



MOUNTAINEERING
IRELAND



Strategic Plan **2026 - 2029**

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Foreword



Mountaineering Ireland's Strategic Plan for 2026–2029 has been designed after extensive consultation with our members, committees, board, and a wide range of external stakeholders.

The insights gathered through this process have provided clear direction, helping us identify the key priorities that will guide our work over the next four years. These priorities, along with their associated actions, form a practical blueprint for strengthening Mountaineering Ireland and achieving our mission and vision into the future.

As part of this strategic review, we refreshed our values to help guide the organisation. We believe a values centred approach focused on Sustainability and the Environment, Our Community, and Adventure will assist us achieve our priorities and lead to the successful implementation of this plan.

We are confident that this strategy positions Mountaineering Ireland to provide excellent support for our members and continue working for hikers, climbers and Irelands mountains for years to come.

Liam Feeley

Liam Feeley
Mountaineering Ireland CEO

Mission, Vision, Values

Mission

Mountaineering Ireland is the representative body for hikers and climbers on the island of Ireland.

We work to improve access and protect Ireland's mountains.

We provide advice and training to support participation and performance in our activities.

Vision

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

Tagline

Mountaineering Ireland - Working for Hikers, Climbers and Ireland's Mountains.

Values

Sustainability & environment

We act responsibly to help protect access to the places where we do our activities.

We accept our responsibility to take action in response to climate change.

We respect, appreciate and care for the environment.

Community

We are a welcoming and inclusive community which includes members, clubs, volunteers, participants and stakeholders.

We engage and collaborate, in a spirit of openness, for the benefit and development of our sport.

Adventure

We find fun and personal challenges in the hills, mountains, crags and climbing walls at every level.

We acknowledge the inherent risks in our activities and take responsibility for our actions.

We actively promote learning of skills in our activities.

Strategic Priorities



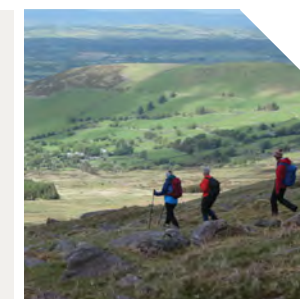
Strengthen Our Community

Proactively engage our
community and respond to their needs.

► AIMS

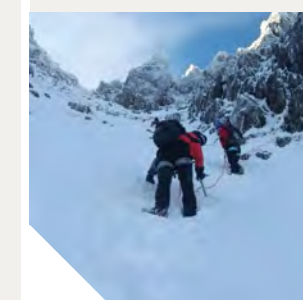


Champion
and support
our clubs.

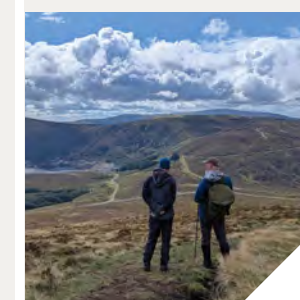


Connect with
the wider hiking
and climbing
community.

Increase
awareness
and visibility of
Mountaineering
Ireland.



Recognise, support
and empower
volunteers.

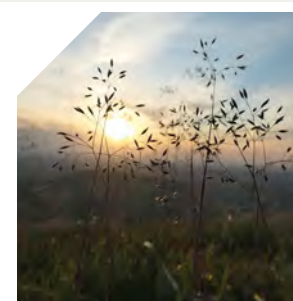




Safeguard Ireland's Mountain Environment

Inspire and empower our community to protect the landscapes that are essential for our activities.

► AIMS



Increase capacity to address upland path erosion and deliver the Helping the Hills work programme.



Educate our community about the upland and crag environment and inspire care for it.



Develop our vision for the future of Ireland's mountains, advocate for policy and funding to attain this vision.



In partnership with other organisations, facilitate increased member involvement in conservation volunteering and climate action.



Protect and Improve Access

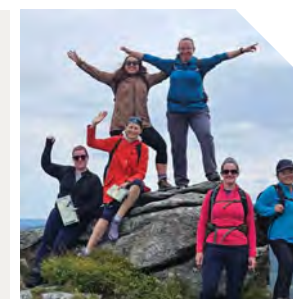
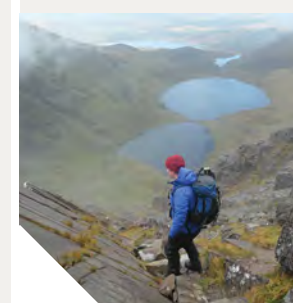
Work for access to Ireland's mountains and crags to ensure that our activities can thrive into the future.

► AIMS



Maximise outputs from our involvement in Comhairle na Tuaithe and the National Outdoor Recreation Strategy.

Protect existing access and help secure access to additional walking and climbing locations.



Empower and support member engagement on access, including involvement in local stakeholder groups.

Advocate for legal measures, resources and funding to enable improved recreational access across the island of Ireland.



Build Skills for Your Adventure

Skill the broad community of hikers, climbers, instructors and coaches through training and education.

► AIMS



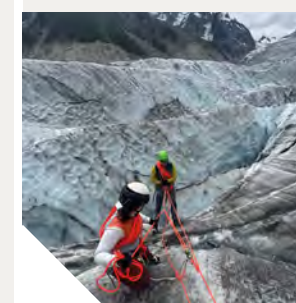
Grow participation in our training programmes to increase personal responsibility.



Grow the awareness of MI as the go-to training body across the island of Ireland.



Increase the skill level of our broad community for safe participation.



Support and develop the network of training providers for accessible training and education.





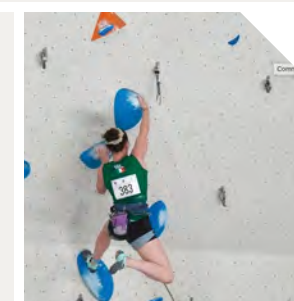
Perform on The World Stage

Support our athletes with world-class structures and raise the profile of Irish performance.

► AIMS



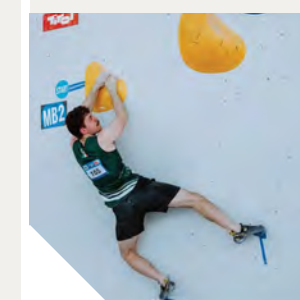
Promote athlete success and achievements through media and storytelling.



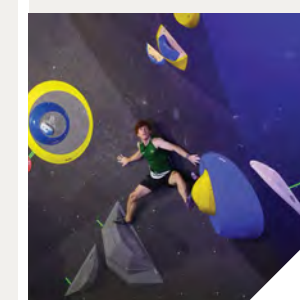
Establish a dedicated training facility to support elite performance.



Deliver the performance strategy and athlete development pathway.



Host workshops to advance athlete support, route-setting, judge and coach education.



Expand Activities for All

Make our activities more inclusive and accessible to people of all backgrounds and abilities.

► AIMS



Engage youth and develop opportunities for participation.



Diversify our membership to reflect Ireland's broader society.



Champion female participation and leadership through Women in Sport initiatives.



Upskill training providers in the delivery of training to people with additional needs.





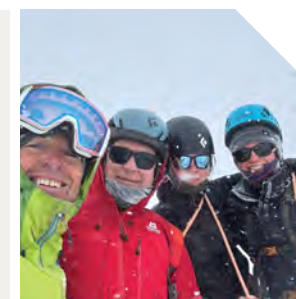
Develop the Organisation

Futureproof Mountaineering Ireland by evolving how we work, communicate, and grow.

► AIMS



Continuously improve governance procedures, ensuring transparency and accountability.



Review MI's internal operations to support organisational development.



Implement digital transformation across services, systems, and member engagement.



Grow our community by implementing flexible membership models.

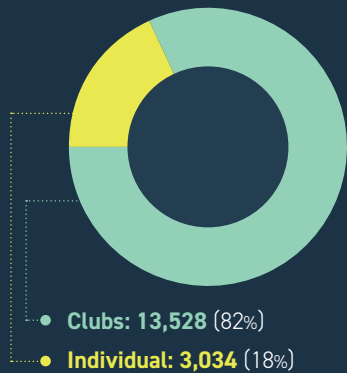


Strategic Plan 2026-2029 Summary

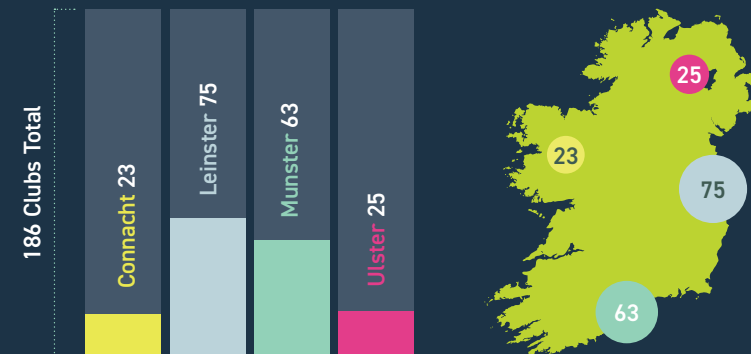
PRIORITIES	PRIORITY OVERVIEWS	PRIORITY AIMS			
STRENGTHEN OUR COMMUNITY	Proactively engage our community and respond to their needs.	Increase awareness and visibility of Mountaineering Ireland.	Champion and support our clubs.	Recognise, support and empower volunteers.	Connect with the wider hiking and climbing community.
SAFEGUARD IRELAND'S MOUNTAIN ENVIRONMENT	Inspire and empower our community to protect the landscapes that are essential for our activities.	Develop our vision for the future of Ireland's mountains, advocate for policy and funding to attain this vision.	Increase capacity to address upland path erosion and deliver the Helping the Hills work programme.	In partnership with other organisations, facilitate increased member involvement in conservation volunteering and climate action.	Educate our community about the upland and crag environment and inspire care for it.
PROTECT AND IMPROVE ACCESS	Work for access to Ireland's mountains and crags to ensure that our activities can thrive into the future.	Maximise outputs from our involvement in Comhairle na Tuaithe and the National Outdoor Recreation Strategy.	Protect existing access and help secure access to additional walking and climbing locations.	Advocate for legal measures, resources and funding to enable improved recreational access across the island of Ireland.	Empower and support member engagement on access, including involvement in local stakeholder groups.
BUILD SKILLS FOR YOUR ADVENTURE	Skill the broad community of hikers, climbers, instructors and coaches through training and education.	Increase the skill level of our broad community for safe participation.	Grow participation in our training programmes to increase personal responsibility.	Support and develop the network of training providers for accessible training and education.	Grow the awareness of MI as the go-to training body across the island of Ireland.
EXPAND ACTIVITIES FOR ALL	Make our activities more inclusive and accessible to people of all backgrounds and abilities.	Champion female participation and leadership through Women in Sport initiatives.	Engage Youth and develop opportunities for participation.	Upskill training providers in the delivery of training to people with additional needs.	Diversify our membership to reflect Ireland's broader society.
PERFORM ON THE WORLD STAGE	Support our athletes with world-class structures and raise the profile of Irish performance.	Deliver the performance strategy and athlete development pathway.	Promote athlete success and achievements through media and storytelling.	Host workshops to advance athlete support, route-setting, judge and coach education.	Establish a dedicated training facility to support elite performance.
DEVELOP THE ORGANISATION	Futureproof Mountaineering Ireland by evolving how we work, communicate, and grow.	Implement digital transformation across services, systems, and member engagement.	Maintain robust Governance ensuring transparency and accountability.	Grow our community by implementing flexible membership models.	Review MI's internal operations to support organisational development.

Snapshots

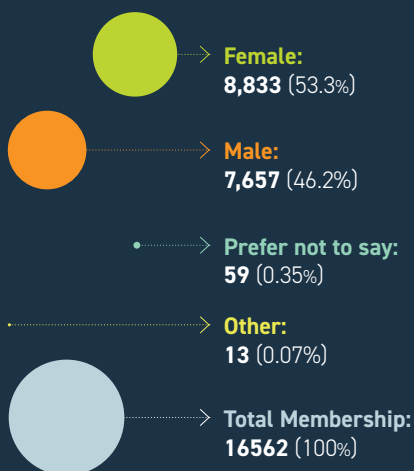
MI MEMBERSHIP



CLUBS by PROVINCE



MEMBERSHIPS by GENDER



COMMUNICATIONS



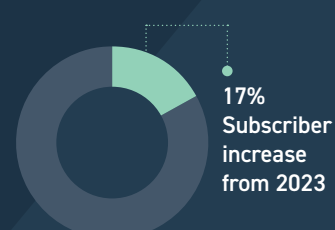
MOUNTAIN LOG: Printrun
Spring 2024 14,500
Summer 2024 15,500
Winter 2024 15,500



NEWSLETTERS: Interactions
Subscribers 8,425
Open Rate 68.70%*
*Standard industry open rate: 40.4%



SOCIAL MEDIA: Reach
Facebook 495,000
Instagram 588,700



MEMBERSHIP BREAKDOWN per COUNTY / COUNTRY

County	Members	Clubs
Antrim	334	3
Armagh	48	-
Carlow	152	2
Cavan	82	2
Clare	472	7
Cork	2559	26
Derry	201	2
Donegal	300	6
Down	378	8
Dublin	3958	44
Fermanagh	57	1
Galway	1559	13
Kerry	803	10
Kildare	492	4
Kilkenny	283	2
Laois	66	1

County	Members	Clubs
Leitrim	73	-
Limerick	505	6
Longford	39	1
Louth	358	8
Mayo	339	4
Meath	478	2
Monaghan	42	1
Offaly	45	1
Roscommon	124	1
Sligo	323	5
Tipperary	590	6
Tyrone	103	-
Waterford	470	8
Westmeath	164	1
Wexford	473	3
Wicklow	640	6

Country	Members
Austria	1
Germany	4
Great Britain	34
Luxembourg	1
Italy	1
Spain	2
Switzerland	2
Sweden	1
United States	6

Stats correct as of 31.10.2024



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Tourism and Sport

