

## **A COVID-19 Message from the Executive Director**

Firstly, on behalf of the CGSA, I do hope that you and your family are healthy and coping as best you can through the impact that COVID-19 has had on all of our lives, both personally and professionally.

The CGSA has been actively engaged throughout this crisis, leading and supporting as best we can. The Board of Directors established a CGSA national position early, focused ultimately on taking the precautionary measures necessary to manage the health and safety risks to a minimum. We were also an active participant in crafting the We Are Golf release, defining a shared position that encompassed all national golf associations and supported the various provincial advocacy efforts.

The CGSA released a series of informative consultations providing timely and important advice on COVID-19 related issues. The “COVID-19 Maintenance and Facility Guidelines”, for example, was a critical document with golf specific recommendations for staff safety, operations, and essential maintenance procedures while closed. That was followed by our “COVID-19 Facility Guidelines When Open” document. The CGSA staff also engaged in a proactive outreach program to personally phone CGSA members from coast to coast, offering any additional personal service that we could.

Throughout the crisis, your Board of Directors has met every week to stay on top of the ever-changing COVID-19 health issues and government legislation. With so many provincial variances, it has been a very dynamic situation to manage. But I think our Board and Staff have been very proactive in this regard, and I thank them on behalf of the entire membership. Similarly, the provincial superintendents’ associations and their allied counterparts are to be commended for their leadership advocating on behalf of the golf industry.

Looking forward, the CGSA will be very focused on finding solutions to further support you as we navigate through the impact of COVID-19 together. We have delayed our formal membership renewal in some provinces, out of respect for some unusual cash flow restrictions. We’re also adding some additional membership value and further increasing our service levels. The launch of our new website and new CRM system are examples of significant CGSA investment into serving you as effectively as we can.

I’m optimistic about the future prospects for golf, despite COVID-19. There will be some sacrifices for sure, but golf has so many advantages over other sports and industries. So, let’s continue to do our part to lead with the proper health and safety protocols, and promoting all of golf’s beneficial contributions to Canadian society. Golf was the most played sport in Canada before COVID-19 and I’m very confident that it will remain #1 for many years to come.

All the best for a healthy and successful 2020 season!