

ANNUAL REPORT 2016-2017



I have been very fortunate to become president in a year that surely ranks among the most successful in the long history of The Royal Canadian Geographical Society. In June 2017, we moved (temporarily) into our new home at 50 Sussex Drive, a stunning building in a stunning location on Rideau Falls, where the Rideau River joins the mighty Ottawa River. In short order that month we hosted several high profile events, including the Roald Amundsen event with the Norwegian Embassy, the launch of the *Indigenous Peoples Atlas of Canada* project, the Great Trail event and the openings of the incredible Alex Janvier exhibition *Thirteen Moons* and of the National Capital Commission's Plan for Canada's Capital, 2017-2067.

Financially, the Society has never been on more solid ground. With the help of some major gifts by long-time friends of the Society and a strong custom publishing performance, we greatly exceeded budget and have been able to clean up the balance sheet after many years! Congratulations to John Geiger, Gilles Gagnier, Cathy Frame and the entire senior management team for their hard work and exceptional performance.



This year saw the Society award its Gold Medal to former Prime Minister John Turner and national treasure Gordon Lightfoot. And speaking of Canadian icons, we were very fortunate that pioneering Canadian astronaut Roberta Bondar agreed to serve as Honorary Vice-President, joining, among others, author and ethnobotanist Wade Davis and Inuit historian and explorer Louie Kamookak. We also went international, awarding a Gold Medal to Sir David Attenborough in London and the Burpee Medal to former U.S. President Jimmy Carter in Plains, Georgia.

Every year also brings change, and this year we said au revoir (but not goodbye) to CEO Emeritus André Préfontaine, who has now retired. The Society owes André a huge debt of gratitude for steering us through difficult times not so very long ago. As well, Elisabeth Nadeau stepped down from the Board as Vice-President, her second tour of duty on the Board. Thanks to Elisabeth for all her dedication and hard work.

The future truly looks bright for the Society. I look forward to continuing to work with Society staff and meeting as many of the close to 1,000 Fellows as I can in the coming year.

Gavin Fitch
President



POLICY & PLANNING COMMITTEE

Under the leadership of the Board of Governors and through the support of the Policy and Planning Committee, the RCGS continues to deliver on essential milestones and outcomes aligned with our Strategic Plan 2015-2020. These are guided by the Society's appreciation of the value of exploration, education and environmental awareness, and reflect its ambition to continuously expand its capacity for connecting Canadians and the world with Canada's geography.

As a fundamental part of this process, the RCGS continues to work toward accreditation through Imagine Canada's Standards Program. As mandated by the Board of Governors, the Policy and Planning Committee has been

monitoring and providing direction for the work being done to meet the 73 criteria that must be satisfied in order to be accredited. These criteria are grouped under five separate categories: Board Governance, Financial Accountability, Fundraising, Staff Management and Volunteer Involvement. Work has so far been completed on 36 of the 73 criteria, including the entire sections of Financial Accountability and Fundraising and significant efforts are underway to meet those in Board Governance and Staff Management. The changes in procedures and policies being proposed to meet the requirements of the Imagine Canada accreditation process are being vetted by the relevant committees before submission for board approval.

PROGRAMS

AWARDS



RT. HON. VINCENT MASSEY MEDAL
Awarded to recognize outstanding career achievements in the exploration, development or description of the geography of Canada. The RCGS is proud to honour **Dr. David Morrison** with the 2017 Massey Medal for his remarkable work in Arctic archeology and for his leadership driving the content for the Canadian Museum of History's Canadian History Hall.



GOLD MEDAL
Presented in recognition of a specific achievement by one or more individuals in the general field of geography or for a significant national or international event. The recipients of the 2017 Gold Medal are **Sir David Attenborough**, the **Right Honourable John Turner** and Canadian icon and legendary singer-songwriter **Gordon Lightfoot**.



CHARLES CAMSELL MEDAL
Named in honour of the Society's founder, the Camsell Medal is awarded annually to recognize and extend appreciation to individuals who have given outstanding service to the Society. This year's recipients are **Jody Decker** and **Philip Howarth**.



LAWRENCE J. BURPEE MEDAL
Established to recognize an outstanding achievement or contribution that greatly enhances the Society's ability to deliver on its mandate of making Canada better known to Canadians and to the world. The RCGS is pleased to award this year's Burpee Medal to **President Jimmy Carter** and **Andrew Prossin**.



MARTIN BERGMANN MEDAL FOR EXCELLENCE IN ARCTIC LEADERSHIP AND SCIENCE
Established in 2012 in honour of public servant, scientist and Fellow Martin Bergmann. The 2017 recipient is **Dr. Martin Fortier**, Executive Director of Sentinel North, at the Université Laval.



SIR CHRISTOPHER ONDAATJE MEDAL FOR EXPLORATION
Created to acknowledge and celebrate a singular achievement and the pursuit of excellence in exploration. The recipients of this year's Ondaatje Medal are **Wade Davis** and **Pat and Baiba Morow**.



CAPT. JOSEPH-ELZÉAR BERNIER MEDAL
Awarded since 2014 in recognition of an exemplary deed or activity that has aided the Society in fulfilling its mandate at any level. The 2017 recipients of the Bernier Medal are **Phyllis Arnold**, **Shelagh and Jon Grant**, **Bob Ramsay** and **Mike Robinson**.



GEOGRAPHIC LITERACY AWARD
Presented in recognition of a specific program or project that has greatly enhanced geographic literacy among young Canadians. The recipient of the 2017 Geographic Literacy Award is **Beth Dye**.



INNOVATION IN GEOGRAPHY TEACHING AWARD
Given to a Canadian educator working in the kindergarten to Grade 12 field who has made exemplary contributions to fostering geographic engagement in the classroom. This year's recipient is **Paula Huddy-Zubkowski**.

CAN GEO TALKS

In May, the RCGS, ByTowne Cinema and the Embassy of Austria presented *Hobnails and Hemp Rope*, a 25-minute documentary about the Bugaboo Spire Centennial Climb Project. The event recounted the adventures of four climbers as they set out to re-create and commemorate the 100th anniversary

of the first known ascent of B.C.'s Bugaboo Spire, in the Purcell Mountains, by Austrian-Canadian climber — and the Alpine Club of Canada's first professional mountain guide — Conrad Kain. Film director Greg Gransden and expedition leader Bryan Thompson spoke after the screening.

RESEARCH GRANTS

In 2016, the Research and Grants Program received a record number of applications for funding from students and independent researchers. Seven individuals were supported to further their research on topics ranging from the effect of climate change on permafrost and the formation of glaciers to studying how the concept of a "place" can be correlated to rates of criminal violence.

The 2017 James W. Bourque Studentship in Northern Geography recipient is Jean Holloway from the University of Ottawa. Additionally, research graduate scholarships were awarded to Anthony Piscitelli, Wilfred Laurier University; Sarah St. Germain, University of Calgary; Chris Greyson-Gatto, University of Guelph; Kyle Plotsky, University of Calgary; Nicholas Brown, Carleton University; and Rebecca Segal, University of Victoria.

EXPEDITIONS

The RCGS' Expeditions Program received 31 applications this year, and the Expeditions Committee opted to support the following five expeditions:

- Expedition of the Year was **The Enduring Ice Project**, led by RCGS Fellow Stephen Smith. With a goal of investigating the breakdown of the frozen ocean, Smith and his team set out just 800 kilometres from the North Pole, kayaking through the dynamic, ice-choked passageway separating Canada and Greenland, exploring and documenting the ice as they travelled.
- Diane Whelan's 500 Days in the Wild** was awarded the RCGS's Women's Expedition of the Year. Using only human-powered transportation, Whelan hiked, biked, paddled and snowshoed across 23,000 kilometres of the country's Great Trail.
- The RCGS also supported **Natalia Martinez's Women's Logan Traverse** expedition, in which she attempted a solo climb of Mount Logan. Martinez made it to an elevation of 3,700 feet before extreme and dangerous weather forced her to end her climb.
- Funding was provided for John Dunn's **Boothia and Beyond** expedition, in which the team undertook a 70-day, 1,100-kilometre south-north skiing and hiking traverse of the Boothia Peninsula and Somerset Island — from the mouth of the Back River to the shore of Lancaster Sound.
- A seed grant was provided to David Pearson for his **Chrysalis Expedition: Journey from the Monarch Icefield to the Pacific Ocean**. As part of his project, Pearson and his team explored the Monarch Icefield south of Bella Coola, B.C., on skis, after which they rafted the Talchako River white water toward its confluence with the Atnarko River. They continued their travel until the ocean port at Bella Coola, completing a 100-kilometre float from source to saltwater.

In addition, the Society secured a private gift to support the following Flag Expeditions:

- Trans-Canadian Arctic Expedition**: Adam Shoalts embarked on a five-month solo journey on foot, canoe and pack raft alone across Canada's North, travelling roughly along the Arctic Circle for more than 4,000 kilometres. Starting near the Alaska border in Old Crow, Yukon, he crossed all three territories to the community of Baker Lake, Nunavut, to mark the 150th anniversary of Confederation.
- Arctic on the Edge**: To tell the story of sea ice and how it is impacted by the warming of the polar region, renowned diver and RCGS Explorer-in-Residence Jill Heinerth led a three part expedition to dive under the sea ice off Greenland and across Baffin Bay to Baffin Island, down the coast to Labrador and Conception Bay, N.L. In doing so, Heinerth followed the life cycle of the ice.



ADVANCEMENT

The Advancement Committee continues to provide strategic advice on the Society's overall fundraising strategy, and has helped develop a fundraising model with an emphasis on major gifts.

For the third year in a row, the RCGS had its most successful fundraising year to date, showing marked growth from the previous year and again surpassing budget expectations for the fiscal year.

COLLEGE OF FELLOWS

The Fellows' Committee met twice in 2017 to steward the nomination process for new Fellows. This year, the Society has welcomed 80 new nominations for the College of Fellows.

Additionally, the committee supported the development of a second Fellows' Survey for the purpose of gauging and strengthening Fellows'

Going forward, the Advancement Committee will focus its efforts on leveraging its relationships with industry and among granting foundations to enhance the RCGS's potential for project grants and major philanthropic gifts.

In addition, this committee will provide strategic guidance and support for fundraising through the Society's new home at 50 Sussex.

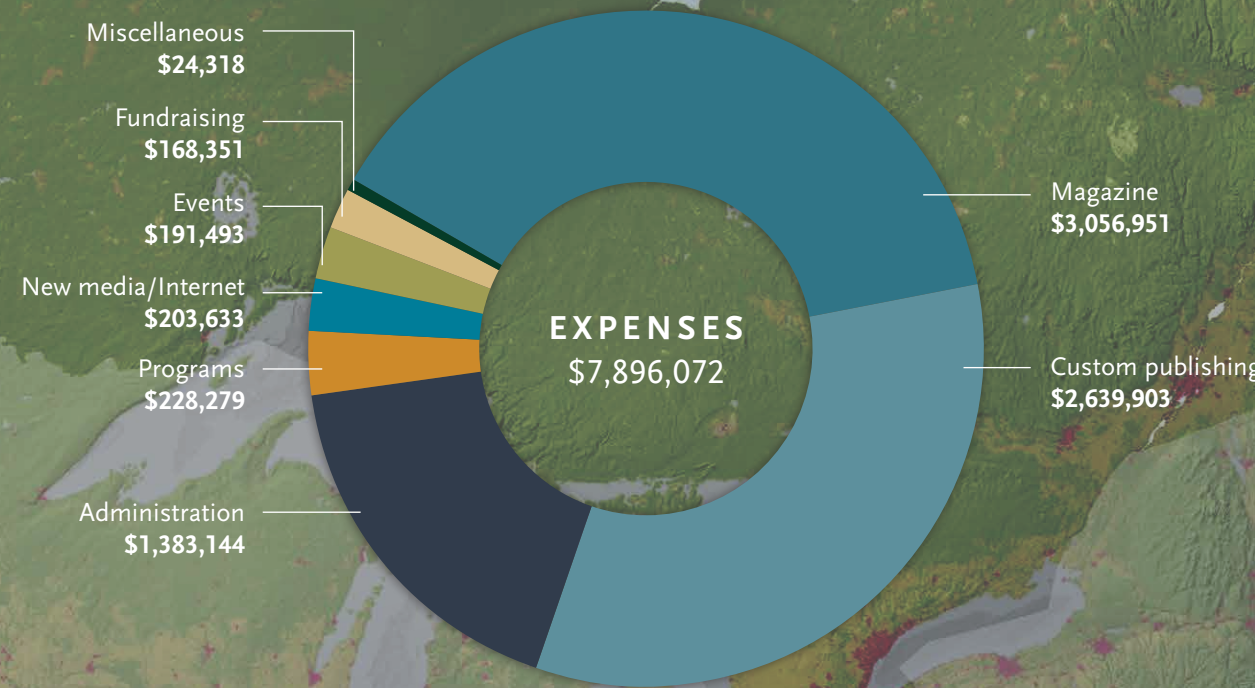
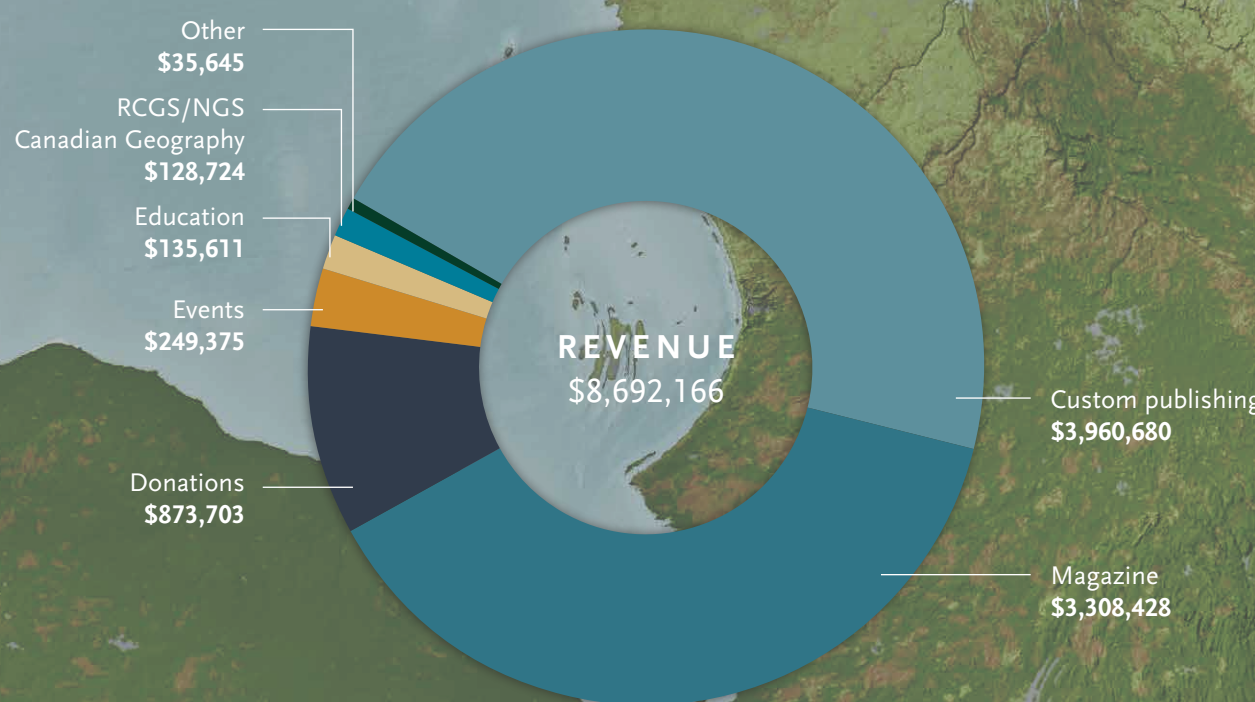
engagement with the RCGS. This survey will be circulated shortly among the College of Fellows, and its results will be considered against feedback received from last year's survey.

Any Fellow can submit a nomination for the College. Please visit the online Fellows page for information about making a nomination.



FINANCIAL INFORMATION

JULY 1, 2016 TO JUNE 30, 2017



OPERATIONAL SURPLUS \$796,094

Full audited financial statements available at rcgs.org after the Annual General Meeting of the College of Fellows on November 16, 2017

NOMINATIONS

The 2017 Nominating Committee began its meeting on Aug. 25, 2017, with an expression of sincere thanks to former Nominating Committee Chair Jim Lewis for the work he and the committee did in 2016 to update and reorganize the nominations process. That work is proving useful in ensuring excellent and thoughtful board renewal for the coming year and going forward.

At its meeting on August 25, the Nominating Committee reviewed the board positions available to be filled, including those of Vice-President and two Governors. The committee



focused on the skills required of those roles (according to a gap analysis of the sitting board and given various foreseeable issues on the horizon) in order to develop a useful framework for assessing nominations. A call for nominations was sent out to the Fellowship.

At the September 25 Nominating Committee meeting, the received nominations were carefully reviewed and measured against the needs of the board. A slate of excellent candidates was established by the committee and will be presented to the Fellowship at the Annual General Meeting in November.



HONORARY OFFICERS

PATRON
His Excellency the Right Honourable David Johnston, C.C., C.M.M., C.O.M., C.D. Governor General of Canada

VICE-PATRON
Sir Christopher Ondaatje, O.C., C.B.E.

HONORARY PRESIDENT
Alex Trebek, O.C.

HONORARY VICE-PRESIDENTS
Roberta Bondar, O.C., O.Ont.
Pierre Camu, O.C.
Arthur E. Collin
Wade Davis, C.M.
Gisèle Jacob
Louie Kamookak, O.Nu.
Denis A. St-Onge, O.C.

EXPLORER-IN-RESIDENCE
Jill Heinerth

BOARD OF GOVERNORS

PRESIDENT
Gavin Fitch, Q.C., Calgary

VICE-PRESIDENTS
Wendy Cecil, C.M., Toronto
Connie Wyatt Anderson, The Pas, Man.

SECRETARY
Joseph Frey, C.D., Toronto

TREASURER
Keith Exelby, Ottawa

IMMEDIATE PAST PRESIDENT
Paul Ruest, Winnipeg

COUNSEL
Andrew Pritchard, Ottawa

GOVERNORS
Jean C. Andrey, Waterloo, Ont.
Glenn Blackwood, St. John's
James Boxall, Halifax

John Howland, Toronto
Claire Kennedy, Toronto

David Mitchell, Calgary
Lynn Moorman, Calgary

John Pollack, Bonnington, B.C.
Paul VanZant, Amaranth, Ont.

SOCIETY COMMITTEES

STANDING COMMITTEES

EXECUTIVE COMMITTEE
Gavin Fitch (CHAIR), Wendy Cecil, Keith Exelby, Joseph Frey, Connie Wyatt Anderson

AUDIT COMMITTEE
Claire Kennedy (CHAIR), Ken Boland, Keith Exelby, Gavin Fitch, Ted Johnson, Andrew Pritchard (ex-officio)

FELLOWS COMMITTEE
Joseph Frey (CHAIR), Brad Faught, John Pollack, Lisa Thomas, Paul VanZant

OTHER COMMITTEES

ADVANCEMENT COMMITTEE
David Mitchell (CHAIR), Glenn Blackwood, Wendy Cecil, Tony Hendrie, Jim Hole, Paul Klein, Bob Page

AWARDS COMMITTEE
Helen Kerfoot (CHAIR), Glenn Blackwood, Richard Berthelsen, Dianne Draper, Allison Gill, Phil Howarth, Chris McCreery, Wayne Pollard

BY-LAW COMMITTEE
Claire Kennedy (CHAIR), Ken Boland, Andrew Pritchard (ex-officio)

CANADIAN GEOGRAPHIC EDUCATION
Connie Wyatt Anderson (CHAIR), James Boxall, Janet Ruest, Don McLaughlin, Catherine Pak, John Thompson, Andrew Kitchen, Kim Wallace, Dr. Chantal Déry, John Trites, Kelley McClintchey, Dr. Lynn Moorman

RCGS AND CGE LEADERSHIP AND STAFF

CHIEF EXECUTIVE OFFICER
John G. Geiger

CHIEF OPERATING OFFICER AND PUBLISHER
Gilles Gagnier

CHIEF EXECUTIVE OFFICER EMERITUS
André Préfontaine

EDITOR-IN-CHIEF Aaron Kylie
SENIOR EDITOR Harry Wilson
MANAGING EDITOR Nick Walker
ASSOCIATE EDITOR Michela Rosano

DIGITAL EDITOR Aleksandra Pope
TRAVEL EDITOR Alanna Black
ANDREW LOVESHY SPECIAL PROJECTS EDITOR Tanya Kirinshini
TRANSLATION Nicole Castéran

CREATIVE DIRECTOR Javier Frutos
CARTOGRAPHER Chris Brackley
PRODUCTION COORDINATOR Kendra Stieler
GRAPHIC DESIGNER Jenny Chew
CONTRACT DESIGNER Kathryn Barquero
PHOTO RESEARCHER Geneviève Taylor

PHOTOGRAPHERS-IN-RESIDENCE
Neil Ever Osborne, Michelle Valberg

DIRECTOR OF CIRCULATION Nathalie Cuerrier

DIRECTOR OF SALES Valerie Hall Daigle
ADVENTURES Lisa Duncan Brown

FINANCE COMMITTEE
Keith Exelby (CHAIR), Ken Boland, Jim Carter, Allen Clarke, John Howland, William Thompson

NOMINATING COMMITTEE
Wendy Cecil (CHAIR), Alison Gill, Lynn Moorman, Simon Ommanney, Jim Lewis

CGE MANAGEMENT BOARD
Keith Exelby (CHAIR), Bruce Amos, Andrew Binkley, Ken Boland, Kevin Fitzgerald, Alison George, John Howland, Nicolas Jimenez, Paul Taillon

EXPEDITIONS COMMITTEE
Mike Schmidt (co-CHAIR), Bernard Voyer (co-CHAIR), Jean Marie Beaulieu, Lisel Currie, Shelly Elverum, Priddy Juuand, TA Loeffler, John Pollack, Steve Smith

POLICY & PLANNING COMMITTEE
John Howland (CHAIR), James Boxall, Wendy Cecil, Keith Exelby, Gavin Fitch, Joseph Frey, Claire Kennedy, Helen Kerfoot, David Mitchell, Mike Schmidt, Bernard Voyer, Connie Wyatt Anderson

RESEARCH GRANTS COMMITTEE
James Boxall (CHAIR), Janis Dale, Christine Duvigneau-Harrison, Alison Gill, Greg Halseth, Peter Laffeur, Sarah de Leauw, Pat Maher, Denis St-Onge, Robert Summerby Murray

VICE-PRESIDENT, FINANCE AND ADMINISTRATION
Catherine Frame

VICE-PRESIDENT, EVENTS
Carole Saad

DIRECTOR, STRATEGIC PARTNERSHIPS Tim Joyce

DIRECTOR OF OPERATIONS Mike Elston
NEW MEDIA MANAGER Paul Politis
PROJECT MANAGER Roisin O'Reilly
PROGRAM MANAGER Sofia Kneen
LOGISTICS COORDINATOR Emma Viel

SENIOR ACCOUNTANT Christine Chatland
ACCOUNTS PAYABLE/ACCOUNTS RECEIVABLE CLERK Lydia Blackman
RECEPTIONIST/OFFICE COORDINATOR Diane Séguin

EXECUTIVE ASSISTANT Sandra Smith

DIRECTOR OF ADVANCEMENT Jason Muscant

DIRECTOR OF EDUCATION Ellen Curtis
EDUCATION PROGRAM COORDINATORS Sara Black, Andrea Buchholz

COMMUNICATIONS MANAGER Deborah Chapman

ARCHIVIST Wendy Simpson-Lewis

CANADIAN GEOGRAPHIC ENTERPRISES

Canadian Geographic Enterprises just completed the best financial year in its almost 90-year history. Partner projects were the primary driver of this financial result, most notably the *Indigenous Peoples Atlas of Canada* (IPAC). The year included a number of other new and high-profile partnerships, including with CPAC (the Cable Public Affairs Channel) and the National Capital Commission. In addition, Canadian Geographic Education had a banner year, circulation revenue was stable — a definite win

in our industry — and cost controls remained a focus.

From an editorial standpoint, this past year has been very strong indeed. We are producing as much or more content than ever in print, online and thorough social media. The *Canadian Geographic/The Walrus* joint special interest publication is an innovative and creative model and has been very well received. Though still on newsstands all signs suggest it will be best-

seller. The Instagram special interest publication we published as well as our first-ever colouring book are also examples of the innovative and creative approaches we've been taking in our publishing efforts.

50 SUSSEX

50 Sussex was secured as the home of the RCGS. As we are not a large team, Canadian Geographic Enterprises staff have been involved in everything from negotiating the lease to the creation of the exhibition spaces for summer 2017 and working

with the NCC on design and planning for the second phase of construction, which includes everything from offices to the theatre.

We have simultaneously been working on a business plan, visual identity, website, business cards, etc., in order to formulate a new events company to manage the facilities rentals at 50 Sussex.

We have also been in the process of planning our office move, which is scheduled for May 1, 2018.

STRATEGIC PARTNERSHIPS

The Society continues to seek and enhance strategic partnerships with organizations that share its values and commitment to making Canada better known to Canadians and to the world.

To that end, the Society has currently established broad agreements with 25 key partners, including, among others, the RCGS's major travel partner,

One Ocean Expeditions, the Canadian Public Access Channel (CPAC), EF Educational Tours and the National Capital Commission. Furthermore, the Society is working to secure partnership agreements with an additional seven organizations, including CISCO, Massey College, Encounters with Canada and Tourism Ottawa.

These partnerships not only support the RCGS

in its ability to deliver core programming, but also foster new and exciting opportunities for the RCGS to expand on its ability to connect Canadians with their geographical heritage.

In addition to these key partnerships, the RCGS continues to work collaboratively with 16 distinct and important contributors, without whom we could not move forward on some of our most

impactful projects. In this regard, we are proud to particularly acknowledge our new partners on the *Indigenous Peoples Atlas of Canada* project — the Assembly of First Nations, Indspire, Inuit Tapiriit Kanatami, the Métis National Council and the National Centre for Truth and Reconciliation — for their essential contributions to the project. We are also honoured to continue to work with our traditional project partners, including Shell Canada, CAPP, Google and 3M Canada.



CANADIAN GEOGRAPHIC EDUCATION

Canadian Geographic Education continues to expand its reach across the nation, with membership now sitting at 20,000, having more than quadrupled its membership in less than six years. It is truly amazing to see the dedication, support and growth that is driven by the Can Geo Education executive committee. Meetings with curriculum developers, ministry of education contacts and school board representatives continue to drive efforts to increase geographic education in Canada and are leading to a very promising future.

CONTESTS

The Canadian Geographic Challenge capped off its 22nd year of competition with an out-of-this-world national final. CSA Astronaut David Saint-Jacques led the first completely bilingual National Final to a nail-biting end, with Ben Woodworth from London, Ont., taking home the grand prize. Our top five finalists were also awarded One Ocean Expeditions' Fins and Fiddles trip from July 21-31, which allowed them to expand their geographic knowledge while exploring some of Canada's most breathtaking scenery.

Canada's Coolest School Trip, meanwhile, saw a class of Grade 8 students from Lethbridge, Alta., travel to Nova Scotia in June after beating out 68 other classrooms with their exceptional video.



PROFESSIONAL DEVELOPMENT

For the first time in several years, Canadian Geographic Education was able to run a summer institute for geography teachers at 50 Sussex. Through the generous support of the R. Howards Webster Foundation, 15 teachers from across the country travelled to Ottawa in July to explore best practices for incorporating fieldwork into classrooms. Participants will continue to develop and share resources with Can Geo Education members through professional development programs and learning activities online. These institutes will continue to strengthen geographic education in Canada for at least the next two years.



2016-2017 CUSTOM PUBLISHING PROJECTS

CANADA'S COOLEST SCHOOL TRIP

PARTNER: PARKS CANADA
The Fall 2017 issue of *Can Geo Travel* featured a story on Canada's Coolest School Trip, a trip to Nova Scotia that the winning Grade 8 class, from Lethbridge, Alta., went on in June 2017. The Canada's Coolest School Trip contest has been extended for two additional years.

ENERGY IQ

PARTNER: CANADIAN ASSOCIATION OF PETROLEUM PRODUCERS
Ten Giant Floor Maps continue to tour to schools across Canada and the dedicated Energy IQ website was expanded with tailored content and teacher resources. An educational tour of British Columbia taught thousands of students about energy literacy.

ONLINE LEARNING MODULES OF THE YEAR

PARTNER: CANADIAN ASSOCIATION OF PETROLEUM PRODUCERS
In an effort to expand the Energy IQ online learning content to an adult market, the first of a series of online learning modules was created and received with overwhelming success.

CLASSROOM ENERGY DIET CHALLENGE

PARTNER: SHELL CANADA
In its sixth year, the Classroom Energy Diet Challenge saw participation increase to 1,242 classrooms across Canada and the completion of 2,085 challenges. The program has been renewed for one additional year.

CANADA FROM SPACE

PARTNERS: CANADIAN SPACE AGENCY AND CANADA SCIENCE AND TECHNOLOGY MUSEUMS CORPORATION
Five *Canada from Space* Giant Floor Maps continue touring schools across Canada. Three additional Giant Floor Maps have visited all schools in Nunatsiavut and Nunavik. They will continue to visit schools in Nunavut, the Northwest Territories and Yukon this year.

WILDLIFE PHOTOGRAPHER OF THE YEAR

PARTNER: CANADIAN MUSEUM OF NATURE
Winners published in the December 2016 issue of *Can Geo*.

3M ENVIRONMENTAL INNOVATION AWARD

PARTNER: 3M CANADA
A reinvented 3M program launched in 2016-17. 3M provides funding to create infographics featuring innovative technology in the Discovery section of each issue of *Can Geo*. An educational activity is created to accompany each infographic and increase dissemination.

ENDANGERED SPECIES MIGRATIONS

PARTNER: CANADIAN WILDLIFE FEDERATION
Three Giant Floor Maps continue to circulate schools in Canada.

ENERGY EXCHANGE MAGAZINE

PARTNER: POLLUTION PROBE
Published and distributed one issue of *Energy Exchange* magazine.

BIODIVERSITY IN THE CANADIAN ARCTIC

PARTNER: CANADIAN MUSEUM OF NATURE
Five Giant Floor Maps spotlighting Canada's arctic zoology, botany, paleobiology and mineralogy continued touring Canadian schools.

A NATION SOARS

PARTNERS: SOUND VENTURE PRODUCTIONS AND VETERANS AFFAIRS CANADA
The five *Drawn to Victory* and five *Wings of Courage* Giant Floor Maps aimed at educating Canadians about the evolution of aviation, aerial photography and cartography continued touring schools. Both documentary films, narrated in English by Dan Aykroyd and in French by Bernard Voyser, were aired on CPAC and appeared in the documentary section of Air Canada's in-flight entertainment system.

PLAN FOR CANADA'S CAPITAL, 2017-2067

PARTNER: NATIONAL CAPITAL COMMISSION
The RCGS and NCC have been working on a combined for-profit and in-kind services agreement to produce materials for the new *Plan for Canada's Capital*. Materials include an 88-page hardcover book and website highlighting the plan, a summary version of the plan for public distribution and an exhibit at 50 Sussex which includes an interactive floor map.

ROUTE 338: MAPPING DEMOCRACY

PARTNER: CABLE PUBLIC AFFAIRS CHANNEL (CPAC)
A three-year agreement with CPAC will produce a set of five Giant Floor maps, a suite of learning activities and a photo contest highlighting the democratic process and electoral ridings in Canada.

POLAR BLOG, POSTER MAP DISTRIBUTION AND GIANT FLOOR MAP

PARTNER: POLAR KNOWLEDGE CANADA
In addition to continuing to run the Polar Blog in each issue of *Can Geo* and online, the partnership with Polar Knowledge Canada was expanded. Polar Knowledge Canada provided a circumpolar poster-map and paid for their distribution to schools in the Can Geo Education annual mailing. A contract was also signed to produce a Giant Floor Map version of their circumpolar map, two at 9.2 metres wide and three at 4.6 metres, which, accompanied by a set of lesson plans, will tour schools across Canada for the next three-years and will be featured at the CHARS northern research facility.

CIRCUMPOLAR MAP OF CANADA

PARTNER: CANADA UK FOUNDATION
The *Can Geo* circumpolar tiled-map was reproduced as the contract to produce an *Indigenous Peoples Atlas of Canada*. Working with multiple Indigenous partner organizations, we will create an unprecedented legacy work. The scope of the project includes the creation of English and French atlases in print and online, teacher guides for distribution to our teacher network, Giant Floor Maps, tiled maps, synthetic maps, a poster-map, an app, dedicated issues of *Can Geo* and *Géographica* magazines.

IDRC BLOG

PARTNER: INTERNATIONAL DEVELOPMENT RESEARCH CENTRE
The second year of a series of 12 blogs highlighting the valuable work IDRC is doing to help communities across the globe was produced in tandem with learning activities. The three-year partnership includes an annual summary digest distributed with each November/December issue.

INSPIRING ACTION: CLIMATE CHANGE IMPACTS IN THE CLASSROOM

PARTNER: NATURAL RESOURCES CANADA
Six engaging infographics highlighting the effects, adaptations and mitigations of climate change in Canada were produced and distributed to schools.

INDIGENOUS PEOPLES ATLAS OF CANADA

PARTNER: CANADIAN HERITAGE (CANADA 150)
A highlight of the 2016-2017 fiscal was the contract to produce an *Indigenous Peoples Atlas of Canada*. Working with multiple Indigenous partner organizations, we will create an unprecedented legacy work. The scope of the project includes the creation of English and French atlases in print and online, teacher guides for distribution to our teacher network, Giant Floor Maps, tiled maps, synthetic maps, a poster-map, an app, dedicated issues of *Can Geo* and *Géographica* magazines.

THE GREAT TRAIL

PARTNER: TRANS CANADA TRAIL FOUNDATION
Besides a Great Trail-themed photo contest, the January/February 2018 issues of *Can Geo* and *Géographica* will be wholly dedicated to the trail.

MAPPING

PARTNER: CANADIAN MUSEUM OF HISTORY
Canadian Geographic Enterprises was contracted to produce the maps for the new Canadian History Hall at the Canadian Museum of History in Gatineau, Que.

VIMY RIDGE

PARTNER: EF EDUCATIONAL TOURS
As part of the commemoration of the 100th anniversary of the Battle of Vimy Ridge, Can Geo Education brought its two First World War Giant Floor Maps to Arras, France, and engaged with 10,000 Canadian students over three days.

CELEBRATING CANADA'S 150TH COIN SERIES: 1/2 OZ. PURE SILVER 13-COIN MONTHLY SUBSCRIPTION PARTNER: ROYAL CANADIAN MINT

In partnership with the Royal Canadian Mint, *Can Geo* chose 13 images to represent Canada's provinces and territories on this beautiful collector coin series. Images appeared in the magazine in the "Big picture" department and the first 5,000 people to purchase the coin subscription received a subscription to *Can Geo*.

STUDENTS ON ICE

PARTNER: CANADA C3
A set of 17 floor maps in varying sizes featuring the Canada C3 route around Canada were produced and will tour schools.

AUDIENCE AND REACH



SOCIAL MEDIA

- CanGeo
- CanGeoTravels
- theRCGS
- CG Photo Club
- @CanGeo
- @CanGeo_Travel
- @RCGS_SGRC
- @CanGeoEdu
- @CanGeo
- @CanGeoTravel
- canadiangeographic
- +canadiangeographic
- CanGeo

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SEVEN ISSUES OF CANADIAN GEOGRAPHIC



FOUR ISSUES OF CANADIAN GEOGRAPHIC TRAVEL



ONE ISSUE OF GEOGRAPHICA



FIVE SPECIAL INTEREST PUBLICATIONS

