

Strategic Plan

2019-2021



interior designers of canada
designers d'intérieur du canada



STRATEGIC PLAN

The IDC Strategic Plan, developed in 2015, was updated in early 2019 with engagement from the Board of Management, stakeholders and staff.

The revised mission statement builds on the previous version, bringing clarity.

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.



VALUES

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.

Grow design partnerships.

Develop a robust membership.





STRATEGIC IMPERATIVES

Advocate for Canadian interior design, here at home and across the globe, establishing local IDC chapters and expanding opportunities for international interior design experiences and partnerships.

Provide a platform for meaningful member engagement, deliver exceptional professional development, and promote participation in both.

STRATEGIC IMPERATIVES

Embrace innovation and promote diversity and inclusion throughout the profession.

Shatter myths and elevate public knowledge and understanding about the Canadian interior design profession.

Demonstrate IDC values to stakeholders through ethics, transparency and accountability.

Enhance our value proposition by pursuing, shaping and advancing interdisciplinary programming and ventures.





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