



# RSHGA

ROYAL SCOTTISH HIGHLAND GAMES ASSOCIATION

2024

WWW.RSHGA.ORG

Aberdeen Aberlour Strathspey Aboyne Airth Alva Argyllshire (Oban) Assynt Atholl & Breadalbane (Aberfeldy) Balater  
 Bearsden & Milngavie Birnam Blackford Blair Atholl Blairgowrie Bowhill Braemar & Braemar Junior Bridge of Allan Bundanoon  
 (Australia) Burntisland Carmunnock Castle of Mey Ceres Cornhill Crieff Cupar Dornoch Drumtochty Dufftown Durness  
 Fergus (Canada) Glenurquhart Gordon Castle Gourrock Halkirk Helensburgh Helmsdale Hororata (New Zealand) Inveraray  
 Inverkeithing Isle of Skye Kenmore Killin Lochcarron Lochearnhead Loch Lomond Lonach Luss Markinch Mull Newtonmore  
 New Year North Berwick Oldmeldrum Perth Pitlochry Rosneath St Andrews Stirling Stonehaven Strathardle Strathmore  
 Strathpeffer Tain Thornton Tomintoul



Patron: HM King Charles III



## Who are we:

- RSHGA is the UK **sports governing body** for Highland games
- We comprise **over 60** high quality member events with over **1,000 competitions**
- We maintain and develop a legacy of Highland games traditions that date back **over a thousand years**
- **Over 500** athletes compete at our events each year
- Our members provide quality entertainment for **over 300,000 spectators** annually
- Our members' events pay out prize funds in excess of **£250,000** each year
- We service **tens of thousands** of global visitors to our website every year
- Highland games contribute **tens of millions of pounds** to local economies annually
- We print the **RSHGA Yearbook**, *the* Highland games almanac
- We makes sure Scotland's Highland games are not just surviving, but **thriving**

## How we champion Highland games to a wider audience

- Produce **thousands of calendars of members' events** and distribute them to the main Tourist Information Centres, providing effective, targeted advertising
- Represent Highland games at **national government level**, emphasising the key role of games as part of Scottish sporting life and cultural heritage
- **Get more children involved** through Active Schools and mini Highland games
- Liaise with **Highland games bodies overseas** to explore links for mutual benefit
- Raise awareness and **discussion at national level** about games events, including articles and interviews in national & local press and radio
- **Lobby for Highland games** at top level – including meetings with the Executive, Scottish Government, and their agencies
- Link with VisitScotland, including channelling interest in the **film Brave**
- **Work with UK Forces** (Army, Navy & RAF) to encourage participation at member events
- Provide the **'Home Highland Games'** guide for children to play in parks and gardens
- Have **presentation packs** for each aspect of games , ideal for sharing with schools and clubs



## What we do for our members

- Administer our system of national and international **championships**, allowing members to attract sponsors, competitors and crowds
- Use our **online presence** to cover **details of member events** with links to their sites, *plus* run our prompt **online results service**, providing a 'one-stop shop' for information covering all members
- **RSHGA Representatives** attend events, ensuring consistency, observation of the rules, good sportsmanship and confirmation of any records set
- Respond to **governmental policy reviews** on wide-ranging topics including sports, heritage and tourism policy
- Co-ordinate with specialist sports insurance underwriters to provide employer and public liability **indemnity cover for members at significantly discounted rates**
- Provide a **consolidated professional approach** to national tourist organizations, with listings to gain greater visibility for Highland games
- Continue our commitment to clean sport by providing the only Highland games **drug testing service** in the UK, free to members
- Keep members updated with essential **compliance information** on aspects of legislation that impact Highland games e.g. data protection regulations
- Provide members with guidelines on how to **run safe events and manage risk**, including model risk-assessments to help members create quality documents
- Give members **practical advice on keeping safe online**, data storage and cyber security to reduce the risk and impact to games from online threats
- Share **best practice for event management**, with checklists and other information
- Provide members with useful **guidance on marketing and media**, including how to write press releases, incl. practical examples and details of over 100 media contacts
- Produce and distribute thousands of copies of our **calendar of events**, advertising all our event dates at no cost to members
- Signpost **funding opportunities** to members and share tips on good applications
- Provide a **free legal helpline** for members, giving access to specialist sports lawyers who can help assess and guide members on any legal problems
- Give members **free access to our archive of over 50,000 photographs** taken at Highland games across Scotland in the last 20 years
- Provide **certificates of appreciation** to long-serving volunteers at member games
- Give members advice and formats for running **fair competition** especially towards equality and encouraging female competitors
- Help members get the benefits of **increased volunteering** support through guidance and links to Volunteer Scotland
- Undertake analysis of different suppliers to make it **easier for members to get the best deal for services** like advance ticketing and card payments
- Work with members to **identify and share good suppliers** of services used by games
- **Share with members** benefits that RSHGA receives, such as referral fees
- **Use scale to help provide technological benefits**, which would be beyond the means of individual games (for 2023 assessing at satellite wi-fi)



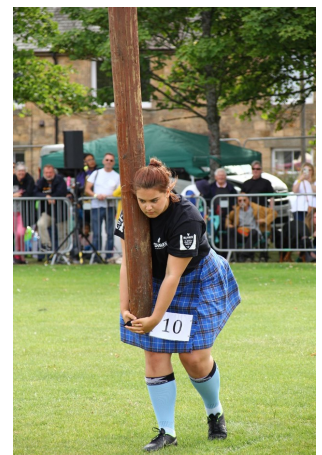
## What we do for competitors and participants

- Run sets of **leagues** throughout the season covering athletic disciplines, encouraging excellence in athletes and greater participation at members' events
- Host our successful and popular end-of-season **presentation awards**, encouraging athletes and recognizing those who excelled during the season
- Work with regional games associations to encourage **training opportunities**
- **Target** specific athletic clubs and associated bodies to boost participation
- Champion **athlete welfare** by providing free personal injury insurance to fully-registered athletes
- Keep athletes informed through **newsletters, website & social media**
- Protect athletes through comprehensive **welfare and safeguarding** policies as well as **clear rules of competition** and disciplinary procedures
- Free-loan **racing-standard bikes** to youth athletes who don't have a suitable cycle but want to participate in competitive cycling



## How we work with key partners to make a difference

- Liaise closely with **our patron HRH Prince Charles, Duke of Rothesay** in raising awareness of Highland games
- Work with **UKSport** on a professional clean sport education and testing programme for our athletes and members
- Partner with **VisitScotland** to get links from their internationally-facing websites through to ours, giving our members access to an audience of millions
- With the **Scottish Sports Association**, we ensure Highland games are included in sports consultations
- Work with **SportScotland** on behalf of our members, advocating the benefit of Highland games as community and sporting events in a national context
- Secure **funding** from SportScotland in recognition of our anti-doping work, enabling increased educational awareness and compliance testing
- Work with **Scottish Student Sport** to bring information about Highland games to 250,000 students, increasing youth participation
- Work with organizations such as **Wounded Highlanders and Help for Heroes** to get athletes participating in adaptive competitions e.g. seated throwing events
- Liaise with **Scottish Athletics** to make more athletes aware of opportunities to compete at Highland games



## Building better games...

Building on all the work done to date, continuing with the core tasks, keeping the focus on improvements and stretching to meet the expectations of our members

### Achieving more with partners

- Developing the relationship with **VisitScotland** to promote our members' events
- Working closely with our members to deliver **practical benefits** - helping make event management easier and more professional
- Developing relationships with **broadcasting organizations**, helping get more television and radio coverage for Highland games
- Strengthening **relationships with sponsors** for mutual benefit



### Working more effectively and efficiently

- **Working with members** to ensure excellence in delivering the best games for the public and athletes
- Reinforcing and broadening our **strong position on clean sport**
- Improving our **league structure and prize fund** to encourage greater participation: more athletes at more events



### Growing and developing the organization

- Providing funding support and **coaching opportunities** for heavy event athletes
- Extending our existing **advertising of members' events**
- Seeking additional **sponsorship** opportunities
- Proactively **engaging with both national and social media** to increase coverage for Highland games
- **Building our membership base** – becoming a stronger voice for all games
- Looking to **broaden Associate Member categories** into traditional sports and heritage areas, increasing influence and opportunities for our members

Pictures: Bill Robertson, Sauchie

### Our Sponsors:



**Partners:**



**Sam Gifford—Public Address Systems**



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