



Willie Braine

Participation Officer



Contact details

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Clubs

Bray Emmets

About Willie and his role

What's the main focus of your role as Participation Officer?

Developing and increasing participation in Gaelic games within the club and its local schools, including non-traditional, audience. Being the link between schools and the club to ensure future growth in players and supporting coaches.

How do you engage new players, schools, and communities with Gaelic Games?

By engaging new players, schools, and communities in Gaelic Games relies on providing fun, inclusive, and quality experiences that focus on holistic development and strong relationships. Key strategies include structured school programs, community outreach, and quality, player-centred coaching

What do you enjoy most about working with young people and new participants?

Seeing enjoyment and passion grow, fostering a and making a lasting impact: Sense of belonging, holistic player development.

What's been the most rewarding project or initiative you've been involved in?

The Dermot Earley Leadership programme is a GAA and Foróige initiative designed to empower young people aged 15 to 18 to develop their leadership skills and positively impact their communities.

How do you measure the impact of your work in growing participation?

By Measuring the impact of work in growing participation in Gaelic Games involves tracking both quantitative data (numbers and statistics) and qualitative feedback (experiences and engagement levels) across various areas of activity and from number of players joining from local schools by our membership database.

What's your favourite memory or moment from your time working in GAA so far?

The success of Bray Emmets Hurling senior team winning 5 senior championship titles, the Dermot Earley Leadership Programme, the Mini All Ireland, Family Funday and the Club All Stars.

What motivates you to keep promoting Gaelic Games every day?

My deep passion for the sport, its unique place in Irish culture, and the profound positive impact it has on individuals and communities. As well as Fostering Community and Belonging, Developing the "Person" as well as the Player, Promoting Health and Well-being. Our Motto is More than a Club, a Way of Life.

What do you love most about the GAA and what it brings to communities?

It's unique ability to be simultaneously Ireland's largest sporting organisation and an intimate, community-driven force that provides a true sense of belonging and identity. The GAA is more than just a sport; it is the social and cultural heartbeat of towns and villages across the island and globally, driven by a powerful volunteer ethos. The Power of Community and Identity, The Volunteer Ethos, Inclusivity and Lifelong Participation along with holistic development.

