



**CAMANACHD  
ASSOCIATION**  
COMANN NA CAMANACHD

**THE GOVERNING  
BODY FOR SHINTY**

**2016 Annual Report**

	<b>CONTENTS</b>	<b>PAGE</b>
	<b>Foreword</b>	<b>3</b>
<b>1.</b>	<b>Finance</b>	<b>4</b>
<b>2.</b>	<b>Competitions</b>	<b>5</b>
<b>3.</b>	<b>Development</b>	<b>6</b>
<b>4.</b>	<b>Coaching</b>	<b>8</b>
<b>5.</b>	<b>Match Officials</b>	<b>10</b>
<b>6.</b>	<b>Medical</b>	<b>10</b>
<b>7.</b>	<b>Marketing &amp; Communications</b>	<b>10</b>

## FOREWORD

This Annual Report concludes the second year of my term of office and likewise the second year of the Strategic Plan for Shinty 2015 - 2017. It has proved to be every bit as busy and challenging as last year.

The staff restructuring and recruitment, which took place during 2015, has provided a strengthened platform for delivery of the 2016 Operations Plan. The restructured Development Team in particular have made significant progress under the leadership of Graham Cormack. The Youth programme continues to improve and expand, with a particular increase in engagement from schools. The introduction of the Club Accreditation Scheme is also providing opportunities for structured and meaningful interaction with Clubs with a view to assisting with their own development aspirations.

A staffing change that was not on the plan, but was not entirely unexpected, is the departure of our Chief Operating Officer, Torquil Macleod, at the end of November after six years of service. During his period in post, Torquil has helped improve our governance structures, enhanced the profile and image of shinty in the media and has set new standards for delivery of our major events. We were aware that he would be a hard act to follow and so it is proving. We wish Torquil every success in his new national role with VisitScotland.

At the start of the year, we were pleased to welcome Steven Mackenzie (Beauly) and Willie MacDonald (Fort William) onto the CA Board as co-opted Directors. Their contribution and experience is 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 three year term; should the Members be so persuaded. However, as we approached the end of the season, George Hay confirmed that his personal business interests had expanded to the extent that he no longer had time to do justice to the role of CA Director. It was therefore with some reluctance that his resignation has been accepted and we wish to record our thanks for his service on the Board as Director of Coaching. Charles Young also stepped down from the Board in 2016, retiring in April after completion of two full terms (six years) as the Director for Club & Volunteer Development. We offer our sincere thanks to Charles his input and support over the period.

The full programme of senior league and cup shinty was completed in good time this season. The finals of the cup competitions may have lacked some of the sparkle of 2015, but the leagues proved to be tight and compelling to the end. Judging by the feedback at the Area Consultation Meetings earlier in the year, the administrative measures put in place at the start of 2016 to further stabilise the fixture schedules have had some measure of success. However, one swallow doesn't make a summer, so we will continue to monitor and seek further improvements.

The Scotland Senior Squad repeated the success of 2015 and 2014 by again beating their Irish hurling counterparts in the Maine Harvest Shinty/Hurling International at Bught Park. The Scotland Under 21 Squad did not manage to emulate the Senior Squad's success but put in a spirited performance against their Irish opposition. Similarly, the Scotland Senior Women had requested and received a stiffer challenge from a Dublin County intermediate select who proved to be more clinical in front of goal.

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 interest at secondary schools by organising round robin competitions exclusively for S1 pupils. The intent is to expand this concept to S2 and S3 pupils as the current S1 batch of pupils transition through the schools. However, having watched the inter-district competitions at Under 14 and Under 17 level, it is apparent that we have a particularly talented group of players at this time ready to break into the senior game. I will go as far as to predict that the next Ronald Ross will come from this particular generation; given the right support and nurturing.

The women's game took further giant strides forward, with Lochaber Ladies lifting the Valerie Fraser Camanachd Cup at an excellent Finals Day in Fort William. Skye Ladies were league champions of the

Marine Harvest National Division. A sufficient number of new teams have now been formed to enable competitive North and South area leagues to be established below the National Division.

Shinty has continued to enjoy great support from our many partners over the past season, including major funding from sportscotland, Marine Harvest, Royal Bank of Scotland, EventScotland, Aberdeen Considine, Artemis and the Gregor Cameron Consultancy. The loss of Scottish Hydro as title sponsor for the Camanachd Cup has been a setback from which we have yet to recover. However, we are confident there is a compatible sponsor out there who will appreciate the exposure this unique competition has to offer and will engage in a mutually beneficial partnership. However, shinty also continues to benefit from excellent broadcast coverage on BBC Scotland and BBC ALBA - the envy of many other sports – plus excellent shinty coverage on Cuillin FM, Oban FM, Moray Firth Radio and a host of other local radio outlets, not to mention the numerous local and national newspapers and other media platforms that serve our game so well. The Camanachd Association is deeply indebted to them all.

**Jim Barr**

President

## **1. FINANCE**

The Camanachd Association's 2015 Annual Accounts report a £16,113 reduction in Turnover and a Deficit for year of £7,921, leaving the Association with total Reserves of £124,028 at 31<sup>st</sup> December 2015. The Association's financial target for 2015 was to continue the increase in Turnover, deliver a reduced Surplus and maintain the 2014 Reserves figure. This target has not been achieved and the Association is fortunate that the company's Reserves established over recent years are able to accommodate the loss without significant operational impact. The agreed minimum Reserves for the Association is £90,000 and we remain well above this figure.

Turnover in 2015 is £584,986, down from a record high in 2014 of £601,119 but is still ahead of the figure for 2013 of £574,999 and all previous years. Similarly, the 2015 Reserves figure is down from £131,949 in 2014 but still ahead of the figure for 2013 of £98,522 and all previous years. The 2015 deficit is in contrast to the surplus in 2014 of £33,427. It was the Association's stated intention to reduce this surplus in 2015, aiming for a Surplus in the region of £5,000. It is regrettable that this has not been achieved, with a subsequent negative impact on Reserves.

The 2015 Annual Accounts show Grant funding has reduced by £7,945, down from £237,394 in 2014 to £229,449 in 2015. Despite an increase in funding from sportscotland, this was anticipated and largely attributable to completion of the Food Standards Agency grant in support of the HHEAPS initiative and the additional one-off grant income secured in 2014 for the Scottish Government's Homecoming initiative. Sponsorship income also reduced in 2015 down by £7927 from £176,250 in 2014 to £168,323. Marine Harvest and SSE Scottish Hydro were the principal sponsors of shinty in 2015, with significant additional support from Royal Bank of Scotland, Gilmour Sports and the BBC.

Total expenditure in 2015 was £593,849, an increase of £27,547 on the previous year. The Association is now spending more than ever before on the promotion, development and administration of shinty. Key areas of expenditure remain Competitions, Development, Wages and Office Expenses. Expenditure increased on Wages and staff related costs as a result of the organisation's staffing restructure in 2015, although the full impact of this will not be seen until the 2016 Annual Accounts are published. Development and Coach Education costs both increased in 2015, a reflection on increased investment and activity in this core area of work. Competition costs reduced in 2015 as a result of savings made across the programme. Membership numbers increased slightly in 2015 to 2900, with a subsequent increase in associated income.

The Association's 2016 budget is challenging and will report a more significant deficit for the current year. This is due to the loss of commercial income associated with Camanachd Cup, which in turn will also make it difficult for the Association to achieve its previous de minimis VAT position. The situation is being monitored closely and action is ongoing to minimise the impact on Reserves. The Board and staff are working hard to recover the position at the earliest opportunity through the introduction of new and additional commercial revenue streams, e.g. the Shinty Business Club. The 2016 Annual Accounts will confirm the detail of the current financial year and we will have these Accounts completed and examined by mid-year for circulation amongst Members prior to the 2017 AGM.

## 2. COMPETITIONS

Newtonmore won the 2016 Camanachd Cup Final at An Aird, Fort William, for the 31st time, defeating Oban Camanachd by a single goal in a tight contest. This year's Final – *shinty's BIG day out!* - attracted a crowd in excess of 3,000 spectators, plus a large additional audience tuning in via live TV, radio and online broadcasts. Newtonmore half-back Andy MacKintosh won the Albert Smith Medal for Man of the Match.

The 2016 Artemis Macaulay Cup Final in Oban proved to be an exciting game, with Kinlochshiel winning their first Senior trophy in the club's history, defeating Inveraray by five goals to three in a match broadcast live on BBC 2 in Scotland. Newtonmore defeated Lochaber by two goals to one to win the RBS MacTavish Cup Final at Bught Park, a match which was broadcast live on BBC ALBA. The Gregor Cameron Consultancy Celtic Cup Final was also broadcast live on BBC ALBA and was won by Kyles Athletic, who defeated Inveraray by three goals to one at Taynuilt.

The Balliemore Cup Final was held at Blairbeg, Drumnadrochit where Kilmallie triumphed over Caberfeidh by six goals to nil. The Aberdeen Considine Sutherland Cup Final was won by Newtonmore, who defeated Kingussie also by six goals to nil at The Dell, Kingussie. The venue agreed by the teams and decided by the toss of a coin.

Tayforth retained the Bullough Cup by defeating Kilmory by four goals to three in an exciting encounter played at Strachur. Lochcarron defeated Glenurquhart to win the Strathdearn Cup with a four goals to one victory at Castle Leod, Strathpeffer.

The Under 21 Representative match for the Caol Cup between the North Under 21's and the South Under 21's took place on Saturday 27th Aug at Jubilee Park, Ballachulish. The North were victorious by three goals to one in an exciting match that saw the South in the lead until after half-time. This match was played on the same day as the Women's Cup Finals Day took place at An Aird, Fort William. The Finals Day was an excellent occasion, with a large crowd and some excellent shinty being played. Lovat Ladies won the Marine Harvest Challenge Cup and Lochaber won the Valerie Fraser Camanachd Cup.

The Marine Harvest Senior Men's Shinty/Hurling International between Scotland and Ireland at Bught Park on 22nd October was won by Scotland, their third consecutive Bught Park victory, to retain the Marine Harvest Quaich. The final score was Scotland 0 – 14 (14) and Ireland 0 – 5 (5). 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 – 11 (17) to Irelands 4 – 18 (30). Scotland's Senior Women also played a challenge match at Bught Park and were defeated by a strong Dublin County Select in the Marine Harvest Country v County Challenge Cup. The score was Scotland 0 – 2 (2) Dublin 3 – 3 (12).

Participation in the senior leagues in 2016 dropped to 52 teams from 54 in 2015. This was as a result of Ballachulish and Glenorchy deciding not to field 2nd Teams, as well as Strachur's withdrawal from competition. However, on a positive note, Dunoon entered Marine Harvest South Division 2 for the first time. The three team withdrawals were all due to player unavailability.

The Marine Harvest Premiership comprised ten teams and the Marine Harvest National Division comprised eight teams. There were nine teams in Marine Harvest North Division 1 and ten teams in Marine Harvest North Division 2. Strachur gave late notice of their withdrawal from Marine Harvest South Division 1, resulting in 8 teams in that league. As the fixtures had been published it was agreed not to re-draw. There were only 7 teams in Marine Harvest South Division 2.

In total there were 618 senior fixtures scheduled in 2016, compared to 682 in 2015. 27 fixtures were unfulfilled due to team raising difficulties, the same number as in 2015. 75 fixtures were postponed and rescheduled, of which 57 were due to unplayable fields and 7 due to bereavement, a further 11 were rescheduled in compliance with the Byelaws for clubs in leagues with less than 8 teams. This compared with 89 postponements in 2015. During 2016, 12 fixtures were reversed or transferred to an alternative venue to ensure the game took place on the scheduled date, this compares with 10 in the previous year.

Newtonmore won the Marine Harvest Premiership for the seventh year in a row and were undefeated in the process. Following a decision taken by the members at the 2015 AGM there was no play-off between the 9th team in the Premiership and runners-up in the National Division. As a result, Fort William and Skye, having finished in the bottom two positions of the Premiership, are relegated and will both will play in the Marine Harvest National Division in 2017. Kilmallie won the Marine Harvest National Division, also undefeated, and they will be joined in the Premiership by Glasgow Mid Argyll who were runners-up.

Newtonmore won Marine Harvest North Division 1 but, being a 2nd Team, they are not eligible to be promoted. Oban Celtic won Marine Harvest South Division 1 and are promoted to replace Ballachulish in the 2017 National Division. Aberdeen University won Marine Harvest North Division 2 and are promoted to play in North Division 1 in 2017, with Lovat, who finished bottom of North Division 1, replacing them. Tayforth won Marine Harvest South Division 2 dropping only 1 point in their final game against league runners-up Kilmory. Inveraray finished bottom of Marine Harvest South Division 1 and are relegated to play in South Division 2 in 2017.

### 3. DEVELOPMENT

Following a comprehensive review and restructuring exercise in 2015, the Camanachd Association's Development Team has been established and is developing strong relationships with the clubs within the restructured regions. The Team are 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

To assist with this development a new Club Accreditation Scheme was piloted with eight clubs in the first half of the year and launched to all clubs in September 2016. The initial pilot clubs that engaged with the scheme and who completed the Foundation level were: Lewis, Beauly, Kingussie, Glengarry, Inveraray, Strachur, Glasgow Mid Argyll and Tayforth. Clubs have found it beneficial in providing a structure to follow that ensured all relevant elements of club development were covered. All these clubs are now working towards the Bronze level. The Development Team are in discussion with a number of other clubs who have expressed an interest.

Although many challenges remain, 2016 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 remained fairly static at 1350 in 2016, more remarkable is the significant growth in school participation. 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 number of Primary school children becoming engaged with shinty has risen encouragingly with many more teams taking part in tournaments. Examples of this are the 2017 Shinty World Cup (327 pupils / 43 teams) and the 2017 Tulloch Cup (215 pupils / 18 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 focus for 2017.

Participation levels in Scottish schools during curriculum time continue to come under pressure. These sessions provide a crucial introduction to the sport for all pupils and a vital link between the school and its local shinty club. The loss of the previous support from the Food Standards Agency via delivery of the "Hygiene, Healthy Eating and Activity in Primary Schools" (HHEAPS) initiative around the country was a blow but the hard work of club coaches has helped to reduce the effect. The increased number of schools participating in competition is part of the positive legacy from the HHEAPs initiative. Where possible local club coaches are used to deliver the school sessions in an attempt to further strengthen these links.

A new Secondary school S1 Festival was held in Inverness in September to help maintain the link with pupils when Primary children move up to Secondary school. 11 teams took part (9 schools, nearly 100 pupils). It is planned that further Festivals and local gatherings will be held throughout the school year.

Girls shinty is also developing in an encouraging way. A High School Girls league was run and saw nine teams (90 girls) participate in the Finals Day at Lochaber High School. The Donella Crawford Tournament was also a success at Ardnamurchan High School.

Alongside our partnerships with local clubs and volunteers, it is vitally important that we continue to prioritise our relationship with Primary & Secondary schools and local Active Schools Co-ordinators to strengthen school-club links. 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 a new team at Uddingston Grammar U-14. This progress has been countered by the loss of Oban Lorn U-14 and Ballachulish U-17. It is hoped that Oban Lorn, Ballachulish, Taynuilt and others may be able to enter development teams next season.

Following a series of regional qualifiers across the country, the 2016 RBS 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 7th year at the MacDonald Resort in Aviemore and attracts schools from across Scotland, with 70 children taking part.

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.

58 young players attended the five-day U17 National Player Development Camp at Strathallan School in Perthshire from the 17<sup>th</sup> to 21<sup>st</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: Donald Park, SFA Director of Coaching, and Andrew Henderson, SRU U-18 National Coach and Strathallan School head of Rugby. 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 9th & 10th July. The Camp brought together 49 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 2016 Scottish U17 District Select Squad travelled to Ireland on the 24<sup>th</sup> to 27<sup>th</sup> July for a successful three-day shinty/hurling tour that saw them win their games against Kilkenny (15 v 9) and Dublin (16 v 13). 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 2<sup>nd</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.

The annual U21 North v South match was played at Ballachulish on Saturday 27<sup>th</sup> August. Both squads held selection and preparation sessions in advance and the match also doubled as a final trial for the U21 International Squad to compete in the 2016 Shinty/Hurling International at Inverness. The game proved to be a thrilling encounter and an excellent showcase of young talent, with the North securing a 3 v 1 victory over their South rivals.

### **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.

## **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.

11 Foundation coaching courses have been held in 2016 up to the AGM, reaching 95 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 is an increase on previous years and far exceeds the target figure of 80. It is important to note that the vast majority of coaches qualified in 2016 have again taken up a coaching position with a local school or club and are directly contributing towards the further development of our sport.

Our United Kingdom Coaching Certificate (UKCC) accredited Level 1 & Level 2 courses continued to be promoted to relevant coaches in 2016. The UKCC 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 and highly commended by sportscoachUK and SQA.

Five UKCC Level 1 Courses have been delivered in 2016 so far to 44 candidates. The target set for the year was 30 candidates.

Two UKCC Level 2 courses are planned to start on the weekend of the 10/11<sup>th</sup> December in Inverness and Oban. The target is to have a minimum of 16 coaches participating at this level by the beginning of next season. 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 Continuous Personal Development (CPD) workshops were again promoted and delivered during 2016. Topics included Speed, Agility & Quickness for Shinty, Preparation for Competition, Fitness Training & Injury Prevention and for the first time this year an Anti-Doping 100%ME Education workshop. The latter workshop was run in partnership with the Woman's Camanachd Association National Squad and was well attended. A range of additional development workshops provided by other partners, e.g. First Aid and Funding, were also promoted throughout the year.

We are still promoting the inclusion of shinty on the [www.igameplanner.com](http://www.igameplanner.com) website. Coaches are able to go online to develop and download a range of shinty practices and session plans. The website is also used as part of the Coach Education courses to assist coaches in gathering information for assessments. 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 2016 and 18 have so far come forward for re-validation.

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 both Youth and Senior levels remains a critical issue and is identified as a priority concern for the sport in the current Strategic Plan 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.

A total of 34 referees were allocated to Senior games during 2016, a drop from 42 in 2015. Only 25 were available on a regular basis throughout the season, a decrease from 28 in 2015. Five referees who had previously officiated in 2015 did not participate in 2016 due to injury, work or family commitments. Three new or returning referees were introduced at senior level during 2016. Twenty three referees officiated in at least 10 senior matches in 2016 compared to twenty one in 2015. Five refereed on three or less occasions last season compared with 12 in 2015. The grading of referees in 2016 was as follows: 10 Grade One, 13 Grade Two and 6 Grade Three.

A new Youth/University course was introduced by the Development Team in 2016 to encourage people to become involved in refereeing with the hope that in future they may consider becoming a senior referee. 38 people have completed the new course so far in 2016 with another 8 due to complete a course in Skye.

Three officials so far have gone through Level 1 during the course of the year as part of the process for promotion to Grade 2. Two referees attended a development workshop run by the GAA in Dublin for senior hurling referees. A promotional video is already available on the CA YouTube channel and further DVD clips were produced in 2016 to support referees, these include: kicks, players on the ground, one handed play, free hits, pushing, fouls and dangerous play.

Eight Area and one National Development Workshops for Match Officials & Assessors were delivered during 2016. Following this, a Short Term Working Group (STWG) has been established to review and further develop the current training and grading programme for match referees. It is intended that any new framework will be drawn up prior to the start of the 2017 playing season.

## 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.

In addition, Heartstart Camanachd, in partnership with Lucky2Bhere, continue to assist all clubs to have appropriately trained First Aid/Emergency Life Saving (ELS) personnel with good quality First Aid kits and a community defibrillator. Courses have been run with Kingussie, Newtonmore, Glenurquhart, Kincaig, Strathglass, Dingwall Ac, Kinlochshiel, Lochaber, Aberdeen Uni, Carrbridge, Taynuilt, Oban Camanachd, Oban Celtic, two referees, Bute, Beauly, Fort William and Kilmory. Seven out of ten Premiership clubs have completed the training. 226 people have gone through the training to date (136 Male and 90 Female).

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 continue to promote the guidelines.

## 7. MARKETING & COMMUNICATIONS

The Camanachd Association seeks to promote shinty to the widest possible audience as an attractive, athletic and skilful team-sport. It is rooted in the communities of Scotland and has a unique and proud history. Shinty remains popular and highly relevant in the current sporting environment.

### **Sponsorship & 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 at the start 2015, extending their relationship with shinty to more than 27 years and marking the sport's biggest ever sponsorship investment. We are extremely grateful for this support, the sport has benefitted enormously from their input and the Association works hard to ensure Marine Harvest receive the required return on their investment.

Royal Bank of Scotland is the title sponsor of the MacTavish Cup competition, the community Shinty*force* initiative and the National First Shinty Festival. 2016 is the third year of our relationship with the Bank, we are grateful for their support and hope to continue the relationship for years to come.

The Camanachd Association's in-kind partnership with Gilmour Sports continues to add good value for the sport. 2016 is the third 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 (including online) such as replica Scotland playing shirts, balls, helmets and strips.

Aberdein Considine continued their longstanding title sponsorship of Sutherland Cup competition in 2016 and we are grateful for their continued support. This year's Final was won by Newtonmore after a Badenoch derby against local rivals, Kingussie. We are also grateful to the large number of companies that support the Association with smaller sponsorships throughout the year, including: Highland Industrial Supplies (HIS), Ferguson Transport & Shipping, Loch Ness Gifts and James Gallacher. The Shinty Business Club was launched in September and four businesses have already joined: GS Campbell Plant Hire, Tulloch Homes, Russwood and Anderson Shaw Gilbert. 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 EventScotland.

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**

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, and was live online via the BBC Scotland website. BBC ALABA televised five matches live this season: RBS MacTavish Cup Final, Gregor Cameron Consultancy Celtic Society Cup Final, both Camanachd Cup Semi-finals and the Marine Harvest Premiership derby match between Kingussie and Newtonmore. The above is further enhanced by coverage on a number of important local radio stations, e.g. 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. Most notably, the Oban Times doubled its coverage this season with a weekly two-page spread providing a comprehensive round-up and preview in each edition. We gratefully acknowledge the effort and support of all journalists, photographers and editors who provide shinty coverage within their publications.

### **Online**

The Camanachd Association's website ([www.shinty.com](http://www.shinty.com)) is the principle communication tool for the Association, reaching thousands of members and supporters and providing a wide range of relevant information and resources. The website is complemented by a mobile site for the increasing number of people accessing content with mobile/handheld devices and tablets. It is recognised that the technology in this area is evolving and the Association intend a major upgrade of the website in 2017 to ensure we continue to provide members with an excellent service.

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 430,000 views, an increase of more than 20% from 350,000 in 2015. The shinty community is extremely grateful to Norman and his team and we thank them for their time and expertise.

The Association's social network channels also provide an important communication platform, with more than 6000 "likes" on Facebook and 4150 "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 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.

All of our online channels are available internationally and are regularly accessed from countries across the world, including: USA, Canada, Australia, France.

