

# Case study | Golf Canada Championships

## Partnering for success, uniting golf enthusiasts

Golf Canada is the governing body of golf in Canada, representing more than 310,000 members at 1,400 clubs across Canada. Recognized by Sport Canada as the National Sport Organization (NSO) for golf in Canada, the organization's mission is to grow participation, excellence and passion in the sport while upholding the integrity and traditions of the game.

As part of its mission, Golf Canada actively conducts Canada's most prestigious national golf championships: the RBC Canadian Open and the Canadian Pacific Women's Open, which attract the best professional golfers in the world. Golf Canada entrusts GardaWorld to protect the event staff, all the attendees, athletes, media and visitors.

### Multivariate events, various factors to take into account

- **The magnitude of the crowd:** thousands of spectators attend both events along with world media due to the participation of world-class golfers. Security and assistance are required at every step of the attendance's path to the event (parking, transportation, entrance etc.).
- **The location of the event:** the events move around Canada each year to showcase the championships to all Canadians, visiting some of Canada's best golf courses, which presents challenges to overcome in areas of infrastructure, resources and local laws etc.
- **The right staffing:** Golf Canada's mission to uphold, if not raise, the quality in all its initiatives, which means having the right people as ambassadors to provide security services at the championships. In addition, both the Professional Golfers Association (PGA) Tour and the Ladies Professional Golf Association (LPGA) require high standards from Golf Canada regarding access control and crowd management during the event.
- **The emotionally-charged atmosphere:** ensuring the safe passage of golf players in a timely fashion, through golf courses filled with spectators eager to get a glimpse of their favorite player or an autograph, can lead to tempers flaring quite quickly.

A successful, safe and secure event relies on the expertise and experience of security professionals in dealing with those factors.

*"GardaWorld has been a trusted supplier to our two professional National Championships for the past 18 years, assisting in whatever way is necessary to ensure a successful execution of the tournaments." – Bill Paul, Managing Director, Professional Championships, Golf Canada*

## Exceptional security measures for exceptional events

- **Access control to the event site:** ensuring that everyone, on foot or in a vehicle, has a valid credential and is thoroughly searched so that prohibited items are not brought in.
- **Access control to sensitive areas:** clubhouses, golfers' locker rooms, practice areas, media centres and other hospitality/VIP areas.
- **Asset protection:** millions of dollars of equipment and products are of major importance to the golf course, Golf Canada, and suppliers and have to be monitored at all times.
- **Traffic and parking management:** road closures and lane reductions require coordination according to municipal traffic plans. Access to designated parking lots is also regulated.
- **Partnerships with public authorities:** police forces, fire department and first responders.
- **Close protection,** including liaison with coordinating parties of golfers, visiting dignitaries and VIPs.

## Ensuring service continuity

The GardaWorld Security Director participates in planning meetings throughout the year, drawing from best security practices that we already employ, and travels with the event wherever it goes. He develops a detailed operations plan including risk assessments and a comprehensive operations manual with key information such as a list of tasks and responsibilities for each position, event information, site maps including drawings of sensitive areas. This provides continuity of service as well as a cost savings to Golf Canada in not requiring an internal resource for the security function.

The participation in planning, an open regular communication with Golf Canada, along with successful execution of the events each year, highly contribute to the award of the contract on an annual basis. GardaWorld is considered a valued member of the team that takes part in the success of the championships every year.

## Offering a turnkey solution

GardaWorld's in-house and unique expertise has led to an unsurpassed level of customer service and professionalism by:

- Ensuring that our security professionals are properly informed of our service standards and Golf Canada's expectations;
- Building a solid and dependable supervision team, 24 hours a day;
- Implementing a proactive communications system and a command centre within the area;
- Maintaining seamless and constant communications with Golf Canada and its teams;
- Being flexible and responsive to changes in staffing requirements, duties and areas of responsibility.

The key to success is the understanding of Golf Canada's goals and delivering the service to achieve them. For special events it is all about the spectator experience. Security is not all about enforcement and preventing incidents from happening. It is about customer service and ensuring things happen within both the client's policy and goals, while maintaining the safety of the participants, spectators, and staff of the event.

To learn more about our security services, contact your regional special events expert:

- **Western Canada, Central & Atlantic**  
Scott Young, [scott.young@garda.com](mailto:scott.young@garda.com)
- **Quebec**  
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