



2025 CPKC Women's Open Committee Post-Event Report

Committee: **Admissions and Spectator Services**

Submitted by: 2025 Co-Chairs **Alan and Jennifer Farrer** and **Tim McGaugh**

Jennifer and I do want to acknowledge that we played a supporting role. Our Golf Club Tournament Co-Chairs, Camilla and Reid carried the heavy water for our Mississauga Golf Club and we were lucky to have Tim McGaugh (ex RBC), who had worked at numerous CPGA events in the past, guiding our Admissions and Spectator Services committee on the real nuts and bolts of our assigned tasks. Golf Canada staff are excellent and always there to help. The Ticketmaster folks were great and always nearby. This allowed us to learn on the fly and also gave us invaluable back-up and confidence as we learned. It also took a lot of the pressure off, which always helps. Going in, we had never before volunteered at an LPGA event. We hope subsequent chairs of these functions get similar support.

I (Tim McGaugh) will embed my comments in the following report highlighted in YELLOW. I have volunteered for this role the last 18 years for the RBCCO and the CPKC event at Magna, in Aurora Ontario. This reason I am invited back is that this committee is a little different – we sell tickets and work directly with Golf Canada Finance and Operations. Because of my experience with them, I am already an expert and can bring the volunteers to expert status for the Tournament days. Having a great relationship with Golf Canada Finance, Ticketmaster and the Security team is essential. All have roles and we try not to cross over – and we support each other.

Responsibilities:

1. **Registration** - Initially, it's listening and learning. Plus registering with Golf Canada and getting credentialed which may include security background, police clearance and other courses.
2. **Recruiting** - Months out - recruiting some of your fellow members and friends to your committee. Always helps to have folks you know and trust involved, even though, over time, the rosters fill out organically with golf club members and other volunteers from all over Canada.
3. **Communication** – Use the templates provided by Golf Canada. Send out communications:
 1. March – Welcome Letter (and when new people are assigned).
 2. May, June – Reminders to ensure schedule in TRUST system is still correct
 3. Minus 30 days – Send out volunteer work schedule
 4. Minus 14 days – Note to advise of Virtual team meeting and On Course training

Create and keep letters in Word so they can be easily formatted and cut and paste into Trust. Send out old communications as attachments (PDF). Work with Golf Canada for maps and layouts.
4. **Scheduling** – Use an excel spreadsheet – which allows you to more easily schedule. Move to the TRUST system about 4 weeks prior to the event and use moving forward. Ensure you ask the team to confirm hours for ALL communications, contact you for any changes and let you know



WHO they want to be schedules with. *We found that 25% of members had change requests, 10% wanted to be scheduled with a friend. Scheduling too far in advance is not recommended.*

5. **Admissions Setup** - Ensure we were connected with the operations and security teams to ensure the layout of the main entrance is suitable for a controlled entrance to support all Admission's committee functions.

6. Admissions Committee Functions:

- a. **Ticket Sales** – Sales and assistance for guests who wanted to purchase tickets or had already purchased but were unable to find their ticket on their devices. Also LPGA members etc who get in for free.
- b. **Will Call Check** – Storage and distribution of tickets to be picked up by guests.
- c. **Bag Check** – For guests who needed storage of restricted items not permitted on site.
- d. **Ticket Scanning** – Validating guest tickets
- e. **Event Ambassador** – Assisting guests by answering questions
- f. **Volunteer Shuttle** - Responsible for shuttling volunteers with accessibility requests on and off the course.
- g. **Lost and Found** – All items are stored at the front gate. Ensure all committees are reminded at the daily chair meeting.
- h. **Backup Other Committees** – If able, provide volunteers temporarily to other committees – mainly volunteer shuttle and marshalling committees.

2. Training Prior to the Tournament:

- a. **One week before event** – Virtual meeting to reiterate role of the committee, answer any questions and to allay any angst volunteers may have. Use and invite Golf Canada to support MS-Teams link.
- b. **Monday and Tuesday of Tourney week:** Train our committee volunteers who wanted hands on orientation before day one. Have committee chairs familiar with the course to include a tour of the course. Tim had trained many volunteers at events in prior years and showed us how. *This training was completed by about 40% of our crew. These sessions were very well received. Those people were the key to training others on Day 1.*

7. **Assist Golf Canada** - We clean the scanners at day's end and re-charge them. This includes scanners for Admissions but all other areas on the course.

8. **Team Management** - We look after our crew. We amend any schedules as things change. We hand out meal vouchers daily. We set breaks as people require breaks. We support them and trouble shoot all day long. The shifts were set and placed into the software and some shifts were changed every day as volunteers dropped in and out and life intervened. As we moved along fewer staff were needed to complete daily tasks, as our crew could handle multiple roles with increasing efficiency and confidence. *This is one of the most challenging roles as you plan for 80K fans and not sure how many will come. We were overstaffed this year (by 35%) which put more pressure on the chairs to ensure volunteers were engaged and felt valued. Having 3 co-chairs makes this much easier as we can support the spread out area of the entrance.*



*Overstaffing meant we had no concerns when volunteers were sick or late. **NOTE:** Remind volunteers that they may be let go early depending on crowds. If I did this again, I would probably have 3 shifts – 6AM to 12PM (12 people), 10AM to 4PM (12 people) and 2PM to 8PM (6 people), Overplanning exact people in exact roles is not required.*

9. **Chair Meetings:** We attended a daily all Committees meeting, usually at about 4pm at this event. At least one chair must always be at the entrance to facilitate any guest concerns. *Stick to items that all must be aware – i.e. All Lost and Found to front. Any one off discussions can be held later. i.e. I need to talk to Operations about the buses and drop off spots.*
10. **Carts:** We collect a golf cart and four radios every day and return them for charging each evening. We shared a disability cart with Golf Canada and charged it ourselves near our tent and trailer. *Having charging stations ensures carts are always usable. Communications and Carts must open early enough to support all committees (6AM)*
11. **Ambassadors:** We are ambassadors to welcome volunteers and spectators at the entrance and off the shuttle busses, help orient them and wish them well on departure from the course at end of day. *Ensure volunteers are aware of the course and can answer key questions. Have pairing sheets available for the team. Know where bathrooms and shuttle pickups are available. Always Welcome fans on entry and Thank fans on exit. The exit task was essential for fans finding their bus or shuttle. This task also allowed volunteers with vision issues to assume a valuable role.*
12. **Important to note** - We are not Security. We are not the LPGA. We are not Ticket Master. And, Golf Canada is always right with us.

What went well?

1. The Tourney was excellent. Brooke won. Weather was perfect. We got fans in and out with relative ease. The systems, which our co-chair Tim helped design, and are better explained in his comments in yellow, work very well and are easy to teach to any crew. By Friday we actually needed considerably fewer volunteers at any given time, except, perhaps later in the day. *Jennifer and Alan let me plan and schedule the volunteers for the event. They also asked all the right questions and by Wednesday were ready to run the event. Having co-chairs aligned with your thinking and supporting you are key to success. I could not have asked for better partners. I arrived at the course by 5:30 AM each day. This allowed me to setup the admissions tents which included opening flaps, retrieving WILL Call from secure storage, logging into laptops and ensuring all supplies were in place to support functions. There is no need to have all chairs in at that hour, this was just me being me.*

What could have gone better?

The grey areas are where any problems arise. The Golf Canada rules about permitted and prohibited items are not transparent (despite being on line) and are a bit inconsistent. For example tablets are permitted, but security blocks iPads and laptops, some of which are small. Cameras with 6 inch lenses are ok (though maybe not on tourney days) but many are turned back. Smart phones are cameras and video recorders and are always allowed. Spectators bring in their laptop computers for some odd reason and have to check them. Many have prohibited backpacks. We try to apply common sense and diffuse conflict while respecting security and protecting LPGA copyright. Half the fans want a daily tee sheet. Golf Canada wants fans to use their app. We posted



our own tee sheet on our counter to help us help fans and many took pictures of our sheets. Liquids are banned, but fans arrive with water and hot coffees and food etc. That said, we did a good job smoothing things out and had virtually no serious problems all week long. The initial credentialing (esp for cmtee chairs) is too cumbersome for volunteers, especially older ones. It should be on one platform and allow data to be imported once for all purposes having to do with the Tourney. The Sports Canada Coaching certification is just silly (and I am a certified coach from other sports).

All of Alan's comments above are correct. Having Alan and Jennifer as co-chairs was invaluable – they knew the course, they were up to speed on key functions, and we worked well, providing each other with comments and discussions to resolve problems or discuss ways to improve task. You can never know how many fans will come. We sometimes had too many volunteers which meant more work for chairs – ensuring volunteers were engaged and felt valuable. The feedback I have supports our successful efforts. This however is MUCH better than having too few.

Suggestions for future events (this can be for your committee specifically or the event as a whole):

1. Will call boxes are spread around the site (Player services, communications, media centre, GC tournament office, volunteer Centre and at Will Call). Some of these areas are off limits to volunteers, so pre-tourney credentials should automatically be given to Admittance/Spec Services Chairs, at least. Periodically checking boxes means we need a golf cart and someone to do periodic rounds.
2. We took on the task of helping VOLUNTEERS (not spectators) with accessibility issues get to where they needed to be for shifts. Another grey area as some volunteer's w/o real issues just do not want to walk. Some volunteers took advantage and a small minority complained daily about having to wait even three minutes. Need to have some expectation management. GC, Club Members and others tried to provide transport to Club Members, alleged VIPs, friends and family etc. Often not a problem, but sometimes caused frustration, especially since our larger cart was shared with GC and/or in use. Sometimes on course all manner of folks demanded rides upon seeing our cart which had a "spectators service" label. Some clarity, down the line would help us and keep our crew off the firing line. We had access to the disability carts, and operated them sometimes, but at our club the ride into the valley was sometimes unsafe for carts that size.
3. The entrance should be checked for disability issues and lighting before day 1. Very dark in early am. Lights were needed. Not fully ramped for those with wheel chairs, walkers or strollers.
4. **Water re-fill station should be right at entrance.** We get folks to dump their liquids then have to say its 300 meters for re-fill, but only in one direction (maybe not where they hoped to go).
5. Some mothers with babies wanted a change room type station. AND everyone hated the porta-potties. Sadly, they were filthy most of the time. Reflects poorly on everyone, unfortunately.
6. Lost and Found should have signage and all volunteers, maps etc should post and know the protocol. Instead items were dropped in multiple spots at the course thru week.
7. Bag check should have a hard close at, say, 7pm, after which all items are turned to security. Sign at entrance and stub should state this. Could then set crew hours accordingly. (maybe 8)
8. **Washrooms** for volunteers should not be porta-potties. A clean bathroom either permanent one or trailer tells the volunteers we care!

What do you wish you would have known prior to tournament week? Is there anything that Golf Canada could have done to better prepare you for the tournament?

GC did a great job. We were as prepared as could reasonably be expected. Very happy with all the support and the communications.

Knowing who can assist with what is invaluable. As I know you, I understand the governance structure. I can reach out to Alex or Rob to get things fixed. GC is great at doing this at meetings –



but may wish to continue to reiterate.

What is your favourite memory from the CPKC Women's Open?

Met some very nice people. Loved our crew. Millions of dollars donated to Mac Kids. Brooke won. And we survived a long week feeling much better about our contribution to this massive effort by so many. Thanks.

The host volunteers were best I have seen. Camilla and Reid had the right personalities to make this a success. I looked forward to their daily visit. Best memory – seeing the volunteer kids come out of their shell and connect with other kids on the team.