

British Columbia Golf Awareness Day



British Columbia Allied Golf Associations

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- **British Columbia Golf** is the governing body of amateur golf in BC, representing more than 60,000 members.
- The **Western Canada Turfgrass Association** promotes research and interchange of scientific and practical knowledge relating to the care and management of turfgrass for 800 turfgrass professionals.
- The **Professional Golfers' Association of British Columbia** serves and represents more than 700 golf professionals who work at and operate golf courses, driving ranges and other golf facilities throughout the Province.
- The **Canadian Society of Club Managers** represents 500 members in the club management profession in Canada.

British Columbia Allied Golf Associations



- The **British Columbia Golf House Society** is a registered non-profit, created in 1987 with the express purpose of preserving, recording and displaying the history of golf and the golfers of the province.
- The **British Columbia Golf Superintendents Association** is a dedicated group of turfgrass professionals committed to providing the best possible playing conditions for golfers from around the world.
- The **National Golf Course Owners' Association Canada** is a not-for-profit association providing business support to 191 British Columbian golf course operators.

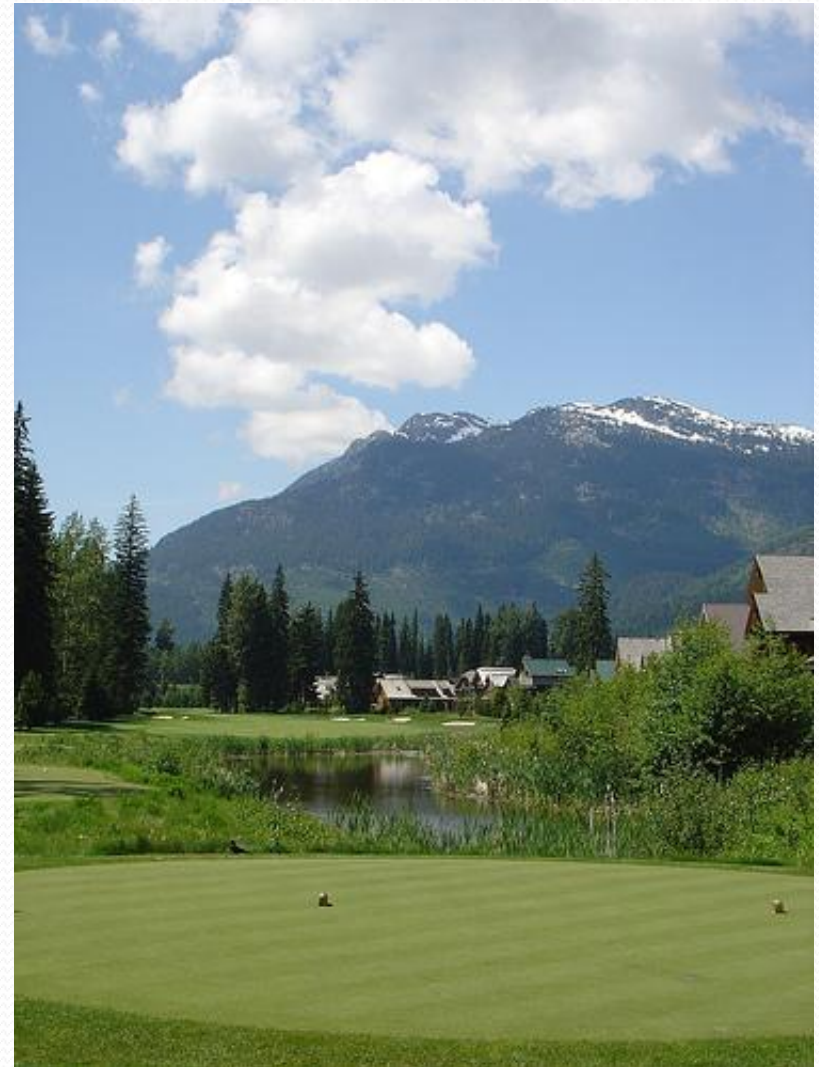


*Golf is good for our health, our environment,
and the economy of British Columbia.*

Summary

- Golf is a massive contributor to British Columbia's economy.
- BC's golf industry is a long-standing supporter of healthy living and charitable causes.
- British Columbia's golf courses are conscientious environmental stewards.

*Photo: Nicklaus North Whistler Golf Course in Whistler, BC
Photo by Peter Macdonald Photo on Flickr*



The Golf Industry in British Columbia

- **\$1.58 billion** contribution to the **Gross Domestic Product**
- Total direct sales of **\$2.02 billion**
- **\$4.01 billion** in total gross production
- **46,685** jobs in golf and golf dependent industries
- Student employment is **43%** of all golf jobs
- **\$1.09 billion** in household income
- Income, property and indirect taxes totaling **\$417.2 million**

The Golf Industry in British Columbia

- **812,000** British Columbians play golf at **more than 300** golf courses across the province.
- The average golfer in BC plays **18 rounds per year** and British Columbians play **14.5 million rounds** of golf annually.
- **One quarter** of all rounds played in BC are by tourists, including non-local British Columbians and visitors to the province.
- **839,000** golfers from Canada and **1.12 million** from the United States travel overnight for British Columbian golf.
- Golfers in BC spend **\$330 million** on travel related to golf rounds.

The Golf Industry in British Columbia

Case Study: The closing of the mine in Kimberley marked its end as a one industry town and the beginning of its new life with a more diversified local economy.

Kimberley is now a year-round tourist destination, boasting award-winning golf courses that include: Trickle Creek, Bootleg Gap and, in Cranbrook, the top-ranked St. Eugene Mission Golf Resort.



Photo: Trickle Creek Golf Resort in Kimberley, BC

Photo by felixion on Flickr

The Golf Industry in British Columbia

- Sponsor of family-friendly youth programs, such as **Playground to Fairway**
- Partner in the upcoming **Provincial Aboriginal Golf Championships**
- Walking and carrying your clubs while playing a 9-hole course burns **721** calories
- Golfers live longer: the death rate among golfers is **40% lower** than the rest of the population, regardless of sex, age, and social group



*Youth participating in the **Playground to Fairway** program.*

Source: Rose Center for Health and Sports Science, and the Scandinavian Journal of Medicine & Science in Sports

Golf's Impact on Canada

- **25,000** charitable events hosted each year across Canada, raising **\$439 million**.
- Canadian travelers make more than **1 million** overnight trips for golf and spend an estimated **\$1.9 billion** on golf-related travel.
- Over a period of two years, more than **18 million** American visitors came to Canada and played golf.
- Net impact on the value of homes near golf courses: **\$1.4 billion**.



*Photo: 2010 Bro Jake Invitational benefiting the Make-a-Wish Foundation
at The Redwoods Golf Course in Langley, BC
Photo by Stephen Dyrkas on Flickr*



*Photo: Westwood Plateau, Coquitlam, BC
Photo by mr. l on Flickr*

Golf Compared to Other Industries

- By participation, golf is Canada's most popular sport, played by more than **6 million** Canadians.
- Golf is played by **15%** more people than hockey.
- Golf courses and driving ranges generated gross revenues of **\$4.7 billion** nationally in 2008: more than skiing, health and fitness centres, and amusement parks, combined.

Golf Courses as Environmental Stewards

- Golf courses are living, breathing ecosystems that provide wildlife and plant habitat, wetlands and much needed green space in urban environments. There are over **200,000 hectares of green space** on Canadian golf courses, including **41,000 hectares of unmanaged wildlife and plant habitat**.
- Golf courses use the latest techniques to lessen water usage and maintain water quality. Modern practices leave water cleaner than when it flows onto a course. Through soil and plants, the course acts like a large water filter.
- Nine golf courses in BC have been certified by the **Audubon Society's environmental certification program**, which recognizes the highest standards of environmental planning, wildlife and habitat management, water quality and conservation, resource management, and outreach and education programming. Dozens more are in various stages of the certification process.

Golf Courses as Environmental Stewards

- **Golf course superintendents focus on turf and wildlife preservation techniques based in sound science.** They are trained in soil chemistry, fertility, and maintenance practices in accredited diploma programs at BC post-secondary institutions. They are trained in the proper storage, usage, and disposal of pesticides in compliance with the *Pesticides Act* and the *Integrated Pest Management Act*.
- The golf industry collectively allocates significant funds toward **research programs** that ensure golf courses are being managed in a sustainable and environmentally friendly manner.

*Photo: Golf courses are active wildlife and plant habitats
by Jeff Hester on Flickr*



What is Integrated Pest Management?

- Integrated Pest Management (IPM) is a holistic approach that is necessary for quality, healthy golf courses: **the goal is to optimize plant health for greater resistance to insects, weeds and disease.**
- IPM includes **effective planning and managing of ecosystems to prevent pests**, as well as using a combination of biological, physical, cultural, mechanical, behavioural and chemical controls, made with consideration for environmental and human health protection.

Examples of IPM practices: proper turf selection, soil monitoring, aerating, dethatching and overseeding; adjusting mowing heights, irrigation and fertility; creating buffer zones; managing runoff and spray drift.

Photo: Introduction of beetles to combat a Purple Loosestrife infestation as part of Integrated Pest Management Protocols



What is Integrated Pest Management?

- Many golf courses are required to submit IPM plans, and all golf courses need permits and trained applicators to use certain classes of chemical controls.
- Closely mown conditions and high traffic make our grasses highly susceptible to disease and insects, but less likely to support weeds. Only 6% of golf course pesticide budgets are for weed control, and **85% are fungicides for disease control.**



***Snow mould** on greens, fairways, and rough is a reality in BC courses and only dealt with through the sustainable use of fungicides*

What is Integrated Pest Management?

- Pesticides are a major cost to golf courses and one that we prefer to minimize. Unfortunately the climate of BC requires their occasional use by trained, licensed applicators in order to have a playable surface.
- A four-year study at Cornell University concluded that “**nonchemical management [is] not sustainable given the current technology and negative impact on revenue from reduced golfer play.**”
- There are situations when federally-approved products are required to keep the turf alive. **Spot spraying** during the early stages of a condition, within an IPM program, **results in less pesticide being used**, compared to waiting for an infestation that creates a need for a “blanket application.” **IPM uses up to 60% less pesticide.**

Key Ideas

- British Columbia's golf industry is contributing positively to our province's physical and social well-being.
- BC's economy is positively impacted by golf, which creates tens of thousands of jobs in communities across the province.
- The golf industry will continue to find effective methods of maintaining playable courses and reducing chemical controls because it is good for the environment and the bottom line of our golf courses.



*Photo 1: Playground to Fairway Program
Photo 2: Green Acres Golf Course in Richmond, BC
by Justin Liew on Flickr*



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