



NIKI DA SILVA JOINS GOLF CANADA AS NEW CHIEF PEOPLE OFFICER

Former Right to Play Chief People Officer to lead Golf Canada's People & Culture functions in addition to core activities that support the organization's commitment to DEI & Safe Sport

(January 12, 2023) – Golf Canada announced today that experienced people and culture executive Niki da Silva has joined the organization as its new Chief People Officer, beginning January 23, 2023.

Da Silva joins the Executive Team of the National Sport Federation after a successful five-year chapter with Right to Play International in Toronto, most recently serving as their Chief People Officer, Global.

In the newly created role, da Silva will collaborate with the Executive Team, Board of Directors, staff, and national volunteer network to lead all people operations strategy, programs and functions including employment practices, recruitment, talent management, performance management, compliance, administration, training, benefits and compensation, and health and safety.

As CPO, da Silva will also work closely with Golf Canada's Director of Diversity, Equity, Inclusion and Safe Sport to advance the organization-wide commitment to DEI and Safe Sport. Da Silva will also have oversight for all staff and HR functions for Golf Canada, the Golf Canada Foundation and First Tee Canada.

"Niki is going to be an amazing partner and resource for every area and department of Golf Canada's operations. Her infectious enthusiasm and energy will drive a world-class people function for our organization," said Golf Canada CEO Laurence Applebaum. "Niki is an exceptional leader in global sport and will bring tremendous experience and leadership developed at Right to Play and previous executive roles."

Da Silva is enthusiastic about reimagining the future of work, inspired by the challenge of developing high-performing organizations and energized by building a world-class employee experience.

"I am thrilled to be joining Golf Canada, supporting our people and the critical work happening across the organization to advance our vision to be a world leader in golf," said da Silva. "Throughout my career, I have had a first-hand view of the transformative power of sport and I look forward to helping grow the game and make it accessible for even more Canadians."



As a member of the global executive team at Right to Play, da Silva's responsibilities included developing the vision for a five-year strategic plan and driving two organizational redesigns that aligned talent and strategic operation from two regional offices to one global office. The Toronto resident led a transformation and scaling of the People and Culture function including talent acquisition and performance management along with learning and talent development programs. During da Silva's tenure, Right to Play was recognized as "Top for Culture and Values" by Glassdoor and received its first-ever Global Staff Award nomination for "Team of the Year" and three consecutive years of "Great Place to Work" Certifications™.

Da Silva earned a Masters Business Administration with the Rotman School of Management and BA, Honours Business Administration with the Ivey School of Business. Da Silva is also a Certified Leadership Coach with the Third Factor 3x4 Program and is in progress to become a Certified Human Resource Executive (CHRE) with the Human Resource Professional Association.

Married with two children, da Silva has also contributed to several community groups including the Islington Rangers Soccer Club, Brampton Minor Lacrosse Association, and Toronto Ski Club in addition to past Board positions with Sunnylea Childcare Centre and the YWCA.

ABOUT GOLF CANADA

Golf Canada is the National Sports Federation and governing body for golf in Canada representing more than 300,000 golfers and 1,435 member clubs across the country. A proud member of the Canadian Olympic Committee, Golf Canada's mission is to increase Canadian participation and excellence in golf. For more information about what Golf Canada is doing to support golf in your community, visit www.golfcanada.ca.

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