



Year in Review
2024

A message from PGA of Canada President, Scott Kolb



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As we reflect on 2024, the PGA of Canada continues to cement its position as a leader in the development of golf professionals across the country. From innovative programs to successful tournaments and growing membership, it's been another year of progress, engagement, and achievement.

Record Membership Growth & Advocacy Initiatives

The PGA of Canada hit a significant milestone in 2024, welcoming the 4000th member into the 3rd largest professional golf association in the world. This growth underscores the appeal of professional golf in Canada as a viable career path and the recognition of the PGA of Canada as a premier platform for development. Initiatives like the PGA of Canada's Mentorship Program, which pairs new members with experienced professionals, have helped foster a strong sense of community and support among members.

115

Apprentice Professionals turned Class "A"

64

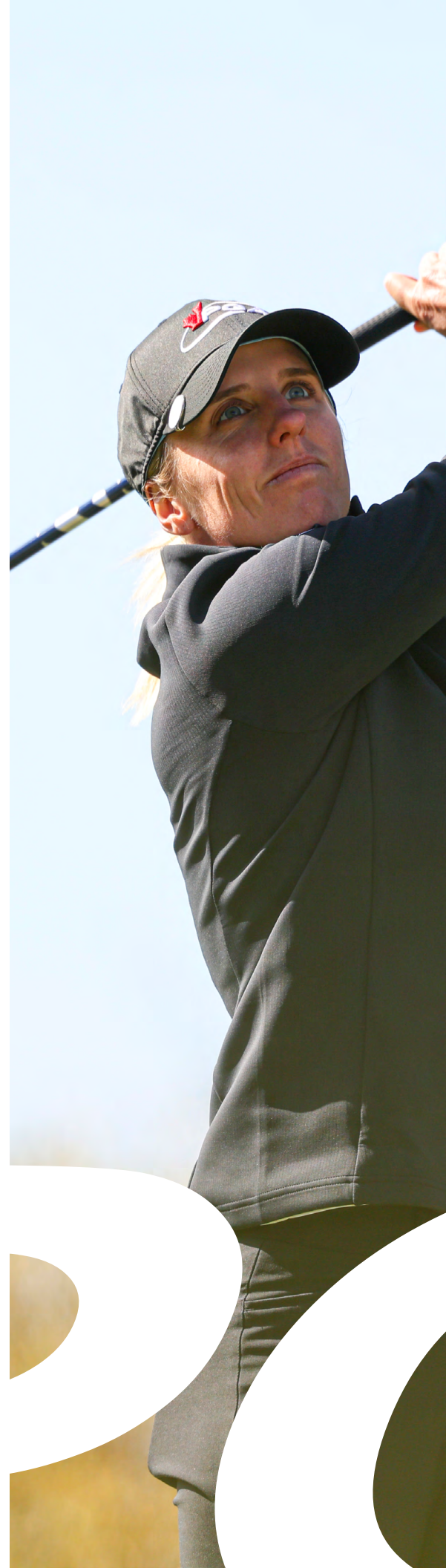
PGA of Canada Class "A" members celebrated 25 Years with the PGA of Canada

254

Applicants became Apprentice Professionals

16

PGA of Canada Class "A" members celebrated 50 Years with the PGA of Canada



At Canada Night in 2024, attended by over 350 members and industry colleagues, Lightspeed donated \$50,000 to the PGA of Canada Foundation's Benevolent Fund, which has continued to assist members in dire circumstances.

Members also continued to take advantage of various perks and benefits, such as the Members Assistance Program, discounts with many industry partners, insurance benefits, access to professional golf events and various scholarships and bursaries.

350

Attendees at
Canada Night



| Wayne Vollmer and Joe Noble were inducted into the Hall of Fame





The National Office continues to support the employability of PGA of Canada members, adding Brooklynn Yirka to the team in March as Senior Coordinator, Employment.

475

Job postings in
2024

In total, the employment team assisted with 475 job postings in 2024 (down 8.5% yr-over-yr), a possible indicator of better retention rates by employers

The RIGHT FIT program was launched in 2024, focusing on supporting facilities in understanding the value of PGA professionals and the need for progressive compensation packages and working conditions.

The 6-month pilot was marketed to 260+ clubs/facilities across Canada and over 50 engagements were made.



National Championships: Success and Engagement

453 players participated in the five PGA of Canada National Championships: the PGA Professional Championship of Canada at Mickelson National Golf Club in Calgary, AB, won by **Yohann Benson**; the PGA Women's Championship of Canada presented by ORORO Heated Apparel at TPC Toronto in Caledon, ON, won by **Michelle Xing**; the PGA Seniors' Championship of Canada presented by GOLFTEC, won by **Alan McLean** at Parcours du Vieux Village in Bromont, QC; the PGA Assistants' Championship of Canada presented by Callaway Golf at Redwoods Golf Club in Langley, BC won by **Wes Heffernan**; and the PGA Head Professional Championship of Canada presented by Callaway Golf at Mission Inn Resort in Howie-In-The-Hills, FL, won by **Kevin Stinson**.



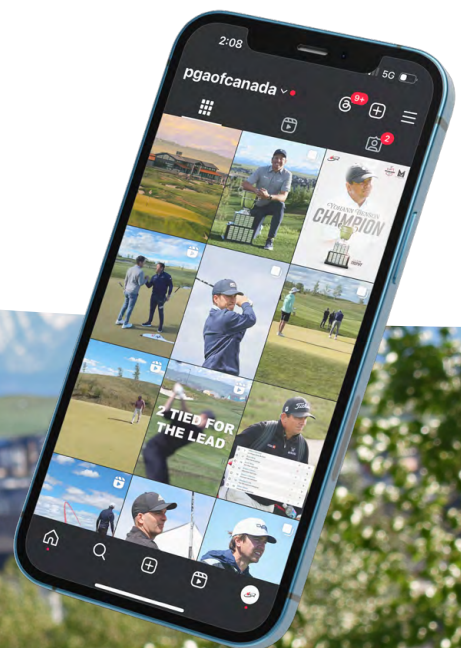
In addition, the PGA Women's Cup took place in the fall in Oregon, with the Canadian team comprised of Emma de Groot, Caroline Ciot, Katy Rutherford and Christine Wong placing in second.

The RBC PGA Scramble, the largest amateur golf event in Canada, once again saw record numbers, with over 12,000 amateur players (including more than 1,200 women) participating at one of over 180 local qualifiers.

The program made a number of enhancements, including: an added Ontario Regional Final, gross qualifying spots, guaranteed spots for two all-women teams at the National Final and a more scrupulous handicap verification process.

The PGA Championship of Canada was the most successful week for media impressions in PGA of Canada history. The association added 2000 more followers during the week and earned 1.2 million impressions across social media. The total media value was over \$30,000,000.

Meanwhile, the RBC PGA Scramble National Final recorded similar numbers, with over one-million people viewing PGA of Canada content throughout the week.



Education

In 2024, the PGA of Canada launched and enhanced a variety of essential courses, maintaining a strong focus on inclusivity, leadership, and preparing for the future of golf.

Key updates include:

PGA Training Academy presented by Titleist & Footjoy Courses:

- *The History & Background of the PGA of Canada*: Launched with a newly redesigned framework.
- *Building Success Through Diversity and Inclusion*: Updated to incorporate equity.
- *Building Resilience for The Future of Work*: New content designed to address industry challenges.
- *Introducing Golf to Individuals with Disabilities*: E-learning course launched in partnership with Golf Canada.
- *Finance Essentials for Golf Professionals*: Now available in French.

Registrations for PGA Training Academy courses reached an all-time high, growing from 960 in 2019 to 9,611 in 2024, showcasing strong interest in our educational programs.

9,611

PGA Training Academy
course registrations in
2024





Curriculum Updates

Beginning in January 2025, we'll implement the first phase of exciting curriculum updates to the PGA Training Academy, ensuring our offerings remain relevant and impactful.

Workshops and Professional Development

We saw a high demand for professional development opportunities, including:

- *Instructor of Beginner Golfers* workshops, which sold out across BC, AB, ON, and QC.
- *Community Golf Coach* and *First Tee Level 3* workshops were held with strong attendance.
- *Community Golf Coach* workshop had 157 coaches trained, more than double the number of participants from two years prior.
- *Coaching New Competitors* and *Coach of Developing Competitors* workshops, both of which saw high levels of engagement.
- *First Tee Level 3* and *Coaching Golfers of All Abilities*: Piloted successfully.

Tee Talks Live

After a brief hiatus, we're excited to announce that Tee Talks Live is going virtual for 2025. We look forward to providing engaging content and professional development opportunities that will be able to reach more members than ever before.





As part of our ongoing commitment to provide education, training and awareness in Inclusion, Diversity, Equity & Accessibility (IDEA), we were excited to launch our infographic series in 2024. These infographics are aimed to promote awareness of IDEA principles and best practices.

The PGA of Canada staff, National Board, Zone Staff and Zone Boards also participated in a webinar titled: Inclusive Leadership – you are your most important EDI tool. This was part of the annual training this group will be undertaking.

Following up on the incredible work of the EDI taskforce, the PGA of Canada and Zones continued implementations of the recommendations from the group's final report. Updates are provided quarterly to the membership through the EDI scorecard.





The PGA of Canada partnered with The Gist, a female-focused sports media brand, to help grow the game by introducing them to golf lessons and the PGA of Canada Find a Pro page. A series of “Learn to Golf” videos (which can be found on Youtube) were produced and have been promoted across social networks.

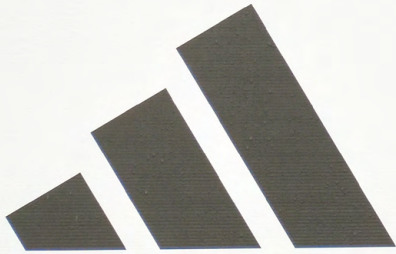


The PGA of Canada also launched new Safe Sport requirements done through ISB Global Services in April. All PGA of Canada members must complete these requirements to keep their membership in good standing.

Our ongoing commitment to inclusion and accessibility led to several important milestones and recommendations:

- **Accessibility Policy:** Launched in November to ensure all learners can access reasonable accommodations.
- **EDI Progress:** The completion rate for the Equity, Diversity, and Inclusion (EDI) module rose to 12.22% by year-end.
- **ReadSpeaker Software:** New tools were introduced on the PGA Brightspace platform to enhance accessibility for our members.
- **Women's Golf Advisory Group** made a series of recommendation "wins":
- **Gender-Inclusive Language Training:** The EDI module will become a core course starting in January 2025, with a gender-inclusive infographic launching soon.
- **Parental Leave Recommendations:** Changes to the parental leave policy were recommended.
- **Create representation opportunities** such as attendance or speaking at other leadership galas/workshops.
- **Membership Feedback:** Conducted surveys to better understand the experiences of female members in the golf industry and hosted calls with female members to expand on survey findings
- **Track how many women enter Professional Golf Management programs** and then join the industry upon graduation.
- **Track data regarding the number of golf courses** that employ PGA of Canada female professionals.





Partnerships

The PGA of Canada continued to focus on their partners in 2024, with staff member Jacob Savage transitioning from member services into a partnership-focused role.

It was an exciting year for the RBC PGA Scramble, as the event won the Sustained Success Award at the Sponsorship Marketing Awards Ceremony. The event enters its 10th season in 2025.

Multiple digital and in-person activations took place throughout the year with several partners, including: RBC (on-going activations throughout RBC PGA Scramble season), adidas (Scramble activations at Regional Finals and the National Final, including the Putting Content), Michelob Ultra (activations at Regional Finals and the National Final), EZ-GO ('It's Good to Go' Hole of the Day at National Championships), Titleist Training Academy Member Features on the website and across social media, Lightspeed Summer Surge content from National Championships, and Golf Away Tours preview stories for each event.



Leadership retreat

In February, the National Board, Zone Executive Directors and Zone Presidents met alongside PGA of Canada leadership staff in Toronto to take part in workshops with three clear objectives:



1. To cultivate a unified vision for a stronger, more efficient organization.
2. To establish a collaboration framework to facilitate communication and cooperation between stakeholders.
3. To develop a comprehensive action plan with clearly defined, achievable items and effective follow-up mechanisms.

The leadership team continues to tackle the action items from these meetings collectively to ensure the members continue to get the highest level of service through our programs and initiatives.



Great Place to Work Certification

The PGA of Canada was certified a Great Place to Work in Canada in 2024. The certification process involves the completion of a Trust Index Survey and culture brief. Organizations must meet the minimum threshold of 65% positive on the survey to be certified for one year – our staff survey scored 94% demonstrating how proud we all are to be part of this organization.

Strategic Plan

The PGA of Canada launched the strategic plan scorecards this past year. These quarterly updates outline what we're currently working on in each of our four pillars and how we are tracking against each deliverable. These will continue through 2025, and our next strategic plan will launch in 2026.



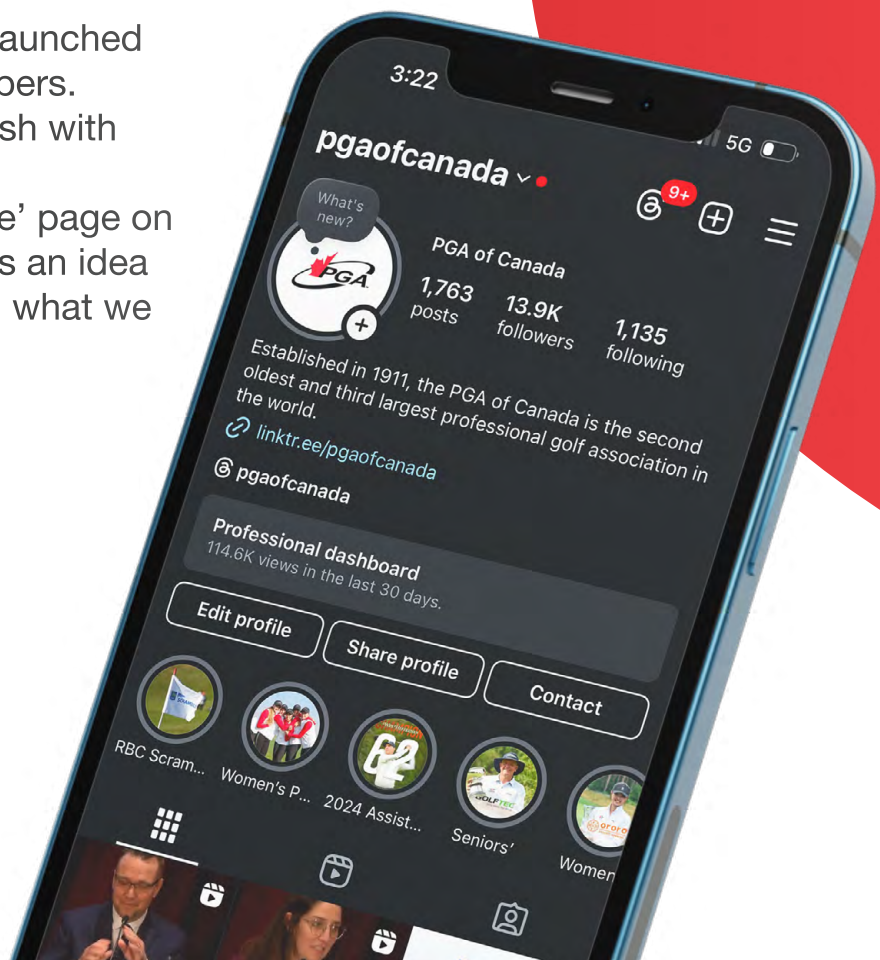
Additional Marketing Wins

In addition to department-specific marketing wins as outlined throughout the document, other highlights included:

- Instagram following up more than 45%, moving from just shy of 9,500 followers to 13,900.
- Updated Brand Guidelines launched for all PGA of Canada members.
- PGA Shop update and refresh with all-new items.
- Updates to the 'Who-We-are' page on the website, giving members an idea of where we came from and what we are about today.

45%

Increase in Instagram followers





Looking Ahead

The PGA of Canada continues to pave the way for golf professionals and the game itself. As we head into 2025, the focus remains on **growth, innovation, and inclusivity**, with new programs on the horizon to further support the evolution of the Canadian golf landscape. With a dedicated team, passionate members, and an ever-expanding network of industry partners, the PGA of Canada is poised to continue leading professional golf in the years to come.



Thank you to our partners.



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