



Supporting Women in Sport and Women Everywhere

CAMIDA
SOURCE • SUPPLY • SOLUTION



CELEBRATING WOMEN IN SPORT



'Camida not only admires women in sport, but in all walks of life'

Age is definitive so I know how old I am. I'm only just beginning to realise I may be old-fashioned too.

I still prefer my bacon rashers with rinds on them!

I have read the paper form of *The Nationalist* newspaper since 1977 (it was a big broadsheet in those years), and I still anticipate its weekly publication with interest. It always looks appropriate and welcoming residing on our (Camida) reception table.

So, as I'm so fond of *The Nationalist* and all who sail in it, I must forgive their request to me to provide this "Editorial" at approximately 4.45pm last Friday afternoon. I am now writing this on my chosen subject of "Ladies" on the morning of Saturday August 7, after yet another heavy night in the Galtee Inn, as I am on holiday in the week you are reading this.

You will be familiar with Camida's proud sponsorship of the Tipperary Ladies Football. With no intent to patronise or condescend, we not only support women in sport, but are in fact supporters of women in all their participation in society.

In fact, it astonishes me that men have held the upper hand in our society for so

many eons; it must be by sheer brute force and ignorance: women are so much smarter!

There are currently 48 people working in Camida. 38 of these are female and only 10 male. Of our six Senior Managers only two are male. I'm not sure I should have to explain this but I will.

It is not a "bias", nor an intended feminine dominance; in fact we try as much as possible to seek out new male employees to establish some kind of balance.

When seeking to assess a potential new employee, however, we almost inevitably find the more suitable candidates are women.

In our experience female employees are more conscientious in their work, they "grow up" faster than males, they can multi-task better and are generally more accurate and meticulous in their work.

That being said, Camida is strongly a "non-discriminatory" company and respects all human and civil rights.

So, to repeat: this loading of females in Camida is not a bias - we like our male employees too.

It's just the way things



David Anshell, Camida

have transpired.

I cannot resist this opportunity to unequivocally state that we must find a way to halt any discrimination against others on the basis of skin colour, sexual orientation, age, disability or religion.

Discrimination is often used as a "superiority weapon" by those who feel threatened by people who are "different". As a society, we should support and educate

everybody so that such people no longer hurt others in their attempts to make themselves feel or appear stronger.

Please let us all strive to achieve it together.

Finally, it remains to be said once more, in case any doubt remains, Camida not only admires women in sport, but in all walks of life.

And we like men too!

Written by David Anshell, Camida



Killenale jockey, Rachael Blackmore, has had huge success this year



Clonmel's Rosemary Gaffney will represent Ireland at the Paralympic Games in Japan, see sports section for more

A place for everyone in Ladies Gaelic football

Founded in 1974, Ladies Gaelic football is still recognised as one of the fastest growing female sports in Europe.

With over 1,000 clubs in Ireland and membership growing by the day, Ladies Gaelic is reaching women and girls from all over the country.

The Ladies Gaelic Football Association (LGFA) provides a social outlet and a healthy activity for thousands of people around the world. Starting with club football for primary school girls, an individual can keep playing the sport for as long as she wants, especially with the Gaelic4Mothers & Others initiative for those adults interested in recreational or non-competitive participation.

The LGFA strives to be a support system for all

members, from an eight year old girl kicking her first ball in her local club to an elite athlete scoring her first point in Croke Park.

The LGFA have game structures from Go Games (non-competitive up to Under 12) through to adult championships however they also have a number of development initiatives to help clubs to increase participation numbers.

Gaelic4Girls is an eight week programme incorporating coaching sessions with fun non-competitive blitzes aimed at increasing participation in Ladies Gaelic football.

The club-based programme targets girls aged between 8-12 years who are not currently registered with a Ladies Gaelic football club. In essence, this is a tool to



Star footballer, Orla O'Dwyer, in action for the Premier County

attract new players.

Gaelic4Teens is a coach education based initiative, incorporating fun coaching sessions and a National Festival Day, aimed at

increasing the retention rate of teenage girls aged 13-17 years in clubs which is usually subject to an increased level of dropout. The programme educates

coaches on the needs of teenage girls and what they can put in place to retain them in their club.

The Gaelic4Mothers & Others initiative is an innovative way to introduce mothers and other women to playing Ladies Gaelic football.

Mothers often drop their kids to training and call back to collect them, but the LGFA wanted to change that.

The Gaelic4Mothers & Others initiative sees women playing Ladies Gaelic football in a fun, non-competitive and social environment.

The programme provides an opportunity for women to get their recommended weekly exercise in a fun way while meeting other mothers in the area.

The club nursery is the foundation of the juvenile section of clubs. There are

numerous activities available throughout the county for children to participate in so it is important to give girls the opportunity to participate in Ladies Gaelic football from an early age.

The main aim of a nursery is to introduce children aged 4 - 8 years of age to Gaelic Football in a fun, safe and relaxed environment. The ethos of the nursery is "to learn skills while having fun".

These initiatives amongst others create a pathway for participation into LGFA for existing and potential members.

They build on core competition structures as well as the official Coach and Referee Education programme.

There is an avenue for participation as a player, coach, administrator or match official.