

INNOVATION/PRIDE/ACCOUNTABILITY/INTEGRITY
DIVERSITY & INCLUSION/EXCELLENCE



RECENT HIGHLIGHTS





- **3994 total members** (3873 in 2023)
- **93 members reinstated** (79 in 2023)
- **2966 Class "A" members** (2930 in 2023)
- **1028 Apprentices** (945 in 2023)



MEMBERSHIP



- As leaders in the golf industry, it was important to look inward and recognize our shortcomings in order to be more equitable, diverse and inclusive moving forward
- 17-person Task Force met monthly for 10 months
- Provided 88 recommendations for the PGA of Canada
- Association in process of implementing all recommendations



- Information from membership survey guided process
- Plan current guiding operations for the next five years
- Outlines the association's mission, vision and values, detailing what the organization looks to achieve and the methods it will use to achieve them



MAJOR PROJECTS



JOIN OUR WOMEN'S ADVISORY GROUP



- New women's advisory group created - currently working to create a more inclusive PGA.
- Two new At-Large positions added to the National Board of Directors. Robyn Scott and Michael Burns were elected to the board.



OTTAWA

TANIA
SABA *BREAKOUT*

ERIC
TERMUENDE

VIP EXPERIENCE
MARK
BLACKBURN

BRUNY
SURIN *KEYNOTE*



CHÂTEAU
LAURIER | DEC 1-3



- Tee Talks Live was held in Ottawa December 1-3
- Nearly 100 delegates in attendance
- Speakers covered all industry aspects, including teaching, coaching, management, leadership and golf operations.
- Sold out VIP experience



MAJOR PROJECTS



SCRAMBLE

LOCAL QUALIFIERS

2023

171

2022

151

↗ 13%

PARTICIPATION

2023

12,108

2022

9,532

↗ 27%

FEMALE PARTICIPATION

2023

1,223

2022

877

↗ 39%

LOCAL QUALIFIERS



NEARLY
\$1 MILLION
RAISED IN GREEN FEES
FOR LOCAL GOLF CLUBS



PROGRAM MEDIA REACH

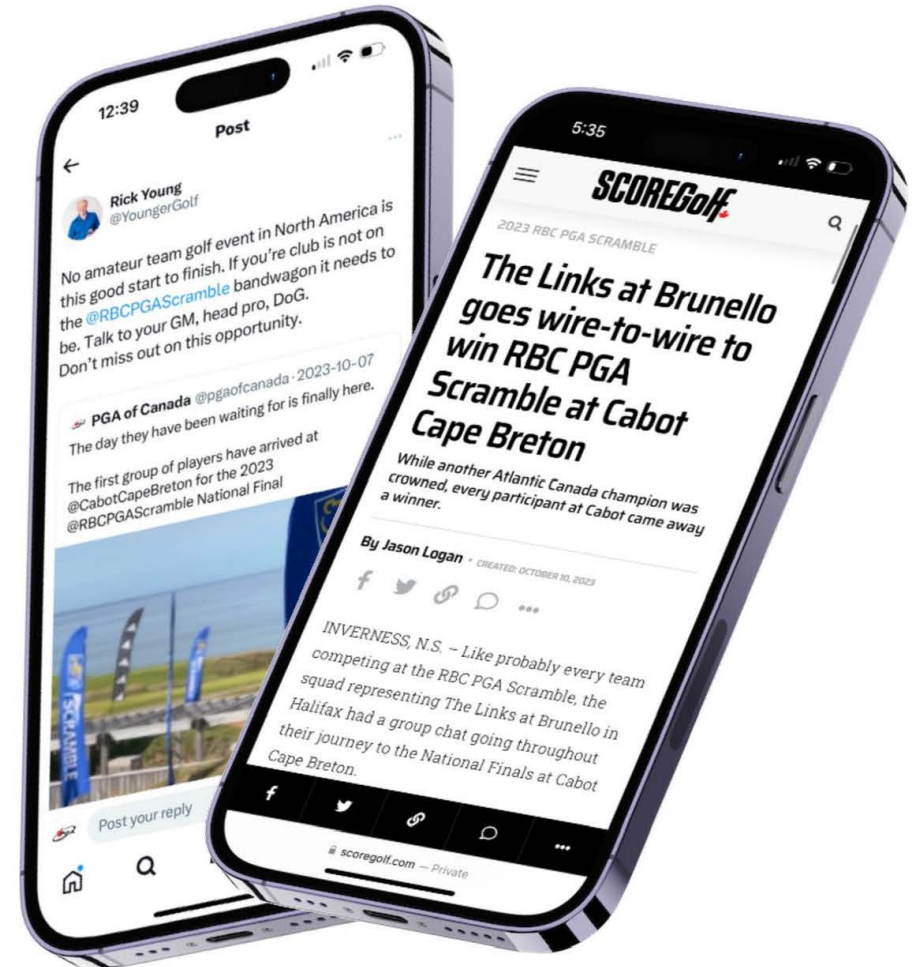


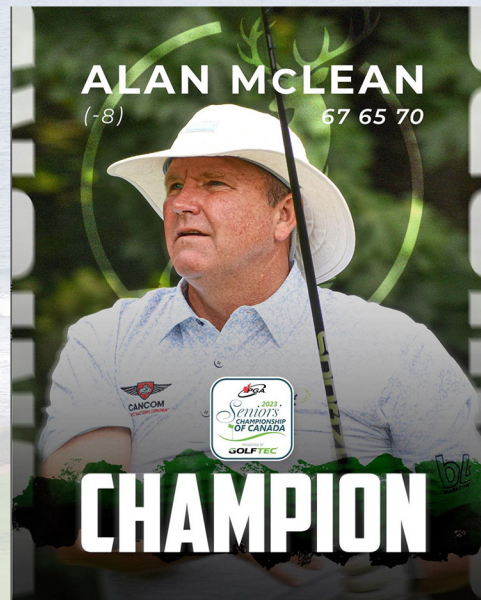
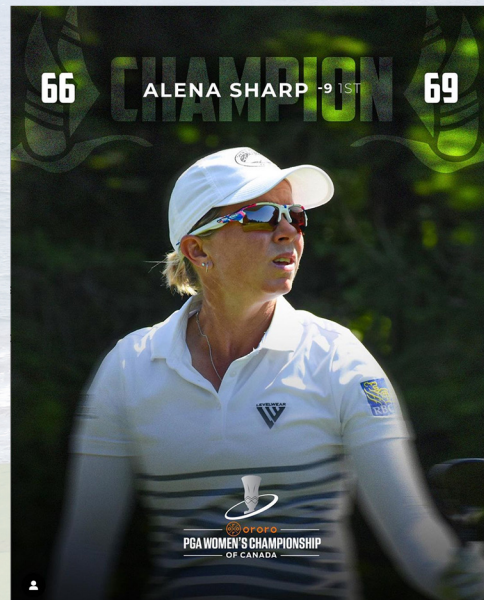
TOTAL MEDIA REACH ↗ 88%

245 MILLION IN 2023
130 MILLION IN 2022

SOCIAL MEDIA REACH ↗ 82%

5.8 MILLION IN 2023
3.15 MILLION IN 2022





- Successful 2023 Championships season took the association to Ontario, British Columbia and Alberta and Mexico
- Kevin Stinson, Alena Sharp, Alan McLean, Yohann Benson and James Skrypec are our five champions
- 2024 championships in announcement phase; PGA Championship of Canada heading to Mickelson National June 9-12
- Ororo PGA Women's Championship to be final event of She Plays Golf Series - top two players earn an exemption into the CPKC Open



CHAMPIONSHIPS

- The PGA of Canada is finalizing 'The Right Fit' project; programs that will assist employers and employees with helpful, accurate information that can lead towards mutually beneficial employment.
- The PGA of Canada will be further educating employers on its various specializations this year. The association is encouraging members to specialize or re-specialize to enhance their employment and earning potential.
- 509 members took advantage of the payment plan option for National Dues.
- Over 300 members attended Canada Night in Orlando to celebrate National Award winners.
- 2.43 million PGAofCanada.com site views in 2023 compared to 2.31 million in 2022. Currently at 9,562 Instagram followers compared to 7,200 at the start of 2022.
- With the evolving nature of the golf industry and its various job titles, we expanded our membership categories in to encompass the scope of PGA of Canada professional's employment.



GENERAL UPDATES