

Allied Golf Association - BC



**WESTERN CANADA
TURFGRASS ASSOCIATION**
RESEARCH EDUCATION DISCUSSION



The Canadian Society
of Club Managers

La Société canadienne
des directeurs de clubs



#BCGolf



Allied Golf Association - BC

- Vision:
 - To unite the various golf associations in British Columbia to provide one cohesive voice for the Golf Industry.
- Mission:
 - To provide leadership, advocacy and a cooperative resource for the Golf Industry of British Columbia



Key Successes and Initiatives

- Unification of the BC Golf Industry
- Revocation of Power Cart Licensing Req
- Annual Golf Symposiums
- BC Golf Marketing through the BCGMA
- Eagle1 Captive Hole-in-One Insurance
- Pesticide and Taxation Regulations
- Growing the Game

2014 Golf Industry Scorecard

BRITISH COLUMBIA GOLF INDUSTRY SCORECARD

	Par	Score	
Economic			
1	Economic Impact	5	4 <i>Birdie</i> 1.6 Billion Dollar Industry, 47,000 Jobs, \$47.2 Million in Taxes
2	Local Community Involvement	3	3 <i>Par</i> The 300+ golf courses in BC are all locally owned and operated providing charitable and taxation benefits to communities across BC.
3	BC as a Golf Destination	4	5 <i>Bogey</i> BC golf tourism is the main reason why almost a million Americans made overnight trips to BC last year and Canadians spend \$585 Million on golf-related travel annually within British Columbia. We are doing well given the size of budget, however need to increase awareness to improve our score.
Environment			
4	Green Space	4	4 <i>Par</i> Golf provides much needed green space & wildlife refuge
5	Environmental Education	3	2 <i>Birdie</i> Golf provides environmental education - www.firstgreen.org
6	Environmental Stewardship	5	5 <i>Par</i> The golf course industry takes pride in its IPM efforts and is currently working with the Minister of Environment to implement tough new standards. Our goal is to beat par in this category!
Health & Wellness			
7	Golf is a Sport for Life	4	4 <i>Par</i> 10,000 Steps = 18 holes = Healthy British Columbians
8	#1 Sport for Participation	4	5 <i>Bogey</i> "Playground to Fairway", "Soar" Need to increase participation
9	Creating Heroes	4	2 <i>Eagle</i> 12 Gold Medals awarded in Canada & Western Games... BC wins all 12!
		36	34



Economic Impact

- \$1.6 Billion Dollar Industry
- 47,000 Jobs
- 43% Student Employment
- \$1.09 Billion in Household Income
- \$417.2 Million in Taxes
- More than Ski, Fitness & Rec Centres & Spectator Sports including the NHL



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Local Community Involvement

- 300+ Golf Courses - locally owned and operated
- Venues for Community Interaction
- Charitable Benefits
- Taxation Benefits



BC as a Golf Destination

- Almost 1 Million Americans travel to BC annually to play golf
- 1.7% of all International Visitors play golf
- Canadians spend \$585 Million on golf travel in BC.
- 6 Primary Golf Destinations
- British Columbia Golf Marketing Alliance



Green Space

- There are over 200,000 hectares of green space on Canadian golf courses, including 41,000 hectares of unmanaged wildlife and plant habitat



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Environmental Education

- FirstGreen.org





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Environmental Stewardship

British Columbian courses must:

- Comply with the Integrated Pest Management Act.
- Employ trained, licensed pesticide applicators.
- Use only pesticides approved by Health Canada as having no unacceptable risks to health

Working with the Minister of Environment to implement tough new standards



Golf is a Sport for Life

- Honesty
- Courtesy
- Respect
- Integrity
- Confidence
- Responsibility
- Judgment
- Perseverance
- Sportsmanship

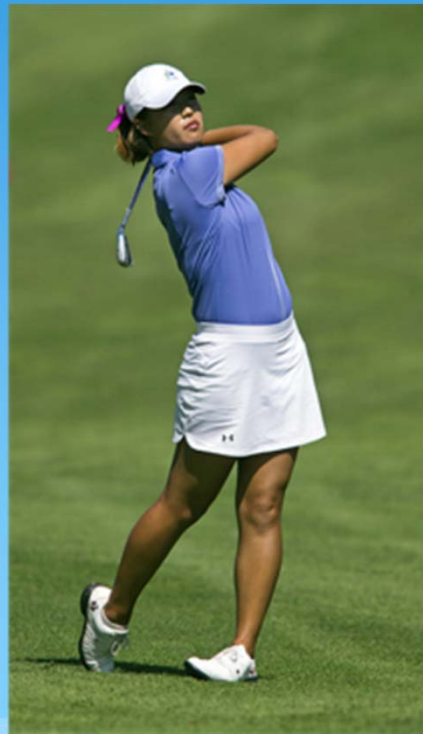
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#1 Sport for Participation





Creating Heroes





Golf is Good for British Columbians

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



Join us on the Back Nine

- Environment
 - Let our industry self-regulate our selves.
- Tourism
 - We would like to work with the Province to help grow Tourism in British Columbia through a golf tourism and event hosting strategy