



2022 CP Women's Open Post Event Report – Tournament Co Chairs

It is with a great sense of pride and accomplishment that we submit our 2022 CPWO Tournament Co-Chair report. We had the distinct pleasure, privilege, and honour to serve as Tournament Co-Chairs alongside the Golf Canada Tournament Co-Chair, Jean Stone-Seguin, for this prestigious national event.

Responsibilities:

Co-Chairing the Tournament Executive Committee,
Co-Chairing the Volunteers Chair Committee,
Working closely with the Tournament Director, Assistant Director, and their teams,
Operationalizing the mandates of each of the 24 committees before, during, and after the tournament week.
Serving as ambassadors for the event.

What worked well:

Host Club Agreement and planning time

The agreement to host the 2022 CPWO was reached in February 2020 between Golf Canada and the Ottawa Hunt and Golf Club, 21/2 years in advance of tournament week. This allowed for a long runway to prepare for this important event. Operational planning began 11/2 years before the event between the Golf Canada personnel, assigned to the tournament, and the Co-Chairs. We were able to develop a critical path to effectively plan and execute operations for this event. In particular, the long lead time allowed for the effective selling of corporate offerings early in the process and before local corporate partners allocated their marketing budgets for the year.

Investment in the event by GC

The permanent assignment of a Tournament Director and Asst Tournament Director resulted in a much better relationship with the host club and a much more organized event.

The assignment of a dedicated salesperson who worked closely with the Host Sales Committee was a huge boost for sales and the visibility of the event.

Overall GC has shown itself to be far more committed to the Women's Open than we experienced in 2017. It is visible and appreciated



Volunteer Committee Structure

We believe the number of committees; their mix and size were optimal for this event. This new structure of 24 committees with dedicated chairs and vice chairs, along with 1300 volunteers, was the appropriate size for an event of this magnitude. Detailed allocation of volunteer hours and personnel can be identified in each of the committee reports and we urge the review and consideration of each of their recommendations.

Planning and preparation

Regular executive meetings starting more than 1 year out and becoming weekly as the event approached kept everyone informed and allowed for better preparation. Full chair committee meetings held in person were far superior to zoom due to the large number of chairs. The round table discussion/question periods were invaluable for all and created a team environment so necessary at this event. The virtual general and committee orientations very successful and practical. Our chairs had specific requests of Golf Canada. The Tournament Director responded thoughtfully and acted when he could (washroom access, pre event launch gathering). This was much appreciated by our team.

One of the key successes of this tournament is the local charitable fundraising for paediatric cardiac services. Our community was fortunate to see two healthcare organizations as the recipients of these charitable funds. CHEO and the Perth Smith Falls Hospital were huge benefactors of this event. Early on in our process we involved CHEO in the identification of potential corporate partners given their extensive fundraising lists of donors. This proved to be effective in the sellout of our corporate offerings. We would recommend that this be continued in future and that the recipient organizations play some role in the success of the local event.

A decision was made early on to improve safety of the site based on our past experience with the tournament. By relocating the catering and broadcast functions for this event we were able to decongest the north parking lot and adjacent areas. The relocation to the north course of broadcasting services and the relocation of catering operations to the lands adjacent to 3 south served the tournament extremely well. Not only did it enhance safety but, according to the feedback received, it improved operations for those services as well.



The development of the evacuation plan and its ultimate execution during the Friday weather delay proved to be effective, well thought out, and useful to keep players, caddies and volunteers safe. It also allowed us to resume play quickly to catch up to planned broadcast schedules.

Corporate Partnerships

The number and mix of corporate partners introduced by Golf Canada was also seen to be appropriate for an event of this caliber. This contributed to a great atmosphere at food fair and effective Family Zone and other service opportunities for spectators attending the event. The addition of the “Rink” to the tournament was a huge hit with spectators, corporate partners, players, and caddies. This is a strong addition for future years and a great piece of Canadiana!

Suggestions for future events:

The Build – planning and management on site

The sequence of the site build up is an important function for the success of the event. It requires tremendous collaboration between the host club, Golf Canada and its various suppliers. At times during our build out, we were at odds between the club’s approach and Golf Canada’s approach. We would suggest earlier conversation and agreement be reached on the process of build so that the mutual needs of both organizations going forward are met. The suppliers, once on site should be managed and supervised by Golf Canada to ensure they follow the requirements for building on a golf course.

Washrooms were the number one issue throughout the event. The facilities were not well marked for spectators to locate them. The facilities were not properly and repeatedly supplied nor were they properly or repeatedly cleaned. The word “disgusting” was heard from many spectators, volunteers, and players. While an outside supplier was given the contract, their unfamiliarity with golf and this event specifically resulted in many missteps. They needed to be properly instructed, managed, and supervised by Golf Canada and this was not undertaken. Not only were they ill prepared for the maintenance of the washrooms, they also were not properly assisted and supervised entering the premises that resulted in significant damage to the rough on Hole #1.

Roping was another area that required better planning and supervision. While there will always be tweaks to the roping, an effective plan to start would have been helpful. Golf Canada needs to work with the Marshals Chairs to map out a plan. This would ensure course knowledge is applied as well as understanding the course as a spectator. We had to make several large changes to roping and there continued to be some issues. This area requires better planning and management by Golf Canada.



Admissions

Our event had two access points to the site. While these access points worked extremely well, we would recommend additional training for the security personnel to ensure that all individuals present their admission credentials upon arrival. We noted some gaps on our south entrance in this regard. We would also suggest that at the main admissions area where security checks do occur, that a water station be placed after the security check section. This would allow for spectators, who are required to empty their bottles, to refill them there and avoid searching out water stations on the site.

Safe Sport Training and Security Checks

The requirement for Safe Sport Training and Security Checks should be made clear when a volunteer is applying for a Chair position. The need for these checks at a committee level i.e. Player Transportation, Special Events and Player Services, should be clear on the volunteer website when potential volunteers are looking at the committee descriptions.

The training required because of the NSO status of Golf Canada is necessary. The package that required completion was not appropriate to the event and was a source of frustration to many volunteers. Golf Canada should investigate a tailored program for volunteers that would focus on the relevant issues.

Security checks serve as an important characteristic of this event. We would suggest that proper identification of all those who will require a security check be done well in advance of the event and be documented. This would allow for early notification to those who require a security check and an early completion of such prior to the event. We found that we were doing security checks for the amateur caddies late in the process.

Planning

This event requires an effective collaboration between Golf Canada, the LPGA, and the volunteer organization of the event. The interface with LPGA occurs exclusively with Golf Canada. We would propose that leading up to the event that an LPGA representative be on some Tournament Co-Chairs calls to increase familiarity and identify any LPGA issues that may need to be addressed by volunteers going forward.



There are numerous events that occur during tournament week, some that are ceremonial in nature and others that are celebratory. We found that for key representatives of the host golf club and for the volunteer co-chairs that this was sometimes difficult to participate in without appropriate time notice. To simplify this situation, we would propose that Golf Canada and the primary sponsor identify invitations to these events as early as possible and extend them accordingly so that they can be effectively planned in the regular daily responsibilities of the individuals. A standing invitation list would be helpful in this regard.

One of the daily functions we introduced was a debriefing session late afternoon of each day. These debrief sessions were useful for effective communication amongst Chairs, facilitated just in time problem resolution for minor irritants, and the ability to ensure proper steps for the next day. Unfortunately, we had not identified a proper environment for these debrief sessions leading up to our event. They were held in the volunteer centre where it was too noisy and too warm for effective meetings. We would suggest that in future an appropriate meeting environment be identified early on for this function.

The success of this event has elevated it to a new requirement when it comes to medical assistance for spectators. A volunteer committee and St. John's Ambulance can no longer effectively handle the volume of spectators and the nature of the emergencies. We recommend that Golf Canada investigate the use of paramedics on site for spectator emergencies. Please refer to the Medical Chair report.

Spectator App

While going paperless is a well intended goal for the CPWO, it is important to remember your demographic for both volunteers and spectators. Many attendees are not comfortable using the phones in this capacity. There was significant frustration. This may be worth revisiting to allow a hybrid model for a until such time that spectators and volunteers are comfortable with the app. Note: Ambassadors, Special Events and 50/50 chair reports.

Conclusion:

As Co-Chairs, we felt the working relationship amongst Golf Canada personnel, Ottawa Hunt and Golf Club (OHGC) leadership, Volunteer Chairs, and the 1300 volunteers involved in the tournament worked extremely well. Our pre-tournament planning was team oriented, thorough, and effective resulting in a well-executed tournament week.