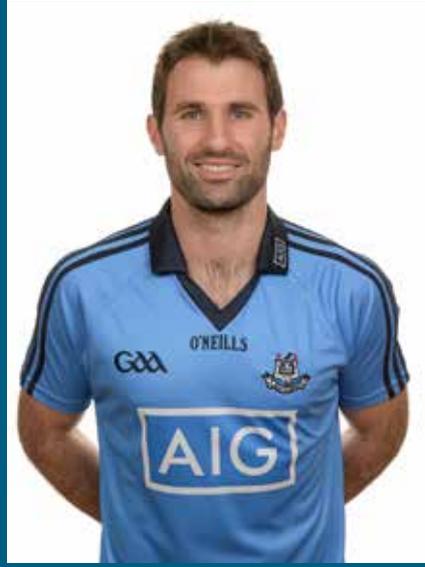
**Please post completed delegate applications forms to:** GAA Games Development Conference, Croke Park, Dublin 3

**Note:** The closing date for applications is Friday, January 15th, 2016. Applications are on a first come, first served basis. Please book early.

# Speakers



Eamonn O'Shea



Bryan Cullen.



Fionn Fitzgerald



Paul Earley



Liam Hennessy



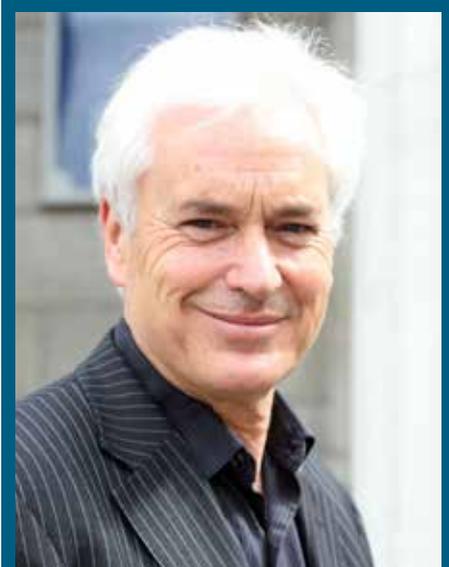
Alan Swanton



Paul Brady



Jeff Lynskey



Ian Robertson

# Liberty Insurance Conference Information

## The Coach, The Game, The Player: Building Connections

The GAA Games Development Conference contains an exciting line up with added subject variety specifically targeting Coaches within an applied lifelong learning context. This Conference will focus on the needs and issues facing coaches of adult players (age 18+).

The following delegate centred improvements have been made based on a comprehensive delegate survey, which was completed after last year's Conference:

- 2 day event format in Ireland's top Sports stadium
- Increased Conference programme variety
- Internationally recognised Games Development experts
- Opportunity to network with GAA coaches from all 32 Counties and 7 different countries (US, Poland, France, Belgium, England, Scotland, and Holland)
- Improved catering facilities: specially built catering village in the Cusack stand
- Improved delegate packs including Folder, Bag, Pen, CD of Conference Presentations (sent post-Conference), access to Conference presentations

### Conference Fee

The cost of attending the GAA Games Development Conference is €60.

This price includes:

- GAA Coaching Bag and Folder
- Copies of all GAA Conference Presentations Post Event
- Lunch and Refreshments throughout the day

### Directions to Croke Park

#### Note: 'Arrival Point: Hogan Stand Only'

Croke Park is situated in the north Dublin neighbourhood of Drumcondra and is bordered by Jones's Road to the west, Clonliffe Road to the north, St. James Avenue to the east and the Royal Canal to the south.

#### Car

Delegates driving from the City Centre, follow the signs for the N1 North onto Dorset Street and Drumcondra Road. Turn right at 'The Big Tree' onto North Circular Road. Pass through two sets of traffic lights. Turn left at St Margaret's Avenue (first left after Gills Pub) to access car parking.

If travelling from the Airport / North, follow directions for the city centre. Just before the railway overpass at the end of Drumcondra Road Lower, turn left onto Clonliffe Road. At the next set of traffic lights, turn right onto Jones Road. Pass by the stadium on your left and at the traffic lights turn left onto North Circular Road. Turn left at St Margaret's Avenue (first left after turning off Jones Road) to access car parking.

#### Train

The closest railway station is Drumcondra at the intersection of Drumcondra Road (N1) and Clonliffe Road, a 5 minute walk from the stadium. This station is served by Arrow trains. The closest DART stations are Connolly and Clontarf. Connolly Station is a 15-20 minute walk and Clontarf Station a 20-25 minute walk to the stadium. The closest LUAS and Intercity Rail stop is also at Connolly Station.

#### Bus

From the city centre to Drumcondra Road – No 3, 11, 11a, 16, 16a, and 41. From the city centre to Ballybough Road / Clonliffe Road – No 123.

#### Parking

As entry to the Conference is only through the Hogan Stand, the only parking available is in the Davin (Canal) End Car Park. This is located off the North Circular Road and accessed via St Margaret Avenue (first left after Gills Pub on the corner with Russell Street). Pedestrian access is from the car park onto Jones's Road for the main entrance to the Hogan Stand.

For more on directions to Croke Park, visit: [www.crokepark.ie/page/directions.html](http://www.crokepark.ie/page/directions.html)

### Conference Registration Process:

#### How to book your place?

To book a place to attend the GAA Games Development Conference, please fill out the attached conference booking form, attach payment by cheque/postal order and post it to the following address:

GAA Games Development Conference,  
Croke Park,  
Dublin 3

Upon receipt of an application, a conference ticket will be issued to you by the GAA Conference event team.

#### On-Line

In 2014, over 50% of conference delegates booked on-line. In addition to a mail option delegates can book a place to attend the GAA Games Development Conference through the GAA learning website – <http://learning.gaa.ie/coach>

All on-line bookings are processed by credit card and are subject to processing fee as outlined. Upon receipt of an application on-line, a conference ticket will be issued to you by the GAA Conference event team.