



GPA Annual Report 2024

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# CEO'S ADDRESS

## **INTRODUCTION**

Welcome to the GPA Annual Report for 2024. I'm Tom Parsons, CEO of the GPA, and I'm proud to reflect on the work we've done to support inter-county players while also acknowledging the challenges that remain. In 2024, we made real progress in player welfare, financial sustainability, equality, and development, but we also recognise the increasing demands on players and the need for greater recognition and investment in their future.

## **PLAYER LOAD & WELLBEING**

One of the biggest challenges in 2024 was the increasing demands placed on players. Inter-county athletes are now part of an almost year-round competition cycle, with excessive expectations around games, travel, and multiple competitions, particularly for our younger members. While we successfully lobbied for the removal of pre-season competitions, our focus now must shift to protecting the split-season. There is growing discussion across some quarters of the GAA leadership about reintroducing pre-season tournaments and extending the season into August and September—moves that would

directly undermine player welfare. This is a step backward, and ensuring player wellbeing remains at the heart of decision-making is something we must tackle together.

## **FINANCIAL HARDSHIP**

The Indecon Report, commissioned by the GPA in 2024 and recently released, highlighted the financial strain on players, with an average annual expense loss of €4,602 despite having a charter in place. Students are particularly affected, as their commitment to inter-county competition leaves little time for part-time work, with 1 in 3 stating they are in serious financial distress. That's just not good enough considering the revenue the GAA make and the economic impact of €600 million generated by inter-county players. In 2025 and beyond, the Indecon Report will drive our policy to secure enhanced state recognition and financial support to ensure that playing inter-county does not place players under undue financial stress.

## **EQUALITY & THE FEMALE CHARTER**

While we have seen progress in integration, the

process remains too slow. Equal treatment for male and female players is still not guaranteed. The GPA remains committed to ensuring our GPA motion at GAA Congress—equal investment, recognition, and opportunity—is upheld as a core pillar of integration. The introduction of the first Female Charter in 2024, as a result of the United for Equality campaign, was a critical step on this journey, but we will continue to push for full parity in expenses, medical support, and playing conditions again in 2025 and beyond.

### **BEO360 & PLAYER DEVELOPMENT**

Off the field, the BEO360 Player Development Programme has been central to supporting players in their careers and personal growth. I believe in Jennie Rogers, Arron Graffin and Stephen Henry we have 3 of the best Player Development Managers in Ireland. This initiative ensures that players have access to education, career transition pathways, and mental health resources, preparing them for life beyond sport.

### **LEADERSHIP & THANKS**

Our work would not be possible without the National Executive Committee, particularly our new Co-Chairs, Niall Morgan & Aisling Maher, and the experience of President Donal Óg Cusack and Vice-President Cora Staunton. We are also fortunate to have the leadership of our Board Chairperson, Brian MacCraith, guiding our strategy and advocacy efforts.

The GPA is committed to ensuring that inter-county players receive the respect, recognition, and support they deserve. We will continue to push for financial sustainability, safeguard player welfare, and champion equality. As we move through 2025, we remain focused on delivering real change for our players, both on and off the pitch.

A stylized, handwritten signature in white ink, likely belonging to Tom Parsons, the CEO of the Gaelic Players Association. The signature is fluid and cursive, with a prominent 'T' and 'P'.

**Tom Parsons**  
**CEO, Gaelic Players Association**