



## MEDIA ADVISORY

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### **NAGA's Golf Awareness Campaign wins Government Advocacy Award**

**Saskatoon, SK** – During its Annual Convention in Saskatoon, the Canadian Society of Association Executives (CSAE) recognized NAGA's Golf Awareness Campaign with the *Associations Make a Better Canada* award. The series of seven Golf Awareness Days across the country were recognized as the best government relations campaign by an association in the past year.

Elizabeth Di Chiara, Executive Director of the Canadian Society of Club Managers and Jeff Calderwood, CEO of the National Golf Course Owners Association Canada proudly accepted the award on behalf of NAGA.

**About NAGA's Golf Awareness Campaign:** From April 5 to June 7, 2011, the National Allied Golf Associations (NAGA) executed the first ever *Golf Awareness Campaign*, which included meetings between golf industry representatives and 180 provincial and federal politicians. The campaign also generated extensive media coverage across the country.

The common objective for each of the seven events was to convince legislators throughout Canada that golf is a vital industry as well as a great game. Leading with the impressive data from NAGA's Golf Industry Economic Impact Study, all seven campaigns focused on golf's contribution to the economy, the environmental stewardship and, the health and wellness of the game.

Each campaign also had a specific 'ask' that varied by province and federally. These 'asks' were the start of an advocacy process that will help sustain the golf industry in the future. Click [here](#) for details on all of the campaigns.

The campaign launched on April 5, 2011 with Quebec, followed by Prince Edward Island, Alberta, Ontario, Manitoba, British Columbia and culminating with the Federal Lobby Day in Ottawa.

**Results:** The relationships that were formed during these seven events established the importance of golf as a vital industry and as a result, the golf industry including its 155,000 employees will now be recognized as a major economic driver of the Canadian and provincial economies. Several of the meetings generated promises by key politicians that golf would be invited to the table when legislation affecting the industry was being introduced or changed. For example, a federal Golf Caucus, co-chaired by representatives from the Conservative, Liberal and NDP parties was formed as an immediate outcome of NAGA's Federal Awareness Day.

Click [here](#) to view a video that encapsulates the success of the seven *Golf Awareness Days*.

"This campaign was a huge undertaking and to be recognized by an organization such as the CSAE that represents thousands of Canadian associations is truly an honour," states Gary Bernard, CEO, PGA of Canada and current NAGA Chair. "

**About NAGA:** NAGA is a national golf organization comprised of Golf Canada, the Canadian Golf Superintendents Association (CGSA), the Professional Golfers Association of Canada (PGA of Canada), the Canadian Society of Club Managers (CSCM), the Canadian Professional Golf Tour (CPGT) and the National Golf Course Owners Association Canada (NGCOA Canada), dedicated to improving all sectors of golf in Canada. Formed in 1999, NAGA's objective is to work cooperatively together as industry leaders ensuring a strong future for golf in Canada.

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