CAMANACHD ASSOCIATION
COMANN NA CAMANACHD

2025 ANNUAL REPORT







SCOTLAND'S COMMUNITY SPORT

A WORD FROM THE PRESIDENT



Burton Morrison

BURTON MORRISON
PRESIDENT

As we see season 2025 drawing to a close, I am sure everyone involved in shinty will be looking forward to a short period of respite before thoughts turn to next season.

However, it is important that we reflect on the year just completed, and through this Annual Report, recall the many events that have made season 2025 a very successful one.

There is no doubt that more shinty has been played in the last year than ever before. The number of competitions, events and festivals that are now available for primary age children, under 14s and under 17s is quite astounding and is a huge boost for the game. This progress reflects so well on all club volunteers and our own development officers and is something that should be celebrated.

At senior level, we witnessed a series of highly competitive cup finals throughout the summer, culminating in an epic all-Badenoch Tulloch Homes Camanachd Cup Final with Newtonmore edging out their near neighbours by the odd goal in five. The Premiership was also the most competitive seen in years with four teams in contention with three games to go, and the winners Kingussie taking the title in the final game of the season. Special mention should go to Col-Glen Shinty Club for their remarkable success as a single team club achieving promotion to the top league.

The Mowi Shinty-Hurling/Shinty-Camogie internationals returned to Scotland this year after an absence of seven years. The results went against us on the day, but I would like to congratulate all the players and coaches who were chosen to represent our country in the two games. You have every right to feel proud of your achievement.

Despite the results, the international weekend was a big success in building our friendship with the Gaelic Athletic Association and in recognising the invaluable support we receive from our title sponsors Mowi. The attendance of First Minister John Swinney further enhanced the profile of shinty on the day.

That same weekend we held the official opening of Shinty's Story – Sgeul na Camanachd, the permanent exhibition at the Bught Park.

This will be covered in more detail elsewhere in this report, but it has already proved to be a hugely significant asset in sustaining and developing the culture and heritage of our great sport. My thanks go to all those dedicated people who worked hard throughout the year to make this happen.

As usual, we saw some changes in the make-up of the Board this year with Alister MacKinnon moving from co-opted director to full director and retaining the Finance and Heritage portfolio. Early in the year, we welcomed Barry Martin to the Board, who brings his vast experience in shinty to the role of Club and Facilities Development, South Argyll.

We are sorry to be losing Roddy McCuish this year who is required to step down after six years' service. Roddy has made an outstanding contribution to the work of the Board over that period bringing his invaluable experience in local government and public relations into discussions as well as his unique sense of humour. We are reassured however that he will not be lost to shinty as he continues in the role as Chair of the Macaulay Association. I am extremely grateful to all our directors for their support throughout the year and for all that they do to assist in the administration and development of our sport.

My thanks also go to our staff team led by our CEO Ruari Davidson, who have once again delivered a very successful season of shinty. Their commitment and dedication to their work have been outstanding and this, I'm sure, is recognised throughout our community. We owe them a huge debt of gratitude. I am pleased also to welcome Iain Hunter as Exhibition Delivery Officer at the Bught and I am confident he will be a valuable addition to the team.

Finally, on behalf of the Board, I would like to thank all club members and volunteers who work hard within their own communities to keep shinty going and to see it flourish. With a special mention to all our referees and officials who are an essential part of the game and who deserve all the support that we can provide.

Enjoy reading the Annual Report.

A WORD FROM THE CEO

In my first full year in the role, 2025 has been another significant year for shinty - one defined by progress, partnerships, and pride in our communities. Across the country, we've seen renewed energy in our clubs and a shared commitment to strengthening the future of our sport.

At the heart of our work remains the delivery of the Association's strategic priorities – growing the sport, enhancing our network, building capability within our clubs, and sustaining shinty's unique place in Scotland's culture and identity.

This year, we've continued to see membership growth in youth and women's shinty, with more clubs developing inclusive pathways and new teams and activity emerging across both traditional and developing areas.

We've made a concerted effort to better connect and communicate directly with our clubs through engagement sessions, listening carefully to the challenges and opportunities we face together.

Our clubs, members, volunteers, coaches, referees, parents, and players are the heartbeat of shinty in Scotland and it's our ambition to further enhance those relationships in the year ahead, strengthening our collective impact.

On the field, the quality and excitement of competition have been outstanding. The Mowi Premiership and WCA Premier League witnessed incredibly tight conclusions with both titles decided in the last game of the season. Equally, the Tulloch Homes Camanachd Cup Final and the Mowi WCA Valerie Fraser Cup were hugely competitive occasions showcasing the very best of shinty from across our sport. It's hugely encouraging to see such continued growth in competitiveness and visibility.

This year saw the return of the Mowi Shinty–Hurling International to Scotland, the first since 2018. This year marked the first fully unified delivery of the event, with the Camanachd Association, Women's Camanachd Association, Camogie Association, and Gaelic Athletic Association working together to bring two international matches to the Bught Park, Inverness. The strengthening of this historic bond reaffirms the shared culture, history, and heritage of two proud sporting nations.

This year we were delighted to welcome W M Donald as the new title sponsor of the MacTavish Cup. Rybka have also joined our business club and we look forward to working with both moving forward. We are proud to work alongside these organisations that share our values.

The continued support of all our sponsors, partners, and stakeholders remains vital to everything we achieve as a governing body and as a sport. Each partnership makes a significant contribution, enabling us to deliver meaningful impact across all levels of the game for the benefit of our clubs, members, and communities.

As we look ahead to 2026, our focus will remain on supporting our clubs and communities to build a strong and sustainable future for the game. There is much to be positive about, and by continuing to work together, we can ensure that shinty remains a sport that brings people together, inspires pride, and reflects the best of our culture and communities. I want to thank everyone who continues to give their time and energy to the game – your commitment is what makes shinty so special.

Enjoy reading the annual report.



Ruari Davidson

RUARI DAVIDSON

CEO



The space was formally opened prior to the Mowi Shinty/Hurling International by **First Minister John Swinney** and Camanachd Association President Burton Morrison, marking a historic moment in the preservation and promotion of shinty's cultural legacy.

Developed in partnership with acclaimed exhibition designers **Lateral North**, the **bilingual** space explores four key themes that define the sport: Origins, Community, Competition and Future. Through rare artefacts, immersive digital displays and powerful accounts from players past and present, the exhibition captures both the ancient roots and ongoing evolution of shinty across Scotland and beyond.

The project was made possible thanks to £544,000 in funding from **The National Lottery Heritage Fund** and £4,000 from the Gaelic Language Promotion Trust.

As the exhibition develops, it will be key to recruit volunteers to work in the space and to help deliver the project's objectives, if you are able to offer some time to protect the heritage of Scotland's sport, please reach out to *iain.hunter@shinty.com.*







Watch video on YouTube
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The exhibition is open Friday-Tuesday from 10-4, with free entry (donations encouraged)

Bught Park Pavillion,
Bught Road, Inverness
IV3 5SP

YEAR IN REVIEW

YOUTH

Increase in Membership

The Association is proud to report an **increase** in youth membership from 2024-2025, a positive reflection on the efforts from both staff and volunteers across shinty.

Youth male membership stands at **1371** and youth female participation is **452** with **300 extra members** compared to last year.

Residential Camps

The Association and partners continue to offer unique experiences in sport with the ever popular residential camps providing first class coaching for youngsters, held at Glenalmond College in Perth.

	Participants	Clubs
Boys	65	25
Girls	48	10

Scotland Squad

The 2025 U17 RI Cruden Scotland tour saw **19** Players from **13** clubs successfully secure **two wins** in Dublin and Wexford respectively.



Day Camps

Multiple development camps have been held across the country for primary children and under 14s. This equips young people with the core skills to enhance development with **331 children** in total participating.

	Location	Children
U14 Performance Camp	Beauly	30
U14 Performance Camp	Kilmallie	30
Easter Primary Camp	Kingussie	50
Easter Primary Camp	Skye	50
Summer Camp (2 Day)	Aberdour	40
Easter Girls Camp	Glasgow	24
Easter Camp	Oban	48
Summer Camp	Stirling	20
Easter Camp	Bute	15
Easter Camp	Dunoon	24

WOMEN & GIRLS

The Association remains commited in its drive to develop the women and girls game from the **grassroots** levels upwards. In addition to the WCA residential camp, a number of girls only competitions and events were held in 2025.

	Location	Participants	Teams
Donella Crawford	Ardnamurchan	88	11
North Primary Girls Tournament	Beauly	65	25
Glasgow Girls Day	Yoker	24	4
SGG Girls Day	Yoker	110	14
Easter Primary Girls Camp	Strathpeffer	18	3





YEAR IN REVIEW



CHILD PROTECTION

PVG's

Since the implementation of the new safe recruitment and PVG process, over **500 PVG's** have been processed through the Association.

Child Wellbeing and Protection in Sport Training

55 club volunteers completed their Child Wellbeing and Protection in Sport Training through courses organised by the Camanachd Association.

Equality, Diversity and Inclusion (EDI)

The Camanachd Association along with all other sporting Governing Bodies are working to implement the new **EDI** framework "moving to inclusion"



GROWING THE SUPPORT NETWORK

The Camanachd Association trained up **152 teachers** in 2025. Our Partnership with UHI is key to this, with primary and secondary teaching students delivering the sport in schools. In addition, **7 School based CPD sessions** were also provided, upskilling teachers/teacher specialists in their delivery of shinty.

In 2025 we ran a total of **10** courses with **99** new coaches being trained and a split of **59 males** and **40 females**.



The following workshops were organised to help upskill the volunteers in the shinty community:

- 1st Aid Courses
- Funding Workshop
- Combatting Supporter Behaviour
- JustGo/ Membership
- North/South Youth Forums
- Social Media
- Child Protection
- Ground Maintenance
- Writing a Club Development Plan
- Tactics in Shinty

FACILITIES

A key priority within the CA facilities strategy is the development of facilities at **Mossfield Park, Oban.** A Mossfield Development Group has been set up with representation from all shinty clubs in Oban including the Macaulay Association.

YEAR IN REVIEW

WELLBEING

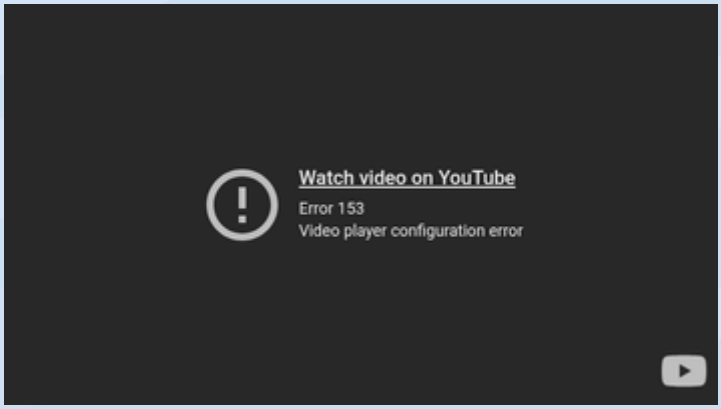
We continue to work with the **Scottish Counselling Services, Mikeysline and SAMH** to raise awareness of Mental Health and wellbeing and provide support to clubs.

The shinty club chaplaincy programme continues to play an important role in supporting clubs. Currently we have 22 chaplains with two new being appointed this year at Lochaber and Lochcarron.



INCLUSION

Shinty continues to be used as a vehicle to allow youngsters with disabilities to partake in sport and recreational activities. Day festivals were held in Inverness & Fort William, where **80** school pupils from 8 schools took part in a day of Shinty. The National Disability Festival was again held in Aviemore, where **85** pupils from 9 schools across Scotland enjoyed two days of Shinty, with an overnight stay at MacDonald's resort.



OFFICIALS

5 Referees courses were delivered in 2025, with **58** people attending.

As part of our respect Match Officials campaign a series of respect videos, featuring current male and female players were distributed over a 3-month period, raising awareness of the importance of respecting match officials.

43
Referees were used in 2025

22
Available on a **regular** basis

15
Refereed on at least **15** occasions.

BEST OF THE REST

New Mowi Scotland Kit
The Association was pleased to enter into partnership with premium sportswear company O'Neills, with two new Scotland kits launched and record sales achieved over the 3 months since launch.

Increased staff count to 11
Thanks to 100% funding from the National Lottery Heritage Fund and Highlands & Islands Enterprise, the Association has been able to appoint Iain Hunter as Exhibition Delivery Officer and extend Jaime Robayna Gortazar's Digital Officer position.

First home Mowi International since 2018
We were proud to deliver both a men's & women's Mowi Scotland vs Ireland International at Bught Park, Inverness. Despite victory for Ireland, the game showcased the best of both sports and also highlighted the blossoming relationship between the Association and the WCA.

GAME CHANGERS

Game Changer 1 – Inclusion, Wellbeing & Safety

- A new Child Wellbeing and Protection Policy has been created taking into account the National Guidance for Child Protection in Scotland and the principles of "Getting it Right for Every Child" ensuring a safe and welcoming sport.

Game Changer 2 – Competitions & Pathway

- 42 competitions delivered throughout 2025, 17 of which were youth competitions with over 3,000 participant engagements in those, providing a structure for juniors to flourish.

Game Changer 3 – Women and Girls Shinty

- A 9.8% increase in total female membership across youth and adults with 25% of shinty players now women and girls.

Game Changer 4 – Support Network

- Worked in partnership with clubs, schools and local authorities to increase the number of Schools of Shinty to 15, enhancing the delivery on the ground at school level.

Game Changer 5 – Capability & Workforce

- Over 250 new coaches, teachers and officials supported, educated and deployed into the shinty workforce.

Game Changer 6 – Facilities

- Strategic role in delivering the Bught Park redevelopment with upgraded grandstand, new changing facilities and a sports pavilion.

Game Changer 7 – Camans & Equipment

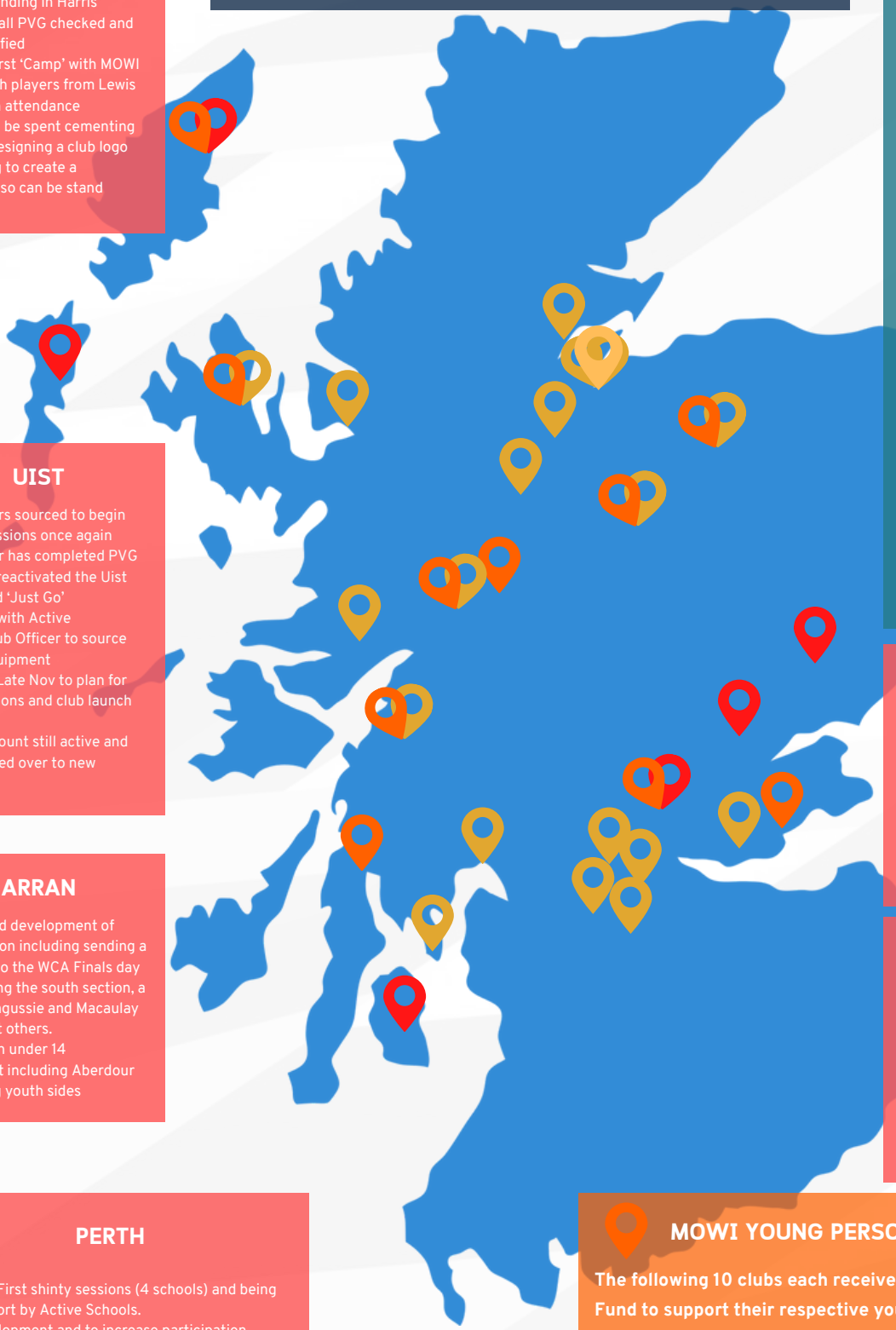
- £2,000 secured from Heritage Crafts to enhance the provision of caman making in Scotland.

Game Changer 8 – Profile & Promotion

- Strategic partnership enhanced with BBC Scotland and BBC Alba that saw eight live televised games in 2025 including men's, women's & the international fixture.

ACROSS THE COUNTRY

The association remains committed to growing the game in both traditional shinty heartlands as well as emerging areas. Our development team have carried out a wide range of duties supporting clubs across the country which you can read about below.



HARRIS

– Club still part of 'Lewis Camanachd' umbrella
– Weekly Training sessions taking place with 15-20 young people attending in Harris
– Coaches all PVG checked and coach qualified
– Hosted first 'Camp' with MOWI funding with players from Lewis and Skye in attendance
– 2026 will be spent cementing sessions, designing a club logo and looking to create a committee so can be stand alone.

UIST

– Volunteers sourced to begin primary sessions once again
– Volunteer has completed PVG check and reactivated the Uist Camanachd 'Just Go'
– Working with Active Schools/Hub Officer to source missing equipment
– Meeting Late Nov to plan for taster sessions and club launch early 2026
– Bank account still active and being handed over to new volunteers

ARRAN

– Continued development of youth section including sending a girls team to the WCA Finals day after winning the south section, a team to Kingussie and Macaulay 6s amongst others.
– Hosted an under 14 tournament including Aberdour and Stirling youth sides

PERTH

– Primary First shinty sessions (4 schools) and being led & support by Active Schools.
– For development and to increase participation Perth & Angus have come together to run shinty festivals, seeing 50 children participating in the joint approach.

SHINTY AMBASSADORS

Young ambassadors host a variety of events in and out of schools. Lunchtime clubs, after school clubs and even Events. All ambassadors are trained as referees and complete their Young leader Awards with Sports Scotland. There are currently **42** ambassadors from **20** schools:

Inverness Royal Academy
Millburn Academy
Charleston Academy *
Dingwall High School
Glenurquhart High School *
Kilchuimen Academy *
Grantown Grammar *
Kingussie High School *
Lochaber High School *
Ardnamurchan High School *
Portree High School *
Plockton High School *
Oban High School *
Dunoon Grammar *
Rothesay Joint Campus *
Dunfermline High School
Glasgow Gaelic School *
Bishopbriggs Grammar *
Greenfaulds Academy *
Uddingston Grammar *
** Denotes School of Shinty*

ANGUS

– Primary First Shinty Sessions, delivered in 3 schools & being led and support by Angus Active Schools
– Angus have hosted their own development camps throughout the easter, summer and October holidays
– Started Angus County Camanachd Youth Team

STIRLING

– Completed their first senior men's season in South Division 2.
– Building a massive membership base, with projections over 50 members by the new year
–Working on creating a women's team to compete in WCA competitions in 2026
– Organised and held their very own Stirling 6 aside tournament.

MOWI YOUNG PERSONS DEVELOPMENT FUND

The following 10 clubs each received £500 from the Mowi Youth Fund to support their respective youth development project.

Lochaber *Skye Shinty Academy* *Fort William* *Strathspey*
Harris *Kilmory/Dunnadd* *Kingussie* *Oban Camanachd*
Aberdour *Stirling*

MEMBERSHIP

We are proud to present an 11% rise in membership in the years since returning from COVID, thanks must go to the hard work of committed club volunteers for engaging their communities after the restart and enabling our sport to get back on its feet. Highlights of our growth are across the women's game but also in the youth male numbers. Progressing our cohort of youths into senior shinty is the main challenge for the Association, and indeed for our member clubs, as we seek to strengthen our core and develop the sport in new areas.

Year	2019	2021	2022	2023	2024	2025
Adult Male	1332	1341	1440	1126	1293	1222
Youth Male	1375 *	1056	1202	1413	1097	1371
Adult Female	480	351	362	422	371	405
Youth Female	450 *	367	390	379	409	452
Totals	3637	3115	3394	3340	3170	3449

*Indicates Primary School participation was included



FIXTURES

The league set up commenced with 10 teams in the Mowi Premiership, 8 teams in the Mowi National Division, 9 teams in Mowi North Div 1 and 10 teams in Mowi North Div 2, Mowi South Div 1 had 8 teams, with 7 in Mowi South Div 2. In total there have been 594 senior fixtures scheduled in 2025, compared to 609 in 2024. You can delve deeper using the table below:

	2025	2024	2023	2022	2019
Fixtures Scheduled	594	609	621	669	610
Played	510	507	514	521	514
Walkovers	18	15	14	6	11
Unplayable Field	31	64	43	29	63
Team Raising	20	18	35	29	21
Bereavements	4	4	7	6	13
Reversed/ Transferred	6	12	13	6	15

YOUTH COMPETITIONS

Youth competitions continue to be carried out, with competitions held across the country totalling 2726 youngsters participating. A Small Schools primary competition was added to the player pathway in 2025 to provide playing opportunities for small and rural schools nationally.

	Youngsters	Schools/Clubs	Winner
MacKay Cup	286	22	BSGP
CA Cup	260	20	Skye Shinty Academy
Shinty World Cup (N)	368	46	BSGP/Lundavra
Shinty World Cup (S)	110	15	Kyles/Aberdour
Tulloch Cup	385	35	Rockfield
UHI Cup	200	20	Skye Shinty Academy/Inverness
First Shinty Finals	144	18	Rockfield/Aberdour
Small Schools Shinty	96	12	Kingussie Primary
Macaulay Sixes	160	27	Kyles/Aberdour
MacBean Cup	84	7	Charleston Academy
Donella Crawford	88	11	Inverness Royal Academy
MacPherson Cup	72	6	Kingussie High
MacMaster Cup	285	19	Lovat
MacTavish Juvenile	165	11	Newtonmore
MacQuisten Cup	90	6	Glasgow Mid Argyll
WJ Cameron	98	9	Bute
London Shield	225	15	Newtonmore

PRIMARY SECONDARY

COMPETITIONS

Newtonmore won the 2025 Tulloch Homes Camanachd Cup when they defeated Kingussie by three goals to two in a memorable final played at Bught Park, Inverness in front of a crowd in excess of **3,000 spectators.** The match was broadcast live on BBC ALBA and Radio Nan Gaidheal, with match highlights on BBC Scotland that evening. Iain Robinson, who scored two goals for the winners won the Albert Smith Medal for Man of the Match.

Kingussie retained the Artemis Macaulay Cup Final defeating Oban Camanachd by the only goal of the game; the final was broadcast live on BBC ALBA and Radio Nan Gaidheal.

In the W M Donald MacTavish Cup Final, played at the **refurbished Bught Park, Kingussie** overcame Lovat by two goals to nil, 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 six goals to one at Peterson Park, Yoker.

The Ferguson Transport & Shipping Balliemore Cup Final was held at Spean Bridge where **Lochaber** defeated Inveraray by three goals to nil.

The Highland Industrial Supplies Sutherland Cup Final was won by **Fort William** who defeated Kinlochshiel after extra time by six goals to four. This match was an excellent advert for Junior Shinty and was broadcast **live on YouTube.**

The **rebranded Chieftain's Cup** Final took place at Cannich with **Oban Celtic** overcoming Ballachulish by four goals to two to win the cup for the first time.

Glasgow Mid Argyll defeated Lochside Rovers by three goals to one to win the Bullough Cup Final at Strachurmore. Balgate, Kiltarlity was the venue for the Strathdearn Cup Final where **Fort William** again needed extra time to defeat Skye by four goals to two.

The Caol Cup, the annual Under 21 North v South match was played at The Winterton, Inveraray, where the **North** defeated the hosts by the odd goal, in a seven-goal thriller.

The **Women's Cup Finals Day** again took place at The Eilan, Newtonmore. **Badenoch** were victorious in both finals, defeating holders Lochaber by two goals to nil in the Mowi Valerie Fraser Camanachd Cup. In an exciting Mowi Challenge Cup Final holders Inverness lost by seven goals to five. 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 also broadcast live on BBC ALBA.

On 25th October the **Mowi Shinty Hurling International** was played in Scotland for the f**irst time since 2018**. Bught Park was the venue for the match. Scotland took an early seven-point lead but Ireland drew level by half time, the points were falling Irelands way in the 2nd half with the visitors winning by 3 goals and 3 points (12) to 2 goals and 4 points (10) to retain the Mowi Quaich. This match was broadcast live on BBC ALBA. The first Mowi Shinty Camogie International since **2012** saw Ireland come out victorious in a thrilling encounter, the final score was 2 goals and 0 points (6) to 5 goals and 3 points (18), this match was broadcast live on YouTube.

COMPETITIONS

Participation in the senior leagues remained at **52** teams in 2025. **Stirling** joined the league for the first time took the place of Oban Celtic who did not enter a team in Mowi South Div 2,

In the most exciting Mowi Premiership **ever**, four teams were in the running for the title at the start of October, however **Kingussie** retained the Mowi Premiership title with victory in the last match of the season. Both Lovat and Beauly, having finished in the bottom two positions of the Mowi Premiership, are relegated and both will play in the Mowi National Division in 2026.

Lochaber won the Mowi National Division only dropping one point, they will be joined in the Mowi Premiership next season by **Col Glen** who were runners up, they will take their place in the top league for the first time in their history. Strathglass having finished bottom will be relegated and will play in Mowi North Div 1 in 2026.

Fort William lifted Mowi North Div 1 but as a reserve side are not eligible for promotion. Having dropped down from the National Division last season **Oban Celtic** have made an instant return being undefeated and only dropping three points in Mowi South Div 1 throughout the season.

Caberfeidh won Mowi North Div 2 and they will play in Mowi North Div 1 in 2026, Beauly having finished bottom of Mowi North Div 1 will be relegated. **Kyles Athletic** won Mowi South Div 2 and will be promoted to Mowi South Div 1 with Glasgow Mid Argyll, who finished bottom of Mowi South Div 1 taking their place in Mowi South Div 2 in 2026.









WOMEN'S SHINTY

The women's game continues to see sustained growth, with female membership climbing **9.8%** from 2024. This year saw a restructuring of the WCA Mowi leagues, introducing a second national division to stimulate growth and provide new opportunities for clubs to test themselves against a wider variety of opponents.

The Mowi International returned to Scotland and the Association was pleased to work closely with our friends at the WCA to deliver a joined up double header which, despite the result, was a great celebration of the sport and the advancement in the women's game in recent years.

The Association has worked in partnership with the WCA to expand the media offering and were pleased to have 22 women's matches filmed this year, with special thanks to **Skye Sports** who continue to drive forward club media on an impressive scale that should be an example to all.

	Scheduled	Played	Walkover	Point Share
WCA Premier League	84	84	0	0
WCA National Div	84	83	1	0
WCA North Div	60	58	2	0
WCA South Div	48	58	2	0
WCA VF Cup	6	5	1	0
WCA Challenge Cup	17	16	1	0
Total	**299 (+16.7%)**	**206 (+41.3%)**	**8 (-50%)**	**0 (Down from 7)**



"Shinty helps me keep fit, healthy and happy! I meet people each year, I get to coach kids and see their skills and love for the game grow, I get to referee games and tournaments and it's helped me meet new people while at Uni."
Molly MacKinnon, Skye Camanachd

"The camaraderie of the team brings me a lot of joy. The support of one another and to see each team member grow in confidence is very rewarding."
Lucy Davies, Strathspey

SENIOR CLUBS
18

TOTAL MEMBERS
857
+9.8%

MATCHES FILMED
22
+39%

FINANCE

The Association continues to reinvest revenue back into developing the game through various initiatives. Income increased, covering for an rise in expenditure incurred due to higher costs for staffing and delivery.



Expenditure £740,101

Expenditure totalled £740,101, an increase of £90,736 (14.0%) from 2023.

This includes services to clubs, competitions, development, staff wages, travel, subsistence, and general office costs. The increase reflects higher staffing and delivery costs across programmes.



Income £714,974

Income totalled £714,974, an increase of £32,770 (4.8%) from 2023.

This includes membership income, income from services to clubs, sponsorship, grants, competitions, and development activity.



Sponsorship £205,216

Sponsorship and donations totalled £205,216, an increase of £25,043 (13.9%) from 2023.

Sponsorship remains a vital income stream, with continued strong support from key partners and contributors.



Staff 10 Full Time

The Association employed 10 full-time staff in 2024. Staff continue to deliver competitions, coach education, development projects, and support for clubs across Scotland.



Reserves £228,266

The Association recorded a deficit of £36,466, compared with a surplus of £24,735 in 2023.

Reserves therefore decreased from £264,732 to £228,266.

MEDIA PROFILE

The Association's media output and content offerings have been revolutionised over the last year through the employment of a Digital Officer, a position that has been extended through to 2027 due to the sustained growth across all platforms. The aim is to further engage current Shinty fans, as well as to help grow the game and promote it to the next generation, following a philosophy of "If you see it, you want to be it", thus setting the building blocks for youth participation. Combined following counts sit at 26,840.

Facebook
***15,075** (+11.75%)*

27,600,000 | 217,000
12,000 | 4320

Facebook is the platform that sees the largest media output. As this is the largest social media used by the Shinty target demographic, the majority of content is posted on Facebook.

Instagram
***3125** (+41.6%)*

4,300,000 | 26,000
130 | 350

Instagram has been a new focus in the past year, aiming to engage a younger demographic through the creation of highly engaging visual content. Leading up to and during the Mowi Shinty/Hurling internationals collaboration with the GAA and Camogie resulted in large growth on the platform, a highlight being a post that received **6,900+** likes and **2,400,000** views.

TikTok
***3314** (+34.7%)*

1,900,000 | 32,000
2340 | 100

The previously dormant TikTok account has proved successful in further engaging a **young** audience through condensed short form video clips.

YouTube
3280 *(+12.8%)*

200,000 | 25,000 hours
12,000 | 200

67 matches were filmed, **2** of which were live streamed for the first time ever, **8** of which were women's and **6** youth games. Collaboration with "Tachartas" has also seen **5** further games live streamed.

235 articles were published on shinty.com with **181,000** views, as well as **33** press releases. Online ticket sales rose to **3445.**

The Association's partnership with the BBC has continued, with 8 matches live on BBC Alba and Radio Nan Gaidheal. The BBC continue to promote Shinty via their gaelic medium channels through conducting interviews and posting match highlights.

Club media continues to improve, with clubs such as Skye and Oban Camanachd offering in house match replays. If you would like advice on how to grow your club's media offering you can contact **jaime@shinty.com** for assistance.

ORGANISATIONAL STRUCTURE



Ruari Davidson
Chief Executive Officer



Astie Cameron
Operations & Events Manager



Ronald Ross
National Development Manager



Katie Drain
Development Officer (North)



Alaina MacLennan
Development Officer (East)



Will Cowie
Development Officer (West)



Roddy Young
Development Officer (Central)



Aarron Duncan MacLeod
Marketing & Communications Manager



Jaime Robayna Gortazar
Digital Officer



Iain Hunter
Exhibition Delivery Officer



Vega Hui Ouyang
Finance & Administration Officer

Board of Directors

President: Burton Morrison
Vice President/Coaching & Volunteering: Willie MacDonald
Strategy, Communications & Facilities: Roddy McCuish *(end of term)*
Officials: John MacRitchie
Competitions: Kevin Thain
Finance: Alister MacKinnon
Club Development and Facilities (South Argyll): Barry Martin
Equality, Youth & Child Protection: Graeme MacDiarmid

Non-voting Observers at Board
*John MacKenzie – **Chieftain,** Richard Gall – **Vice Chieftain,** Karen Williamson – **Women's Camanachd Association President**, Lorna Callan – **sportscotland***

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IT'S OK NOT TO BE OK

Photography courtesy of Neil G Paterson and Iain Cochrane Mac Rath
Match filming courtesy of Alasdair MacLean

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