



**CAMANACHD  
ASSOCIATION**  
COMANN NA CAMANACHD

**THE GOVERNING  
BODY FOR SHINTY**

CAMANACHD  
ASSOCIATION  
COMANN NA CAMANACHD

**2019 Annual Report**

# ANNUAL REPORT



CAMANACHD  
ASSOCIATION  
COMANN NA CAMANACHD

THE GOVERNING  
BODY FOR SHINTY

## Contents

1. Presidents Foreword – Keith Loades	3
2. Chief Executive’s Summary – Derek Keir	5
3. Finance Report	7
4. Development Report	8
5. Medical	13
6. Competitions	16
7. Match Officials	18
8. Media and Communications Report	19

TM

CAMANACHD  
ASSOCIATION  
COMANN NA CAMANACHD

## **PRESIDENTS REPORT**

The year 2019 will be remembered as the first time in history that the Camanachd Cup Final had to be abandoned. Torrential rain in the hours leading up to the start of the match and during the game itself had led to the pitch becoming waterlogged. Referee Robert Baxter made the correct decision in the best interests of the players. This was one of several matches affected during the year for similar reasons. The unpredictability of these kind of localised deluges has, unfortunately, had a disruptive effect on our shinty programme. However, we cannot attribute all the blame for prolonging the season purely on the weather. There are a number of factors which, when combined, give great difficulty to our Competition committee to administer. Changes may have to be considered if we are to avoid some Clubs experiencing lengthy periods without a match towards the seasons end. That said, there was much to be positive about this year. Our staff under the guidance of our CEO, Derek Keir, are fully committed to providing the best service possible. Under Derek there is a real team spirit about the office. It is an incredibly busy place where fairly complex issues have to be dealt with on a daily basis. The addition in 2018 of Deborah MacPherson and Aarron Duncan-MacLeod in 2019 to our team has made a massive impact. Their skills, when added to the experience and dedication of the others, make it a very competent unit. My thanks to them all.

My gratitude extends to the Board members and the volunteers on all of our subcommittees. Without these volunteers our sport would not survive. No doubt you will read more about what has been taking place when you read the individual reports attached.

It is a requirement of our constitution that a Director must resign after a certain period of time and so we will lose some from the Board. This is regrettable however, since all are dedicated to our game, they will not be lost entirely and will be available in some capacity or advisory role.

I'm am pleased to be able to report that those standing for election will bring vast experience following the AGM in November.

The fact that the finances of the CA are in a good place is due, in part, to the expert guidance we have had from Daniel Palombo our Finance Director. Daniel, unfortunately, has to stand down after six years as a Board member. We are pleased that he will remain on the Finance committee. Similarly, we are greatly disappointed to be losing Wendy Chamberlain. Wendy has made a valuable contribution but regrettably due to other demanding interests has advised us that she cannot continue. We will not lose touch with Wendy and thank her for her offer of continued support when needed.

It is with regret that I inform you that Jock Turner who has been Chieftain of the Camanachd for 12 years has advised that he wishes to stand down. Jock will be missed. An ever present at Board meetings or whenever called upon to carry out some shinty business Jock never failed to oblige. Also leaving us is our Vice- Chieftain Alex Macnaughton who has served the Camanachd Association well over the years and we deeply appreciate his time and support as Vice Chieftain. We thank these gentlemen for their contributions to our sport.

The fact that the CA is enjoying a period of good financial support has not happened without a lot of work by Directors and Staff. This would not be possible if the sport was not in the position it is in. SportsScotland and our Sponsors recognise the importance of shinty and what it does for communities. Recognition for this must go to all the Clubs and the volunteers who work so hard in their own areas.

During the year I was pleased to be asked to join the Committee of the Memories Group. Some fantastic work is being done by David MacMaster, John Mackenzie, Donnie Grant, Hugh Dan and others to organise groups across the shinty playing areas to raise the spirits of those suffering from dementia. This goes to prove that shinty doesn't finish when you stop playing. Shinty cares!

My congratulations to all trophy winners this year (refer to Competition Report for full details). It was pleasing to see that some of the senior trophies were shared around. However, although it is rewarding to be victorious it is also enjoyable to compete and strive to improve.

Thank you to all who have helped this great sport to progress and like me I hope you are all looking forward to another busy year in 2020

Keith Loades  
President



## Chief Executive Summary

Our vision at the Camanachd Association is to protect and enhance shinty's iconic status in the landscape of Scottish sport and sustain shinty as a vibrant and integral part of Scottish life. As I am you are aware this is no easy task. Our mission is to help our clubs and associations provide the greatest shinty experience for their players, officials, coaches, volunteers and all those that come to watch. We hope the following pages, and indeed our communications throughout the year, promote the opportunities and support we offer to the people that make shinty possible. Our ongoing support and efforts will continue to be spent on all of our clubs and associations that demonstrate ambition to move forward with a willingness to work in partnership and cooperation. Only by doing so can we work together to continue to protect and enhance shinty in the years to come. In this short summary I have provided a few thoughts on the last year, however, such is the volume of fixtures (Youth and Senior) and events that take place on an annual basis, it is by no means exhaustive.

From the monthly communications via our regional development staff, to the recent addition of the newsletter, we have worked throughout the year to connect all that we do with the people that can make a difference for the wider shinty membership. The most important part of that journey starts with club/association committees and their governance. The first priority in the shinty strategy highlights that a well organised club with a clear purpose - and plan to deliver that purpose - is more likely to be successful than a club that is simply getting by week on week. Our development team have continued to work with clubs to take steps on that journey and to help clubs become even safer and more welcoming environments for people to participate in shinty. This support recognises the importance of being well organised today as well as of planning for the future. We now have over 25 clubs working towards delivering an action plan as well as 36 clubs who have progressed through our club accreditation scheme.

Planning & organisation is especially important in rural communities where clubs are faced with a finite number of players, coaches and volunteers. Ensuring that a positive culture and sense of purpose is experienced, therefore, becomes even more important as it enhances the longevity of a volunteer's commitment to their club. Additionally, we know in some communities' clubs are having to manage a declining population and this presents challenges that require clubs, communities and associations to work together to overcome. Our aspiration is for all communities to work with us and plan ahead so we can mitigate against any of the challenges that exist within and out with our control.

In a world of increasing opportunity, it is a credit to our clubs that they continue to provide an experience that retains members for the long term. As important as it is for *us* to retain participation in our sport, the retention of members is also essential for the health and wellbeing of our shinty communities. In a time of ever-increasing pressure on public services, shinty acts as one of the last bastions of community activity, guaranteeing that men and women across the country have access to fun, local *free* exercise through the tremendous commitment of club volunteers. Club culture is increasingly important, to ensure our clubs reflect the values and behaviours that their community expect of a thriving shinty club. We continue to work with clubs to share examples of good practice and indeed help them overcome some of the behavioural challenges that inevitably arise in competitive sports.

Club culture workshops began in 2019 and will be provided in 2020 to support clubs with ambition to move forward.

Finally, it has been a busy year in shinty and I would just like to note my thanks to all our sponsors who make our work possible. It is also important to note the role our clubs and associations play in sustaining our sponsors. We regularly receive feedback from sponsors detailing the business they received from one of our clubs and we very much appreciate your support on that side of things. It should also be noted my huge appreciation for our staff at the CA. Their efforts and desire to move our sport forward are an important factor in our areas of success over the past few years. I would also like to thank all those that make our job possible whether that is club/association leaders, Camanachd Association Board, volunteers, officials or indeed the parents and participants that take part. There are many more people that create the unique environment of a shinty playing community and this is where I would like to encourage all clubs/associations to continue thinking outside the box to engage the whole community. Inclusion is at the core of our strategy and at the heart of all that we do and it speaks to an essential element of our game. Shinty is part of the fabric of our communities and to ensure we keep it there we must all continue to work together to be inclusive, organised and engaging. Only that way can we meet the changing needs of our communities.

A few highlights from the year include the launch of Steven Mackenzie's Surviving and Thriving 125 Years of the Camanachd Association, 36 Clubs Accredited, 25 Club Action Plans, 2 Schools of Shinty established and talks for a further two coming on board, Shinty Ambassadors, National Disability Festival, 3448 members up from 2750 in 2014, Club Culture Workshops, Shinty Chaplaincy Pilot, Respect in Shinty campaign, new Communications and Marketing Officer, 16 Corporate Sponsors, ongoing support from sportscotland, 1267 Fixtures in Shinty, Bught Park Feasibility Study, New Fort William Youth Pitch, Mossfield Park Working Group, Clydebank Sports Hub Astro Youth events, Tayforth based in Peffermill Edinburgh, New Kinlochshiel Pitch, Lovat Changing Pavilion and many more.

Our team is now made up of 9 full time members of staff detailed below.

<b>Derek Keir</b>	Chief Executive Officer
<b>Graham Cormack</b>	National Development Manager
<b>Astie Cameron</b>	Events and Operations Manager
<b>Deborah MacPherson</b>	Finance and Administration 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
<b>Aarron Duncan-MacLeod</b>	Marketing and Communications Officer

## 1. FINANCE

The Camanachd Association's 2018 Annual Accounts report a £15,687 increase in turnover and a surplus for year of £21,456, increasing the Associations reserves to £ 129,502 at 31<sup>st</sup> December 2018. The Association's financial target for 2018 was to attract commercial sponsors, improve its business processes and make economies across the board in order to balance the books for 2018. Tulloch Homes continued as title sponsors for the second year for the Camanachd Cup. They also agreed to extend their sponsorship to 2022. Cottages.com became the sponsors of the MacTavish Cup in 2018. Liberty British Aluminium have come on board as sponsors of the Balliemore Cup and have committed until 2021. All three companies are members of the CA business club along with HIS, Russwood, Anderson, Shaw & Gilbert, Graham and Sibbald and Marks & Spencer's.

The 2018 Annual Accounts show Grant funding decreased by £9598 from 2017. SportsScotland continued to be our largest contributor and committed to a further four-year funding package through to 2022. However, local authority-based grants were again reduced due to the continued general squeeze on budgets. Sponsorship income increased in 2018 by £18,660 largely attributable to the income from new sponsors and increased membership of the Business Club. Mowi formally known as Marine Harvest were again the principal sponsors of Shinty in 2018 as they have been since 1988. This 30-year sponsorship is one of the longest recorded in Scottish Sport.

Total expenditure in 2018 was £576,145, an increase of £22,178 on the previous year. Key areas of expenditure remain: Competitions, Development, Wages and Office Expenses. Competition costs increased by £12,655 in 2018, mainly due to hosting the International in Inverness. Membership numbers increased slightly from 3354 in 2017 to 3448 in 2018, with a small increase in associated income.

Due to the close monitoring of the Association's 2019 budget we expect to break even which will maintain our current reserves. It is likely that we will again break the VAT de minimis threshold of £7500 this year as anticipated in last year's report. This places an extra burden of between £8k - £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 2019 Annual Accounts will provide the appropriate detail and will be distributed to member Clubs when finalised in 2020.

CAMANACHD  
ASSOCIATION  
COMANN NA CAMANACHD

## DEVELOPMENT

The Development Team continues to developing strong relationships with existing and new clubs within the designated regions. The whole team are fully committed to working with and on behalf of members in the promotion and development of shinty across Scotland. We do this by working with clubs to develop specific SMART action plans and working with club coaches and committees to progress shinty in the local area:

### Increase Participation

**Growth and membership retention** - Engage the largest possible audience in shinty through focused interventions that support sustained participation and planned growth.

2019 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. Club youth membership is 1347, 1002 males and 345 females in 2019. In order for the association to sustain its professional support for clubs we are required to demonstrate our work with clubs and associations to grow and sustain participation therefore 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. Adjusted membership categories were presented and accepted at the 2018 AGM and these are assisting with growth. School participation has again been strong in 2019. The number of Primary school children engaged with shinty is encouraging with good numbers of teams taking part in tournaments.

	Pupils	Total Number of Schools/ Clubs	Winner (if applicable)
<b>Mackay Cup 2019</b>	360	24	Inverlochty Primary School
<b>Tulloch Cup 2019</b>	420	28	Inverlochty Primary School
<b>CA Trophy 2019</b>	208	16	Skye Camanachd
<b>Donella Crawford 2019</b>	104	13 teams	Culloden Ac
<b>High School Girls League Finals Day 2019</b>	80	8	Lochaber HS
<b>National First Shinty Festival Finals</b>	200+	26	Stanecastle Sc
<b>National Disability Festival</b>	78	10	P7: Portree Gaelic Sc P5: Newtonmore PS
<b>National Player Development Camp</b>	74	24	Boys
<b>National Player Development Camp</b>	46	12	Girls



The format of the Tulloch Cup (420 pupils/28 schools) was successfully adjusted this year to include area qualifying group tournaments resulting in an increased number of games for participating schools with 6 squads attending the Final Tournament at Kingussie won by Inverloch Primary School. This event was attended by the Scottish Government Minister for Sport Joe Fitzpatrick.

Encouraging these new players to progress into membership of their local club is a continued focus. Team Lines for School events, introduced in 2018, continue to help to monitor this transfer. The above-mentioned adjustments to memberships categories presented to the 2018 AGM should again assist with growth in the future.

The introduction of the first 'School of Shinty' at Kingussie High School in 2018 was the start of a project to increase the profile and participation in Secondary Schools. Oban High School became the second 'School of Shinty' in August of this year and talks are being held with Lochaber High School and Charleston Academy.

Following a successful application for funding a 'School Shinty Ambassadors' initiative was established in 2019. Twelve secondary schools with two ambassadors each were inducted and a significant amount of additional shinty training and opportunities were successfully developed.

- Over 600 young people involved in shinty sessions delivered by the ambassadors
- Ambassadors officiated and aided in 20 local events
- Half the ambassadors engaged with their local primary school
- Organised 5 additional games in their school on top of normal shinty programme.
- 2 ambassadors organised their own coaching course
- Half of the ambassadors gained their coaching qualification (2 organised their own in school coaching qualification) as well as half gaining a referee qualification.
- All ambassadors received event planning training and support from their mentors

Secondary School S1 and S2 Festivals were held in 2018/19 to help maintain the link with pupils when Primary children move up to Secondary school. This is being extended to S3/4 in the 2019/20 school year. 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 has been demonstrated 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.

The comprehensive programme of Youth league and cup competition provides the structure for youth involvement and we are pleased to report new teams at Inverness B U14, Glasgow Mid Argyll U14 and returning teams at Kilmory U14 and Skye B U14. Following consultation, a new format in two phases, to provide more local games, was trialled for the London Shield. This will be reviewed and evaluated.

Following a series of regional qualifiers across the country, the 2019 National First Shinty Festival was again held in Fort William on 16/02/19. 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 play a key role in our commitment to provide opportunities for the whole community. The two-day Festival was held for the 10th year in Aviemore on 25-26<sup>th</sup> April 2019 and attracted schools from across Scotland, with 78 children taking part. Sponsorship for this year's event again came from the MacPhee Family from Fort William and the Celtic FC Foundation Inspiring Sport programme.

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.

74 young players attended the five-day U17 National Player Development Camp at Strathallan School in Perthshire from the 14<sup>th</sup> to 18<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. 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 Mowi, the National Development Camp for girls took place this year at Kilgraston School in Perthshire over the weekend of 5<sup>th</sup> - 7<sup>th</sup> July. The Camp brought together 52 girls of all abilities, backgrounds and ages for two days of top-level coaching, input from speakers as well as opportunities to take part in a 6' a side and 10 aside competitions.

The 2019 Scottish U17 District Select Squad travelled to Ireland on the 28<sup>th</sup> to 31<sup>st</sup> July for a successful three-day shinty/hurling tour that saw them win their games against Kildare and Dublin. 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-Area 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 & Fort William 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 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 were played on Sunday 6<sup>th</sup> October at An-Aird, Fort William with the North winning both games. Our thanks go to The MacPhee family for their continuing support of the U-14 match and to Highland Council for supporting the event.

The new Garry Innes awards were presented at the Camanachd Association Mowri Conference and Awards on the 9<sup>th</sup> November in Inverness.

- Club that is developing Youth Shinty in a progressive way. **Fort William SC**
- School that is developing Shinty in a progressive way. **Uddingston Gr Sc**

**Well organised clubs and associations** will use good decision making, effective stewardship and planned approach to continuous development.

The Clubmark Accreditation Scheme provides a clear framework for the Development Team and their Clubs to work through. The Scheme is reviewed and adjusted annually. Thirty-six clubs have now engaged with the Scheme. Thirty-six have completed the Foundation Level – Three have moved onto the Bronze Level with Fort William Shinty Club becoming the first to achieve the Silver and then Gold standard. All 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/membership-and-clubs/help-for-clubs> or from the Camanachd Association Development Team

### **COACHING, OFFICIATING and VOLUNTEERING – Enhance our coach, official and volunteer resources and develop them from good to great**

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.

We are proud to report that our United Kingdom Coaching Certificate (UKCC) Level 1 and 2 courses continue to be verified by UKCoaching and the Scottish Qualification Authority (SQA) in 2019. These endorsements provide a guarantee that Camanachd Association coaching courses are at least on a par with those delivered by any other sport in the UK. Following pilot trials, monitoring and evaluation our UKCC Level 1 and 2 courses are now established with an on-line pre-course element that allows a reduction in the on-course time commitment required. This pilot courses were very well received. Our focus has now switched to a revamp of the Foundation course. This will be piloted in 2020.

Ten Foundation Coaching courses have been held in 2019, up to the AGM, reaching 64 coaches across the country. Further courses are being confirmed and we should reach over 80 coaches in total by the end of the year which is our target figure. It is important to note that the vast majority of coaches qualified in 2019 have again taken up a coaching position

with a local school or club and are directly contributing towards the further development of our sport.

Four UKCC Level 1 Courses have been delivered in 2019 so far to 34 candidates. 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 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 range of additional development workshops provided by other partners, e.g. First Aid, Child Protection and Funding, continue to be 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.

***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.***

**Club Culture – We will deliver a more vibrant, welcoming and character building environment that nurtures a values based development of the game.**

A programme of workshops for Club committees is being developed. The first pilot workshop was hosted by Strathspey SC for clubs in the Badenoch area and was very warmly received. A further workshop was delivered as part of the Camanachd Association Mowri Conference and Awards.

***UK Equality Standards in Sport*** – The Camanachd Association achieved the Foundation Level in 2018 and the Preliminary Level in 2015. We are now working towards the Intermediate level with a target of completion by March 2021. Clubs and Schools were asked throughout 2019 to provide some data to inform an Audit as part of this process. The Camanachd Association Equality Working group are developing an Equality Monitoring Report and Action Plan that will be recommended to the CA Board and will be promoted to all Clubs.

***Equality Network*** - Scottish LGBT Sports Charter. The Camanachd Association continues to be a member of the Charter.

**Reach** – The Camanachd Association continues to be a partner Governing Body in the UKCoaching Initiative to support Women in Sports Coaching.

**Collaboration - We will develop a broad range of partnerships to expand the reach of shinty**

Alongside our partnerships with local clubs and association 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 Camanachd Association were delighted with the success of the 2018/19 Youth Ambassador Programme in 12 schools across the country. The rise in qualified Coaches and Referees and the increase in participation opportunities was very impressive and the 22 young people involved were excellent. Thankfully funding has been sourced to continue this programme for a further 3 Years.

**Mowi Development Fund**

£5,000 has again been kindly provided by our longest standing sponsors. 14 Clubs benefitted through the two phases for funding applications.

**Sponsorship**

The Camanachd Association are extremely grateful to long standing sponsor Mowi who continue to sponsor the youth and senior leagues. This year saw new sponsors come on board with Gregor Cameron LTD sponsoring the National Player Development Camp, Sitekit sponsoring the Scottish U17 District select squad, GS Campbell sponsoring the National First Shinty Finals Day and the Clydesdale Bank sponsoring the Mackay Cup.

**Child Protection**

It is a requirement of membership that all clubs have an identified and appropriately qualified Child Protection Officer (CPO's). 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 update workshop was delivered as part of the Camanachd Association Mowi Conference and Awards.

The Camanachd Association is one of the pilot Scottish Sports Governing Bodies working with Children 1<sup>st</sup> on the implementation of new guidelines for safeguarding in sport.

**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.

The Camanachd Association was one of the core Sport Governing Bodies in Scotland to sign up to the Scottish Government's Sport Concussion Guidelines which are available on <https://www.shinty.com/mens/playing/scottish-sports-concussion-guidelines>

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. All clubs are encouraged to become involved.

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.

The Camanachd Association continues to promote its recently updated Health & Wellbeing policy. A number of templates and information leaflets are available for clubs. The CA will be looking to identify Health & Wellbeing Ambassadors in all clubs in 2020 to act as a contact point for information and support.

#### ***Camanachd Association – Health & Wellbeing***

- Sample – Club Health & Wellbeing Statement
- CA Anti-Drugs policy – Bye law 7
- Sample – Club Alcohol – Drugs Policy
- Sample – Club Smoke – Free Policy Statement
- Sample – Club Mental Health statement
- CA Anti-Bullying Policy
- Sample – Club Anti-Bullying Statement
- Scottish Sports Concussion Guidelines. The Camanachd Association are a core signatory Sport.

**Fitness, Nutrition, Hydration and First Aid information is available to Clubs and Associations through Coach Education and the Clubmark Scheme.**

#### **Shinty Chaplaincy:**

In association with Sports Chaplaincy Scotland the Camanachd Association set up a pilot project based at Kyles Athletic Shinty Club in March 2019. The pilot is has been monitored and a review is underway so that a Shinty Club Template can be identified and offered to other clubs in 2020.

**Scottish Association of Mental Health** – The Camanachd Association continues to be a member of the Mental Health Charter for Physical Activity & Sport.

#### **Mental Health Awareness**

In association with Positive Mental Health Scotland a pilot Awareness Workshop was successfully delivered in October. A 2 ½ hour Club workshop is being developed and will be available from the CA Development Team in 2020.

## **PITCHES AND FACILITIES - Work in partnership to address the growing demand for shinty facilities**

The Camanachd Association Facilities Strategy was updated in 2018, in partnership with sportscotland, and has supported club applications for funding. It is available on <https://www.shinty.com/mens/playing/grounds>

The improvements witnessed at Kinlochshiel (new senior pitch), Fort William (new youth pitch) and Newtonmore (new second pitch) in 2019 continue to be encouraging. The Camanachd Association were instrumental in the formation of a Bught Park User Group in 2019 to encourage the improvement and development of the Bught Park facilities. The Group secured funding support from Highland Council and Highlands & Islands Enterprise for a Feasibility Study and this is now underway.

The new 4G Facilities at the Clydebank Sports Hub have been utilised for some Youth Shinty Events in 2019. The first ever South Shinty World Cup event was held in June, with 22 teams participating and a Glasgow area summer camp was also held there in July, which was successful. It is hoped to trial a senior game at the venue in 2020. This trial will provide further information on future options.

The Camanachd Association has been represented By Euan McMurdo at meetings to discuss Mossfield Stadium in Oban. At the latest meeting in October it was decided to form a Steering Group that will meet on the 27<sup>th</sup> November to form Short/ Medium/ Long term aspirations and actions.

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.

TM

CAMANACHD  
ASSOCIATION  
COMANN NA CAMANACHD

## 2. COMPETITIONS

Newtonmore defeated Oban Camanachd by five goals to one to retain the 2019 Tulloch Homes Camanachd Cup. The final which was played at An Aird, Fort William was Newtonmore's 4<sup>th</sup> consecutive victory and their 34<sup>th</sup> in total. Unfortunately, the final was abandoned on the scheduled date due to an unplayable field and deteriorating weather conditions, amazingly it was played one week later in glorious sunshine. Shinty's BIG day out - attracted a large crowd both weeks plus additional audience tuning in via live TV, radio and online broadcasts. Newtonmore defender Rory Kennedy, won the Albert Smith Medal for Man of the Match.

The 2019 Artemis Macaulay Cup Final in Oban proved to be an exciting game, with Kingussie defeating Oban Camanachd by three goals to two in a thrilling match with the destiny of the trophy in doubt until the final whistle. The final was broadcast live on BBC ALBA.

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

The Liberty British Aluminium Balliemore Cup Final was held at An Aird, Fort William where Fort William required extra time to defeat Glasgow Mid Argyll by three goals to two.

The HIS Sutherland Cup Final was won by Lochside Rovers who defeated Lovat by two goals to one at Canal Park, Caol.

Lochside Rovers retained the Bullough Cup defeating Glasgow Mid Argyll by four goals to one in an exciting encounter played at Strachur. Fort William avenged last year's defeat in the Strathdearn Cup Final against Newtonmore with a four goals to nil victory at the Playing Field, Spean Bridge.

North retained the Caol Cup, the annual North v South match which was played at Ballachulish, by three goals to nil.

The Women's Cup Finals Day again took place at The Dell, Kingussie. Skye triumphed in the Mowi Valerie Fraser Camanachd Cup defeating Badenoch by eight goals to six whilst Lovat won the Mowi Challenge Cup by seven goals to one against Inverness. The Finals Day was once again an excellent occasion, with a large crowd and some exciting shinty being played. The Mowi Valerie Fraser Camanachd Cup was again broadcast live on BBC ALBA. Badenoch came out on top at the Mowi Development League Finals as well as becoming champions of the WCA Mowi National Division.

The Mowi Senior Men's Shinty/Hurling International between Scotland and Ireland was played at Abbotstown, the GAA Development Centre in Ireland on 2<sup>nd</sup> November. Scotland retained the Mowi Quaich with a comprehensive victory. The final score was Ireland 0 – 4 (4) Scotland 5 – 11 (26) . Ireland avenged last year's defeat in the Mowi Under 21 Shinty / Hurling International trophy. The score was Ireland 7 - 11 (32) Scotland 4 – 2 (14). This match was also played at Abbotstown.

The Womens Scotland squad lost to Munster Camogie by 14 points to 10 however it was another competitive game where the Scottish women competed well and did themselves and their clubs proud with their performances. Munster 4-2: 3-1 Scotland.

Participation in the senior leagues in 2019 dropped to 52 teams from 53 in 2018, as a result of Lochaber not fielding a second team and Strachur not entering a team. Ardnamurchan re-joined the leagues after a few seasons in abeyance. The Mowi Premiership comprised ten teams, with eight teams in the Mowi National Div, there were eleven teams in Mowi North



Div 1 and eight teams in Mowi North Div 2, Mowi South Div 1 had nine teams with six teams in Mowi South Div 2.

In total there have been 639 senior fixtures scheduled in 2019, compared to 655 in 2018. 21 fixtures were unfulfilled due to team raising difficulties, down from 29 in 2018. 99 fixtures were postponed and rescheduled compared to 92 in 2018, of that 99, 63 were due to unplayable fields and 13 due to bereavement, a further 13 were walkovers.

Kingussie won The Mowi Premiership for the first time in 10 years. Both Lochaber and Inveraray, having finished in the bottom two positions of the Premiership, are relegated and both will play in the Mowi National Division in 2020. Fort William won the Mowi National Division, and they will be joined in the Premiership by Glasgow Mid Argyll.

Mowi North Div 1 has still to be concluded. Aberdour won Mowi South Div 1 and will play in the Mowi National Division in 2020. Lochcarron won Mowi North Div 2 and are promoted to play in Mowi North Div 1 in 2020 with Aberdeen University, who finished bottom of Mowi North Div 1 replacing them. Kilmory won Mowi South Div 2 dropping only 2 points. Inveraray will replace them in Mowi South Div 2.



## **MATCH OFFICIALS**

The recruitment, retention and development of match officials at senior level remains a critical issue and is identified as a priority concern for the sport in the 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. Proposals have been submitted for consideration at the CA AGM. The Match Officials Pathway is available on the CA website.

A total of 36 referees were allocated to Senior games during 2019, down from 39 in 2018. Only 25 were available on a regular basis throughout the season, down by 2 on 2018. 3 referees who had previously officiated in 2018 did not participate in 2019 due to injury, work or family commitments. Two new referees were introduced at senior level during 2019. 24 referees officiated in at least 10 senior matches in 2019 compared to 29 in 2018. 4 refereed on only one occasions this season compared with 6 in 2018. The grading of referees in 2019 was as follows: 15 Grade One, 12 Grade Two and 6 Grade Three.

The Youth/University/WCA Referee course, which was introduced by the Development Team in 2016 to encourage people to become involved in refereeing continues to be successful engaging participants. 74 people have completed the course so far in 2019 to add to the 40 from 2018, 63 from 2017 and the 58 from 2016. A key focus in the 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. 1 official progressed from Youth games to senior games this year and 4 others are considering completing the Senior Foundation Course for 2020.

Four Area Workshops for Match Officials & Assessors were delivered during 2019.

Sample 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.

CAMANACHD  
ASSOCIATION  
COMANN NA CAMANACHD

## **MEDIA AND COMMUNICATIONS**

The marketing of our game is one of the most important steps that we can take in ensuring its sustenance and growth. The Camanachd Association has, this year, hired a Marketing and Communications Graduate to work with this specific remit. Positive media coverage of shinty provides a fantastic platform for promoting the sport to a wider audience.

BBC Scotland and MG ALBA extended their coverage of Scotland's most historic sport this year and featured 8 live matches (9 if you count the first Tulloch Homes Camanachd Cup Final). They covered the Glasgow Celtic Society Cup Final; Artemis MacAulay Cup Final; Cottages.com MacTavish Cup Final; Mowi Premiership Badenoch Derby; Mowi Valerie Fraser Women's Camanachd Cup Final; 2x Tulloch Homes Camanachd Cup Semi-Final & (2x) Tulloch Homes Camanachd Cup Final. The regular broadcasting of televised shinty matches allows for fans who may be disconnected from the game or unable to attend in person to enjoy our sport. In addition to live broadcasts, games would be available on BBC iPlayer, meaning supporters could revisit the game. In addition to this there is regular shinty coverage on a number of local radio stations.

Shinty also receives excellent national and local media reporting through newspapers. Shinty has been featured in several national newspapers throughout the season, including, The National, The Herald and The Scotsman. This is supplemented by a number of local papers such as The Oban Times, Press & Journal, WHFP, Highland News, Ross-Shire Journal, Inverness Courier, Strathspey and Badenoch Herald, Dunoon Observer, Buteman Argyllshire Advertiser, The Sunday Post and the North Star. These newspapers help us to deliver shinty to communities right across Scotland and we are, as ever, grateful for their coverage of our sport.

The contribution of journalists and photographers is vital to the continuation of our sport and for that we thank them. Norman Strachan's team have once again worked tirelessly throughout the year in order to film a number of shinty matches which would otherwise not be available to those unable to attend games. It is now common practice to be able to see a shinty game each week without having to leave the comfort of your home via our YouTube channel – massive thanks must go to Norman and his team for making this possible.

As we look to the future it is important to recognise the emergence of a new type of media, one that has begun to supersede traditional forms of media; social media. The power of social media cannot be overexaggerated, it gives the Camanachd Association the ability to instantly provide news and updates to its members, any time, any place. It has become the main source of information for younger generations, furthermore, it provides the Camanachd Association with an opportunity to interact with its members in real-time. It is with this in mind that we hired a Marketing and Communications Officer at the Association. Since doing so we have seen engagement and interaction grow.

Rudimentary social media figures for 2019 compared to 2018 are presented below.



Figure 1 Each section shows the number of people that "follow" your page and see its content regularly on their newsfeed.





TM

CAMANACHD  
ASSOCIATION  
COMANN NA CAMANACHD