



GPA Annual Report 2025

FINANCIAL HIGHLIGHTS

FINANCIAL COMMENTARY

The GPA's financial strategy is to provide sufficient funding to support the development of relevant programmes and services for members while maintaining financial resilience. I am pleased to report that 2025 was a sound financial year for the GPA and our detailed financial statements are available as a separate link to this report.

Whilst it is the individual player stories behind the figures that tell the real impact the Association is making all our decisions must be based off sound financial reasoning ensuring adequate funding is in place as the demands on players continue to grow.

FINANCIAL RESULTS SUMMARY

During 2025 our key financial objective of 75% of all net revenues being allocated towards player welfare and development was achieved at 97%. We also invested 96% of total costs to the same areas.

- Total Revenue declined by 1% excluding Government Grants. It increased by 1% when Government Grants are included.
- Total Costs increased by 1% and when Government Grants are excluded they decreased by (2%) year over year.
- Total player programme costs including Government Grants increased by 1%.
- Operating costs decreased by (9%).
- As a result, we can report an operating pre-tax loss of (€59,401) and post-tax loss of (65,881).
- The Association has reported a pre-tax net loss of (€59,401) in 2025 compared to a net loss of (€87,257) in 2024. The minor decrease in our reserves reflects the strategy of the GPA and decisions made by the NEC, Board and at our AGM in 2025. Shareholder funds are at a healthy €1,387,282 and cash at €1,648,507 at the end of 2025.

Throughout 2025 the GPA continued to monitor its risk management framework, identifying risks, prioritising them and setting out mitigation approaches and accountabilities for the highest priority items. These risks are periodically reviewed at the Audit & Risk committee (ARC) meeting and at least annually by our Board of Directors. Key risks have been identified that have the potential to affect the association.

FUNDING

Total Revenue was up by 1% compared to the previous year at €7,603,693 principally because Government Grants increased by 5% offset by GAA core funding decrease of (6%). The Government Grants increased is caused by the timing of deductions of memberships fees and benevolent fund donations, that have not yet been transacted in 2025. Commercial revenues decreased by (3%) compared to 2024 through the activities of the Le Chéile (GAA) commercial partnership and by the Movember programme recharges to the GAA. The Le Cheile (GAA) partnership aims to ensure that additional independent player-generated commercial revenue is available to supplement core GAA funding.

The GAA funding to the GPA amounted to € 2,988,758 (2024 - €3,170,328) from the GPA's 15% share of the GAA's Central Council Net Commercial Revenues. This funding agreement establishes a long-term commitment to link player welfare and development with the GAA's commercial success. The figure represents 39% of total revenues. The agreement was renewed in December 2025.

Annual Grant Funding is received from Sport Ireland via the GAA, and the GPA is responsible for ensuring that this government funding is paid to GAA senior inter-county players only. A total of €3.0m was allocated in 2025 and will be paid directly to male players as a result of their participation in inter-county games.

The female intercounty players receive their government funding directly from the LGFA/CA under a separate scheme model.

PLAYER DEVELOPMENT

A total of €4,356,113 (2024 - €4,397,730), a decrease of (1%), has been invested in the health, welfare and development of players through our player development programmes and welfare activities, alongside a further €3.0m in government grant funding (male only). We continue to deliver world-class services for players that are internationally recognised including scholarships, education and training supports, personal development coaching, leadership development courses and career development services alongside welfare services and the funding of evidence-based research.

Total Staff costs of €1,077,487 (2024 - €1,185,724) decreased by (9%). This is attributable to a decrease in permanent 11 to 10 and total staff numbers moving from 29 to 28 during the period, including 18 fixed term Movember staff. The timing and number of Movember staff vary significantly month to month. All Staff costs are included in the costs of delivering the player development and welfare programmes and are not considered overheads.

The Movember AOTG programme staff and associated costs are recharged to the GAA.

FUNDRAISING AND COMMERCIAL

Our primary obligation is to provide meaningful on and off field supports to members, and we are committed to growing our services. Our fundraising activities in Ireland and the US are focusing on continuing to fulfil that obligation. In 2025 fundraising generated €166,415 (2024 - €39,169) of reported revenue. This revenue is recognised on a cash basis.

Commercial income of € 1,333,770 (2024 - €1,369,461) decreased by (3%) and was generated by the Le Chéile(GAA) commercial partnership combined with the Movember cost recharges.

OPERATING COSTS

The GPA's operating expenditure of €325,314 decreased by (9%) from 2024 – €357,320 and we consider this a positive outcome given the levels of inflation experienced in 2024 and 2025. The Association's debt position remains unchanged with no bank borrowings. The balance sheet includes cash balances in Euro, Sterling, and US Dollar and an investment in Irish Government Bonds (2024 only).

OUTLOOK

The GPA is operating with a stable financial foundation where rigorous revenue and cost management will remain a high priority. We will continue to manage our costs efficiently to ensure the provision of the highest possible quality and reliability of services at the best value.

ACKNOWLEDGEMENTS

I would like to thank our Auditors Crowe for their excellent service over the past year. I would also like to personally thank all our players, committees, volunteers and board members for their hard work and assistance throughout 2025.



Ciarán Barr
Head of Finance & Operations