



2019 Astor Trophy Competition

Bid Application Process

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2019 ASTOR TROPHY BID APPLICATION PROCESS

GOLF CANADA INTRODUCTION

Golf Canada is the National Sports Federation and governing body for golf in Canada representing 305,000 golfers and 1,400 member clubs across the country. A proud member of the Canadian Olympic Committee, Golf Canada's mission is to grow participation, excellence and passion in the sport while upholding the integrity and traditions of the game. By investing in the growth of the sport and introducing more participants of all ages to the game, our goal is to be relevant to and respected by all Canadian golf enthusiasts from coast to coast. For more information about what Golf Canada is doing to support golf in your community, visit www.golfcanada.ca.

GOLF CANADA CHAMPIONSHIP OBJECTIVES

The objectives of Golf Canada championships are to:

- Create a unique and memorable experience for all competitors at every championship.
- To support development of the game of golf and provide the highest level of competition in Canada.
- To support grassroots programs within the surrounding host city that will impact the local community and grow the game of golf.
- To support to growth of Golf Canada's Rules Education Program by having volunteer officials gain experience.

HOST CLUB AND COMMUNITY BENEFITS

Golf Canada is targeting courses in the country that are committed to ensuring the future of golf in Canada. Together, we must provide the best environment for success.

We are aware of the commitment from our member clubs to host our competitions and we will strive to add value to create long lasting partnerships. There are many benefits to hosting an international competition including:

- Showcase your course, facility and membership to an international audience.
- Engagement of club membership & community, leaving a positive lasting experience.
- Contribute to the development of our elite amateurs and the next generation of heroes in Canadian golf.
- Potential opportunities to host future championships.
- Generate additional funding at the local level and create a positive economic impact in your community.
- Give back to the game and help grow amateur golf in your community through championship legacy initiatives supported by Golf Canada and the respective provincial association.



2019 ASTOR TROPHY COMPETITION OVERVIEW

Golf Canada is now in the process of accepting bids to host the 2019 Astor Trophy, a female amateur invitational international golf competition held every four years in rotation with the competing five countries.

The Astor Trophy (formerly known as the Commonwealth Trophy) was first contested by the Ladies Golf Union in 1957 and is held once every four years between the Commonwealth nations, Canada, Great Britain and Ireland, Australia, New Zealand and South Africa.

Each five-member team plays each other once in the morning in foursomes competition format, followed by singles matches in the afternoon. The competition lasts over a five (5) day period.

This document is an information package for prospective Host Organizing Committee and tourism affiliates for the 2019 Astor Trophy.

The Host Organizing Committee will report to the Golf Canada Tournament Director.

Bid applications are due July 11, 2018 for the 2019 Astor Trophy. Please submit any questions regarding the bid process to Dan Hyatt, Manager, Rules and Competitions at dhyatt@golfcanada.ca.



TENTATIVE COMPETITION FORMAT AND SCHEDULE OF EVENTS

Monday, August 26, 2019

- Official Practice Round – 11:30 A.M – 4:00 P.M.

Tuesday, August 27, 2019

- Official Practice Round – 8:00 A.M. – 1:00 P.M.
- *Opening Ceremony and Cocktail Reception at Host Club*

Wednesday, August 28, 2019

- Round 1: Foursomes matches – 8:00 A.M; Singles matches – 12:30 P.M.

Thursday, August 29, 2019

- Round 2: Foursomes matches – 8:00 A.M; Singles matches – 12:30 P.M.

Friday, August 30, 2019

- Round 3: Foursomes matches – 8:00 A.M; Singles matches – 12:30 P.M.

Saturday, August 31, 2019

- Round 4: Foursomes matches – 8:00 A.M; Singles matches – 12:30 P.M.

Sunday, September 1, 2019

- Round 5: Foursomes matches – 8:00 A.M; Singles matches – 12:30 P.M.
- *Awards presentation at conclusion of play (approximately 6:00 P.M.) followed by a reception*



BID SELECTION CRITERIA AND EVALUATION

The following criteria will be considered in the Selection Committee's evaluation of selecting a host club and region for the competition:

- 1. Ability to meet minimum competition venue requirements**
 - a. Championship course with previous experience hosting provincial or national golf competitions
 - b. Adequate practice facilities
 - c. Clubhouse amenities
 - d. Parking
 - e. Location with respect to major transportation areas
- 2. Supplemental needs for the competition**
 - a. Security of location
 - b. Competition legacy requirements
- 3. Financial commitment and support of the competition***
 - a. Municipal or provincial grants
 - b. Contra, in-kind or donations
 - c. Local sponsorship

Host Organizing Committee must be able to meet the minimum financial commitment outlined in the 'financial commitment section.' The bid applicant must ensure the information is presented accurately, particularly in the financial area as Golf Canada will expect the Host Organizing Committee to deliver accordingly.

BID SELECTION COMMITTEE

With respect to the above criteria and evaluation process, the following Selection Committee will evaluate each application once submitted:

Golf Canada Members:

- Chief Sport Officer
- Director, Rules, Competitions and Amateur Status
- Manager, Rules and Competitions

Provincial Association Members:

- Respective provincial Executive Directors or designated provincial championship staff representative



BID APPLICATION PROCESS

The following bid guidelines have been developed by Golf Canada for the purpose of facilitating the selection of a host club for the 2019 Astor Trophy. Golf Canada and its Selection Committee reserve the right to make changes to the bid criteria at any point. Golf Canada and its Selection Committee also reserve the right to ask a bid applicant to submit additional information, if required.

Host clubs must be gold level member clubs of Golf Canada and have a gender-neutral membership, with no restriction on race religion or gender. The club must acknowledge and review Golf Canada's Diversity and Inclusion Policy before submitting their application.

TIMELINE AND PROCESS

Step 1 – April 13, 2018 – Electronic circulation and access to bid guidelines and documents

Golf Canada will forward the bid guideline package to all Golf Canada member clubs for open bid by **April 13, 2018** with assistance of Golf Canada's Regional Directors and Membership department.

Step 2 – July 11, 2018 – Deadline for bid submission to host the 2019 Astor Trophy

Bid applicants will have ninety (90) days to submit the electronic package of the bid documents to the Golf Canada office, by no later than **July 11, 2018**. Please submit bid application to Dan Hyatt, Manager, Rules and Competitions at dhyatt@golfcanada.ca. If the document cannot be emailed, please send a physical copy with all bid documents to:

**Attn: Department of Sport – Rules and Competitions
1333 Dorval Drive, Suite 1
Oakville, ON L6M 4X7**

Step 3 – July 11-25, 2018 - Review of bid applications by Selection Committee

1. The Selection Committee will review all bid applications that are submitted by the appropriate deadline.
2. The Selection Committee may ask to conduct a site visit, if applicable.
3. Golf Canada will forward a copy of the 2019 Astor Trophy Host Organizing Committee agreement to the member club and its Committee Chair before any public announcement is made.

Step 4 – July 25-30, 2018 – Golf Canada decision

A signed copy of the Host Organizing Committee agreement sent from Golf Canada's Selection Committee to the successful applicant will officialise the site of the 2019 Astor Trophy, taking all evaluations into consideration and with support of the respective provincial associations staff members.



COURSE FACILITY GUIDELINES AND RECOMMENDATIONS

The Host Organizing Committee will be required to provide general information details about a proposed golf course to host the 2019 Astor Trophy competition. Information includes:

- General and specific information on a prospective host club
- Description of practice facilities
- Description of clubhouse amenities
- Parking
- General site information

Bid applicants must recognize that:

- That the prospective host club will be made available for a **minimum of 7 days for the competition**
- **Must accommodate** a course setup of ~6200-6500 yards.



CHAMPIONSHIP AND HOST ORGANIZING COMMITTEE STRUCTURE

Appendix E shows an example of the Host Organizing Committee structure as set at previous Golf Canada championships.

HOST ORGANIZING COMMITTEE REVENUE OPPORTUNITIES

Working in collaboration with Golf Canada's championship department and sponsorship staff, Host Organizing Committees have successfully secured significant funding to enhance the championship experience for the club, volunteers, local community and competitors. Below are different types of opportunities that could be pursued by the Host Organizing Committee.

- Local sponsorship
- Government grants and funding
- Community grants and funding
- Merchandise sales (Golf Canada apparel and merchandise)
- Vans/courtesy vehicles
- Special events/function sponsorship
- Player hospitality sponsor
- Other sources



The Host Organizing Committee is encouraged to generate substantial support from a variety of sources to help with the success of the 2019 Astor Trophy competition. Below are examples of sources that can be pursued:

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- Sponsorship sales plan and package highlighting plans to secure local sponsorship for the 2019 Astor Trophy competition. This package will require approval from the Golf Canada Tournament Director.
- The sponsorship plan should highlight all potential prospects as well as the levels that they will be contributing to the competition, these include in kind donations, contra agreements and service donations.
- Contra and in-kind agreements should focus on offsetting costs and expected expenses such as hotel rates and transportation services.
- Provincial or municipal funding should be included. Any potential grants should be noted and the process should be outlined on how to obtain these grants, including deadline dates to submit the appropriate applications.

FINANCIAL COMMITMENT

Through the various fundraising initiatives outlined above, the Host Organizing Committee will need to commit to raising a **minimum of \$15,000 in funding** through grants, fundraising and local sponsorship.

HOSTING BUDGET

As part of the hosting process, Golf Canada will provide a hosting budget and cover some of the expenses to offset some of the fixed and variable costs associated with administration, operations and competitor costs.

The following funds and expenses will be provided to the host club or covered by Golf Canada:

- Course fee in the amount of \$5,000
- Volunteer meals (covered by Golf Canada)
- Competitor meals (covered by participating countries)
- Competitor transportation (covered by Golf Canada)
- Staff and officials meals (covered by Golf Canada)
- On-site medical expenses (covered by Golf Canada)

Note: The Club is not authorized to incur any expenses without prior written approval of Golf Canada.



PROFIT SHARE POLICY

At the conclusion of the competition, the Host Organizing Committee and the Golf Canada Tournament Director will determine how any net profits will be distributed with the host club and into growing the game of golf in their local community through one of Golf Canada's grassroots programs. There will be incentives provided to the Host Organizing Committee to retain a portion of the net proceeds, above and beyond the minimum financial requirements outlined above. Specific targets and thresholds will be established before a final agreement is signed by all parties.

LEGACY FUND INITIATIVES

Part of the bid submission process will be to identify opportunities to enhance the awareness of and engagement in Golf Canada/Provincial Association/PGA of Canada grow the game programs and thus leaving a legacy of hosting Golf Canada championships within the host community. We are merely suggesting a targeted effort to work with the championship host club to provide a benefit and compliment of what is already being done for golf in the community.

Benefits

Working together to engage the community through Golf Canada programming and initiatives would have several benefits to the host club, PGA of Canada professionals, participants and community including:

- Utilizing tournament staff to provide greater awareness of existing Golf Canada and provincial programming (Future Links – facility and in school programming, Get Linked, and Golf Fore the Cure).
- Providing tools and testimonial education materials to demonstrate how this works to grow the business of the facility currently in other areas of the country.
- Share methodology of connecting PGA of Canada professionals to the community and local schools.
- Demonstrate ways to increase membership by exposing new or casual golfers to host facilities.
- Create an opportunity for PGA of Canada professionals to teach throughout the offseason.
- Encourage program participants to attend the championship as spectators and or volunteers.
- Engage underrepresented demographics in the game of golf within the community.
- Contribute to raising funds for cancer research and community programs. Since 2004 Golf Fore the Cure has raised over \$5.6 million for the Canadian Cancer Society and \$1 million for the Quebec Breast Cancer Foundation.

Proposed framework of how it would work

Golf Canada - in partnership with the PGA of Canada and the Provincial Golf Associations - will provide a turn-key information piece on programming and initiatives that host clubs could get engaged in to leave a legacy in their community. Key ingredients to ensure success would be that through the working relationship between the



championship staff (event Tournament Director will serve as the lead) and the Host Organizing Committee, the following elements are considered:

1. Designating a 'Community Legacy Chair' (volunteer or member from the club) to lead the desired initiative(s) in conjunction with the championship (could be before, during or after).
2. Selecting the program(s) that best suit the club's needs. No two clubs are created equal, therefore in initial meetings there will be a need to identify what makes sense for each.
3. Work with Golf Canada's dedicated staff (see complete list of staff contacts on the last page) to gather more information about the desired program and how Golf Canada can assist with these initiatives.
4. Design a strategy to develop junior programming and charitable initiatives within the community before, during and after the championship.

Opportunities to incorporate into community legacy initiatives



Golf Fore the Cure – www.golfforethecure.ca

The program is aimed to grow women's participation in the game of golf by introducing them to the game through fun, non-intimidating activities. Through a unique partnership structure with the Canadian Cancer Society and the Quebec Breast Cancer Foundation in Quebec, the program has women across the country participate in golf activities and raise money for a cause close to all women's hearts – the fight against breast cancer.

Future Links Facility Programming – www.futurelinks.golfcanada.ca

As a joint program of the PGA of Canada and Golf Canada, Future Links strives to provide you - as a junior golf instructor - with a positive and meaningful teaching experience by providing you with "best in class" tools to structure your junior program around.

Future Links has gone through an extensive review and alignment of programming with golf's Long Term Player Development Guide (LTPD), which has been reviewed and approved by Sport Canada. We are excited to provide this "leading edge" material to all participating organizers, which now includes new online components.



Learn to Play – <https://futurelinks.golfcanada.ca>

Learn to Play is the Future Links four stage instructional program with a simple colour scheme representing each stage. This program is designed to align with child development principles as outlined in golf's Long Term Player Development Guide for Golf and structured such that each level can be delivered through a series of eight to twelve lessons.



Junior Skills Challenge – <https://futurelinks.golfcanada.ca>

The re-designed Junior Skills Challenge is an interactive program aligned with LTPD guidelines that focuses on developing the key golf skills of putting, chipping, driving and iron play. By delivering the Junior Skills Challenge program, you will be a part of the national initiative to develop better golfers through exciting skills instruction. You'll receive leading-edge professional materials and access to bonus online features for instructors and participants.



Girls Club – <https://futurelinks.golfcanada.ca>

The Girls' Club is a developmental golf program designed for girls 7-18 years of age. This program encourages participants to develop the essential skills, positive attitudes and self-esteem to ensure a life-long love of the game. By running a Girls' Club, you may increase female membership at your club and help grow the game of golf for girls. Be a part of this exciting program and get recognized for your promotion of junior girls' golf.



Golf in Schools – www.golfinschools.ca

Under the Future Links umbrella, Golf Canada's Golf in Schools program is available for elementary (grades 1-5), intermediate (grades 6-8) and high schools (grades 9-12) across the country. Whether it's indoors or outdoors the Golf in Schools Program is bringing the game of golf to Canadian schools. This program has been developed for teachers to provide students the opportunity to develop aspects of "physical literacy" related to the sport of golf and increase student knowledge and appreciation for the sport of golf.

The "Adopt a School" program encourages individuals, groups of individuals and/or businesses to support the program by funding the cost of the Golf in Schools package for a school. Donors receive a tax receipt and have the opportunity to develop a relationship with a local school, while schools are able to receive the program who otherwise would have been inhibited by the financial cost to register.

Get Linked - <http://golfinschools.golfcanada.ca/get-linked/>

As a registered participant of the Golf in Schools program, schools may have the opportunity to develop a relationship with a local golf course in their area (a Future Links site) and have a golf professional come to their school, or to take their golf learnings outside of the classroom and visit a green grass facility via grants provided through the Get Linked initiative.

ACCOMMODATIONS

The bid submission must include a host hotel recommendation that can suit players, parents, coaches, officials and tournament staff for the championship.



NEXT STEPS AND APPLICATION FORMS

Application forms will be provided to those who express interest in hosting the 2019 Astor Trophy competition by contacting Dan Hyatt, Manager, Rules and Competitions at dhyatt@golfcanada.ca.

Potential bid applicants will be asked to fill out the following information in greater detail on the 'Application Form':

- ✓ Revenue Opportunities
- ✓ Host Hotel Accommodation Proposals
- ✓ Legacy Fund Initiative Plan
- ✓ Course and Facility Details