



PITCH AND PUTT UNION OF IRELAND

STRATEGIC PLAN 2013 – 2016



PPUI Strategic Plan Contents

Introduction	5
Context and Methodology	6
Vision and Mission	8
Overview of Strategy	9
Structure of the PPUI	10
Strategic Action Area 1 - Governance & Administration	12
Strategic Action Area 2 - Competition & Club Development	14
Strategic Action Area 3 - Membership & Participation	16
Strategic Action Area 4 - Coach Education	18
Strategic Action Area 5 - Marketing, Communications & IT	20
Strategic Action Area 6 - International Pitch & Putt	22
Appendix	24





As President of the Pitch and Putt Union of Ireland it gives me great pleasure to introduce you to our Strategic Plan 2013-2016. This plan is the fruition of a long process and is designed to oversee the progressive development of the PPUI in the coming years.

In order to achieve any goal, we must set out with a plan in place. This was very true in the development of this plan by the Strategic Planning Committee. The committee liaised with the membership, the clubs and various other stakeholders, culminating in a workshop with a cross section of representation from the PPUI membership. As a result of this thorough process, we can now present this plan to you, a blueprint for some great developments in the coming years, I believe. I would like to thank the committee for all their work in the preparation of this comprehensive document.

This plan places pressures and demands on the PPUI but without these we are limited in what we can accomplish. At the same time, if the plan was easily achievable we would be underselling ourselves and the sport of Pitch and Putt. I believe we have the right balance with the goals we are set to realise. A number of challenging targets

have been set including an increase of the existing membership, utilisation of modern technology and improving the governing structure in the sport from top to bottom. As with everything in this document, these goals aim to fulfil our mission; to promote and develop Pitch and Putt as a competitive and recreational sport for people of all ages.

The National Executive is fully committed to implementing this plan and I've no doubt the demands can be met with the support of our membership and our many stakeholders. I for one am excited by vision this plan has set out for our future.

A handwritten signature in black ink, reading "Eamonn Birchall". The signature is written in a cursive, flowing style.

Eamonn Birchall

President, Pitch and Putt Union of Ireland

Context And Methodology



This is the third Strategic Plan created by the Pitch and Putt Union of Ireland. The previous plan was extremely well implemented but could be viewed as a little cautious. The reasons for that occurrence are clear. Progress was made with the initial plan produced in 2001, but the content was over ambitious and many of the goals were not achieved. This plan, for 2013-2016, aims to strike a balance between the two. This plan is aspiring to be adventurous and realistic at the same time.

The reasons why strategic plans are produced are clearly apparent. The environments of Sport in Ireland and Pitch and Putt in itself are constantly evolving. While day to day decisions can be made as required, the PPUI also needs a long term approach to ensure its effectiveness in co-ordinating the sport and in maximising the impact of any work done in the coming years. A strategic plan helps us to concentrate on the long term interest of the members and the sport, rather than having to react to situations as they emerge. In effect, this strategic plan will allow the PPUI to make things happen rather than let things happen.

The strategic plan has been drawn up over the last six months following the PPUI's

commitment to implement a new plan in 2013. It is not a quick or simple process and it involves a lot more than the four person committee established to produce it. The committee's first task was to perform internal and external analyses of the PPUI as an organisation and Pitch and Putt as a sport at the present time. Additional circumstances considered were factors such as the current political and economic situation and how that affects the PPUI. By painting a picture of the present it's more apparent where it's possible to go.

Obviously all the committee members had their own ideas but they were particularly interested in the ideas of the membership. All clubs and county/regional boards were approached and asked to submit their proposals for the plan within a two month period. While a greater response would have been preferred, the content provided was more than satisfactory and matched well with the preliminary thoughts of the committee.

With this data processed, a workshop was run in Abbeylax on September 1st. Sixteen people were invited, representing a cross section of the PPUI membership. Through group discussions and presentations

on various topics, people of all grades, genders, roles and walks of life helped set the background for the plan as a whole and its implementation. The participants on the day played a huge role in this plan, consolidating many previously planned developments and providing many new ones.

The output of that workshop, proposals from clubs and county/regional boards and the work of the committee is what you're reading now. Putting all that information into one document was quite a task but it has been completed to a level that the committee are delighted with. They think it provides an excellent framework for the progression of the PPUI over the next four years. Bringing it to fruition is the major challenge.



Vision And Mission Of The PPUI

Vision

The Pitch & Putt Union of Ireland is the governing body for pitch and putt activities, working with Irish and International bodies to develop excellent opportunities for its members to participate and compete in domestic and International competitions.

Mission

The Pitch and Putt Union of Ireland is committed to promoting and developing Pitch & Putt as a competitive and recreational sport for people of all ages.



There are many challenges to be faced by the Pitch and Putt Union of Ireland over the next few years. It is recognised that many changes have to be made and initiatives started to get the PPUI and the sport of Pitch and Putt where it should be.

Limited by the size and resources of the organisation, the PPUI has to make the very most of what it has got. In order to succeed and progress efforts must be concentrated on the small number of key areas outlined in this plan.

In accordance with the recommendations of the committee and the input of the membership in the process, the Strategic Plan 2013 – 2016 has set the following broad goals so that the PPUI can fulfil its mission:

- Improve the structures and governance of the game so that the National Executive Council can drive the growth of the game from bottom to top.
- Develop technology and training improvements so communication and transparency between all levels of the game is bettered.

- Increase participation levels in the game for people of all ages and standards, across clubs, counties, schools and other partner groups.
- Establish effective communications, marketing and sponsorship strategies in order to increase publicity and mainstream visibility.

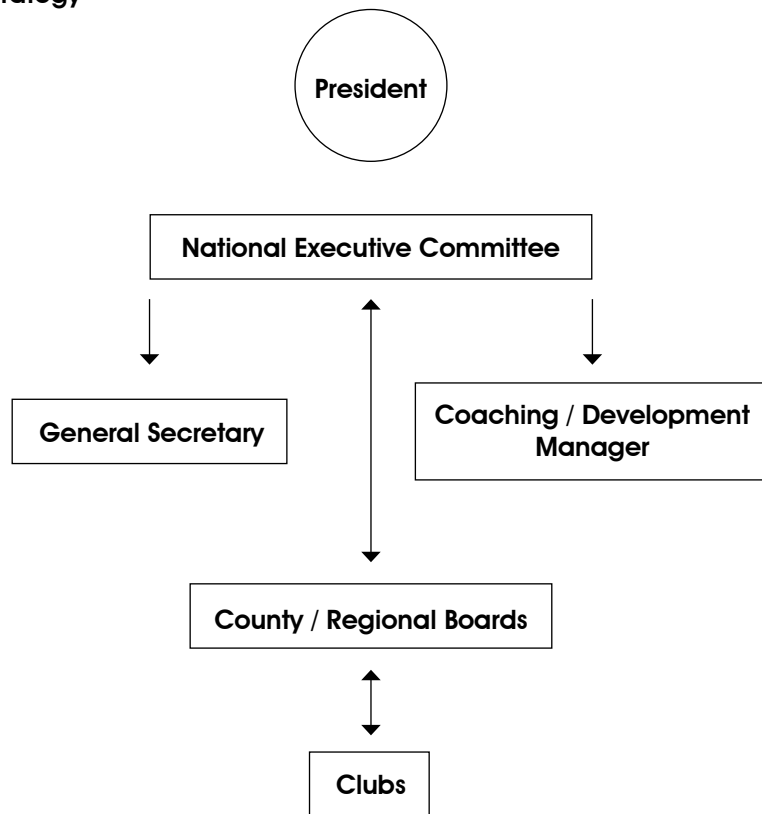
This document puts in place a framework to achieve these goals.

The progress of the Strategic Plan will be reviewed each year throughout its duration and upon completion. Evaluation each November will allow the National Executive to measure targets and reassess goals, ensuring that overall objectives remain on course.



Structure Of The PPUI

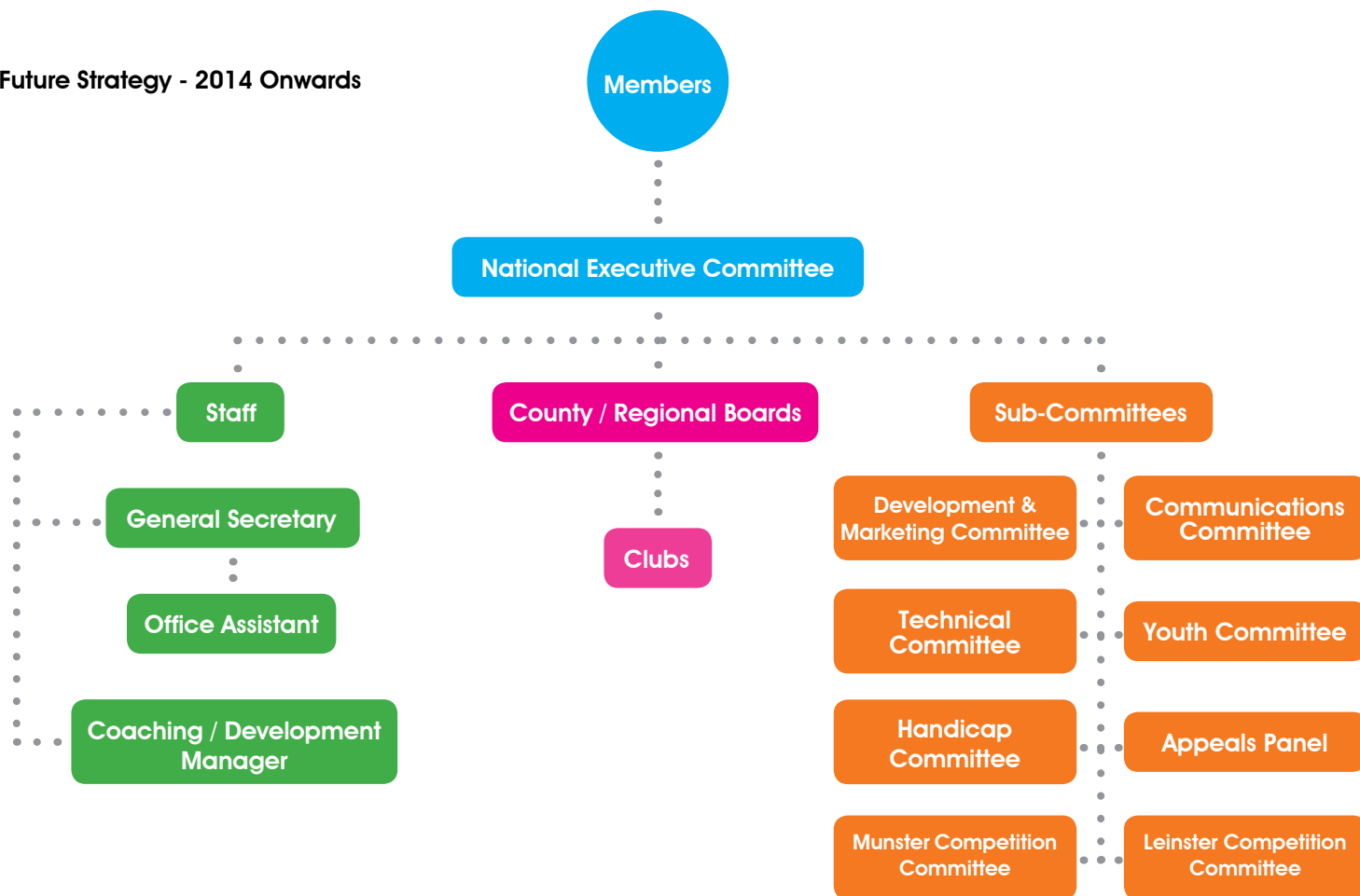
Current Strategy



A few tweaks and additions to the current structure of the Pitch and Putt Union of Ireland will lead to future improvements. Firstly, the members have been added to the top of the organisational chart, having been omitted initially. The reason for this is simple; it reminds all elements of the Structure – National Executive Council, County Boards, Staff, etc. that they are working on behalf of the PPUI membership at all times. Without members, the PPUI as a governing body does not exist.

The establishment and addition of various sub committees will play many important roles. Firstly it expands the capabilities of the current structure. Each committee will be chaired by an NEC member who will report back to the NEC on committee work. With more members and more knowledge working together, the quality and quantity of output will be improved. Experience working on National Committee's will ready participant for further roles, possibly on the NEC. This succession planning is not active at present. Lastly, by adding support and numbers in vital areas, the workload of NEC members will be reduced, allowing focus on neglected action areas.

Future Strategy - 2014 Onwards



Strategic Action Area 1 – Governance & Administration

The current structure of the PPUI has been in place for some time. At the time it was perfectly suitable for the situation but things have changed.

The role of the P.R.O. is all encompassing these days. With so many different facets to this, the workload will be split into a Communications & Press role with the Marketing facet to be dealt with under the Development role. This will allow a more considered focus in each area with the current Coaching role to be fulfilled by the National Coach and PPUI Tutors.

There is also a great need to create a link between the PPUI and County/Regional Boards; this will be the role of the Provincial Co-ordinators whose primary role will be to head up a committee responsible for managing Provincial Competitions.

Structural change is not just an issue at National level. At local level, the right people need to be in place in the right roles. Another concern at local level is the knowledge and skills of these individuals. The PPUI will address this, providing training and support for committee members.

Another area of concern that has been addressed is the concentration of workload with the National Executive. Sub-Committees are to be established in key areas that will bring people in to share the burden. This will also help with succession planning, preparing people for future roles on the National Executive.

Key Performance Indicators:

1. New National Executive Council Structure and Sub-Committees in place from 2014 – 2016.
2. Clearly defined roles established for each officer and committee by August 2013.
3. All Clubs and County/Regional Boards to have full committees in place by 2014 with access to training and guidelines for their role.



Objective	Action(s)	Responsibility	Timeline
Improve the Structure of the National Executive	Amend the PPUI Constitution to include all the Constitutional Changes requires by the Strategic Plan. Officers to be elected to the New Positions	National Executive	April 2013 February 2014
Define each of the officer positions on the National Executive (Appendix 1)	Produce a document detailing the job description for each of the positions on the new National Executive.	National Executive, Strategic Planning Committee	August 2013
Establish Sub-Committee's to work on behalf of the National Executive	The committee's listed in Appendix 2 are to be established with the relevant NEC officer to chair the committee.	National Executive	March 2014
Define the role of each of the Sub-Committees listed in Appendix 2	Produce a document detailing the job description for each of the newly established sub-committees.	National Executive, Strategic Planning Committee	August 2013
Develop and maintain up to date information on the current circumstances of all PPUI clubs	Carry out an analysis of each PPUI club. Each club to be visited by either a NEC officer or staff member at least every second year. Checklist document to be completed during visit in consultation with each club.	National Executive, PPUI Staff	Annually March – May starting 2014 Starting March 2014
Improve the structure of committees in PPUI clubs and County/Regional Boards	All clubs/boards to carry officers in the following roles: Chairman, Secretary, Treasurer, Youth Officer (If U-18's in club/board). Clubs are recommended to have the following officers in place if possible: Development/Coaching, Communications, Competition Secretary, and Registrar.	National Executive, PPUI Clubs and County Boards	Dec 2014
Provide new and prospective club officers with an understanding of their role	Updated PPUI Administration booklet to be produced detailing the role of Officers in clubs and county boards. Document to also be published on PPUI website.	PPUI Staff	August 2013
Improve the standard and skills of club and county board officers	Education seminars to be developed in time for 2014 season. Seminars to be delivered on a provincial basis biennially, covering the following three officer areas – 1.Chairman/Secretary/Treasurer, 2.Communications/Marketing/ IT 3.Youth/Development/Coaching	Development & Marketing Committee, Coaching/ Development Manager	October 2013 March 2014

Strategic Action Area 2 – Competition & Club Development

At present, the running of competitions is taking up a vast proportion of National Executive Officer's time. While important, and there should always be some officer presence at competitions, this is an area of work that can be delegated. Newly established Leinster/Ulster and Munster/Connacht Competition Committees will come into being for this very reason. The PPUI should also make more use of suitable personnel in host clubs and when required from county boards.

Another area for development is the awarding of Championships and Courses. A proper application process is to be established where clubs will commit to certain obligations and meet compulsory criteria. The timeline on this process will be tightened up and these will eventually be awarded two years in advance, allowing for greater planning and preparation at club level. Clubs will be incentivised to meet quality criteria as set down by a Club Benchmarking scheme and this will improve the overall standard of PPUI courses. Of course the PPUI must assist with this also; the new position of Technical Officer and their Committee along with the ongoing greenkeeper training programme will facilitate this.

The PPUI needs to constantly evolve and change for the better in order to maximise benefits for the membership. For this reason, the competition calendar, and the competition formats in place need to be reviewed on an annual basis. For the same reasons, there is also a need to examine both the Handicap and Ranking systems to ensure the best possible structures are in place. One positive evolution will be the inter-club competitions. They open up participation to all club members and will hopefully reinvigorate our clubs while instilling a sense of belonging among members.

Key Performance Indicators:

1. Committees in place to Co-Ordinate Provincial Championships & Competitions
2. Guidelines in place for running all National & Provincial Championships & Competitions for 2014
3. Annual reviews of the competition calendar – New Inter Club Competition to be trialled

4. Application procedure improved for Championships and Competitions – All awarded two years in advance
5. Benchmarking of clubs and a Club Mark scheme introduced, raising the standard of PPUI clubs



Objective	Action(s)	Responsibility	Timeline
Improve the co-ordination and planning of Provincial Championships and Competitions and strengthen relationships with county boards	Establish Provincial Competition Committee's – Munster/Connacht and Leinster/Ulster. NEC Co-ordinators to Chair each committee. Committee representatives to be selected by the relevant Provincial Co-ordinator.	Provincial Competition Co-ordinators	March 2014
Improve the process of running Championships and Competitions	Develop guidelines for running PPUI Competitions and Championships, specifically in terms of personnel. Guidelines listed in Appendix 3	Competition Co-ordinators, National Executive	April 2014
Improve the application and appointment process for Championships and Competitions	Invite clubs to apply to host championships and competitions (National and Provincial) on an annual basis. Criteria to be established for each Championship and Competition. Championships and Competitions to be awarded up to two years in advance	National Executive, General Secretary	Closing date August 31st. 2014 & 2015 Competitions awarded by October 2013. Awards for 2016 by October 2014.
Increase Competition opportunities for club members of all abilities.	Establish and run new National Inter-Club Competitions.	National Executive, Development & Marketing Committee, National Competition Co-ordinator	2013
Improve the PPUI Competition Calendar on an annual basis	Review all Championships and Competitions following the end of the PPUI season examining the viability of each position on the PPUI calendar	National Executive, National Competition Co-ordinator	Annually
Review the PPUI ranking system	Perform a review of the current PPUI ranking system examining possibilities to improve and expand it	National Executive to appoint a committee to prepare a report	October 2013 – January 2014
Create further opportunities for U-18 members	Review the current competition structure for under 18 members, optimising the current structure to maximise participation numbers	National Executive, Youth Officer	April - August 2013
Review the PPUI Handicap System	Perform a full evaluation of the PPUI Handicap system in consultation with all sections of the membership. Bring motions forward to the National Executive for annual convention.	Handicap Committee	March 2015 – January 2016
Improve the standards of PPUI Courses	Create a benchmarking document outlining minimum standards for: (a) PPUI membership, (b) Provincial Graded courses and (c) Nationally Graded Courses. Continue to run greenkeeping seminars on a provincial basis at least biennially, training members of PPUI clubs in basic and advanced greenkeeping techniques.	National Executive, Development & Marketing Committee, Technical Officer	June 2014 2013, 2015
Recognise high quality PPUI clubs and encourage others to achieve high standards.	Develop and Implement a Club Mark Scheme for accrediting and encouraging PPUI clubs. Clubs achieving minimum standards will achieve the Club Mark Standard.	Development & Marketing Committee	2014

Strategic Action Area 3 – Membership & Participation

The PPUI membership has been in decline for the past few years. The drop off in playing numbers is a worrying trend. The good news is that the players are out there, but getting them into the PPUI is a real challenge. There are many avenues that can be explored in order to get the membership in the right direction: third level, primary schools, community programmes and a revival of the National Pitch and Putt week. This Strategic Plan is targeting a 5% membership increase by 2016. This is a modest target but definitely achievable with the right structure and plan in place.

The Primary Schools coaching and Summer Camp schemes have been very effective at introducing children of a primary school age to the game. Participation in these programmes must be capitalised upon by getting these children active in clubs. Through expansion of the summer camps and creating better links between primary schools and clubs, this can be achieved.

With 115 affiliated clubs, the PPUI is only scratching the surface in terms of potentially affiliated clubs. As a governing body, the PPUI needs an improved relationship with this arm of the sport. By recognising their existence and opening dialogue with them, there is

potential for development. Connacht and Ulster are two areas in particular with room for growth. Developing membership in these areas should be a priority.

Key Performance Indicators:

1. 5% increase in membership from 2013-2016
2. Improved participation links between the PPUI and primary schools, third level education, LSP's and other community groups
3. 8 newly affiliated clubs by 2016
4. Links created between the PPUI and non-affiliated Pitch and Putt courses throughout Ireland



Objective	Action(s)	Responsibility	Timeline
Increase awareness and opportunities for Pitch and Putt at third level	Introduce an individual competition for Pitch and Putt players in Third Level education. The competition will also be open to non members. Investigate the feasibility of affiliated clubs in third level institutions. Investigate the feasibility of a third level team competition to be run in conjunction with the individual competition	Development & Marketing Committee, Coaching/ Development Manager, Youth Officer	2014 2016
Create better links between clubs and primary schools and improve the overall level of participation at this age.	Continue with the primary schools coaching programme, accessing all opportunities to expand the program and develop new school links. Develop a framework document to help clubs improve their relationship with primary schools following coaching visits. Introduce Primary School Days Fun Competitions for schools in the same county that have participated in the program.	Development & Marketing Committee, Coaching/ Development Manager, National Coach, Youth Officer	2013 - 2016 2013 2015
Increase the number of PPUI affiliated courses.	Develop a strategy for the recruitment of new courses, focusing on the benefits of joining the PPUI. Open dialogue with non-affiliated courses, focusing on courses and clubs near existing member courses. Target of 8 new clubs by 2016, with particular attention paid to the Connacht and Ulster regions.	Development & Marketing Committee, Coaching/ Development Manager	2013 - 2016
Strengthen the PPUI's relationship with Special Olympics	Build on the success of the development work between the Special Olympics Eastern Region and the PPUI. Extend the programme to three other Special Olympics regions.	Development & Marketing Committee, Coaching/ Development Manager	2015
Increase the exposure and public awareness of Pitch and Putt in the Community while improving participation possibilities for local groups.	Work in conjunction with Local Sports Partnerships, Age Action Groups, etc. and local coaches to develop and implement trial participation programmes for local groups.	Coaching/Development Manager, National Coach, Development & Marketing Committee	2014 - 2015
Extend the relationship between the PPUI and non-affiliated Pitch and Putt courses – promoting the sport	Investigate the possibility of incorporating courses outside PPUI distance regulations as part of the membership	Coaching/Development Manager, Development & Marketing Committee	2013 - 2014
Promote Pitch and Putt as an alternative summer participation sport for children of primary school age	Continue to develop the PPUI Summer Camp programme, expanding to 10 camps and 250 children by summer 2016. Work with host clubs to put a framework in place to retain participant's involvement in the club and the PPUI.	Coaching/Development Manager, Development & Committee, National Coach	2013 - 2016
Highlight the sport of Pitch and Putt and the work of PPUI clubs at community level	Reintroduce a National Pitch and Putt weekend to be held every year in May. PPUI to encourage clubs to run Have a Go, Introduce a Friend, Family Days, Coaching Clinic's, etc. for at least half a day.	Coaching/Development Manager, Development & Marketing Committee	2014 - 2016

Strategic Action Area 4 – Coach Education

Coach Education is an area where strides have been made in recent years. Now that a player pathway is in place for Pitch and Putt along with a new Level 1 course, the PPUI can produce high quality coaches to fulfil the need of potential and current members.

The PPUI will continue to produce over twenty coaches annually with an eventual goal of having a coach in 90% of clubs by 2016. No matter where you are, you should have access to a coach to help you develop your game. In addition, the PPUI also need to keep up with demand, two new tutors are to be trained by Coaching Ireland. By doing this and always maintaining at least four tutors, the PPUI will be able to meet Coach Education needs.

The PPUI also need to support coaches so that they supplement and develop skills that they have learned. Regular contact with coaches is required, as are CPD courses for existing Level 1 coaches. Links between the PPUI and local coaches also need to be strengthened. In turn, the coaches can also help the PPUI. Brief end of year reports will help us quantify the level; of coaching taking place and identify areas of improvement.

Key Performance Indicators:

1. Quality coaching available to all of the PPUI membership and increased awareness of it
2. Active coaches supported in their CPD through regular courses and information
3. Sufficient levels of PPUI Coaches and Tutors trained to meet demands



Objective	Action(s)	Responsibility	Timeline
Continue to produce high quality Level 1 coaches	Hold a minimum of two Level 1 courses every year with a target of at least 20 qualifying coaches annually	Coaching/Development Manager, PPUI Tutors, Development Committee	2013 - 2016
Ensure that quality coaching is available and recognised by all PPUI members and prospective members	Highlight areas with limited coaches to host courses. 90% of PPUI clubs to have a qualified Level 1 coach by 2016	Coaching/Development Manager, PPUI Tutors,	2013 - 2016
Ensure that members are aware of coaches in their locality and of the importance of coaching	Keep an updated list of coaches and their qualifications online. Carry regular coaching bulletins of the PPUI website and e-zine	Coaching/Development Manager, Communications Committee	May 2013
Quantify the level of coaching in PPUI clubs annually	Have all qualified coaches provide a brief report outlining the coaching undertaken in the previous year	Coaching/Development Manager	October 2013
Support active PPUI coaches in the development of their coaching skills	Develop and run specific CPD courses for Level 1 coaches to enhance their skills. Provide all PPUI coaches with regular bulletins via email	Coaching/Development Manager, PPUI Tutors	2013 - 2016
Ensure there are enough tutors to meet the coach education demands of the PPUI	Identify two candidates to attain the Coaching Ireland tutor qualification and facilitate their participation on a Tutor Development course. Tutor levels to be maintained with at least four active tutors at all times.	Coaching/Development Manager, National Coach, PPUI Tutors	2013 - 2014
Improve the link between the PPUI and local coaches	Each county board to appoint a regional coaching officer. Establish a job description for this position	Coaching/Development Manager, National Coach, PPUI Tutors	2014
Build the relationship between the PPUI and Coaching Ireland	Continue to work with Coaching Ireland, implementing the CDPI. Work together to develop and improve coaching and education schemes for PPUI members	Coaching/Development Manager, Coaching Ireland	2016

Strategic Action Area 5 - Marketing, Communications & IT

The PPUI have neglected potential improvements in relation to technological advancements in recent years. With a newly developed website, there are now many potential IT options that can be implemented that will improve the running of the PPUI and the experience of the membership. Already there has been the introduction of Facebook, Twitter and Flickr pages – allowing improved communication with the membership. These need to be developed, improved and kept up to date.

Electronic communication needs to become a primary method of communication but there are additional steps that must be taken. The introduction of online registrations, payments and entries will be a big transformation for the PPUI requiring the transfer to an online database, but it will make things so much easier and efficient for both PPUI clubs and office staff. The introduction of an online PPUI shop will create a small revenue stream but will also help promote the PPUI brand.

Marketing is an area that has been neglected to date by the PPUI. A clear and positive image of what we are must be provided in order to attract people to the sport. Before working on this we need to

know why people play the game and why some don't participate. This market research will dictate the direction of any marketing strategy. With proper marketing, the PPUI look to develop business partnerships and attract considerable sponsorships. With a bit of work and perseverance, this could provide the PPUI with a significant revenue stream.

Key Performance Indicators:

1. IT resources in place to facilitate online payments, entries, registrations and the introduction of an online shop
2. Communication via email a primary means of contacting and delivering information to Clubs and County/Regional boards
3. PPUI and member clubs making full use of the PPUI website and relevant social media tools
4. Report produced on participation, recommendations made and actions carried out as a direct result
5. Four anchor partners in place for the PPUI, providing increased revenue, publicity and mainstream visibility



Objective	Action(s)	Responsibility	Timeline
Use IT resources to improve basic day to day interactions between the PPUI office and member clubs	Investigate the various requirements and options for including an online registrations, entries and payments facility on the PPUI website. Trial the use of these online tools with a small number of clubs. Upon a successful trial, roll out this facility to all PPUI clubs	Office Staff	2013 - 2014
Develop an online shop for the PPUI website	Identify, source and create PPUI branded products for the online shop. Develop a section of the website in order to sell the products.	Office Staff, Honorary Treasurer	2014
Electronic Communication to become a preferred contact method with clubs and boards	All clubs and boards required to have an email address as a point of contact for the PPUI by 2013. Email to be primary communication method by 2016	Office Staff, Communication & Press Officer	2013 2016
Provide membership with updates via text and e-mail	Add all mobile phone numbers and email addresses to a communication database. Use contact details to provide alerts and news to the membership	Office Staff, Communication & Press Officer	2013 - 2016
Make full use of the new PPUI website	Achieve 90% uptake on Micro Sites from all PPUI clubs and county boards. Ensure all records on the website are fully up to date. Website to also display a read-only database containing basic membership information (reg. number, club, handicap, reg. date).	Office Staff, Communication & Press Officer, Development & Marketing Committee	November 2013
Bring the PPUI up to speed with modern technology trends	Develop a PPUI smartphone application. Make better use of social media - Greater visibility and frequency of updates on facebook and twitter. Use Flickr to develop a comprehensive PPUI photo database	Office Staff, Communication & Press Officer, Communications Committee	2013 2013 - 2016
Ensure that the relevant people have the skills to use the PPUI website on behalf of their clubs and county boards	IT resources to be provided for all aspects of the website (User Manual and Videos). These to be updated as relevant. IT training to be included as part of biennial club/county officer training	Coaching/Development Manager, Communication & Press Officer, Development & Marketing Committee	2013 2014 & 2016
Investigate the reasons for participation in the sport of Pitch and Putt	Employ a marketing consultant to research both the reasons why people play Pitch & Putt and the reasons they choose not to participate. A report to be prepared for the National Executive. Use the results to develop recommendations and act on these	National Executive, Development & Marketing Committee, Marketing Consultant	2014
Increase PPUI revenue and exposure through sponsorship	Develop a sponsorship package to bring to prospective sponsors. Target three year PPUI partnership deals rather than individual competition sponsorship. Secure four annual anchor partners for the PPUI.	National Executive, Development & Marketing Committee	2014 - 2015

Strategic Action Area 6 – International Pitch & Putt

The PPUI has long been at the centre of International Pitch and Putt proceedings and this will need to continue if the sport is to grow as an international entity. The role played on International bodies needs to be maintained. As the home of the best courses in the world, other federations need to be shown the standards we keep in the birthplace of Pitch and Putt. International competitions are essential to this.

Hosting and winning the IV FIPPA World Cup at Royal Meath has been one of the highlights of recent years. In order to maintain Ireland's excellent International record, procedures will have to be put in place to ensure we send a team capable of retaining the trophy in 2016. Before this major championship, the European title is up for grabs in the meantime. Having lost our unblemished record in this competition in 2010, an immediate goal must be to regain the crown in 2014.

Key Performance Indicators:

1. The PPUI continue to play a crucial role in the development and organisation of the sport internationally
2. Ireland regain the European Championship in 2014
3. Ireland retain the FIPPA World Cup in 2016



Objective	Action(s)	Responsibility	Timeline
Participate as an integral member of EPPA and FIPPA	Continue to send representatives from the PPUI to International Pitch and Putt Meetings	National Executive, FIPPA/EPPA Representatives	2013 - 2016
Uphold Ireland's position as the premier place to play Pitch and Putt in the World	Hold at least one International Pitch and Putt Competition biennially.	National Executive	2014 - 2016
Regain the European Championship in 2014	Review the qualification system for selecting international teams, i.e., how squad is chosen and qualification format. The overall aim is to enable the best possible team to represent the PPUI at the European Championships	National Executive, Team Manager	2014
Retain the FIPPA World Cup	Hold a qualification tournament in order to choose the best possible team to represent the PPUI at the V FIPPA World Cup	National Executive, Team Manager	2016

Appendix

Appendix 1:

From Convention 2014 onwards, the National Executive Council (NEC) of the Pitch and Putt Union of Ireland shall consist of the following officers:

- President
- Vice –President
- Honorary Secretary
- Honorary Treasurer
- Registrar
- Communication & Press Officer
- Development & Marketing Officer
- Technical Officer
- Youth Officer
- National Competition Co-ordinator
- Leinster / Ulster Competition Co-ordinator
- Munster / Connacht Competition Co-ordinator

The current Coaching responsibilities are to be fulfilled by the National Coach, appointed annually by the National Executive, with assistance from PPUI Tutors. The National Coach is not a member of the National Executive but may be called to meetings on occasion.

Appendix 2:

From Convention 2014 onwards, the National Executive Council (NEC) may establish the following Sub-Committee's to work on behalf of the National Executive:

- Development & Marketing Committee
- Technical Committee
- Communications Committee
- Handicap Committee
- Youth Committee
- Leinster / Ulster Competition Committee
- Munster / Connacht Competition Committee
- Appeals Panel

The Development & Marketing, Technical, Communications, Youth and Handicap (Registrar) Committees will consist of the relevant NEC officer (acting as Chairman) and up to five other PPUI members. Appointments to each committee are to be made by the Chairman, subject to approval from the National Executive.

The Leinster/Ulster and Munster/Connacht Committees will be chaired by the relevant Provincial Co-ordinator and will consist of a representative from each of the County/Regional Boards in that region. Suitable

representatives to be selected by the regional co-ordinator, subject to approval from the National Executive.

The National Executive also has the power to dismiss any sub-committee and relieve them of their duties.

Appendix 3:

From 2014 onward the following personnel will run National and Provincial Championships and Competitions:

NATIONAL

- National Competition Co-ordinator
- PPUI President (or Vice-President)
- Communications & Press Officer
- Members of the NEC
- 2 representatives from the host club
- 2 representatives from the local Provincial Committee if required

PROVINCIAL

- Provincial Competition Co-ordinator
- Members from the Provincial Committee
- 2 representatives from the host club
- Minimum of 3 NEC officers









PITCH AND PUTT UNION OF IRELAND

Irish Sport HQ
National Sports Campus
Blanchardstown, Dublin 15

Phone: (01) 625 1110 | Email: office@ppui.ie
www.ppui.ie

© Pitch and Putt Union of Ireland 2013