

Marketing and Communications  
Board Report for Fall AGM  
Thursday, October 04, 2023

In 2023 the CLGA communicated directly with as many members as they could in an effort to increase awareness of who we are and to encourage members to participate in our tournaments and events.

Several board members attended ladies openings and were on hand to answer questions about programming. A pdf booklet outlining the benefits of membership as well as brief snippets of all programming were sent to all clubs for email distribution.

In terms of overall participation, the trend is going back up year over year since a brief downturn because of Covid. The city amateur was fully subscribed less one and the senior amateur was over subscribed by fifty entrants. While CHAMPS series took a huge hit because of Covid restrictions, this year, the program climbed back to 20 participating clubs with the outlook of more joining back next season. In addition, the under 12 Medalist Series was oversubscribed for 4 out of 5 events this season. Participation numbers are strong.

In an effort to assist member representatives with promoting CLGA brand awareness and participation in CLGA programming next year, we'll be adding a new tool to our arsenal. We have outsourced a corporate video production which will be completed in early spring and will show our members, general managers and head professionals visually what we do. Throughout this past season, our CLGA event chairs and videographer Katie Grant all contributed to a photo and video collection that will be used in the production of a short and informative piece that reps will be able to pass on to their membership in lieu of a electronic pdf.

And finallyy the CLGA is currently exploring opportunities to partner with Golf Canada and the SHE PLAYS GOLF festival which was a pilot project here in Calgary last summer. The festival promotes and encourages women and girls who are new to the game or who are looking to find friends and socialize through the sport. The festival includes learn to play clinics at various courses and venues throughout the city.

Respectfully submitted,

Wendy Ellacott  
Marketing and Communications Director

CLGA