



Meeting Minutes: Diversity and Inclusion Task Force - Meeting #1

Venue	Zoom Online Video Conference
Date and time	August 10, 2020 – 6:30 PM (Eastern) – 8:10 PM
Participants	Wenqin Shao, Dr. Laura Upenieks, Samba Niang, Saj Jamal, Jaime Steedman, Liz Hoffman, Emma de Groot, Cindy Soukoroff, Jason Logan, Graham Coulter, Nicola McGovern, Aristotle Domingo, Gord Percy, Chris Ward
PGA of Canada Representatives	Matt Allen, Kevin Thistle, TeeJay Alderdice (President), Steve Carroll, Kate Lawson, Adam Frederick, Melanie Van der Hoop
Chair	Matt Allen
Regrets	Stephen Tooshkenig, David Sheman, Stephanie Shostak

Agenda	Discussion
Welcome to Participants	<ul style="list-style-type: none"> ● Matt Allen, TeeJay Alderdice, and Kevin Thistle welcomed all participants online and expressed appreciation in supporting the PGA of Canada in this very important work to make golf a safe and diverse place for work and play. The task force members then each introduced themselves and shared their experience in D&I.
Charge to the task force	<ul style="list-style-type: none"> ● 4 aspects to focus on: 1. Understanding individuals and understanding implicit bias, 2. the organization itself (internally) 3. what is in place, education and programming, 4. creating playbooks for clubs to take from this to build their own resources. ● Creating a vision for the future and the steps we want to do to reach that in a specific time period (see Australia links below) ● Practical resources (playbook) and/or training for the industry – proper terminology, understanding D&I foundations, etc. ● Having an outlet where stakeholders, professionals, players can reach out to if they are facing discriminatory experiences as no such system exists ● Consensus was the task force should focus on both the operations/workforce and participation in the game with a focus on how PGA professional can embark on this change in culture ● This work will require a shift in culture that must be embraced through all zones, governance of the association, boards and committees, etc., and they must look different moving forward. Leadership must start from the top and from coast to coast. ● Review how PGAC and zones recruit staff, boards, committees moving forward ● Intentional and active recruitment of diverse perspectives and backgrounds is needed for this work to be successful while also

	<p>ensuring the selected individuals have the skillsets required to succeed.</p> <ul style="list-style-type: none"> • Data collection of what criteria we look examine and identifying existing gaps deemed imperative to overall success. • Looking at barriers that exist for each segment of the population and how we can make our sport reflect the population of Canada • Raising awareness that these issues do exist in golf – there is a perception that barriers do not exist in the industry so awareness to these issues is critical • A) who is getting access to golf? B) what is the perception of respect and inclusion when working in the industry? (i.e. female HP answering the phone and caller asks for the male professional) C) what advancement and development opportunities for individuals working within golf and for those who play the game of golf – is it equal?
Key Issues	<ul style="list-style-type: none"> • A lack of understanding and marketing the values that golf can bring to youth. Many first generation Canadian families do not understand the values that we intrinsically know of (respect, ownership, honesty, etc.) that youth can develop through playing golf. • Those who face discrimination or feel marginalized are typically more comfortable with those who can understand them and understand their situations – building diversity within the PGA of Canada membership to facilitate the change at the grassroots and community level is pivotal to embark on this change. • Accessibility at a club level is a major barrier for specific marginalized groups – i.e. refusing Special Olympics athletes on course, para athletes physical barriers on site, gender non-binary individuals (bathrooms). • Women facing issues in the industry in playing the game (facing intimidation for playing in PGA tournaments), being marginalized in a ‘boys club’ by not being invited on trips, playing privileges, or social outings with their male colleagues, minimizing themselves in industry related events by ‘hiding’ themselves in the corner/back seat of the room, a fear of speaking out on their experiences in the workplace and association, gender pay gap • LGBTQ+ individuals face fears of potentially losing their job, not being given the same playing field in seeking a job, and generally being ostracized for identifying as LGBTQ+ • Consideration of the naming of the task force should be made • Tokenism vs. leadership and educating stakeholders in the value of leading a diverse workplace and industry • Allyship is critical to the membership of the PGA of Canada and educating our members as to what makes a valuable ally
Survey Results	<ul style="list-style-type: none"> • Due to time constraints in the meeting, the remaining agenda items were collected via SurveyMonkey to the task force. Common themes and responses have been noted below: <ul style="list-style-type: none"> Goals of the task force • Investigate financial barriers to entry into the association and participation in the game. • Common themes included education, awareness, toolkits, playbooks, and training on diversity and inclusion to PGAC members and the industry as a whole. Key Issues • Governance and policy review within the PGAC to ensure diversity and inclusion practices are at the forefront • Effective data collection to set the benchmarks for PGAC Key Deliverables • Playbook, policies and procedures on best practices for D&I issues in the golf industry • Courses and certifications that facilities and members can take Work Structure • A general consensus was to create a list of priority areas within the D&I task force and to have smaller working groups created for

	<p>each of these, being led by the task force. The larger group will then convene on a regular basis for updates on the smaller working groups</p> <ul style="list-style-type: none"> ● Meetings ● 60% of respondents selected monthly for the full task force meeting ● 67% indicated a standard meeting date/time to be identified ● A consensus of 51% of the task force will constitute decisions ● Minutes, action items, and agendas will be used for all task force and working groups moving forward ● A 50/50 split of communication within the taskforce between a central hub of information and email communication
<p>Additional Links and Resources</p>	<ul style="list-style-type: none"> ● Golf Australia – Diversity and Inclusion - https://www.golf.org.au/diversityinaustralia/ ● Vision 2025 - https://downloads.ctfassets.net/3urhge2ecl20/3ALKbu7DmSKC5BP4tSKoZR/6353d91668d5026004f17ffda77ecd7d/Vision_2025_Strategy_Final_hi_res_.pdf