



2019 - 2020

ANNUAL REPORT

Educate.
Inspire.
Empower.

MESSAGE FROM THE PRESIDENT

Derek Cockburn, CPA, CGA

2020 will go down in history – so much happened in the first half of the year! The global health crisis has had a significant impact on all Canadians, both health-wise and financially – including our fmi*igf family.

Our National Office Staff and our National Board have learned to survive and thrive in a virtual world. Although the Staff is most likely to be found working from their homes, they are still available and dedicated to supporting the volunteer community that makes the fmi*igf such a well-run operation. The Board has increased meeting frequency and accepted the reality of hosting interactive meetings online to assist the organization and stay on top of all the changes.

The Covid-19 pandemic has also impacted our program committees and traditional in-person focused products. PSMW, scheduled for June 2020 in Halifax, was canceled with a plan to reengage local thought leaders and sponsors. PD Week, our flagship conference planned for November 2020, was canceled for the first time in the history of the fmi*igf. The PDW Committee has kept busy analyzing market trends so that they will be ready to support another great event in 2021.

The National Office went through some significant changes this past year, of which two deserve special mention. In August, we announced the release of a new product offering, the fmi*igf Speaker Series. I am sure that everyone will agree that this new approach will be a great addition to our existing professional development opportunities. We also welcomed the addition of Marty Muldoon as the new CEO for the fmi*igf.

I hope members have taken the time to introduce themselves to our new leader. On that note, I would like to extend a sincere thank you to Alain Seguin, who spent nine months as the Interim CEO expertly guiding our organization through a time of change.

Back in May, the Board held its first-ever online election. Kudos to the Governance and Nomination Committee for designing the process. The online election was a great learning opportunity that we will build on as we host our first-ever virtual AGM in November 2020.

Thank you to everyone who was involved in the successes of this past year. The fmi*igf team looks forward to continuing to be the leading source of professional development for the Canadian public sector financial management community!

Quoting Dr. Bonnie Henry, the Provincial Health Officer in British Columbia:

“Be Kind, Be Calm, Be Safe”

Yours truly,



Derek Cockburn
CPA, CGA President
fmi*igf Canada

MESSAGE FROM THE CEO

Marty Muldoon, CPA, CMA, MBA

As a longtime supporter of the fmi*igf and frequent attendee at its events, I am so pleased to have been chosen as the new CEO.

From my many years as a CFO/DCFO in the Federal Public Service, I know very well the important role fmi*igf plays in the development of the community it serves. And I look forward to working closely with its Board of Directors, expert team of employees, as well as its many devoted volunteers and partners, to continue to deliver exceptional services to our members.

I owe a special thank you to the Interim CEO, Alain Séguin, who provided me with outstanding support as I onboarded into my new role. Not only that, Alain was instrumental over the past nine months guiding fmi*igf as it reviewed and revised its programming, implemented new policies and procedures, and took the critical step of moving into the digital space and new product development. Experience matters – to our audience, volunteers, staff, speakers, and partners, and I look forward to building on the good work done over the last year.

Without a doubt, the current pandemic has changed the way we operate. The safety of the fmi*igf staff, partners, volunteers, and membership remains paramount. We took the difficult decision of canceling PSMW last May, as well as PD Week for this coming November. It was absolutely the right thing to do, but we know that this has left a large void for our members who look forward to these events.

To ensure we can still provide our members with learning and CPD credit opportunities during this unprecedented pandemic period, we have created our very own Speaker Series in an easy to access and navigate virtual format. The Series will run from October 2020 to February 2021, in our unique format, which allows for high impact crisp one hour sessions per week from top public sector and industry visionaries.

With five different streams and keynote sessions, the fmi*igf will provide 17 CPD eligible hours covering topics like fraud, mental health, resilience, the future of work, and much more.

Looking ahead, rest assured we are busy planning for PSMW and PD Week 2021. With the popularity of PD Week, the fmi*igf team and I are very excited to be moving the event back to the Shaw Centre, in Ottawa, which offers a larger venue and the opportunity to create an enhanced learning experience for our attendees.

I am very excited to join the fmi*igf family and look forward to connecting with our community and partners in my new capacity and to doing my part to ensure fmi*igf continues to deliver exceptional professional development for the public sector financial management community across Canada.

Warm regards,



Marty Muldoon
fmi*igf CEO

Fiscal 2019-2020 In Review

Fiscal 2019-2020 saw significant growth across the organization.

Ongoing marketing activities drove the expansion of the fmi*igf database adding 2,315 net new records from across the country, representing all three levels of government. The fmi*igf's digital presence also continued to expand this fiscal, with positive analytics showing an increase in website traffic, followers, and engagement across all digital channels, further supporting revenue and database growth, in addition to market share.

PD Week 2019 saw an increase in attendee registration revenue of \$375,193.69 and an increase of \$65,814.21 in sponsorship revenue for a total overall event net revenue increase of \$327,195.90. This increase will enable the fmi*igf to continue to invest in improved programming and product development while supporting the increased costs of moving to the Shaw Centre in 2021.

The fmi*igf saw exceptional support and growth from the sponsor community throughout 2019-2020 – retention with existing sponsors is at an all-time high, and fiscal 2019-2020 saw an increase of 25% of new companies/departments added to the sponsor portfolio across the full suite of fmi*igf products. As the organization continues to refresh and add new ideas to the sponsorship offerings, retention and demand from new companies will continue to improve. Sponsorship highlights from fiscal 2019-2020 include:

- 🍁 Increase of 10% of paid industry thought leadership added to programming across the fmi*igf suite of products
- 🍁 PD Week 2019 saw a 19% increase in sponsorship with ten new sponsors
- 🍁 fmi*igf Webinar Series had a 22% growth year over year with four new sponsors

In addition to onboarding the Interim CEO, Alain Séguin, the National Office onboarded two new staff members to further build out the competencies and skillsets within the National Office. Val Kelly, Manager National Events, joined the team in October 2019, bringing over 25 years of event operations experience to the organization. Olivia Parsons, Marketing Campaign Manager, started in September 2019 and quickly took ownership of the fmi*igf's digital presence and creative activities, helping to drive the organization's digital presence forward while supporting ongoing efforts to build and support the brand integrity of the fmi*igf.

The National Board started the work to update the governance practices at the board level. Several HR projects were rolled out across the organization, led by the interim CEO Alain Séguin. This important work will ensure the longevity, credibility, and transparency of the organization for the long-term.

Early 2020 saw the successful launch of the fmi*igf blog with significant interest from both the sponsor and member communities. Through a partnership with CPA Canada, two new self-led online courses were added to the fmi*igf course catalogue, and the National Office delivered on three additional webinars, further supporting the fmi*igf's transition into the digital space.



Who We Are

Board of Directors: July 1, 2019 – June 30, 2020

President, Derek Cockburn, CPA, CGA (Victoria, BC)

Vice President, Sherry Sharpe, CPA, CGA (Ottawa, ON)

Interim CEO, Alain Séguin, CPA, MBA, B. Comm (Ottawa, ON)

Secretary-Treasurer, Gary Wuschnakowski (Toronto, ON)

Director of Governance, Barb Kelly, B. Admin, CPA CMA (Regina, SK)

Central Regional Director, Dan Maloley, CPA CMA, CIA (Ottawa, ON)

Eastern Regional Director, Linda Dow, CPA CMA, MBA (Charlottetown, PEI)

Western Regional Director, Athena Dinos, CPA CGA, MBA, B. Comm

Chapter Advisory Council: July 1, 2019 – June 30, 2020

Chair (representing Capital), Sherry Sharpe, MBA, CPA CGA

Edmonton, Jeannette Stead, CPA, MBA

Fredericton, Valeri Perry

Nova Scotia, Mike Haley

Manitoba, Jordan Dunnigan

Montréal, Elisabeth Silva

Ontario, Gary Wuschnakowski

Prince Edward Island, Melonie MacAusland

Québec, Eric Maranda

Regina, Brent Nadon, CPA, CMA, MBA

St. John's, John Martin

South-East New Brunswick, Valmond Bourque, BBA

Vancouver, Carlton Gee, BA, CGA, MBA

Victoria, Adam Taylor, CPA, CGA

Working Committee Chairs:

July 1, 2019 – June 30, 2020

PD Week 2019 Chair, Jennifer Sward

PD Week 2019 Vice-Chair, Daniel Vanier

PSMW 2020 Local Co-Chairs, Natalie Aucoin, Fred Donaldson

National Staff:

July 1, 2019 – June 30, 2020

Interim CEO, Alain Séguin

Financial Officer, Danielle Belair

Marketing & Communications Coordinator, Bailey D'Angelo

National Events Coordinator, Frank Hodgson

National Business Development, Terry Horsman

National Events Manager, Val Kelly

Marketing & Communications Assistant, Olivia Parsons

National Marketing & Communications, Jessica Perreault

PROFESSIONAL DEVELOPMENT ACROSS CANADA: BY THE NUMBERS



1 Victoria: 765.2	5 Manitoba: 228	9 Quebec City: 2548	13 PEI: 217
2 Vancouver: 0	6 Ontario: 0	10 Fredericton: 105	14 St. John's: 210
3 Edmonton: 803.5	7 Capital: 341	11 SE New Brunswick: 180	
4 Regina: 64.5	8 Montreal: 390	12 Nova Scotia: 348	

PDWeek Credits : 4740

Total: 6100.2

PD Week 2019 - Let's Engage

PD Week 2019 was by all accounts the most successful in recent years.

With a theme of Let's Engage, the volunteer organizing committee, led by Chair Jennifer Sward and Vice-Chair Daniel Vanier, fully embraced the spirit of the theme and pulled together an incredible program!

The 2019 conference program brought 102 thought leaders and experts from across the public sector and industry, providing the 5,200 participants from 137 departments and 51 sponsoring organizations with countless learning and networking opportunities over five days.

From a financial perspective, PD Week 2019 saw an increase in attendee registration revenue of \$375,193.69 and an increase of \$65,814.21 in sponsorship revenue for a total overall event net revenue increase of \$327,195.90. This increase will enable the fmi*igf to continue to invest in improved programming and product development and support the increased costs of moving to the Shaw Centre in 2021.

Supported by exceptional overall survey results and a net promoter score (NPS) of 8, delegates told us in the PD Week survey that they found the event to be a valuable experience and would recommend the conference to a friend or colleague. The highlights of the conference were the keynote presentations and networking opportunities. They valued the opportunity for and quality of the professional development at PD Week 2019, and most said they would attend their selected streams again.

PD Week 2019 Keynote Program

Year over year, the PD Week Keynote Program is a highlight for delegates, and this year was no different. Each day, two keynote presenters took the PD Week stage to empower, educate, or challenge the audience.

David Wallace-Wells, Deputy Editor; Climate Columnist; Author of the Uninhabitable Earth, took the audience through an enlightening discussion about the future of climate change and the world in which we live. Focusing on "what the world will actually look like," the journalist reminded us that no sector would be left untouched, and that change is inevitable.

Darlene Dasent, Vice-President and CFO, University Health Network, discussed how finance plays an essential role in an organization and can function as a key enabler. Darlene shared growth and learning opportunities for finance professionals and her firsthand experiences on how finance has evolved at UHN.

Rob Whiteman, CEO, CIPFA, shared insight into the public sector from around the world.

As the CEO of the Chartered Institute of Public Finance and Accountancy, in the UK, he shared with us insightful information about government relations across borders and the roles public finance professionals have in building cultures of accountability, ethics, and resilience.

Peter Katz, JUNO-Nominated Musician, and Storyteller took the audience on a journey of his life and how he came to have his dream job of being a musician. He shared his fears and desires and the struggles of starting out in the business, and what it takes to stay in it and push through to achieve what you truly want. Peter's keynote was both engaging and entertaining and brought the audience together in song.

Candy Palmater, Orator, Writer, Humourist, brought some humour to the stage in her keynote where she shared personal stories from childhood to the many aspects of her career, and her passionate perspective on inclusion. Candy's keynote was very honest and left the audience feeling inspired and empowered.

Ken Coates, Canada Research Chair in Regional Innovation, shared an insightful presentation on the unpredictable innovation of the world and the Canadian economy. Ken explained the challenges that we are facing and going to face in the future and how the economy could suffer if we don't adapt. He finished with sharing some options Canadian decision-makers have to be resilient in the future.

Dan Gardner, Award-Winning Journalist, and Bestselling Author, delivered an eye-opening presentation on communicating and managing risk. He showed the audience how people perceive, think, and make decisions, and how they often matter much less than we realize.

Lee-Anne McAlear, Program Director; COE of Innovation Leadership, Schulich School of Business SEEC, York University, taught delegates about culture vs. climate, and how we can all contribute to the climate of our organizations. She discussed how to improve our digital literacy and the steps we can take to become more innovative in our day-to-day as a whole. Lee-Anne left the audience inspired and motivated to get back to the office and take action.

Anne Connelly, Expert in Cryptocurrency and Blockchain, explored the capabilities of blockchain decentralized technology and how it has been used to transform the lives of people in third world countries. Anne took showed how simple it is to use and "trade" cryptocurrencies, with a live transaction on-stage and other uses for Blockchain, like maintaining your identity and keeping information safe and secure.

Shawn Kanungo, Disruption Strategist, closed out the conference with a highly engaging presentation on disruption and how to navigate through disruption moving forward. Shawn discussed how exponential technologies are disrupting every industry and how organizations can successfully experiment with these technologies, and the skills needed to navigate disruption successfully.



Looking Ahead to 2020-2021

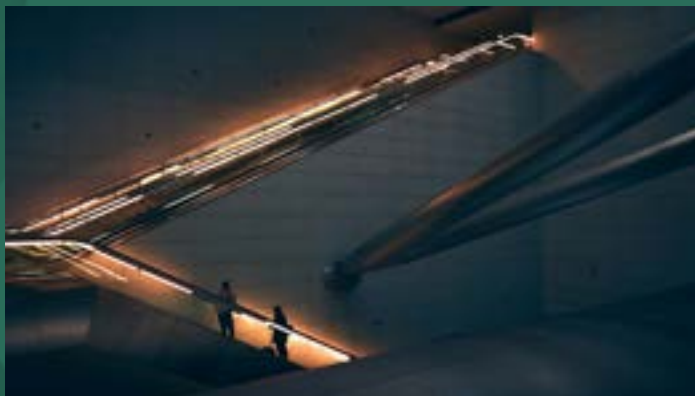
As we look to build on the successes of the 2019-2020 year, our focus is on continuing to grow our presence in the digital space and will keep informed on the opportunity to run in-person programming and events.

We are preparing for various scenarios to ensure the fmi*igf continues to offer high-quality professional development to the public sector management community. Our team will plan for hybrid and fully virtual programming options for PSMW and PD Week through a fully-informed lens while maintaining a focus on strong financial management and the overall success of the organization.

We are preparing for the move to the Shaw Centre for PD Week 2021 and using the opportunity of a new larger facility to continue the work being done to revamp and modernize the programming, sponsorship opportunities, networking activities, and overall attendee experience.

PSMW 2021 will build on the work done for PSMW 2020 and keep the theme of Shifting Tides: Disruption, Diversity, and Digital. We're not sure what the future holds and are planning in parallel for an in-person conference and virtual experience – no matter what, we are ready to deliver a fantastic experience for our community.

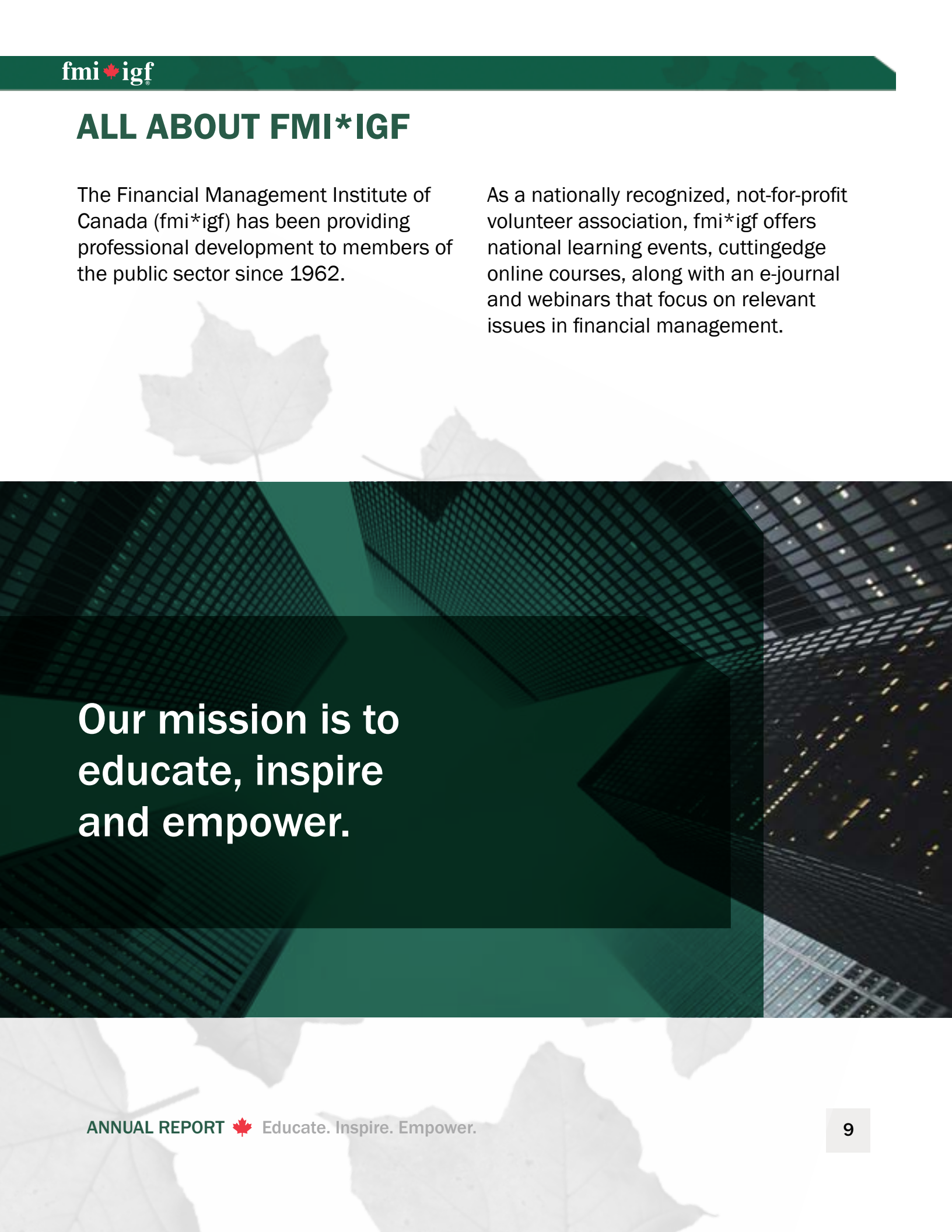
The Board will be holding an election in late 2020 and continue their work around governance and board policies. The National Office, led by our new CEO Marty Muldoon will establish and strengthen strategic partnerships and our relationship within the financial management community across Canada at all three levels of government.



ALL ABOUT FMI*IGF

The Financial Management Institute of Canada (fmi*igf) has been providing professional development to members of the public sector since 1962.

As a nationally recognized, not-for-profit volunteer association, fmi*igf offers national learning events, cuttingedge online courses, along with an e-journal and webinars that focus on relevant issues in financial management.

The background of the page features a low-angle, upward-looking view of several modern skyscrapers with glass facades. The image is overlaid with a semi-transparent dark green rectangular area that serves as a backdrop for the mission statement. Faint, light-colored maple leaf silhouettes are scattered across the white areas at the top and bottom of the page.

**Our mission is to
educate, inspire
and empower.**

Addendum

ANNUAL FINANCIAL REPORTS