

PNGA Zone 4 Report 2015: British Columbia and Alberta



Play It Forward

All year Golf Canada magazine has been asking Canadians what they would do to make the game more fun.

- Repeatedly they are getting the response that golfers should play from a distance where they can be successful.
- Research shows many female players should be playing courses from 4200, and males from 6300.
- Tee it forward” initiative - Golf Canada, the PGA of Canada, and numerous other organizations have promoted the idea of moving up a deck and saving time while having more fun.
- The suggestion is that golfers should play certain tees based on the distance they hit with their driver. For example, if a golfer can hit the ball 275 yards, he or she is able to deal with a course between 6,700 and 6,900 yards long, while someone who strikes the ball 150 yards should consider playing a course from between 4,400 and 4,600 yards.
- For some people, distance isn't their key issue – it is accuracy.
- Note from Leslie – this refers to average golfers, and isn't necessarily directed at competitors.

New digital magazine “The Scorecard”

- 1st edition January 2015. Highlights BC players, courses worldwide, and newsworthy items.
- Proponent of two handicaps – one for winter golf, and one for summer golf. Four possible dates to open summer handicap records – March 1, April 1, April 15, May 1. Allows for wetter conditions to improve before starting counting scores for handicap purposes.

New Research Study For Masters Athletes - Screening And Cardiovascular Risk Assessment In Masters Athletes

- Dr. Jack Taunton is an eminent sport medicine physician in BC, co-founder of SportMedBC, Chief Medical Officer for the 2010 Winter Olympics and Paralympics along with a number of other accolades and experiences, including working with many national teams.
- Dr. Tauton has recently co-founded a new organization called “Sport Cardiology BC” with cardiologist Dr. Saul Isserow. Their mandate is to prevent sudden death in young and Masters athletes.
- To that end, they are now recruiting “Masters” athletes aged 35 years and over for this important study. This is for both recreational and performance athletes over 35 years. SportMedBC is looking for candidates who might be appropriate to include in this study.
- The Sport Cardiology group will be travelling around the province to conduct testing, but hope for a critical mass of about 75 candidates in each test area. The groups of athletes being tested will come from a variety of sports, including golf.

Cardiovascular Screening and Risk Assessment in the Masters Athlete:

Purpose:

- Will evaluate the prevalence of cardiovascular disease and risk factors and the best screening method for detecting these in Canadian masters athletes (recreational and high performance) in order to prevent adverse cardiac events and sudden cardiac death in sport.
- Will also determine the prevalence of atrial fibrillation in the masters athlete and its association with the intensity of sport and volume of lifetime physical activity. This is critical for creating a database in British Columbia Masters Athletes in order to gain a better understanding for appropriate and safe participation in sport.
- Eligibility: 35 or older, physically active or participate in sports (recreationally or competitively) at least 3 times per week.

- Potential benefits from participating - diagnosis of an underlying cardiovascular disease that can cause significant harm.
- Participants will receive a cardiovascular risk profile of their results.

Updated Information:

The New Mission, Vision And Value Statements Of British Columbia Golf And Why They Matter

Mission:

British Columbia Golf is a leader and steward of golf, building participation and supporting the sport by providing resources, education and competition for British Columbians

Vision:

British Columbia Golf is a leader and valued partner in growing "golf, a sport for life"

Values:

- 1 *Ethical Practices*
- 2 *Purposeful*
- 3 *Inclusive*
- 4 *Respectful*
- 5 *Responsive*
Collaborative

- In 1950, associations conducted Provincial and National Championships and oversaw the Rules and Handicapping but had minimal day to day impact or involvement with the game or the golfer.
- 95% of Canadian golfers belonged to a club and consequently were automatically members of golf associations. There was little in the way of public play facilities.
- Today, just 5% of Canadian golfers belong to a club. The vast majority of golfers play recreationally at publicly accessible clubs and are not necessarily members at any club nor members of a golf association.
- Changes are necessary to become relevant again to that majority of golfers and to represent all golfers.
- BC Golf has revisited the Mission, Vision and Values of our Association and believe they are now aligned to embrace all golfers.
- Every objective and goal is to be tested against this framework.
- Golf Canada and all the Provincial Associations came together, working cooperatively to reach consensus all sharing the possible risks and potential rewards.
- Over the next three years, British Columbia Golf will be moving forward with all provincial partners and with Golf Canada to embrace all golfers as part of that common vision.

Government Cuts Red Tape For Golf Course Liquor Licensing

- The Provincial Government is cutting the red tape around liquor licensing for golf courses and ski areas. Previously, courses had to apply for special permits for each use and pay a \$330 fee for each application.
- Ski areas and golf courses need only apply once per year, with one fee, and hold up to 26 events per year. These events are typically held outdoors, away from the licensed areas of the club.

Where Canada's golf business stands – John Gordon

- The *Golf Facilities in Canada 2015* report was published by Golf Canada and the PGA of Canada in cooperation with the U.S. National Golf Foundation.

- The game remains popular and accessible, with almost six million people playing at least one round annually. In total, almost 60-million rounds are played in Canada each year.
- Of the 2,346 golf facilities in Canada, more than 90 per cent are open to the public, putting to rest the misconception that the game is elitist and exclusionary.
- 9-hole layouts account for close to 40 per cent of the country's courses and most 18-hole courses are composed of two returning nine-hole loops, making it possible to play in little more than a couple of hours.
- Just as happened after golf booms in the 1920s and 1960s, course construction has dropped off following the spectacular growth of the game in the 1990s.
- In the 1960s, more than 420 facilities opened across Canada, closely followed by more than 310 new openings in the 1990s.
- Golf, like any other business and recreational activity, is tied to economic factors and changing consumer behaviours. As such, it cycles periodically and unpredictably.
- In the past 10 years, 158 facilities across Canada have closed for various reasons. Since 2010, 29 courses have opened in six different provinces and 31 18-hole equivalent facilities are in various stages of development.
- The golf industry is worth more than \$14.3-billion to the Canadian economy and represents more than one per cent of our nation's total GDP.
- The \$5-billion in direct revenues generated by Canada's 2,346 facilities are more than the revenues generated by all other participation sports and recreational facilities combined (\$4.8-billion).
- The numbers reinforce the massive financial, charitable, and environmental impact that golf has in communities across Canada including hundreds of thousands of jobs, billions in taxes, and a major tourism driver. Canadian golf facilities are a channel for major charitable giving with close to 37,000 events at Canadian courses raising more than \$533-million annually for worthwhile causes."
- A recent global study by the R&A in partnership with the NGF puts Canada third in total golf facilities behind the United States and Japan.
- Hopeful that the game will once again recycle in a few years.

Leslie Crawford
 PNGA Zone 4 Representative