



# SHINTY

ONE SPORT. ONE COMMUNITY.

STRATEGIC PLAN SUMMARY  
2022-2026



*Our Vision:*

**To be a vibrant part of our national culture and recognised as Scotland's community sport.**

*Our Mission:*

*We are dedicated to ensuring that our sport, our heritage and our values enrich the lives of our members, families and the communities we serve.*



**We believe that whilst our vision provides our ultimate direction it is our values that guide our behaviours to help us deliver the many benefits of shinty.**

**We are guided by five key operating principles:**

## COMMUNITY

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**Community Participation** – We take our responsibility to give everyone **equal** access to our sport very seriously. Creating a **diverse and inclusive** culture across Shinty is a cross cutting theme in all that we do to engage our whole community.

## SAFETY

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We will prioritise the safety and wellbeing of our community and champion the development of a welcoming environment for all.

## RESPECT

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We will work with clubs and associations to enhance respect, appreciation and recognition for the people that make shinty possible.

## IMPROVEMENT

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**Continuous improvement supported by data-led decision making** - We will champion insight and always strive to attain the highest standards using and sharing data to inform decisions.

## RESPONSIBILITY

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**Environmentally responsible** - We will take personal and collective responsibility for all that we do and will strive to build sustainable solutions into our decision making and planning.

# GAME CHANGERS

## *Game Changer #1*

**Inclusion, safety and well-being will set the direction for establishing a welcoming culture in our sport**

## *Game Changer #2*

**Deliver competitions and reinvent the shinty player pathway for youths**

## *Game Changer #3*

**Grow girls' and women's shinty**

## *Game Changer #4*

**Enhance the support network for shinty**





*Game Changer #5*

**Build capability through coach education and training for coaches, officials and volunteers**

*Game Changer #6*

**Champion the need for modern shinty facilities**

*Game Changer #7*

**Enhance provision of Camans and safety equipment for shinty**

*Game Changer #8*

**Profile - grow advocacy and support in the promotion of shinty**



## **OUR ROLE AS A GOVERNING BODY IS TO:**

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- Organise competitions and host events.
- Protect shinty through effective governance and administration for the sport.
- Support the development and evolution of the sport whilst protecting its core values and unique skills.
- Provide a membership and insurance service to administer participation in shinty.
- Encourage and support growth in participation.  
Provide direction and best practice to develop, influence and organise shinty.
- Prepare and implement a vision and strategic plan for shinty and determine how it will be implemented nationally, regionally and locally.
- Promote shinty.
- Manage the rules and regulations of shinty, including anti-doping, child protection and equality.
- Implement an accreditation framework to ensure good governance for our communities.
- Establish and maintain links with sportscotland (the National Agency of Sport) and the Gaelic Athletic Association (GAA).  
Develop coaches, volunteers, officials and participants.

## **CORONAVIRUS RECOVERY**

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The Coronavirus (Covid-19) pandemic continues to disrupt society and significantly impact shinty. As the world around shinty changes, the way we interact with our work also needs to evolve. We remain committed to supporting our clubs and associations through the Covid- 19 pandemic, while also looking to the future and continuing to collaborate and plan for the recovery of shinty, with inclusion at the heart of what we do.

## **OUR CONTRIBUTION TO WELLBEING**

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As a sports governing body the Camanachd Association is focused on contributing to the wellbeing of our communities through shinty in its fullest form. The wellbeing of our communities is crucial for the protection of our sport and therefore we will use our resources to protect and prioritise wellbeing in the following ways:

- Continued prioritisation of staff and volunteer wellbeing.  
Focused work to enhance support for our community's emotional well-being.
- Continued support for lifelong engagement in our sport through Shinty memories.



## WHERE WE WILL WORK

We will provide support to existing clubs and associations across shinty playing communities. In addition we will identify and work in communities that show a capacity and potential to grow including Nairn, Alness, Perth, Dunoon and Uddingston.

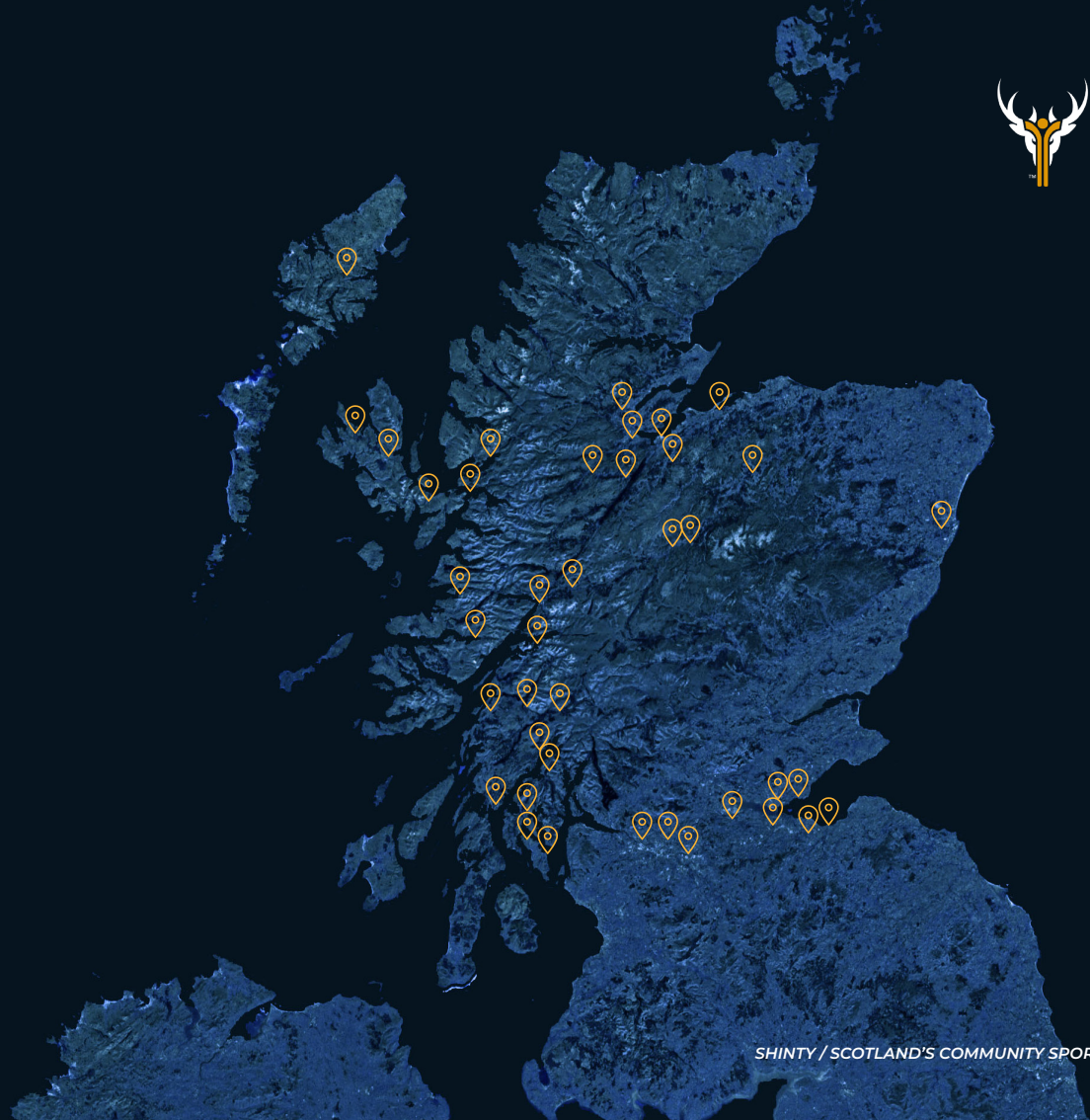
## WHO WE WILL FOCUS ON

Equality, Inclusion and Diversity will play a central role in policies and processes and we will balance national support with targeted local provision focusing our resources on clubs and communities who demonstrate:

- A capacity and potential to grow
- A need for support
- A plan to enhance opportunities for people that face barriers to participation including girls and women, people with disabilities and people living in rural communities.

The following areas of priority also help us deliver our duty for equality, diversity and inclusion:

- Mental Health – As a signatory for the Mental Health Charter for Physical Activity and Sport: we aim to connect to support and improve equality for anyone with a mental health problem.
- Rural disadvantage: We recognise people in rural areas can find it difficult to access sport because of limited public transport, or fewer opportunities than urban areas. Supporting local clubs we aim to break down the barriers of rural disadvantage and provide meaningful opportunities to participate in shinty.





## STRATEGIC CONTEXT

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**SCOTLAND'S NATIONAL PERFORMANCE FRAMEWORK** aims to: create a more successful country, give opportunities to all people living in Scotland, increase the wellbeing of people living in Scotland, create sustainable and inclusive growth, reduce inequalities and give equal importance to economic, environmental and social progress. The framework aims to get everyone in Scotland to work together including the Camanachd Association working in collaboration with sportscotland and local authorities to increase the wellbeing of our communities through our work.

**ACTIVE SCOTLAND OUTCOMES FRAMEWORK** outlines a shared vision of a Scotland where more people are more active, more often. It consists of six outcomes that need to be delivered to achieve this vision: we encourage and enable the inactive to be more active; we encourage and enable the active to stay active throughout life; we develop physical confidence and competence from the earliest age; we improve our active infrastructure – people and place; we support wellbeing and resilience in communities through physical activity and sport; we improve opportunities to participate, progress and achieve in sport. It also makes a clear commitment to equality underpinning everything we do.

**A MORE ACTIVE SCOTLAND** – Scotland's Physical Activity Delivery Plan sets out actions that Scottish Government and their partners are undertaking to deliver against the Active Scotland Outcomes Frameworks, as well as to enhance levels of physical activity to aid the World Health Organisations target of a 15% relative reduction in the global prevalence of physical inactivity in adults and in adolescents by 2030.

**SPORT FOR LIFE** – Sportscotland's corporate strategy's vision is to develop an active Scotland where everyone benefits from sport. Their mission is to help the people of Scotland get the most from the sporting system by: making an impact together; making sport more accessible; progressing to your level; contributing to an active Scotland; and celebrating the benefits of sport. Sportscotland's commitment to inclusion underpins everything they do.

The Camanachd Association board and staff work closely with **sportscotland** and partners to deliver our strategy for shinty that makes a positive contribution to national outcomes for sport and physical activity.





# WHAT DOES SUCCESS LOOK LIKE?

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## EFFECTIVE ORGANISATION PROTECT, GOVERN AND ADMINISTER OUR SPORT EFFICIENTLY

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- Implement safeguarding standards for sport.
- Maintain and implement standards from equality action plan including training for board, staff and key volunteers on best practice and annual equality audit.
- Continued performance in our Development Audit review in line with National targets

## LONG TERM OUTCOMES – TO GROW OUR SPORT

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### Competition

- Deliver competitive shinty for adults and youth teams.
- Develop more regular opportunities to play for primary participants.
- Provide a performance pathway via shinty camps and senior level international.
- Grow participation in a minimum of 1 new club or community each year.

### Enhance the support network:

- Develop action plans for schools of shinty, active schools and leisure trusts to develop clear tangible actions to support the development of shinty by 31st March 2026
- Increase the number of Schools of Shinty from 9 – 12
- Develop partnership to enhance shinty's contribution and role in developing emotional health and mental wellbeing for communities and life long engagement with our sport to enhance wellbeing and resilience in communities.

### Developing Leadership – Building capability

- Develop and implement the new Scottish Certificate for coach and officiating education courses by 31st March 2026
- Deliver annual coach, volunteer and official education programme
- Deliver Shinty Ambassador programme to a minimum of 100 ambassadors by 31st March 2026
- Establish baseline data and track foundation training provided for newly qualified teachers in Scotland
- Recruit new officials to build depth with a target of 35 active match officials on an annual basis.
- Enhance provision of camans and safety equipment
- Develop and support Caman Makers Guild

### Profile

- Champion insight and data led decision making and provide all clubs with an annual club data report.
- Champion the need for modern Shinty facilities
- Drive and support the redevelopment of the Bught Park by 2025
- Retain the valued heritage and traditions of shinty by developing a shinty museum

### Growth

- Increase the number of girls participating in youth shinty by 10% (from 367 to 404)
- Increase the number of youths participating in shinty by 10% (from 1466 to 1612)



# PLAYER PATHWAY

## PLAY TO LEARN

**Primary 1 - 3**  
4 v 4 multi game

**Primary 4 - 5**  
6 v 6

**Primary 6 - 7**  
6 v 6 / 8 v 8 / 10 v 10



## LEARN TO COMPETE

**Under 14**  
12 v 12

**Under 17**  
12 v 12



## COMPETE TO WIN

**Adult**  
12 v 12



## WIN BY GIVING BACK

Officiating & Volunteering

