



RSHGA

ROYAL SCOTTISH HIGHLAND GAMES ASSOCIATION

2026-27

WWW.RSHGA.ORG

Aberdeen Aberlour Strathspey Aboyne Airth Alva Argyllshire (Oban) Assynt Atholl & Breadalbane (Aberfeldy) Ballater
 Birnam Blackford Blair Atholl Blairgowrie Bowhill Braemar & Braemar Junior Bressuire (France) Bridge of Allan Brodick
 Bundanoon (Australia) Burntisland Castle of Mey Ceres Cornhill Crieff Delaware (US) Dornoch Drumtochty Dufftown
 Durness Fergus (Canada) Glengarry Glenurquhart Gordon Castle Gourrock Halkirk Hawaii (US) Helensburgh
 Helmsdale Inveraray Inverkeithing Isle of Skye Kenmore Killin Lesmahagow Lochcarron Lochearnhead Lonach Luss
 Markinch Mull Newtonmore Oldmeldrum Perth Pitlochry St Andrews Stirling Stonehaven Strathardle Strathmore
 Strathpeffer Tain Tomintoul Trebsen (Germany)



Patron: HM King Charles III



Who are we:

- RSHGA is the UK **sports governing body** for Highland games
- We have around **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**
- **Around 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 **a hundred thousand** visits 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

- 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 and education for athletes, all free to members
- Keep members updated with essential **compliance information** on aspects of legislation that impact Highland games e.g. Data Protection & Safeguarding PVG
- 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 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
- **Pass on to 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

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 member events
- Host our successful and popular end-of-season **presentation awards**, encouraging athletes and recognizing those who excelled during the season with medals and prize funds
- Work with regional games associations and members to encourage **training opportunities** for athletes
- **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**
- Provide athletes with access to **discounts and offers at 300+ retailers and brands**
- Protect athletes through comprehensive **welfare and safeguarding** policies as well as **clear rules of competition** and disciplinary procedures



How we work with key partners to make a difference

- Liaise with **our patron HM King Charles III** 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 and share best practice
- Work with **SportScotland** on behalf of our members, advocating the benefit of Highland games as community and sporting events in a national context
- 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** 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 **national tourism bodies** 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:



Sam Gifford—Public Address Systems

Partners:



SSA Scottish Sports Association



sportscotland