



## **The industry is a changin'**

The communications industry is continuing to change and evolve, and IABC/Toronto is responding to these changes. We continue to focus on growing member value and member engagement, strengthening the external relevance of the organization and the profession, and ensuring the long term financial viability of the chapter.

After what was a tough year for the chapter, we have seen solid gains in a number of areas such as strong attendance at our four sold-out professional development, COTY and special interest group events. As well we had a huge student event with over 130 participants. CareerLine is still going strong with more than 200 listings and we continue to have an industry-best award program and event with OVATION.

## **New certified members**

It's with great pride that IABC/Toronto saw three of its members become certified with the new internationally recognized certification program. The Global Communication Certification Council (GCCC), an independent body comprising a strong slate of officers representing the communication industry worldwide, developed two levels of certification: the Communication Management Professional (CMP) and the Strategic Communication Management Professional (SCMP). The full list of certified communicators can be found [here](#). This is an area that we'll continue to focus on in 2017-18 and beyond. For more information on certification, please contact [info@gcccouncil.org](mailto:info@gcccouncil.org).

## **Reaching out to our members**

We also focused last year on ensuring we could communicate better with our members. In July 2016, we launched the new chapter website with a streamline look and feel that reflects the new IABC brand. We rolled out a new web-only format for *Communicator*. Based on member and

industry feedback we focused on a number of specific topics such as social media, internal and change communications, crisis communication, media relations and brand communication. If you have a topic that is of interest reach out to [toronto-communications@iabc.to](mailto:toronto-communications@iabc.to)! You'll see ongoing transformation there as we continue to build out channels and methods for communicating with our members.

2017-2018 will be the 75<sup>th</sup> anniversary for the IABC/Toronto chapter so you'll see us celebrate with some new branding and events to recognize the organization. We hope to see at the [events](#) and hear you through our various social channels!

## Chapter Performance 2016/2017

Revenue		
Memberships	\$56,967 ↓	Membership numbers declined 7.5 percent. This was due primarily to a higher number of student members as well as a decrease in corporate memberships. Although we value student members, it does affect our overall membership revenue as the chapter receives \$65 of each full member's annual fees but \$0 for students. Corporate memberships declined by 16.9 percent.
Awards	\$86,369 ↑	The number of award submissions last year was the third highest ever, thus increasing revenue by more than 28 percent over 2016. As well there was a 26 percent increase in OVATION gala attendees over projections.
Advertising	\$46,680 ↑	The revenue generated through CareerLine exceeded our conservative estimate with a 20 percent increase over budget. We had more than 200 listings over the year.

Programs	\$44,051 ↑	Programs included Professional Development (PD) and networking events, Communicator of the Year Breakfast, as well as our official Special Interest Groups - Professional Independent Communicators (PIC) and West End Group. Registration fees account for the majority of program revenue, but we are also grateful for the financial support of our official PD sponsor, <b>CISION</b> . We saw a 31 percent increase in the number of member and non-member participants in the various programs offered. All four PD events were sold out and we had 12 Special Interest Group events.
Interest and Other	\$2.00 ↓	This decreased as the board decided to move its investment funds back into the savings account. We are exploring additional avenues of investment options in 2017-18.
<b>Total Revenue</b>	<b>\$234,069</b>	

<b>Expenses</b>		
<b>Administration</b>		
Management Fees	\$86,283 ↓	We contracted Funnel Communications to provide administrative support throughout the year. This includes website management, program and financial administration as well as timely member assistance as required.
Postage & Courier	\$172 ↓	We continue to see postage and courier costs declining as we find more efficient ways to communicate with the members. We emailed all invoices and receipts; and we email PDFs of items requested whenever possible in order to save on courier costs.
Interest & Bank Charges	\$7,658 ↑	This is mainly attributable to charges for credit card and online payments received from event registrations and award submissions. It is up slightly this year as we exceeded expectations around our events and OVATION entries.

Meetings	\$4,249 ↑	Expenses for monthly board meetings and the annual general meeting.
Professional Fees	\$3,131 ↑	Monthly bookkeeping and fees charged by a Chartered Accountant to review the financial statements.
Insurance	\$1,810 -	Premiums for directors' and officers' liability and commercial general liability insurance.
Printing	\$952 ↓	General office printing/copying.
Telephone	\$586 ↓	For telephone service and chapter conference calls.
<b>Total Administration</b>	<b>\$104,841</b>	

<b>Expenses (cont'd)</b>		
<b>Programs</b>		
Awards	\$68,917 ↓	We were able to lower OVATION expenses by just over \$11,000. OVATION Gala expenses decreased this year while still enhancing the attendee experience. The support of our valuable sponsors also assisted us greatly in managing expenses. We were fortunate to have a number of sponsors such as <b>Cision, Fusion Design Group, McMaster Syracuse MCM, CCC Academy and Speakers' Spotlight.</b>
Programs	\$17,702 ↑	We had a 10 percent increase in PD participation over last year. When planning PD, networking and student events, the goal is to balance the budget, where expenses are offset by registration fees and sponsorship dollars. We spent more this year to enhance the experience for registrants while working to break even. The volunteer teams did an excellent job providing relevant, affordable member events which resulted in better than expected attendance.
Communications	\$5,563 ↓	Significant decrease as a result of changes for the software for <i>Communicator</i> .

Executive Services	\$1,223 ↓	The Chapter Leadership Institute (LI) is an annual event where IABC's volunteer leaders from the chapter, regional and international levels share best practices. The chapter pays for a set number of Toronto board members to attend as part of their leadership development based on the budget available. Last year we were able to send two senior board members, the President and EVP (as part of our succession process). Individual committee meeting expenses are also included in this number.
Volunteer Services	\$494 ↓	This year, we had a total of 127 volunteers engaged in chapter activities. This covers the costs of both the recruitment and recognition nights, as well as the mentorship program. It is lower than the year previously (by \$3,389) because we combined the AGM with the Volunteer Recognition night.
Membership & Certification	\$2,087 ↑	We were fortunate to have three members become certified last year. As well, we held three new member coffees and welcomed 300+ members to IABC/Toronto. Expenses related to the Kay Staib Scholarship and PIC events are also included in this number.
Surplus Initiatives	\$0	The chapter did not experience a surplus the year prior. As a result, there were no surplus initiatives executed.
<b>Total Programs</b>	<b>\$95,986</b>	
<b>Total Expenses</b>	<b>\$200,827</b>	

<b>Excess of revenue over expenses for the year</b>	<b>\$33,242</b>	In December 2016, the board approved an annual budget with a projected surplus of \$1,527. This reflected a strategic decision to balance the books for the year as a result of the financial outcome the year prior. When combined with an increased membership participation in the programming offered throughout the year and CareerLine revenue, the final results showed a surplus of <b>\$33,242</b> .
<b>Net assets, beginning of the year</b>	<b>\$217,971</b>	
<b>Net assets, end of year</b>	<b>\$251,213</b>	