



Minutes of Diversity and Inclusion Taskforce Meeting #9

Venue	Zoom Online Video Conference
Date and time	Monday, April 19 th , 2021 – 7:00 – 9:12 PM (EST)
Participants	Wenqin Shao, Dr. Laura Upenieks, Samba Niang, Saj Jamal, Jaime Steedman, Emma de Groot, Graham Coulter, Nicola McGovern, Gord Percy, David Sheman, Liz Hoffman, Cindy Soukoroff, Melanie van der Hoop, Teejay Alderdice, Jason Logan, Aristotle Domingo
PGA of Canada Representatives	Matt Allen, Kevin Thistle, Steve Carroll, Kate Lawson, Brendan Stasiewich
Chair	Matt Allen
Regrets	Stephanie Shostak, Chris Ward

Agenda	Discussion
Welcome/Land acknowledgment	<ul style="list-style-type: none"> • Matt Allen welcomed everyone to the meeting and Liz Hoffman provided a land acknowledgment for the group.
Guest Speaker – Chris Mosier . Team USA triathlete/duathlete and transgender advocate	<ul style="list-style-type: none"> • Chris Mosier leads the group through proper terminology as a baseline for the conversation. • Self-identification is the sole factor that determines sexual orientation. • Pronouns are how we identify people when referring to them without using their name (He/him, she/her). • 48% of Canadian youth who come out to teammates reported being the target of homophobic behavior. • Anti-trans hate groups have led the push to discriminate against trans people in sport. • Trans sport policy has mostly targeted trans women and girls. Because barriers are so high many wait to transition until after their athletic career has ended, or just stop playing. • An assumption has been made that people assigned male at birth are bigger and stronger than females. The reality is that trans women are women and trans girls are girls – there are no men competing. • Not one athlete who has transitioned over the past 20 years has been successful at the highest levels of sport. There are real documented threats to women’s sports, such as lack of resources and training, and high rates of sexual assault. Having a transgender teammate is not one of them. • Media never show cis women and the discrepancy between their size. Athletes come in different shapes and sizes and anti-trans media often ignores some facts to fit a narrative. • Recommendations: Use of pronouns in meetings, email signatures, etc. The creation of transgender and non-binary athlete policy. Ensure that language in job postings & manuals are inclusive. Ensure benefits & insurance are extended to partners. Include trans women in women’s

	<p>history month & other women focused events. Make sure to back up logo-initiatives (like rainbow for pride month) with actions when it comes to logos/social media posts/etc.</p> <ul style="list-style-type: none"> ● Disclosure, a Netflix Documentary, is a suggested viewing. ● Because language and terminology change, it is important to make sure that words used in policies are up to date. ● Athletes Unlimited came out with a policy in March. The policy is not based on hormones or a level, it is based on self-identification (https://auprosports.com/)
Update from Matt Allen on Survey	<ul style="list-style-type: none"> ● Member satisfaction survey closed last Thursday. Five questions included were based on Diversity and Inclusion. Information will be shared with the group as it comes available from the over 1300 responses.
Working group recommendations	<p><u>LGBTQI2S+:</u></p> <ol style="list-style-type: none"> 1. Have pride flags on websites and at golf clubs. Could the PGA of Canada source and send flags to pros who wished to have a flag at their club? 2. Use Pride Month as an opportunity to offer promos at a club. 3. PGA of Canada to provide a framework that will help clubs ensure inclusivity for employees and golfers. 4. PGAC could offer the Training Academy Module to non-PGA of Canada Members. 5. Create a D&I document where clubs could use a checklist to ensure golf courses are following steps. 6. Personal pronouns could be used in email signatures and elsewhere. <p><i>Notes/Question:</i></p> <ul style="list-style-type: none"> ● Question posed: What would be a cost a course would be willing to pay for the training module? <p><u>Women:</u></p> <ol style="list-style-type: none"> 1. Have an easily accessible database to locate PGA of Canada female teaching professionals (enhance Find a Pro capability). 2. Educate the public and PGA of Canada members on what female PGA of Canada members are trained to do because skills are often overlooked. 3. Establish marketing tools/images that highlight women's inclusion and diversity. 4. The data from the survey should be stratified by gender. The survey will provide important information, but will be important to compare data at large to data from women. 5. PGA of Canada Member category that does not require passing the PAT. There are many highly dedicated women that might not have the playing acumen under pressure, but have a prominent role in golf-course operations. 6. NCAA events counting for PAT events for women. Some females who have scholarships in the US are ruled out of exemptions from the PAT – this could help participation in the industry. 7. Issue of PGA of Canada Scramble, there should not be a final dedicated just for women because it limits the amount of women who can qualify. 8. More prominently display women's clothing and apparel at golf clubs. 9. Access to the tee remains an issue at many golf clubs. More tee times could be set aside for women only in the form of leagues for women. <p><i>Notes/Questions:</i></p> <ul style="list-style-type: none"> ● Was noted that it was a great suggestion regarding choosing different data sets from the member satisfaction survey.

- Question: There is only one female GM and five female Head Professionals, should there be more research done regarding this and why more women are on the teaching side vs. operations.
- Question: Little participation by women in Zone Championships, could there be more mixed events/mixed team events?
- Group will investigate women's network for female pro's to network, share, collaborate, etc.

New Canadians:

1. Investigate having a coalition with national golf course owners association, can they reach out to new Canadians?
2. Survey clubs with PGA of Canada Members to see if they have tried to engage New Canadians.
3. As demographic of community changes, do clubs think it is important that the work force matches this change?
4. Can the PGA of Canada send an outlook to clubs on how to approach New Canadians.

Notes/Questions:

- Working group has the numbers that are hard for a work force to ignore regarding New Canadians.

Persons of Different Abilities

1. Many workplaces have a physical demands analysis. Clubs could use this to determine required abilities for certain jobs. If somebody has a different ability, what could they do and what could be done to accommodate.
2. Opportunity for DEI and job creation that is intentional in having meaningful jobs for that representation. Thinking about not just accommodation in the work force, but instead seeking out diversity and inclusion with roles that would support that.
3. PGA of Canada and Zones to hire an HR role that has to do with talent acquisition and retention through a D&I lens. They could also develop best practices and guides. Thought would be that the National Office and Zones would have this resource who is trained in this area.
4. Professional development training at all levels of PGA membership regarding persons of different abilities (awareness, training and accommodation). Extend EDI training to be mandatory for all PGA of Canada employees and Zone staff and new members. Training must happen before participation.
5. People with different abilities need to know where to go. A rating system could be created based on accessibility standards so that people of different abilities know where to go to work or play at a course.

Notes/Questions:

- Noted that the working group should connect with Adam Cinel at Golf Canada for accessibility checklist and add this as a recommendation.
- Could have Safe Sport as part of the noted HR role (point #3)

Socio-Economic Status:

1. Implementation of a fair recruitment/hiring handbook so that PGA of Canada members can recruit and hire fairly. This would help both PGA of Canada Members belonging to marginalized groups, as well as non-members (F+B jobs).
2. Launch programs/campaign highlighting, supporting and advertising affordable golf options (driving range, nine holes, municipal courses).
3. Affordable Teaching Programs for New Golfers. Removes a barrier to enter playing the sport while helping PGA of Canada pros. Could expand on Golf in School programs to offer similar programs for adults. Program must be feasible for people of low SES to attend while also being

	<p>worthwhile for the pro and may require work with Golf Canada. Could this be done in a school gym?</p> <ol style="list-style-type: none"> 4. Becoming a “prescribed trade.” If organization became a prescribed trade, employers could get a tax credit to pay for PGA of Canada education. This could lead to funding for Indigenous PGA members (not sure, but could be a possibility). 5. Setting compensation requirements/standards for job listings. What should the PGA of Canada do for job that have unacceptable salary range? How can we educate employers on salary expectations vs hours worked for all professionals. <p><i>Notes/Questions:</i></p> <ul style="list-style-type: none"> • Discussion regarding salary requirements is ongoing at ED meetings. • Interest from Jason Logan on posting a list of affordable golf options on ScoreGolf (under \$40 golf options, etc.) • Comment on tax credit – could there be more done? <p><u>BIPOC:</u></p> <ol style="list-style-type: none"> 1. Launch webinars regarding and featuring BIPOC individuals and inclusion in the sport. 2. Hiring practices could be included on the website that shows benefits of a diverse staff. 3. Add operational guidelines and updates to the employee handbook. Employers shouldn’t ask how long they have been in the hiring process. 4. How to intentionally recruit BIPOC members: Avoid name biases in hiring process, encourage clubs and facilities to hire BIPC by creating a “D&I badge”, to get recognition for having a diverse staff, Visual marking on website must include BIPOC members, and work should be done with inner-city schools for recruitment. 5. Facility checklists. Develop an “understand your target audience for BIPOC members” 6. Host BIPOC events. Wolf Creek in Alberta is hosting an All Nations cup, similar to a Ryder Cup, and each nation is competing against each other. 7. Land acknowledgement signage available on site. 8. Offer clinics for BIPOC Canadians to showcase facility and efforts to grow the game. <p><i>Notes/Questions:</i></p> <ul style="list-style-type: none"> • Land acknowledgements could also be posted on facility websites and email signatures .
Next steps	<ul style="list-style-type: none"> • We will wrap up recommendations at our next meeting in May and the PGA of Canada team will put together the final report for the group. We will aim for a month from May, but we may need a little bit of more time to compile. • Intent is to come up with final report and present to Board of Directors, with the intent to go public by the fall. • Matt asked the group if they have suggestions for the roll out. • At the final meeting in June we will look to approve the suggestion document. • Next month focusing on solidifying recommendations and we will sign off on them next month.