

ANNUAL REPORT 2012-2013



The past twelve months saw the RCGS continue to improve on its financial performance, strengthen its programs and build upon its network of partnerships.


A refresh of Canadian Geographic, undertaken in response to a readership survey and other research, has been very well-received by readers. Canadian Geographic continues to perform strongly as Canada's third best-read magazine, and we have embarked on an ambitious effort to become a cross-platform publishing leader. As it stands, our brand universe, which also extends to Canadian Geographic Travel, canadiangeographic.ca and rcgs.org, e-newsletters, the CG Photo Club and social media platforms, has achieved a combined audience of nearly 9.5 million.

Canadian Geographic Education has witnessed tremendous growth, and has now surpassed 9,200 members across Canada. National classroom contests and the popularity of our giant floor maps and other educational resources are driving this growth. The St. John's Declaration in August was a milestone in the advancement of geographic education. More good news came when Team Canada captured the silver medal at this year's National Geographic World Championship, held in St. Petersburg, Russia.

The Society has been much more effective in communicating its presence and its purpose to Canadians, having received unprecedented national media coverage through the Gold Medal presentation to actor and adventurer Michael Palin, and through coverage of a series of adventurous RCGS Flag expeditions.

All of this, together with a vital Research Grants program assisting researchers in the field, a growing College of Fellows, and several new Society medals, including the Sir Christopher Ondaatje Medal for Exploration, the Martin Bergmann Medal for Excellence in Arctic Leadership and Science as well as an Innovation in Geography Teaching Award, combine to reveal a vibrant Society delivering on its mission.

I would like to thank Society volunteers and staff for all their hard work and dedication, and to urge all of you to do what you can in the next year to advance the important work of the Society.


Paul Ruest, PhD.
PRESIDENT

COLLEGE OF FELLOWS

The Fellows Committee met three times in 2013 to coordinate the nomination for new Fellows. In all, a total of 117 new Fellows and 15 Honorary Fellows have been recommended for election on November 13.

Any Fellow can nominate someone for the College. Please visit the online Fellows page for information and for a convenient online nomination form.



Society Fellows at the 2012 Fellows Dinner at the Canadian Museum of Civilization.

NOMINATIONS

The Nominating Committee has recommended a slate of candidates that will see many familiar faces returning to the Board of Governors, as all Governors eligible for a second term have been recommended for renewal: Allen B. Clarke, James Lewis, David Mitchell, James Murray, Robert Page and Connie Wyatt Anderson. In addition, Beth Dye and Keith Exelby, who both previously served on the Executive, have been recommended to serve as first-term Governors. Paul Ruest, who first joined the Board in 2002 and has served as Governor, Treasurer, Vice President and Interim President, has been acclaimed for a first term as President. The Committee also recommended that Elisabeth Nadeau, who previously served two terms as Governor, return to the Board in the role of Vice President. One new face is James Boxall, an academic from Halifax who was awarded the Society's 2012 Geographic Literacy Award. In its report, the Committee states that "the election of the recommended slate would produce a Board that provides representation for an additional region (the Atlantic), improves the gender balance, maintains critical expertise and networks and leads to an improved rotation of governors." Members of the College of Fellows will vote on the recommended slate at the 2013 AGM on November 13.

ADVANCEMENT

David Mitchell, chair of the Advancement Committee, has been engaged in the recruitment process for a Director of Advancement. The Committee has met and discussed strategies for improving the Society's fundraising performance. Several generous donations targeted at the Research Grants Committee will allow that committee to undertake a full program in 2014. The Advancement Committee is looking forward to adding new members in the coming year. If you would like to contribute to its vital work, please contact CEO John Geiger at geiger@rcgs.org.

PROGRAMS

AWARDS

THE MASSEY MEDAL

Established in 1959 by the Massey Foundation, the Massey Medal is awarded annually by the Society to recognize outstanding career achievements in the exploration, development or description of the geography of Canada. The 2013 recipient is David Ley, head of the department of geography at Vancouver's University of British Columbia, in recognition of his 40-year career in the study of human geography.

GOLD MEDAL

The Society's Gold Medal, established in 1972, is awarded in recognition of individual achievements in geography.

World-renowned wildlife artist and former geography teacher, Robert Bateman, will receive the Gold Medal, as will the Mapping Information Branch of Natural Resources Canada, for the completion of the topographic mapping of Canada at 1:50 000 scale.

Michael Palin, British comedian, adventurer and past-president of the Royal Geographical Society, was also awarded the 2013 RCGS Gold Medal, for his immense contribution to geographical literacy.

SIR CHRISTOPHER ONDAATJE MEDAL FOR EXPLORATION

Established by the Royal Canadian Geographical Society in 2013, the Ondaatje Medal recognizes singular achievements and the pursuit of excellence by an outstanding Canadian explorer or a non-Canadian for exploratory achievements within Canada. The 2013 recipient is Jill Heinerth, who is one of the world's top divers.

MARTIN BERGMANN MEDAL FOR EXCELLENCE IN ARCTIC LEADERSHIP AND SCIENCE

Established by the Royal Canadian Geographical Society in 2012, the Bergmann Medal recognizes "excellence in Arctic leadership and science." The 2013 recipient is Dr. David Hik, former executive director of the Canadian International Polar Year Secretariat.

CAMSELL MEDAL

The recipient of the 2013 Camsell Medal is Sir Christopher Ondaatje — Olympian, philanthropist, financier, writer and explorer.



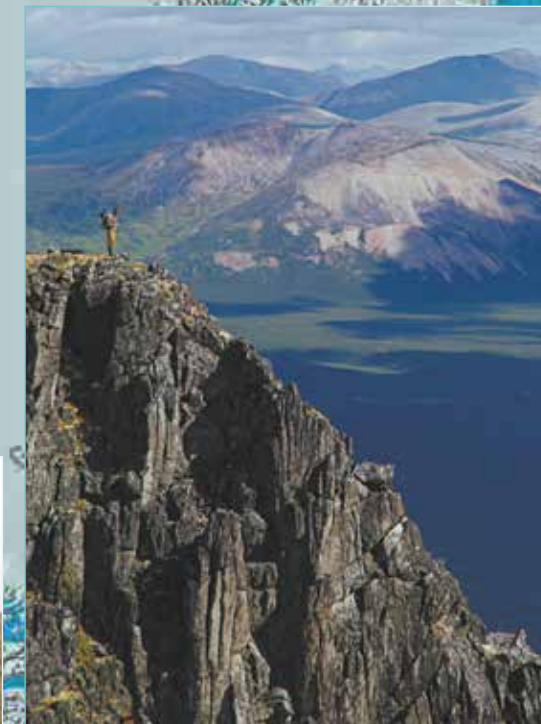
EXPEDITIONS

The Expeditions Program continues to promote the RCGS mandate of "Making Canada better known to Canadians and the world." The 2013 explorers demonstrated why Canada has such a proud tradition of exploration and adventure.

- **The Again River Waterfall Expedition** saw Adam Shoalts retrace the arduous route that he tracked in 2012, to photograph, measure and document the precise location of seven waterfalls.
- **The Raspberry Rising Expedition**, currently underway, is a two-and-a-half-year expedition to survey and study the unmapped Mount Tupper cave system.
- **The Qajaqtuqt Expedition** raised awareness about the dying art of traditional Inuit kayak-building, and used handmade kayaks on a 1,000-kilometre adventure across Baffin Island, Nunavut.
- **The New Land Expedition** skied, ski-sailed and skijored with sled dogs across 1,000 kilometres of Ellesmere Island to retrace Otto Sverdrup's expedition.

RESEARCH GRANTS

In all, the Committee approved seven research grant applications to study a wide range of topics, from the impact of climate change on the mental health of Inuit youth in Nunatsiavut, Labrador, to video monitoring of orca behaviour at Cracroft Point on Hanson Island, off the B.C. coast. Most of the findings of these research projects will be published in scientific journals. Once published, the Society will work to raise Canadians' awareness of the researchers' findings.



SPEAKER SERIES

This year the Society's annual spring lecture featured George Kourounis, a world-renowned global adventurer and storm chaser. As host of the television series *Angry Planet*, which has aired in over 100 countries, George Kourounis likes to ride the edge between thrill and fear as he faces oncoming tornadoes, witnesses the power of an erupting volcano and travels to our planet's polar regions. Kourounis is drawn to extreme situations that test his physical endurance as he pursues a better understanding of the forces of nature that affect our planet. His multimedia presentation kept his audience on the edge of their seats and had the 3rd Ottawa Cub Pack asking, "When is the next Speaker Series event?"



More exciting Speaker Series events, with RCGS explorers, are being planned for 2014.

MEMBERSHIP OF SOCIETY COMMITTEES 2013

STANDING COMMITTEES

EXECUTIVE COMMITTEE

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

AUDIT COMMITTEE

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

FELLOWS COMMITTEE

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

FINANCE COMMITTEE

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

NOMINATING COMMITTEE

Alison Gill (*Chair*), James Maxwell (*Vice-chair*), Christopher Burn, Helen Kerfoot.

CGE MANAGEMENT BOARD

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

OTHER COMMITTEES

ADVANCEMENT COMMITTEE
David Mitchell (*Chair*), Allen Clarke, Tony Hendrie, Paul Klein, Bob Page.

AWARDS COMMITTEE

Helen Kerfoot (*Vice-chair*), Peter Dobell, Alison Gill, Phil Howarth, Christopher McCreery.

BY-LAWS

Jim Maxwell (*Chair*), Ken Boland.

CANADIAN GEOGRAPHIC EDUCATION

Connie Wyatt Anderson (*Chair*), Geoff Buerger, Jozsef Budai, Norm Catto, Chantal Déry, Rob Langston, Lynn Moorman, Greg Neil, John Trites, Kim Wallace, Robert Wilson (*RCGS liaison*).

EXPEDITIONS COMMITTEE

Bernard Voyer (*Chair*), Michael Schmidt (*Vice-chair*), Jean-Marie Beaulieu, Lisel Currie, Judith Kennedy, David Pelly, Steve Smith.

POLICY AND PLANNING

Paul Ruest (*Chair*), Bruce Amos, Jody Decker, Keith Exelby, David Mitchell, Bernard Voyer.

RESEARCH GRANTS COMMITTEE

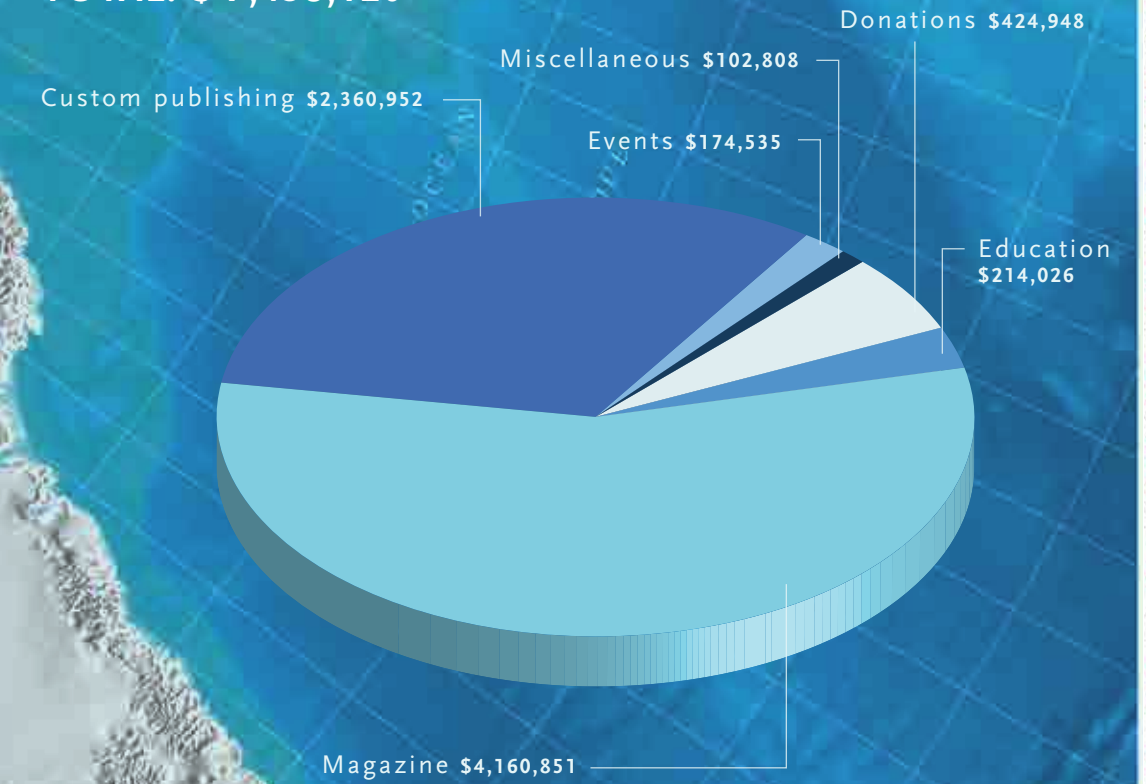
Jody Decker (*Chair*), Christopher Burn, Christine Duverger-Harrison, Alison Gill, Peter Lafleur, Ian McKendry.

FINANCIAL INFORMATION

July 1, 2012 to June 30, 2013

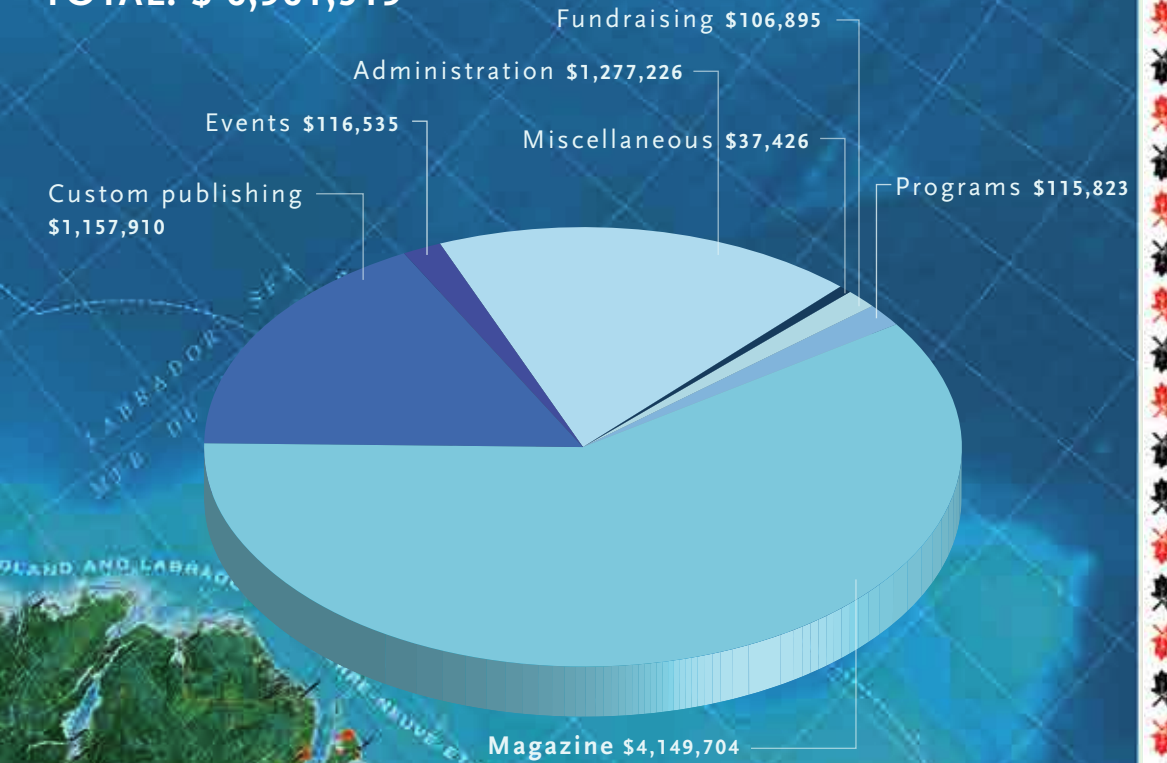
REVENUE

TOTAL: \$ 7,438,120



EXPENSES

TOTAL: \$ 6,961,519



OPERATIONAL SURPLUS

\$476, 601

Full audited financial statements available at RCGS.org after the November 13, 2013, Annual General Meeting of the College of Fellows

RCGS BOARD OF GOVERNORS 2013

OFFICERS

Paul Ruest (Winnipeg)
Interim President

Bruce Amos (Ottawa)
Vice-president

Gavin Fitch (Calgary)
Vice-president

Keith Exelby (Ottawa)
Treasurer

Beth Dye (Kamloops)
Secretary

GOVERNORS

Peter Adams (Peterborough)

Allen B. Clarke (Toronto)

Jody Decker (Waterloo)

Alison Gill (Burnaby)

Lt. Col. Brian Hodgson (Edmonton)

Jim Lewis (Winnipeg)

David Mitchell (Ottawa)

Jim Murray (Montreal)

Robert Page (Calgary)

Robert Wilson (Ottawa)

Connie Wyatt Anderson (The Pas)

CANADIAN GEOGRAPHIC EDUCATION

Canadian Geographic Education pursued its goal of fostering geographic engagement by means of innovation, creativity and outreach. All three elements were at play in the introduction of the new giant floor map program. As a result of these resources, professional development opportunities and classroom competitions, membership is now more than 9,200 educators, from every province and territory.

In 2013, CG Education recognized James Boxall, from Halifax, with the Geographic Literacy Award for his incomparable contribution to geographic education.

An experts meeting — Geographic Education for Canadians: Vision, Engagement and Action — was convened in August. The gathering produced a powerful call to action, “Advancing Geographic Education,” that will be the rallying point for private and public sector organizations to affirm their support for geographic literacy for all Canadians.

GREAT CANADIAN GEOGRAPHY CHALLENGE

The Great Canadian Geography Challenge completed another successful year in April of 2013. Michael Hao (Ottawa) finished first, followed by Anzo Nguyen (Calgary) and Spencer Zhao (Toronto).

The Geography Challenge Committee selected three students to be members of Team Canada at the National Geographic World Championship in July, 2013. Kyle Richardson, Jacob Burnley and Spencer Zhao travelled with coach Beth Dye to St. Petersburg, Russia. They proudly defended Canada’s reputation for outstanding geographic knowledge, earning the silver medal.



EDUCATIONAL INITIATIVES

The Society continues to work closely with a number of partners to produce high quality and reliable educational resources. CG Education’s membership now exceeds 9,200 educators and continues to grow with every new project. The following programs assisted members in fostering geographic engagement among Canadian K-12 students this past year:



- >3 National Classroom Contests
- >21 Giant Floor Maps (4 different themes)
- >2 professional development workshops run by CG Education
- >1 Poster map and accompanying interactive website

CANADIAN GEOGRAPHIC ENTERPRISES

Over the course of Fiscal 2012-2013, CGE began implementing the “Roadmap for Change,” a document outlining the three-year strategic plan to transform *Canadian Geographic* into a fully integrated cross-platform publisher that offers its readers thoughtful and innovative content packages on the platforms of their choice.

Canadian Geographic has not been immune to the major challenges that have plagued the publishing industry worldwide. In such a context, CGE embraced cross-platform publishing to ensure that *Canadian Geographic* not only survives in this new and challenging environment, but that over time it becomes a recognized Canadian leader in cross-platform publishing.

This process of transformation began in 2011, with extensive readership research. That was followed by visioning sessions in 2012, which led to a number of far-reaching organizational and content changes being implemented in late 2012 and early 2013. The October 2013 issue of the magazine, which introduced a rejuvenated and more visual design and features multiple links to *Canadian Geographic*’s digital platforms, is representative of this migration from a print-centric to a reader-centric model.

Not as evident, but perhaps more far-reaching in its implications, is the forming of the “Content Creation Group,” a new department that oversees all content, including print, digital, education and social media. The artistic direction, photo research and production functions, which were previously integrated into the editorial department, now support all content creation.

The 2011 readership research also revealed that readers readily associate *Canadian Geographic* with pride of country, and that they’re most appreciative of its content when it celebrates Canada’s natural grandeur, its geography and wildlife — in a way that is balanced and accurate. Hence, there is clear intent to speak across all platforms with a voice that is positive, curious and proud, in a tone that is authoritative, intelligent and celebratory, and that invites readers to be part of a unique community whose members are proud of Canada and care deeply about its places, people and wilderness.

Today, the digital version of *Canadian Geographic* is available on Apple’s iTunes store, Google Play and Zinio, providing easy access to readers, whether on their computers, tablets or smart phones. And, even though the numbers remain small in relative terms, the growth in digital subscriptions and single copy sales is impressive. The same holds true of *Canadian Geographic*’s followings on social media networks such as Facebook (9,354), Twitter (7,395), Instagram (5,657) and Google+ (4,471).

When taking into account the magazine’s 3.8 million readers per issue (PMB 2013), the 2.5 million annual unique visitors to its websites, subscribers to its various online newsletters, the membership of the CG Photo Club and its social media network followers, the *Canadian Geographic* brand touched Canadians 9,393,578 times over the course of the last year.

What is revealing about these numbers is that a little more than a year after initiating “The Roadmap for Change,” *Canadian Geographic* now connects with Canadians more than twice as much digitally as in print.

CUSTOM PUBLISHING PROJECTS

CLASSROOM ENERGY DIET CHALLENGE

Partner: SHELL CANADA

More than 1,500 classrooms participated in the contest last year. Because of the popularity of the contest, the Classroom Energy Diet Challenge has been extended for three more years.

THE BICENTENNIAL OF THE WAR OF 1812: EDUCATOR RESOURCES

Partner: CANADIAN STUDIES, THE DEPARTMENT OF CANADIAN HERITAGE

Content: 1812 Giant Floor Maps (5) with prop trunks and curriculum-linked activities; 225 document kits, 400 portrait card packs, 500 model ship packs, 300 timelines and 20,000 poster maps.



GEOGRAPHY OF COINS

Partner: ROYAL CANADIAN MINT

Content: Distributed 80,000 War of 1812 coin collector cards to schools across Canada.

PERFORMING ARTS PRESENTATION

Partner: CANADIAN ARTS PRESENTING ASSOCIATION

Content: Canadian Atlas Online thematic, lesson plans, school pack mailing.

WICKED WEATHER

Partner: THE WEATHER NETWORK

Content: Photo contest and special interest publication.

3M ENVIRONMENTAL INNOVATION AWARD

Partner: 3M CANADA

Content: Award recipient acknowledged at College of Fellows annual dinner, all previous recipients featured in April 2013 issue of *Canadian Geographic*.

SPIRIT OF CANADIAN FOOTBALL: THE 100TH GREY CUP

Partner: THE CANADIAN FOOTBALL LEAGUE

Content: Cover feature in the October 2012 issue of *Canadian Geographic*, photo contest, educator resources, school pack mailing.

NORTH BY NATURE

Partner: THE W. GARFIELD WESTON FOUNDATION

Content: Article in *Canadian Geographic* and online interactive map.



MY PARKS PASS/CANADA'S COOLEST SCHOOL TRIP

Partner: PARKS CANADA

Content: Canada’s Coolest School Trip contest. Giant Floor Maps (5) touring for three years, lesson plans, school pack mailing, feature article in *Canadian Geographic* (July/August 2013).

PEACE IN THE FOREST

Partner: CANADIAN BOREAL FOREST AGREEMENT SECRETARIAT

Content: Giant Floor Map (1) touring for three years, lesson plans, school pack mailing, regional forums across Canada (10) introducing the Giant Floor Map and highlighting progress made by the Canadian Boreal Forest Agreement Secretariat, special interest publication and feature article in *Canadian Geographic*.

ENERGY IQ

Partner: CANADIAN ASSOCIATION OF PETROLEUM PRODUCERS

Content: Cover feature, poster map and June 2013 *Géographica*. Giant Floor Maps (10) touring for three years. Energy IQ web portal, lesson plans, school pack mailing, interactive map and interactive quizzes.

UNESCO WORLD HERITAGE SITES 40TH ANNIVERSARY

Partner: PARKS CANADA

Content: Photography exhibition created in the fall of 2013.

STRATEGIC PARTNERSHIPS

Over the past several years, the Society has entered into partnership arrangements with prestigious national organizations that contribute to, or support in their own way, our commitment to making Canada better known to Canadians. As an example, the Society is currently in active discussion with Esri Canada regarding Arc-GIS for CG Education, as well as the broader issue of *Canadian Geographic*’s cartography. An agreement with the Canadian Polar Commission has already resulted in more coverage by CG of Arctic research in print and online. Canada’s Arctic is also the focus of discussions about joint public and educational programming with the Canadian Museum of Nature. The latest meetings with Library and Archives Canada and the Canadian War Museum have centred on First World War commemorations. In all instances, the Society’s own program and services are strengthened and enhanced when working collaboratively with partners whose expertise, collections and facilities complement and extend our own.

CONTENT CREATION

PRINT MEDIA

SIX ISSUES OF *CANADIAN GEOGRAPHIC*



FOUR ISSUES OF *CANADIAN GEOGRAPHIC TRAVEL*



FIVE ISSUES OF *GÉOGRAPHICA*



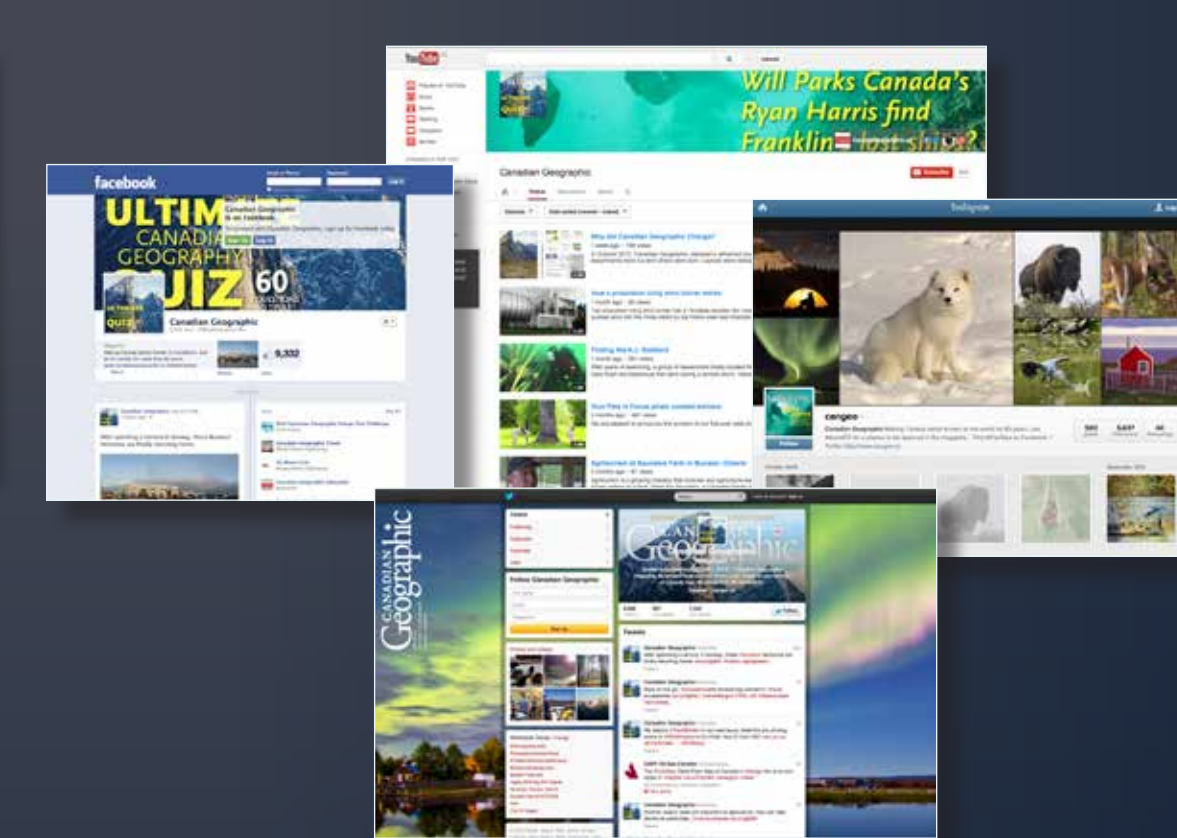
THREE SPECIAL INTEREST PUBLICATIONS



DIGITAL MEDIA



SOCIAL MEDIA



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