



2026 STUDENT AMBASSADOR PROGRAM

TERMS OF REFERENCE

Mandate

The Student Ambassador Committee is a volunteer recruitment committee that reports to the Professional Championships team of the Royal Canadian Golf Association (operating as Golf Canada), hereinafter referred to as “Golf Canada”. It is responsible for assisting Golf Canada’s Professional Championships team with volunteer recruitment for its two professional championships – the RBC Canadian Open and the CPKC Women’s Open.

Each Student Ambassador will apply for and be assigned to one of Golf Canada’s professional championship events to promote throughout the duration of their volunteer term. The duration of the term will last from mid-January – late-June, with most required activities taking place by early May.

Key Duties of the Student Ambassador Committee

Golf Canada will provide each Student Ambassador with a variety of assets necessary to complete their role. These **may** include but are not limited to; social media assets, giveaways/swag, volunteer FAQ’s/brochures, recruitment posters, Golf Canada tablecloth(s) and pull-up banner(s).

In fulfilling their role, each Student Ambassador (or team of Ambassadors) shall work closely with Golf Canada Professional Championships staff on the following tasks*:

Table 1: Student Ambassador Activities and Timeline

Task	Date of Completion
Each ambassador attends either a virtual or in-person meeting with Golf Canada, where we will review the timeline of events, roles/responsibilities, volunteer FAQ, etc.	January 26 th , 2026
Ambassadors are sent physical volunteer recruitment posters to post throughout their school.	January 26 th , 2026
Each ambassador posts social asset #1 (provided by GC), a generic volunteer recruitment post.	Feb 1 st , 2026



Each ambassador must post social asset #2 (provided by GC), promoting our student volunteer networking event in March. The caption should include information about the event and a “fun fact” that they learned about our volunteer opportunities during the orientation meeting.	Feb 15 th , 2026
Each ambassador creates a 30-second short-form video/reel highlighting one volunteer committee they feel is a great opportunity for students and why. Develop a creative caption with a call to action + link to vol. registration. Opportunity to use a photo and create a longer caption if uncomfortable with video editing.	February 30 th , 2026
High school students make 2 PA announcements at their school. Golf Canada to provide guidelines for the script/talking points. University/College students visit 3 separate classes (ideally in sports/hospitality/business programs) and give a 5-minute presentation on Golf Canada’s volunteer program + networking event. Golf Canada to provide guidelines for the script/talking points.	March 15 th , 2026 (complete both announcements or all three presentations by March 15 th)
Ambassadors make a “what’s in my volunteer bag” social post, which highlights the various benefits of being a volunteer and the overall value of the volunteer package. Social assets provided by Golf Canada.	March 15 th , 2026
Ambassadors host 2-3 information booth sessions on campus for ~3 hours each and are encouraged to attend any job/career fairs at their school, if timing aligns.	April 30 th , 2026 (complete all by April 30 th)
Ambassadors attend Golf Canada’s Student Networking event in March. Student ambassadors are asked to make a LinkedIn post following the networking event, providing a call to action.	March 24 th , 2026; March 30 th , 2026



High school Ambassadors make 2 PA announcements at their school. Golf Canada to provide a script/talking points. University/College Ambassadors visit 3 separate classes (ideally in sports/hospitality/business programs) and give a 5-minute presentation on Golf Canada's volunteer program + student networking event. Students at schools with Sports Business Associations are also asked to make a short presentation to the association. Golf Canada to provide a script/talking points.	February 25 th , 2026
Students make a "last call" social media post, approximately 10 days away from the volunteer registration deadline.	May 5 th , 2026
Students post a "day in the life" short-form 30sec - 1min video/reel to post on social media post-tournament. Ambassadors use the caption to reflect on their favourite part of volunteering and their overall experience as an ambassador.	June 8 – 14 th , 2026
Ambassadors assist with the recruitment of future ambassadors if they are not available for the following year.	July – Sept 2026

****Table 1 provides an overview of Student Ambassador duties and intended timelines. All timelines and duties are subject to change. Timelines may be pushed back for CPKC Women's Open Student Ambassadors.***

Composition

The committee shall be composed of a maximum of 20 members, who shall be selected by Golf Canada's Professional Championships team. Ambassadors can apply individually but are also encouraged to apply as teams of 2. A maximum of 2 Ambassadors will be selected from each school.

Committee members shall possess appropriate expertise, interest, or experience in the areas of the Committee's responsibility and should reflect the diversity commitment and goals of the organization as outlined in the [Equity, Diversity, and Inclusion Policy](#). This includes, but is not limited to language, geographic location, ability, sex, sexual orientation, gender identity or expression, religion, age, Indigenous identity and ethnocultural diversity.



Staff Representative

All selected Student Ambassador Committee members will be connected directly with a designated Golf Canada staff representative(s), who will provide ongoing support throughout the duration of the term.

Meetings and Resources

Each Student Ambassador will receive a virtual orientation in late January. The orientation will cover key information about the professional championships and volunteer program, volunteer FAQs, and a detailed outline and description of the Student Ambassador responsibilities and corresponding timelines.

Each Student Ambassador may request a monthly check-in with their Golf Canada representative, by telephone or an electronic platform such as Microsoft Teams. Meeting invites will be sent by Golf Canada.

Incentives

Student Ambassadors who are high-school students will be eligible to receive volunteer hours, signed off by Golf Canada staff. The anticipated number of hours is around 40 hours.

All Student Ambassadors are eligible to book a 30-minute one-on-one meeting with a member of Golf Canada's People & Culture Team. Golf Canada's People & Culture team will offer a review of your resume, provide interview tips, and information on our summer internship program.

All Student Ambassadors will also receive an invite to Golf Canada's Student Networking event in March 2026, featuring established sports industry professionals.

Questions?

For any questions related to the Student Ambassador Program or the application process, please contact Hannah Daniels at hdaniels@golfcanada.ca