



ANNUAL REPORT 2011-2012



When looking back over the past year, I hope you will share my sense of satisfaction that, in the midst of a difficult economy and dramatic changes to the nature of our business, we have been able to continue to build our programs and deliver on our founders' commitment to make Canada better known. This effort has been driven by astute financial management and by a determination to expand new business opportunities, both accomplished by our hardworking team. I want to thank the Society staff and those working for Canadian Geographic for their tireless efforts, and to especially acknowledge the leadership of Executive Director André Préfontaine. But any Society is only as strong as its volunteers and supporters. I would also like to thank all those who went that extra mile to benefit the Society this year, whether by serving on the board, on a committee or helping in so many other ways.



I'm proud to say that the Royal Canadian Geographical Society has also been able to secure a number of major gifts in the midst of a challenging fundraising environment. I cannot name here all who have generously given, and recognition of all donors will appear shortly in the pages of Canadian Geographic, but I would like to add my personal thanks for their great commitment to the Society and its mandate. In the past year, the Society's vital efforts to promote geographic literacy were strengthened by the strategic review process underway for its educational program. The adoption of its new identity, Canadian Geographic Education, is one manifestation of this. In collaboration with Canadian Geographic and its partners, the Society undertook a record number of educational initiatives that provided much needed quality Canadian classroom material to thousands of teachers across the country, including its first ever gymnasium-sized "giant floor map" that allows students to explore the theatres of the War of 1812. Canadian Geographic Education is but one of the Society programs that flourished this year, with robust Expeditions and Awards programs also being offered. However, there is still much that needs to be done. I profoundly regret that a loss of foundation support meant our critical Research Grants program was suspended. It is vital that we restore that program with stable, long-term funding. It has also become very apparent that, even with the current effort by the Fellows Committee to bring the number of Fellows in major Canadian cities up, our fellowship is very small for a national organization. At the start of this year we had slightly more than 400 Fellows in good standing. This in a country of nearly 35 million people! Fellows often tell me that they would like more Society events, such as lectures, receptions and dinners, to be hosted across Canada, and yet it is very difficult to do that successfully with the small number of Fellows we have. For the Society to properly fulfill its mandate, it needs to continue to attract new Fellows who, after all, are the volunteer foundation and most committed supporters of the Society. From its beginnings, the Royal Canadian Geographical Society was intended to be "popular in character." Its first governors came from diverse backgrounds, among them were business leaders, senior public servants, academics, and newspaper editors. While united behind a common purpose, a strong Society attracts people from all sorts of backgrounds and benefits from their strengths. It is a strong Society in the service of Canada that we are all committed to building.


John G. Geiger
PRESIDENT

COLLEGE OF FELLOWS

Fellows are the voting members of the Society and, collectively, form the College of Fellows. There were 429 active Fellows as of June 30, 2012, including 90 Honorary Fellows.

The vast majority of the 130 Fellows who had been found not to have an active subscription to the magazine have since corrected the situation after having been reminded of the By-laws requirement that Fellows maintain a subscription to *Canadian Geographic* as a condition of continued membership in the College of Fellows.

Thirteen Honorary Fellows have accepted a request to become 'regular' Fellows of the Society and a motion to change their status will be tabled at the Annual General Meeting of the College of Fellows in November.

In response to a request from the Executive Committee to increase the number of Fellows in urban areas across the country, the Fellows Committee issued a second call for nominations following an already successful spring call, which produced 40 nominations. Following the overwhelming response to this second solicitation, 143 nominations will be brought forward for election during this November's Annual General Meeting.

BY-LAWS

A By-laws revision information package has been sent to all members of the College of Fellows. It contained a covering letter from the President of the Society, the existing By-laws and the revised By-laws as well as a summary of key changes made to the By-laws.

This followed an extensive consultation process during which more than 70 Fellows read the proposed new By-laws and over 20 provided comments, either by mail, email or using the online tool that made it possible for Fellows to view all comments posted to the site.

The By-laws Committee reviewed comments made by members of the College of Fellows on the proposed revisions to the existing By-laws and suggested further changes to the revised By-laws. The Board of Governors subsequently endorsed the final draft of the revised By-laws that will be submitted for ratification at the AGM. Once ratified, the revised By-laws will be submitted for approval to the federal Minister of Industry.

NOMINATIONS

Members of the Nominating Committee have recommended the re-appointment of governors whose first three year term will come to an end on November 7, 2012, and who have accepted to stand for election for a second three-year term, beginning on the same day. They are Jody Decker, Alison Gill, Brian Hodgson and Robert Wilson.

The Committee also approved the nomination for election of Keith Exelby, whose second three-year term as Treasurer comes to an end on November 7, 2012, to the position of Vice-President, in replacement of Paul Ruest, whose resignation as Vice-President will take effect on November 7, 2012. At the same time, members of the Committee nominated Paul Ruest for election to the position of Treasurer for a first three-year term, starting on November 7, 2012.

ADVANCEMENT

Over the course of the last year, the Society has developed a more structured approach to fundraising under the direction of the Advancement Committee and with the full-time support of the recently hired Director of Advancement. During 2011-2012, donations to the Society reached \$516,944 as a result of direct mail campaigns, the Governors Appeal, the Fellows Campaign as well as major gifts.

The Society's Governors Appeal concluded with 100% of Governors making a contribution while, overall, 34% of Fellows made a donation to the Society in 2012, including 29% of Fellows who were solicited during the Fellows Campaign.

Several major gifts were also received from generous donors such as Sir Christopher Ondaatje, Joseph and Sandra Rotman, Kathryn McCain, Eric Jackman, Tony Hendrie and Shelagh and Joël Grant.

STRATEGIC PARTNERSHIPS

As the Society seeks to strengthen and enhance its future programming, it looks naturally to those organizations with which it has successfully partnered in the past. For example, the Society is in the process of formalizing its relationship, by means of a memorandum of understanding (MOU), with a number of government agencies including the Canadian Museum of Nature, the Canadian Polar Commission, the National Capital Commission and the Royal Canadian Mint. Beyond government, more formal agreements are being discussed with the Canadian Association of Geographers, Esri Canada and Google in furtherance of the Society's mission. The Society has existing strategic partnerships with the Canada Science and Technology Museums Corporation, Library and Archives Canada and Parks Canada.

PROGRAMS

AWARDS

To recognize outstanding achievement, The Royal Canadian Geographical Society annually presents awards to deserving individuals. In addition to the proposed Sir Christopher Ondaatje Medal for Exploration, the Society also bestows the Gold Medal, the Massey Medal, the Camsell Medal, the Martin Bergmann Medal for Excellence in Arctic Leadership and Science, the Geographic Literacy Award and the Canadian Award for Environmental Innovation.

This year, a Gold Medal, the Society's highest honor, has been awarded to Canadian astronaut Julie Payette for her work in space exploration and space education and Sir Christopher Ondaatje, in recognition of his long abiding support for geography. The 2012 Massey Medal will be awarded to Dr. Graeme Wynn, a leading historical geographer and environmental historian and a Fellow of the Society. The 2012 Camsell Medal will be awarded to Jean Fournier, long-time Society volunteer and former Governor and Fellow, to underscore his years of dedicated service to the Society.

The first ever Martin Bergmann Medal for Excellence in Arctic Leadership and Science was awarded posthumously to Martin Bergmann and was accepted by his widow, Sheila McRae during a ceremony that took place at the international IPY Conference in Montréal on April 26, 2012. 3M Canada and the Society jointly presented the 2011 Canadian Award for Environmental Innovation to Canadian Tire dealer Michel Séguin in recognition of his leadership in creating the Go Eco program which promotes the recycling and proper disposal of automotive products across the company's 98 Quebec dealerships.

The Society hosted a ceremony in Ottawa on April 2, 2012, during which Mr. Kevin MacLeod, Canadian Secretary to the Queen, presented Society recipients with the Queen Elizabeth II Diamond Jubilee Medal. The Society had previously been selected by the Diamond Jubilee Medal program at Rideau Hall as a partner organization and was given an allotment of 30 medals.

The Sir Christopher Ondaatje Medal for Exploration, established to recognize singular achievements by an outstanding Canadian explorer, will be introduced at the 2012 Annual General Meeting of the College of Fellows.

EXPEDITIONS

For Fiscal 2011-2012 the Expeditions Committee retained seven out of 14 applications for support totaling \$22,000. The approved expeditions included:

- The Arctic Jubilee Expedition led by Antony Jinman
- Klondike Gold Rush Photographic Canoe Trip Down the Yukon River led by Allen Macartney
- A Passage Through Ice led by Nicolas Peissel
- Agguanituq Journey led by Bob Saunders
- Exploring the Past, Making Sense of the Future led by Stefan Superina
- Mount Saskatchewan Climb 2012 led by Steve Whittington
- Trans-Nunavik Expedition led by Frank Wolf

Members of the Expeditions Committee have also been engaged in an extensive review of the mandate of the Society's Expeditions Program. The review will lead to new application guidelines, an online application form and a formal review process.

RESEARCH GRANTS

It is with deep regret that the Society temporarily suspended this year the Research Grants Program because, for Fiscal 2011-2012, the Society was unable to secure funding required to support the 2012 research proposals. This situation is a temporary one and alternate sources of funding are being sought to support the 2013 grant season. In the meantime, the research submissions that have been received from each of the competition categories are being ranked by the Research Grants Committee and its subcommittees. The most impressive submissions may receive editorial coverage in future issues of *Canadian Geographic* magazine.

SPEAKERS SERIES

The Society's 2012 Spring Speakers Series featured world-renowned professor and paleontologist Dr. Philip Currie, a Fellow of the Society. Dr. Currie has gained international attention with his revolutionary theory that tyrannosaurs hunted in cunning and terrifying packs. His work has been featured in a two-hour documentary on the Discovery network. Interest ran high during the lecture, which took place at the auditorium of the Canadian Museum of Civilization, fuelling countless questions, especially from the younger members of the audience.

MEMBERSHIP OF SOCIETY COMMITTEES 2012

STANDING COMMITTEES

EXECUTIVE COMMITTEE

John Geiger (*Chair*), Bruce Amos, Beth Dye, Keith Exelby, Gavin Fitch, Paul Ruest.

AUDIT COMMITTEE

Paul Ruest (*Chair*), Kenneth Boland, Keith Exelby (*ex-officio*), Edward Johnson, Andrew Pritchard (*ex-officio*).

FELLOWS COMMITTEE

Gisèle Jacob (*Chair*), Joseph Frey (*Vice-chair*), Charles Arnold, Karim Bardeesy, Jean-Marie Beaulieu, Mark Graham, Lt. Col. Brian Hodgson, Simon Ommanney.

FINANCE COMMITTEE

Keith Exelby (*Chair*), Kenneth Boland, Don Gorman, John Hovland, Edward Johnson, Paul Ruest.

NOMINATING COMMITTEE

Gavin Fitch (*Chair*), James Maxwell (*Vice-chair*), Christopher Burn, Helen Kerfoot, Robert Wilson.

CGE MANAGEMENT BOARD

Bruce Amos (*Chair*), Pierre Bergeron, Kenneth Boland, Keith Exelby, Alison George, Carman Joynt, Andrew Zimakas.

OTHER COMMITTEES

ADVANCEMENT COMMITTEE

David Mitchell (*Chair*), Allen Clarke, Joanne DiCosimo, Jean Fournier, Tony Hendrie, Paul Klein, Robert Page.

AWARDS COMMITTEE

André Roy (*Chair*), Helen Kerfoot (*Vice-chair*), Samuel Arseneault, Peter Dobell, Alison Gill, Phil Howarth, Christopher McCreery, Brian Moorman, Maureen Reed.

BY-LAWS

Jim Maxwell (*Chair*), Kenneth Boland, Gisèle Jacob.

CANADIAN GEOGRAPHIC EDUCATION

Connie Wyatt Anderson (*Chair*), Matteo Babini, Geoff Buerger, Norm Catto, Chantal Déry, Jane Kerr-Wilson, Rob Langston, Peggy March, Lynn Moofman, Emily Schell (*NGS liaison*), Robert Wilson (*RCGS liaison*).

EXPEDITIONS COMMITTEE

Bernard Voyer (*Chair*), Michael Schmidt (*Vice-chair*), Jean-Marie Beaulieu, Ned Franks, Ken McGoogan, David Pelly, Norman Vorano.

POLICY AND PLANNING

Paul Ruest (*Chair*), Bruce Amos, Jody Decker, Keith Exelby, John Geiger, Gisèle Jacob, David Mitchell, André Roy, Bernard Voyer.

RESEARCH GRANTS COMMITTEE

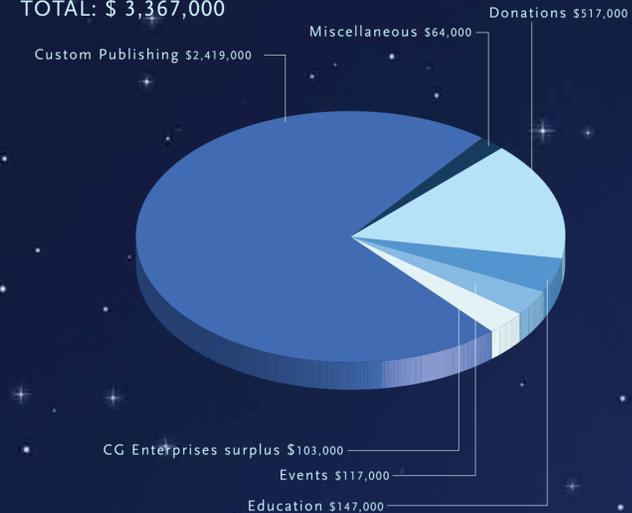
Jody Decker (*Chair*), Joan Marshall (*Vice-chair*), Adrien Bérubé, Christopher Burn, Christine Duverger-Harrison, Alison Gill, Joan Heyland, Peter Lafleur, Ian McKendry.

FINANCIAL INFORMATION

July 1, 2011 to June 30, 2012

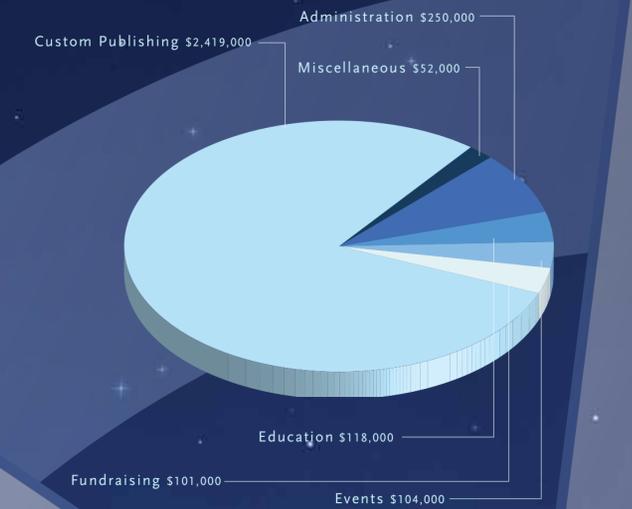
REVENUE

TOTAL: \$ 3,367,000



EXPENSES

TOTAL: \$ 3,044,000



OPERATIONAL SURPLUS

\$323,000
Full audited financial statements available at RCGS.org after the November 7, 2012, Annual General Meeting of the College of Fellows

RCGS BOARD OF GOVERNORS 2012

OFFICERS

| | |
|---|---|
| John Geiger (Toronto) President | Paul Ruest (Winnipeg) Vice-president |
| Bruce Amos (Ottawa) Vice-president | Beth Dye (Kamloops) Secretary |
| Gavin Fitch (Calgary) Vice-president | Keith Exelby (Ottawa) Treasurer |

GOVERNORS

| | |
|-----------------------------------|---|
| Peter Adams (Peterborough) | David Mitchell (Ottawa) |
| Allen Clarke (Toronto) | Jim Murray (Baie-d'Urfé) |
| Jody Decker (Waterloo) | Robert Page (Calgary) |
| Joanne DiCosimo (Gatineau) | André Roy (Montréal) |
| Alison Gill (Burnaby) | Robert Wilson (Ottawa) |
| Lt. Col. Brian Hodgson (Edmonton) | Connie Wyatt Anderson (The Pas) |
| Jim Lewis (Winnipeg) | Gisèle Jacob (Gatineau) Past-President |

CANADIAN GEOGRAPHIC EDUCATION

(formerly Canadian Council for Geographic Education)

Acting on one of the key conclusions of the strategic planning process that took place during the year, the Canadian Council for Geographic Education decided to change its name to Canadian Geographic Education. The executive is very excited about this shift as it better aligns the organization with the highly recognizable brands of both *Canadian Geographic* and the RCGS. Although the transition to new logos and colours will be gradual, the new bilingual logo is already in use. The rebranding is a vital component of a strategic planning process. Executive members are diligently crossing the last 't's and dotting the last 'i's of the strategic plan which will become publicly available after the AGM this November.

GREAT CANADIAN GEOGRAPHY CHALLENGE

The Great Canadian Geography Challenge wrapped up another successful year on April 19, 2012 when 53 exceptional national finalists competed for top ranking. It was a very close final, but ultimately Kyle Richardson from Ontario won first place and the prize of a \$3,000 scholarship. Close behind were Jacob Burnley from British Columbia and Onzarian Lucas Grande, taking second and third places respectively. In total, 531 schools participated this year, meaning that an estimated 100,000 students tested their geographic literacy in a quest for school supremacy at the elementary level and for national recognition at the secondary level. Question writing, test preparation and promotion are well underway for next year's GeoChallenge where the goal will be to increase participation across Canada.



EDUCATIONAL INITIATIVES

Along with the Society, *Canadian Geographic* and outside partners, Canadian Geographic Education undertook a record number of educational initiatives this year that had a combined value of \$1,600,000. These included:

- › 2 National Classroom Contests
- › 6 Canadian Atlas Online Thematic Modules
- › 7 Poster Maps
- › 8 School Mailings
- › 10 Classroom Activities
- › 97 Lesson Plans



CANADIAN GEOGRAPHIC ENTERPRISES

Although CGE has closed the year with a surplus, the numbers themselves do not adequately describe the company's operations over the 12 months of Fiscal 2011-2012 and closer examination leaves room for cautious optimism.

The long-term printing agreement signed with St. Joseph Communications early in Fiscal 2011-2012 has already delivered significant production cost reductions that will have an ongoing impact for the life of the agreement. In addition, CGE's Toronto-based Advertising Department is now located in premises provided by St. Joseph Communications under highly advantageous terms.

Of strategic importance for a magazine that is circulation-driven, the new management structure for the Circulation Department is already proving its worth. New subscriptions and renewals have showed appreciable growth during the second half of the fiscal and a much more disciplined approach to newsstand sales is being implemented. For the first time in many years, it is possible to anticipate that the drop in circulation revenues has finally been arrested and that the long-awaited turnaround has begun.

However, advertising revenues have continued to decline in the face of sustained economic adversity and an accelerating shift to digital media, especially to the large search engines and social media sites. It would not be realistic to expect that advertising revenues will return to pre-recession levels and it shouldn't be excluded that they will continue to erode.

In light of this, Custom Publishing activities provide a profitable new line of business with revenues in the range of \$2.6 million for fiscal 2011-2012. This will be the third year of continued growth for Custom Publishing.

CUSTOM PUBLISHING PROJECTS

RAIL REVIVAL

Partner: **RAILWAY ASSOCIATION OF CANADA**
 Content: Features in the July-August 2011 issues of *Canadian Geographic* and *Géographica*, a poster-map, a CAOL thematic module, lesson plans, a school pack mailing and a photo contest.

CANADA AND SPACE

Partner: **CANADIAN SPACE AGENCY**
 Content: Features (Space age farming) in the October 2011 issues of *Canadian Geographic* and *Géographica* and a second feature (Satellite tracking of the Arctic) in the April 2012 issues of *Canadian Geographic* and *Géographica*, both with a poster map, a CAOL thematic module, lesson plans and a school pack mailing.

HORIZON 2067 – A PLAN FOR CANADA'S CAPITAL

Partner: **NATIONAL CAPITAL COMMISSION**
 Content: Features in the October 2011 issues of *Canadian Geographic* and *Géographica*, a poster-map, lesson plans, a school pack mailing, a web-based microsite and regional forums.
 * The October 2011 issue marked the first time *Canadian Geographic* had been distributed with two poster maps.

THE GEOGRAPHY OF COINS

Partner: **ROYAL CANADIAN MINT**
 Content: A coin for the winning photo of the Wildlife Photo Contest, a poster-map, feature articles in the December 2011 issues of *Canadian Geographic* and *Géographica*, a CAOL thematic module, lesson plans, Collector Card distribution along with a school pack mailing.

CENTENNIAL OF THE CALGARY STAMPEDE

Partner: **CALGARY STAMPEDE**
 Content: Features in the December 2011 issue of *Canadian Geographic* and the March 2012 issue of *Canadian Geographic Travel*, a fold-out map, an interactive site map, lesson plans, a school pack mailing and a photo contest.

WAR OF 1812 BICENTENNIAL

Partner: **PARKS CANADA**
 Content: Features in the January-February issues of *Canadian Geographic* and *Géographica* as well as in the May 2012 issues of *Canadian Geographic Travel* and *Géographica* and a poster map. This multi-year project also included an interactive timeline and map as well as educational resources for teachers that were delivered earlier in 2011.

THE BICENTENNIAL OF THE WAR OF 1812: EDUCATOR RESOURCES

Partner: **CANADIAN STUDIES, DEPARTMENT OF CANADIAN HERITAGE**
 Content: Conception and design of educational resources focusing on the geography of the War of 1812 including a giant floor map, a giant timeline, a set of portrait cards, a set of contemporaneous documents, models ships and associated classroom activities. To be available to Canadian schools in fall 2012.



ENERGY-DIET CHALLENGE

Partner: **SHELL CANADA**
 Content: Family Energy Diet Challenge, June 2012 dedicated issues of *Canadian Geographic* and *Géographica*, a poster-map, CAOL thematic module, lesson plans, a school pack mailing and the Classroom Energy Diet Challenge, a national competition that attracted more than 500 classrooms across Canada and engaged thousands of students in pursuit of energy literacy.

A DEVELOPING WORLD

Partner: **CANADIAN INTERNATIONAL DEVELOPMENT AGENCY**
 Content: Lesson plans, revisions to the online and print "A Developing World" maps using the most recent Human Development Index (HDI) data, a CAOL thematic module and lesson plans.

COLD SNAP

Partner: **FEDERAL PROGRAM OFFICE FOR THE INTERNATIONAL POLAR YEAR**
 Content: International photo contest of polar regions and photo exhibit at the 2012 IPY Conference held in Montréal in April 2012.

UNESCO WORLD HERITAGE SITES 40TH ANNIVERSARY

Partner: **PARKS CANADA**
 Content: Photo contest launched in May 2012 with the winners announced in the November 2012 issue of *Canadian Geographic Travel*.

YOU ARE HERE

Partner: **DEPARTMENT OF CANADIAN HERITAGE, VIRTUAL EXHIBIT INVESTMENT PROGRAM**
 Content: Interactive online exhibit featuring maps created by *Canadian Geographic* in poster form, online and in print over the last 80 years.

CONTENT CREATION

PRINT MEDIA

SIX ISSUES OF CANADIAN GEOGRAPHIC



FOUR ISSUES OF CANADIAN GEOGRAPHIC TRAVEL



FIVE ISSUES OF GÉOGRAPHICA



TWO SPECIAL INTEREST PUBLICATIONS



DIGITAL MEDIA



SOCIAL MEDIA



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