



# ANNUAL REPORT | 2016-2017



## IOLA PRICE

PRESIDENT, ONTARIO INVASIVE PLANT COUNCIL



Our fiscal year 2016-17 represented another banner year for the OIPC. We produced factsheets, bookmarks and postcards, wrote two new Best Management Practices documents and updated ten others and, of course, hosted our popular and informative noon-hour webinars. We ran workshops for municipalities to help start them on the path to creating and implementing invasive plant management strategies. And, with our partner the Invasive Species Centre, we continued work on the Early Detection and Rapid Response Network Ontario bringing this initiative to 4 communities in Ontario. Our year-long effort to refresh and update our website has resulted in an entirely new look that is more user-friendly; our presence on social media continues to climb. The Horticulture Outreach Collaborative is thriving and continues to deliver the message that invasive plants cause problems. And, for a great mid-year bang, our October AGM at the Toronto Botanical Garden held in partnership with Carolinian Canada, featured the renowned Doug Tallamy

author of *Bringing Nature Home: How You Can Sustain Wildlife With Native Plants*. Dr. Tallamy's profusely illustrated talk brought home the message about the cascading impacts that exotic plants have on native insect populations and how that affects wildlife, including our native songbirds. All of our efforts were enhanced by cooperation with and/or funded by our many partners – read the list in the full report.

And I would be remiss if I didn't say Thank You to departing board members David Copplestone, Jennifer Gibb, Mary Gordon, Mackenzie Lespérance and Diana Mooij, and a welcome to new Director-at-large John Foster. Our funding agencies provided the resources for some great new student interns as well – Allison Marinich and Kate Powell.

## EXECUTIVE SUMMARY

THE ONTARIO INVASIVE PLANT COUNCIL

The Ontario Invasive Plant Council (OIPC) was created to facilitate a coordinated and effective response to the threat of invasive plants by providing leadership, expertise and a forum to educate, motivate and empower organizations and citizens.

In the 2016-2017 (2016-17) fiscal year (April 1 2016 - March 31 2017) the OIPC completed a large number of projects supported by our new and long-standing partners: the Invasive Species Centre (ISC), the Ontario Ministry of Natural Resources and Forestry's (OMNRF), the Canadian Council on Invasive Species (CCIS), Environment and Climate Change Canada (ECCC), Ontario Trillium Foundation (OTF) and TD Friends of the Environment (TD). The OIPC Board is a coalition of government, non-government, Indigenous Peoples, and academic institutions and up to four Members-at-Large voted on to the board from the general membership.

The OIPC consists of just over 200 members and network contacts. OIPC members are drawn from across the province. Members receive discounts on Council events, as well as a newsletter update and they vote for Members-at-Large and other important items at the OIPC Annual General Meeting (AGM).



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## COUNCIL MANDATE, VISION AND GOALS

The OIPC provides leadership, expertise and a forum to engage and empower Ontarians to take action on invasive plant issues.

The OIPC envisions Ontario's environment, economy and society protected from the adverse impacts of invasive plants.

### WE WILL:

1. Ensure that OIPC is a sustainable organization with the capacity to lead
2. Support the prevention of new invasive plants from arriving and surviving in Ontario
3. Maximize the probability of detection
4. Slow or reverse the spread of existing invasive plants, and
5. Reduce the harmful impacts of existing invasive plants.

## THE FIRST TEN YEARS

The OIPC was founded by a group of individuals who saw the need for a coordinated response to the growing threat of invasive plants in Ontario. Since then, the OIPC has coordinated an effective response to the threat of invasive plants through a number of accomplishments, summarized below:

## BUILDING A NETWORK

The OIPC consists of over 200 members and over 200 other network contacts, including e-newsletter subscribers. Our Board of Directors is made up of various representatives from government, non-government, academia, Indigenous Peoples and industry who assist us in accomplishing successful projects and strategic planning. We have seven committees made up of experts across the province to assist and guide projects and other initiatives. We sit on two other non-profit organization boards, including the Midwest Invasive Plant Network (MIPN) and the Canadian Council on Invasive Species (CCIS). Our two staff continue to build strong partnerships. Our diversity of funding sources continues to grow.

## PROGRAMS AND RESOURCES

Over the past ten years, the OIPC has produced and assisted in producing over 60 resources, including factsheets, informational postcards, brochures, posters, technical factsheets and best management practices (BMPs) documents for controlling invasive plants. We've successfully built strong educational programs including our Grow Me Instead Nursery Recognition Program and our Early Detection and Rapid Response Network, in partnership with the Invasive Species Centre. We've continued to keep our members and others informed and up-to-speed with new invasive plant information through our annual conferences.

## LEADING AND TRAINING

Most recently, the OIPC has grown to become the go-to for various types of training, including best management practices and invasive plant identification training workshops for municipalities, conservation authorities and other land managers. We have also been leading municipalities in the development of invasive plant management strategies through dedicated training workshops across the province, resulting in many municipalities moving ahead with the development of invasive plant management strategies for their communities.



# BUILDING PARTNERSHIPS

The OIPC accomplishes its varied and extensive tasks through sponsorships and strong partnerships. Since its inception, the council has worked cooperatively with like-minded organizations as this has proven to be the most effective means to deal with the invasive plant problem.

## FUNDERS

- |                                       |  |
|---------------------------------------|--|
| Canadian Council on Invasive Species  | Ontario Ministry of Natural Resources and Forestry |
| Canadian Wildlife Service             | Ontario Trillium Foundation                        |
| Colleges and Institutes Canada        | TD Friends of the Environment                      |
| Environment and Climate Change Canada |  |
| Invasive Species Centre               |  |
| Ontario Ministry of the Environment   |  |

## SPONSORS

- |                                   |
|-----------------------------------|
| BASF Canada                       |
| Central Lake Ontario Conservation |
| DOW Agro Sciences                 |
| Engage Agro                       |
| Hydro One                         |
| Not So Hollow Farm                |
| Return of the Native              |
| Univar                            |
| World Wildlife Fund               |

## PARTNERS

### PROVINCIAL GOVERNMENT

- |  |
|--|
| Ontario Ministry of Agriculture, Food and Rural Affairs          |
| Ontario Soil and Crop Improvement Association/ Wellington County |
| Ontario Ministry of Transportation                               |
| Ontario Parks  |

### CONSERVATION

- |  |
|--|
| Ausable Bay Conservation                   |
| Carolinian Canada Coalition                |
| Conservation Ontario                       |
| Credit Valley Conservation Authority       |
| Ducks Unlimited                            |
| Essex Region Conservation                  |
| Forests Ontario                            |
| Ganaraska Region Conservation Authority    |
| Halton Region Conservation                 |
| Kawartha Conservation                      |
| Lake Huron Centre for Coastal Conservation |
| Lake Simcoe Region Conservation            |
| Nature Conservancy of Canada               |
| Ontario Federation of Anglers and Hunters  |

### ONTARIO NATURE

- |                               |
|-------------------------------|
| Ontario Streams               |
| Sault Ste. Marie Conservation |
| Sustainable Eastern Ontario   |
| Sustainable Severn Sound      |

### MUNICIPAL

- |                            |
|----------------------------|
| City of Barrie             |
| County of Bruce            |
| City of Kawartha Lakes     |
| City of London             |
| City of Markham            |
| City of Mississauga        |
| City of Ottawa             |
| City of Orillia            |
| City of Peterborough       |
| City of Thunder Bay        |
| City of Toronto            |
| Dufferin County            |
| Durham Region              |
| Lambton Shores             |
| Municipality of Clarington |
| Region of Waterloo         |
| Sault Ste. Marie           |
| Simcoe County              |
| Township of Tiny           |
| Township of Tay            |
| Town of Midland            |

### TOWN OF PENETANGUISHENE

- |                          |
|--------------------------|
| Township of Oro-Medonte  |
| Township of Georgian Bay |
| Township of Severn       |
| York Region              |

### ACADEMIC

- |                       |
|-----------------------|
| Algoma University     |
| Fleming College       |
| Trent University      |
| University of Toronto |

### PRIVATE INDUSTRY

- |   |
|---|
| Dillon Consulting                         |
| General Motors                            |
| Hydro One                                 |
| Ontario Federation of Agriculture         |
| Ontario Horticultural Association         |
| Ontario Good Roads Association            |
| Ontario Vegetation Management Association |
| Urban Forest Associations                 |

### HORTICULTURAL

- |                                   |
|-----------------------------------|
| Landscape Ontario                 |
| Ontario Horticultural Association |
| Royal Botanical Gardens           |



## IMPACTS IN 2016-2017



- 2 NEW BEST MANAGEMENT PRACTICES DOCUMENTS WRITTEN (SCOTS PINE AND SPOTTED KNAPEWED)**
- 10 BEST MANAGEMENT PRACTICES DOCUMENTS UPDATED**
- 6 INVASIVE PLANT MANAGEMENT STRATEGY WORKSHOPS FOR MUNICIPALITIES HOSTED**
- 13 INVASIVE PLANT TECHNICAL BULLETIN FACTSHEETS PRODUCED**
- 9 WEBINARS HOSTED**
- 1 WEBSITE UPDATED**
- 1 INVASIVE PLANT HORTICULTURE INDUSTRY AND CONSERVATION TOUR HOSTED**
- 1 UNIVERSITY RESEARCH PROJECT AWARDED**
- 4 PROVINCIAL POLICY DOCUMENTS REVIEWED AND COMMENTED ON**
- 8 MEDIA MENTIONS**
- 4 OF OUR E-NEWSLETTERS DISTRIBUTED (*THE CREEPER*)**
- 79 EVENTS AND PRESENTATIONS ATTENDED**
- OVER 205,000 PEOPLE REACHED**
- 200 MEMBERS**
- 411 E-LIST SUBSCRIBERS**
- 23 BOARD MEMBERS**
- 2 PERMANENT STAFF**
- 1 INTERN**



## OIPC COMMITTEES

The OIPC accomplishes projects through its committees that are open to participation by anyone with an interest in committee initiatives. During the 2016-17 fiscal year, five committees were in place. The committees included:

### POLICY COMMITTEE

The Policy Committee was created to develop council positions, advise board members and identify gaps in provincial invasive species policy. This committee deals with legislative and policy aspects and issues that address invasive plants. During the 2016-17 fiscal year, the committee reviewed a number of policy documents related to the prevention of spread of invasive plants in Ontario and Canada.

### COMMUNICATIONS COMMITTEE

The Communications Committee engages the public through education, action and information exchange. In 2016-17, the committee focused on development of social media graphics. The goal of these graphics was to continue to engage our social media followers, as well as to encourage our followers and partners to share them, in turn promoting the OIPC. The holiday-themed idea for the graphics stemmed from a Thanksgiving social media post that received considerable attention, as it was informative and fun. We now have a graphic for each major holiday.

### RESEARCH AND CONTROL COMMITTEE

The Research and Control Committee identifies invasive plant pathways, priority invasive plants and their impacts, coordinates research and monitoring activities, and assists with the development of BMPs. In 2016-17, the committee assisted with review of two new BMPs and assisted staff with a Call for Proposals Sponsorship Program. This new program asked University research students to answer one of the committee's research questions. The project gained increased attention by partner organizations. The original \$1200 that the OIPC has put forth to start the project has been increased considerably. The OMNRF has contributed \$5000 and York Region has confirmed their contribution of \$3000. Other ministries and municipalities will also be making in kind contributions (e.g. access to municipal landfills, etc.). Through this collaboration all partners hope to receive a greater understanding on the viability of invasive plant reproductive material (e.g. seeds and rhizomes) of garlic mustard, Japanese knotweed, invasive *Phragmites*, dog-strangling vine and buckthorn, exposed to standard yard waste treatment conditions (e.g. windrows). Results are anticipated by fall 2017.

### HORTICULTURE OUTREACH COLLABORATIVE

The Horticultural Outreach Collaborative (HOC) works closely with the members of the horticulture industry in order to reduce the sale of invasive plants and inform gardeners and hobby farmers about the impacts of those species. In 2016-17 the committee continued to promote the Grow Me Instead (GMI) Guide and the Nursery Recognition Program (NRP). With support from TD Friends of the Environment funding, the HOC also hosted its tour for conservationists, landscape and garden professionals, nursery owners and horticulture plant growers. The objective of the tour is to provide participants information from experts about the production and promotion of non-invasive selections and native plants as well as the effects of garden invaders on natural areas and provides an opportunity for growers and conservationists to advance the common goal of an economically prosperous and ecologically healthy Ontario. The HOC received additional funding from TD Friends of the Environment to continue to produce bookmarks and native plant seed packets to be handed out at events to promote online use of the Grow Me Instead guide and reduce paper use.



## ONTARIO PHRAGMITES WORKING GROUP (OPWG)

The OPWG was very active during the 2016-17 fiscal year. The main purpose of the OPWG is to facilitate effective, efficient and environmentally responsible management of invasive *Phragmites* in Ontario. Specific goals focus on facilitation of education, information sharing, and investigation and pursuit of effective management tools. Through the OIPC's transfer payment from the MNRF, the OPWG received funding to undertake a number of initiatives including a brand new website, a face to face meeting, social media coordination and a media campaign. A key component of the new website, is the [Projects on the Go](#) page. We want to encourage Ontarians working on *Phragmites* control projects to report them here. This will encourage collaboration and communication about *Phragmites* initiatives across the province. The OPWG also partnered with Sustainable Eastern Ontario, whose goal is to foster partnerships and collaborations on sustainability activities throughout Eastern Ontario. They are able to provide non-profits, like the OIPC, with discounted services, like social media coordination. This allows the OIPC to increase our capacity and range of services. The media campaign was conducted by ECO Strategy Consulting, who wrote and distributed a *Phragmites* media release, tailored to each Ontario region. The media release was then picked up by a number of other media outlets across the province.





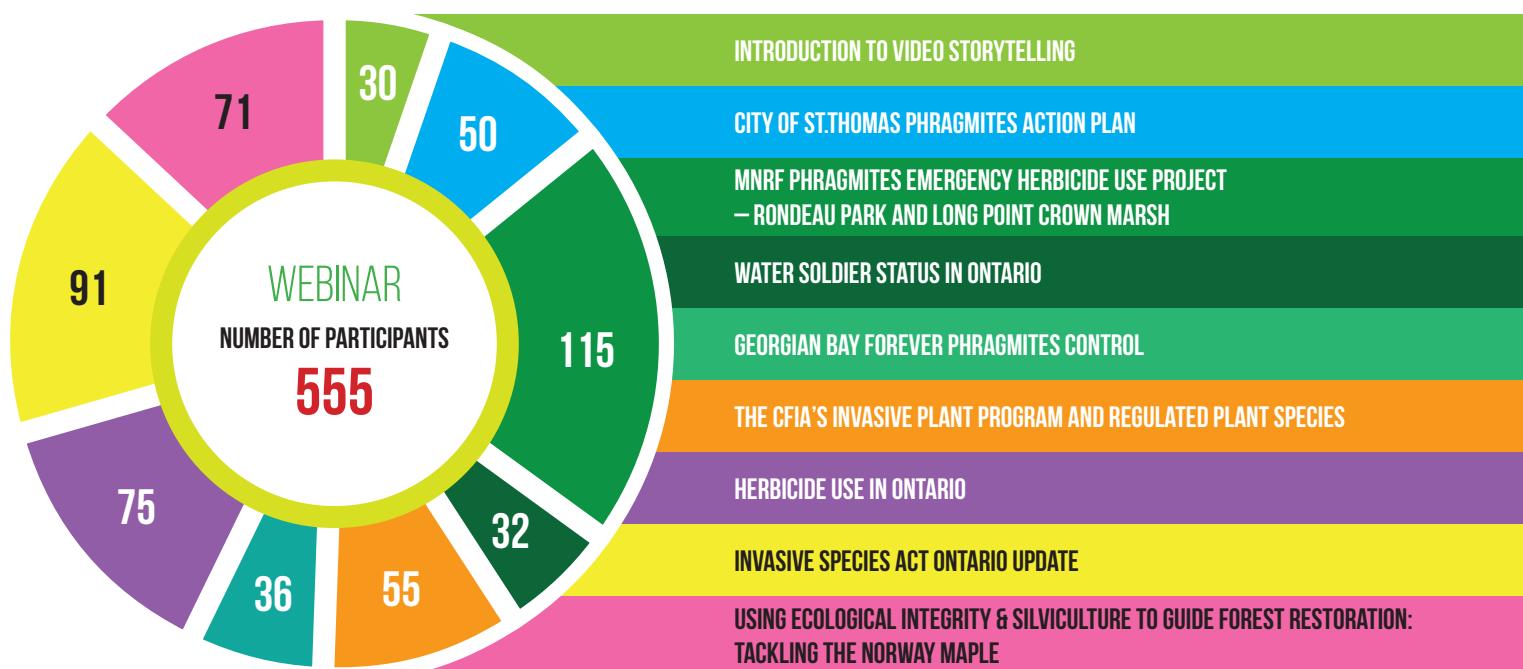
## PROJECTS IN DETAIL

### BEST MANAGEMENT PRACTICES

Scots pine and spotted knapweed pose significant threats to Species at Risk including, but not limited to, rough agalinis (*Agalinis aspera*), forked three-awned grass (*Aristida basiramea*) and swamp-rose mallow (*Hibiscus moscheutos*). Therefore ECCC's Canadian Wildlife Service contracted the OIPC to develop BMPs to provide land owners and land managers with information on how to properly and sustainably manage these invasive plants.

It's important that we continue to provide our members and Ontarians with the most up-to-date information to ensure proper control and management of invasive plants in Ontario. To facilitate this, we updated all of our existing Best Management Practices documents, with the assistance of our Research and Control Committee. Desktop versions of these updates will be available in the 2017-2018 fiscal year.

Back by popular demand, through the support of the MNRF, we held a total of nine invasive plant management webinars from January to March 2017. The objectives of the webinars were to increase engagement and training of practitioners on how to better control, manage and prevent the spread of invasive plants in Ontario. The webinars are very successful because they utilize online technology to engage and reach a larger audience across the province. We've also begun to diversify our webinars, to include not only information on management, but a range of topics from regulation and legislation information to research on the specific impacts of invasive plants, like norway maple. In total, we had 555 participants in the webinars.



As an initiative through our Early Detection and Rapid Response Network Ontario, we were able to respond to multiple requests from our members by creating some technical factsheets. The intent of these factsheets was to consolidate key control information from our BMPs into one spot, where land managers already familiar with the biology and background of the species, can go to access the information they need. All of this information is the most relevant available and the factsheets can be found here: <http://ontarioinvasiveplants.ca/resources/best-management-practices/>



## WORKSHOPS

In 2014-15, the OIPC received funding from the ISC to develop “Creating an Invasive Plant Management Strategy: A Framework for Municipalities”, a how-to guide for municipalities to develop invasive plant management strategies. In 2015-16, the OIPC received further funding from the ISC to promote this document and encourage municipalities to develop invasive plant management strategies through face-to-face workshops. These workshops were very successful; therefore we were provided further funding from the ISC to host six more workshops in 2016-2017. The workshops were held in Bancroft, Niagara, Thunder Bay, Essex, the Bruce Peninsula, and Millbrook. The Millbrook workshop was a follow-up workshop to our 2015-16 workshops held in Peterborough and Clarington. The intent of that workshop was to gauge progress from municipalities who attended previously and to build on possible partnerships for moving ahead with strategies. There were over 250 in attendance for all six workshops. The OIPC worked with its partners in each of these areas to organize the workshops and speakers. The objectives of the workshops were to promote awareness of invasive plant issues within municipalities, highlight the importance of creating an invasive plant management strategy, encourage them to create a strategy and identify useful resources that will assist in creating and implementing a strategy. Most importantly, these workshops provide them with an opportunity to connect and network with neighbouring municipalities and organizations to encourage collaboration on invasive plant projects, which will assist them in saving valuable time and resources. Since these workshops began, municipalities who have completed or are interested in creating an invasive plant or species management strategy include the cities of London, Mississauga, Ottawa, and Kawartha Lakes, Bruce Peninsula National Park, York Region, Township of Cavan-Monaghan and the Municipality of Clarington. The OIPC has also been asked to present to a number of municipal councils about creating a strategy including cities of Thunder Bay and Brockville and the Township of Cavan-Monaghan. In addition, the OIPC has been asked to provide our services at organizing additional workshops for more communities including the York Region and the city of Ottawa.

### OIPC THANKS ALL OF OUR PARTNERS AND THE SPEAKERS WHO MADE THESE WORKSHOPS A TRUE SUCCESS.

In 2016, Forests Ontario hosted the North American Envirothon which welcomed more than 250 high school students from 51 states & provinces competing for the competition's top spot. OIPC staff were pleased to support the week-long event by delivering a workshop on invasive plants to support the competition's special theme, “Invasive Species”. During this workshop students from across North America were instructed on invasive plant identification and survey techniques, which were then evaluated to determine the winning Envirothon team.





## EARLY DETECTION AND RAPID RESPONSE NETWORK ONTARIO (EDRR NETWORK ONTARIO) PHASE 1

In early March 2015, the OTF generously awarded \$339,200 to the ISC and the OIPC to establish an Early Detection and Rapid Response (EDRR) Network Ontario project. The initiative aims to systematically create, train and equip EDRR networks to provide eyes on the ground to detect, respond to, and control invasive plants and insects in four pilot areas in Southern and Northern Ontario. Phase one of this project ended in May 2017 and both years of the project were extremely successful. The support of the OTF Grow Grant has enabled the Early Detection & Rapid Response Network to bring together various levels of government, environmental non-governmental organizations, and local citizens to identify and address invasive species concerns in four communities across Ontario. For the first time in Ontario, trained citizen scientists have been used to identify priority invasive species that have yet to establish regional populations. This collaborative approach to detecting and responding to priority invasive species resulted in a number of regionally new species detections which, thanks to our support network, has resulted in regional eradication efforts. In controlling these species during the early phase of infestation, the OIPC believes we have made strong steps to prevent the expansion and establishment of new invasives within the four communities.



- 9 OPEN HOUSE STYLE INFORMATION SESSIONS HELD**
- 6 TRAINING WORKSHOP STYLE EVENTS HELD**
- 2 DEMONSTRATION SITES CREATED**
- 2 INVASIVE PLANT WORK PLANS CREATED**
- 369 TRAINED CITIZEN SCIENTISTS**
- 581 VOLUNTEER CONTRIBUTIONS**
- 1636 VOLUNTEER HOURS CONTRIBUTED**
- \$33,200.00 IN-KIND SUPPORT**
- 13 NEW RESOURCES (TECHNICAL FACTSHEETS)**



## EARLY DETECTION AND RAPID RESPONSE NETWORK ONTARIO (EDRR NETWORK ONTARIO) PHASE 2

The OTF generously agreed to fund the EDRR Network program for an additional 2 years to bring the program to the broader Algoma area. This catchment spanning Sudbury to Wawa encompasses the “gateway” to northern Ontario which remains free of many of Ontario’s “worst” invasive species. Species such as dog-strangling vine, invasive *Phragmites* and others have yet to fully establish in communities north of Sudbury, making our focus here important in preventing their northward expansion.

We are also pleased that EDRR Phase 2 will enable us to continue our partnership with the ISC and also expand to include the Invading Species Awareness Program. We look forward to working with our EDRR Network partners to forge new partnerships in communities across the Algoma region over the next two years and prevent the establishment of regionally new invasive species. More information can be found on the program website at [www.edrrontario.ca](http://www.edrrontario.ca).





## CONFERENCES

### 9TH ANNUAL GENERAL MEETING AND INVASIVE PLANT CONFERENCE

The OIPC's 2016 Annual General Meeting (AGM) and Invasive Plant Conference was held on October 25-26th in Toronto at the Toronto Botanical Gardens. For this conference, we partnered with Carolinian Canada Coalition (CCC), which drew in members from both of our organizations. Working with the CCC led to a partnership with the World Wildlife Fund, whose significant sponsorship assisted us in bringing Doug Tallamy, acclaimed author of *Bringing Nature Home*, to present as our keynote speaker. We also held a separate event the night previous to the conference for members of the public to hear him speak. The rest of the meeting and conference featured a number of different speakers including Martha Gruelle from the Wildlife Habitat Council who discussed the council's initiative to work with corporations and their staff in volunteering for conservation efforts, Kristyn Ferguson from the Nature Conservancy of Canada about how the NCC is controlling a significant population of dog-strangling vine and Brianne Brothers, from Ontario Parks, who discussed invasive *Phragmites* control efforts at Rondeau Bay and Long Point. It also included two field tours: one to Rouge Park with experts from the City of Toronto, the Toronto Region Conservation Authority and the University of Toronto to provide insight into some of the latest developments of projects in the park and the second, again at the Rouge, highlighting the Rouge Valley Conservation Action Plan.

The AGM is a great way to connect with those working in the field of invasive plants and to stay up-to date on exciting invasive plant developments and projects. A special thanks goes out to our sponsors including: Environment Canada and Climate Change Canada, the OMNRF, World Wildlife Fund, TD Friends of the Environment, Toronto and Region Conservation, BASF Canada, DOW AgroSciences, Engage Agro, Not So Hollow Farms, Central Lake Ontario Conservation and Return of the Native.

Find more information about past AGMs and Conferences here:  
<http://ontarioinvasiveplants.ca/what-we-do/agm-and-meetings/>

### 3RD NATIONAL INVASIVE SPECIES FORUM

In February 2017, the CCIS (of which the OIPC is a co-chair) held its 3rd National Invasive Species Forum. The OIPC played an important role of coordinating this forum. The forum attracted a diverse attendance of almost 100 participants from across Canada and beyond, including practitioners, provincial invasive species organizations, stewardship groups, invasive species researchers, local, provincial and federal governments. Presenters came from the European Union, Michigan, and right across Canada from Prince Edward Island to the Yukon and British Columbia. The key themes of the forum were: prevention, pathways, early response and collaboration. The forum included various opportunities to comment on ways of improving the above themes through key actions. The input obtained from this forum will assist the CCIS in prioritizing future invasive species actions. More specifically, they will guide current initiatives including taking action and behaviour change around invasive species, horticulture, recreation, youth and mapping. The feedback from the communications workshop will assist in finalizing a clear, strong and concise communication strategy to enable the CCIS to successfully implement the above initiatives and educate Canadians on this issue. It was clear there was a strong optimism and willingness by organizations represented at the workshop to support the implementation of these goals and actions.



## POLICY

A key action in the OIPC's strategic plan is to "encourage and assist the development of effective legislation, policies and programs that will support the prevention (of introduction and establishment) of invasive plant species and support implementation to the extent that our capacity allows". Therefore in 2016-17, the OIPC responded to several policy changes and advocated for several invasive plant issues. This included commenting on the MNRF's *Guidance on Invasive Species Risk Assessments* document, the *Regulation of Invasive Species under the Ontario Invasive Species Act*, the *Draft Wetland Conservation Strategy for Ontario* and the Canadian Food Inspection Agencies' *Risk Assessment of Giant Reed (Arundo donax)*.

When it comes to risk assessment of invasive species in Ontario, among a number of suggestions to the MNRF, one item the OIPC feels is very important is an associated timeline with each risk assessment. When it comes to the regulation of invasive species under the Act, there were a number of species OIPC wanted added to the restricted and prohibited list and we will continue to advocate for these species when the next opportunity arises. As a result of our and other comments on the risk assessment of giant reed, this species is now going to be regulated at the federal level by the Canadian Food Inspection Agency. We also hope that the province will continue to consider invasive plants a huge threat to Ontario's wetlands and ensure that they are considered an important management component of any wetland management program.

## COMMUNICATIONS

The OIPC continues to connect with its partners, members and followers through social media and our website! See below for some social media and website stats.

### FACEBOOK LIKES



**LIKES** A FEATURE THAT ALLOWS OUR FOLLOWERS TO SHOW THEIR SUPPORT FOR SPECIFIC COMMENTS, PICTURES OR WALL POSTS WE SHARE

### IMPRESSIONS

**IMPRESSIONS** THE NUMBER OF TIMES A POST FROM YOUR PAGE IS DISPLAYED

APRIL 1, 2016 TO MARCH 31, 2017: **451,663**

CONTENT CLICKS APRIL 1, 2016 TO MARCH 31, 2017: **22,495**



## TWITTER FOLLOWERS

NET TWITTER FOLLOWER CHANGE: **+382** IN 2017 FISCAL YEAR

APRIL 1, 2016: **1271**

MARCH 31, 2017: **1,749**

TWEETS: **243**



### TRENDS

#PancakeDay

@Ptba\_Canada, @Mike\_Lacey and 1 more are Tweeting about this

#RareDiseaseDay

25.3K Tweets

#werally2021

1,214 Tweets

Brendan Smith

4,517 Tweets

#Soupfest15

#showcase2017

#TrumpVancouver

#InvSpWk

@CatarquiRCA, @KawarthaConserv and 28 more are Tweeting about this

Grassy Narrows

#LeadershipRace

@CTVNews is Tweeting about this

### IMPRESSIONS

TWEET SENT THAT ACTUALLY GENERATES INTERACTIONS OR REPLIES FROM OTHERS ONLINE

**248,143**

### ENGAGEMENTS

TOTAL NUMBERS OF TIMES A USER INTERACTED WITH A TWEET, INCLUDING RE-TWEETS, REPLIES, FOLLOWS, LIKES, LINKS, AND HASHTAGS

**3,912**

## SPECIAL COMMUNICATIONS HIGHLIGHT: INVASIVE SPECIES AWARENESS WEEK 2017

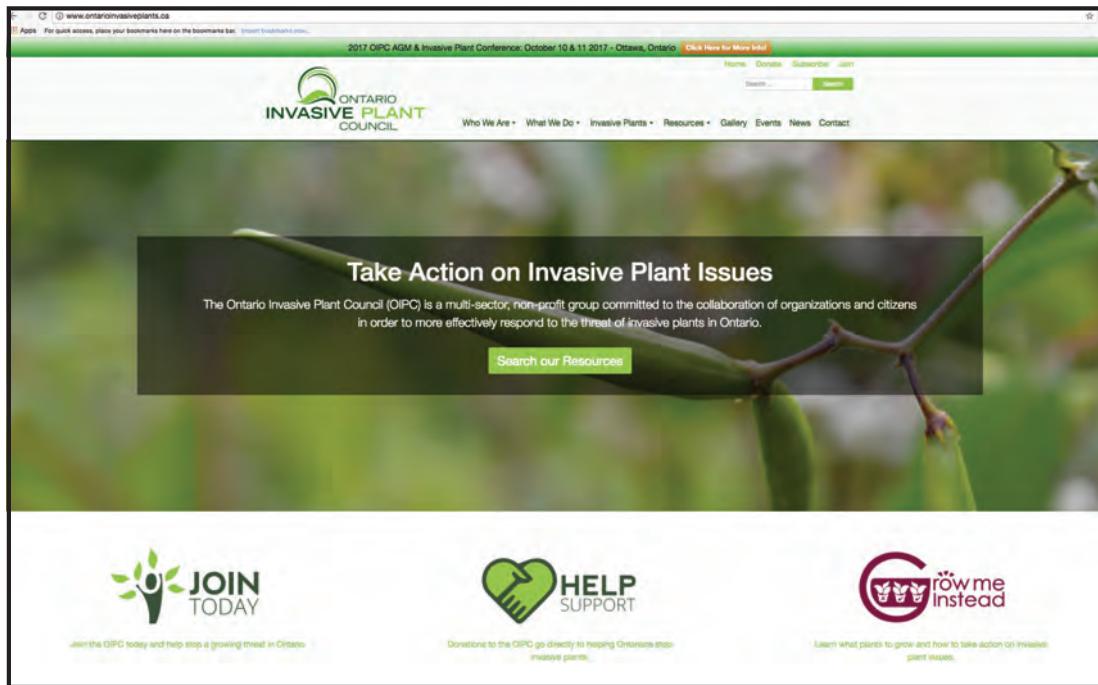
The 2<sup>nd</sup> annual Invasive Species Awareness Week was once again led by OIPC, in partnership with colleagues at partner organizations such as the Invading Species Awareness Program. Building on the success of our 4-participant organizations in 2016, we were able to partner with a total of 32 organizations in 2017! This increase led to an exponential increase in the reach of our campaign as more than 5 million Twitter impressions were recorded between all ISAW participants. The most exciting part of this campaign, was that our hashtag **#InvSpWk**, was trending! (a trend on twitter refers to a hashtag-driven topic that is immediately popular at a particular time)



## OIPC WEBSITE

Late in the 2015/2016 fiscal year, the OIPC replaced our old website with a reformatted new version to increase functionality and make it easier for our users to find the content they are seeking. As a result, our web traffic has increased considerably during the 2016/2017 fiscal year.

Some key takeaways:



THE NUMBER OF WEBSITE VISITS HAS MORE THAN DOUBLED

GROWING FROM **19,083** (2015 | 2016) TO **55,095** (2016 | 2017)

THOSE USERS ARE VISITING  
AN AVERAGE OF **4** PAGES PER VISIT

**TOTAL OF 229,925** PAGE VISITS

THE MAJORITY OF TRAFFIC COMES THROUGH  
SEARCH ENGINE REFERRALS (**72%**)

WHILE SOCIAL MEDIA DRIVES THE NEXT  
LARGEST VOLUME OF VISITORS (**6%**)



AS OUR NEW WEBSITE DESIGN COMPILES MANY RELATED RESOURCES ONTO A RELATIVELY FEW NUMBER OF PAGES, THIS STRUCTURE IS ALLOWING OUR USERS TO EFFICIENTLY FIND THE RESOURCES THEY SEEK



## OUR PEOPLE

The OIPC thanks our Board of Directors for all of the expert advice you have provided and our staff for all of your hard work over the past year!

### EXECUTIVE COMMITTEE (VOTING)

- Iola Price, **OIPC President & Director at Large**
- Ken Towle, **OIPC Vice-President & Conservation Ontario**
- John Urquhart, **OIPC Treasurer & Director at Large**
- Owen Williams, **Secretary**

### VOTING DIRECTORS (ONE VOTE PER ORGANIZATION)

- Jon Peter, **Royal Botanical Gardens (Private Land Managers; Horticultural Science)**
- John Benham, **Ontario Soil and Crop Improvement Association/Wellington County (Private Land Managers; Agriculture)**
- Jeanine West, **Landscape Ontario (Private Land Managers; Horticulture)**
- Suzanne Hanna, **Ontario Horticultural Association (Private Land Managers; Horticulture)**
- Mhairi McFarlane, **Nature Conservancy of Canada (Private Land Manager and Conservation)**
- *Position available, Indigenous Peoples representative (Governing and Corporate Owners)*
- Cara Webster, **City of Toronto (Governing and Corporate Owners)**
- Mary Gordon and Michael Farrell, **Hydro One (Governing and Corporate Owners)**
- Erin Mallon, **Ontario Nature (Conservation)**
- Dawn Sucee, **Ontario Federation of Anglers and Hunters (Conservation)**
- *Position available, Ontario Society for Ecological Restoration (Conservation)*
- Stephanie Burns, **Forests Ontario (Conservation; Forestry)**
- Sandy Smith, **University of Toronto (Conservation; Academic)**
- John Foster, **Director at Large**

### ADVISORY (NON-VOTING) DIRECTORS

- Mackenzie Lespérance and Kristen Obeid, **Ontario Ministry of Agriculture, Food and Rural Affairs (Provincial Government; Agriculture)**
- Paula Berketo, **Ontario Ministry of Transportation (Provincial Government, Transportation)**
- David Copplestone and Francine MacDonald, **Ontario Ministry of Natural Resources and Forestry (Provincial Government; Biodiversity Policy)**
- Karen Hartley, **Ontario Ministry of Natural Resources and Forestry (Provincial Government; Parks and Protected Areas)**
- Michael Irvine, **Ontario Ministry of Natural Resources and Forestry (Provincial Government; Parks Forest Health and Silviculture)**
- Kristina Pauk, **Canadian Food Inspection Agency (Federal Government, Invasive Species)**
- Prabir Roy, **Parks Canada (Federal Government, Conservation)**

### STAFF

Kellie Sherman, Coordinator | Colin Cassin, Project Specialist



Alison Marinich, CIPC Outreach Intern | Kate Powell, CIPC Outreach Intern

## FINANCIAL SUMMARY FOR 2016-2017

<b>ACCOUNT BALANCE MARCH 31, 2017</b>	<b>\$266,877.00</b>
<b>EXPENDITURES</b>	
SALARIES AND BENEFITS	\$124,025.00
PROJECT COSTS	\$59,593.00
OFFICE AND ADMINISTRATION	\$27,777.00
TRAVEL AND MEETINGS	\$10,047.00
PROFESSIONAL SERVICES	\$3900.00
<b>TOTAL</b>	<b>\$225,342.00</b>
<b>REVENUE</b>	
<b>PROJECT REVENUE</b>	
MINISTRY OF NATURAL RESOURCES AND FORESTRY	\$50,000.00
INVASIVE SPECIES CENTRE	\$120,000.00
ENVIRONMENT CANADA AND CLIMATE CHANGE	\$24,000.00
OTHER	\$18,320.00
DONATIONS	\$12,796.00
OTHER REVENUE	\$20,048.00
<b>TOTAL</b>	<b>\$245,164.00</b>
<b>ACCOUNT BALANCE MARCH 31, 2016</b>	<b>\$250,199.00</b>

## NOTES



