



Minutes of Diversity and Inclusion Taskforce Meeting #8

Venue	Zoom Online Video Conference
Date and time	Monday, March 15 th , 2021 – 7:00 – 9:10 PM (EST)
Participants	Wenqin Shao, Dr. Laura Upenieks, Saj Jamal, Jaime Steedman, Emma de Groot, Graham Coulter, Nicola McGovern, Gord Percy, Chris Ward, David Sheman, Liz Hoffman, Cindy Soukoroff, Melanie van der Hoop, Teejay Alderdice, Jason Logan, Aristotle Domingo, Stephanie Shostak
PGA of Canada Representatives	Matt Allen, Kevin Thistle, Steve Carroll, Kate Lawson, Marie-Josée DuBeau, Adam LeBrun, Jeff Fry
Chair	Matt Allen
Regrets	Samba Niang

Agenda	Discussion
Welcome/Land Acknowledgment	<ul style="list-style-type: none"> Kevin Thistle congratulated Liz Hoffman on officially becoming Golf Canada's 116th president at Golf Canada's recent Annual General Meeting. Matt Allen welcomed everyone to the meeting and provided a land acknowledgment for the group. It was noted that no guest speaker was booked for the evening to ensure time is allocated to go over the working group's final recommendations.
Review of Previous Meeting Minutes	<ul style="list-style-type: none"> Matt thanked MJ for the detailed meeting minutes. With no changes or objections, the February 22nd, 2021, meeting minutes were approved. Matt notified the group that the D & I terms of reference and meeting minutes are posted on the PGAC's website. It was noted that all personal information shared as well as meeting recording is kept confidential and is not shared with the public.
Women's Tee Update	<ul style="list-style-type: none"> In the note that was sent to the group last week, Matt informed the group that sales for the Women's tees that were released for International Women's Day will be closing this evening.
Working Group Updates	<p>The groups presented their final operational recommendations. Matt notified the group that a poll will be launched after each group's presentation to obtain the group's consensus.</p> <p><u>New Canadians:</u></p> <ol style="list-style-type: none"> <i>Seminars</i> - That new Canadians are part of the PGAC National and Zone education seminars, speaker series as well as any other events or festivities.

2. *Recruitment* – That the board formalizes a recruitment process and allocates funding for such tools. This could be for the creation of a video showing the benefits of working in the golf industry.
3. *Accommodation* – For the PGAC and its zones to formalize a process to accommodate all members with religious holiday observance. This process would help employers and events committees with scheduling.
4. *Diversity & Inclusion Module* - It was suggested that a new recommendation be added as no other group has covered it in their recommendations. The 4th recommendation would be to have the Diversity and Inclusion module added as a mandatory requirement for new applicants and made available for free for existing members. It was suggested that a sponsor could be sought out to support this initiative.

ACTION: The PGAC will need to revise the current core process, and shift some content around to ensure the addition of the new module does not create more work for the apprentice.

Notes/Feedback:

Recommendation 3:

- It was recommended to have a full list of holidays for consideration as well as some thoughts around the labor standpoint for budget purposes for this recommendation.
- All four recommendations were supported by the group.

Socio-Economic Status:

It was noted that the third recommendation is a joint recommendation with the BIPOC group.

1. *Minimizing the member fees & expenses* – This could include the creation of a finance committee to review the national and zone budgets, reducing travel costs and using online meeting where possible, reducing the liability insurance coverage, offering education credits for optional member events, the continued reduction of the online programming cost that could be passed along to the members, reduced PAT fees and the offer of tiered pricing for events.
2. *Sponsorship template* – The creation of a template to attract sponsorship for national and zone events. This would include some parameters for the players to obtain more sponsors.
3. *Targeted sponsorship for marginalized groups* – This could be awarded in the form of scholarships and bursaries and would be for new and existing members.

Notes/Feedback:

Recommendation 1:

- It was clarified that the listed items within recommendation 1 would be optional.
- It was suggested that an audit of the zone dues allocation could be beneficial to determine where the dues are allocated. For example, a portion of the BC zone dues goes towards providing education sessions at a lower fee to the member.

Recommendation 3:

- It was noted that there are committees in place for the scholarship and bursaries allocations and this could be the case for this new targeted scholarship and bursary.
- All three recommendations were supported by the group.

BIPOC:

1. *Increased focus on D&I in the joining process through imagery and programs used* – Having more diverse imagery used throughout the website as well as mention of D&I within the PGAC. This could also include potential programs such as PGA Works, PGA of America Job Match, financial assistance programs, and the possible validation of the PGAC’s education path from the Government of Canada.
2. *Territorial Acknowledgments* – Making it mandatory to include territorial acknowledgments at all national and zone events. An education package including best practices would be created and provided to all involved.
3. *Creation of a Diversity & Inclusion Award*

Notes/Feedback:

Recommendation 2:

- It was noted that discussions with Patrick Kelly, a Golf Canada board member, and member of the Leq’a:mel First Nations, have been held to help develop a plan for territorial acknowledgments. A secondary contact to help with the land acknowledgment was suggested.
- All three recommendations were supported by the group.

People of Different Abilities:

1. *Modifications to the Playing Ability Test for golfers with different abilities* – Aligning with the European Disabled Golf Association and the R&A by leveraging their modified rules of golf and implementing changes for those with different abilities.
2. *Accessibility commitment for the PGAC to public & virtual events* – The commitment from the PGAC to have all events compliant to the Canadian Disability Act and more so the Accessibility for Ontarians with Disabilities Act (AODA) 2005, ‘AA’ compliance, since the national office is located in Ontario. A checklist could be created for all event planning. This would include ASL, Closed Captioning for all videos, and description and alternative text for all images.
3. *Accessible Registration* – To ensure the registration process for all events be accessible and inclusive for all. This would include the four categories identified by the working group (physical impairments, sensory impairments, intellectual disabilities, and mental health disorders) and supported by the R&A & UGA.

Notes/Feedback:

Recommendation 1:

- If recommendation 1 is chosen, the PGAC would be leading a pathway. Matt informed the group that he reached out to 13 different PGA’s and no other PGA has these alternatives or accommodations.
- Could consider working with Golf Canada to deliver an all-abilities championship.
- It was recommended to have a checklist specific to the course and clubhouse for all PAT events.

Recommendation 2:

- A discussion was held around the AODA ‘AA’ compliance that should be implemented and the risk of having a human’s right complaint as the website is currently not accessible.
- It was suggested to have a third party do an audit of the website, as well as have the website provider do so, to ensure the website is compliant with the standards.
- It was noted that there are also online imagery programs that will let you know if an image meets the standards before posting it.

- All three recommendations were supported by the group.

Women's:

1. *Change to the PGAC's Event* – Measure to be set in place to ensure that the parameters of event-specific details are openly and transparently communicated. This would include clear communication of which event is mixed gender, clear posting of how the course yardage will be set up, the removal of a gender-specific dress code policy, and usage of specific terms across the country such as “Women” instead of “Ladies” and “Forward tees” instead of “Ladies tees”.
2. *Hiring Practices* – Having a diversity statement throughout the website and for anyone looking to post a job on the website.
3. *Path to Promotion* – To highlight the women in the industry from all levels. This could also include the creation of a policy to maintain access to professional advancement while on any kind of leave (medical, maternity, paternity, or any other).
4. *Member Profile, Website & PGAC shop* – This would include changes to be made to a member profile to provide access to change a member's preferred language, gender, or pronoun, the inclusion of women's sizing, updating the find a pro section of the website to include the term “Women” instead of “Ladies” as well as the capability to search women professionals, lessons, clinics, etc.
5. *PGAC Awards* – The suggestion of four new awards intended for PGAC women members - Woman Apprentice of the year, Woman Junior Leader of the Year, Woman Teacher of the Year, and Woman Coach of the year.

Notes/Feedback:

- All five recommendations were supported by the group.

LGBTQI2S+:

1. *Organizational Makeup* – A survey to be able to get a better understanding of the diversity of the PGAC's members and employees.
2. *Creation of a Transgender Policy* – Current work being done with Golf Canada on this item.
3. *Dress Code Audit & Update* – This would be to remove any gender bias and provide a gender-neutral dress code.
4. *Facilities Check at PGAC Events* – To ensure facilities for all events have the option of gender-neutral facilities.
5. *PGAC Pronoun Use* – Incorporation of personal pronouns by all national and zone staff on email signatures, communication, public profiles, and business cards.
6. *PGAC Pride Logo & Apparel* – Creation of a Pride logo to be used during Pride month at a national and zone level. This would also include the release of Pride apparel for members and non-members. It was noted that the sales of apparel could be put towards a scholarship for an underrepresented group.

Notes/Feedback:

Recommendation 1:

- Matt informed the group that a member satisfaction survey will be sent out Friday, March 19th and the targeted rate of completion will be 40%. The survey will close on Sunday, April 11th. Prizing will be available for those who complete the survey which will include a grand prize of free dues for 2022 as well as a \$500 visa gift card, a \$500 credit to the PGAC Training Academy, and a \$100 credit to the PGAC shop.

Recommendation 2:

- It was suggested that the PGAC and Golf Canada work together on the transgender policy with Sport Law & Strategy Group.

	<p>ACTION: Matt to reach out to Liz regarding the Transgender policy.</p> <p><u>Recommendation 6:</u></p> <ul style="list-style-type: none"> ○ The group was also informed that a Pride logo and apparel line will be ready for Pride month in June. ● All six recommendations were supported by the group.
Next steps	<ul style="list-style-type: none"> ● The next topics for the group are workforce and participation. With the golf season around the corner and since the PGAC does not have the influence or the ability to make direct changes for a club, Matt suggested combining both topics and having them both be the focus of the next 2 months. The group agreed this would be best. ● Workforce clarification was also provided. This being the average golf club or facility. The goal for both the workforce and participation would be to provide supporting resources and opportunities for the average golf club, teacher, or coach in the industry. <p>ACTION: Matt to send an email to the group defining the meaning and the goals for workforce and participation.</p> <p>ACTION: The Public Image of D & I work agenda item will be brought forward to next month's agenda.</p> <ul style="list-style-type: none"> ● Matt will share the meeting recording and minutes. ● All groups are to have their final operational recommendations including any revisions, submitted to Matt by Monday, March 22nd, 2021. ● The group was thanked for all of their great work.