



*Your Guide to*  
**UNCOVERING**  
THE PGA OF CANADA

**INCLUSIVE** REVERED  
ACTION-ORIENTED EXPERTISE  
**DRIVEN**  
PROVEN CHAMPION  
INNOVATIVE PASSIONATE





On July 7<sup>th</sup>, 1911, a group of 36 professionals met at Royal Ottawa Golf Club after the Canadian Open.

What they didn't realize at the time was that this meeting would one day be regarded as the very first gathering of the Canadian Professional Golfers' Association.

# THE PGA OF CANADA HAS COME A LONG WAY SINCE ITS INCEPTION IN 1911...

## The G.P.G.A., and a Handsome Donation

THIR "Canadian Golfer" is in receipt of the following very interesting letter—  
Editor "Canadian Golfer,"  
Brantford, Ontario.

Dear Sir:—  
I am writing you a history of an Association, which, although not much heard from, is very much alive and doing work in fostering the game in Canada. This is The Canadian Professional Golfers' Association which was organized in Ottawa in July 1911. Our objects are to promote interest in the game of golf, to protect the mutual interests of our members, to hold meetings and tournaments periodically for the encouragement of the younger members, to act as agents for assisting any Professional Golfer, or Assistant, to obtain employment, and to carry out any other objects that may be determined upon from time to time.

The Association had previously, to it, by Mr. P. D. Ross of the Royal Ottawa Golf Club, a very handsome trophy, and we have made it a permanent trophy, to be known as the "ROSS CUP." The cup has been played for three times, as follows:

In 1912 at Mississauga, Winner—C. H. Murray.

In 1913 at Beavansfield, Winner—D. L. Black.

In 1914 at Lakeview, Winner—Geo. Cumming.

Our tournaments are arranged to take place in the same city, and at the same time as the R. C. G. A. Open Championship, on a course other than that which holds the Open. Owing to the present war, there was no tournament in 1915, and there will not be any this year.

We have subscribed liberally to the various Patriotic Funds, and at a meeting of the Executive Committee held in Ottawa on August 19th, the sum of \$200.00 was donated to the Canadian Prisoners of War Fund. Our membership includes all the well-known pros, and any professional may become a member on making application and having his name put before the meet-

ing. Any club wishing to put on an Exhibition Match by professionals for any of the Patriotic Funds need only get in touch with members of this Association, and services will be gladly afforded. A very interesting Professional Four Ball Match was recently played in Ottawa, which realized a large sum for the Red Cross, and another will be held in Montreal in the near future. Not a few members have enlisted for active service, and this fall will likely see a lot more joining up. Our officers at present are: Captain, D. L. Black, Riverwood Golf Club, Ottawa; Vice-Captain, C. H. Murray, Royal Montreal; Secy, Treas, Karl Keffer, Royal Ottawa and members of Executive: A. H. Murray, Kanawaki; A. S. Russell, Lakeview Golf Club, Toronto; W. F. Lark, Knox Golf and Country Club, Sudbush and Geo. Cumming, Toronto Golf Club, Toronto.

Yours sincerely,  
KARL KEFFER, Sec. Treas.  
Royal Ottawa Golf Club, Ottawa Ont.  
August 20th.

The Editor cannot speak too enthusiastically of the splendid patriotic work of the Canadian professional golfers. They have given at all times most liberally of their time and money in aid of the Red Cross and other funds, not to mention the generous gifts of clubs for patriotic competitions. Many have enlisted and are now at the front and many more will go at the end of the season. No country anywhere has a finer lot of professionals than the Dominion. They are a credit alike to their country and the Royal and Ancient game. Their recent contribution of \$200 to the Canadian Prisoners of War Fund was a notable act—one in keeping with their past record. Mr. Keffer it will be noted, states that the members of the Association will at all times gladly give their services for exhibition games—an offer that should be eagerly taken advantage of by clubs during the next two months and undoubtedly will be. Write any members of the Association and they will be only too pleased to arrange an exhibition game for you.

- 1911 CANADIAN PGA FORMED AFTER THE CANADIAN OPEN. P.D. ROSS WRITES A \$100 CHEQUE FOR A TROPHY TO BE COMMISSIONED FOR THE CPGA CHAMPIONSHIP.
- 1912 THE FIRST CANADIAN PGA CHAMPIONSHIP IS PLAYED AT MISSISSAUGA GOLF AND COUNTRY CLUB.
- 1915 FIRST KNOWN WRITTEN ACCOUNT BY KARL KEFFER WHO WRITES A LETTER TO THE EDITOR OF THE CANADIAN GOLFER; GIVING THEM A HISTORY OF THE ASSOCIATION.
- 1961 FIRST PGA OF CANADA OFFICE AND FULL-TIME SECRETARY IS EMPLOYED.
- 1973 SHARON KERR BECOMES FIRST FEMALE PGA OF CANADA APPRENTICE.
- 1974 MARY JANE HALL BECOMES SECOND FEMALE PGA OF CANADA APPRENTICE AND FIRST FEMALE HEAD PROFESSIONAL.
- 1976 PATTY HOWARD BECOMES SECOND FEMALE HEAD PROFESSIONAL
- 1982 A GROUP OF CANADIAN TOURING PROS FORM THE TOURNAMENT PLAYERS DIVISION. LED BY TOURING PRO BOB BEAUCHEMIN, THE GROUP FORMS THE FOUNDATION OF THE PGA TOUR CANADA.
- 1987 THE FIRST PGA WOMEN'S CHAMPIONSHIP OF CANADA. SIXTEEN WOMEN PARTICIPATE.
- 1996 FUTURE LINKS — CANADA'S JUNIOR GOLF PROGRAM WITH GOLF CANADA.
- 2001 MEMBERSHIP SURPASSES 3000.
- 2005 PARTNER WITH COACHING ASSOCIATION OF CANADA FOR TEACHING AND COACHING PROGRAM.
- 2010 PACE (MEMBER TRAINING PROGRAM) LAUNCHED.  
PGA IS A RECOGNIZED MEMBER OF THE NEW PGA WORLD ALLIANCE.
- 2011 RE-BRAND FROM CPGA TO PGA OF CANADA.
- 2012 PGA OF CANADA FOUNDATION ESTABLISHED.
- 2014 PGA OF CANADA HALL OF FAME ESTABLISHED.
- 2016 RBC PGA OF CANADA SCRAMBLE LAUNCHED.
- 2019 PGA OF CANADA TRAINING ACADEMY PRESENTED BY TITLEIST AND FOOTJOY LAUNCHED.



A topographical map of Canada is shown, with the nine PGA zones highlighted by white outlines. Each zone has a corresponding PGA logo with its name: British Columbia, Alberta, Saskatchewan, Manitoba, Northern Ontario, Ontario, Quebec, Ottawa, and Atlantic. The logos are placed within their respective zones.

3,600

HIGHLY SKILLED GOLF PROFESSIONALS ACROSS

**9 ZONES**

*In Canada.*

The PGA of Canada is committed to ongoing collaboration with our nine zones for the betterment of all PGA professionals.

# HAVE A POTENTIAL NEW **MEMBER** WORKING FOR YOU?

○ — ✓ —  
Review PGA of  
Canada Training Academy  
Class "A" Pathways

○ — ✓ —  
Obtain employment  
in the golf industry

○ — ✓ —  
Register online at  
[pgaofcanada.com/register](http://pgaofcanada.com/register)

○ — ✓ —  
Pass the PAT

## **START THE PROCESS TODAY!**

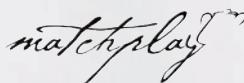


WHAT'S INCLUDED WITH YOUR  
**MEMBERSHIP?**

USING YOUR  
**PGA MEMBERSHIP CARD**  
— CAN GET YOU —

**EXCLUSIVE  
MEMBER PERKS!**

FROM OUR PARTNERS AND  
COMPLIMENTARY ACCESS TO GOLF  
EVENTS ACROSS THE WORLD!



GALVIN GREEN



TITLEIST UNIVERSITY



*Become a PGA of Canada*

# MENTOR

The PGA has invested into one of the most extensive and comprehensive mentorships in the Canadian sport system.

If you're a Class "A" member, consider giving back to support and guide the new Apprentice Professionals in our storied association.

To get started as a mentor or mentee, contact [education@pgaofcanada.com](mailto:education@pgaofcanada.com)





# A STRONG AND DISTINCTIVE BRAND

THAT IS SYNONYMOUS WITH THE VISION AND VALUES OF THE ASSOCIATION.



The PGA brand represents honesty, integrity, innovation and leadership that is brought to life through the expertise of PGA Professionals and the staff employed to work on their behalf.

The value and global recognition of The PGA brand is central to the work of the Association at home and abroad.

YOU ARE THE  
**BRAND**  
WEAR IT. LIVE IT.

*Cherish it!*

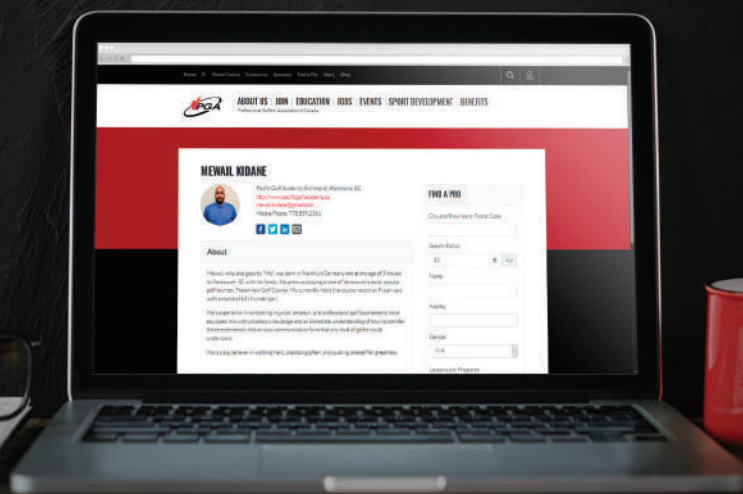


## UPDATE YOUR FIND A PRO

THE PGA'S FIND A PRO WEBPAGE IS AVAILABLE TO THE PUBLIC.  
WITH **115,000 PAGE VIEWS** ANNUALLY, IT IS ONE OF  
THE **TOP 5 VISITED PAGES** ON **PGAOFCANADA.COM**

Don't let your profile stay blank. Go online  
and update your photo, accomplishments  
and more so the public knows

**WHO YOU ARE!**







# THE PGA OF CANADA TRAINING ACADEMY



# OUR

## VISION:

To lead and deliver a  
**DYNAMIC WORLD-CLASS  
EDUCATION SYSTEM**  
and programs designed to  
increase the value, integrity  
and employability of a PGA of  
Canada Professional.

## MISSION:

- Develop innovative programs and training from leading industry research-based findings
- Provide a diverse delivery of training relevant to the roles and responsibilities of a PGA Professional
- Support the employment of PGA Professionals through innovative skills, training, tools, and resources
- Inform and educate the golf industry and stakeholders of the value of PGA of Canada Professionals to their business, facility or operation

## VALUES:

- Consistency in delivery of programs
- Positive and engaging member experience
- Exceed industry stakeholder needs and expectations
- Collaborative approach to info sharing
- Five-star approach to all development and delivery



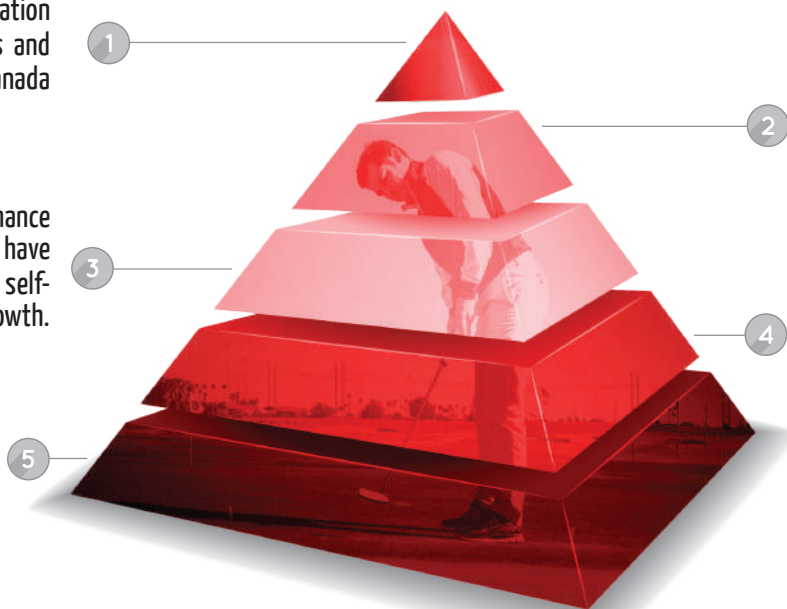
# PROGRAM LEVEL OUTCOMES

Based on world-leading industry research, the PGA of Canada Training Academy Presented by Titleist and FootJoy has developed the following program level outcomes:

Demonstrate the required level of proficiency and practical application associated with each core roles and responsibilities of a PGA of Canada Professional.

Critically reflect on their performance and the effect their actions have on others with the purpose of self-correction, improvement, and growth.

Inspire a passion for the game of golf in others through their day-to-day actions and overall leadership approach.



Communicate effectively in a variety of industry-related situations involving a variety of topics both orally and in writing.

Develop a personal career map that is based on industry best practice and their personal and professional goals.

## PROGRAM FEATURES



### WHAT ARE THE PROGRAM FEES?

- PGA Training Academy fees range average between **\$3200.00** and **\$3500.00** over a six year time-frame to complete all 30 credits within 6 training years.
- In addition to PGA Training Academy program fees, each Apprentice Professional is required to pay annual dues.



### FIRST YEAR PROGRAM FEES

- The first-year program fees for the PGA Training Academy are **\$780.00** (plus tax) and includes access to four core courses including our three day Instructor of Beginner Golfers workshop.

A reduction in overall course program fees may occur for learners as a result of course transfer credits issued for partner pathways, McMaster University, Georgian College, LPGA, Humber College, and Fanshawe College. To find out which courses transfer to the PGA Training Academy, visit [www.pgaofcanada.com/education](http://www.pgaofcanada.com/education)



### CORE COURSES:

- The course fees for the remaining six core courses combines for a total of **\$1075.00**, these courses can be purchased separately and completed in any training year.



### ELECTIVE COURSES:

- The course fees for elective courses range from **\$40.00** - **\$350.00**, with each course carrying an equivalent credit value based on variance in delivery method and course workload.
- Learners may be eligible, based on meeting preestablished criterion, to earn up to 5/15 elective credits for completed post-secondary education.
- The total cost to complete all **15 credits** averages **\$1200.00** – **\$1500.00** and can be completed in any order and in any training year.





Presented by:



A comprehensive program designed from industry research, stakeholders, and employers to provide the best learning platform for prospective and existing PGA of Canada Professionals.

- Built with pathways for each learner to discover and follow their own personalized learning.
- More than 40 different courses to choose from.
- Deliveries range from in-person workshops, mentorship with industry leaders, virtual classrooms with live instructors, click through modules at your own pace and much more!

## WHAT'S MY APPRENTICESHIP JOURNEY?

- ✓ Pass your PAT
- ✓ Submit your Application for Membership
- ✓ Four specific courses in year ONE (the year AFTER you pass your PAT).
  - Instructor of Beginner Golfers Workshop
  - Respect in Sport Activity Leader Program
  - Career literacy Part 1: Map Your Career
  - History & Background of the PGA of Canada
- ✓ Complete five credits a year for the next six years (max.)
  - 15 core credits address the majority of PGA roles in the industry
  - 15 elective credits in any topic, any pathway
- ✓ 3000 hours in the golf industry (400 hours annually)
- ✓ 5 Credits x 6 Years (max.) = 30 Credits = PGA of Canada Class "A" Professional

### APPLICANT:

Any individual who is 18 years of age, has a high school diploma, is working within the golf industry and has not passed the Playing Ability Test (PAT) is able to apply for membership.

### APPRENTICE PROFESSIONAL:

Are individuals who have successfully applied for membership with the PGA of Canada and are in the training stages of the PGA of Canada Training Academy Presented by Titleist and FootJoy to achieve their Class "A" status.

### CLASS "A":

Class "A" status signifies the completion of all required training. Once Class "A" is achieved, members no longer have deadlines or mandatory continuing education points and credits required.

### SPECIALIZATION:

Specializations can be achieved by Class "A" members in one of four pathways:  
1) Teaching  
2) Coaching  
3) Golf Operations  
4) Management and Leadership.



### MEMBER SPOTLIGHT

## MARC-ÉTIENNE BUSSIÈRES

JOINED  
THE PGA OF  
CANADA IN  
**2014**



#### PGA CATEGORY:

CLASS "A" PROFESSIONAL

#### CHAMPION:

PGA OF CANADA CHAMPIONSHIP - 2016  
PGA OF CANADA ASSISTANTS CHAMPIONSHIP - 2017/18  
PGA OF CANADA QUEBEC ZONE CHAMPIONSHIP - 2018

#### WHAT DO YOU ENJOY MOST ABOUT WORKING IN GOLF?

I LOVE SEEING THE FACE OF MY STUDENTS WHEN THEY HIT SHOTS THEY NEVER THOUGHT THEY'D BE ABLE TO HIT.



## THE PGA OF CANADA TRAINING ACADEMY ALLOWS MEMBERS TO SPECIALIZE IN ONE OF FOUR AREAS:

| GOLF OPERATIONS | MANAGEMENT & LEADERSHIP | TEACHING | COACHING

These specializations are aimed at supporting both PGA professionals and employers on hiring the right professional for the right job fit and who has the skills, training, and expertise for those roles.

Job postings and employers are encouraged to seek PGA members who have a specialization in their related field when hiring for their next position. Be sure to start your journey in specializations through the PGA of Canada Training Academy.



### TRAINING ACADEMY COURSES, DELIVERY METHOD AND CREDIT ALLOCATION

CORE COURSES	COST	CREDIT
INSTRUCTOR OF BEGINNER GOLFERS WORKSHOP 	\$500	3
INSTRUCTOR OF BEGINNER GOLFERS EVALUATION	\$75	1
CAREER LITERACY PART 1: MAP YOUR CAREER PATH 	\$150	1
CAREER LITERACY PART 2: GET YOUR GOAL JOB	\$150	1
NURTURE A GROWTH MINDSET	\$150	1
RESPECT IN SPORT - ACTIVITY LEADER 	\$30	0.5
HISTORY & VALUE OF THE PGA OF CANADA 	\$100	0.5
R&A RULES ACADEMY LEVEL 1	\$0	1
BUSINESS FUNDAMENTALS AND COMMUNICATION	\$350	3
MARKETING FUNDAMENTALS FOR GOLF PROFESSIONALS	\$350	3
ELECTIVE COURSES	COST	CREDIT
<b>ROLES OF A GOLF PROFESSIONAL</b>		
IMPROVING YOUR GOLF CLUB OPERATIONS	\$200	2
POST SECONDARY EDUCATION	\$50	2-5
MAXIMIZE YOUR PROFIT: SELLING PRODUCTS AND SERVICES	\$250	2
YEARLY TRENDS IN THE GOLF INDUSTRY	\$125	1
DEVELOP YOUR PERSONAL BRAND	\$200	2
<b>TEACHING (SPECIALIZATION STREAM)</b>		
INSTRUCTOR OF INTERMEDIATE GOLFERS WORKSHOP	\$400	3
INSTRUCTOR OF INTERMEDIATE GOLFERS EVALUATION	\$75	1
INSTRUCTOR OF ADVANCED GOLFERS WORKSHOP	\$400	2
INSTRUCTOR OF ADVANCED GOLFERS EVALUATION	\$75	1



FIRST YEAR REQUIRED COURSE FOR APPRENTICE PROFESSIONALS

TO LEARN MORE ABOUT EACH COURSE, ITS DELIVERY METHOD, LEARNING OUTCOMES, AND MORE, VISIT THE TRAINING ACADEMY COURSE CATALOGUE AT:

**PGAOFCANADA.COM/EDUCATION/TRAINING**



COACHING (SPECIALIZATION STREAM)		COST	CREDIT
COACH OF NEW COMPETITORS WORKSHOP		\$500	3
COACH OF NEW COMPETITORS EVALUATION		\$100	1
COACH OF DEVELOPING COMPETITORS WORKSHOP		\$1,500	4
COACH OF DEVELOPING COMPETITORS EVALUATION		\$1,200	2
TEACHING & COACHING			
BUILDING AND LEADING A SMALL BUSINESS		\$350	3
USING TECHNOLOGY TO IMPROVE YOUR TEACHING BUSINESS		\$250	2
SAFE SPORT TRAINING		\$0	1
GOLF OPERATIONS (SPECIALIZATION STREAM)			
AN INTRODUCTION TO MANAGING TEAMS		\$225	2
EXECUTING A SUCCESSFUL GOLF TOURNAMENT & EVENT		\$200	2
SUCCESSFUL RETAIL: FROM BUYING TO SELLING		\$250	2
BUILDING THE CUSTOMER EXPERIENCE AT YOUR FACILITY		\$350	3
RULES LEVEL 2			2
RESPECT GROUP: RESPECT IN THE WORKPLACE		\$40	1
MANAGEMENT AND LEADERSHIP (SPECIALIZATION STREAM)		COST	CREDIT
MANAGING YOUR GOLF FACILITY GOVERNANCE		\$375	4
DEVELOPING EXECUTIVE LEADERSHIP & BUILDING A HIGH PERFORMANCE TEAM		\$350	3
BUILDING SUCCESS THROUGH DIVERSITY & INCLUSION		\$200	2
MENTORSHIP			
BECOMING A MENTOR		\$100	2*
MENTORSHIP: TEACHING, COACHING, GOLF OPERATIONS, GOLF BUSINESS		\$300	3.5
*COUNTS TOWARDS RE-SPECIALIZATION IN THE PATHWAY YOU CHOOSE TO MENTOR IN			

## PGA RECOGNIZED PARTNER PATHWAYS

HUMBER Business Administration Professional Golf Management	Georgian	FANSHAWE Golf & Club Management	McMaster University CONTINUING EDUCATION	LPGA TEACHING AND CLUB PROFESSIONALS
<p>Humber Professional Golf Management current students and graduates will receive credits within the PGA of Canada Training Academy outlined in the Policies and Procedures.</p> <p>*Subject to 70% grade or higher in the identified courses outlined in the Policies and Procedures of the Training Academy.</p>	<p>Honours Bachelor of Business Administration (Golf Management) and Golf Facilities Operation Management graduates will receive credits within the PGA of Canada Training Academy outlined in the Policies and Procedures.</p> <p>*Subject to 70% grade or higher in the identified courses.</p>	<p>Golf &amp; Club Management current students and graduates will receive credits within the PGA of Canada Training Academy outlined in the Policies and Procedures.</p> <p>*Subject to 70% grade or higher in the identified courses outlined in the Policies and Procedures of the Training Academy.</p>	<p>McMaster Business of Golf &amp; Resort Management Program</p> <p>Full graduate = 23 PGA Training Academy credits <b>OR</b> Equivalency credits per complete McMaster online course.</p> <p>*Subject to 70% grade or higher.</p>	<p>LPGA Class "A" members will be exempt from the Play Ability Test (PAT) and will automatically receive 20.0 of the 30.0 credits required to achieve Class "A" status with the PGA of Canada.</p>

FOR A FULL BREAKDOWN OF THESE PATHWAYS, VISIT THE TRAINING ACADEMY POLICIES AND PROCEDURES AT [PGAOFCANADA.COM/EDUCATION](http://PGAOFCANADA.COM/EDUCATION)

## MEMBER SPOTLIGHT

## KERI MOFFAT

JOINED  
THE PGA OF  
CANADA IN  
1997



**PGA CATEGORY:**  
CLASS "A" PROFESSIONAL

**HIGHLIGHTS:**  
PGA OF BC TEACHER OF THE YEAR - 2011

### WHAT WAS THE REASON YOU GOT INTO THE GOLF INDUSTRY?

MY DAD. HE WAS A GOLF PROFESSIONAL. I GREW UP WATCHING HIM MAKE A POSITIVE IMPACT ON THE LIVES OF EVERYONE AROUND HIM AND WANTED TO BE JUST LIKE HIM.



# Access to **MEMBER** ASSISTANCE PROGRAM



CONFIDENTIAL  
COUNSELING  
SERVICES



FACE TO FACE,  
E-MAIL OR  
PHONE SUPPORT



COACHING &  
CONSULTING  
SERVICES



ONLINE  
WELLNESS  
RESOURCES



ACCESS TO FSEAP  
"SOLUTIONS"  
NEWSLETTER

## MEMBER SPOTLIGHT

## SALIMAH MUSSANI

JOINED  
THE PGA OF  
CANADA IN  
**2013**



**PGA CATEGORY:**  
CLASS "A" PROFESSIONAL

**CHAMPION:**  
DCM PGA WOMEN'S CHAMPIONSHIP OF CANADA - 2007

**WHAT WAS THE REASON YOU GOT INTO THE GOLF INDUSTRY?**  
GET TO DO WHAT I LOVE ... EVERYDAY!



*foundation*

# \$2,000

SCHOLARSHIPS ANNUALLY  
TO OUR MEMBERS,  
THEIR CHILDREN AND  
GRANDCHILDREN.

# \$500

UP TO \$500 PER YEAR  
FOR PROFESSIONAL  
DEVELOPMENT THROUGH  
OUR BURSARY PROGRAM.



**\$5,000,000**  
**IN LIABILITY INSURANCE**

COVERAGE IS BASED ON AN INCIDENT STEMMING  
FROM ANY OF THE ACTIVITIES AND OPERATIONS  
NORMAL TO A GOLF PROFESSIONAL.

*and*

**\$15,000**  
**IN LIFE INSURANCE**

COVERAGE TO YOUR BENEFICIARY.

## **new Benevolent Fund.**

Designed to help members in dire financial situations by providing financial assistance for the basics of life such as clothing, food, and shelter, as well as financial assistance for health care services attributable to a mental or physical health condition.

“THE PGA OF CANADA IS LIKE A FAMILY AND WHEN A MEMBER OF YOUR FAMILY IS SUFFERING YOU DO EVERYTHING YOU CAN TO HELP.”



**ACCESS  
THE MOST**

**COMPREHENSIVE INDUSTRY  
EMPLOYMENT RESEARCH ON  
PGA OF CANADA EMPLOYMENT,  
HIRING PRACTICES, AND MORE!**



### **MEMBER SPOTLIGHT**

## **TAHLON SWEENIE**

**JOINED  
THE PGA OF  
CANADA IN  
2005**



**PGA CATEGORY:**  
CLASS "A" HEAD PROFESSIONAL

**HIGHLIGHTS:**  
PGA OF ALBERTA RETAILER OF THE YEAR - 2011/18

#### **WHAT DO YOU ENJOY MOST ABOUT WORKING IN GOLF?**

SEEING YOUNGER PROFESSIONALS WHOM HAVE WORKED FOR YOU GROW AND EVENTUALLY GET INTO HEAD PROFESSIONAL OR DIRECTOR OF GOLF ROLES.



BEGINNING IN 2020

**THE PGA CREATED THE  
VERY FIRST FULL-TIME  
EMPLOYMENT DEPARTMENT.**

**ULTIMATELY** – We aim to provide the best employment opportunities for PGA Professionals and employers to ensure the **RIGHT PRO** is hired in the **RIGHT PLACE** at the **RIGHT TIME**.

**THIS DEPARTMENT CAN  
SUPPORT YOU WITH:**

- ☒ RESUME AND COVER LETTER SUPPORT
- ☒ INTERVIEW PREP
- ☒ USE THE PGA COMPENSATION AND BENEFITS SURVEY TO YOUR ADVANTAGE
- ☒ SUPPORT HIRING MANAGERS IN FINDING THE MOST EFFECTIVE JOB POSTING TO GET THE BEST PGA PROFESSIONAL IN THE ROLE.

**AND MUCH MORE!**

**THE**

**RIGHT**

**FIT.**

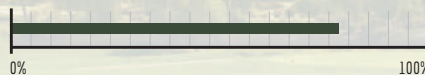


**JOB HIGHLIGHT**

**ASSISTANT  
PROFESSIONAL**

An Assistant Professional typically reports to a Head Professional and in some cases to a GM or Director of Golf. This role requires an individual to perform day to day operations and provides pros an opportunity to learn and grow as a professional.

**83%** HAVE AT LEAST A  
COLLEGE DIPLOMA.



AN AVERAGE OF 8 YEARS  
YOUNGER THAN OTHER  
INDUSTRY ROLES.

YEARLY AVERAGE SALARY OF

**\$39,150**



## JOB HIGHLIGHT

### TEACHING PROFESSIONAL

The role of a Teaching Professional is specialized with almost an exclusive responsibility of developing existing golfers, selling products and services, introducing/instructing new golfers and facilitating transition from beginner to golfer.

**68%** HAVE AT LEAST A COLLEGE DIPLOMA.



**84%** HAVE AT LEAST 10 YEARS OF EXPERIENCE.

YEARLY AVERAGE SALARY OF

**\$54,830**

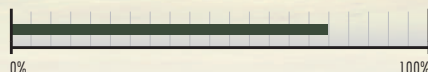


## JOB HIGHLIGHT

### HEAD PROFESSIONAL

The Head Golf Professional often reports to the Director of Golf and is responsible for managing junior staff, the Golf Shop, Golf Services, Instructional Programs and Tournaments/Events.

**80%** HAVE AT LEAST A COLLEGE DIPLOMA.



**75%** HAVE AT LEAST 10 YEARS OF EXPERIENCE.

YEARLY AVERAGE SALARY OF

**\$70,600**



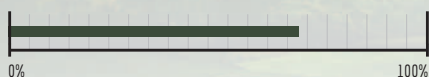


# JOB HIGHLIGHT

## GENERAL MANAGER

The General Manager generally reports to the Board of Directors and is responsible for conducting strategic business planning, financial management, marketing of the facility, the game of golf, events/outings and managing personnel as well as the customer experience.

**77%** HAVE AT LEAST A  
COLLEGE DIPLOMA.



AN AVERAGE OF ALMOST  
21 YEARS AS A GOLF PRO.

YEARLY AVERAGE SALARY OF

**\$97,440**



### THE PGA OF CANADA'S EXTENSIVE, INTERACTIVE, AND FLEXIBLE PROFESSIONAL DEVELOPMENT PLATFORM.

Designed to support PGA of Canada members throughout their careers with topics ranging from career building, marketing, leadership, event planning and more.

TEE TALKS OFFERS OUR MEMBERS

**MORE THAN 500  
ONLINE RESOURCES**

**ALL DESIGNED TO DEVELOP YOUR CAREER  
AND IMPROVE YOUR BOTTOM LINE!**



#TEETALKSLIVE

## NATIONAL CONFERENCES

Tee Talks Live Business Conference and the National Teaching and Coaching Conference presented by Foresight Sports Canada offers PGA members with world-class speakers in one of the association's fastest growing initiatives.





THE PGA OF CANADA



# NATIONAL CHAMPIONSHIPS

PGA of Canada National Championships date back to the first PGA Championship of Canada in 1912, when the **P.D. Ross Trophy** was presented to C.R. Murray at the Mississauga Golf & Country Club. Today, there are five national championships plus the RBC PGA Scramble for members. These championships have become more than just golf, they are social opportunities to network with fellow golf professionals and learn more about the industry.

TO ENTER OR HOST A NATIONAL CHAMPIONSHIP, PLEASE VISIT:

[www.pgacanada.com/events](http://www.pgacanada.com/events)



## SCRAMBLE

The RBC PGA Scramble is a national series of events with more than ten thousand amateur golfers. Teams look to make it through local qualifying with the ultimate goal of playing in a Regional and hopefully experience of a lifetime National Final in October with a PGA of Canada professional.

### Hosting benefits include:

- An additional event on their schedule or add some excitement to an existing event;
- Receive national and regional exposure through the extensive media channels of the PGA of Canada and its partners;
- Bring in guests to promote your club or host a private event;
- Host professional joins the winning team(s) in the Regional Final with a chance to advance to the much-anticipated National Final.

For more information, please visit:

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