



**CAMANACHD  
ASSOCIATION**  
COMANN NA CAMANACHD

**THE GOVERNING  
BODY FOR SHINTY**

**2017 Annual Report**

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## FOREWORD

This Annual Report concludes my three-year term of office as President and, in some respects, this year proved to be the most challenging year to date. Practice does not always make perfect.

The anticipated departure of our COO (Torquil Macleod) following last year's AGM combined with no immediate successor being found left a gap in the organisation which required to be filled for what transpired to be a period of six months. This resulted in additional responsibilities and significant workload on CA staff and Directors alike to which both responded well. In addition, it was clear from the 2016 budget deficit that the organisation was living well beyond its means and the requirement to reverse this situation as a matter of urgency placed additional demands on the personnel involved.

I am pleased to report that the staff and Directors have together weathered the storm and have delivered the 2017 development programme and competition schedule within the constraints of the new budget realities. This has required economy in the use of resources, improvement in business processes combined with greater integration and understanding of priorities between the staff and the Board. It is only fair to say that, although we will record a relatively modest financial surplus for 2017, the outlook for ongoing financial stability remains very challenging as central and local government funding sources face cutbacks year on year. We are therefore fortunate that we have several loyal commercial sponsors, large and small, willing to sustain and encourage the communities in which they operate through their support of Shinty.

However, with a new CEO (Derek Keir) in place bringing fresh energy and outlook, we look forward to the leadership and innovation which he will bring to the organisation. On the assumption that Keith Loades is voted into post as President for the next 3 years, we can be assured that the governance of shinty will be in good hands as they have already forged an effective partnership.

During this year, we were pleased to welcome Colin Cameron and Wendy Chamberlain onto the CA Board as co-opted members. Their contributions and experience were most welcome and we are encouraged that they have put their names forward to this AGM to be formally elected as Directors for an initial 3-year term; should the Members be so persuaded. Ted MacDonald retired from the Board in April having served for 6 years and we acknowledge the time which he gave to the role of Director on a voluntary basis.

One of the wettest summers of recent times in Scotland has resulted in an interrupted and extended senior league programme for several clubs. It is not simply the amount of water that has fallen but the way it has been concentrated in relatively localised heavy downpours that has caused the problems. Nonetheless, all the cup winners and the majority of league outcomes were determined before the end of October and we need to thank the staff and volunteer Directors who run the programme for the hard work involved in arranging and rescheduling fixtures as situations demand.

The International programme provide two competitive and entertaining games at the Bught Park and congratulations are due to Ronald Ross, his assistant coaches and his senior squad for completing 4 wins in a row on home soil. The U21 squad, led by Alan Macrae and his assistants, showed much promise for the future. The Scottish women's team also recorded success in Ireland in July against a Dublin County Select and thoroughly enjoyed the occasion.

The youth competitions continue to enjoy a high level of support from member Clubs, coaches and parents and the engagement of primary school age children is both healthy and increasing. The Development team are making specific efforts to retain this interest at secondary schools by organising round robin competitions exclusively for S1 and S2 pupils.

The women's game is growing and developing at pace under the careful direction of the WCA. Skye Ladies reversed their disappointment of last year with a convincing win against Lochaber in the Marine Harvest Valerie Fraser Cup and remain well placed to win the top National League also. The weather has taken a toll on the women's fixture as well and ladies games are also scheduled well into November.

We received a major boost to our fortunes early in 2017 when Tulloch Homes signed up as the Camanachd Cup Sponsors until 2020. Likewise, we were pleased to welcome Anderson, Shaw and Gilbert who stepped in at short notice as match day sponsors for the MacTavish Cup final. Last but far from least, Marine Harvest have recently extended their sponsorship package of all Leagues, the International programmes and the annual awards until 2020; a record breaking 33 years of continuous sponsorship.

One of the most enjoyable events for me in the Presidential calendar has been the annual Marine Harvest Awards night. I remain disappointed and surprised by the lack of response we get from Clubs when we ask for nominations for their own people and those from other clubs who have caught their attention. Fortunately, our individual supporters are more forthcoming and do make the effort to provide suggestions for the selection panel. Those attending the evening with their families are invariably appreciative of the Marine Harvest generosity and all the effort that goes in to making the event run smoothly. This year was particularly special for me as I had the honour of expressing the thanks of the shinty community to two of our most faithful corporate and personal supporters namely Lord Robert Smith of Kelvin, former SSE Chairman and personal sponsor of the Balliemore cup for 21 years, and Steve Bracken, who has been instrumental in facilitating the 33 years of Marine Harvest involvement. Rarely have two silver mounted camans been so hard earned nor richly deserved.

I would also wish to acknowledge and express appreciation to all volunteers who give up their time to be members of the CA Committees and Sub-committees, similarly those who support the wide variety of competitions and development activities as coaches, team leaders, drivers, grounds men, supporters and match officials. Without all this voluntary time and assistance, we would deliver but a fraction of our annual objectives.

Finally, I want to thank all the staff, Board members, partnership managers and member clubs that I have worked with over the last 9 years in the CA for their support and encouragement particularly during the last three years as President. I wish the individuals and the Camanachd Association well for the future. The only certainty in life is change and the only positive way to meet those changes is to look forward with hope and anticipation.

Shinty has a new CEO in post, an experienced President Elect, a refreshed and more diverse Board, a small but effective professional organisation, a new four-year strategic plan with clear opportunities for growth; in short, much to look forward to and a future as bright as we dare to dream.

**Jim Barr**  
President

## 1. FINANCE

The Camanachd Association's 2016 Annual Accounts report a £38,573 reduction in turnover and a deficit for year of £48,066, leaving the Association with total reserves of £ 75,962 at 31<sup>st</sup> December 2016. The Association signalled a potential loss in the order of £44,000 at the 2016 AGM and the final count was slightly above those expectations. The Association's financial target for 2016 was to deliver a break-even outcome or, in the event that a sponsor for the Camanachd Cup was not found, to manage any deficit to below £20,000. At worst, this would have maintained reserves at £104,000 or thereby. This target was clearly not achieved and the Association was required to re-base its activities, re-double its efforts to attract commercial sponsors, improve its business processes and make economies across the board in order to balance the books for 2017.

The 2016 Annual Accounts show Grant funding reduced by £23,743 from 2015. The sportscotland grant remained similar apart from a small reduction for Torquil's December salary and was the largest single contributor to shinty funding. However, local authority based grants were reduced due to the general squeeze on budgets. In addition, specific activity events/grants from Awards for All (£10k) and Colmcille/BnG (£5k) were not forthcoming. Sponsorship income also reduced in 2016 down by 21,368 largely attributable to the loss of SSE sponsorship for the Camanachd Cup, partially offset by the establishment of the Shinty Business Club. Not for the first time, Marine Harvest were the principal sponsors of shinty in 2016, combined with additional support from the Royal Bank of Scotland, Gilmour Sports and the BBC.

Total expenditure in 2016 was £595,655, an increase of £1806 on the previous year. Key areas of expenditure remain: Competitions, Development, Wages and Office Expenses. The £27,256 expenditure increase on wages is principally as a result of having the central belt Development Officer in place for the full reporting year. Competition costs reduced in 2016 as a result of savings made across the programme. Membership numbers increased slightly in 2016 to 2900, with a subsequent increase in associated income.

The Association's 2017 budget has been very challenging from the outset but we do expect to record a modest profit of around £5k which will go towards rebuilding our reserves to the target of £90k which we believe is appropriate for the size of our business. One downside, which is becoming increasingly regular is that we look likely to break the VAT de minimis threshold of £7500 this year and most every year from now onwards. This places an extra burden of between £8k to £10k VAT payments on our finances year on year. Unless the de minimis threshold, which has been in place for many years, is revised upwards, we will need to accept that the business has outgrown the target organisations for this concession. The 2017 Annual Accounts will provide the appropriate detail and will be distributed to member Clubs when finalised in 2018.

## 2. COMPETITIONS

Newtonmore defeated Lovat by three goals to two to retain the 2017 Tulloch Homes Camanachd Cup in the final which was played at Bught Park, Inverness; this was their 32<sup>nd</sup> victory in the final. This year's Final – *shinty's BIG day out!* - attracted a crowd in excess of 2,000 spectators, plus a large additional audience tuning in via live TV, radio and online broadcasts. Newtonmore forward Drew MacDonald won the Albert Smith Medal for Man of the Match.

The 2017 Artemis Macaulay Cup Final in Oban proved to be an exciting game, with Kyles Athletic defeating Newtonmore by seven goals to four in one of the highest scoring televised cup finals for many years.

Newtonmore defeated Kilmallie by three goals to two to retain the MacTavish Cup at Bught Park, Inverness in a match which was broadcast live on BBC ALBA. The Gregor Cameron Celtic Society Cup Final was also broadcast live on BBC ALBA and was won by Kyles Athletic, who defeated Oban Camanachd by three goals to one at Taynuilt.

The Balliemore Cup Final was again held at Blairbeg, Drumnadrochit where Fort William triumphed over Caberfeidh winning a penalty shoot-out by five goals to four after the match had finished at four goals apiece after extra time. The standard of penalty taking was possibly the highest ever seen with nine penalties being converted and the tenth hitting the post. The Aberdeen Considine Sutherland Cup Final was won by Lochside Rovers, who defeated Kingussie by three goals to one at An Aird, Fort William.

Inveraray won the Bullough Cup defeating Strachur by three goals to nil in an exciting encounter played at Strachur; the venue being decided by the toss of a coin. Kingussie defeated Newtonmore to win the Strathdearn Cup with four goals to two victory at The Eilan, Newtonmore; this venue was also decided by the toss of a coin.

The Women's Cup Finals Day again took place at An Aird, Fort William. Skye triumphed in the Valerie Fraser Camanachd Cup defeating Lochaber by six goals to one whilst Glengarry won the Marine Harvest Challenge Cup by seven goals to one against Ardnamurchan. The Finals Day was once again an excellent occasion, with a large crowd and some exciting shinty being played.

The Marine Harvest Senior Men's Shinty/Hurling International between Scotland and Ireland at Bught Park on 22<sup>st</sup> October was won by Scotland, their fourth consecutive Bught Park victory, to retain the Marine Harvest Quaich. The final score was Scotland 2 – 12 (18) and Ireland 0 – 15 (15). Ireland retained the Marine Harvest Under 21 Shinty / Hurling International trophy defeating their Scottish counterparts in a match played prior to the Senior International. The score was Scotland 2 – 9 (15) to Irelands 5 – 4 (19). Scotland's Senior Women played their Shinty/Camogie challenge match against Dublin in July in Dublin. The final score was Dublin 10 Scotland 19.

Participation in the senior leagues in 2017 increased to 54 teams from 52 in 2016. This was as a result of Strachur re-joining the league and Strathglass entering a second team.

The Marine Harvest Premiership comprised ten teams. Bute requested that they be permitted to play in Marine Harvest South Div 1, rather than the Marine Harvest National Div; however, Strathglass made a

request to be permitted to play in this league thus it comprised eight teams. There were eight teams in Marine Harvest North Div 1 and eleven teams in Marine Harvest North Div 2 following the introduction of the Strathglass second team. Bute's request to join Marine Harvest South Div 1 was granted, however the 20% points penalty was applied and they commenced the season on minus eight points. Kilmory's request to play in this league was granted resulting in ten teams in Marine Harvest South Div 1. The request from Kilmory and Strachur's inclusion resulted in seven teams in Marine Harvest South Div 2.

In total there have been 689 senior fixtures scheduled in 2017, compared to 618 in 2016. 39 fixtures were unfulfilled due to team raising difficulties, an increase from 27 in 2016. 125 fixtures were postponed and rescheduled, of which 103 were due to unplayable fields and 13 due to bereavement, a further 9 were rescheduled at the request of both clubs in compliance with the Byelaws. This compared with 75 postponements in 2016. During 2017, 9 fixtures were reversed or transferred to an alternative venue to ensure the game took place on the scheduled date, this compares with 12 in the previous year.

Kinlochshiel won The Marine Harvest Premiership for first time losing only once and dropping 6 points. Both Kilmallie and Glasgow Mid Argyll, having finished in the bottom two positions of the Premiership, are relegated and both will play in the Marine Harvest National Division in 2018. Skye won the Marine Harvest National Division, undefeated, and they will be joined in the Premiership by either Caberfeidh or Fort William, depending on the result of Fort Williams last league fixture scheduled for 4<sup>th</sup> November.

Newtonmore won Marine Harvest North Div 1 again but being a 2nd Team, they are not eligible to be promoted. Similarly, Lochside Rovers won Marine Harvest South Div 1 and they are also ineligible for promotion to the Marine Harvest National Division. Glengarry won Marine Harvest North Div 2 and are promoted to play in Marine Harvest North Div 1 in 2018 with Beauly, who finished bottom of Marine Harvest North Div 1 replacing them. Inveraray won Marine Harvest South Div 2 dropping only 2 points. Glenorchy finished bottom of Marine Harvest South Div 1 and are relegated to play in South Div 2 in 2018.

### 3. DEVELOPMENT

The Camanachd Association's Development Team has continued to developing strong relationships with the clubs within the designated regions. The Team are fully committed to working with and on behalf of members in the promotion and development of shinty across Scotland:

<b>Graham Cormack</b>	National Development Manager
<b>Ronald Ross</b>	Regional Development Manager
<b>Euan McMurdo</b>	Regional Development Officer - West
<b>Paul MacArthur</b>	Regional Development Officer - Central
<b>Katie Drain</b>	Regional Development Officer - North

The Clubmark Accreditation Scheme, which was launched to all clubs in September 2016, has provided a clear framework for the Development Team and their Clubs to work through. Thirty clubs have now engaged with the Scheme with fourteen having completed the Foundation level and received their certificate. These Clubs have also started working towards the Bronze level. Sixteen clubs are working towards the Foundation level award and are identifying their priorities for development. Clubs have found the process very beneficial in providing a clear understanding of where the Club stands and how it can develop an Action Plan to guide its progress. The Development Team continue to extended invitations to all Clubs who have not engaged yet to do so. Detailed information on the Club Mark Accreditation Scheme, including Case Studies of engaged Clubs, is available on the website <https://www.shinty.com/mens/membership-and-clubs/help-for-clubs> or from the Camanachd Association Development Team

Although many challenges remain, 2017 has continued to see positive progress across many aspects of the game. We have continued to develop and promote programmes across the country that deliver participation opportunities for youngsters in the club and school environment. Overall, club youth membership has increased by 144 to 1,494 in 2017. All clubs are reminded of their responsibility to ensure that all youth players are properly registered with the Association and accurate team lines are produced for every game.

The significant growth in school participation has continued in 2017. The number of Primary school children engaged with shinty has continued to rise encouragingly with even more teams taking part in tournaments. Examples of this are the 2017 Shinty World Cup (327 pupils / 43 teams) and the 2017 MacKay Cup (400 pupils/25 schools), with a similar pattern across many other school-based tournaments. Encouraging these new players to progress into membership of their local club is a continued focus for 2018. New Team Lines for School events in 2018 will monitor this transfer.

Participation levels in Scottish schools during curriculum time continues to come under pressure. These sessions provide a crucial introduction to the sport for all pupils and they are strengthened by the vital link between the school and its local shinty club. Where possible local club coaches are encouraged to work in partnership with schools and teachers to deliver school sessions in an attempt to engage more young people in shinty.



Additional Secondary School S1 and S2 Festivals have increased to help maintain the link with pupils when Primary children move up to Secondary school. In the latest Festival 17 teams took part (11 schools, nearly 140 pupils). The objective of these sessions is to sustain interest into secondary age and Under 14 competitions. This transition will not happen organically and requires a strong partnership between club(s), school, active schools and the association to ensure that this transition is maximised where possible. It is planned that the provision of Festivals and local gatherings will provide a positive experience in shinty and our objective is to work with partners to support the transition into clubs.

Girl's shinty continues to develop in an encouraging way. The High School Girls league was run again and saw eight teams (80 girls) participate in the Finals Day at Lochaber High School. The Donella Crawford Tournament was also successfully run at Ardnamurchan High School with 12 teams taking part which is an increase of 3 from 2016.

Alongside our partnerships with local clubs and volunteers, it is vitally important that we continue to prioritise our relationship with Primary and Secondary schools and local Active Schools Co-ordinators to strengthen school-club transition. The Development Team engages with the School Sports Leaders programme through Coaching and Refereeing workshops and courses. Our aim is to provide a well-structured, organised and promoted programme of activity that provides an effective pathway for young people into and through the sport.

The comprehensive programme of Youth league and cup competition provides the structure for youth involvement and we are pleased to report new teams at Dunoon U-14 and Strathspey U-14. This progress has been countered by the loss of Inverness U-17. It is planned that more structured U-14 opportunities will be available in the Central region in 2018.

Following a series of regional qualifiers across the country, the 2017 National First Shinty Festival was held in Fort William at the end of February. The event attracts the best young players from across Scotland, with 26 teams and over 200 children taking part on the day.

The National Disability Festival continues to be one of the highlights in the youth calendar. The two-day Festival was held for the 8th year at the MacDonald Resort in Aviemore and attracts schools from across Scotland, with 70 children taking part. Sponsorship for this year's event came from the MacPhee Family from Fort William and the Celtic Foundation.

The youth results and fixtures are published alongside the senior game and we continue to promote and market the youth game through the social media sites and the youth website. The ability to keep all information up-to-date is dependent on clubs submitting accurate information and scores as soon as possible following games.

71 young players attended the five-day U17 National Player Development Camp at Strathallan School in Perthshire from the 16<sup>th</sup> to 20<sup>th</sup> July. The players had a programme of intensive coaching with the focus on the physical, technical, tactical and psychological aspects of the game. We were extremely fortunate this year to have two prominent guest speakers from the world of sport: Stuart MacLaren Head of Youth Development from the Scottish Football Association and Maria Omma a Strength & Conditioning Coach from the Scottish Institute of Sport. The Development Camp continues to provide a key stage in the development pathway for young players.

In conjunction with the Women's Camanachd Association, supported by Marine Harvest, the National Development Camp for girls also took place at Strathallan School in Perthshire over the weekend of 8<sup>th</sup> and 9<sup>th</sup> July. The Camp brought together 50 girls of all abilities, backgrounds and ages for two days of top level coaching and a 6's tournament. As with the boy's Camp, this is an important element in the continued development of the women's game.

The 2017 Scottish U17 District Select Squad travelled to Ireland on the 23<sup>rd</sup> to 26<sup>th</sup> July for a successful three-day shinty/hurling tour that saw them win their games against Waterford (24 –15) and Dublin (18-9). As the scores suggest, these were very competitive games and were played with excellent sportsmanship. The Irish, as ever, were exceptional hosts.

In September, North and South Area Inter-district matches at Under 14 and Under 17 levels took place. The four North districts were Skye & Wester Ross, Lochaber, Inverness and Badenoch and they came together at Spean Bridge to contest the Ferguson Transport Shields. Sixteen clubs were represented and 72 players participated at each of these tournaments which were held on consecutive Sundays. The South U14 and U17 squads were selected following a series of trials at Inveraray and a 6-a-side competition in Oban. Close to 50 players were involved in each age group.

The U14 and U17 North v South representative matches went ahead on Sunday 1<sup>st</sup> October at An-Aird, Fort William, with both matches being won by the North. The quality of some of the shinty on show was very encouraging for the future. Our thanks go to The MacPhee family for supporting the U-14 match and to Highland Council for supporting the event.

## **Child Protection**

It is a requirement of membership that all clubs have an identified and appropriately qualified Child Protection Officer. The Camanachd Association continues to work closely with clubs, ensuring that all coaches working with children complete the PVG (Protection of Vulnerable Groups) disclosure application process as part of the ongoing governing body operating requirements. An in Safe Hands workshop was also organised and delivered for clubs in Lochaber.

The Camanachd Association is one of the pilot Scottish Sports Governing Bodies working with Children 1<sup>st</sup> on new guidelines for future implementation. These new guidelines are nearing completion and Glengarry and Kingussie were selected as the two pilot Shinty Clubs to take part in the programme. The launch of the standards for Child Wellbeing and Protection in Sport will take place on the 6th December 2017.

#### **4. COACHING**

We continue to work with a range of partners, including member Clubs and Associations, sportscotland, sportscoachUK, Scottish Qualification Authority (SQA), Skill Development Scotland and Local Authorities, to support the recruitment and development of coaches at all levels throughout the sport. All activity is based around the Association's annual Coaching Action Plan and guided by the Strategic Plan for Shinty 2015 - 2017.

13 Foundation coaching courses have been held in 2017 up to the AGM, reaching 82 coaches across the country. Further courses are being confirmed and we should reach over 100 coaches in total by the end of the year. This exceeds the target figure of 80. It is important to note that the vast majority of coaches qualified in 2017 have again taken up a coaching position with a local school or club and are directly contributing towards the further development of our sport.

We are proud to report that our United Kingdom Coaching Certificate (UKCC) Level 1 & Level 2 courses have been re-accredited for a further three years 2017-2020. This UKcoaching endorsement provides a guarantee that Camanachd Association coaching courses are at least on a par with those delivered by any other sport in the UK. The resource materials are highly commended by UKcoaching and the Scottish Qualification Authority (SQA). To continue our commitment to providing the right courses in the right way for our candidate coaches we have, considered feedback received from previous courses, and developed a pilot UKCC Level 2 course which includes an on-line pre-course element that allows a reduction in the on-course time commitment required. This pilot course is now being promoted to coaches.

Two UKCC Level 1 Courses have been delivered in 2017 so far to 21 candidates. Two further courses are planned and the target set for the year is 30 candidates.

The assistance of Member clubs in ensuring their team Coaches/Managers are appropriately skilled and qualified is crucial.

In addition to the promotion and development of formal coaching courses the Association continues to invite every Member club to participate in the Club Coaching Initiative as part of the Club Accreditation Scheme. The Initiative promotes the opportunity for each club to meet with Camanachd Association staff to discuss their specific coaching needs and agree a tailored development plan.

A series of 16 Continuous Personal Development (CPD) workshops on the Core Skills of Shinty were promoted and delivered in partnership with the Woman's Camanachd Association during 2017. A range of additional development workshops provided by other partners, e.g. First Aid, Child Protection and Funding, were also promoted throughout the year.

The CA series of compilation videos continues to be extended with new examples produced and uploaded to the Camanachd Coaching YouTube channel, these also included videos on rules of the game.

The Association continues to be extremely grateful for the support of 12 volunteer Coach Educators who support CA staff in the delivery of coach training packages across the county. Association staff and Coach Educators benefit from an ongoing programme of development opportunities provided by a range of national agencies, including sportscotland, to ensure they can deliver a high standard of training for all those involved in the sport.

Finally, the ongoing development of the coaching database continues to improve communication with and between coaches, plus provides an important vehicle for the Association to target training opportunities at relevant individuals. Reminders were sent to all coaches with qualifications due to lapse in 2017 and 17 have so far come forward for re-validation or up-grading.

The CA encourages all clubs and schools to support their coaches in their continued development. Quality coaching will increase participation and improve performance across the sport.

## **5. MATCH OFFICIALS**

As in recent years, the recruitment and development of match officials at senior level remains a critical issue and is identified as a priority concern for the sport in the current and new Strategic Plans for Shinty. Although some progress has been made, the Association recognises that the situation remains highly fragile and requires the proactive support of all Member clubs and associations to help increase and develop the number of officials regularly active within the game.

The Match Officials Pathway has been developed further and is available on the CA website <https://www.shinty.com/mens/officiating/opportunities>

A total of 34 referees were allocated to Senior games during 2017, the same as in 2016. Only 27 were available on a regular basis throughout the season, an increase from 25 in 2016. Five referees who had previously officiated in 2016 did not participate in 2017 due to injury, work or family commitments. Three new referees were introduced at senior level during 2017. 27 referees officiated in at least 10 senior matches in 2017 compared to 23 in 2016. 4 refereed on three or less occasions this season compared with 5 in 2016. The grading of referees in 2017 was as follows: 13 Grade One, 12 Grade Two and 5 Grade Three.

The new Youth/University/WCA Referee course, which was introduced by the Development Team in 2016 to encourage people to become involved in refereeing and has been a significant success engaging participants. 63 people have completed the new course so far in 2017 to add to the 58 from 2016. The adjustment to Bye Law 4.2.1, which was passed at the 2016 AGM, assisted in encouraging participation in this course. A key focus in the new strategic plan for shinty is progression and this is something we aim to encourage for all new officials starting their journey as a referee or goal judge.

Eight Area and one National Development Workshops for Match Officials & Assessors were delivered during 2017.

Example video clips are available on the CA YouTube channels (Main & Coaching) to encourage understanding of the Rules and the decision-making challenges Referees encounter. These include: kicks, players on the ground, one handed play, free hits, pushing, fouls and dangerous play. Further clips are in production at this time for inclusion

## 6. MEDICAL

It is a key part of a Clubs duty of care to have an appropriately trained First Aider with each team, plus a fully stocked first aid kit. A range of local first aid courses delivered by Local Authorities and other partners are regularly promoted to Members via the CA website, Facebook & Twitter.

Heartstart Camanachd, in association with Lucky2Bhere, are continuing the quest to see every shinty club in Scotland in possession of a Defibrillator and personnel trained in its use. There is a growing list of shinty clubs who have received defibrillators and associated Emergency Life Saving training:

Aberdeen University – Beaully – Fort William (2) – Glenurquhart – Kingussie – Newtonmore – Lochaber – Lovat – Skye (2) – Strathglass – Kincaig – Kinlochshiel – Dunadd (Defibrillator TBA) – Bute – Taynuilt - Carrbridge/Strathspey

We encourage all remaining clubs to consider the benefits to their club and community of having some defibrillator and trained personnel. We would also remind all clubs that have undergone training and have a defibrillator, to ensure they have a designated person responsible for Medical matters and that they are checking the equipment and requirements for new or update training on a regular basis and keeping the Camanachd Association and Lucky2Bhere up to date.

Please contact National Development Manager Graham Cormack [graham.cormack@shinty.com](mailto:graham.cormack@shinty.com) 07894 533538 (M) for further information or to register interest.

The Camanachd Association was one of the initial Sport Governing Bodies in Scotland to sign up to the Scottish Government's Sport Concussion initiative and we continue to promote the guidelines.

## 7. SPONSORSHIP AND GRANT FUNDING

**sportscotland**, the Scottish Government's National Agency for Sport, remains the single largest funder of the Camanachd Association. In 2016 **sportscotland** invested £182,000 in the Camanachd Association, principally to cover key staff costs but also to provide some additional resource for agreed Development and Coaching activity.

Marine Harvest (Scotland) Ltd is the principal sponsor of shinty. A new three-year sponsorship agreement was reached with Marine Harvest in 2017, extending their relationship with shinty to more than 30 years and marking the sport's biggest ever sponsorship investment. We are extremely grateful for this support, the sport has benefitted enormously from Marine Harvest support and the Association continues to work hard to ensure Marine Harvest receive the required return on their investment.

In 2017, Tulloch Homes became the title sponsor for the Tulloch Homes Camanachd Cup and signed a four-year sponsorship agreement from 2017 – 2020 with a view to developing a partnership that raises the profile of Tulloch Homes and the Camanachd Cup. This is a significant partnership and one that we hope to strengthen through the continued growth and popularity of the Camanachd Cup.

Anderson Shaw and Gilbert were the 2016 sponsor of the MacTavish Cup final, we were grateful for their support provided at a short notice.

The Camanachd Association's in-kind partnership with Gilmour Sports continues to add great value for the sport. This is the fourth year of their appointment as Official Kit Supplier to the Camanachd Association, providing clothing and equipment to four National Shinty Squads and CA Development staff, plus a number of youth events and initiatives. We are grateful for their continued support and encourage all within the shinty community to consider the extensive range of shinty kit and equipment available at Gilmour Sports shops or online such as replica Scotland playing shirts, balls, helmets and strips.

Aberdein Considine continued their longstanding title sponsorship of Sutherland Cup competition in 2017 and we are grateful for their continued support. We are also grateful to the large number of companies that support the Association through membership of the Business Club throughout the year, namely: Highland Industrial Supplies (HIS), Russwood, Liberty British Aluminium, GS Campbell, Tulloch Homes and Anderson Shaw and Gilbert. Support from Ferguson Transport & Shipping, Loch Ness Gifts and James Gallacher was also gratefully received.

The Business Club offers companies a unique package of hospitality and promotional benefits across a range of key shinty events throughout the course of a year. Finally, each Scotland squad player (Senior, U21, Women) secured an individual sponsor to support their participation in this year's Shinty/Hurling (Camogie) Internationals.

In addition to funding from **sportscotland**, the Camanachd Association received grant funding from a wide range of organisations, including: Inverness Common Good Fund, Highland Council, Argyll & Bute Council and Highland Discretionary Ward funding. This support goes a long way to supporting the game and allows us to provide a depth of opportunities across a range of age groups.

The funding from sponsors and grant providers significantly enhances and extends the Association's support for the promotion and development of shinty and we thank all those who have contributed over the past year.

### **MEDIA AND COMMUNICATIONS**

Positive media coverage of shinty is a key platform for promotion of the sport, reaching large audiences and engaging both current and new supporters.

BBC Scotland continued their excellent coverage of the sport with three televised broadcasts plus regular coverage on the radio and online. The televised matches were the Artemis Macaulay Cup Final, the Camanachd Cup Final and the Marine Harvest Shinty/Hurling International. The Camanachd Cup Final also received live commentary on Radio Scotland and Radio nan Gàidheal. BBC ALBA televised five matches live this season: MacTavish Cup Final, Gregor Cameron Celtic Society Cup Final, both Camanachd Cup Semi-finals and a Marine Harvest Premiership derby match between Kingussie and Newtonmore. The above is further enhanced by coverage on a number of important local radio stations :- Cullin FM, Oban FM and Moray Firth Radio.

Shinty also benefits from excellent national and local printed media reporting. We are pleased to have maintained regular profile for the sport in several national newspapers throughout the season, including the Press & Journal, The National, The Herald and The Scotsman. Many local papers also provide extensive coverage of the sport, a reflection of the important role shinty plays in the life of communities across Scotland. We gratefully acknowledge the effort and support of all journalists, photographers and editors who provide shinty coverage within their publications.

Finally, the association would like to make special note of the contribution Norman Strachan makes to the profile on Shinty through his work across the country throughout the year. This work contributes significantly and raises our capacity to profile shinty on tv and on social media channels including YouTube. Norman Strachan and his team were able to film a number of matches throughout the year for the Association's YouTube channel. The channel has now received nearly 573793 views, an increase of more than 33% from 430,000 in 2016. The shinty community is extremely grateful to Norman and his team and we thank them for their time and expertise.

The contribution from volunteers across the country significantly enhances and extends shinty's profile and reach and we thank all those who have contributed over the past year.

The Camanachd Association's launched a new website ([www.shinty.com](http://www.shinty.com)) in October 2017 and this as the principle communication tool for the Association continues to reach thousands of members and supporters throughout the year providing a wide range of relevant information and resources.

The Association's social network channels also provide an important communication platform, with more than 6836 "likes" on Facebook and 4656 "followers" on Twitter. Both these channels continue to grow in popularity and the Association is making increasing use of each channel to keep members informed on the latest developments. With the help of a network of club volunteers, both of these channels also provide live goal updates from matches around the country every Saturday throughout the season.