



AGA-BC



Allied Golf Association British Columbia



**AGA- BC Symposium Recap
Richmond Country Club
March 28 2012**



Welcome and Introductions

Barrie McWha of the BC Golf House Museum and Chair of the Allied Golf Association of British Columbia (AGA-BC) Board welcomed and introduced everyone in attendance to the Richmond Country Club for the first AGA-BC Symposium.

Allied Golf Associations of British Columbia (AGA of BC)

The Allied Golf Association of British Columbia is a Provincial Organization that contains representation from each of the Regional Golf Industry Associations that are dedicated to providing one cohesive voice for the business of golf in British Columbia.

AGA-BC consists of two representatives from each of the Provincial Golf Industry Associations who are committed to the understanding of each others' roles and for working together on matters of mutual interest that requires a unified communication from the Golf Industry. AGA-BC is concerned with the promotion and growth of golf in British Columbia.



It is the agreed upon sentiment for all who are involved with AGA-BC that the overall health of the game of golf in the Province needs to be a collective effort.

Funding Model

The initial funding of AGA-BC came through each member Association paying a fee of \$1500.00. In order for the future financial stability of AGA-BC, a funding model needs to be decided on and adopted. The AGA-BC Board was presented with a Captive Insurance Model



that would provide funds to AGA-BC and the participating courses through the sale of Hole-in-One insurance.

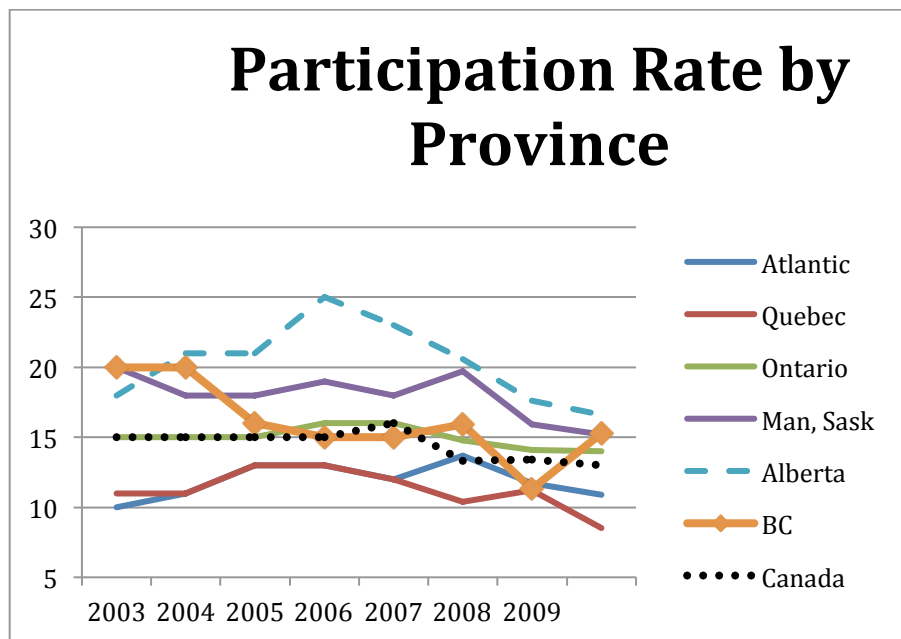
The Captive Insurance Model demands a for-profit entity to be created by AGA-BC whereby ownership shares and investment shares would be divided between AGA-BC and Mobile Entertainment Inc. (Captive Insurance company). The Captive Insurance Model would be web-based application and be available at all courses that choose to participate. An upcharge on the insurance premium is possible so that the participating courses will benefit from their enrollment in the program (at the rate they choose to upcharge on the premium).

The Captive Insurance model has been discussed at length by the AGA-BC Board and will be researched more as to its fit as the funding model to AGA-BC.

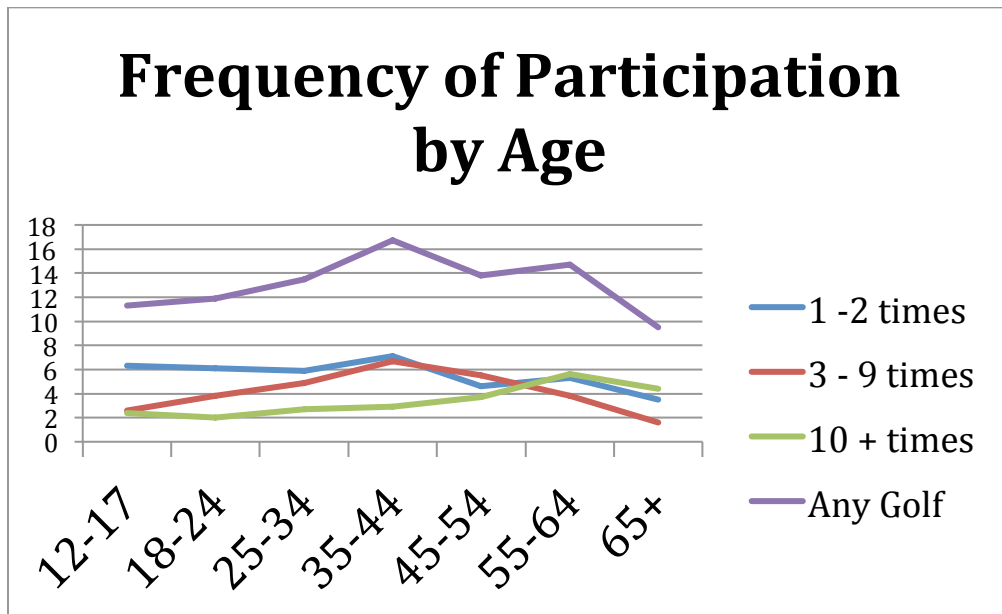
State of the Game

Jim Lee, member of British Columbia Golf, discussed the current ‘state of the game’, using a hybrid of Print Measurement Bureau (PMB) statistics and data collected through British Columbia Golf member surveys. The PMB statistics were decided to be the most realistic data that could be used to understand the golf industry in its present state. British Columbia Golf has been surveying its membership in 2012 to get a better idea of their demographics and psychographics related to the sport of golf.

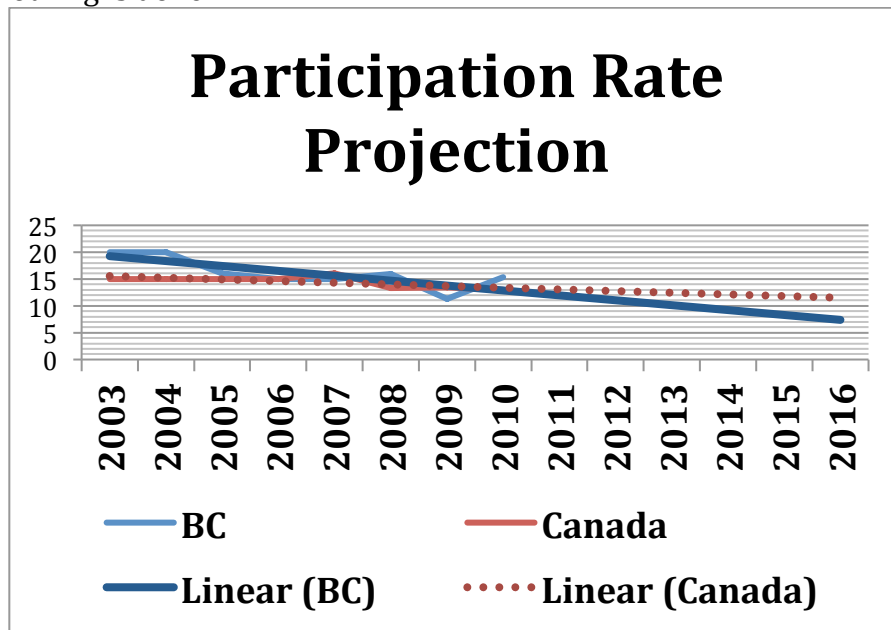
The data suggests that the overall golfer population in British Columbia has increased from 2009 to 2010 but we are still not at the levels seen in 2003. The Canadian average for golf participation is on the decline.



The data suggests that the golfing industry is losing a significant amount of golfers aged 45-54 years of age who play between 1-9 rounds per year. Our most avid golfers (core golfers playing 10+) rounds per year are over the age of 55. As a Province, we are also missing a very important age segment of 12-24.

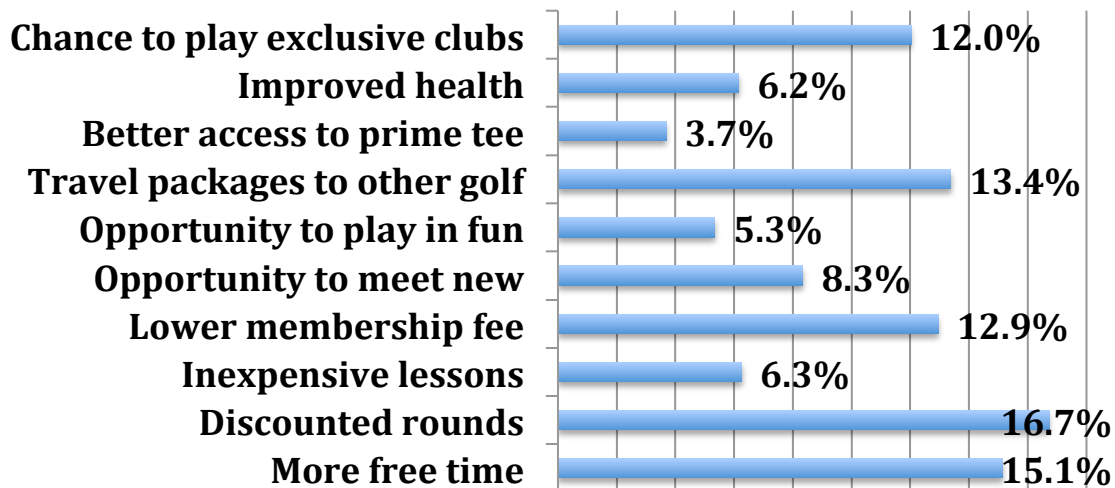


As has been feared, the future trend of the golf industry does not look positive. Although there has been an increase from 2009 in participation, the trends for the game going into 2016 suggest British Columbia could lose a significant amount of golfers who are playing the game if nothing is done.



Of the British Columbia Golf members surveyed, many enjoyed golf due to the *health* and *social* aspects the game provide as well as the *outdoors factor*. When attempting to determine the reasons what might make individuals play more, survey respondents suggested discounted rounds, more free time, travel packages and lower membership fees.

Motivations to Play More Golf for British Columbia Golf Members



Granted it was communicated the survey sample was of already established, core golfers predominantly, the results provide insight into what is important for golfers in BC not only related to playing in general but playing more. The realization was that non-core golfers needed to be surveyed and it was with great excitement that Andy Hedley of Golf BC and a member of the AGA-BC Board stated that he would allow surveying of Golf BC's 80,000 member database if a common question bank could be created and agreed upon.

Kris Jonasson Discussion Points

Kris Jonasson of British Columbia Golf presented current short-term initiatives that are underway to increase promotion in golf. The initiatives are Tee it Forward, Get Golf Ready in 5 Days and PowerPlay Golf. It is the position of AGA of BC that by endorsing such initiatives, we are potentially increasing participation and hopefully increasing the level of new golfers taking up the game.

Drew Mitchell Presentation

Drew Mitchell from the BC Sport Agency presented the Canadian Sport for Life (CS4L) Strategy. The current landscape of today's youth is that it is different than 20 years ago,

leaving golf and every other participation sport in jeopardy of falling behind in their numbers. Kids are generally *less active* as are their adult counterparts in today's landscape.

The CS4L strategy seeks to identify how Canadians can be physically active at the right level for life. Golf fits into this strategy, as it truly is a "Sport for Life" with little to no age restrictions on play. The fundamentals of the CS4L strategy are to introduce *physical literacy* to all children at the proper developmental stages.

Physical Literacy: Teaching children the basic athletic movements in order to create a fundamental foundation for all other sport movements.

Fundamental Movement Skills



Golf cannot afford to ignore the fundamentals of physical literacy. With the changing youth psychographics and the overall change to the Physical Education curriculum in elementary schools (i.e. no dedicated PE teacher), if physical literacy is not taught and developed, golf will be in serious trouble in the future.

Drew went on to discuss the importance of participation and cooperation amongst organizations, such as the creation of AGA of BC in order to successfully teach our future athletes effectively. Golf is unique in the sense that coaches are not volunteer based.



Contrary to soccer, basketball, hockey etc., golf coaches are professionals and are reimbursed by the participant.

Drew advised that the level of success the sport of golf realizes in its future is directly correlated to its ability to implement programs at the school level. If we ignore this reality, our industry will not be able to recuperate.

Marilyn Payne Interactive Session

Marilyn Payne of Marilyn Payne Consulting was the facilitator of discussion following Drew Mitchell's CS4L Strategy presentation. Marilyn asked a number of questions of the audience in the effort to evoke conversation regarding the information presented up until that point.

"Is participation your collective problem right now?" was asked and the overall consensus was affirmative. The greatest recruitment of new and returning players belongs to women but the greatest exit/re-exit numbers are with women as well. It will become the collective effort of everyone in the AGA of BC Symposium to create ways in which to retain women golfers.

"Are there possibilities for multi-sport opportunities at your club?"

"Whose issue is it to drive participation for the sport?" was asked and there was NO ANSWER GIVEN.

"Does AGA of BC have a subcommittee for membership?" was asked and an action item was created to develop one and delegate individuals who's sole purpose within AGA of BC is to collect and analyze collected data on participation and membership.

Marilyn was able to delve into the topic of data collection being paramount in the forward progression of golf to reach healthy participation levels. There was a general consensus from the audience that rounds participation numbers needs to be diligently collected throughout the Province in order to track/monitor individuals.