

# DESIGN IMPACTS LIVES



Interior Designers of Canada (IDC) is the national advocacy association for the interior design profession. Founded in 1972, IDC's mandate is to provide a unified voice to advance the profession of interior design across Canada and internationally.



IDC represents nine provincial associations, individual interior designers, educators, manufacturers and suppliers. Each of these member groups has representation on the Board of Management, which is charged with the strategic planning and direction of the organization.



IDC members comprise more than 5,000 fully qualified interior designers, intern/provisional, student, educator, and retired members. IDC members work globally in all areas of design, including corporate/commercial, institutional, retail, hospitality, health care, and residential. In addition, over 200 manufacturers and suppliers, who support the work of interior design professionals, are members of IDC.

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# MESSAGE FROM THE **PRESIDENT**



**It has been a rewarding year,** and I have been able to truly reflect on the meaning of IDC as the national association, the work of interior designers, and the state of the interior design industry as a whole.

With a number of initiatives successfully accomplished and much more on the horizon for the future, I am most excited about starting the groundwork for the 2018 national conference – a first for IDC.

Earlier this year, in collaboration with the American Society of Interior Designers (ASID), IDC brought creative thinkers, community organizers, and industry leaders together for Impact Summit 2017: Migration, Culture And Diversity In The Built Environment, a two-day conference in the heart of Toronto. With input from our members and the larger North American interior design community, we engaged in meaningful discussions on how to make a better, more inclusive environment for current practitioners and future interior designers, through the lens of today's political and economic climate.

Following the Summit, we partnered once again with ASID to create a new joint magazine that has brought our membership magazines—*D* and *ICON*—together into one new publication with broadened perspective and international reach. The inaugural issue of the new bi-monthly *i+D* magazine was published this summer, arriving in mailboxes across North America.

By promoting our members' projects on social media and other IDC channels, we continue to advocate on their

behalf, with the goal of showcasing Canadian creativity, innovation and professional expertise, and helping our members succeed.

When it comes to advocacy associations, you get out what you put in, which is why IDC created an advocacy toolkit to help members promote themselves, lobby government, help educate the public about the importance of interior design, and raise the bar not only for designers, but also for the entire Canadian interior design industry.

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, a group of interior design industry professionals who share my passion and care deeply about the interior design profession and its future.

I look forward to another successful year working with the provincial associations and our members, as past president, and seeing the initiatives we recommended come to fruition.

Sincerely,

clinton hummel  
President, IDC Board of Management



# MESSAGE FROM THE CEO

**2017 has been a great year for IDC,** and I am grateful for the opportunity to be at the helm to serve our members and help to spread the word more broadly about the wonderful opportunities that exist for interior designers in Canada, and beyond our borders.

From coast to coast DesignEx events with over 800 participants, some 168 hours of professional development opportunities, to a North American summit on topics that are timely and important to our membership, this year brought an array of occasions that showcased the incredible talent within our interior design community.

IDC is only as strong as its support base, and with the help of our members we have been telling a simple, yet powerful story that design impacts lives, and that the work of interior designers truly touches many aspects of our daily lives and experiences. We want to keep telling this story about our work's worth and influence.

We will look for every opportunity to advocate on behalf of our members and showcase the great talent, integrity and impact that our community and their creative work and talent has on the built environment and our daily lives. Interior designers are meticulously trained, qualified, and skilled professionals, and all of us at IDC aim to increase that awareness through public education, commitment to public safety and welfare, and by showcasing design excellence through the work of our members.

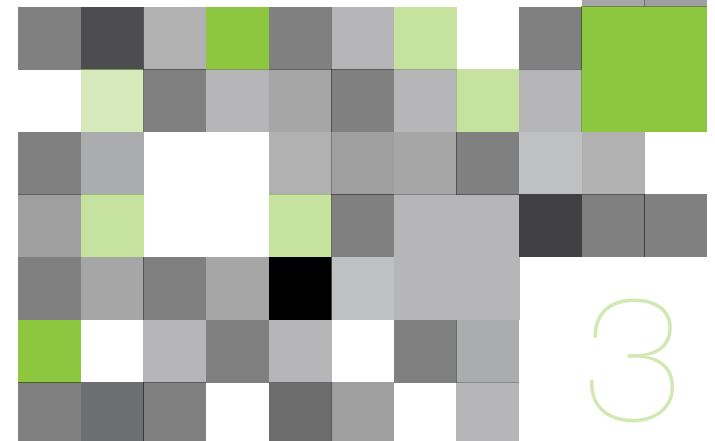
I would like to offer my heartfelt appreciation to our Board of Management, themselves practicing interior designers, who work tirelessly to meet the challenges of IDC members and our industry.

Finally, I would like to acknowledge and thank our members for their creative contributions, input and engagement within our tight-knit community of interior designers. Your support does not go unnoticed.

Sincerely,



Tony Brenders  
Chief Executive Officer, IDC



# 2017 IN REVIEW



- **777 individuals** in **228 companies** comprise IDC industry members
- **Over \$10,000 awarded annually** for scholarships & bursaries
- **124 Career Centre** job postings



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## MEMBERSHIP

OVER 5,000 IDC MEMBERS ACROSS CANADA

### MEMBER TYPE

1,938 student  
840 intern  
1,883 registered  
398 other



## PROFESSIONAL DEVELOPMENT

- **168 hours** of professional development opportunities
- **38 events**
- **8 webinars**
- **2,136 attendees** in total



## EVENTS & MARKETING

- **7 DesignEx events** throughout the country:
  - St. John's, N.L.
  - Moncton, N.B.
  - Niagara, O.N.
  - Ottawa, O.N.
  - Regina, S.K.
  - Victoria, B.C.
  - Okanagan, B.C.
- **235 DesignEx exhibitors**
- **813 DesignEx attendees**



## SOCIAL MEDIA

- **4,405 followers** (↑15.4%)
- **5,397 likes** (↑20.74%)
- **2,765 followers** (↑78.5%)
- **5,055 followers** (↑12.1%)

**17,815 total**  
social media audience



## COMMUNICATIONS

- **ID Connects**  
Open rate: 30.31%
- **IDCanada.org**  
Page views: 370,342
- **IDC News Clippings**  
Open rate: 53.75%  
Clicks-to-opens: 17.22%  
Highest open rate: 68.04%

# PRIDE IN MEMBERSHIP



Left: CBRE Vancouver Office Interiors - Sarah Stanford, IDIBC, Perkins+Will.

Bottom, left to right: Bench.co Accounting Office Interiors - Sarah Stanford, IDIBC, Perkins+Will; Pharmacie Uniprix Kieu Truong - Jean de Lessard, APDIQ, Jean de Lessard Designers Créatifs; Ministry of Government and Consumer Services - Monique Jahn, ARIDO, Infrastructure Interior Design.

## DESIGN MATTERS

By seeking input on member projects, IDC aims to showcase the talented work of interior designers on our social media channels and our bi-weekly member newsletter. Through the use of Twitter, Facebook, Instagram and LinkedIn, we help our members tell exciting stories about their endeavours to show how design has impacted the lives of those in their local communities and abroad.





## CAREER ADVANCEMENT

IDC offers its members numerous continuing learning opportunities by hosting webinars and events presented by industry leaders and experts to help further their careers and gain professional development credits.

This year IDC, along with Ontario's provincial association, ARIDO, continued provincial outreach to post-secondary institutions to discuss interior design careers, learning opportunities and financial incentives with students.

IDC awards \$10,000 in scholarships and bursaries to our members annually. Congratulations to this year's winners:

- The 2017 winner of the Wayne Thomson Bursary, which assists with the cost of the NCIDQ exam will be announced in October, as in past years.
- The Design Research Award is given to individuals who demonstrate excellence and innovation through interior design research, including projects conducted at the masters or doctorate level and through major research projects by final-year students. PIDIM member Carla Pienaar from Winnipeg, Manitoba (now working in Calgary, Alberta) won the Student category and ARIDO member Natalie Rowe from London, Ontario won the Educator category. The winners will be recognized at IDC's Annual Meeting.
- The Robert Ledingham Scholarship—awarded annually to one or more candidates to assist Canadian interior designers and educators in their pursuit of higher education—is not being awarded this year.
- Four recipients for 2017 – one each joining IDAS and PIDIM, and two joining ARIDO - won the BYU Design Bursary, which is awarded to emerging professionals who, for reasons of financial hardship, are unable to join their provincial interior design association as an Intern/Provisional member. The recipient(s) of the bursary are anonymous.

In partnership with the Council for Interior Design Accreditation (CIDA), IDC actively ensures that all CIDA-accredited schools can continue to provide optimum learning opportunities for future interior designers in each province. IDC directors are also members of the Council for Interior Design Qualification (CIDQ), the Interior Design Educators Council (IDEC) and the Interior Design Continuing Education Council (IDCEC), helping to provide our members across the country with ongoing professional development and career opportunities.

## PRIMARY SPECIALIZATIONS OF IDC MEMBERS

Workplaces	35%
Residential	31%
Other	8%
Public & Institutional Spaces	5%
Condominium	5%
Restaurants, Bars & Clubs	4%
Healthcare	4%
Hotels	4%
Retail	4%

## MEMBER COMMUNICATIONS

IDC informs its members of industry trends, community news and upcoming events through the weekly IDC News Clippings and bi-weekly *ID Connects* newsletter.

Exclusive member-only perks include a printed version of an annual directory of members across the country, featuring interior designers, manufacturers and suppliers, and access to a Career Centre webpage of industry-specific jobs and ways to apply for positions. Also, preferential rates on professional liability insurance, as well as personal contents and auto insurance.

# POWER IN PROMOTION

## SHOWCASING TALENT

DesignEx events are where our members come together in an intimate setting to see new industry trends, mingle with other interior designers and exchange innovative ideas. This year IDC hosted seven DesignEx events throughout the country, from the east coast in St. John's, Newfoundland and Labrador, and Moncton, New Brunswick; Ontario's Niagara and Ottawa region; Saskatchewan's Prairies in Regina; and Victoria and Okanagan in beautiful British Columbia. More than 800 attendees visited the provincial events that had a total of 235 exhibitors.

Along with cross-country DesignEx events, IDC also showcases the work of members in other annual trade shows such as IDEX Canada, Architect@Work, IDS Toronto and the Restaurants Canada Show.



- **94% of attendees** say they would specify products showcased at IDC DesignEx shows
- **92% of exhibitors** made up to **20 connections** during IDC DesignEx
- Number of DesignEx **attendees doubled since 2014**
- **30% average open rate** for industry email blast (industry standard: 24.88%)
- **47 industry product/event news** shared with designers in 2017
- **IDC led 12 national**, industry or event committees



Migration Panel at 2017 Impact Summit: Migration, Culture and Diversity in the Built Environment.

## MEDIA LANDSCAPE

IDC's official member magazine, *D*, received quarterly in mailboxes and inboxes by registered members across the country, featured interior design projects, association news, and inspirational articles that dug deep into our members' passions. This year, IDC teamed up with ASID to create a stronger publication that will go beyond borders to showcase bolder stories that reflect today's critical issues and innovations in design and shine a light on public awareness of the significant, positive impact our members bring to the built environment and to humankind. The first issue of the new *i+D* magazine was released this summer.

The idea for *i+D* magazine stemmed from both organizations' success at Impact Summit 2017: Migration, Culture And Diversity In The Built Environment, which brought together senior practitioners, thought leaders and emerging influencers drawn from the fields of design and architecture, building and facilities management, city planning, all levels of government, as well as business and the non-profit sector. The two-day conference, which was held in Toronto in early May, allowed for walking tours of Toronto's regenerated Regent Park neighbourhood, provocative panel discussions on issues of migration, culture and diversity in the field of interior design, and one-on-one time with experts and peers.



- **99 hours of networking** over 4 days offered for members
- **Over 1,500 members** participated in IDC networking events
- **Members saved up to 50%** on tickets for IDC events



The Honourable Ratna Omidvar, C.M., O.Ont., Senator for Ontario gave a keynote speech at the 2017 Impact Summit.

# STRENGTH IN REGULATION



Students and interns discuss interior design issues at the 2017 PROpel conference.

## IDC has a *mandate* and mission

to provide a unified voice to advance and promote the Canadian interior design industry locally, nationally, and internationally.

Our *vision* is to build a stronger, financially secure organization that delivers better value to a professional membership that is more regulated and recognizable as a brand.

IDC *values* were developed with input from members and the Board of Management and include:

- Recognition and promotion of the interior design profession
- Member participation and pride
- Accountability to stakeholders
- Strong regulatory bodies
- Quality programs and services

As a member association, IDC advocates on behalf of registered members, intern members, student members, educators and retired members, and works closely with provincial associations across Canada.

Provincial associations function as the regulatory body for the interior design profession and deal with membership, regulation and compliance. All provincial association members are also members of IDC.

*“The Interior Designers of New Brunswick now have an act that defines the practice of interior design in the province.”*

Rachel Mitton, President, ARIDNB

*ARIDNB's Act: Bill 63- 'An Act to Amend An Act Respecting the Association of Registered Interior Designers of New Brunswick', received Royal Assent this May.*



## BOARD OF MANAGEMENT

IDC's Board of Management is made up of 20 interior design professionals, along with the CEO. IDC is governed by a set of bylaws enacted in October 2012. Bylaw No. 1 deals with governance and operations. Bylaw No. 2 deals with borrowing. Additional policies and procedures govern IDC's day-to-day operations.



- **Board bylaws have been amended** to allow for affiliate membership in 2017/2018
- **Voting on bylaws** will happen at the annual meeting

## 2017 BOARD OF MANAGEMENT



**Tony Brenders (ON)**  
Chief Executive Officer



**Clinton Hummel (ON)**  
President



**Jason Kasper (MB)**  
1st VP



**Sally Mills (BC)**  
2nd VP



**Aandra Currie Shearer (BC)**  
Past President



**Deborah Rutherford (ON)**  
Director/Secretary



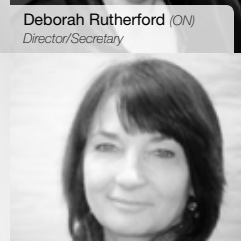
**Denis Chouinard (QC)**  
Director/Treasurer



**Carol Jones (BC)**  
Director



**Karin Vandenberg (ON)**  
Director



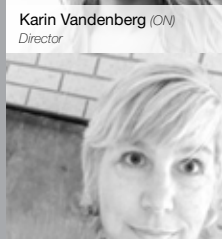
**Juanita Dielschneider (AB)**  
Director



**Kara MacGregor (NS)**  
Director



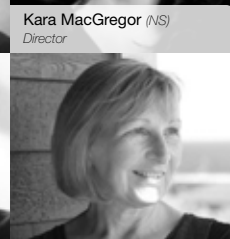
**Karla Korman (MB)**  
Director



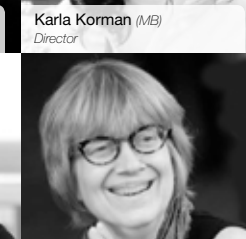
**Kathy Johnston Umbach (AB)**  
Director



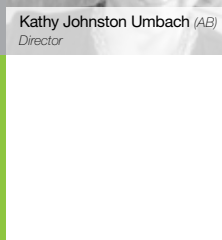
**Lyn Van Tassel (NB)**  
Director



**Susan Troup (NL)**  
Director



**Brenda Snaith (BC)**  
Director, Education



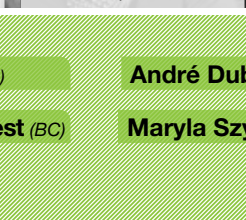
**Sharon Martens (AB)**  
Director At Large



**Keshia Caplette (SK)**  
Director, Intern



**Linda Kafka (ON)**  
Director, Industry



**Trevor Kruse (ON)**  
IIDEX Liaison

The Board of Management looks for engagement opportunities to represent the industry and IDC members, and this year members of the Board of Management attended Chicago's Neocon event – one of the most recognized and well-attended trade shows in the industry, and also travelled to Milan, Italy, on a trade mission.

The purpose of a trade mission is to assist Canadian companies interested in pursuing business opportunities abroad, with help from the Department of Foreign Affairs and International Trade Canada (DFAIT).

## IDC FOUNDING MEMBERS

**Jack Bell (ON)**

**Doris Hasell (SK)**

**David Treusch (MB)**

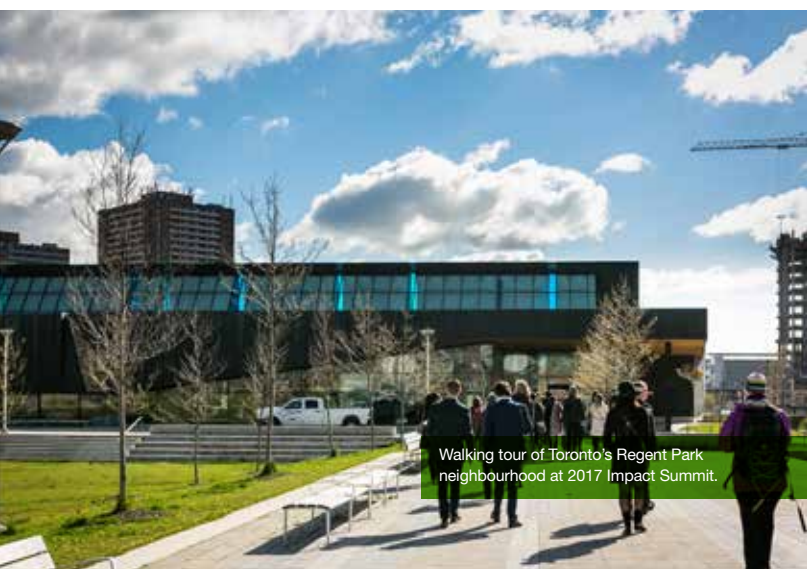
**Tomislav Cerkvenac (AB)**

**Michele McLoughlin Guest (BC)**

**André Dubois (QC)**

**Maryla Szymanski (NS)**

# FINANCIAL STATEMENT



## STATEMENT OF FINANCIAL POSITION As at June 30, 2017

	2017 \$	2016 \$
<b>ASSETS</b>		
<b>CURRENT</b>		
Cash	903,073	298,703
Investments	222,267	668,239
Accounts receivable	31,015	218,288
Prepaid expenses	3,287	9,369
	<b>1,159,642</b>	<b>1,194,599</b>
<b>EQUIPMENT</b>	n/a	n/a
<b>INVESTMENTS</b>		218,155
		<b>218,155</b>
	<b>1,159,642</b>	<b>1,412,754</b>

## STATEMENT OF FINANCIAL POSITION As at June 30, 2017

	2017 \$	2016 \$
<b>LIABILITIES</b>		
<b>CURRENT</b>		
Accounts payable and accrued liabilities	393,898	344,957
Deferred revenue	361,746	420,257
HST payable	5,271	33,396
Due to ARIDO	225,000	225,000
	<b>985,915</b>	<b>1,023,610</b>
<b>DEFERRED REVENUE</b>	<b>7,816</b>	<b>107,816</b>
<b>UNRESTRICTED NET ASSETS - GENERAL FUND</b>	(15,578)	125,339
<b>RESTRICTED NET ASSETS - PRACTICE AND PROTECTION FUND</b>	181,489	155,989
	<b>165,911</b>	<b>281,328</b>
	<b>1,159,642</b>	<b>1,412,754</b>

**STATEMENT OF OPERATIONS & CHANGE  
IN NET ASSETS - GENERAL FUND**  
For the Year ended June 30, 2017

	2017 \$	2016 \$
<b>REVENUES</b>		
Industry membership dues	303,214	305,735
Membership dues	286,465	302,823
Professional development	193,520	228,080
Conferences	76,264	66,253
Member services	62,750	65,921
Communications & marketing	31,824	37,061
Innovation awards	11,650	9,100
Programs	2,739	3,935
Transfer payment (Note 6)	n/a	230,000
Sponsorships/Grants	n/a	4,311
	<b>968,426</b>	<b>1,253,219</b>
<b>OPERATING EXPENSES</b>		
Staffing/honorarium	672,928	604,377
Operations/administration	111,078	67,860
Professional development	107,160	135,669
Governance/Board	61,862	141,039
Occupancy costs	42,000	42,000
Stakeholders/memberships	39,751	42,719
Technology	33,199	40,241
Communications and marketing	25,433	53,362
IIDEX/NeoCon Canada	10,777	9,233
Advocacy	3,707	8,232
Conferences	1,448	82,893
Amortization	n/a	2,363
	<b>1,109,343</b>	<b>1,229,988</b>
<b>EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FOR THE YEAR</b>	<b>(140,917)</b>	<b>23,231</b>
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>125,339</b>	<b>102,108</b>
<b>NET ASSETS, END OF YEAR</b>	<b>(15,578)</b>	<b>125,339</b>

**STATEMENT OF OPERATIONS AND  
CHANGE IN NET ASSETS -  
PRACTICE AND PROTECTION FUND**  
For the Year ended June 30, 2017

	2017 \$	2016 \$
<b>REVENUES</b>		
IIDEX/ NeoCon Canada	60,000	60,000
Miscellaneous	15,000	29,043
Interest	4,970	4,331
BYU design	n/a	760
	<b>79,970</b>	<b>94,134</b>
<b>OPERATING EXPENSES</b>		
Provincial funding	22,220	2,338
Staffing	15,000	15,000
Research/ publications/ surveys	13,358	6,200
GOA programs	3,892	7,632
Advocacy	n/a	1,530
BYU design	n/a	760
Regulatory discretionary fund	n/a	371
	<b>54,470</b>	<b>33,831</b>
<b>EXCESS OF REVENUES OVER EXPENSES FOR THE YEAR</b>	<b>25,500</b>	<b>60,303</b>
<b>NET ASSETS, BEGINNING OF YEAR</b>	<b>155,989</b>	<b>95,686</b>
<b>NET ASSETS, END OF YEAR</b>	<b>181,489</b>	<b>155,989</b>

**CONTACT US**

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