Section 1
INTRODUCTION

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What is the Club Management Guide?

The Club Management Guide is a manual for use by all grassroots clubs in Ireland. The aims of the guide are to:

- Identify best practice in running a club.
- Provide advice and guidance on variety of areas of club management.
- Provide practical templates and sample documents.
- Outline the main duties of the key volunteer roles within a club.
- Be a user-friendly and useful resource for club administrators.
- Support the FAI Club Mark.

The guide has seven main sections. Each of these is further divided into specific sub-sections. In the appendices, there is sample documents clubs can refer to when creating their own policies and procedures. The main sections are as follows:

1. Introduction
2. Governance and Administration
3. Volunteers
4. Fundraising and Sponsorship
5. Infrastructure and Operations
6. Coaching and Participation
7. Appendices

Benefits of the Guide

Football has grown into one of the most widely played and loved games in the country. This is largely due to the fantastic work undertaken for years by countless dedicated volunteers who administer, support and coach local football across Ireland.

Clubs and their volunteers play an essential role in the experience that players have and while this is a great privilege and source of pride for club administrators it also brings a huge responsibility.

More than ever it is essential that all clubs are well organised in all areas of club management. They must aspire to the highest standards of governance, planning, financial and volunteer management while also keeping child welfare and safety at the core of what they do. Central to this is a commitment to quality coaching, player development, coach development, inclusiveness and raising the standards of behaviour in the game.

Football clubs in Ireland vary in many ways, however, for any club to achieve its potential it should strive to make steady improvements in everything it does. This guide will assist all leaders within clubs to continue moving forward and create stronger clubs.
The Football Association of Ireland

The Football Association of Ireland (FAI) is the governing body of football in the Republic of Ireland. Today, over 450,000 people participate in football as players, coaches, officials and volunteers. The role of the Association is to promote, foster and develop this activity.

The FAI controls the activities of Ireland’s international football teams and is affiliated to the Fédération Internationale de Football Association (FIFA). Through its own affiliated bodies, the FAI also organises all domestic competitions from the National League to the FAI Schools 5-a-side competition.

In addition, the FAI is active in the training and education of players, coaches and officials and aims to develop better facilities and support services for all those involved in the game.

Vision - To enable every Irish person to participate in our game, to allow all involved in the game to reach their full potential, whatever level that might be, and to inspire the nation through international success at the highest level.

Mission Statement - To promote, foster and develop the game of Association Football in Ireland.

Values

- **Respect** - On and off the field, respect is a central value of the Football Association of Ireland. Respect for the game, diversity, opponent, officials and supporters. Football in Ireland is administered by a wide range of people; it is essential that a collaborative dynamic is created that is respectful of everyone involved in the game. Acknowledgement and appreciation of diversity should be encouraged across the Association. Positivity and encouragement should be the guiding hallmark of our attitudes.

- **Integrity** - In all our dealings we must strive for equity, consistency and fairness in our treatment of others and in our decision making. We will deliver competitions under the laws of the game in an honest and transparent manner and be accountable to all members of the Association in our commitments.

- **Passion** - Football brings out a passion in people. The Association will encourage and nurture this passion in players, supporters and administrators so that it impacts the game and all involved in a positive manner.

- **Teamwork** - Our success requires a commitment to teamwork at all levels of the Association. Teamwork involves combining the skills, talent, knowledge, and experience of all members in a coordinated manner. We embrace teamwork through mutual support, encouragement and accountability. By working together as a team and sharing knowledge, we can achieve greater results than by working as individuals.

- **Excellence** - The Association will strive to achieve excellence in all our interactions and decision making. Development and innovation will be fostered so that our game continues to be the number one team sport in the country.
The Association's structure can best be split into four sections: the FAI Council, The Board of Management, the FAI staff and the Affiliates.

The FAI Council is made up of members from across the Irish football family. Council elects the FAI's President, a number of committee members and also pass major decisions.

The Board of Management comprises of members who act as the Directors of the Association. They govern the affairs of the Association, are responsible for ensuring the delivery of the objectives of the Association, setting its strategic direction and upholding its values.

FAI staff assist in the planning and delivery of the Association's strategic goals across all areas of work.

The Affiliates coordinate and oversee their own areas of the game and work closely with the Association to ensure a collaborative and unified approach.