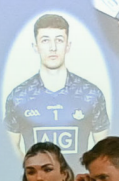




A Day in the Life... Michelle Teehan
Kilkenny Camogie



Domhnall Nugent
Let's Face It



Kieran Lillis
Laois Football



GPA Annual Report 2025

PLAYER DEVELOPMENT HIGHLIGHTS

INTRODUCTION

In 2025, the Gaelic Players Association (GPA) continued to show passion, dedication, and commitment to supporting inter-county players in their off-the-field personal development. Our Player Development Programme, BEO360, built momentum by empowering players to excel personally and professionally across the different stages of their Inter-county careers.

Throughout the year, we strengthened and evolved our core initiatives, delivering tailored life skills support, leadership development, business mentorship, and wellbeing programmes to players across all codes, all levels and at all career stages. Central to this work was a strong focus to recognise and harness the transferable skills inter-county players possess as people, and supporting them as players, to allow them to apply these strengths beyond sport. Simply put, our aim is to Empower People, to Ignite Passion and to Unlock Potential.

A defining feature of 2025 was the continued expansion of our transition, leadership, and mental health literacy programmes, alongside new initiatives focused on communication skills, personal branding, financial literacy, and digital wellbeing. Together, these programmes reflect the GPA's holistic approach to player development, supporting players not just as athletes, but as people at every stage of their journey.

As we look ahead to 2026, our ambition is to further deepen engagement with our membership and continue to raise awareness of BEO360, with the help of our newly appointed Engagement & Development Officers (EDOs). Through this work, we remain committed to delivering the highest standard of quality by helping every player realise their potential during their playing careers and long after they step away from the game.

You See Players, We See People.

Jennie, Arron and Stephen
GPA Player Development Team



GPA PLAYER DEVELOPMENT PROGRAMME (BEO360) ENGAGEMENTS 2025

PROGRAMME	NO. OF PARTICIPANTS
EDUCATIONAL SUPPORT	
ENHANCED SCHOLARSHIPS	53 (6 MBA'S)
GPA 3RD LEVEL STUDENT SCHOLARSHIPS	912 (16 PHD, 154 PG, 742 UG)
EDUCATION AND TRAINING FUND	154 (38 PAST, 116 CURRENT PLAYERS)
EVENTS	
ROOKIE CAMP SERIES	497
THE PLAYERS PLATFORM	7
BUILD YOUR BRAND: THE MVP CONTENT MASTERCLASS	45
FOOD SAFETY TRAINING WEBINAR	15
DEVELOPMENT PROGRAMMES	
LEGACY LEADERSHIP PROGRAMME	24
EMERGING LEADERS PROGRAMME	8
BUSINESS DEVELOPMENT MENTORSHIP	31
SPORT TO START-UP LEO PROGRAMME	7
BEYOND THE FIELD' TRANSITION PROGRAMME	12
AOTG MOVEMBER PROGRAMME - WORKSHOPS DELIVERED TO CLUBS	207
AOTG MOVEMBER PROGRAMME - TOTAL NO. OF YOUNG PEOPLE	3131
AOTG MOVEMBER PROGRAMME - TOTAL NO. OF PARENTS & COACHES	2524
AOTG MOVEMBER PROGRAMME - TOTAL NO. OF PARTICIPANTS	5655
COACHING SUPPORT	
BEO360 COACHING SESSIONS	931
INTERVIEW PREPARATION SESSIONS	57
CV DEVELOPMENT SUPPORT	43
EDUCATIONAL & CAREER GUIDANCE SUPPORT	14
WELLBEING SUPPORT	
COUNSELLING SERVICE - NEW REFERRALS	73
NO. OF COUNSELLING SESSIONS SCHEDULED	466
DIGITAL WELLBEING HUB	22
RESIDENTIAL CARE SUPPORT	3
OUTPATIENT ADDICTION SUPPORT	2
PAST PLAYER SURGICAL FUND	15

EDUCATION SUPPORT PROGRAMME

In 2025, the GPA's Education Supports Programme delivered a major year of impact for our membership. Across our four education supports; Third-Level Scholarship, Education & Training Fund, Enhanced Scholarships & MBA's Programmes, we supported over a quarter of our members to further their education and personal development through much-needed scholarships, funding, and practical guidance.

Our Third-Level Scholarship Programme supported 920 undergraduate, postgraduate, and PhD students in 2025. A further 53 scholars received an enhanced scholarship award, with six players awarded a fully funded MBA, providing a significant opportunity to accelerate career development, build business capability, and broaden leadership skills beyond the playing field.

In addition, the Education & Training Fund supported over 150 players, including 38 past players, completing upskilling, personal development & career-focused pathways. These included qualifications and courses such as personal training, beauty and wellbeing, apprenticeships, and sales and marketing, among others, helping players build real-world skills and prepare for life alongside and beyond inter-county sport.

Importantly, the programme's impact went beyond funding alone. Throughout the year, we worked closely with players to help them identify the right learning pathways, navigate their options, and connect with colleges and providers to ensure they received the best possible supports, resources, and opportunities to succeed.

This year also marked the beginning of a new partnership with Hibernia College, expanding opportunities for players pursuing Master of Arts in Education programmes, and we look forward to building on this relationship in 2026.

We are hugely grateful to all partner colleges and providers who collaborated with us throughout 2025, and we are excited about delivering an even stronger year ahead, with new partnerships, events and expanded education opportunities for GPA members in 2026.

GPA ROOKIE CAMP SERIES

The GPA Rookie Camp Series continued to be a cornerstone of early engagement for new inter-county players. Across December 2024, January 2025, and November 2025, a total of 497 players participated in the programme as 7 camps were delivered across the 4 provinces of Ireland to maximise accessibility and regional reach.

Designed for players aged 18–23, the Rookie Camp supports players transitioning into the demands of adult inter-county Gaelic games. Workshops were delivered by GPA staff across our four pillars of Welfare, Development, Representation, and Equality, with a strong emphasis on practical off-field supports.

A highlight of the programme was the “A Day in the Life” Q&A panel, where current male & female inter-county players shared honest insights, lived experiences, and advice with the next generation. The Rookie Camp Series achieved a strong NPS score of 8.3, reflecting the value players placed on early engagement and peer-led learning.



CAMP	DATE	NO. OF ATTENDEES
Belfast, Ulster	December 2024	65
Dublin, Leinster	January 2025	99
Limerick, Munster	January 2025	88
Claremorris, Connacht	January 2025	49
Belfast, Ulster	November 2025	30
Dublin, Leinster	November 2025	100
Limerick, Munster	November 2025	66
Total		497



‘BEYOND THE FIELD’ TRANSITION PROGRAMME

For the third consecutive year, the GPA delivered the ‘Beyond the Field’ Transition Programme, hosting 12 retired inter-county players at a bespoke residential retreat in the Hodson Bay Hotel, Athlone.

This programme provides former players with dedicated time and space to acknowledge the commitment and identity tied to their inter-county careers, while supporting them to reflect, reset, and refocus on the next chapter of their lives.

Through guided self-reflection, group discussion, and individual exploration, participants were supported and encouraged to explore vulnerability and to clarify their sense of purpose and interests beyond sport.

‘Beyond the Field’ remains a vital component of the GPA’s commitment to supporting past players through key life transitions and ensuring that retirement from inter-county sport is met with understanding, dignity, and practical support.

THE PLAYERS PLATFORM – COMMUNICATION & PUBLIC SPEAKING

In 2025, the GPA hosted the Players Platform, a targeted communication and public speaking workshop designed to support players to develop confidence, presence, and storytelling skills in order to communicate with impact. The workshop was delivered to a small group of 7 inter-county players by GPA staff.

This intimate format allowed players to step outside their comfort zones, receive personalised feedback, and build confidence in presenting, speaking, and communicating their experiences. The event achieved an exceptional NPS score of 9.2, with player feedback highlighting increased confidence and motivation to engage further with GPA development opportunities.

PLAYER TESTIMONIAL

“Thanks a mill for organising and the opportunity to attend. It really took me out of my comfort zone but I learned loads and I think now that I’ve done something like this I’d be much more inclined to sign up for other events. Really appreciate it!”





BUILD YOUR BRAND: THE MVP CONTENT MASTERCLASS

We hosted the Build Your Brand: The MVP Content Masterclass at LinkedIn HQ in Dublin, which was an event designed to support players to develop their online presence and personal brand through practical content creation skills.

The event welcomed 45 attendees, including inter-county players, GPA staff, Rugby Players Ireland colleagues, and external suppliers. Delivered in partnership with LinkedIn and industry experts, the workshop focused on authenticity, digital storytelling, and leveraging online platforms in a way that aligns with players' values and long-term goals.

The masterclass received a strong NPS score of 9.0, reinforcing the growing appetite among players to engage with personal brand development in a supported, values-led environment.

THE GPA LEGACY LEADERSHIP PROGRAMME

The Legacy Leadership Programme (formerly known as the Jim Madden Leadership Programme) marked its eleventh year of impact, with 24 inter-county players participating in the 2025 programme across Hurling, Camogie, and Gaelic football.

The programme focuses on developing confident, values-driven leaders through a tailored curriculum combining professional coaching, peer learning, and applied leadership practice. Each participant is put through the demanding process of a Development Centre and is paired with a professional life coach to support their continuous development across personal, professional, and sporting domains.

THE FULL LIST OF 2025 ATTENDEES ARE AS FOLLOWS:

Anna Moore	Laois Ladies Football
Adrian Varley	Galway Football
Arron Graffin	Antrim Hurling
Brian McLoughlin	Kildare Football
Caroline O'Hanlon	Armagh Ladies Football
Cathy Carey	Antrim Dual
Charlene Tyrrell	Leitrim Ladies Football
Clodagh McIntyre	Tipperary Camogie
Colm Lavin	Roscommon Football
Conor Cleary	Clare Hurling
Eoghan Campbell	Antrim Hurling
Eric Lowndes	Dublin Football
Eugene McVerry	Armagh Football
Finnian Cawley	Sligo Dual
Gerard Walsh	Antrim Hurling
Louise Griffin	Clare Ladies Football
Mairead Teehan	Offaly Camogie
Mary-Kate Lynch	Meath Ladies Football
Niall Moran	Limerick Hurling
Niamh Ryan	Limerick Camogie
Orla Hickey	Waterford Camogie
Sean Geraghty	Meath Hurling
Sinead O'Keefe	Clare Camogie
Sophie O'Callaghan	Limerick Camogie



THE GPA EMERGING LEADERS PROGRAMME

The inaugural, GPA Emerging Leaders Programme, is a leadership development programme designed and created specifically for young GPA members aged between 21–25 who want to grow as future leaders both on and off the pitch. It provides practical leadership tools, bespoke workshops, and insights from other GPA members, helping participants build clarity on their values and strengths, expand their network, and contribute to future GPA initiatives.



THE FULL LIST OF 2025 ATTENDEES ARE AS FOLLOWS:

Niall O'Connor	Antrim Hurling
Jack Coyne	Mayo Football
Paul Dolan	Kildare Hurling
Daire Cregg	Roscommon Football
Niamh Donlon	Dublin Ladies Football
Aibha Kiernan	Carlow Dual
Caoilfhionn Ní Nualláin	Wexford Ladies Football
Cassie McArthur	Antrim Camogie

MOVEMBER AHEAD OF THE GAME (AOTG)

Phase 3 of the Movember Ahead of the Game (AOTG) programme commenced in September 2025, further expanding the reach of this evidence-based mental health literacy initiative across GAA clubs nationwide. This collaborative partnership between the GPA, GAA and Movember is extremely important to ensure that AOTG continues to play a critical role in promoting mental health awareness, early intervention, and supportive conversations across the GAA community.



KEY DEVELOPMENTS IN 2025 INCLUDED:

- Recruitment and onboarding of 9 new facilitators
- Expansion of the AOTG facilitator team to 36 GPA members, including 6 Lead Facilitators
- Pilot sessions delivered to Inter-county Academy squads, GAA coaches, GPOs and coach developers.
- Finnian Cawley, Lead facilitator, travelled to Canada for 3 days to provide facilitation Training to the Western Hockey League players in support of the AOTG programme beginning their delivery in Canada.

BY THE END OF 2025, THE PROGRAMME HAD DELIVERED:

- **207** workshops in GAA clubs
- **3,131** young people engaged
- **2,524** parents and coaches engaged
- **5,655** total participants reached

INTERNATIONAL GGE GPA PLAYER EXCHANGE' PROGRAMME

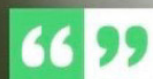
In 2025, Gaelic Games Europe (GGE), in partnership with the GPA and McKvr Sports, launched its pilot International Player Exchange Programme.

This initiative placed All-Star nominee and Armagh GAA All Ireland footballer, Rory Grugan, in France for a 10-week personal development, coaching and cultural immersion project.

The aim was to grow Gaelic Football through the French language, support local clubs and schools and showcase the power of Gaelic Games as a tool for connection, development and cultural diplomacy.

The programme made an extraordinary grassroots impact:

- **23** schools visited across France and Brittany.
- **940** students introduced to Gaelic Football.
- **40** teachers directly trained.
- **17** clubs supported through sessions and events.
- **640** club players coached.
- **50** coaches upskilled.
- Over **1,600** individuals directly engaged.



One of my passions is teaching and the other is my GAA.

To get the chance to coach in France through their native language is a challenge for me but something that I'm really looking forward to.

Food Safety Training for Café and Mobile Food Business



Presented by:
Carmel Connaire for the GPA.



Licensed trainer EHOA

Member of FSPA

Business Consultant
0873239559

carmelconnaire@gmail.com



GPA FOOD SAFETY TRAINING WEBINAR WITH CARMEL CONNAIRE FOR BUSINESS OWNERS

The GPA Food Safety Training for Café and Mobile Food Business was a practical online training workshop delivered by Carmel Connaire.

This was designed to help GPA members, who are also café owners and mobile food operators, to understand and meet food safety requirements.

It covered food business registration, the principles of safe food, common causes of food poisoning, and how to implement a Food Safety Management System.

In total, 15 players successfully completed the training and received a certificate of attendance.

NATIONAL WORKPLACE WELLBEING DAY

Jennie & Arron from the Player Development Team facilitated a Workplace Wellbeing Workshop for Insomnia Coffee, who is a commercial partner of the GPA & GAA.

This interactive wellbeing session focused on helping participants understand wellbeing and mental wellbeing, explore stress and personal “stress busters”, and build practical habits using the Five Ways to Wellbeing (connect, be active, keep learning, take notice, give).

It also included group discussion activities, reflection prompts, and signposting to relevant wellbeing supports.





OUR NEW GPA ENGAGEMENT & DEVELOPMENT OFFICERS (EDOs)

In 2025, we onboarded a new team of 8 new part-time EDOs tasked with supporting the GPA delivery across Ireland that expands our capacity and coverage.

Their roles include delivering squad visits, supporting individual players, promoting member engagement and building strong relationships with GPA reps and backroom coaching staff.

The 8 new EDOs are as follows:

NORTH REGION

Matthew
Donnelly &
Sarah Marley

SOUTH REGION

Podge Collins
& Laura
Linnane

EAST REGION

Kieran Lillis &
Sarah Quinn

WEST REGION

Adrian Varley
& Sinéad Tighe

ATHLETE & PLAYER DEVELOPMENT NETWORK IRELAND (APDNI)

The GPA PDM team facilitated the launch of a new Community of Practice group called the Athlete & Player Development Network Ireland (APDNI) for Player Development Managers, Athlete Personal Development Practitioners, and Performance Life Skills consultants across high-performance sport on the island of Ireland.

The purpose of the network is to connect practitioners, support knowledge sharing and collaboration, and strengthen the overall quality and consistency of athlete/player development support nationally.

Members of APDNI include the following:



ADDITIONAL HIGHLIGHTS

Launch of the Smart Money Habits financial literacy programme in collaboration with the LIA, Seán Cavanagh, and Darach Honan launched on the 8th May 2025.

Launch of the GPA Digital Wellbeing Support Hub in collaboration with Lena/Inspire.



GPA MEMBER WELLBEING SUPPORT SERVICES AVAILABLE 24/7

gpa

GPA COUNSELLING SUPPORT PHONE LINE	GPA WELLBEING TEXT SERVICE
ROI 1800 989 285	ROI GPA TO 50808
NI 0800 044 5059	NI GPA TO 85258

GPA DIGITAL WELLBEING SUPPORT HUB
[HTTPS://LENASUPPORTHUB.COM/GPA/](https://lenasupporthub.com/gpa/)

Delivery of Youth Mental Health First Aid (YMHFA) training to 18 GPA members (funded by the HSE).

The PDM Team attended 2 x international conferences focused on mental health, wellbeing, and athlete development. The World Players Association (WPA) Elevate Conference in Rome and the GAMeS Conference (Mental Health in Sport) in London.