

# Who We Are

For Club Boards and Owners



**CMAC**  
Club Management Association of Canada

## Who We Are

### THE CLUB MANAGEMENT ASSOCIATION OF CANADA

CMAC is the national professional association for individuals involved in the club management profession in Canada. Since 1957, we have been supporting our members with education, networking and member events to facilitate our members being the best in the industry.

## What We Do

We organize seminars, workshops, summits and professional development opportunities; sustain two annual conferences; and promote information sharing and collaboration for our members through events, special interest groups and communications such as our member email list, social media and our magazine, Club Management Quarterly. We also represent our members' interests as required by contacting government representatives and voicing our opinions about laws and regulations that will affect members and their clubs.

## Resources for Operational Success

Part of CMAC's professional development is the **certification program** that leads to the Certified Club Manager (CCM) designation, a globally-recognized standard for club management professionals in Canada.



The Annual National Conference is three to four days long and offers quality education, the chance to network and the opportunity for profiling suppliers.



### The Annual National Food and Beverage Management Conference

is attended by clubhouse managers, assistant general managers, food and beverage managers, chefs, sous-chefs, mid-level managers and some general managers. In addition to networking opportunities, the three-day conference offers sessions on food and beverage operations and sessions on all aspects of a club's operations for up and comers.



### Club Management Quarterly (CMQ)

is distributed to CMAC members, club board members, industry partners and interested media outlets. It highlights current issues, industry trends and the work and accomplishments of members. It also offers visibility to CMAC members, their boards and others through the advertising program.



[thecmac.ca](http://thecmac.ca) offers information about club management and the association as well as resources, programs and services for members such as the position postings service and the online member directory.



The **position postings** service provides a listing of senior club management opportunities, accessible to members only. The **online directory**, listing member contact information, supports the networking activity that characterizes the association..



Our **11 branches** across the country also provide networking, educational and professional development opportunities.

# How CMAC Membership Supports Club Boards

## A Strong Network of Peers

With 250 clubs across Canada, CMAC connects your club professionals with a national network of industry experts who share insights, best practices, and solutions to common challenges.

CMAC maintains connections with related organizations like the National Allied Golf Associations and the Club Management Association of America, enhancing industry partnerships and offering members access to exclusive event pricing. These resources and connections help foster professional growth and strengthen the club management industry.

## Valuable Resources for Professional Development and Operational Success

CMAC provides a range of resources designed to support club professionals:

- Annual Canadian Club Industry Insights: Key data and trends to stay ahead in the industry.
- Preferred Pricing with Trusted Partners: Exclusive discounts to support your operations.
- Position Posting Service: Access to club-specific talent across Canada for key roles.
- Club Core Library: Best practices, policies, and operational guidance tailored to the club industry.

## Support for Not-for-Profit Club Boards

The vast majority of private clubs in Canada operate under not-for-profit boards. CMAC equips club management professionals with the knowledge and tools to thrive within this governance model.

We also host a virtual Annual Governance Summit, bringing boards together to learn and share insights on this important topic.



## The Only Globally Recognized Club Management Certification

CMAC offers access to the Certified Club Manager (CCM) designation, the only internationally recognized certification for club management professionals, ensuring your leadership team is equipped with the highest standard of industry knowledge.



## Conferences



The annual National Conference is attended by more than **110** full conference delegates and over **50** daily registrations, guests and sponsors.



The 2025 National Conference received an **87%** overall satisfaction rating amongst attendees, with **100%** stating that the education program inspired change or reinforced their existing practices.



The annual National Food and Beverage Management Conference is attended by over **120** full conference delegates and over **40** daily registrants, guests and sponsors.



**87.5%** of 2025 National Food and Beverage Management Conference attendees indicated the education program inspired change or reinforced their existing practice.

AT THE HEART OF WHAT CMAC DOES IS EDUCATION AND NETWORKING. CMAC PROVIDES PROGRESSIVE AND INDUSTRY-LEADING EDUCATIONAL PROGRAMS THAT PREPARE OUR MEMBERS TO ACHIEVE THE CERTIFIED CLUB MANAGER (CCM) DESIGNATION, THE HALLMARK OF PROFESSIONALISM IN CLUB MANAGEMENT.

**JEFF GERMOND, CCM** PAST PRESIDENT

### CERTIFICATION

**75**

Certified Club Manager (CCM) designates

**18**

Certified Chief Executive (CCE) designates

**1**

Master Club Manager (MCM) designate

### EDUCATION

**90**

non-certified members attended the Business Management Institute (BMI) in 2024 and 2025.

### SOCIAL MEDIA FOLLOWERS

**3264**



**846**



**1162**



**306**



LIKES  
FOLLOWS

AS OF JANUARY 2026

### CLUB MANAGER QUARTERLY

**4**

issues per year

**50+**  
articles

# Our Members

Our members include general managers, chief operating officers, assistant general managers, clubhouse managers, golf superintendents, chefs, controllers, food and beverage supervisors, golf professionals, and students pursuing a career in club management. Our members work at private, semi-private and public golf clubs, country clubs, city clubs, faculty clubs and recreation and leisure clubs.



Total membership:  
650 members across  
Canada and internationally.



47% are in General  
Manager/CEO/COO and senior  
management roles at their clubs.



26% of CMAC members are in Food &  
Beverage positions (Manager, Chef,  
Catering, Events).



85% member  
retention in 2025.

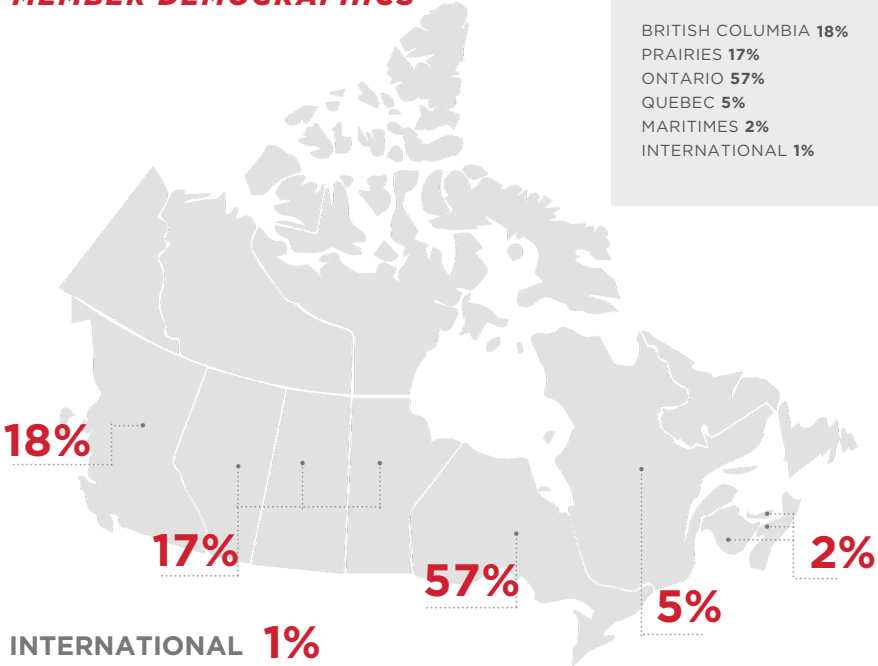
8% of CMAC members are in  
Accounting & Finance positions.

Others work in Membership, Member  
Services, Golf, Marketing &  
Communications, Other Athletics and  
Human Resources.



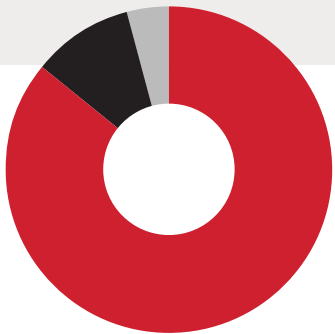
65 new members in 2026,  
117 in 2025, and 170 in  
2024.

## MEMBER DEMOGRAPHICS



### MEMBERS BY MEMBERSHIP CATEGORY

PROFESSIONAL 90%  
COMMUNITY 7%  
HONOURARY 3%



### MEMBER CLUB BREAKDOWN

GOLF/COUNTRY CLUBS 60%  
SPORT/FITNESS CLUBS 23%  
CITY CLUBS 10%  
RECREATION/LEISURE CLUBS 7%





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