



## Cillian's €3m point

■ Mayo captain Cillian O'Connor celebrates after scoring the last-gasp equaliser against Dublin in the All-Ireland final to set up a replay that will swell GAA coffers by €3m. The replay has been fixed for Saturday, October 1. Dublin Bus workers are due to be on strike that day, which will cause chaos for fans. Croke Park is required for the All-Ireland ladies' football finals next Sunday. After a bruising encounter, both Dublin and Mayo will need the 13-day recovery period. ALL-IRELAND FINAL AND THE BUSINESS OF THE GAA: SEE PAGES 2-6

### MAYO CURSE THEIR LUCK AS DUBS FAIL TO DELIVER

BIG-GAME ANALYSIS BY Tomás Ó Sé, Eugene McGee, Martin Breheny, Vincent Hogan, Colm Keys & Michael Verney. SEE SPORT BROADSHEET

# How billionaire farmers get taxpayer subsidies

Sean Duffy and Darragh McCullough

THE stud farm owned by the ruler of Dubai and one of the Arab world's richest royals has received more than €300,000 in single farm payments from the EU over the past two years.

Sheikh Mohammed bin Rashid al Maktoum, who bought the Kildangan stud in Co Kildare in 1986, has a fortune estimated at close to €18bn.

The *Irish Independent* has learned that Kildangan stud farm received



**Darragh McCullough** : **To the manor born**  
Why system stinks for the taxpayer  
Page 11  
How Ireland's wealthiest landowners compare  
Pages 10-11



€162,046.59 in a single farm payment from the EU in 2015. The farm was allocated a payment of €152,120 in 2014.

Documents seen by this newspaper show Kildangan also received €122,254 in 2008 and €127,502 in 2009. The Department of Agriculture did not

release figures for single farm payments in the interim period, but it is believed Kildangan's farm payments have totalled more than €1m in the past decade.

The single farm payment is provided to farmers across the EU. The total

provided to Irish farmers is €1.6bn, with the average payment standing at around €12,000.

The sheikh was one of the founders of the Emirates airline group and has been a key player in making Dubai a hub for international business over

the past 25 years.

His Godolphin firm also owns the Ballysheehan stud in Co Tipperary. Sheikh Mohammed has had interests in the horse racing world since the 1980s when he bought the Irish thoroughbred Appeal, which went on to produce nine winners.

Sheikh Mohammed is the owner of the world's third-biggest yacht, a 162-metre vessel that cost around €370m.

Full report: Pages 10-11



Cadbury

ROSES

#Thankyouverymuch

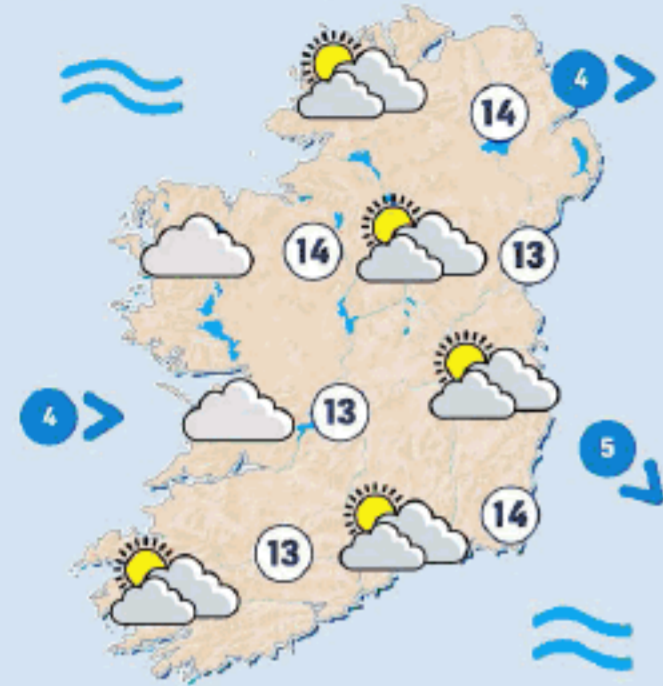


Promotional copy  
Not for sale



# TODAY'S WEATHER

Any overnight mist and fog will soon lift to leave sunny spells for a time but cloud will tend to build through the morning. This afternoon, some sunny spells still possible but there will be fairly extensive cloud. A gentle south-westerly wind.



	AM	PM
Athlone	Cloudy 13C	Cloudy 14C
Ballina	Cloudy 14C	Cloudy 14C
Bantry	Cloudy 15C	Cloudy 15C
Belfast	Cloudy 15C	Cloudy 16C
Carlow	Cloudy 14C	Cloudy 16C
Carrick-on-Shannon	Cloudy 14C	Cloudy 15C
Castlebar	Cloudy 15C	Cloudy 15C
Cork	Cloudy 14C	Cloudy 15C
Derry	Cloudy 15C	Cloudy 15C
Donegal	Cloudy 15C	Cloudy 16C
Drogheda	Cloudy 14C	Cloudy 15C
Dublin	Cloudy 15C	Cloudy 15C
Galway	Cloudy 12C	Bright 13C
Kilkenny	Cloudy 14C	Cloudy 16C
Killarney	Cloudy 12C	Cloudy 12C
Limerick	Cloudy 14C	Cloudy 15C
Portlaoise	Cloudy 14C	Cloudy 16C
Roscommon	Cloudy 14C	Cloudy 15C
Tipperary	Cloudy 14C	Cloudy 15C
Tralee	Cloudy 13C	Cloudy 13C
Waterford	Fair 15C	Fair 17C
Wexford	Fair 15C	Fair 17C
Wicklow	Cloudy 14C	Cloudy 15C

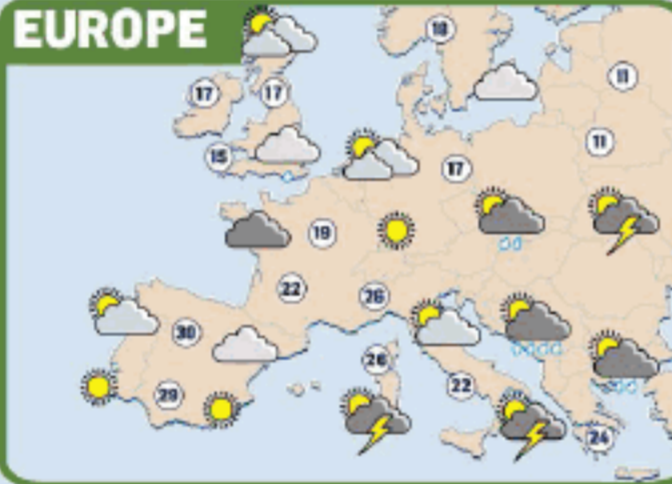
**DAYLIGHT**  
Sun rises: 07.05  
Sun sets: 19.29  
Lighting-up: 19.57

**MOON PHASE**  
Last Quarter September 23  
Rises: 21.39  
Sets: 11.43

**WEATHER UPDATES**  
Call 1550 123 plus Lines updated 3 times per day 24/7

Munster	850	Ulster	853
Leinster	851	Dublin	854
Connacht	852	Sea Area	855

**WEATHERDIAL**  
FROM MET ÉIREANN



## IN TODAY'S PAPER

World 18 Comment 21 Business 23 Letters 26  
TV and Radio 30 Puzzles 27 & 32  
Deaths 33 Classifieds 34 Sport pullout



**News**  
Community mourns death of little girl (3) p8



**World**  
New York bomb was 'not linked to Isil' p18



**Comment**  
Billy Keane: Our American cousins care for us p22



**Business**  
UK to give up on single market access p23

**Irish Independent**  
INDIVIDUAL

In keeping with our commitment to each of our valued readers, please feel free to contact us with queries or alert us to any problems.

Postal address: Irish Independent, 27-32 Talbot Street, Dublin 1.  
Telephone: 01-7055333  
General queries: info@independent.ie  
Letters to the Editor: independent.letters@independent.ie  
Typographical and grammatical errors: spotted@independent.ie  
To order additional copies: fcounter@independent.ie or 01-7055452  
If your edition of the newspaper is missing a section: customerhelp@independent.ie or 01-7055665

**Health & Living**

Health & Living magazine is only available with the Irish Independent in newsagents nationwide, every Monday.

**health&living**



## News All-Ireland final

# Fans can't turn away from ugly but compelling 'Gubu' match

**I**T was an exorcism playing out on a cliff edge. Ugly, uncomfortable and a horror to watch. Yet, such a strangely compelling sight that you couldn't tear your eyes away, as Mayo wrestled against the hideous inner demons that have stalked them for the last 65 years, and Dublin struggled with a writhing Medusa whose existence they had comfortably forgotten.

Is it ever wise to interrupt such an exorcism for a two-week break? Shouldn't such a battle be fought to the death, no matter the result?

Amid the heaving post-match crush as fans from both sides poured out of Croke Park simultaneously, the eyes of a Mayo man met those of an elderly Dub. "We have to sit through another 70 minutes of that," ventured the Dublin man.

Both men grimaced as they parted, already trying to blot out the horrors they had just witnessed on the battle field. "Gubu," was how RTÉ's Colm O'Rourke dubbed it at half-time.

"Grotesque" certainly sums up the two Mayo own-goals and it was undeniably "Unprecedented" to witness the crumbling of a Dublin side which had so superbly beaten Kerry.

"Bizarre" is a pretty good

**Nicola Anderson**  
at Croke Park

description of the shambolic, fumbling game that it turned out to be from both sides and, yes, it was absolutely "Unbelievable" that the men from the West did not finally pull a long-awaited All-Ireland win out of the bag when Dublin was on its knees.

Mayo, God help us. Throw in the bus strike that's threatened for the day of the replay and having to fork out another €80 for a ticket and there could be screams for a long-running and very expensive tribunal.

On the walk up to Croke, the Dub fans talked tactics while the red and green army were more about the existential philosophy, a strangely grim sight as they traversed the streets of the city.

One fan unfurled the flag and silently stalked in military fashion up through North Circular Road before roaring: "Hup Mayo!" There was a bit of a flap in Croke Park as the

number one supporter went unaccountably AWOL. Taoiseach Enda Kenny was supposed to get the media lift up to the fifth floor for some pre-match food but could not be traced.

But a bit of magic was what was sadly lacking yesterday and it only turned out that he had taken an alternative route.

Before the throw-in, former Miami Dolphin Roberto Wallace took to the pitch to talk about how he had ended up trading places with Mayo and Breaffy star Aidan O'Shea, who went across the water to try his hand at American football as part of TV show 'The Toughest Trade'.

"Mayo treated me like a rock star," enthused Wallace. He said he preferred the Gaelic ball because "when it bounces, you know where it's going to go".

"Mayo for Sam," he concluded, as the crowd went wild with ecstasy.

The Hill and beyond may have been a sea of blue, but the roar was with Mayo, the fans having finally found their voice. The Dubs had a hard time getting a look in and even the tattered bodhráns could not be heard.

A banner in the crowd read: "We want to party with Marty and take home Sam." The boys in blue were chasing their 26th title and Mayo hungry for their fourth, yet this was only the third time the two sides had met in an All-Ireland final.

It should have been a classic - but it was far too strange and rough a contest for that. A peculiar, mortified silence settled as Mayo conceded two own-goals in the space of the first 11 minutes, that old familiar sense of doom and dread creeping in again.

Even the blue army found it hard to delight in two substantial freebies. Meanwhile, their own players were flailing wildly on the pitch and points seemed impossible to come by.

The downpour of softly drenching rain didn't help as slipping and sliding the players turned desperate.



Paddy Andrews of Dublin and Aidan O'Shea of Mayo at the final whistle. Photos: Sportsfile



# All-Ireland final News



An aerial view of Croke Park on All-Ireland final day. Photo: Dennis Horgan

Andy Moran of Mayo in action against Jonny Cooper of Dublin. Photo: Sportsfile



Above, Taoiseach Enda Kenny looks deflated in his Mayo tie yesterday. Right, referee Conor Lane was kept busy. Below, a Dublin supporter



Left, a Mayo fan celebrates after his team score a late point. Right, Dublin fans accept a draw

At half-time, it was 10-5 to Dublin, when Mayo should have been clearing a space on the mantel for Sam, having scored two goals and four points in the first 30 minutes - only the two goals were hit squarely between the wrong posts. But then the Dubs had

their own worries, losing James McCarthy to a black card. The attendance figure of 82,257 was announced and the floodlights were switched on. A dirty second half finished in despair and a scoreline of 15-all.

"But at least there'll be 6,000 extra tickets next time," said a practical punter - with no minors playing next time.

**O'Connor to the rescue as brave Mayo thwart Dubs - Sport section**

Cadbury  
**ROSES**

#Thankyouverymuch

Cadbury  
**ROSES**  
A FOUNTAINOUS BUNCH OF CHOCOLATE



## News All-Ireland final

# Both sides get out of jail as fans gear up for final replay

Ryan Nugent in Dublin



IN one of the most bizarre finals in recent history, both Dublin and Mayo supporters left Croke Park with a similar feeling – relief.

In a topsy-turvy game of anarchic intensity, both sets of fans were just happy to leave the stadium knowing that they'll have another shot at glory.

It was a case of 'we got out of jail' for Mayo, who scored late to equalise, but Dublin played so poorly that they'll think it can only get better in two weeks' time.

Memory man Jimmy Magee said it was "a strange game".

But his grandson backed the draw.

"I came to the match with him and he said, 'I backed the draw today' – I said, 'You must be joking,'" he said.

"I think Mayo might have left the game behind them.

"After today, how can you go with anything (predicting the replay)," he added.

Minister Michael Ring, a Mayo man, agreed with Magee.

"We left it behind us, I thought in the last few minutes we might sneak it," he said.

"Now we were lucky to get a draw in the end but I thought today was going to be our day," he added.



A fan reacts as the match ends. Photo: Damien Eagers

Vinnie O'Reilly from Westport said if someone offered him a replay at half time – when five points down – he would have bitten their hand off.

He said the mood in Mayo would be subdued but very hopeful for a win the next day.

"I think we were lucky to draw," he said.

"It's all to play for the next day. It'll be a drier day and we'll see what happens.

"I'm more hopeful now (for the replay) than I was going into this game.

"I think we can match them and we can beat them the next day," he added.

Robbie Lupton, from Inchicore in Dublin, said the Dubs would live to fight another day.

"We got out of jail," he said.

"We can't play as bad again."

"There's always a worry (about tickets) for the replay, but we got them for this one, so hopefully we'll get them again," he added.

While the replay offers both sides another crack in two weeks' time, it does make travel arrangements a lot more complicated for both sets of supporters.

None more so than Seamus McHugh (31), originally from Castlebar, who travelled all the way from Thailand to see his beloved Green and Red attempt to scratch their 65-year itch for All-Ireland success.

"I just came back. I'm living in Thailand the last five years," he said.

"I'm supposed to be flying out in the morning, but not now, I won't be going back for another two weeks.

"I'll cancel work, whatever, I'll wait," he added.

Meanwhile, Matt Mooney (30) and his partner Janice Lowry (29) from Raheny are season ticket holders, but had been due to fly out the day of the replay for Matt's birthday. Not any more, they explained.

"We'll have to change our flights, we're not too happy about that," Janice explained.

"We'd rather be here, we're going to do it all over again – they'll definitely win it in the replay," she added.

Glasnevin man Declan Bolger is involved with Ballymun Kickhams, who had four players – Dean Rock, John Small, Philly McMahon and James McCarthy – in the Dublin team.

"It's huge for the community, it's massive for the whole area," he said.

"To have four lads from the club representing your county is unbelievable," he added.

His son David (19) was involved with the Dublin under-21 team this year.

## Defeat

Despite his mum being from Mayo, he admits it would have been difficult to take a defeat.

And he feared the worst, when there was confusion over whether Mayo were getting a free kick in the dying seconds of the match.

Thankfully for him, the decision went in Dublin's favour.

"It was nerve-racking," David said. "My nerves were shattered.

"I thought they were going to give a free in at the end there and I would have been out the door if Mayo had won.

"My mother is from Mayo, but I wouldn't be able to stand them winning," he added.

So, while there were 31 counties in Ireland backing the westerners to end their drought in Croke, supporters in blue were certainly not in the business of showing any mercy.



Mayo supporters Olivia Devaney (left) and Linda Cox with her son Rian the All-Ireland football final in Croke Park. Photo: Damien Eagers

## Wonka and football final on the big screen serve up



Fans shelter from the rain while watching the All-Ireland final between Mayo and Dublin on the big screen at Smithfield

### David Kearns

MORE than 1,000 fans who missed out on coveted All-Ireland tickets braved the rain and packed into Market Square in Smithfield to watch the final between Dublin and Mayo yesterday.

The big screen, erected by Dublin City Council (DCC) and Light House Cinema, was a hit with both fans young and old as it served as free entertainment, screening 'Willy Wonka and the Chocolate Factory', as well as the All-Ireland minor football match, followed by the nail-biting senior championship decider, which ended in

a draw after a tense final showdown.

"It's been a great day all things considered," said mum of two Antoinette Leonard (42), from Ballymun in Dublin.

"Having the chance to watch the game on the big screen was fab. And a much better idea than sitting at home or in a packed pub.

"I can't be doing that with the kids."

According to DCC, following the success of its screening of Ireland's Euros game against France during the summer, the decision was made to create a "family-friendly" focal



Dublin fans Michelle and Paul Peate-Morgan with daughters Caitlin (9) and Saoirse (7) travelled from Meath

point for GAA fans who missed out on tickets for Croke Park.

And it paid off with a welcoming atmosphere on the old cobbled square. "We'll definitely be back

for the replay," said dad of two Paul Peate-Morgan (45), who drove to Dublin from Ratoath in Co Meath with his wife Michelle and daughters Caitlin (9) and Saoirse (7), yesterday morning.





Cox (8), who supports Dublin, before



From top, Mayo supporter Fiona Gibbons gets a kiss from Garda Jim Caffrey; Dublin supporter Sharon Kiernan; brother and sister, Jack (12) and Holly (14) Rogan. Photos: Damien Eagers



Derek Giblin (centre) with fellow Mayo supporters watching the All-Ireland final between Dublin and Mayo in Rocky's bar, Castlebar, Co Mayo. Photo: Andrew Downes

# Rollercoaster ride of emotions puts years on Mayo fans

MOMENTS of pure dejection were scattered with ones of utter elation for Mayo fans who were left dazed and delighted after securing a draw with reigning champions Dublin.

Despite a game which saw the boys in green and red clock up two own goals, die-hard Mayo fans in Castlebar were in the main delighted with the team.

Derek Giblin (35) from Ballyvary was a man on his last nerve by the full-time whistle.

"I feel like I'm 40 by now. They should have won it, they outplayed Dublin but the two own goals were a huge factor in this game. The fact they stayed in it shows their mentality.

"I pray they can do it in two weeks' time, I think they can. There's already been five years added on to me, we'll see what the next game does to me," he added.

After a rollercoaster of emotion, Avril Coyne (24) from Castlebar was still reeling after the game. She and her friends had roared the house down at Rocky's bar, where Dublin's misses got as big a cheer as any Mayo point.

"I don't know how I feel, I just feel wrecked," she said.

She said she would be in Croke Park for the replay come "rain, hail or shine".

"I was trying to get to Dublin for this game but the trains were full. I'll be there next time if I have to beg, borrow or steal a ticket. They will lift Sam after the replay," she added.

John Murray from Castlebar was cheering on

## Caroline Crawford in Castlebar



The pressure shows with one Mayo fan in Castlebar

the team with his entire family.

"I feel about 102 today. It's typical of Mayo to go out and try, and lose a game, and then fight so hard they end up with a draw," he said.

The Mayo man, who has seen too much heartbreak over the decades, was wary about his team's chances for the replay.

"I've seen drawn games before and how the replays have gone for Mayo. The difference here is that Dublin have lost other drawn games where they didn't this time. Dublin will have to step up their game for the replay," he added.

Helena Joyce from Castlebar was sure it was going to be a draw from half-time. After cheering on her team without stopping for close to 80 minutes, her voice was almost gone.

"I'm on my break from work to watch this. I won't be able to speak for the rest of

the day," she said.

The 26-year-old is convinced the Mayo side will take home Sam in two weeks' time, but revealed she wouldn't get a chance to be there.

"I just knew it would be a draw. I probably won't get to the next game because of work, I'm absolutely devastated. The mental strength of the guys was unreal and they will definitely take Sam home next time," she added.

Amy Corcoran (23) from Westport was supposed to be in Croke Park for yesterday's final and is determined to make it Dublin for the replay.

"We only flew in from holidays last night and couldn't make Dublin, but I'll be there to watch them lift Sam next time around," she added.

Ann Sheridan went all out to support the Mayo team, decked out in a green and red mohawk and feather boa.

"I thought more people would be wearing them. It's just brilliant. A great game and they can do it next time," she added.

Debbie Carr (25) from Meath was an honorary Mayo woman for the day, joining her Mayo college friends to watch the game in Castlebar.

"It would make you just want to join a football club," she said. "I'll be back here for the replay, what better team would you want to see beat Dublin?"

## afternoon delight

"You'd have more chance of finding gold in the Liffey than you would of getting an All Ireland ticket, so this is the next best thing," he said.

"There's a great atmosphere, tons of fans, and lots for the children to do while you're waiting for the game.

### Crazy

"We're really excited for it. The girls are such big Dublin fans it's a little crazy.

"We're from Bluebell, in south west Dublin originally, so they're always proud to show off their county colours."

Proud mum Michelle

added: "Every match day, they've their flags flying high from their bedroom windows."

Among those making their All Ireland debut at Smithfield was one-year-old Conor Fleming, who was cradled among the crowds by mum Caroline Fleming (31).

Unfazed by the noise and bad weather, the infant only took his eyes off the big screen at the end of the game. "Of course he'd fall asleep just as things got exciting," laughed mum Caroline.

"His dad is at the game so we figured here would be the next best thing. The rain aside, it's been a fun day."

## Senators secure tickets to match after complaint

FINE GAEL Senator Michelle Mulherin, who sparked outrage after accusing the GAA of "discrimination", was sent two tickets for the All-Ireland final by the Mayo County Board.

The tickets were posted to the home of Ms Mulherin's mother. Ms Mulherin received a major backlash after accusing the GAA of discrimination because TDs, but not senators, were given tickets by the GAA.

It's not known whether Ms Mulherin attended yesterday's game between Dublin and her home county. However, her FG colleague Senator Catherine Noone, who also complained to the GAA, did attend the match.



# From footballers in boxers to big-bucks sponsorship deals

The GAA has come a long way from the days when every rule began with 'No', writes **Colm Keys**



WHEN Kerry footballers and their manager Mick O'Dwyer stripped off for a photo beside a Bendix washing machine that would appear in the Sunday papers on the morning of the 1985 All-Ireland final, it was considered a shot across the bows of the GAA's strict rules governing its amateur status.

The deal was reputedly worth £5,000 (€6,350) for the Kerry team holiday fund, but the idea that a squad could dip their toes in such choppy commercial waters was anathema to the guardians of the rule book.

Prohibition prefaced almost every page in those days and conflict regularly arose.

Three years earlier, the same Kerry team had tested the fabric of the rules by wearing Adidas jerseys throughout the 1982 championship, against GAA policy too, because Adidas was not considered an Irish manufacturer.

In 1976, the "three stripes" controversy erupted prior to the Munster football final when the Cork squad insisted on wearing Adidas jerseys, prompting subsequent suspensions, though dual players still involved with the hurlers that summer were given dispensation.

Commerce and amateur GAA players were routinely denied a matchmaker.

Some players with farming backgrounds did feature in product-related advertising campaigns in the 1980s.

Galway and Wexford hurlers Joe Cooney and Tony Doran were among those championing the fight against fluke and worm disease.

The All-Star scheme was sponsored by Carrolls and latterly Bank of Ireland. Insurance firm Royal Liver had an association with the leagues, but the surface was barely being scratched three decades ago.

If deals were being done with retail or industry, they were done privately. The GAA was reluctant to relax any of its rules on personal earning capacity, sponsorship or playing gear over fears of a drift towards a form of professionalism.

However, the 1990s began to shape the landscape that exists today.

First, sponsors' logos were allowed on jerseys at Congress in 1991, then the football and hurling championships were sponsored, followed quickly by a broadening of the live TV broadcast package.



Bendix ad in 1985

By 1997, there were recommendations that players could benefit from endorsements, and by 1999 the Gaelic Players Association (GPA) was in place.

All the time, the continuing redevelopment of Croke Park was firing fresh confidence throughout the association.

"There was no reason why it should have taken that long," said former GAA commercial director Dermot Power. "The market would have taken it long before that. There wasn't the drive in Croke Park for it."

The agreement reached with Bank of Ireland and Guinness to sponsor the football and hurling championships in 1994 and 1995 gave the GAA two of the biggest hitters at the time.

#### Partner

"I think there was a recognition that hurling needed a partner that was very marketing-orientated," said Mr Power.

"Guinness in the early days stepped up to the mark. Some of the early advertising was textbook, playing on the theme 'Nobody said it was going to be easy'. It wasn't. The first time they went up it was turned down by a vote."

A toilet break by one potentially supportive delegate during a crucial 1994 vote is thought to have prevented the Guinness sponsorship, worth £1m (€1.27m), going through initially, but it was passed a year later.

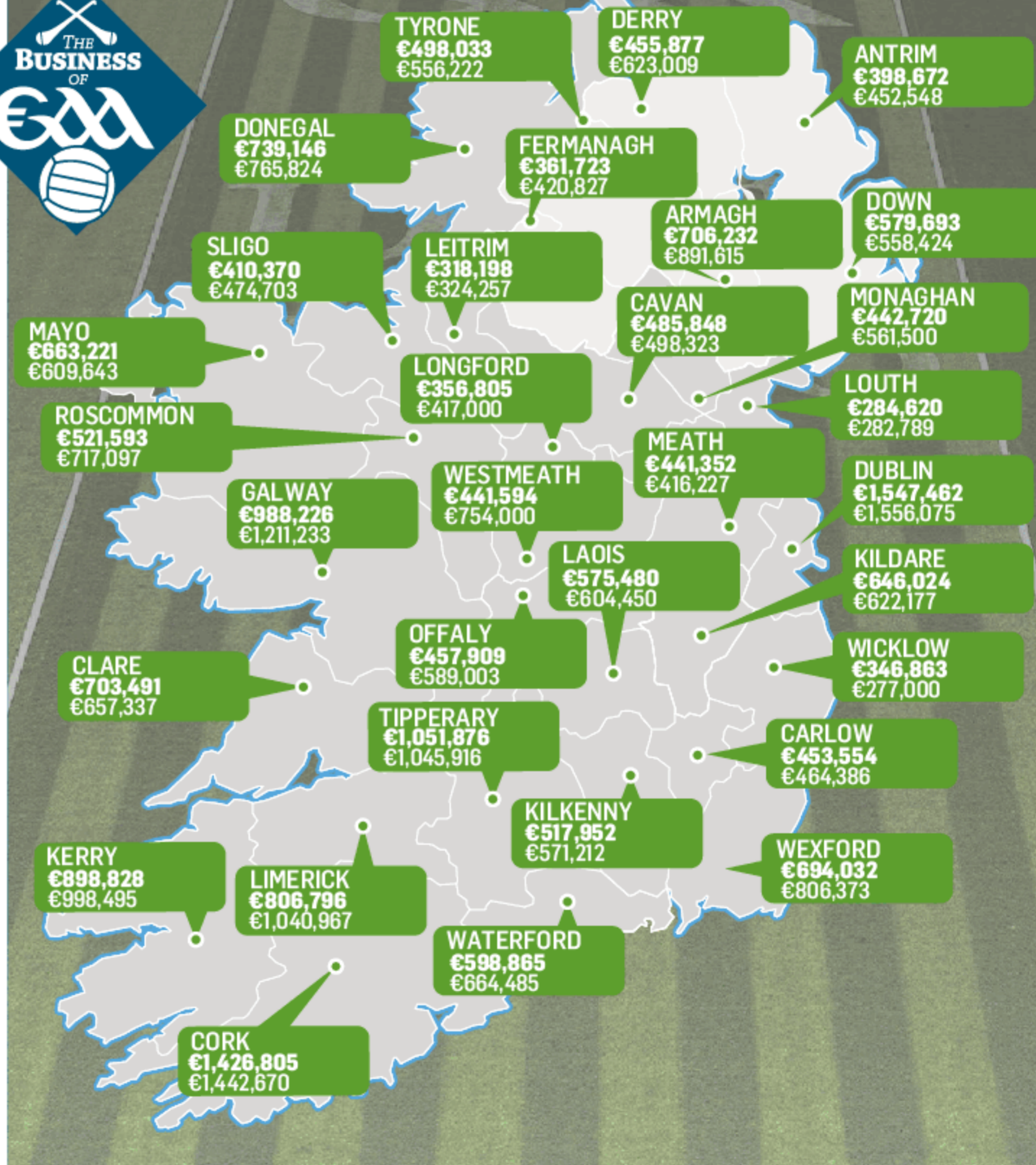
Power always feels the Croke Park redevelopment emboldened a more ambitious approach to sponsorship.

"It was a catalyst because that gave the GAA a new confidence," he said. "It realised that it has this incredible brand."

"One of the great things about the GAA is that it generally does the right thing at the right time, having mullered over it for a bit. It probably could have done it earlier, but when it did

## GAA: COUNTY BY COUNTY OUTLAY

AVERAGE SPEND  
2015 SPEND



it had much greater support within the membership."

With more money from sponsorship and TV rights it was inevitable that players would respond, and the GPA was formed with then Dublin footballer Dessie Farrell very much at the forefront.

By then, the GAA had loos-

ened the clauses on individual sponsorship but was at odds with the GPA for almost a decade until a formal arrangement was reached.

"You see the benefit now with the GPA agreement, that the two work together and the market has grown considerably. But there was always a market for

the good guy," said Mr Power. Sponsorship of the flagship championships and TV rights were broken up into packages, the GAA employing London firm Oliver and Ohlbaum to advise on TV negotiations as TV3 got a slice of the action in 2008, breaking the RTE monopoly.

The net result is that the

inter-county game is much bigger 30-odd years on from the Bendix ad and financial benefits have trickled down to most units.

However, while professionalism has remained at arm's length, the isolation from the club game is greater than ever, with no sign of the gap closing.