



CAMANACHD  
ASSOCIATION  
COMANN NA CAMANACHD

# Annual Report 2023







It gives me great pleasure to introduce the 2023 Annual Report, which details the significant steps our sport has taken over the course of the year.

As this is the third and final year of my Presidential term it is important to consider not only season 2023, but also reflect on seasons 2021 and 2022 as well.

On the field, 2023 was an extremely successful season. The Competitions report will look at the detail but I've listed the key points below:

•The Mowi Leagues are all complete and provided lots of exciting competition from March through to November. My congratulations to Kingussie, Badenoch, Kinlochshiel, Lochaber, Bute, Newtonmore, Dunadd, Kilmory and Lochcarron on their success.

•The Tulloch Homes Camanachd Cup Final saw one of the biggest crowds in recent years at the Bught Park, Inverness with more tickets sold online than ever before. Kingussie edged out Oban Camanachd in the final minutes to lift the silverware for the second consecutive year. They also triumphed over the Skye in the Cottages.com MacTavish Cup Final.

•On Mowi WCA Cup Final day Skye would regain control of the Mowi Valerie Fraser Camanachd Cup with a good win over a GMA, while Kinlochshiel would retain the Mowi Challenge Cup after a strong showing in the final.

•Oban Camanachd won their first Macaulay Cup in 27 years with a committed performance against Kingussie while also denying the favourites a second Grand Slam. They had already secured the Glasgow Celtic Society Cup having beaten Glasgow Mid Argyll in June.

•The Ferguson Transport and Shipping Balliemore Cup went to Lochaber in a memorable day for the Spean Bridge side. The biggest Balliemore crowd in many years enjoyed glorious sunshine and a fantastic atmosphere as they ran out comfortable winners against local rivals Kilmallie.

•The Highland Industrial Supplies Centenary Sutherland Cup Final was held at Blairbeg, Drumnadrochit in a day that will live long in the memory for those who attended. Newtonmore beat Skye to lift the trophy and in a fantastic gesture worthy of the occasion Highland Industrial Supplies invited all clubs that have won the trophy post-WW2 for music, food and refreshments.

•In the area league Cup competitions Kyles Athletic beat GMA to lift the Bullough Cup, while Fort William narrowly beat Kinlochshiel in the Strathdearn Cup. Our thanks to Strachur-Dunoon and Boleskine respectively for hosting the finals which were played in contrasting conditions – the crowd basking in sunshine at Strachurmore while those at Farr had to survive monsoon conditions.



·The revival of the Mowi Shinty-Hurling International. The GAA were gracious and generous hosts for the match played in Newry, County Down. In a thrilling contest a strong Irish side pulled away in the last 10 minutes as Alba chased goals with the final score being 22 (0-22) v 14 (2-8). Off-field, away from the business-as-usual activity of the Association, and the focus has been in three main areas:

·Safety – the Board and staff are committed to making our sport as safe as possible. Compliant helmets and faceguards will be compulsory from season 2030, while it is already compulsory for all under-21s to wear them. We would like to make helmets and faceguards compulsory from season 2024, but this is a decision for the members at the 2023 AGM.

·Drug Testing – the Association responded to concerns raised by member clubs and agreed to introduce a programme of drug-testing. We are now members of the UKAD programme with our current focus on education. Both the men and women's Scotland squads have completed the training and could be subject to in-competition testing at a time of UKAD's choosing.

·Camanachd Cup Replacement and the Bught Park Development – It has been immensely pleasing that the decision to “retire” the Camanachd Cup to Inverness Castle has been almost universally supported. Irreversible damage to the trophy has long been a concern for the Board so we are extremely grateful that Tullochs are helping us with its replacement. Alongside this and we are preparing a Heritage Lottery application for Shinty's Story with the aid of consultants appointed by Highlands and Islands Enterprise. This will be a major focus of our efforts through 2024 and 2025.

And now if we widen our perspective how should we look back on the last three years?

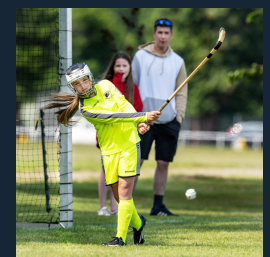
Looking back at what we have achieved off-field in the last three years and I feel a great sense of pride. On-field and the story can be summarised very simply as we recovered from the global COVID pandemic:

·2021 – Cups

·2022 – Leagues and Cups

·2023 – Shinty-Hurling, Leagues and Cups

Restarting the Shinty-Hurling felt like the final piece of the jigsaw to return to pre-COVID normality. Derek Keir deserves a great deal of credit for his perseverance in restoring relations with our friends in the Gaelic Athletic Association and having just returned from a wonderful weekend in Newry I can assure you that the Irish are determined to give this fixture the focus it deserves.







Off the pitch and we have demonstrated our support for our members mental health through the Shinty Chaplaincy programme, SAMH, their Gaining the Advantage project, and Mikeysline. We have signed memorandums of understanding with the University of the Highlands and Islands (UHI) and High-Life Highland. Both will bear fruit for years to come as we look to upskill the teachers and Active School co-ordinators of the future. In financial terms we were fortunate that my predecessor, Keith Loades, acted nimbly at the onset of COVID and gave us a solid financial base to work from. We delivered a surplus of £45k in 2021 and £22k in 2022.

Our website has been updated and our strategy refreshed for the next four years. This is something we should be particularly proud of as the calibre of individuals we were able to draw upon to refine our priorities would be the envy of any sport. One immediate outcome was the addition of a part-time Women's Development Officer, Kirsty Lobban, to complement our existing development team. This was added to with the Gaelic Development post which has seen Ruth Gordon focus on delivering shinty using Gaelic in Skye and Lochalsh.

The Camanachd Association staff has undergone a period of evolution in the last three years. It has grown with the addition of the previously mentioned Gaelic and Women's posts, while experienced members of staff such as Graham Cormack, Debs MacPherson, Paul MacArthur and Les Kinvig have moved on. Ronald Ross has stepped up to lead the development team, with Katie Drain, Roddy Young, Alaina MacLennan and Will Cowie bringing a renewed sense of youthful enthusiasm and vigour to our coaching activities. In Derek Keir we are fortunate to have an experienced CEO; Astie Cameron must be the best-connected man in shinty his wealth of contacts and Aarron MacLeod continues to improve the Association's communications strategy.

It has been the privilege of my life to lead the Camanachd Association but this cannot be done alone. I would like to thank all the Directors who supported me during my Presidency for their efforts. There is a sports psychology book written by James Kerr called "Legacy" and it examines the success of the All Blacks at Rugby Union. One of their central tenets is to "leave the jersey in a better place than you found it". I have strived to live up to that adage.

Camanachd gu bràth!

Steven C Mackenzie



# WOMEN AND GIRLS

## GIRL ONLY TRAINING

7 new girl only training camps were delivered in 2023 with over 164 girls taking part.

## GIRL ONLY PRIMARY COMPETITION

10 Primary schools and over 80 girls took part in girl only primary school competition in 2023

## 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.

- Girls camp - 52
- Boys camp - 92
- Disability camp - 95

# COMPETITIONS

## SENIOR FIXTURES

This year we organised 609 adult fixtures including recruiting and deploying officials to each of these games.

## RECORD TICKET SALES ONLINE

Camanachd, MacTavish, Balliemore and Sutherland Cup finals all sold record numbers of online tickets for the finals.

## YOUTH PARTICIPATION

The Association is proud to report a 16% increase in youth membership from 2022-2023, a positive reflection on the efforts from both staff and volunteers across shinty.

# HEALTH & SAFETY



## NEW HELMETS

Our partnership with Mowi helped deliver the introduction of over 250 new helmets into our game with distribution from Highland Industrial Supplies.

## CHILD PROTECTION

25 Club Child Wellbeing Officers attended the latest Child Wellbeing and Protection in Sport Course. All CPOs continue to be supported by Alaina MacLennan the safeguarding lead at the Association.





# GROWING THE SUPPORT NETWORK

## CAMANACHD TRAIN 196 TEACHERS

Partnered with UHI to train 125 teaching students to deliver the sport in primary schools. In addition, 7 School based CPD sessions were also provided, upskilling 71 current teachers in their delivery of shinty.

## 13 SCHOOLS OF SHINTY

4 New Schools of Shinty have been developed. Dunfermline High, Portree, Glasgow Gaelic and Greenfaulds High have joined in 2023.

## OVER £21K FUNDING FOR CLUBS

We also worked with a number of shinty clubs to support funding applications which generated in excess of £21,000 into the sport. Additionally, our partnership with Mowi, saw £5,000 invested through the Mowi Youth Development Fund.

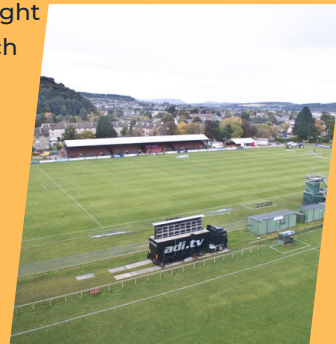
## FACILITIES

### BUGHT PARK REDEVELOPMENT

In partnership, the Association has continued to work on the plans for the development of a Shinty Exhibition called "Shinty's Story" at Bought Park. This development will show case the rich heritage and culture of our sport and leave visitors with an unforgettable experience.

### CENTRAL SCOTLAND

The Association continues to support GMA in their quest to make Peterson Park their permanent home and also a centre for shinty in Glasgow. Including, liaising with sportscotland and the Minister for Sport.



## WELLBEING



The Association has partnered with Mikeysline and SAMH to create a number of suicide prevention videos. The first of these was released in September in World Suicide Prevention Week with a further two videos subsequently released. The aim of this campaign is to let shinty members, and their wider community, know that there are avenues to support and that no one needs to suffer alone.

## INCLUSION

### RURAL AREAS

After School shinty club has been re-established in Ullapool training on a weekly basis. Lewis Camanachd enjoyed a residential weekend for primary aged pupils and in fact played a series of matches against the newly resurrected Ullapool side.

### RECORD 95 ATHLETES ATTEND DISABILITY FESTIVAL

13 teams took part in our annual residential shinty camp with 95 athletes taking part including new teams from Dunoon, Tain and Dingwall. In addition a Highland Disability Festival was also supported, reaching over 35 people from across the Inverness Area.

## EDUCATION

### 28 YOUNG SHINTY AMBASSADORS TRAINED

Engaged and trained 14 schools with 28 ambassadors involved in the Shinty Young Ambassador Programme.



### 110 NEW SHINTY COACHES

110 new coaches were trained across 12 Foundation Courses, while 32 coaches took the next step on their journey to Level 1.

### 62 TRAINED REFEREES

Five referee courses were delivered throughout the year with 62 attending. The majority of these referees have supported the youth game however, some have gone on to regularly officiate in the senior game. 42 referees were used in senior shinty with 28 of them taking charge of 5 or more matches.





## NEW GAMANACHD CUP

The Association approached original crafters Hamilton & Inches to create an exact replica of the Camanachd Cup, the original trophy will be retired in 2024.



## 34 PODCASTS

34 episodes of the Half-Swing Podcast have been produced this year, creating over 25 hours of shinty content and generating over 18,000 organic listens.



## 500,000+ VIEWS

500,000 + YouTube views due to contracting of long term volunteer Norman Strachan, delivering high quality footage to the shinty community.



## USA GIRLS CAMP

43 girls will embark on the first overseas girl's camp. This will develop the technical, physical, psychological, and tactical aspects of their game as well as benefiting from the first-class facilities at Lawrenceville school.



## UKAD

International players completed an online module course as well as attending an in-person workshop on performance sport and anti-doping awareness delivered by UKAD. A further workshop was held earlier in the year with 35 club members attending the education and awareness training.

# The best of the rest...



MORE INFO **SOCIALS**

## CHECK IT OUT

@ShintyCamanachd

@camanachd

www.shinty.com



# STRATEGIC CONSIDERATIONS

- The CA are working closely with partner organisations in Argyll & Bute and in Highlands looking to generate employment opportunities. Rural participation in shinty will be supported where organisations creating and sustaining high quality employment opportunities encourage more people to stay in shinty playing communities.
- Cost of living crisis continues to impact the cost of vehicles and fuel and material.
- Environmental responsibility to find cleaner and greener solutions to help the planet is an area we are looking to make contributions to.
- Supporting Mental Health & Wellbeing across communities and extending this support and care for hard working volunteers and staff.
- Equality and Inclusion remain central to our objectives as a community sport. Prioritisation and promotion of women and girls within shinty leadership roles is vital to ensure we progress as a modern sport fit for purpose.
- The Camanachd Association will continue to use our resources to meet the needs of our members and will do this strategically through the game changing priorities identified and endorsed by members in our strategy



# STRATEGIC PLAN - GAME CHANGERS

- 1.Support for the inclusion, safety and wellbeing in our sport
- 2.Delivering Competitions and opportunities in the shinty participation pathway
- 3.Growing girls and womens shinty
- 4.Enhancing the support network for shinty
- 5.Building capability through coach, official and volunteer education
- 6.Champion the need for modern shinty facilities
- 7.Support the provision of camans and safety equipment for shinty
- 8.Continue to support the promotion of shinty



**SCOTLAND'S  
COMMUNITY SPORT**



# GROWTH

Year	2014	2015	2016	2017	2018	2019	2021	2022	2023
Adult Male	1300	1330	1408	1437	1306	1332	1341	1440	1126
Youth Male	1150	1200	1078	1157	1220 *	1375 *	1056	1202	1413
Adult Female	200	224	399	423	394	480	351	362	422
Youth Female	100	122	267	337	528 *	450 *	367	390	379
<b>Totals</b>	<b>2750</b>	<b>2876</b>	<b>3152</b>	<b>3354</b>	<b>3448</b>	<b>3637</b>	<b>3115</b>	<b>3394</b>	<b>3340</b>

\*Indicates Primary School participation is included.

Participation in the senior leagues remained at 53 at the start of the campaign, however, Strathspey had to pull out mid campaign taking us to 52.



**SCOTLAND'S  
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# 2022 FINANCE REPORT



**Income  
£618,496**

Income for 2022 included income from services to clubs, sponsorship, grants, competition, and development. Increased from £474,481 in 2021 and returning to pre pandemic levels £614,568 in 2019



**Expenditure  
£596,289**

Expenditure for 2022 included staffing (43%), services to clubs (15%), competitions (10%), equipment, Coach or official education & other development (8%), admin and general office expenses (3%). Again returning to pre pandemic levels £587,658 in 2019



**Reserves  
+£22,207  
totalling  
£239,997**

Camanachd Association risk register regards the current cost of living crisis as a significant risk to funding and sponsorship potential. Reserves (£239,997) are in place to mitigate risks and protect the delivery of the sport.



**Staff  
9xFT 2xPT**

Income sourced by staff is used to deliver competitions, camps, coach education and a wide range of projects to support the game. Expenditure on staffing increased by £6,163 from 2021 to 2022 as a result of increased staffing numbers and inflation.



**Sponsorship  
£146,104**

Sponsorship was secured to pre pandemic levels in 2022 increasing from £109,784 to £146,104



# 2023 FINANCIAL FORECAST

## COST OF LIVING



### Competition Attendance

The Association sold more online tickets for matches in 2023 than in any other year to date. Due to early bird ticket offers more people are attending for less enhancing the experience of all involved



### Membership with an eye on the future

Membership currently accounts for 9% of the CA income, this is significantly less than other SGBs.

The CA have not increased membership fees since 2019 despite the increased financial pressure due to the cost of living crisis. One key learning from COVID was that in order to protect the sport it was important to reduce our reliance on external funding.



### Grant Income 2023 - £239275 2022 - £230592

Staff and board have combatted the cost of living by securing additional grant funding and securing sponsorships deals.



### Cost of Living on the rise

Equipment, travel expenses, salaries and competition expenses are all on the rise across our communities which is why we have worked to mitigate costs with grant applications and partner support.





**SKYE - WCA VF CAMANACHD WINNERS**



**BADENOCH - WCA NATIONAL WINNERS**



**KINGUSSIE - PREMIERSHIP WINNERS**



**KINGUSSIE - CAMANACHD WINNERS**



# COMPETITIONS

Kingussie defeated Oban Camanachd with the only goal of the game ensuring that the **Tulloch Homes Camanachd Cup** would return to Badenoch. The 2023 Cup Final was the 100th anniversary of the first Camanachd Cup Final played at Bught Park, Inverness. Shinty's BIG Day Out attracted a crowd of 3,000 spectators, it was broadcast live on BBC ALBA and Radio Nan Gaidheal, with match highlights on BBC Scotland on Monday evening.

Oban Camanachd Captain Daniel Sloss won the Albert Smith Medal for Man of the Match.

The 2023 **Artemis Macaulay Cup** Final in Oban was also contested by Kingussie and Oban Camanachd, despite Kingussie taking the lead midway through the 1st half, two early goals in the 2nd half turned the tie in Oban's favour and they held on for a deserved victory. The final was broadcast live on BBC ALBA and Radio Nan Gaidheal.

Another single goal victory saw Kingussie defeat Skye to win the **cottages.com MacTavish Cup** Final in glorious sunshine 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 Glasgow Mid Argyll two goals to nil with an early and a late goal in blistering heat at Peterson Park, Yoker.

The **Ferguson Transport & Shipping Balliemore Cup** Final was held at Spean Bridge where host club Lochaber defeated Kilmallie by five goals to nil. The match between the two local rivals attracted the largest ever crowd seen at a Balliemore Cup Final.

The Centenary **Highland Industrial Supplies Sutherland Cup** Final was won by Newtonmore for the third consecutive season when they defeated Skye by four goals to two. Players from previous Sutherland Cup winning teams, since WWII, were invited to join in the celebrations laid on by competition sponsor Highland Industrial Supplies, in a memorable day at Blairbeg, Drumnadrochit.

The **Single Team Cup** was won by Glengarry who were victorious over Kilmory by three goals to nil in an exciting Final at An Aird, Fort William. Unfortunately, the Glengarry triumph was not witnessed by their support as an accident on the A82 meant that the road was closed and they were unable to make it to the match. Fortunately, it was recorded for our YouTube Channel so they were able to catch the action later.



**SCOTLAND'S  
COMMUNITY SPORT**





**KINLOCHSHIEL - WCA CHALLENGE WINNERS**



**GLENGARRY - SINGLE TEAM WINNERS**



**OBAN CAMANACHD - CELTIC WINNERS**



**WINNERS**  
**KINGUSSIE - MACTAVISH WINNERS**



**NEWTONMORE - SUTHERLAND WINNERS**



**KYLES ATHLETIC - BULLOUGH WINNERS**



**OBAN CAMANACHD - MACAULAY WINNERS**



**FORT WILLIAM - STRATHDEARN WINNERS**



# COMPETITIONS

Kyles Athletic defeated Glasgow Mid Argyll by three goals to two in an exciting MKM Building Supplies, Oban, Bullough Cup Final at Strachurmore, in a match played in glorious sunshine. On the same day in the Strathdearn Cup Final, Fort William triumphed over Kinlochshiel by two goals to one after extra time at the Smith Park, Inveraranie in a match played in torrential rain.

In a score reversal of 2022, North defeated their South counterparts by three goals to one to win the Caol Cup, the annual Under 21 North v South match, which was played at Mossfield Park, Oban.

The **Women's Cup Finals Day** again took place at The Eilan, Newtonmore. Skye were victorious, defeating Glasgow Mid Argyll to win the Mowi Valerie Fraser Camanachd Cup by three goals to nil whilst Kinlochshiel retained the Mowi Challenge Cup by fourteen goals to one against Inverness B. 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.

Participation in the senior leagues dropped from 54 teams in 2022 to 53 in 2023 following the withdrawal of Cruachanside, this resulted in only 7 teams taking part in Mowi South Div 1. Unfortunately lack of players resulted in the withdrawal of Strathspey from Mowi North Div 2 midway through the Season. As detailed in the Byelaws the results of the matches which they had participated in were stripped out of the League.

Kingussie retained the **Mowi Premiership** title for a third time, while both Beaully and Glasgow Mid Argyll, having finished in the bottom two positions of the Mowi Premiership, are relegated and both will play in the Mowi National Division in 2024.

Lochaber won the **Mowi National Division** and will be promoted alongside runners-up Glenurquhart. Strathglass having finished bottom will drop back to Mowi North Div 1.

Newtonmore won **Mowi North Div 1** for the sixth consecutive season. Bute won **Mowi South Div 1** and will play in the Mowi National Division in 2023 as Newtonmore, North winners are not eligible for promotion.

Lohcarron won **Mowi North Div 2** and are promoted to play in Mowi North Div 1 in 2024 with Kingussie, who finished bottom of Mowi North Div 1 replacing them. Kilmory won **Mowi South Div 2** dropping 2 points and will be promoted to Mowi South Div 1. Ardnamurchan, having finished bottom of Mowi South Div 1 will replace them in Mowi South Div 2.



**SCOTLAND'S  
COMMUNITY SPORT**









# KEY PERFORMANCE INDICATORS ORGANISATION

- The Camanachd Association completed an independent audit with KPMG in May 2023 achieving a positive governance review in line with our key performance indicator targets.
- A new equality working group was established in 2023 with the target of continuing the positive steps our sport has taken. A highlighted target for 2024 is to identify and recruit more women and girls into decision making roles in clubs, committees and boards.
- Delivered Risk Assessment workshop to 41 club members
- 25 Club Child Wellbeing Officers attended the latest Child Wellbeing and Protection in Sport Course and an online workshop was also held for all Club Child Protection Officers to support them enhance their understanding of the new online digital Request Form
- Two new partnerships agreements have been prepared to enhance partnership outcomes with Highlife Highland and Live Argyll Leisure Trusts.

## COMPETITION

- Delivered a full calendar of competitive shinty for adults and youth teams
- Delivered U17 and Senior International Fixtures in Ireland and Northern Ireland respectively.
- Supported the running of University Leagues (12 teams 6Male/6Female), the Littlejohn Vase and McHue and Porter Tournaments.

## GROWTH

- Our new partnership with the University of the Highlands and Islands (UHI) has added significant value with training for newly qualifying teachers who will be deployed across Highlands, Islands, A&B and Perthshire.
- Membership numbers are still settling post covid however there has been a new membership system progressing in clubs which has had a positive impact on the accuracy of data being provided.
- Delivery of 14 schools of shinty designed to enhance the support network for local clubs.

## VOLUNTEERS AND OFFICIALS

- 66 volunteers attended training for volunteers compared to 26 volunteers in 2022.
- 196 teachers - The CA organised and provided foundation shinty training for 196 teachers including 125 newly qualifying teachers at UHI.
- 62 match officials were trained with many operating in the youth set up to build experience



**SCOTLAND'S  
COMMUNITY SPORT**

# FIXTURES

The league set up commenced with ten teams in the Mowi Premiership, eight teams in the Mowi National Div, there were ten teams in Mowi North Div 1 and ten teams in Mowi North Div 2, Mowi South Div 1 had seven teams with eight in Mowi South Div 2. In total there have been 621 senior fixtures scheduled in 2023, compared to 669 in 2022. You can delve deeper using the table below:

SCOTLAND'S COMMUNITY SPORT	2023	2022	2019	2018
Fixtures Scheduled	621	669	610	655
Played	514	521	514	531
Walkovers	14	6	11	23
Unplayable Field	43	29	63	53
Team Raising	35	29	21	29
Bereavements	7	6	13	8
Reversed/Transferred	13	6	15	12



**SCOTLAND'S  
COMMUNITY SPORT**



# WCA FIXTURES



SCOTLAND'S COMMUNITY SPORT	Scheduled	Played	Postponed	Rescheduled	Walkover	Point Share
WCA National Div	63	51	12	7	4	1
WCA North Div 2	81	61	18	11	7	2
WCA South Div 2	36	22	14	6	8	0
WCA VF Cup	7	7	0	0	0	0
WCA Challenge Cup	14	11	3	0	3	0
<b>Total</b>	201	152	47	24	22	3



**SCOTLAND'S  
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# YOUTH FIXTURES



SCOTLAND'S COMMUNITY SPORT	Youngsters	Schools/Clubs	Winner
<b>MacKay Cup</b> PS	273	21	Tomnacross Primary
<b>CA Cup</b> PS	338	26	TBC (18/11)
<b>Shinty World Cup</b> PS	330	28	Multiple Winners
<b>Tulloch Cup</b> PS	220	20	Tomnacross
<b>UHI Cup</b> PS	150	15	Lovat
<b>First Shinty Finals</b> PS	150	21	North End/Alive
<b>MacBean Cup</b>	110	11	Kingussie High
<b>Donella Crawford</b>	110	14	'22 Glenurquhart High
<b>MacPherson Cup</b>	80	8	Lochaber
<b>MacMaster Cup</b>	156	13	Newtonmore
<b>MacTavish Juvenile</b>	165	11	Fort William
<b>MacQuisten Cup</b>	90	6	Oban Camanachd



# STRATEGIC PLAN - GAME CHANGERS

- Continue to support the promotion of shinty

## PROFILE

- 222 news articles published on shinty.com
- 25 hours of content on the new Half Swing Podcast
- 3163 tickets sold online
- 19 press calls throughout the season, ensuring strong coverage of Scotland's Community Sport.
- 7 live matches on BBC channels, 1 match televised by TG4 plus over half a million views on YouTube - thanks to Norman Strachan.
- Continued growth across social media channels
- Delivering support to the redevelopment of the Bught Park by 2025 including the redevelopment of ten changing facilities and maximising the valued heritage and tradition of shinty through the delivery of a new shinty exhibition called 'Shinty's Story' in 2025.



**SCOTLAND'S  
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**sport**  
scotland

**LOTTERY FUNDED**