

MACRA NA FEIRME STRATEGIC PLAN SUMMARY 2012-2014

Our Vision:

Macra is a vibrant national organisation embracing young farmers and rural young people all over Ireland and gives members the opportunity to provide for their own personal development and social needs through a broad programme of activities. Macra through its leadership programme, develops members many of whom become leaders in their community. Macra contributes to the life of the communities in which we are based.

Our Mission:

Macra na Feirme is a voluntary organisation of clubs for young people between the ages of 17 and 35. The organisation has defined six key areas of activity: agriculture, sport, travel, public speaking, performing arts and community involvement. Macra na Feirme is committed to the personal development of members and puts emphasis on social interaction and participation.

Our Values:

- As a members-led organisation, we value volunteering and associating with our peers and the vital role these play in the personal development of young people.
- Young farmers need to associate together to represent their needs and views.
- Rural young people need to associate together to represent their needs and views.
- We are democratic and transparent in our decision-making.
- We are proactive in identifying and addressing unmet needs.
- We conduct professional relationships (internal and external).
- We are collaboration-seeking in our approach.
- We value the central role of expert staff to support and deliver Macra's strategy.
- We are a progressive, open and inclusive organisation.

Our Strategic Objectives 2012 - 2014

1. To deliver a high standard of service across Macra's six key areas of activity.
2. To facilitate and recognise the personal development of members through formal and non formal learning.
3. To advocate on behalf of young farmers and rural youth on issues considered relevant by them.
4. To increase the level of activity and participation of members in the organisation.
5. To provide essential support services and resources to meet these objectives.

MACRA NA FEIRME ACTION PLAN 2012

Action Plan Summary

1. Deliver on Key Areas of Activity

- Agriculture; Sport; Travel; Public Speaking; Performing Arts & Community Involvement

2. Facilitate and Recognise the Personal Development of Members through formal and non formal learning

- Informal
 - Number of clubs & members reflects level of informal learning
 - Competitions – range and level of participation reflects level of informal learning
 - Roles within Macra (President, VP's, national officers, NCRs, subcommittee members, Co. Officers)
 - Members representing Macra externally – Ireland and abroad
- Formal
 - Training – club & county – FETAC accreditation
 - Leadership – LDA & NLA
 - Child protection training
 - ICOS Directors training

3. Advocacy

- Seek and represent the views of young farmers and rural youth.

4. Grow Participation

- Grow participation of members across all areas of activity.

5. Essential Support Services & Resources

- Public relations
- Finance & resources
- Affiliations
- Child Protection
- Administration of national committees