



**SUPPORTING  
ALBERTA GOLF**





## OUR STORY

Alberta Golf is the provincial governing body of golf in Alberta, a not-for-profit organization comprised of 62,000 members. Since 1912 we have been working collaboratively with Golf Canada, the national sport organization, to ensure golf remains the number one recreational activity in Canada.

Governed by a volunteer board of directors and supported by certified referees and course raters, Alberta Golf works closely with our allied industry partners to preserve the integrity of the game at more than two hundred courses in the province and promote the sport for enjoyment by all golfers.

## VISION

To be a leading Golf Association in Canada.

## MISSION

To foster awareness for golf while growing and developing the sport recreationally and competitively.

## VALUES

Enjoyment. Accountability. Inclusiveness. Respect.

## ABOUT ALBERTA GOLF

In addition to organizing the province's most prestigious championships and housing hall of fame accomplishments since 1912, Alberta Golf's high-performance training and development program supports players who aspire to earn post secondary scholarships and play on some of the world's biggest stages.

Alberta Golf has always been strongly committed to investing at the grassroots level, ensuring affordable programming exists for all junior golfers. The initiatives we are currently running in this space include our popular Youth on Course and First Tee Alberta programs as well as the McLennan Ross Alberta Junior Tour.

On the technical side, Alberta Golf works with Golf Canada to administer the rules of golf, handicapping and course rating for the benefit of all leagues and golf facilities throughout the province.

And finally, for the largest segment of golfers in the province who play golf recreationally, the UpSwing by Alberta Golf platform provides golfers with opportunities each season to find their fun and enjoy the game.

The sport of golf globally has grown significantly over the past few years, and in our province alone we have welcomed tens of thousands of new golfers to the game. Alberta Golf's high-performance competitions, junior events and recreational programs have been pushing our staff and volunteer capacity to the limits as we continue to deliver exceptional experiences and welcome everyone to the golf community.





## STRATEGIC PRIORITIES

Our vision for the future is focused on the sustainability of our sport. We recognize there are events that remain beyond our control with changes in the economy, volatile weather patterns and population shifts due to global unrest. However, during these times it is important for Alberta Golf to focus on our strengths, invest in new technologies, and work closely with our industry partners to ensure our sport remains vibrant for many years to come. Our Strategic Plan has been developed with clear intention, building on our most important relationships and making sustainable investments in our sport.

### SPORT

Promote programs that introduce new golfers to the game while recognizing excellence in our sport and inspiring a culture of high performance.

### RELATIONSHIPS

Maintain a collaborative dialogue with current stakeholders while continuing to attract future individual leaders and partners.

### MARKETING

Use digital and in person communication channels to engage in activities that resonate with our target audience and enhance our brand.

### SUSTAINABILITY

Ensure we are operating with a wide lens with respect to societal trends and issues while protecting the assets, properties and best interests of the Association at all times.

## ANNUAL INITIATIVES

In support of our four strategic priorities, fourteen initiatives with corresponding objectives are incorporated into our annual business plan and delivered to the golf community each season.

These initiatives range from golf participation and high-performance activities to volunteer recruitment and environmental stewardship.

Thought leaders from across the province contribute to Alberta Golf's annual planning process to ensure the organization remains focused on delivering the most relevant and sought after programming for the benefit of the entire golf community.



## PARTNERSHIP PROGRAMS

Opportunities exist for partners to become aligned with Alberta Golf, supporting specific programs that reach targeted demographics and market segments.

### THE ALBERTA OPEN CHAMPIONSHIP

The flagship competition for Alberta Golf for male and female professionals and amateurs held at elite courses annually across the province.



### PROVINCIAL AMATEUR CHAMPIONSHIPS

13 provincial championships are held each season for juniors, adults, seniors and all-abilities. Our competitions serve every golfing demographic and appeal to 2,000 individuals annually – they are the most sought-after golfing events in the province.



### HIGH PERFORMANCE PROGRAM

The Alberta Golf High Performance Program supports our most talented up and coming athletes and helps them reach their developmental and competitive goals.



### ALBERTA JUNIOR TOUR

The McLennan Ross Alberta Junior Tour, with 25 stops across Alberta, is the province's most fun "learn to compete" series of tournaments for junior golfers at every age category from U13 to U19.



### YOUTH ON COURSE

Alberta Golf subsidizes rounds of golf for youth aged 18 and under with access to 25 courses across the province where they can play for \$5 or less. Youth on Course Alberta is the charity partner of the ATB Classic on PGA Tour Americas.



### UPSWING BY ALBERTA GOLF

Golfers of all skill levels can use the UpSwing platform to search and find their fun anywhere in the province. Event organizers use the complimentary UpSwing platform to promote their events to the entire golf community - for those seeking out experiences for the pure enjoyment of the game.





## ALBERTA GOLF BY THE NUMBERS

data provided from 2024

**61,363**  
ALBERTA GOLF  
Members



**46 STUDENTS**  
received **\$73,000**  
in scholarships from our Foundation

**30 ATHLETES**  
received **\$55,000**  
as part of the  
Athlete Development Program



**224**  
ALBERTA GOLF  
Member Facilities  
across Alberta

**135 PLAYERS**  
Qualified for National events through  
ALBERTA GOLF CHAMPIONSHIPS



**2,277**  
Registrations for Alberta Golf  
PROVINCIAL CHAMPIONSHIPS



**1,527**  
McLennan Ross  
Alberta Junior  
Tour participants



**2,451**  
Golfers using the UpSwing  
By Alberta Golf Platform

**UpSwing**  
BY ALBERTA GOLF

**1,313,796 ROUNDS**  
posted by our members in the Golf Canada  
Score Centre averaging 20 rounds per member



**16,419 SUBSIDIZED ROUNDS FOR JUNIORS**  
played in the **Youth On Course** program

## CONTACT US

At Alberta Golf, we understand the costs incurred, and the sacrifices made by individuals and their families who strive to differentiate themselves as elite athletes in the golf world.

At the same time, we understand the recreational golfer needs us and we remain confident that our growing repertoire of affordable, participation-based programming will ensure the sport remains healthy in the long run.

We are more confident than ever that the programming and support now in place allows our sport to find those golfers who embark on the journey towards high performance, while players from all skill levels and diverse backgrounds will find their own enjoyment in the sport.

For more information about all that we do please contact us at [info@albertagolf.org](mailto:info@albertagolf.org)





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