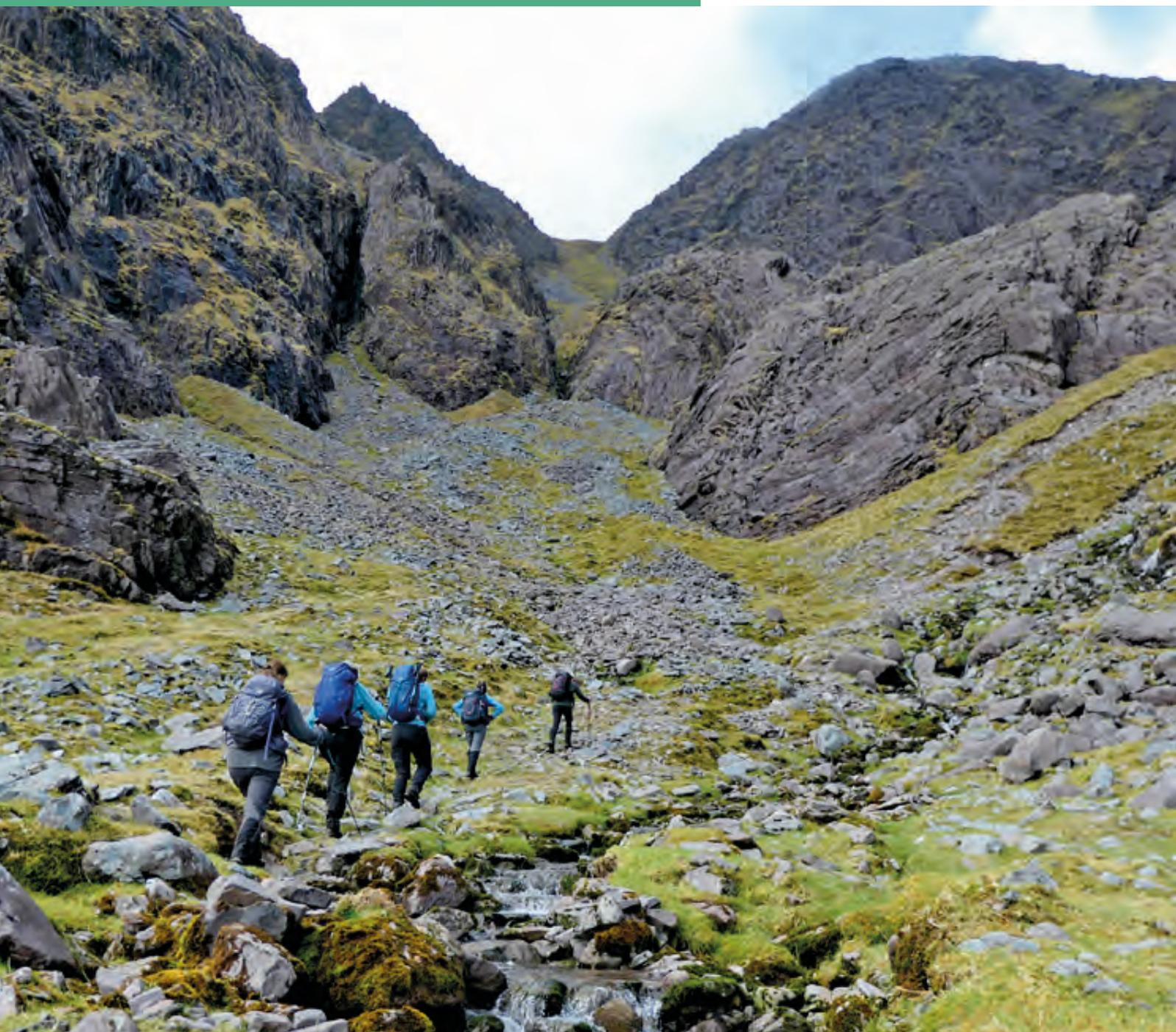


STRATEGIC PLAN 2022 - 2025



ADVENTURE EXPLORATION EXHILARATION
EXHILARATION INSPIRATION



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FOREWORD

Following extensive consultation with members, committees, staff and a broad range of stakeholders we are delighted to present Mountaineering Ireland's Strategic Plan for 2022-2025.

The Strategic Planning Working Group worked intensively and we are unanimous in our belief that this plan will serve our members and grow our organisation.

The group adopted an integrated and holistic approach in the development of this plan; the five strategic priorities are priorities for our organisation as a whole, rather than for any one committee or staff member. In addition, we are committed to embedding a values-centred approach to the implementation of this plan.

Ultimately this focus will ensure that Mountaineering Ireland is the 'go to' organisation for all hillwalkers, climbers and mountaineers on the island of Ireland.

Imelda Buckley

Chair, Strategic Planning Working Group



OUR STRATEGY

We are the 'go to' organisation and the voice of hillwalkers, climbers and mountaineers on the island of Ireland.

Mountaineering Ireland is the National Governing Body on the island of Ireland for hillwalking, climbing and mountaineering in all its facets.

We believe our core values shape the culture of Mountaineering Ireland and define how we operate as an organisation and also as individuals. They guide us in all we do.

Our Strategic Priorities are the foundation of how Mountaineering Ireland will achieve its vision and mission.

OUR VISION

Mountaineering Ireland is the **'go to'** organisation and the voice of hillwalkers, climbers and mountaineers on the island of Ireland.

We champion personal responsibility, challenge, adventure and participation while also caring for the places and environment in which we enjoy our activities and sports.

CHALLENGE ADVENTURE PARTICIPATION ENVIRONMENT CHAL

OUR MISSION

Mountaineering Ireland is the National Governing Body on the island of Ireland for hillwalking, climbing and mountaineering in all its facets.

We **represent the interests** of hillwalkers, climbers and mountaineers.

We **provide advice and support relevant to clubs**, individual members, participants, stakeholders and the public.

We work to

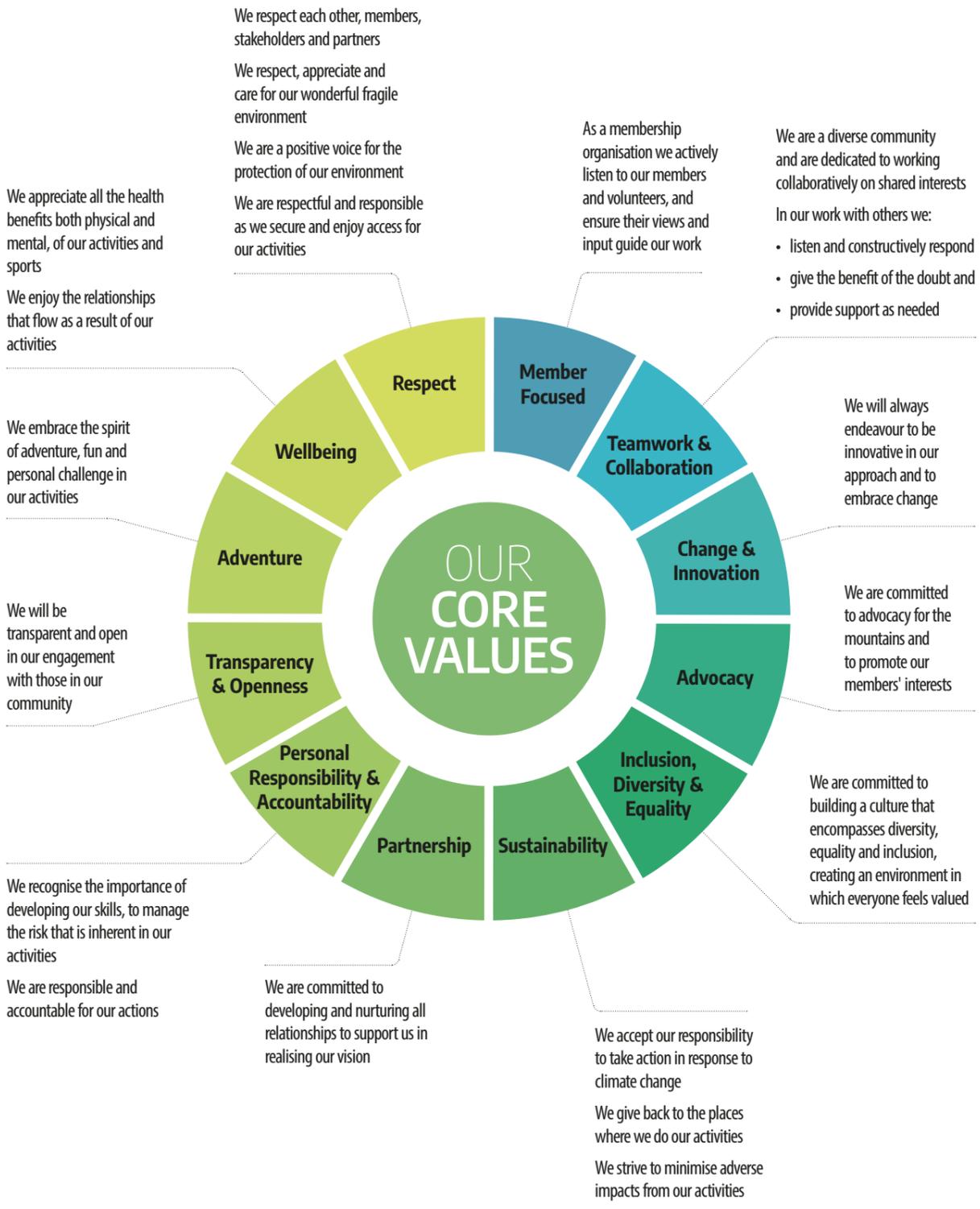
- ▶ **maintain and improve access** to the places where we enjoy our sports and activities
- ▶ **protect and sustain** those places and the mountain environment
- ▶ **educate and provide skills** and safety training and advice
- ▶ administer **qualification awards** and schemes
- ▶ create **opportunities for all** to participate
- ▶ **influence national and local government** and the policies which affect our interests.

ADVICE SUPPORT PROTECT SUSTAIN EDUCATE PROVIDE SKILLS

OUR CORE VALUES



RESPECT MEMBER FOCUSED TE





OUR STRATEGIC PRIORITIES



TRANSFORM

Be the 'go to' organisation

GROW

Grow and promote responsible participation in all our activities

SUPPORT

Support all those involved in our sports and activities, while appreciating the health and wellbeing benefits

PROTECT

Improve access and care for the mountain environment

ACHIEVE

Support all those involved in our activities and sports to achieve their potential

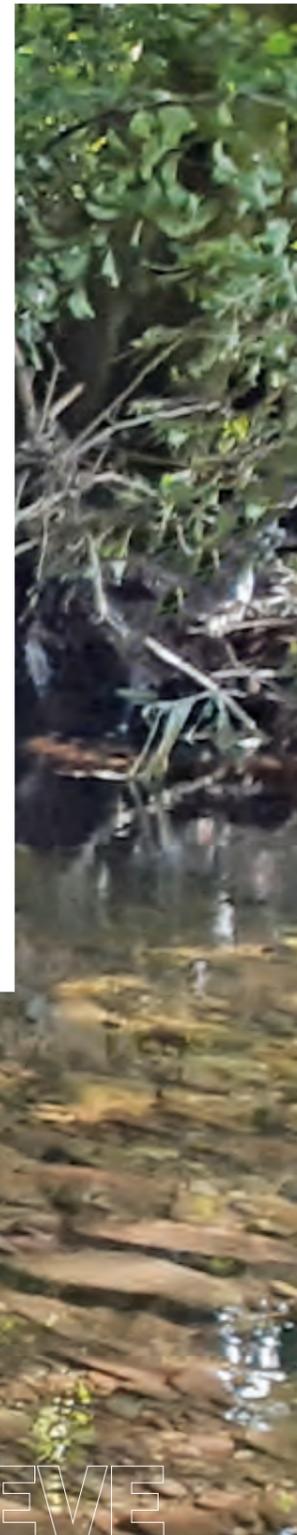
TRANSFORM GROW SUPPORT PROTECT ACHIEVE



TRANSFORM

Be the 'go to' organisation

- ▶ Ensure we remain relevant and effective by **continuing to modernise our organisation**, our culture, our organisational structure, governance and leadership models
- ▶ **Elevate our national presence, visibility and brand awareness** by radically improving our communications with our members and stakeholders, across all modes and channels
- ▶ **Improve our funding and other income streams** to support investment in our staff, processes, technology and to support delivery of this plan
- ▶ Improve our technology platform to deliver a **better end-to-end service experience** to support our clubs, members and other participants
- ▶ Develop and strengthen our **partnerships and relationships** with all stakeholders, at local, national and international level.



TRANSFORM GROW SUPPORT PROTECT ACHIEVE



GROW

Grow and promote responsible participation in all our activities

- ▶ **Grow our membership** by 15% per annum over the next four years, achieved through growth in attracting club and individual members, retention of existing members and converting participants to members
- ▶ Engage with **newer participants** and non-affiliated hillwalkers and climbers through improved offerings and services, reflecting their particular needs
- ▶ Actively increase **participation of young people** (e.g. youth organisations, families) and improve the pathways for all young people to ensure they reach their potential in our activities
- ▶ Support **equal access to our activities** and sports, for people of all abilities and from all backgrounds
- ▶ Utilise the position of **Get Ireland Walking as a gateway** to hillwalking; including those deemed hard-to-reach, special populations and minority groups.



SUPPORT

Support all those involved in our sports and activities, while appreciating the health and wellbeing benefits

- ▶ Radically review and **strengthen our offerings and supports to our members**; empowering our clubs to excel and grow
- ▶ Champion **personal responsibility and self-reliant recreation** through increased environmental and safety awareness campaigns and training
- ▶ Provide **responsive and innovative training opportunities** for members and participants
- ▶ Build on our involvement in the National Outdoor Recreation Strategy and **support members to influence the development and delivery of local outdoor recreation plans**
- ▶ Improve our **support and recognition for our much-valued volunteers**.



PROTECT

Improve access and care for the mountain environment

- ▶ **Ensure access** for hillwalking and climbing is protected and improved through shared responsibility, partnership and political support
- ▶ **Support an expanded network of members** actively involved in protecting access and the mountain environment, and representing our interests on other organisations, through various means including an updated suite of position statements
- ▶ **Actively promote wider appreciation of the beauty, fragility, uniqueness and value of Ireland's mountain environment** through our environmental awareness events, training and publications
- ▶ **Support our members in responding to the climate crisis** through increasing understanding, personal action, advocacy and partnership
- ▶ **Increase awareness of upland path erosion** and ensure that this issue is addressed through sustained investment and the sharing of skills and experiences via the Helping the Hills network.



ACHIEVE

Support all those involved in our activities and sports to achieve their potential

- ▶ **Champion personal excellence and adventure** across all our activities
- ▶ **Nurture personal proficiency and leadership** through informal training, qualifications schemes and awards
- ▶ **Secure the appropriate financial, human and physical resources for our high performance athletes** to ensure they have the very best opportunities to reach their full potential at the highest level of international competition
- ▶ **Develop and implement a Sport Climbing High Performance Plan** for national and international competition, centred on supporting and developing our current high performance athletes, those in our development squads and youth pathways in line with our membership of the Olympic movement
- ▶ **Increase the proportion of female leaders, instructors and role models** by nurturing upskilling at all levels of our sports.

TRANSFORM GROW SUPPORT PROTECT ACHIEVE

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OUR CORE VALUES

Member Focused | Teamwork & Collaboration | Change & Innovation | Advocacy | Inclusion, Diversity & Equality | Sustainability | Partnership | Personal Responsibility & Accountability | Transparency & Openness | Adventure | Wellbeing | Respect

OUR STRATEGIC PRIORITIES

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AIMS

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