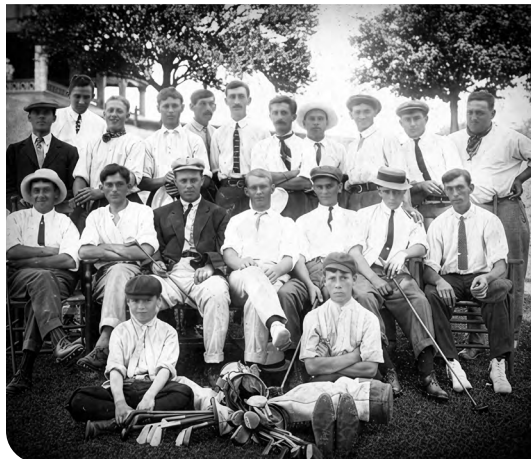




YOUR
PGA OF CANADA
PLAYBOOK

IN THE YEAR 1911

On July 7th, 1911, a group of 36 professionals held a meeting at the Royal Ottawa Golf Club following the Canadian Open. Little did they know that this meeting would come to be recognized as the first gathering of the Canadian Professional Golfers' Association, now known as the Professional Golfers' Association of Canada.



PGA OF CANADA

PGA of Canada golf professionals are at the heart of the golf industry, holding dynamic and highly respected roles that shape the game's future.

From leading golf operations and taking on executive leadership positions, to coaching the next generation of players, club fitting and excelling in the world of golf product sales and manufacturing, these professionals make an impact at every level.

The PGA of Canada is dedicated to supporting its 4,000 professionals across 9 zones throughout their careers and beyond, starting with this Playbook. Whether you're looking to become a member or understand your existing membership, this guide will help you navigate the key details.

WHO WE ARE: OUR MISSION

We provide expertise through training and education to support, promote, and develop our members in achieving excellence through a successful career in the golf industry.

WHERE WE'RE GOING: OUR VISION

To be the world leading association of golf professionals, revered for our contributions to the sport and business of golf.

WHAT WE VALUE:

Innovative, Pride, Diversity & Inclusion, Excellence, Integrity, Accountability



COURSE MAP

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CAREERS *IN GOLF*

PGA of Canada professionals have diverse career paths that offer excitement, challenge, and opportunity at every turn. You'll see PGA of Canada members leading the way across the entire golf industry—driving innovation, inspiring players, and transforming the game itself.

CAREERS IN THE INDUSTRY

CLUB FITTING SPECIALIST

HEAD PROFESSIONAL

DIRECTOR OF GOLF

GENERAL MANAGER

TEACHING PROFESSIONAL

GOLF COACH

GOLF SALES REPRESENTATIVE

MERCHANDISE MANAGER

ASSISTANT GOLF PROFESSIONAL

GOLF COURSE SUPERINTENDENT

GOLF INSTRUCTOR

TOURNAMENT DIRECTOR



JOB PROFILES

BELOW ARE BASED ON LATEST COMPENSATION AND BENEFIT SURVEY

ASSISTANT PROFESSIONAL



83%

HAVE AT LEAST A
COLLEGE DIPLOMA

NATIONAL
AVERAGE
INCOME:

\$58,000

HEAD PROFESSIONAL



83%

HAVE AT LEAST A
COLLEGE DIPLOMA

NATIONAL
AVERAGE
INCOME:

\$104,000

75%

HAVE AT LEAST 10
YEARS OF EXPERIENCE

TEACHING PROFESSIONAL



84%

HAVE AT LEAST 10
YEARS OF EXPERIENCE

NATIONAL
AVERAGE
INCOME:

\$68,000

GENERAL MANAGER



77%

HAVE AT LEAST A
COLLEGE DIPLOMA

NATIONAL
AVERAGE
INCOME:

\$128,000

21
YEARS

AVERAGE 21 YEARS AS A
GOLF PROFESSIONAL

CLASS “A” *DESIGNATION*

Achieving Class “A” Designation with the PGA of Canada signals a high level of professionalism, leadership, & commitment to the industry. Class “A” Members enjoy enhanced recognition, influence, & opportunity, including:

FULL VOTING RIGHTS

Participate in shaping the future of the PGA of Canada by voting at the Annual General Meeting.

LEADERSHIP OPPORTUNITIES

Eligible to serve on both zone and national boards, helping to guide the direction of the association.

PROFESSIONAL DISTINCTION

Access to specializations and extended membership categories that reflect your role and expertise within the industry.

AWARD ELIGIBILITY

Qualify for exclusive awards reserved for Class “A” Members, celebrating excellence across various areas of the profession.

RECIPROCAL AGREEMENTS

As a PGA of Canada Class “A” Member, you benefit from reciprocal agreements with international PGA associations. These agreements open doors to global opportunities.



PATHWAY TO CLASS “A” MEMBERSHIP

BECOMING A CLASS “A” MEMBER IS A MARK OF ACHIEVEMENT AND A GATEWAY TO GREATER IMPACT WITHIN THE GOLF INDUSTRY.



STEP ONE

APPLY FOR MEMBERSHIP

To become an Apprentice Professional, you must:

- Be 18 years of age or older
- Work a minimum of 400 paid hours per year in the golf industry (verified by your employer)
- Provide two reference letters (including one from a Class “A” Member)
- Complete the Rules of Golf Level 1 certification
- Complete the PGA of Canada Onboarding Module
- Register for and pass the Playing Ability Test (PAT)

STEP TWO

BECOME AN APPRENTICE PROFESSIONAL

Once accepted and PAT-qualified, you’ll complete the Safe Sport requirements pay your annual dues and begin your training as an **Apprentice Professional**.

STEP THREE

COMPLETE TRAINING REQUIREMENTS

Through the **PGA of Canada Training Academy**, you will:

- Complete required education
- Continue working in the golf industry to meet experiential requirements

STEP FOUR

ACHIEVE CLASS “A” DESIGNATION

Upon completion of all training, education, and work experience requirements, you’ll earn the designation of **Class “A” Member** — a mark of excellence and professionalism in the golf industry.



Presented by:



MEMBER TRAINING: YOUR PATH TO CLASS "A" DESIGNATION

The PGA of Canada Training Academy is a vocational program designed to help golf professionals be equipped for the skills needed to succeed in their careers. Upon completion, you'll join over 4,000 golf professionals nationwide and gain access to international opportunities through our reciprocal agreements with other PGAs worldwide. Members enjoy enhanced recognition, influence, and opportunity, including:

PROGRAM OVERVIEW

PROGRAM DURATION

Designed to be completed within six years, Apprentice Professionals may finish sooner based on individual progress, course availability, and professional commitments.

ANNUAL COMMITMENT

5 credits by December 1. Course duration varies by course.

CREDIT STRUCTURE

30 credits – 15 core and 15 elective credits.

Core Courses focus on essential skills and knowledge for advancement in the professional golf industry, providing a solid foundation in key areas.

Elective Courses offer opportunities to specialize based on personal interests and career goals, supporting professional development.

DELIVERY FORMATS

Courses are offered in various formats to suit different learning preferences and schedules. Accommodations are available upon request.

PROGRAM COSTS

Total cost ranges from \$3,050 to \$3,800, depending on course selection. Fees are paid per course at the time of registration.

TRAINING REQUIREMENTS

YEAR 1

Complete the four pre-selected core courses (5 credits)

YEARS 2 TO 6

Select courses annually from the catalogue, ensuring all core courses are completed by the end of Year 6.

ANNUAL DEADLINE

Complete 5 credits each year by December 1.

CLASS "A" DEADLINE

All program requirements must be completed by December 1 of your 6th year.

RECOGNIZED PARTNER PATHWAYS

The PGA of Canada is proud to work with several partner institutions to grant credit for completed courses through mutually agreed-upon pathways. Students within these programs may be eligible for course equivalency credits, full details are outlined within the partner pathways.



HUMBER

BUSINESS ADMINISTRATION
PROFESSIONAL GOLF MANAGEMENT



Georgian

GOLF INDUSTRY
MANAGEMENT



FANSHAWE
COLLEGE

GOLF AND CLUB
MANAGEMENT



BUSINESS OF GOLF AND
RESORT MANAGEMENT



The PGA of Canada is proud to be The first PGA in the World to partner with the **Ladies Professional Golfers Association (LPGA)**, recognizing their completed education by providing reciprocal course credits to LPGA Class 'A' Members.



UNLOCK YOUR POTENTIAL WITH THESE BENEFITS

As a member of the PGA of Canada, you gain access to exclusive benefits and opportunities that will elevate your career and support your professional growth. Here's what we offer:

ADVANCE YOUR CAREER WITH EDUCATION & TRAINING

1

BECOME SPECIALIZED

As a PGA of Canada member, you can elevate your career through earning Specializations in Teaching, Coaching, Golf Operations, Management & Leadership. These programs help you sharpen your skills, stand out in the industry, and align with your career goals.

2

SCHOLARSHIPS

Take advantage of Ian Webb Scholarships supported by The Personal for members and their families (children & grandchildren) to help further your educational goals.

3

BURSARY PROGRAM

Access up to \$500 for professional development through the Bursary Program—a resource designed to help you continue growing and improving your skills.



UNLOCK YOUR POTENTIAL WITH THESE BENEFITS

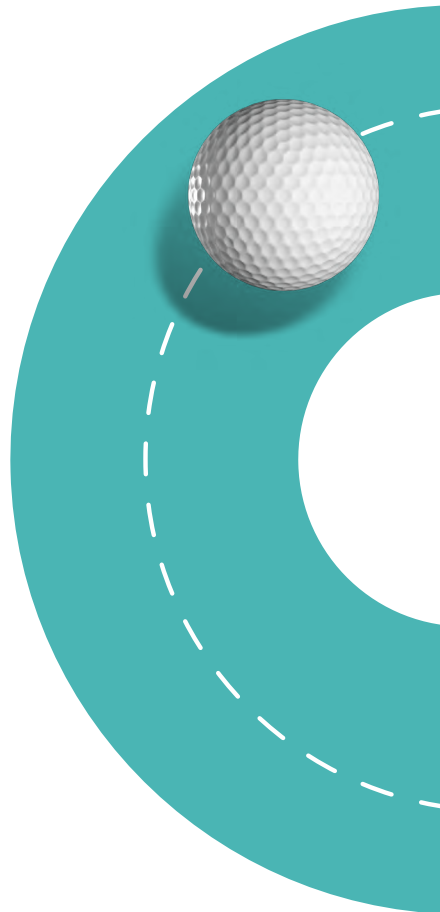
BUILD CONNECTIONS AND GROW YOUR NETWORK

INDUSTRY NETWORKING

Connect with peers and industry leaders at events, championships, and through our Mentorship Program. These relationships provide invaluable opportunities to grow your career and open doors in the golf industry.

PGA OF CANADA ZONES

Offer a range of in-person and online learning experiences – like seminars, workshops, and events held alongside buying shows—all tailored to meet the unique needs of each zone's region.



UNLOCK YOUR POTENTIAL WITH THESE BENEFITS

GET EMPLOYMENT SERVICES AND INSIGHTS

THE RIGHT FIT PROGRAM

Employment Services supports both members and employers with the ultimate goal to ensure the ***right pro*** is hired in the ***right place***, at the ***right time*** in their career.

JOB BOARD & POSTING SERVICES

Access a platform to find job opportunities or post openings.

MEMBER EMPLOYMENT GUIDES & EMPLOYER RESOURCES

Utilize resources to aid in job applications, resume building, and career development.

LEGISLATION & INDUSTRY NEWS

Stay informed with the latest updates on industry regulations and trends.

COMPENSATION SURVEY/BENCHMARKING

Gain insights into salary standards to help negotiate fair compensation.

CONSULTATIVE SUPPORT

Get expert advice and support for employment-related matters, tailored to your career needs.



UNLOCK YOUR POTENTIAL WITH THESE BENEFITS

ACHIEVE WORK/LIFE BALANCE WITH HEALTH & WELLNESS SUPPORT

MEMBER ASSISTANCE PROGRAM

Receive confidential support for mental health, physical health, and financial well-being, helping you stay focused and resilient in all areas of life.

BENEVOLENT FUND

If you're facing financial hardship, the Benevolent Fund provides financial assistance for essential needs such as food, shelter, and healthcare, offering you support during difficult times.



UNLOCK YOUR POTENTIAL WITH THESE BENEFITS

HAVE PEACE OF MIND WITH INSURANCE COVERAGE

With the right insurance in place, you can focus on what matters most — your career and your clients—knowing you're protected every step of the way:

INCLUDED WITH MEMBERSHIP

LIFE INSURANCE

Protect your loved ones and secure your financial future with life insurance tailored to PGA professionals.

LIABILITY INSURANCE

Safeguard yourself against potential legal and financial risks associated with your professional activities, ensuring you're covered in case of claims.

OPTIONAL WITH MEMBERSHIP

GROUP INSURANCE

Access comprehensive health, dental, and hospital coverage for peace of mind.

HOME AND AUTO INSURANCE

Take advantage of tailored home and auto insurance options, offering protection for your personal assets.



UNLOCK YOUR POTENTIAL WITH THESE BENEFITS

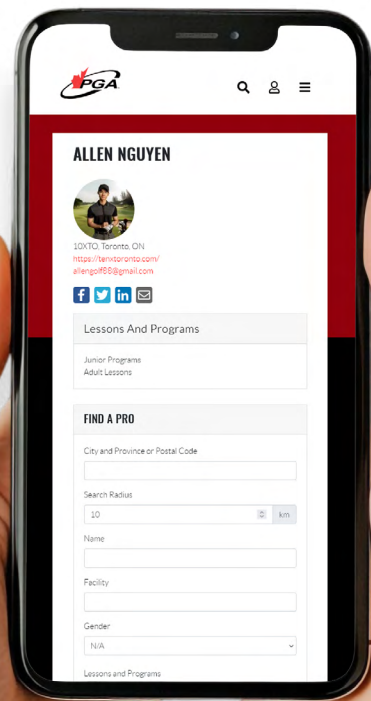
MARKET YOUR EXPERTISE & GROW YOUR CLIENT BASE

FIND A PRO

With *Find A Pro*, the PGA of Canada's online directory, you can connect directly with golfers looking for professional services. Customize your profile to highlight your expertise, link to your website, social media, and contact details, and grow your client base with ease.

MEDIA COVERAGE FROM A STRONG & RESPECTED BRAND

The PGA brand represents honesty, integrity, innovation, and leadership. Globally recognized, it enhances your credibility and provides you with the professional standing to succeed and build your career in golf.



UNLOCK YOUR POTENTIAL WITH THESE BENEFITS

ENJOY ACCESS TO INDUSTRY EVENTS AND DISCOUNTS

INDUSTRY EVENTS

As a PGA of Canada member, you gain exclusive access to golf championships across the globe.

MEMBER DISCOUNTS

Enjoy exclusive discounts on top-quality golf equipment, apparel, insurance, and more through our trusted partners, ensuring you have the tools and support you need to succeed both on and off the course.



UNLOCK YOUR POTENTIAL WITH THESE **BENEFITS**

GET RECOGNIZED FOR YOUR ACHIEVEMENTS

AWARDS PROGRAM

Celebrating outstanding contributions and accomplishments.

25 & 50-YEAR MEMBERSHIP RECOGNITION

Honouring long-term members.

HALL OF FAME

Acknowledging exceptional individuals who have made a significant impact on the sport of golf.





UNLOCK YOUR POTENTIAL WITH THESE BENEFITS

COMPETE IN PRESTIGIOUS CHAMPIONSHIPS

RICH HISTORY

The PGA of Canada National Championships began in 1912 with the first PGA Championship of Canada, where the P.D. Ross Trophy was awarded to C.R. Murray.

EVENTS

Compete in five national championships.

PRIZE PURSE

Play for a purse while showcasing your skills on the national stage.

NETWORKING OPPORTUNITIES

Engage with fellow golf professionals and expand your industry connections.

UNLOCK YOUR POTENTIAL WITH THESE BENEFITS

HOST AN RBC PGA SCRAMBLE QUALIFIER

The RBC PGA Scramble presented by BMW is national program featuring over 12,000 amateur golfers competing for a once-in-a-lifetime experience to play in the National Final at Cabot Cape Breton alongside a PGA of Canada professional.

GAIN EXPOSURE

Boost your club's visibility with national and regional media coverage from the PGA of Canada and its partners.

SHOWCASE YOUR CLUB

Attract guests and promote your club through a private event or public engagement.

EXCLUSIVE OPPORTUNITIES

The professional who hosts will join the winning team(s) at the Regional Final, with a chance to advance to the prestigious National Final.



Presented
by



OPTIONAL GROUP HEALTH INSURANCE PROGRAM

YOUR WELL-BEING MATTERS!



PGA of Canada members have exclusive access to the Entente Plus Group Insurance Program—comprehensive health, dental, and hospital coverage, with built-in travel insurance protecting you anywhere you work and play.

Take control of your health and protect yourself and your family with affordable coverage options.

WHY YOU SHOULD CONSIDER THIS BENEFIT

COMPREHENSIVE COVERAGE

Choose from a variety of plans to suit your lifestyle and needs.

AFFORDABLE RATES

The program operates on a non-profit basis and is designed to provide exceptional coverage and value.

GUARANTEED ACCEPTANCE

New PGA of Canada members qualify within the first 60 days of joining the PGA of Canada.

Scan to learn more:



EXCLUSIVE DISCOUNTS ON HOME AND AUTO INSURANCE

WITH THE PERSONAL



For over 15 years, we've partnered with The Personal to offer you exclusive discounts on home and auto insurance. As a PGA of Canada member, you can enjoy personalized, competitive rates with one of the most trusted names in the insurance industry.

WHY YOU'LL LOVE THIS BENEFIT

GREAT SAVINGS

Get a personalized quote and save on your home and auto insurance premiums.

TAILORED SERVICE

The Personal works with you to find the right coverage for your needs.

LONG-TERM PARTNERSHIP

Our partnership with The Personal has been going strong for over 15 years, meaning you can trust their expertise and commitment to PGA professionals.

Scan to learn more:



**READY TO TAKE ADVANTAGE
OF THESE BENEFITS?**



AS A **PGA OF CANADA MEMBER**, IT'S EASY TO
START USING THESE BENEFITS – SIMPLY VISIT
PGAOFCANADA.COM TO LEARN MORE, SIGN UP,
OR GET A PERSONALIZED QUOTE.



NOT YET A MEMBER?
**START YOUR JOURNEY
WITH THE PGA OF CANADA**

pgaofcanada.com/join





HAVE QUESTIONS? CONTACT US

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