ALBERTA GOLF & GOLF CANADA

EVERYONE BENEFITS

ALBERTA GOLF | GOLF CANADA

You belong...

OVERVIEW OF MEMBERSHIP

FACILITY MEMBER BENEFITS
- Course Rating and Handicapping
- Golf Canada Score Centre
- Golf Canada App
- Golf Genius Partnership - **NEW**
- Hosting Championships
- COVID-19
- Rules of Golf
- Golfer Retention Campaign - **NEW**
- Foundation Support

WHY YOU NEED A HANDICAP

INDIVIDUAL MEMBER BENEFITS
- Official Handicap Index
- Golf Canada App - **NEW**
- Incident Protection
- Travel Benefits
- Level 1 Rules of Golf Education
- Discounts & Exclusive Offers
- eGolf Canada

ALBERTA GOLF INITIATIVES

JUNIOR PROGRAMMING
- National Junior Skills Challenge
- First Tee

NATIONAL & PROVINCIAL AMATEUR CHAMPIONSHIPS

HERITAGE

SAFE & INCLUSIVE SPORT

CONTACT US
- Alberta Golf
- Golf Canada

Golf is a game of experiences. The golf course can be a place of mental and spiritual health, a destination to bring friends and family together. As much as anything, golf is about community.

Through a global pandemic, Canadians turned to golf in a big way. Golf Canada members posted more scores than any year in recorded history. New and returning golfers experienced the game and invested in the sport like never before. A community of excited golfers enjoyed the game safely and reminded us that golf, like life, is about the moments we share and the people we share them with.

As the National Sport Federation and governing body, Golf Canada is proud to represent more than 1,400 member clubs and nearly 274,000 members. Together with provincial, national, and international partners, Golf Canada is committed to providing resources and services to drive value and growth to our entire membership. We are also focused on engaging with public players and facilities and delivering robust tools and services that enhance the value proposition of our membership.

Our investment in the sport could not be possible without the incredible support of our members and partner facilities. Thank you for helping to enhance the golf experience and for being such an important part of our community.

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Together with the provincial golf associations, Golf Canada is focusing considerable effort and resources to grow our base of golfers and connect with the mass of public recreational players across Canada. The continued support of our membership will allow Golf Canada and our provincial partners to better support golf services, invest in grassroots programs, develop more athletes from a position of strength and drive deeper junior golf programming to get more kids involved in the sport.

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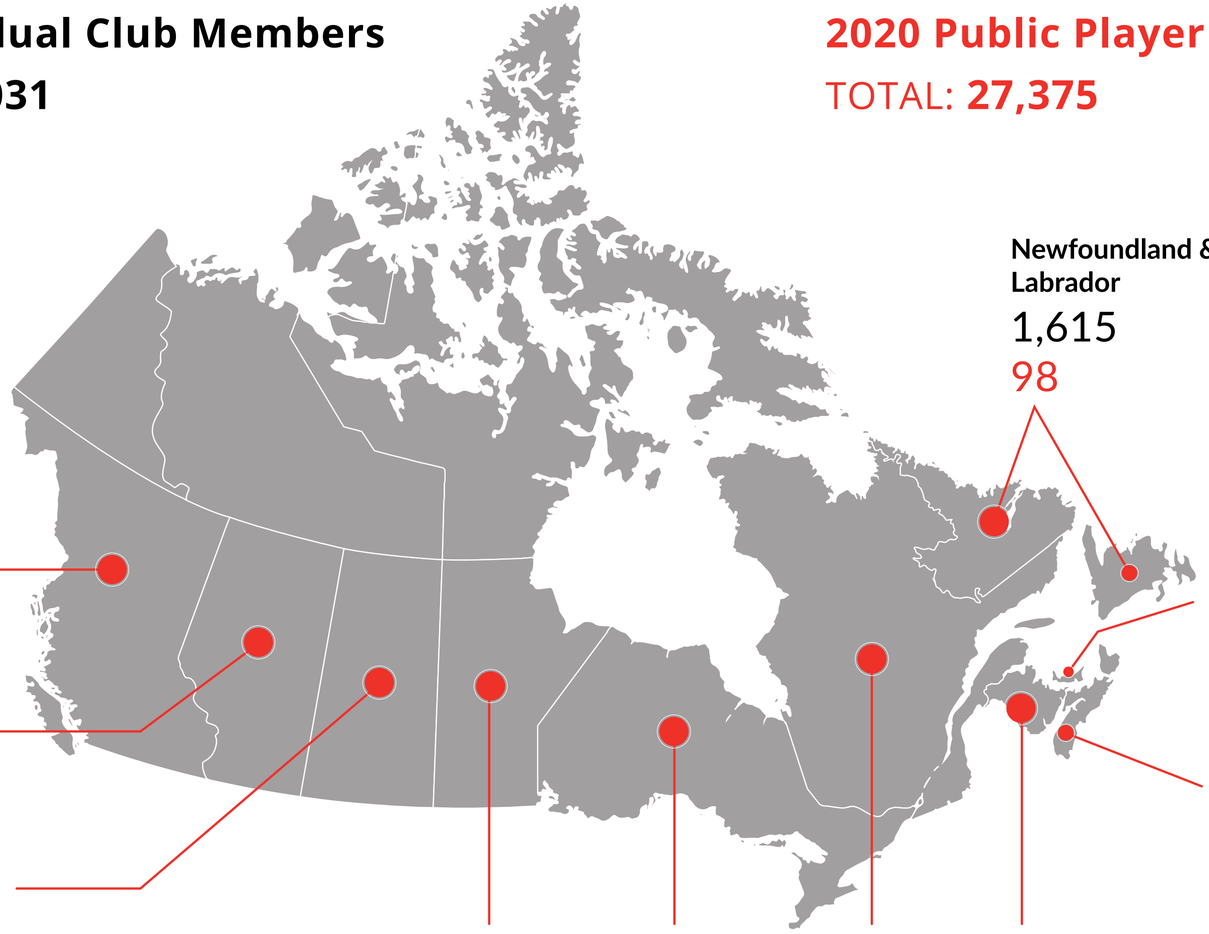
2020 Individual Club Members

TOTAL: **236,031**

2020 Public Player Members

TOTAL: **27,375**



British Columbia
44,001
7,486

Alberta
37,381
6,338

Saskatchewan
9,817
641

Manitoba
7,518
471

Ontario
79,982
9,805

Québec
35,752
1,183

New Brunswick
6,190
460

Newfoundland & Labrador
1,615
98

Prince Edward Island
1,589
118

Nova Scotia
12,186
775

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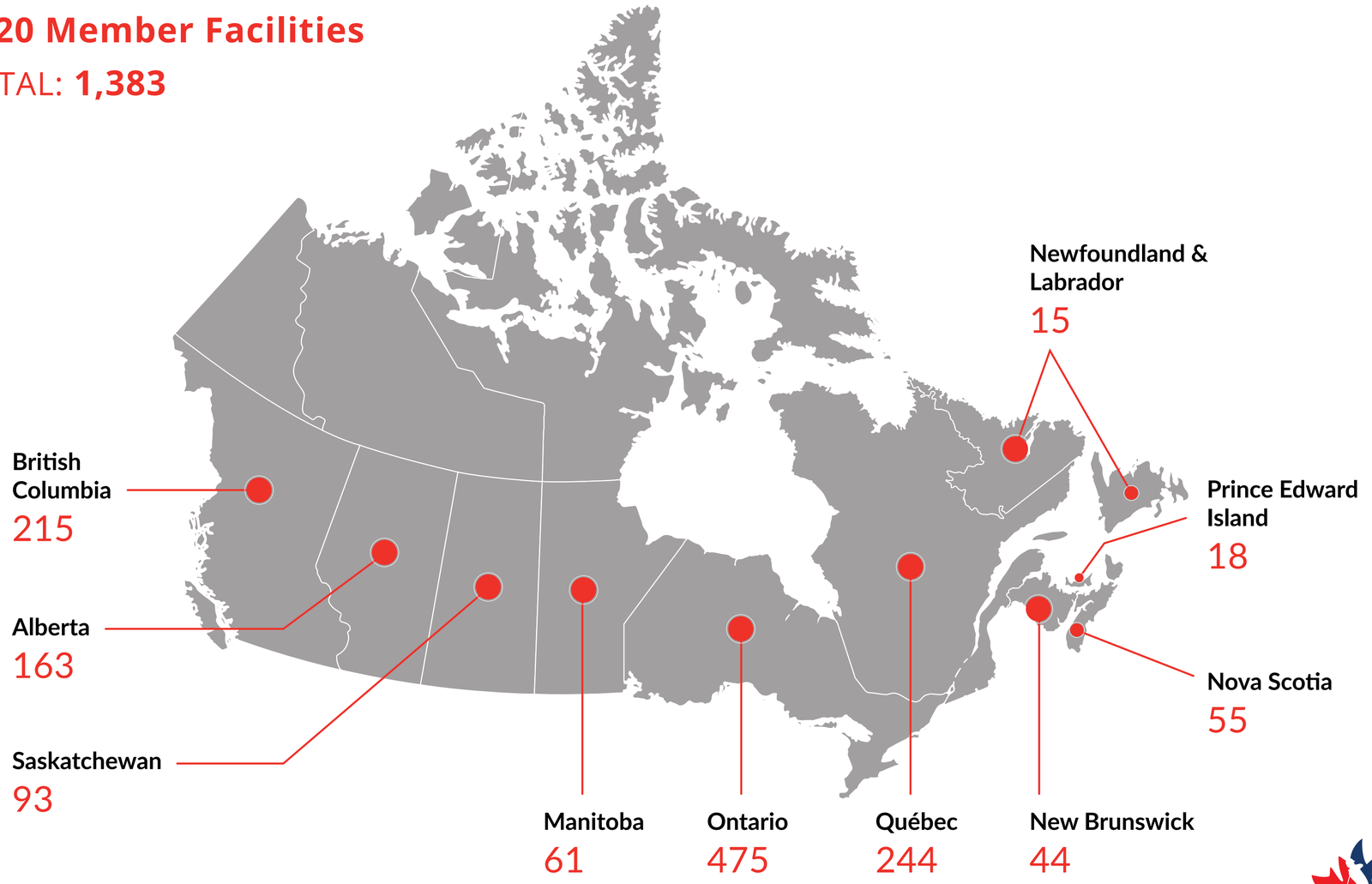
2020 Member Facilities

TOTAL: **1,383**



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Golf Canada is committed to enhancing the golf experience for enthusiasts of all ages and creating value for our proud member facilities. The launch of the new Golf Canada app, continual improvements to the Golf Canada Score Centre, implementation of the World Handicap System and the launch of First Tee – Canada reflect our commitment to servicing facilities and continuing to deliver new and exciting benefits at the club-level.

A. Course Rating and Handicapping

As a Golf Canada member, your facility is an important part of the World Handicap System (WHS)! The two key aspects of the WHS – the Rules of Handicapping and the Course Rating System – work together to make the game of golf more equitable and enjoyable for all.

An official Handicap Index allows golfers to measure performance and enables players of differing skill levels to compete equitably. Golfers can post scores online or through the Golf Canada mobile app to establish or maintain your Handicap Index. When posting hole-by-hole scores, the necessary adjustments will be made automatically and golfers can track key statistics around their game.

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Looking to improve your knowledge about the Rules of Handicapping? Register for Golf Canada's FREE online seminar to learn more or become a certified Handicap Official!

Official Course and Slope Ratings are issued to all Golf Canada member facilities. The ratings take into consideration factors that affect the playing difficulty of the course and allows golfers to establish and transport a Handicap Index to any rated golf course.

B. Golf Canada Score Centre

The Golf Canada Score Centre is the primary hub for facilities, groups, and leagues to manage their membership rosters and enroll golfers into the suite of Golf Canada membership benefits.

A number of modifications have been made to the Score Centre to ensure a simple process for managing a club roster. Facilities and league administrators have access to a suite of tools, benefits, and reporting functionality to ensure that golfers have easy access to Golf Canada's membership benefits and services including the Handicap system for equitable competition and games among players.

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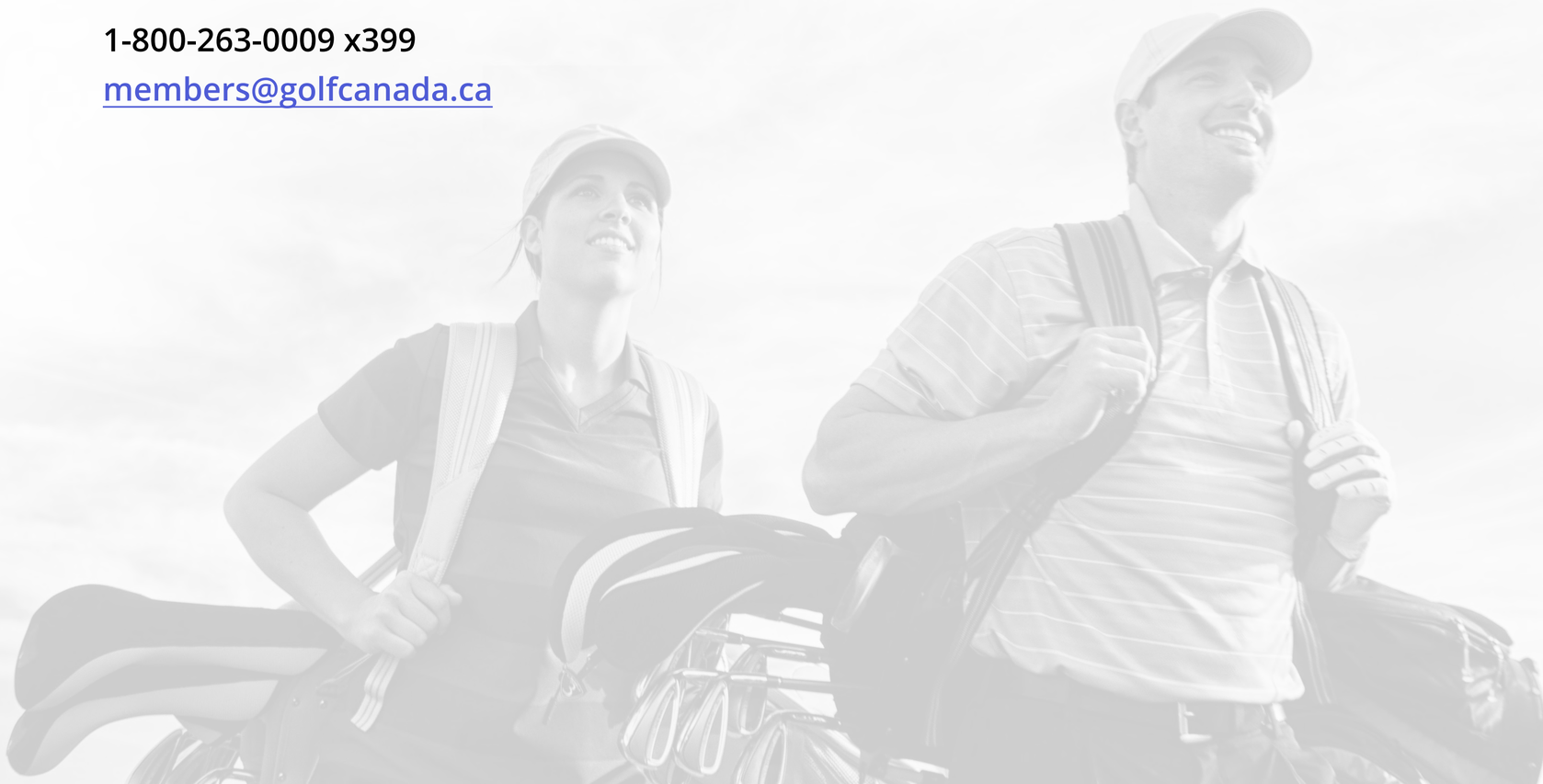
Visit the link below for Webinars that were created as a full walk-through on the Score Centre's core functionality:

Golf Canada's Golf Services Webinar Resources

Customer Support Representative Support Contact Information

1-800-263-0009 x399

members@golfcanada.ca



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C. Golf Canada App

Launched in 2020, the new Golf Canada app is a free tool for Canadian golfers to find a course, track their scores, enhance their on-course experience, and to go digital with their game! With a new look and feel plus dynamic game-improvement features like stat tracking and course GPS, the Golf Canada app lets users manage every aspect of their golf experience using their smartphone. The new app is also a powerful marketing tool for facilities to engage directly with golfers. Keep your facility information and imagery current and use the Golf Canada app to help promote your product to golfers.

- **Messaging / CMS Feature**
- **Update Course Profile Feature (amenities, logo + course image)**
- Course Lookup Tool

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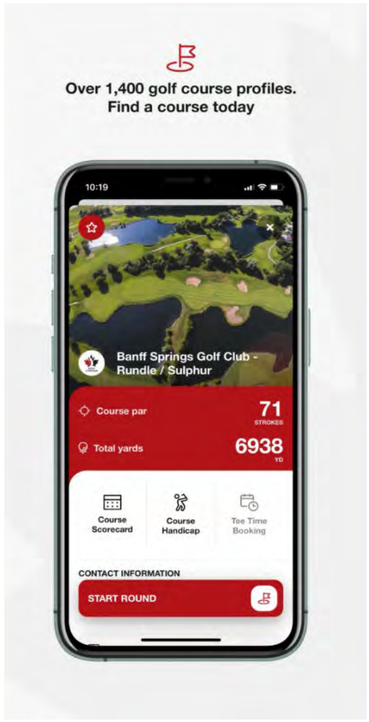

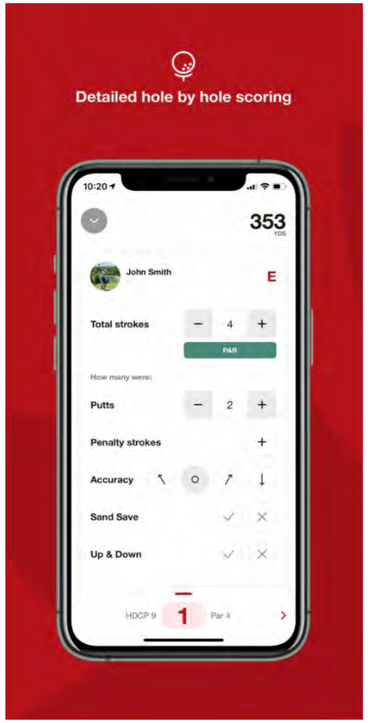

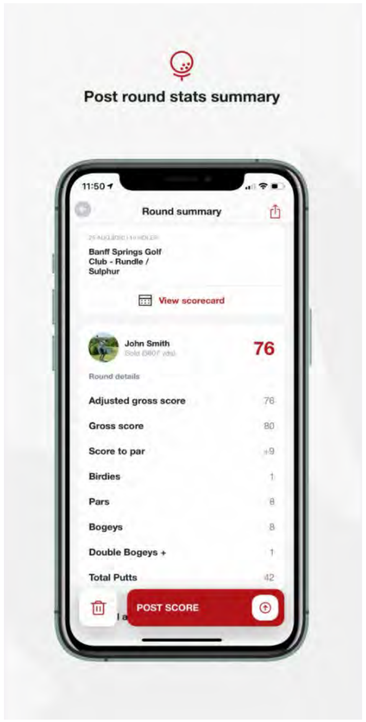

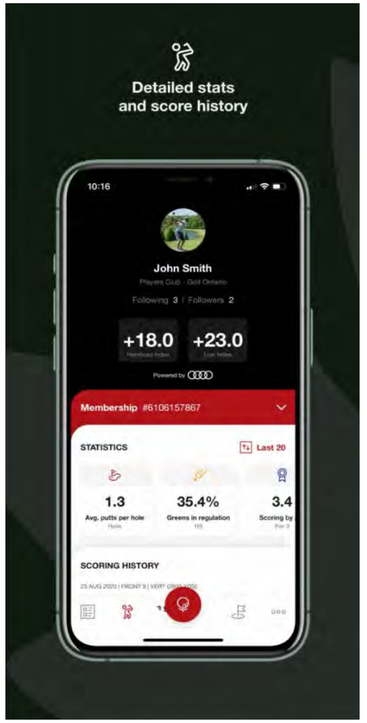

Download on the App Store

GET IT ON Google Play

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GOLF CANADA | TOURNAMENT MANAGEMENT powered by Golf Genius

D. Golf Genius Partnership - NEW!

We are very pleased to announce our new partnership with **Golf Genius Software**. Golf Genius offers innovative solutions to help operators save time, generate more revenue, and deliver exceptional golf experiences.

In addition, Golf Canada and Provincial Association member facilities are eligible to receive special pricing: For more information please click here.

To learn more about the tournament management features available, please click here.

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E. Hosting Championships

Golf Canada's national amateur competitions along with Provincial professional championships play a crucial role in providing a competitive pathway for all amateur golfers in Canada. These Championships are instrumental to Long-Term Player Development (LTPD) and play a role in creating champion golfers at the highest levels of competition. The success of these championships is only possible through the support of proud member clubs who host and welcome golfers from across Canada and around the world. These championships help create exposure for facilities, build a legacy of excellence and provide a platform for clubs to give back to the game.

Interested in Hosting a National Championship at your club? Please contact Adam Cinel, Manager, Rules & Competition at: acinel@golfcanada.ca

Looking at hosting Regional Qualifiers or Provincial Championships? Please visit your Provincial Association website for more information.

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F. COVID-19

In 2020, the Golf Canada Foundation, with help from industry partners and stakeholders, created the COVID-19 Relief Fund to help clubs offset some of the costs of personal protective equipment (PPE) as well as green fees for front line workers and juniors. The program was very successful and will be continued for 2021.

OVERVIEW

With the COVID-19 Relief Fund, facilities were eligible to receive up to $1000 by submitting receipts and filling out an online application.

RELIEF FUND STATISTICS

The COVID-19 Golf Relief Fund raised **$455,484** and helped subsidize the following:

- **$364,299** has been granted to Canadian golf clubs;
- **372** golf clubs have been supported across Canada;
- **16,910** employees have been provided supported with non-medical PPE (personal protective equipment), as well as sanitization, hygiene, and other protective materials;

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- **6,087** junior rounds were subsidized to encourage and increase social interactions and outdoor activity; and
- **1,944** golf rounds were subsidized to thank front-line workers for their efforts and leadership during the pandemic.

COVID-19 – ADDITIONAL RESOURCES

- Additional information as well as other programs and applications can be found on the Golf Canada Covid-19 Resource Page.
- Along with Golf Canada's partners in the PGA of Canada, the Canadian Society of Club Managers and the Golf Course Superintendent's Association, we helped create Golf's Playbook for Canada.

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G. Rules of Golf

As the National Sport Federation and governing body, and in partnership with the R&A, USGA and Canada's Provincial Golf Associations, Golf Canada is responsible for overseeing the Rules of Golf in Canada.

RULES MODERNIZATION LAUNCHED IN 2019

In recent years, golf's governing bodies collaborated to deliver a modernized rules initiative. The primary intent was to push the sport and its rules into a revised language that best reflects our current game.

Golf Canada in partnership with the provincial golf associations have created several documents to help facilities understand and implement recently implemented rules changes. Numerous publications, seminar opportunities, online educations, and video are resources are available on the Golf Canada Rules of Golf page.

ASK AN EXPERT FEATURE

Golf Canada provides an "Ask an Expert" resource to help member facilities or leagues with any concerns or questions surrounding a competition. While nothing can replace an onsite referee, this resource can be a valuable resource when a question arises during a competition.

Do you have a question for our Rules Experts? Please email: smrules@golfcanada.ca

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H. Golfer Retention Campaign - GOLF IS CALLING

The GOLF IS CALLING campaign is an industry-wide marketing push for Canadians to play golf in 2021. Developed in partnership with Golf Canada's Industry Advisory Council with the support of industry partners, the GOLF IS CALLING campaign features a vibrant look and feel and is supported by a bilingual portal and marketing toolkit of video, static, and graphic assets available to golf courses and industry stakeholders who can share in the national launch.

ASSET PORTAL

Over 700 unique assets have been created, with many having the ability to be fully co-branded with your facility's logo. Operators can create their own call-to-action and customized assets to support your facility's marketing efforts. Help get the word out to your golfers! Access the Asset Portal here.

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I. Foundation Support

Golf Canada Foundation raises and grants funds annually to help young golfers as well as support programs designed to support Junior Golf, Collegiate Golf, Women's Golf, High Performance Golf, and Golf Heritage.

HOW TO DONATE OR GET INVOLVED

Golf Canada Foundation is constantly seeking donors and donations to support and grow our sport. More information on Golf Canada Foundation, how to get involved, what support is available, and who to contact can be found on the Golf Canada Foundation website.

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WHY YOU NEED A HANDICAP

An official Golf Canada Handicap Index provides access to club, regional, provincial, and national competitions including Provincial and National Amateur Golf Championships, the exciting RBC PGA Scramble national series of events and the new Audi quattro Cup.

NATIONAL AMATEUR CHAMPIONSHIPS

Click here for the 2021 Schedule

QUALIFYING FOR THE CP WOMEN'S OPEN & RBC CANADIAN OPEN

Click here for the 2021 Schedule

Audi quattro Cup

The Audi quattro Cup, the world's largest amateur competition is back in 2021! Qualifying participants compete regionally with the winning teams advancing to the national finals where they vie to represent Canada on the global stage.

For more information on this exclusive event, please visit the Audi quattro Cup website.

ALBERTA GOLF | GOLF CANADA

WHY YOU NEED A HANDICAP

OVERVIEW OF MEMBERSHIP

FACILITY MEMBER BENEFITS
- Course Rating and Handicapping
- Golf Canada Score Centre
- Golf Canada App
- Golf Genius Partnership - **NEW**
- Hosting Championships
- COVID-19
- Rules of Golf
- Golfer Retention Campaign - **NEW**
- Foundation Support

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- Discounts & Exclusive Offers
- eGolf Canada

ALBERTA GOLF INITIATIVES

JUNIOR PROGRAMMING
- National Junior Skills Challenge
- First Tee

NATIONAL & PROVINCIAL AMATEUR CHAMPIONSHIPS

HERITAGE

SAFE & INCLUSIVE SPORT

CONTACT US
- Alberta Golf
- Golf Canada

RBC PGA SCRAMBLE

RBC PGA SCRAMBLE OF CANADA

The RBC PGA Scramble of Canada is a national competition supported and executed by the PGA of Canada. The event features a team of four amateurs + a PGA of Canada Professional competing in a net scramble format. Teams compete regionally, provincially and, if successful, will compete at the National Final hosted at Cabot Links and Cabot Cliffs in Inverness, Nova Scotia.

For information on the rules, event hosting opportunities or to submit a team, please visit the RBC PGA Scramble of Canada website.

ALBERTA GOLF | GOLF CANADA

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RECREATIONAL HANDICAP USAGE

Not only is a Handicap a great measuring stick in seeing how your game compares with golfers at your club and on a Regional, Provincial and National basis – it's also a fantastic way to measure your improvement in your game. Track advanced statistics and get the most out of your game using the Golf Canada mobile app statistics feature.

Also, your Official Golf Canada Handicap is a 365-day membership that is certified under the World Handicap System and is fully transferable as you play in leagues and competitions GLOBALLY!

If you're looking to make continued strides in your game and lower your Handicap, we always encourage you to take lessons from our friends at the PGA of Canada – for more information and how to find a pro closest to you, please click here.

ALBERTA GOLF | GOLF CANADA

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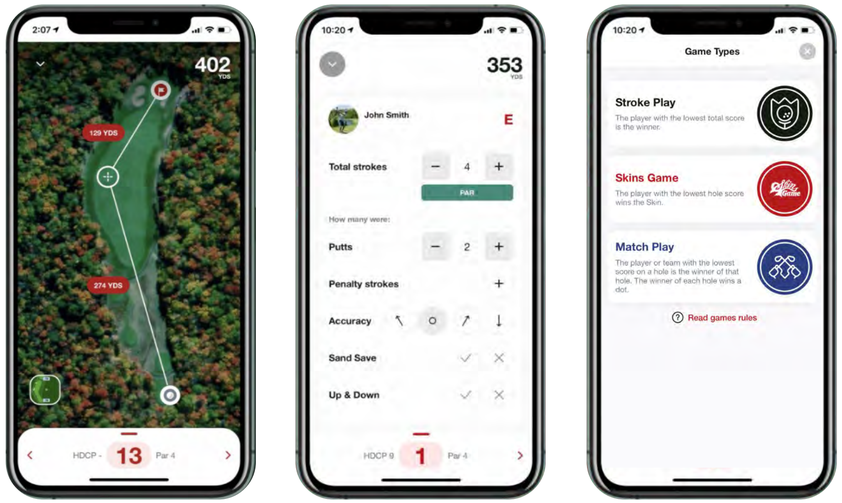
In addition to serving our member facilities and golf courses, Golf Canada is proud to enhance the golf experience of 274,000 individual golfers across the country. In addition to supporting Golf Canada's investment in the sport through grassroots programs, high performance athlete development, heritage, philanthropy and golf services, golfers can access a suite of benefits available exclusively to Golf Canada / Provincial Association members including:

An Official Golf Canada Handicap Index

Access to Golf Canada App - NEW!

- Course GPS
- Stat Tracking
- Gaming Features (Skins Game, Match Play)



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Incident Protection - Up to $6,000 in Coverage

Golf Canada members should have peace of mind knowing that they're eligible to receive reimbursement for:

- Up to $2,500 for LOST, BROKEN and STOLEN PERSONAL GOLF EQUIPMENT
- Up to $1,000 for any errant shots that result in BROKEN WINDOWS
- Up to $2,500 for any unfortunate events results in GOLF CART DAMAGE

Claims Paid in 2020: $394,018

How to File a Claim

ALBERTA GOLF | GOLF CANADA

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Travel Benefits

- **Avis Car Rental – up to 25% off** rental vehicles for Golf Canada members
- **Hilton Rewards – up to 10% off** Hilton hotel room bookings with complimentary upgrades at participating properties for Golf Canada members

Level 1 Rules of Golf Education

- Click here to register

Discounts on Golf Canada Merchandise

- Visit the Golf Canada Shop

15% Off Tickets for the RBC Canadian Open and CP Women's Open

- Access to all PGA TOUR Canada / Mackenzie Tour events
  Click here for the 2021 Schedule

eGolf Canada – The #1 Source of Canadian Golf News

AVIS® Hilton LEVELWEAR RBC CANADIAN OPEN CP WOMEN'S OPEN ALBERTA GOLF | GOLF CANADA

ALBERTA GOLF INITIATIVES

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ALBERTA GOLF INITIATIVES

2021 Provincial Championship Schedule

albertagolf.org/competition

Adult Recreational Golf Series

We are proud and excited to be continuing our recreational series of Learn & Play opportunities. The focus of the series is to break down potential barriers in order to introduce new and recreational golfers to playing in organized golf.

albertagolf.org/recreational

2021 McLennan Ross Alberta Junior Tour Schedule

albertagolfjuniors.org/competitions

Junior Girls Recreational Series

albertagolfjuniors.org

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ALBERTA GOLF INITIATIVES

Youth on Course Program

Youth on Course was started a decade ago by the Northern California Golf Association to provide youth ages 6-18 affordable life-changing opportunities through golf. Youth on Course members now have access to golf for $5 or less at 24 courses in Alberta.

albertagolfjuniors.org/youth-on-course

Alberta Golf's Commitment to Safe Sport

The objective of this strategy will be to ensure Alberta Golf events remain a safe environment for all competitors**.**

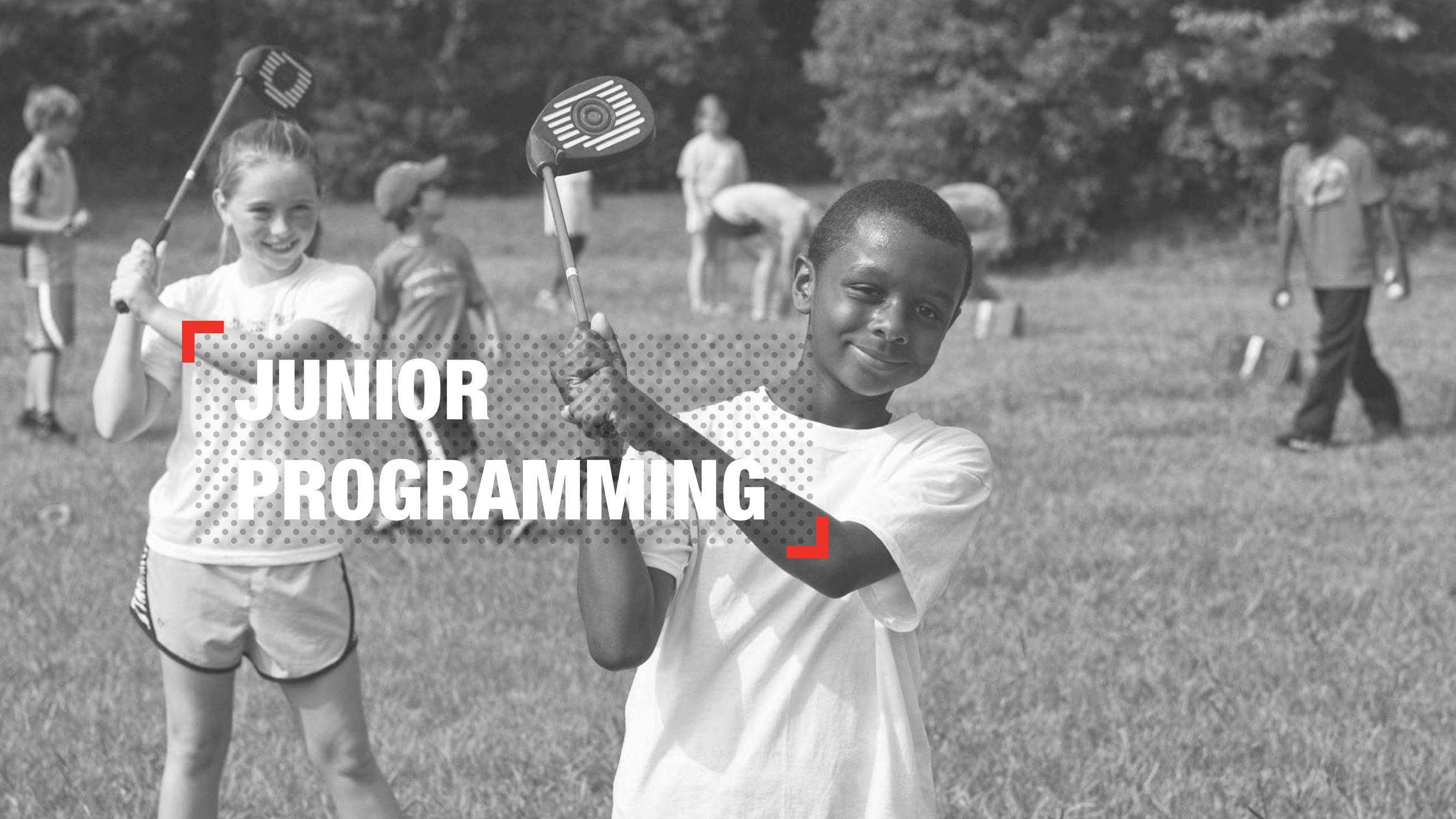
albertagolfjuniors.org/article/alberta-golf-safe-sport-task-force-announcement

The Alberta Golfer Magazine

Annual magazine geared towards golfers in Alberta

albertagolf.org/the-alberta-golfer-magazine

ALBERTA GOLF



JUNIOR PROGRAMMING

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JUNIOR PROGRAMMING

Golf Canada is committed to supporting facilities in the delivery of world-class junior golf programming. Through multi-faceted on-course activities and in-school programming that reaches 440,000 youngsters annually, junior golf is a conduit to creating the next generation of golfers. New in 2021 is the exciting launch of First Tee – Canada, a partnership that will see First Tee's youth development and character building emphasis strengthen Golf Canada's junior golf activities that reach kids in schools and at golf facilities.

A. National Junior Skills Challenge

The Junior Skills Challenge is an online and interactive program that focuses on developing the key golf skills of putting, chipping and driving. An online leaderboard allows site coordinators to upload players' scores so they can track their improvement. Using the data, players are ranked nationally by age group, and by scores on the National Leaderboard.

AGE CATEGORIES

The four age groups are 8 and under, 9 to 11, 12 to 14 and 15 to 18 years old. The top ranked players from local events go on to compete in their respective Junior Skills Challenge Provincial Qualifiers. Top competitors nationally are invited to compete in the annual Junior Skills Challenge National Event.

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B. First Tee

Golf Canada and First Tee partnered to launch First Tee – Canada in 2021. The partnership will see First Tee's youth development emphasis strengthen Golf Canada's junior golf activities that reach kids in schools and golf facilities. The innovative First Tee curriculum will focus on empowering young people to build character through the game of golf. Multiple chapters are targeted to launch in 2021 (British Columbia, Ontario, Alberta, and Quebec) with additional chapters being established across Canada through 2023.

OFFICIAL WEBSITE

Information on the First Tee - Canada, it's program and services, and how to get involved can be found on the First Tee Canada website.

NATIONAL & PROVINCIAL
AMATEUR CHAMPIONSHIPS

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NATIONAL & PROVINCIAL AMATEUR CHAMPIONSHIPS

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Conducting championships is core to Golf Canada's mandate. For more than a century, Golf Canada's national amateur competitions as well as the many provincial golf championships have supported athlete development at the highest level. Canada's greatest players and golfing heroes have challenged our finest courses to etch their names in the storied history of Canadian amateur golf.

2021 National Championships Calendar

2021 Provincial Championships Calendar

ALBERTA GOLF | GOLF CANADA

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HERITAGE

In 1895, the Canadian Golf Association was founded by 10 member clubs: Royal Quebec Golf Club, Royal Montreal Golf Club, Royal Ottawa Golf Club, Kingston Golf Club, Rosedale Golf Club, Toronto Golf Club, Hamilton Golf & Country Club, London Golf Club (ex.), Winnipeg Golf Club (ex.), Victoria Golf Club. More than 125 years later, chronicling and celebrating the proud history of Canadian golf remains a pillar to Golf Canada's mission within the membership team.

- We are delighted to join facilities that are celebrating milestone anniversaries by providing gifts for 25, 50, 75, 100 & 125 year anniversaries
- Interested in learning where all current and former Canadian golf clubs existed over golf's history? Please visit our Interactive Course History Map at ch.golfcanada.ca
- Clubs looking to learn more about the history of their facility, understand the development of the sport in Canada or donate item of significance to the Canadian Golf Hall of Fame archives and museum can contact Director, Heritage, Meggan Gardner at mgardner@golfcanada.ca

CANADIAN GOLF HALL of FAME 50 years

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SAFE & INCLUSIVE SPORT

Golf Canada is aligned with Sport Canada in fostering a safe sport environment for golf. All golf enthusiasts deserve to participate and compete in an environment free from harassment, abuse, or discrimination, regardless of gender, race, religion, language, age, or ability. A link to Golf Canada's Safe Sport initiatives is here with a new comprehensive resource page coming soon.

Golf Canada is a proud signatory of the Responsible Coaching Movement pledge and have implemented Respect Group training for staff, volunteers, coaches, support staff, parents, and athletes. Golf Canada is also a proud signatory of the R&A's global Women and Golf Charter to provide opportunities and advancement.

A newly formed Diversity and Inclusion Alliance is taking important steps to help drive increased diversity in our workplace, throughout our organization and across our sport. A Diversity and Inclusion resource page is coming soon.

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CONTACT US - GOLF CANADA

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