



NAGA UPDATE ON PLAY GOLF

May 21st, 2009

PLAY GOLF was constituted in 2006 as an industry-driven, national initiative to grow the game of golf in Canada. The PLAY GOLF Strategic Plan created by James Cronk, and approved by the Board of Directors of each of the seven national golf associations of Canada, was based on achieving three key pillars – ‘research on the state of the game in Canada’, ‘educating the golf industry on grow the game best practices’, and ‘motivating the consumer to play golf’. After careful consideration of the progress made under PLAY GOLF and NAGA’s future direction through a strategic planning process conducted by the Board earlier this year, the NAGA Board of Directors has decided to discontinue PLAY GOLF as a formal program. Although PLAY GOLF will not continue, NAGA will build on the progress that it achieved, with a number of initiatives, the first of which is the Canadian golf industry Economic Impact Study, scheduled for release in July of this year. The study will be the first of its kind in Canada and will provide valuable insights and critical information on the role of golf as a business in our country.

From the start, the PLAY GOLF initiative was led by Managing Director James Cronk, who dedicated countless hours and considerable energy to the project, including many volunteer hours over the past two years. NAGA wishes to thank James for his leadership, tireless commitment and for his contribution to growing the game of golf in Canada. His passion for this task and for bringing the industry together for the common good is greatly appreciated. In addition, NAGA wishes to thank the PLAY GOLF Advisory Committee Members for their valuable contributions, and to the hundreds of stakeholders who supported PLAY GOLF with their ideas, time, and most importantly, donations.

NAGA recognizes the extreme importance to the industry of growing the game and it is committed to ensuring a strong and healthy future for golf in Canada. In July of 2007, PLAY GOLF hosted the first ever PLAY GOLF Research Summit, which determined, among other things, industry approved key metrics for measuring the game of golf in Canada. In addition, the Summit laid the groundwork for NAGA to initiate its current Economic Impact Study to determine the benefits of golf to the Canadian economy. With regards to grow the game best practices, PLAY GOLF was able to study and promote many of the successful grow the game initiatives around the world. These programs will help NAGA and its members develop new programs to complement the successful grow the game initiatives currently in place, including ‘Take a Kid to the Course Week’, ‘CN Future Links’ and the ‘National Golf In Schools’ program.

NAGA is a federation of national golf associations in Canada aimed at providing a vehicle for cooperation and collaboration within the industry. The members include the Royal Canadian Golf Association, The National Golf Course Owners Association, The Canadian Professional Golfers Association, The Canadian Golf Superintendents Association, the Canadian Golf Industry Association, the Canadian Society of Club Managers and the Canadian Tour.