



AGA-BC



Allied Golf Association British Columbia

AGA – BC Symposium Attendee Feedback

1. Indicate your Primary Role in attending the AGA-BC Symposium

	Number
Club Owner	2
Club Professional	13
Club Superintendant	6
Club Manager	10
WCTA Member	1
British Columbia Golf	6
Industry Supplier	6
Media	0
Allied Golf Associations of BC Director	6
Other	5

2. Comment on the logistics for the Symposium

	Unsat	Satisf	Good	Excellent
March 28th Date	2	8	38	5
Symposium Notification – Time	3	20	25	6
Symposium Notification – Explanation of Meeting Purpose and Objectives	2	15	29	8
Location (Richmond – Lower Mainland)	0	17	28	9
Symposium Fee (\$50)	0	18	27	9
Facility (Richmond Country Club)	0	5	28	21
Room Set-up	0	9	32	13
Nutrition Breaks	0	9	37	8
Lunch	0	7	35	11
Length of Symposium	0	10	36	8
Facilitators/Presenters	1	7	34	12

Comments

Understanding the urgency for the meeting this spring I believe fall meetings would allow more time to implement short term strategies

would be good during consumer show

Perhaps a little more notice next time

only found out about the meeting by chance

Well organized - lots of knowledgeable attendees.

Goals for the afternoon were unclear

If future meetings are to be held in the lower mainland, could they be in Surrey or Langley to make it easier for attendees from the interior. Richmond adds atleast 1 hour each direction.

my oppinion that participation may have been higher if it was more in the off-season and more notice

**3. Allied Golf Associations of BC Session (Andy Hedley – Allied Golf Associations of BC)
Provide feedback on the AGA-BC information/funding session**

	SD	D	A	SA	N/A¹
The objectives of the AGA-BC are clear	0	3	33	18	0
The 2011 lobbying information update on pesticides was useful to me	1	1	29	16	7
I agree that there is a need for the AGA-BC	0	1	18	34	1
The Captive Insurance model could be useful for my club	1	4	22	10	17
The AGA-BC should pursue the Captive Insurance option as a way to help fund the organization	1	1	32	16	4
There should be a joint communication / marketing / advertising initiative through AGA-BC for promotion of the game	0	1	22	31	0

Comments

Promotions should be communicated to BCGA/PGA members thru e-mail...

It seems with the Captive Insurance option that the PGA of BC members will be the driving force behind promoting, selling, and thus funding the AGA-BC. How will the other organizations involved contribute to the fundraising initiatives?

The golf industry can only be stronger with this kind of cooperation.

Because of priorities and demands in everyones primary responsibilities, it will be difficult to get the time needed to create unity.

4. Morning Presentations - State of the Game (Jim Lee – British Columbia Golf), Current “Grow the Game” Initiatives. Canadian Sport for Life Strategy (Drew Mitchell – BC Sport Agency) and Morning Wrap-up (Marilyn Payne – Marilyn Payne Consulting)

Comment on your personal “take-aways” from the morning presentations

	SD	D	A	SA
The information was clearly presented	0	4	38	12
I understand more about the participation trends in golf	1	5	35	13
Increasing participation at all ages and levels should be a high priority with all golf delivery partners	0	0	16	38

¹ Strongly Disagree, Disagree, Agree, Strongly Agree, Not Applicable

I understand more about the Canadian Sport for Life Strategy 0 4 34 16

Comments

Information should be relayed in AGA follow up meetings around the province.

data collection methods in the industry are suspect,

data sources should be included

Numbers could have been presented a little better

The facts presented by Jim Lee didn't have enough of a participation rate to get a clear picture of the trends. Drew Mitchell was incredibly informative!

There wasn't much talk on the poor "value proposition" that has infested the industry

5. Should the AGA-BC, under the guidance of the Canadian Sport for Life Strategy, develop a recreational and competitive pathway for golf development in British Columbia?

Yes 46

No 3

Comments

Information needs to be relayed in AGA follow up meetings around the province

Should be part of the LTPD plan of Golf Canada

Yes but need short-term solutions. This is a long-term solution.

Should this be done on a National level?

I feel that this is a PGA of Canada Issue. While it is a big issue moving golf forward it could undermine the integrity of the PGA of Canada and de value the PGA of Canada Professional if it is promoted as an AGA-BC initiative

not sure

6. Would you consider sharing headless data in areas such as rounds of golf played, number of golfers enrolled in developmental programs or any other operational activities that would give AGA-BC valuable information on the state of the sport in British Columbia?

Yes 48

No 1

Comments

BC Golf Membership data is also relevant and necessary (names, addresses, email, etc.) to enable earnest communications with members.

not applicable

Existing reporting is already in place, good idea to also incorporate developmental program information as part of reporting.

Not Applicable to Media and Suppliers

N/A

7. Afternoon Sessions - Roundtable #1 (How we change the perception of golf / business practices leading to success) and Roundtable #2 (Operational Strategies around pricing / expectations / departmental relationships)

Comment on your personal “take-aways” from the afternoon Roundtables.

	SD	D	A	SA
The questions were the most important ones to be asked at this time	3	7	38	3
The questions effectively initiated discussion at the tables	1	6	39	5
I learned something that I can implement at my club from the responses	2	12	31	4
These are the types of conversations and topics that the AGA-BC should lead to help move the golf collective forward.	0	7	30	12

Comments

Targeting non golfers; what challenges golfers before, during, after playing? Why to the drop out?

I think the first session was the key one and would have liked a little more time on it. I also think next time it would be more effective to post the answers to each of the questions group by group on boards around the room and have the group as a whole which answers they support. This was done at a similar session at Golf Canada and produced a consensus which was clearly articulated.

Right idea - wrong questions.

Questions were slightly vague and could have been better defined. A good explanation of each would have taken tables and discussion in intended directions more quickly

these afternoon sessions were good from a participative objective but totally ineffective in forming solutions to "Growing the Game"

Picking one question at random from each table potentially left many good ideas unshared.

I did not attend

#2 questions should be directed at customers

These questions have been asked many times. I was hoping it would be more on the industry pesticide ban and discuss how to make the AGA association work and be more successful. Growing the game of golf I found has been discussed in many forums and association meetings.

We must remember that it is what the golfer expects that is important, not what we say the expectation should be. We must talk with a large segment of the golfers from each category of golfer, age and sex

Needed more specific best practice discussion as opposed to what if

While I enjoyed the last round tables where we talked about business practices, I felt that we could have focused more on the issue at hand relative to strategies

The directions at our table were confusing, so we struggled with the question and the purpose of the exercise

There was nothing new that was discussed or learned

8. Overall Ranking for the Symposium

	SD	D	A	SA
The Symposium was very useful and I would attend again	0	4	30	18
The Symposium met all of its objectives as stated	0	10	34	8
There was valuable information at the Symposium	0	2	33	17
I always appreciate an opportunity to network with colleagues	0	0	23	29
I look forward to receiving the discussion compilations from the Symposium	0	0	26	26

Comments

Good start, additional meetings should be held around the province to provide information to all areas and engage as many in industry as possible

9. Please explain your overall thoughts on the topics discussed at the Symposium

Good opportunity to initiate discussion on the future of golf in BC. As a business, game, sport, recreation and what the industry needs to do moving forward.

Very meaningful and timely.

Not enough stress on the issue of clubs banding together to attract more play. Some say they want to but don't follow through (looking out for #1). Also, a brief mention of discounting golf was made as a suggestion to increase rounds, I feel this topic was not discussed in full, although I realize there were time constraints to get through the agenda. I feel discounting golf only leads to a lateral movement of existing players to less expensive times and perhaps losing on the bottom line.

very informative

If the conclusion that you wanted us to arrive at was that we need to change what we provide to golf consumers and their expectations of what to expect from course, then a little more direction might have helped get us focussed on those kind of ideas... what should be kept(eg greens quality) and what could be let go (eg. club cleaning).

The Symposium definitely created an awareness of the direction of the game, but not enough time was spent on actions to be taken now in changing the plight of golf...We need to meet again soon to develop an action plan, hopefully after the compilations have been distributed to attendees..

Clearly everyone in the room understands the need to increase awareness and increase the participation in golf - however because it is a "business" industry as apposed to other sports it is difficult to get the individual companies to share their financial data - there needs to be some sort of control on the incoming data that it will not be leaked or utilized in another manner. I thought it was great that Andy Hedley challenged the other courses to submit that information.

Still not 100 % sure of objectives, where we are going

Not comfortable with the insurance being the revenue driver of the AGA. Each member course can put in some \$'s, and each of the supporting associations can top it up. This way there would be responsibility to each of the groups who contribute to the AGA. AGA is important as we do need one voice for the industry in the province. The tax deductability topic I believe is the most important short term goal of the industry. So much more revenue would be generated if the tax deductability was achieved. Maybe enough to reverse the downward trend of our industry.

It is about time that everyone involved in the golf business and sports in general need to get involved in resurrecting the golf game and the golf business.

Very good topics presented in a manner that was engaging and promoted discussion amongst the group. It was fantastic to have discussions with a cross section of the golf industry.

were key points that needed to be discussed

The morning session was valuable but the afternoon session needed more structure and should have resulted in concrete action that could be considered.

Very important. Remember that the microscope was pointed inward at ourselves. We must be market driven with a strategy(s) that will effectively mesh all aspects from courses to golfers

I think courses that are similar need to work together to discuss their strategies, instead of mixing them all up. Small public courses are not dealing with the same issues as private high end courses.

It was well done. Morning presentations wer egood. Afternoon exercises were interesting, but directions given were a little vague.

I was slightly disappointed that the obvious facts of growing the game resulted in 'make it more fun and available to the female and junior golfer' as I have been doing this all my career... My issue is the break down of why this has not been a priority for facilities and professionals...

Oversupply of courses relative to rounds of golf. Spending less on maintenance is logical but does not work because of ego.

Loved it

Good intentions... will be difficult to get real traction

I found the day to be very useful and I think we all play a role in moving tje game and the Industry forward

10. Please select items you are interested in receiving information pertaining to

	Yes
Get Golf Ready in 5 Days	30
Tee it Forward	25
PowerPlay Golf	24
2011 Golf Awareness Day	21
Pesticide Brief for Special Committee	25

11. Please rank the initiatives (1 being most important) that YOU feel AGA of BC should focus on going forward

	# Ranking 1 or 2
Cosmetic Pesticide Ban	32
Sport Development for Golf	36
Statistic Collection	23
Turf Grass Research	9

12. Please take this opportunity to provide AGA-BC with any general comments regarding the symposium

Current state of the industry requires a joint/equal partnership of all associations with an approach to clearly identify where the golf industry is at so that we may then implement what we need to do.

Good day and great to network.

The topics were good. AGA must take a leadership role in determining strategy. The challenge will be implementing tactics with complete buy in from all organizations. If and when implemented the golf industry will improve

Data acquisition is the key right now. Survey design is very important. I have a degree in statistical analysis and would appreciate the opportunity to help in any way possible in structuring survey content to ensure we are asking the right questions and obtaining the most useful information.

Great for creating awareness..Now the main focus should be to develop and implement a plan to grow the game.. The USPGA is spending millions on their new 2.0 program.. We should review this program to see what we could put into action now.

Great beginning, however a lot of this was also talked about at the original NAGA symposium 5 years ago in Toronto - stick with your initiatives to keep pushing thru, I believe the national group lost focus and desire which was dissapointing.

for the first get together it was pretty good

It was very informative and we need action to make it work

I feel that the AGA-BC is moving golf in the right direction and engaging discussion amongst organizations that have traditionally all worked as individuals. I think this is the only way to tackle big hurdles facing the golf industry, we all need to work together to grow the game. That said, we are all experts in our selected specializations. We must be careful in our combined initiatives to not confuse the public. There are still areas that each organization specializes in and should have the lead on. Initiatives such as golf development in my mind should be promoted as PGA of BC initiatives, supported by the AGA-BC. Similarly initiatives pertaining to other organizations should be promoted in a similar way.

well organized and presented

The First Tee was very pleased to have representation at this symposium, and looks forward to working cooperatively with others in the golf industry to promote youth golf in the future,.

I would like to see these symposiums with more topics of how we can solve other items on the agenda like the cosmetic pesticide ban. How we can grow the game of golf on a provincial level. I know it starts at the golf course however raising funds and taking the activities on a provincial level is improtant ie advertising traveling learning camps... Most associtations address the grow the game agendas. I also would like to see what all associtations current agendas are.

Great session overall. Disappointed that it didn't include more Canadian initiatives and information relevant to BC culture of golf. I found it very similar to what's happening in the states.

While this was the first event, in the future, and while I know that the afternoon session was meant to stimulate thought, perhaps each group should focus on one area in more depth so that it isn't superficial attempts to complete all the questions. There should also be a AGA-BC

rep at each table. Perhaps a defined seating arrangement with a rep from each industry sector at each table. Let's get the talking together more focused and integrated.

I think the symposium was a great start but you need to keep the momentum going. I think maybe smaller similar groups need to have more discussion, maybe as part of the NGCOA regional meeting or other regional meetings

Was a very good decision to include all associations

Very informative. I think its important to have open dialogue such as this on an ongoing basis.

Just a thank you for taking the time and making the effort to make this day happen. We have to start some where and I think this was a great start. The challenge for all of us will to be able to continue to move forward.