



VALUE OF DESIGN THINKING

INTERIOR DESIGNERS OF CANADA
2018 ANNUAL REPORT

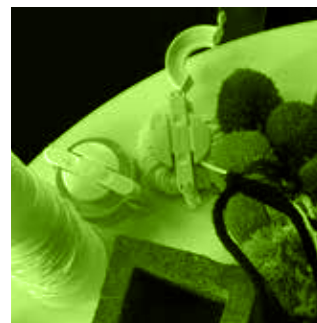


OUR STORY

Founded 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; protects members' right to practice through government relations; and works with the media 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.



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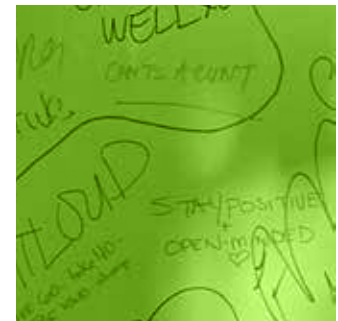
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MESSAGE FROM THE PRESIDENT

This has been a truly exciting and ambitious year for IDC, and I am honoured to have had the privilege of serving as your president of the 2017-2018 Board of Management.

For some time now, there has been a need among members to connect to other designers across the country and for information and communication from your national advocacy association. This year we responded with a monthly webinar series dedicated to keep members informed and engaged on matters related to IDC and the interior design industry. We hope the information sessions provided the much-needed channel for making your voice heard, and we aim to provide many similar opportunities in the future.

IDC hosted numerous networking events and learning opportunities throughout the country, as a way to give members the chance to meet each other and learn together. Our organization is only as strong as our members, who give back and participate.

We are most excited to have had the opportunity to bring so many of you together, from coast-to-coast, to IDC's inaugural Design Symposium in Toronto. This is a first, in a long line of engaging annual symposiums that will happen around the country. It took many months of planning and forging meaningful connections to launch this incredible event, and IDC's Board of Management and staff thank you all for your attendance and contribution to the Symposium's success!

In preparing the programming for this year's theme, the 'Value of Design Thinking,' we witnessed the beginning of what is becoming the changing landscape of interior design – one that focuses on



sustainability, inclusion and diversity within our industry. From innovative building initiatives, to conversations that place empathy, iteration and invention at the forefront of design, it is truly an exciting time to be an interior designer in Canada.

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 passionate and immensely talented interior designer leaders who care deeply about the future of the profession.

I wish your incoming IDC president a very successful term, and I look forward to continuing to work with our membership in launching the many initiatives and projects IDC has in store for this year.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jason Kasper'.

Jason Kasper
President, IDC Board of Management

MESSAGE FROM THE CEO

It is no secret that when creative minds come together, unique ideas spark, and this year has been nothing short of exciting with several initiatives brought forward by IDC members, throughout the country.

I am grateful for the opportunity to receive thoughtful member feedback and respond in ways that are both meaningful and productive for our industry as a whole. I, along with IDC staff and board members, continue to be amazed by the engagement, collaboration, and respect our members share within our tight-knit community.

From DesignEx events across the country, to designer-led tours, creative summits, international business development missions, and sales training courses, once again, this year showcased the vast array of talented professionals within interior design.

None of this would be possible without the involvement and contributions of our members, IDC volunteers, allied organizations and many industry partners, throughout Canada and beyond our borders.

With your support, IDC is able to continue advocating on your behalf, spreading the word about the incredible talent that exists within our industry and the impact that interior design has on our daily lives.

No matter where one resides in the country, time and again, we see wonderful examples of how you, our members, strive to make your communities healthier, richer, inclusive and perhaps, most importantly, more enjoyable.

Our aim is to tell your design stories and raise awareness about the importance of interior design professionals by educating our partners, clients and the public about the value of design thinking, and the



positive effects and contributions that IDC members make to the built environment, and its future.

I would like to extend my deepest appreciation to our volunteer Board of Management – the creative and talented group of practicing interior designers – and our colleagues behind the scenes, who work tirelessly to meet the challenges of IDC members, creating a better industry landscape for us all.

No annual report would be complete without recognizing the very small but mighty IDC team, without whose dedication, none of our accomplishments would be possible. The team may be thirty per cent smaller, but their commitment only deepens.

Finally, I would like to acknowledge and thank all our members for their continuous support, input and engagement with Canada's national association and our growing community of interior designers. You provide the inspiration and keep us moving forward.

Sincerely,

A handwritten signature in black ink that reads "Tony Brenders".

Tony Brenders
Chief Executive Officer, IDC

PRIDE IN MEMBERSHIP

Design Thinking

IDC's inaugural Design Symposium centred on the theme of Design Thinking, which shines the spotlight on member projects through the Value of Design Awards and showcases the benefits of an empathetic, inventive, and iterative design process focused on the human experience within interior spaces.

Design thinking is a form of solution-based or solution-focused thinking with the intent of producing a constructive future result.

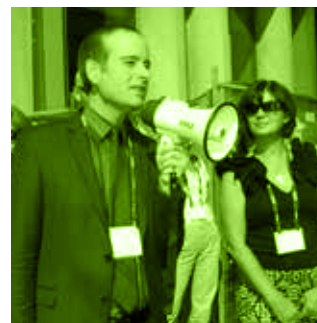
Design and design thinking is at the heart of value generation and sustainable competitive advantage. It encourages a culture that values curiosity and disruptive innovation as well as being comfortable with ambiguity and experimentation.

In design thinking, problem solving is driven by three core beliefs – Empathy, Invention and Iteration:

EMPATHY – or to start by establishing a deep understanding of human needs

INVENTION – or discovering new possibilities

ITERATION – meaning to use the first solutions only as stepping stones to a better one



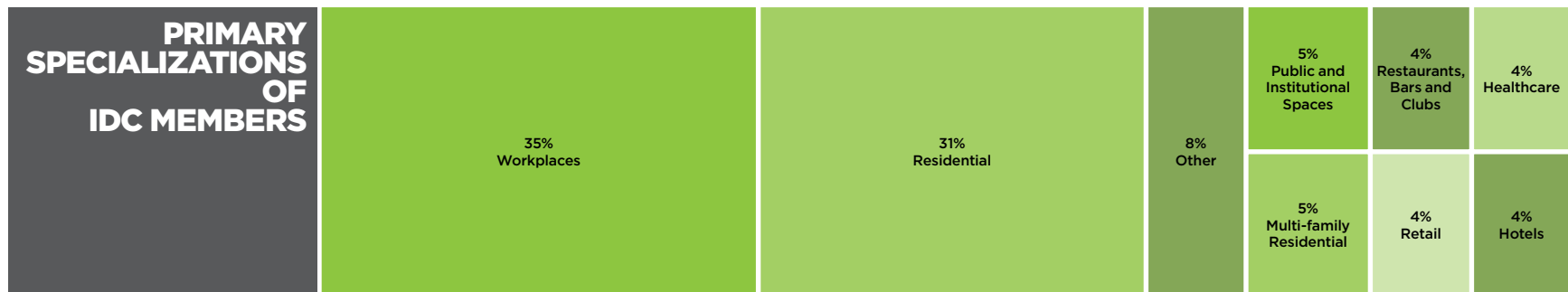
Member Benefits

IDC membership grants members 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.

IDC members receive six issues annually of *i+D* magazine, and weekly news bulletins and e-blasts, to keep members connected to industry trends, news, and opportunities.

IDC member benefits at a glance:

- Online access to job opportunities through Career Centre
- Exclusive deals and discounts on insurance rates, auto rentals, and more
- Subscription to North American *i+D* magazine
- Education seminars and webinars (CEUs)
- Access to industry research
- Advocacy tools to help you succeed
- Annual awards and scholarships
- Access to events and networking
- Weekly industry news and updates
- Promotion on IDC's social media channels
- Preferred member rates on all IDC programming



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 publishes news and professional development information for members via monthly bulletins and on its online events calendar at idcanada.org.



IDC and Orion Learning have teamed up to offer you a wide range of online learning courses and programs! Orion is a global leader offering competency-based learning solutions which include courses in project management, change management, leadership, customer service, management skills and more!

In partnership with Orion Learning, IDC offers its members **access to over 900 online courses** at a special member rate, **accessible 24/7** through Orion's website.

The programs are accessible through the member portal on IDC's website: **idcanada.org**



OVER \$10,000 SCHOLARSHIPS AND BURSARIES AWARDED ANNUALLY

227 JOB POSTINGS IN THE CAREER CENTRE

2018 YEAR IN REVIEW

IDC MEMBERS THROUGHOUT CANADA

NL
0.5%

NB
1.5%

NS
2%

QC
9%

ON
53%

MB
3%

SK
4%

AB
7%

BC
20%

700+ Other
Members

524
Intern
Members

1,512
Registered
Members

1,715
Student
Members

27
Regional
Partners

18
National
Partners

122
Local
Partners

PROFESSIONAL DEVELOPMENT

- 150+ hours of professional development opportunities
- 20 events
- 17 webinars
- 2,102 attendees in total

5,000+ TOTAL NUMBER OF **IDC MEMBERS**
ACROSS **CANADA**



2018 EVENTS SUPPORTED BY IDC

- IDIBC SHINE Awards of Excellence Gala 2017
- Certified Aging in Place Specialist (CAPS) Designation Course
- NEW - Certified Aging in Place (CAPS) Designation Courses
- IDC Seminar at Urban Encounters 2017 Edmonton
- IDC Seminar at Urban Encounters 2017 Calgary
- DesignEx | IDC Ottawa 2017
- IDC's 45th Annual Meeting
- DesignEx Forum + Function | IDC & IDNL St. John's 2017
- Successfully navigating through Vancouver Building Bylaw Part 11
- Certified Aging in Place Specialist (CAPS) Designation (3 Day Course)
- DesignEx | IDC & IDAS Saskatoon 2017
- IDC/IIDA Leaders Breakfast Toronto 2017
- Industry Sales Professional Training Course (Toronto)
- Industry Sales Professional Training Course (Vancouver)
- Become an International Certified Aging in Place Specialist (CAPS) Designee
- DesignEx | IDC & IDIBC Victoria 2018
- ARCHITECT@WORK Canada 2018
- DesignEx | IDC & IDIBC Okanagan 2018
- Destination DesignEx | IDC Kitchener 2018
- IDC DesignEx Montreal 2018



SOCIAL MEDIA ACTIVITY

	2018	2017	% CHANGE
Facebook	5,990	5,397	+ 11%
Twitter	4,738	4,405	+ 7.5%
LinkedIn	6,031	5,055	+ 19%
Instagram	3,589	2,765	+ 30%
TOTAL	20,348		

COMMUNICATIONS

337,472

page views
on idcanada.org



EVENTS & MARKETING

Seven DesignEx events throughout the country:

- St. John's, N.L. (Oct. 2017)
- Ottawa, Ont. (Oct. 2017)
- Saskatoon, Sask. (Nov. 2017)
- Victoria, B.C. 2018 (March 2018)
- Okanagan, B.C. (May 2018)
- Kitchener, Ont. (June 2018)
- Montreal, Que. (June 2018)

221
409
372
781

tables presented

designers attended DesignEx

DesignEx exhibitors

DesignEx attendees

MEDIA, PUBLICATIONS & ENGAGEMENT

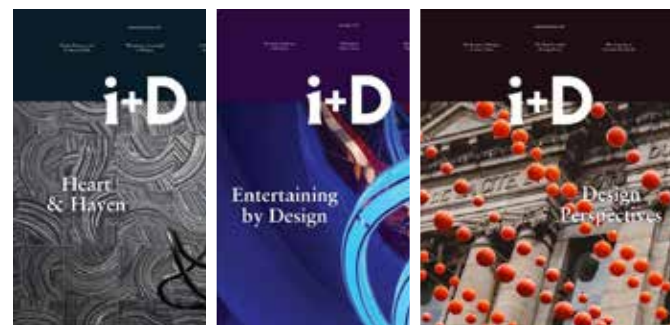
ID Connects

- Open rate: 29%

IDC Clippings

- Open rate: 54%
- Click rate: 21%
- Highest open rate: 70%

PROMOTION BY DESIGN



Spotlight on Design

As the national association advocating for the interior design profession in Canada, this year IDC established a new awards program to promote the value of interior design across the country. IDC's Value of Design Awards (VODA) profile the great innovative projects of Canadian interior designers by providing a forum to showcase the benefits of design thinking: an empathetic, inventive and iterative process focused on the human experience within interior spaces.

VODA seeks to demonstrate the positive human and business impact of design thinking for the people and companies who hire a professional interior designer.

Award winners will be honoured at this year's VODA gala during IDC's Design Symposium on Tuesday, September 18, 2018.

Last year, IDC teamed up with the American Society of Interior Designers to create *i+D* magazine. The North American publication transcends borders and 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.

Since the release of the first issue of *i+D* magazine, published in August 2017, IDC has received a great amount of positive feedback from our members. Particularly in regards to the content and their appreciation of the magazine diving into the critical and innovative topics being discussed in the industry today.

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Your Design Stories

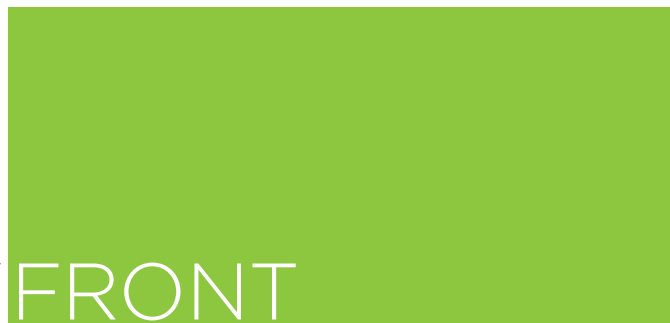
This year IDC has seen an increase in project submissions from members. IDC is proud of its members and showcases the projects members have completed through social media channels, newsletters and articles posted to the IDC website. Through social media, IDC is able to help members to tell their stories about the challenges and revelations they have experienced and how the value of design thinking has helped them in their journey.



88 NETWORKING HOURS WERE OFFERED TO IDC MEMBERS

15 DAYS OF TRADE SHOW PARTICIPATION

THE ADVOCACY FRONT



Our Mandate, Vision & Values

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

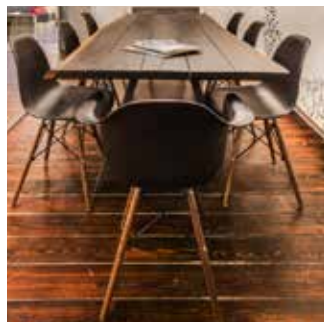
Our vision is to build a stronger, financially secure organization that delivers better value to a professional membership that is more regulated and recognizable as a brand.

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

In response to member feedback and requests for more communication, IDC started a monthly President's Webinars series, which began in November 2017. Topics included membership renewal, regulatory vs. advocacy activities, committees, opportunities and strategic planning for 2018, PROpel and emerging professionals' forum, IDC Design Symposium and advocacy and legislative pursuits. These webinars allowed IDC to receive regular feedback from members on different topics affecting the industry, helping IDC to confirm its goals with those of its members. All webinars are available on the members' side of the website.

IDC's Board of Management was made up of 18 interior design professionals, along with the CEO, through 2017/2018. IDC is now governed by a set of bylaws that were enacted in October 2017. Additional policies and procedures govern IDC's day-to-day operations.



BOARD OF MANAGEMENT



This year, IDC's Board of Management structure is changing from the current 18-member board made of volunteers and provincial appointees, to 9 elected members from across the country. This is to bring IDC into compliance with the Canada Not For Profit Corporations Act, as well as help bring down costs of board meetings and allow for more efficient input and decision making.

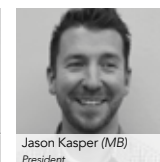
Members from across Canada are called to serve on IDC's board, to represent their industry, and have an impact on the challenges affecting the interior design community. As per IDC's nominations policy, new members will be elected and announced at the annual general meeting.

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

The purpose of this trade mission was to broaden the exposure of the professionalism of the Canadian interior design profession, internationally, as well as expose Canadian interior design professionals to other markets and business opportunities.



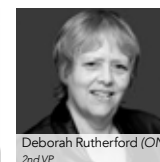
Tony Brenders (ON)
Chief Executive Officer



Jason Kasper (MB)
President



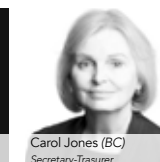
Sally Mills (BC)
1st VP



Deborah Rutherford (ON)
2nd VP



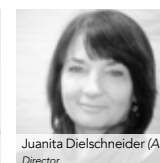
Clinton Hummel (ON)
Past President



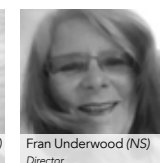
Carol Jones (BC)
Secretary-Treasurer



Karin Vandenberg (ON)
Director



Juanita Dielschneider (AB)
Director



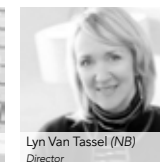
Fran Underwood (NS)
Director



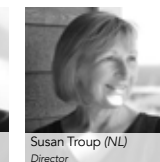
Laurie Wardope (MB)
Director



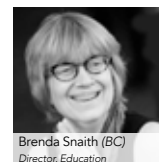
Kathy Johnston Umbach (AB)
Director



Lyn Van Tassel (NB)
Director



Susan Troup (NL)
Director



Brenda Snaith (BC)
Director, Education



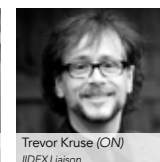
Sharon Martens (AB)
Director At Large



Keshia Caplette (SK)
Director, Intern



Linda Kafka (ON)
Director, Industry



Trevor Kruse (ON)
IDEX Liaison

IDC FOUNDING MEMBERS

Jack Bell (ON)

Doris Hasell (SK)

David Treusch (MB)

Tomislav Cerkenac (AB)

Michele McLoughlin Guest (BC)

André Dubois (QC)

Maryla Szymanski (NS)

FINANCIAL STATEMENTS



STATEMENT OF OPERATIONS & CHANGE IN NET ASSETS - GENERAL FUND For the Year ended June 30, 2018

	2018 \$	2017 \$
REVENUES		
Membership dues	387,542	286,465
Industry membership dues	338,434	303,214
Professional development	226,999	284,173
Member services	71,414	62,750
Communications and marketing	7,935	31,824
	1,032,324	968,426
OPERATING EXPENSES		
Staffing/honorarium	628,766	672,928
Operations/administration	148,228	153,078
Communications and marketing	77,826	25,433
Governance/Board	65,807	61,862
Technology	45,001	33,199
Stakeholders/memberships	25,904	39,751
Professional development	24,735	123,091
	1,016,267	1,109,342
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FOR THE YEAR	16,057	(140,916)
NET ASSETS, BEGINNING OF YEAR	(15,577)	125,339
NET ASSETS, END OF YEAR	480	(15,577)

CONTACT US

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 IDCanadaTweets
   InteriorDesignersofCanada



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designers d'intérieur du canada