





interior designers of canada designers d'intérieur du canada





About IDC

Counded in 1972, Interior Designers of Canada (IDC) is the national advocacy association for the interior design profession in Canada with a mandate to provide a unified voice to advance and promote the Canadian interior design industry locally, nationally, and internationally.

With this goal in mind, IDC provides valuable and quality professional development opportunities, educates the public about the importance of hiring qualified interior designers and advocates on behalf of members to promote understanding of the interior design profession.

In total, IDC represents more than 5,000 fully qualified interior designers, interns, students, educators, and retired members. IDC members work globally in all areas of design, including corporate/commercial, institutional, retail, hospitality, health care, and residential. In addition, nearly 200 manufacturers and suppliers, who support the work of interior design professionals, are members of IDC.



2020 ANNUAL REPORT





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Message from the President



It has been an exciting and challenging year for all of us at IDC, and across the country, given the global predicament of COVID-19. Even though we could not be together for much of the ambitious programming we set out to deliver, the virtual world brought us together in so many ways.

It is an absolute honour to have served as your president for the 2019-2020 Board of Management. The interior design community in Canada has proven once again the power of community and hopeful resilience in a time of great upheaval.

The decision to cancel this year's Design Symposium did not come lightly, but our world changed so fast in those early spring days. I am truly grateful that we have such an engaged community of members across the country and knowing that we had to postpone our biggest event of the year was announced with a heavy heart.

But we stride on and invent new ways to connect, learn together, and celebrate our successes. All of us at IDC are humbled by the enormous response to call to action when we needed your help, your participation in our virtual events, and your commitment to support each other and your national association – every small gesture makes our interior design community stronger.

From all of us at IDC – thank you! Thank you for showing up, stepping up, and continuing to showcase what an incredible organization we continue to build together.

I would like to take this opportunity to acknowledge the hard work of IDC's small team of staff and especially my colleagues on IDC's Board of Management, an incredible group of passionate and immensely talented interior design leaders who care deeply about the future of the profession.

I wish your incoming IDC president nothing but success, and I look forward to continuing to work with our membership in launching the many initiatives and projects IDC has in store.

Sincerely,

Carol Jones

President, IDC Board of Management

Message from the CEO

It is an immense honour to take on the CEO post at IDC, an organization to which I belonged for so many years, in volunteer roles and as a participant and cheerleader at events with all of our members across the country. I am honoured and humbled by the enthusiasm of our membership that was seen through such difficult times during the onset of the COVID-19 pandemic and am excited for things to come at IDC.

No matter the challenges, IDC's team and the village of volunteers, staff, and committee members were able to continue to celebrate our members' achievements through sourcing resources for CEU delivery via webinars, showcasing projects, sharing members' personal stories, and finding ways to connect with members coast to coast when that connection was so incredibly important.

I, along with IDC's team, am amazed by the immense talent, innovation, and collaboration of our members, and the willingness of this tight-knit community to come together and offer a helping hand. This is the kind of community and professional organization we want to nurture and keep building.

I want to thank IDC's outgoing CEO, Tony Brenders, for his leadership during these transitional years at the organization, and for helping to put IDC members centre stage, on a national platform with IDC's Design Symposium. Last year's event, which was only our second one, was held in beautiful Vancouver, B.C. and brought so many amazing speakers, designers, manufacturers, sponsors, educators, interns, and students together – to share ideas, learn together, and move the industry forward.

In the coming weeks and months, I look forward to bridging the gaps with our provincial associations, and hopefully connecting with many of you in person soon. We will continue to tell the amazing stories of our members, to share your work, and celebrate your successes, and ultimately bring awareness of the importance of interior design in our daily lives, in Canada and across the globe.

I want to thank the IDC Board of Management, a group of talented interior designers and industry representatives, who work tirelessly to meet the challenges of IDC members and our industry. Your efforts do not go unnoticed.

A special thanks to our incredibly dedicated, innovative, and resilient IDC team that continues to deliver great results for IDC's members across the country.

And finally, the biggest thank you to all our members – for your continuous support, input, and engagement with your national association. You are the glue that keeps this amazing community together.

Sincerely,

Trevor Kruse

Chief Executive Officer, IDC





2019/2020 at a Glance

Webinars & Seminars

November 27, 2019 Why Professional Liability Insurance is Essential

December 4, 2019 How to Report Your Hours with IDCEC

February 12, 2020 Why Professional Liability Insurance is Essential

February 20, 2019 Commercial Space Planning

February 25, 2020 How to Report Your Hours with IDCEC

March 5, 2020 Interior Finishes and Hardware based on NBC requirements

April 29, 2020 Accessibility and Barrier Free Design

June 4, 2020 Transforming Aging through Healthier Design

June 9, 2020 Residential Building Permit Fundamentals

June 18, 2020 Mess is Stress

June 25, 2020 Designing for Behavioural and Mental Health

Total webinar attendees 659

Member Communications

President's Webinars

- IDC Design Symposium & Update on Membership Aug. 22, 2019
- Welcome and Update from New IDC President Carol Jones Oct. 16, 2019
- IDC Member Benefits and Dues Nov. 21, 2019
- IDC Advocacy Plans for 2020 Jan. 30, 2020
- Update on IDC events and programs May 13, 2020
- President's Webinar: Welcome New IDC CEO June 17, 2020

IDC Events

• Ottawa, Ont.

DesignEx

• Vancouver Island, B.C.

IDC/IIDA Leaders Breakfast • Toronto, Ont.

Industry Sales Professionals Course

• Halifax, N.S.
• Toronto, Ont.

IDC Design Symposium • Vancouver, B.C.

Events Supported by IDC

- IDC Design Symposium
- IDC's 47th Annual Meeting
- 2019 IDC/IIDA Leaders Breakfast at IDC Design Symposium
- IPAX USA & Americas Property Expo 2019
- HOMI Milano
- AZURE Awards Gala
- DesignTO Symposium: A Future without Work
- KNOLL Design Days
- Mac's II Agencies Lighting, Design & Acoustics
- TIDC: New Looks on the Block Party
- ARCHITECT@VVORK
- 2020 SCALE: The ASID National Student Summit
- DesignEx Events
- Industry Sales Professionals Courses



Communications & Marketing

Web Activity: idcanada.org

Page views

- 182,400 page views annually.
- 56,160 unique visitors annually.

IDCommunity

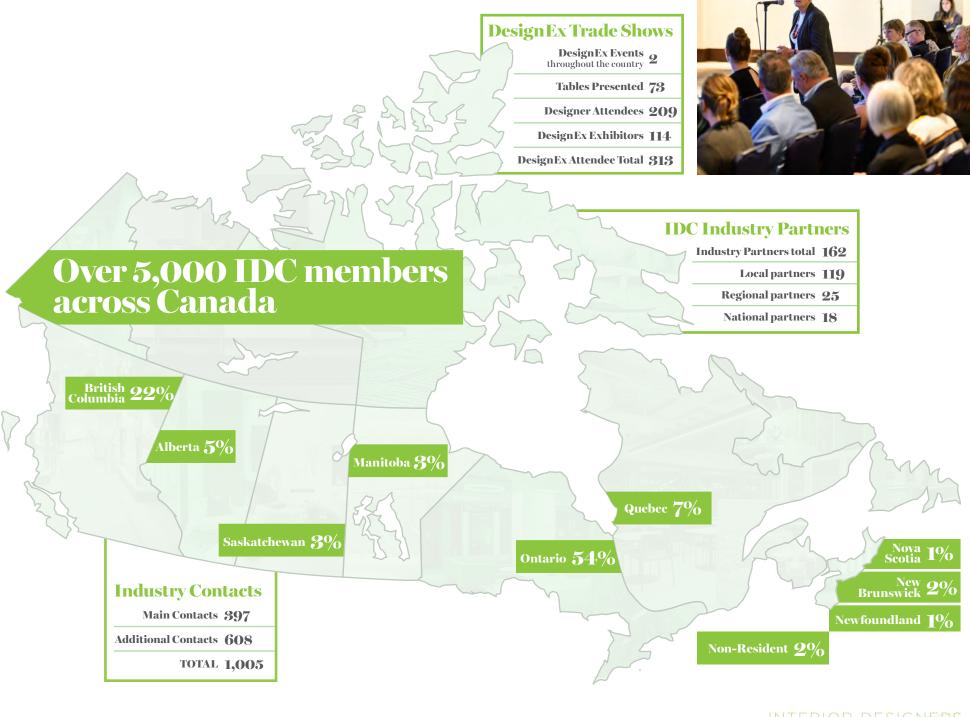
Average open rate 38%
Click rate 9%
Highest open rate 45%

Social Media Activity

	2018	2019	% Change
Facebook	<i>7</i> ,526	8,048	7%
Twitter	4,821	4,859	0.8%
LinkedIn	8,119	11,668	44%
Instagram	4,785	6,188	29%
Total	25,251	30,763	22%

Member Benefits

- Scholarships & Bursaries over \$10,000 awarded annually
- 20 Career Centre job postings
- 32 e-blasts sent through email broadcast program





A CHAMPION FOR INTERIOR DESIGN: 2020 ADVOCACY PLANS

IDC serves the needs of members through exciting initiatives to educate the public, promote the interior design profession, and engage members. IDC's aim is to build an even greater community of Canadian designers across the country and internationally.

Educate

IDC educates the public about the work of interior designers and the value of design by showcasing stories of members and their amazing work and projects. Members are invited to submit their latest projects to be featured across IDC's social media channels.

Promote

As an advocacy association, promotion is at the core of everything IDC does. IDC is committed to celebrating and promoting the importance of the work of qualified interior designers to the public and stakeholders. To reach as many people as possible, IDC utilizes social media channels (30,000+followers) as a promotional tool.

Engage

Through advocacy efforts, IDC engages students to get excited about interior design and practicing designers to act as champions for the profession through leadership and volunteer roles within the association.

Members are continuously encouraged to spread the word about IDC and the work of interior designers in Canada.

Advocacy

SUPPORT FOR STUDENTS

IDC Student members are individuals enrolled in postsecondary interior design education at any university, college, or accredited school in Canada.



HOW IDC HELPS STUDENTS

- Online access to job opportunities through the Career Centre
- Direct connection to members plus invites to industry events
- Access to nationwide education seminars and webinars (CEUs)
- Annual awards and scholarships program
- Subscription to i+D magazine, the industryleading North American design magazine
- Industry news and updates through monthly newsletters
- Promotion of your work through IDC's social media channels
- Advocacy tools to help you succeed
- · Credentials for future employers

AWARDS & BURSARIES

IDC offers multiple scholarships and bursaries to interior design professionals in all levels of their career.

<u>The Robert Ledingham Scholarship</u> – awarded to one or more candidates who have recently been accepted, or who are currently enrolled (within their first year of study) in graduate school at the master's or doctorate level.

Bob's Your Uncle Bursary – awarded to one or more emerging professionals who, for reasons of financial hardship, are unable to join their provincial interior design association as an Intern/Provisional member.

<u>Wayne Thomson Bursary</u> – awarded to one or more candidates under financial hardship who have recently completed the IDFX, IDPX and are eligible for or have completed the practicum for the NCIDQ.

<u>Value of Design Awards (VODA) student competition</u> – recognizes student projects that outline the design process, challenges, research and business drivers, the inspiration for the direction, steps for implementation, and benefit to the client.

INTERIOR DESIGNERS
OF CANADA

2020 annual report

PROFESSIONAL DEVELOPMENT

Interior designers are required to fulfil professional development requirements in order to remain members in good standing with their provincial association, which is facilitated through the Interior Design Continuing Education Council (IDCEC). IDC offers continuing education opportunities to members across Canada to help members fulfil their continuing education requirements and keep up to date on current industry regulations, business practices, and trends.

IDC pays annual membership dues to IDCEC on behalf of IDC members in order for members to track and manage earned credits without further cost.

This year, to bring members together virtually and ensure full benefits of membership, IDC introduced a weekly series of IDCEC-approved webinars relevant to the interior design profession and practice.

MEMBER BENEFITS

Members have a voice at IDC! Membership provides access to many benefits such as job opportunities through our Career Centre, exclusive deals and discounts on insurance rates, auto rentals, education seminars and webinars (CEUs), industry research, advocacy tools, annual awards and scholarships, events and networking, weekly industry news and updates, and promotion on IDC's social media channels.

11 webinars presented to members 659 total webinar attendees

PRESIDENT'S WEBINARS

IDC hosts a monthly President's Webinars series, which started in November 2017. The webinars are a great way for members to engage with their national association and IDC's president and staff. These sessions provide timely updates on topics such as membership renewal, advocacy activities, announcements about new programs, applications and deadlines for awards, trade missions, and event participation.

All webinars are recorded and posted on IDC's website, and the sessions are approved for one non-IDCEC hour.

Membership





Industry

INDUSTRY PARTNER BENEFITS

In response to the changing nature of global events, IDC remains committed to playing a constructive role in supporting interior designers and advocating for the interior design profession.

IDC has taken various actions and implemented new programs to ensure that members are still able to benefit from their IDC membership to the fullest. This includes offering adjusted packages for Industry Partners to offer improved benefits which fit an online focused industry in lieu of in-person events.

INDUSTRY SALES PROFESSIONALS

IDC offers a custom course, tailored exclusively to meet the needs of architecture and design industry sales professionals. The practical course features Q&A sessions with panels of registered interior designers and architects, drawn from boutique and large design firms serving the retail, commercial, healthcare, hospitality, and residential sectors. The formal exchanges offer an opportunity for leading designers to deliver helpful tips on how their studios operate as well as how to join their network of trusted industry resources.

Two courses were held this year in Toronto, Ont. and Vancouver, B.C., each in 2019 and 2020.

IDC Industry Events

IDC/IIDA Leaders
Breakfast

Toronto, Ont.

Industry Sales
Professionals Course

• Halifax, N.S.
• Toronto, Ont.

Total event attendees 769



2019 DESIGN SYMPOSIUM SPONSORS























































i+D MAGAZINE

In 2017, IDC partnered with the American Society of Interior Designers to create *i+D* magazine, a North American publication that dives deep into stories that reflect today's changing landscape and innovations in design and shows the significant, positive contributions of interior designers on the future of the built environment. The magazine regularly publishes works of Canadian designers and IDC initiatives and invites members to share their ideas and feedback on innovative topics in the design industry.

DC celebrates the work and innovation of IDC members and our talented design community by showcasing members' projects on social media channels, in newsletters, and on international platforms from coast-to-coast.

VISION, MISSION, VALUES AND GOALS

The IDC Strategic Plan, which was updated in early 2019 with engagement from the Board of Management, stakeholders and staff, brings clarity to the association's mission, vision, values, and goals.

Vision Healthy and safe interior spaces that enhance the quality of life.

Mission To advance, support, and promote interior designers and the profession, nationally and internationally.

<u>Values</u> IDC is built on integrity, innovation, sustainability, inclusion and the belief in an ethical, accountable profession and a positive future for members, partners and stakeholders.

Strategic Goals

- Build the profile of interior design and advance the profession in innovative ways.
- Goals Grow design partnerships.
 - Develop a robust membership.



Annually, IDC's Communications
Team receives over 20 projects to be
featured on social media channels
with more than 30,000 followers
across all platforms.







Promotion

INTERNATIONAL MISSIONS

Every year, IDC members are invited to participate in international trade missions - from Europe to Southeast Asia.

These events provide members the opportunity to explore business ventures and forge new partnerships with interior designers and manufacturers across the globe.

2019-2020 Trade Missions

- MARMOMAC Verona, Italy (Sept. 25 28, 2019)
- HOST Milan, Italy (Oct. 18-22, 2019)
- HOMI Milan, Italy (Jan. 24-27, 2020)

Unfortunately, due to the global impact of COVID-19 some trade missions planned for 2020 were postponed, including:

- MIFF Kuala Lumpur, Malaysia postponed until March 8-11, 2021
- SALONE DEL MOBILE Milan, Italy postponed until April 13-18, 2021

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Celebrating Design

The 2019 Awards Gala, held at the Hyatt Regency in Vancouver, B.C. during IDC's Design Symposium on Sept. 13, honoured outstanding IDC members, their work, and innovation within the interior design community.

The event celebrated winners of the Value of Design Awards (VODA), honoured IDC Fellows, recognized participants of the PROpel Emerging Leaders program, acknowledged IDC's scholarships and bursaries, and honoured the inaugural winner of the Legacy Award for Distinguished Service.



IDC LEGACY AWARD FOR DISTINGUISHED SERVICE

IDC presented Glen Brewer, President, Midgley Tecnica, with the inaugural IDC Legacy Award for Distinguished Service. The recipient of this award exemplifies outstanding service and dedication to IDC and more broadly to the interior design community in Canada. The award honours the individuals, companies or institutions that are recognized as being trailblazers to the design community nationally.



NTERIOR DESIGNERS OF CANADA

VALUE OF DESIGN AWARDS

Last year, nine Canadian design firms from coast to coast were honoured at IDC's second Value of Design Awards. The program was established to shine a spotlight on innovative work that pushes the interior design industry forward.

The 2019 Value of Design Awards were presented to the following winners who continue to push the boundaries of interior design. These designers have implemented an empathetic, inventive, and iterative process, focused on the human experience into their projects; creating sustainable and functional designs for the present and future.

2019 VODA Award of Excellence Winners



Project Thompson Dorfman Sweatman LLP (TDS)

Firm figure3

Category Innovation in Workplace Design



Project Medical Technology Company Headquarters

Firm HOK

Category Innovation in Workplace Design



Project Engine Digital

Firm Square One Interior Design

Category Innovation in Workplace Design



Project Surterra

Firm figure3

Category Innovation in Retail Design



Project Niagara College Student Commons

Firm Gow Hastings Architects

Category Innovation in Institutional/Educational/Civic Design



Project Fairmont Hotel Vancouver

CHIL Interior Design, the hospitality studio of B+H Architects

(Karen Wona)

Category Innovation in Hospitality Design

2019 VODA Award of Merit Winners



Project KPM Industries Limite

Firm Smith Grimley Harris Design Partners

Category Innovation in Workplace Design



Project Ryerson University, the Catalyst

Firm Kearns Mancini Architects

Category Innovation in Institutional/ Educations/Civic Design



Project Clay Restaurant at the Gardiner Museum

Firm Denizens of Design Inc.

Category Innovation in Hospitality Design

ERIOR DESIGNERS

2020 ANNUAL REPORT

Board of Management

IDC Founding Members

Jack Bell (ON)

Doris Hasell (SK)

David Treusch (MB)

Tomislav Cerkvenac (AB)

Michele McLoughlin Guest (BC)

André Dubois (QC)

Maryla Szymanski (NS)

s an organization, IDC is committed to ensuring that As an organization, IDC is committed to ensuring that hits board represents the interior design industry with respect to varying experience and cultural, age, and gender make-up that is representational of the membership and fibre of the Canadian population.

IDC's Board of Management is comprised of elected members from across Canada who have an impact on the challenges affecting the interior design community. The board is governed by a set of by-laws that were enacted in October 2017, in addition to operational policies and procedures.

IDC's board continually seeks opportunities for representation of Canada's interior design profession and IDC members on a national and global platform.





Board of Management 2019/2020













Financial Statement



STATEMENT OF OPERATIONS - GENERAL FUND

For the Year ended June 30, 2020

Tor me real ended jone 50, 2020	2020 \$	2019 \$
REVENUES		
Membership dues	513,974	486,046
Industry membership dues	316,430	358,668
Conferences	246,623	259,014
Federal government wage subsidies	86,365	-
Member professional development	66,492	119,132
Member services	17,561	33,142
Communications and marketing	-	2,514
	1,247,445	1,258,516
OPERATING EXPENSES		
Staffing/honorarium	706,649	631,054
Conferences	245,056	228,391
Operations/administration	148,615	133,097
Governance/Board	51,188	74,947
Member professional development	47,402	59,302
Technology	45,373	62,511
Stake holders/memberships	30,799	46,890
Communications and marketing	18,621	31,206
	1,293,703	1,267,398
(DEFICIENCY) OF REVENUES OVER		
EXPENSES FOR THE YEAR	(46,258)	(8,882)
NET ASSETS, BEGINNING OF YEAR	480	480
TRANSFER FROM RESTRICTED FUND	-	8,882
NET ASSETS, END OF YEAR	(45,778)	480



Industry Partners

901 King Street West, Suite 400 Toronto, ON. M5V 3H5

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- tf · 877.443.4425
- f · 416.921.3660
- e · info@idcanada.org



IDCanadaTweets







idcanada.org

NATIONAL PARTNERS

Architex

Benjamin Moore

Caesarstone

Cosentino

Global Furniture Group

Keilhauer

Knoll

LEVEY

Lutron

Midgley Tecnica

Samsung Electronics Canada

Tarkett

REGIONAL PARTNERS

3M Canada – Architectural Markets

Allseating

Ames Tile & Stone Ltd.

Architect@Work

Blum Canada Limited

Cambria Natural Quartz

Surfaces

Crown Surface Solutions

Georgian Build

Groupe Lacasse

Hardwoods Specialty Products

Haworth Itd.

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HNI CANADA- ALLSTEEL

Kohler Canada Co.

Lixil Canada

Metropolitan Hardwood

Floors Inc.

Milliken Design Inc.

Rev-A-Shelf

Richelieu Hardware

Sherwin-Williams Paints

Source Office Furnishings

Teknion Limited

TORP Inc.

Wilsonart Canada

LOCAL PARTNERS

Alendel Fabrics Limited

Altro Canada Inc.

Applied Electronics Limited

Anatolia Tile + Stone

Arborite

Avant Garde division of

Master Fabrics

Baldwin | Fortis | Pfister | Tell | Weiser

Banner Carpets Ltd.

Beckwith Galleries

Blackburn Young Office Solutions Inc.

Blue Sky Agency

C&S Group

California Closets

Cantu Bathrooms & Hardware Ltd.

Caplan's Appliances

Carpenters' District Council of Ontario

CDm2 LIGHTWORKS

Centura Tile - Vancouver

Cercan Tile Inc.

Ciot

Connect Resource Managers & Planners Inc.

Coopertech Signs and

Graphics

Creative Custom Furnishings

Custom Building Products

Cutler Kitchen & Bath

Daltile Canada

Decor-Rest Ltd

Diversified Technology

System Inc. (DTS)

Dominion Rug & Home

Drechsel Business Interiors

Environmental Acoustics

Envirotech Office Systems

FTM Distribution Inc.

Euro Tile & Stone

European Flooring Group

FloForm Countertops

Flux Lighting Inc.

FUSIONTEK

Fuzion Flooring

Gabriel Ross Inc.

Goodfellow Inc.

Grass Canada

Greenferd Construction Inc.

HanStone Canada

Hari Stones Ltd.

Heritage Office Furnishings

Ltd.

Herman Miller Canada Inc.

Holmes & Brakel

Improve Canada

Inscape

Jan Kath Design

– Finlay & Kath

ICO & Associates

lennAir Canada

Kinesik Engineered Products

Kitchen & Bath Classics

(Wolseley)

Leonardi General Contractors Inc.

Livingspace Interiors

LRI Engineering Inc.

Mac's II Agencies

Maharam

Malvern Contract Interiors

Limited

Marble Trend Ltd.

Mercury Wood Products
Metro Wallcoverings Inc.

Milo Enterprises Inc.

MOEN INC.

Momentum Group

Nightingale Corporation

Nuvo Sales Group

Office Source/SCI

PC350

Porcelanosa

Rockfon, LLC

Roman Bath Centre

Royal Lighting

Salari Fine Carpet Collections

Schluter Systems Canada Inc.

Schon Urban Furniture Inc. Shaw Industries Group

Skyfold

Splashes Bath & Kitchen

Stature Films

Sugatsune Canada Inc.

The Pentacon Group

TORLYS Smart Floors
Toronto International Design

Tremton Construction Inc.

Uniboard Canada

Upper Canada Forest

Products

Centre

Urban Mode Vectorworks

Vifloor Canada Ltd.

Weavers Art Inc.

Weston Premium Woods

Westport Manufacturing

Willis

NTERIOR DESIGNERS OF CANADA