



ONTARIO  
SOCIETY  
OF PROFESSIONAL  
ENGINEERS

BEHIND EVERY GREAT ENGINEER.



# 2018 ANNUAL REPORT

# About OSPE

The Ontario Society of Professional Engineers (OSPE) is the voice of the engineering profession in Ontario. We represent the entire engineering community, including professional engineers, engineering graduates and students who work or will work in several of the most strategic and influential sectors of Ontario's economy.

OSPE elevates the profile of the profession by advocating to government, offering valued member services and providing opportunities for ongoing learning, networking and community building.

# About this Report

OSPE's 2018 Annual Report was prepared for distribution at OSPE's Annual General Meeting on May 8, 2019, and outlines how the organization's initiatives and activities met the tactical goals laid out in the 2015-2019 Strategic Plan.

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# Message from the CEO

Four years of collaborative effort; three guiding principles; one strategic plan – and only a page to reflect on OSPE’s key learnings and successes from 2015-2019. When I started writing this message it felt like an impossible task. There are never enough words to express my pride in our members and staff for *exceeding* every objective laid out in our Strategic Plan. While I’m confident the numbers in this report will speak for themselves, I want to highlight our qualitative wins – the ‘how’. How do we know OSPE is recognized by the media, government and public as the trusted voice of Ontario’s engineers? The answer is threefold.

OSPE continuously refines our advocacy outreach tactics to **amplify** our recommendations to government and ultimately the impact of Ontario’s engineers. We’ve revamped our reports so that our Committees’ findings are increasingly visual and digestible for readers without technical backgrounds. We speak with decision-makers and listen to their concerns and needs, earning OSPE record numbers of one-on-one meetings with Ministers and Opposition Critics to share our members’ research and perspectives. In fact, in 2018 OSPE received exclusive invites to more committee, pre-budget and private meetings at Queen’s Park than we could almost accommodate at times. This is where we want to be.

Every OSPE initiative is designed to help you **excel** in your chosen profession, regardless of what stage you are at in your career. Our events keep you connected to the engineering community and abreast of the latest trends and challenges impacting the profession. OSPE also champions your work beyond the engineering community through public awareness campaigns like ‘#AnEngineerWasHere,’ ‘Change the World’ and ‘OSPE Supports REMARKABLE,’ to showcase and promote your expertise as innovators and problem-solvers, creating new economic opportunities for Ontario’s engineers in every sector.

We continue to expand the number of ways in which we **engage** our members, as well as those who may not yet be familiar with OSPE. We’ve revamped our forums, so they are more interactive and facilitate discussion. We’re fostering diverse partnerships with industry and academia to expand our reach and resources. We’ve empowered our staff to grow in their roles as ambassadors of OSPE, working closely with members on an individual basis to enhance your overall experience. Most importantly, we seek your input as members through social media, blog posts, discussion boards and Letters to the Editor. Your knowledge, experiences and opinions guide our efforts and priorities.

We all know that there is strength in numbers, so I look forward to continuing to work with each of you to exceed our shared goals. When it comes to elevating the reputation and understanding of your profession, know you can always count on OSPE.

A handwritten signature in black ink that reads "Sandro Perruzza". The script is fluid and cursive.

Sandro Perruzza, Chief Executive Officer  
Ontario Society of Professional Engineers





# Message from the President

I've been President of OSPE for two years and have sat on the Board for a total of six. During that period, I've witnessed more positive developments and growth than I can almost quantify. While I'm sad to be leaving the Board due to term limits, my intention is to stay very involved with OSPE. I strongly believe that as members of Ontario's engineering community, each of us has an obligation to help guide, protect and advance the reputation and appreciation of our profession.

I'm thrilled that OSPE's new Strategic Plan – developed with your input – establishes our advocacy body as a more issues-oriented organization that is well positioned to speak to those challenges that will truly impact the future direction of the engineering profession. Most notably, I'm proud of the association's continued progress with respect to diversity issues. Over the years, our understanding of 'diversity in engineering' has expanded from a primary focus on women in engineering to a broader frame of reference that better reflects the diverse society in which we live and work.

OSPE's commitment to help cultivate an inclusive and progressive engineering profession goes beyond organizational discourse. The Society embraces these values in all its activities and leads by example. I'm pleased that the Board has established an Equity, Diversity and Inclusion Committee that seeks equal opportunities for all members of the engineering community. Part and parcel, OSPE frequently advocates on behalf of International Engineering Graduates (IEGs) so that they are empowered to contribute their expertise to the profession and province.

Everything from OSPE's marketing collateral, to its public awareness campaigns and editorial content, reflects the diverse mix of engineering disciplines, projects and professionals that fuel our economy and enhance our quality of life. I'm convinced that diversity is a competitive advantage in Ontario – something that we as a profession need to more fully embrace and continuously redefine as technology and society continue to evolve at an increasingly rapid pace.

Whether online or through events, OSPE is dedicated to starting important conversations on tough issues. In 2018, OSPE's Women in Engineering Advocacy Champions Task Force (WE ACT) hosted the largest annual Claudette MacKay-Lassonde Forum in the organization's history. In 2019, OSPE will host an even larger thought-leadership conference in Ottawa on engineering diversity. This is the exactly the kind of leadership we need to bring together industry experts, educators, policy-makers and members of the engineering community to foster enhanced knowledge-sharing and well-rounded problem-solving.

While it is always wonderful to reflect on what we have accomplished, it's even more exciting to consider the endless possibilities that lie ahead. I am confident that OSPE's 2019-2020 Board of Directors will continue to build on this momentum. The incoming Board will be led by Dr. Tibor Turi, Ph.D., P.Eng., who has been a friend of mine for almost 10 years. His enthusiasm, vision and energy are sure to inspire what can already be described as a strong and innovative Board. Supported by an equally motivated staff who are committed to visionary growth opportunities for OSPE and the engineering profession, it is an undeniably exciting time to get involved in your advocacy body and to be an engineer in Ontario!

A handwritten signature in black ink, appearing to read 'J. Hack'.

Jonathan Hack, P.Eng., President and Chair  
Ontario Society of Professional Engineers

# 2018-2019 Board of Directors



## Back row, left to right

- Laura Yu, P.Eng.
- Dr. Tibor Turi, Ph.D., P.Eng. (Vice Chair)
- Matthew Jelavic, P.Eng.
- Réjeanne Aimey, P.Eng. (Treasurer)
- Jim Chisholm, P.Eng.
- Shelly Deitner, P.Eng. (Secretary)

## Front row, left to right

- Christina Visser, P.Eng.
- Jerome James, P.Eng.
- Jonathan Hack, P.Eng. (President & Chair)
- Emily Thorn Corthay, P.Eng.

## Not pictured

- Ronald Walter Clifton, P.Eng.
- Angela Wojtyla, P.Eng.



# Partners

## President's Circle



## Director's Circle



## Influencer's Circle



## Supporter's Circle



OSPE could not accomplish its strategic goals without the dedicated support of our incredibly generous partners. Thank you!





# Volunteers



Our volunteers are the lifeblood of our Committees, Task Forces and Working Groups. They not only provide the knowledge and expertise that goes into our advocacy work, but they represent the value of the profession with competence and compassion. They are true ambassadors of the entire engineering community.



"Volunteering with OSPE is a great way to meet bright individuals starting their careers and to pass along your experience to them while doing the things you enjoy at a pace that fits in with your personal life."

*– Paul Acchione, P.Eng., OSPE Member & Task Force Volunteer*

"In March, I heard about OSPE's Political Action Network (PAN). After reading several summaries of PAN meetings, I knew this was something I wanted to get involved with. In late July, I emailed OSPE expressing my interest and, by August, I was scheduled for my first PAN meeting!"

*– Cristina Mazza, OSPE Member & Volunteer*







To become an OSPE Ambassador, please visit [www.ospe.on.ca/ambassador-program](http://www.ospe.on.ca/ambassador-program).





# Successful Completion of OSPE's 2015-2019 Strategic Plan *Engage, Amplify, Excel*

***Engage, Amplify, Excel* presented an opportunity for OSPE to:**

- Get more engineers talking and amplify their voice in government policy and planning discussions
- Promote the employment of engineers and support them at every stage of their careers
- Prepare members for new demands and expectations with competitive professional development

## **OSPE surpassed its strategic goals in every category:**

### **Create Member Value**

- **Goal:** Increase member satisfaction rate from 76% to 85% over 5 years
- **Result:** Member satisfaction rate increased each year, reaching **86%** in 2018

### **Focus on Public Policy**

- **Goal:** Increase the number of published reports, policy papers, position submissions and consultation invitations by 20% over 5 years
- **Result:** Increased by **122%**, **235** reports, papers, submissions and invitations from 2015 to 2018

### **Raise Public Awareness**

- **Goal:** Increase subject matter expert impressions in the media by 20% over 5 years
- **Result:** Increased media impressions by **1667%**, with **115** media stories about OSPE, its work and members since 2015

### **Focus on Community Engagement**

- **Goal:** Increase community initiatives and partnerships by 50% over 5 years
- **Result:** Increased by **360%** with **284** new community initiatives and partnerships







# Working with Government to Influence Policy in Ontario

## Energy

OSPE's Energy Task Force has provided strategic engineering input to Ontario's Ministry of Energy for more than a decade. The majority of OSPE's recommendations have been implemented, saving Ontarians hundreds of millions of dollars.

- OSPE released a summary document to the Ministry of Energy and all three major political parties in 2016 detailing 21 actionable recommendations to deliver efficiencies and savings, including reducing residential and commercial electricity rates by 25% without the creation of the subsidy and deferral account under the Ontario Fair Hydro Act. OSPE also recommended establishing a voluntary interruptible retail electricity market to productively use Ontario's excess electricity.
- In 2017, OSPE informed all political parties that the province exported 14.6 terawatt-hours (TWh) of clean electricity at a net financial loss of more than \$500 million in 2016. The leader of the Conservative opposition invited OSPE to meet and release these findings in the Queen's Park media gallery in July 2017.



"It is imperative that we depoliticize what should be technical judgments regarding energy mix, generation, distribution, pricing and future investments in Ontario. We are concerned that the government does not currently have enough engineers in key Ministry positions to properly assess the balance between environmental commitments and economic welfare when it comes to energy." – Jonathan Hack, P.Eng., President & Chair of OSPE

- OSPE released *An Analysis of Ontario's Clean Electricity Exports* in 2017, encouraging government to:
  1. Make surplus clean electricity available to Ontario rate payers for displacing fossil fuels in other sectors
  2. Export the balance of surplus electricity that cannot be used in Ontario
  3. Curtail any residual amount that cannot be exported or used within Ontario for fossil fuel displacement

OSPE continues to advocate that more can be done by engaging with Ontario's engineers to optimize Ontario's electrical power system.

## Environment & Infrastructure

### Excess soil:

In 2016, OSPE partnered with the Greater Toronto Sewer and Watermain Construction Association (GTSWCA) and the Residential and Civil Construction Alliance of Ontario (RCCAO) to prepare a study entitled *Excess Soil Management: Ontario is Wasting a Precious Resource* to ensure sustainable excess soil management practices are considered through the design and construction of Ontario's infrastructure projects.

The results concluded that the disposal of excess construction soil contributes hundreds of tonnes of greenhouse gas emissions from transport vehicles by travelling hundreds of thousands of kilometres to dispose of soil.

OSPE advocated for:

- Improved management of excess soil in Ontario infrastructure projects, including the creation of a model bylaw to promote the use of the Guide
- Industry data collection to highlight opportunities for both government and businesses to prioritize the handling of excess soil
- Responsibility and onus for excess soil management to be placed on the Qualified Person (QP), and the involvement of QP regulators in ensuring that QPs have the necessary qualifications to do so

Data from OSPE's report was quoted in the government's 2018 Made-in-Ontario Environment Plan, which implemented recommendations to recognize that excess soil is a resource that can be reused.

### Stormwater:

OSPE partnered with the OSWCA and RCCAO again in 2017, to prepare a report entitled *Weathering the Storms: Municipalities Plead for Stormwater Infrastructure Funding*, which found that an estimated \$1.2 billion would be needed to replace stormwater infrastructure in six focus municipalities in Ontario alone. As this funding gap increases across the province, so will the economic and environmental impacts caused by deficient stormwater management systems.

OSPE advocated for:

- Stormwater Infrastructure Asset Management Plans becoming a required component of existing municipal Asset Management Plans
- Stormwater management assistance to be considered as a funding priority
- Ontario to develop standardized criteria to help municipalities properly monitor stormwater systems

"Municipalities need to prepare stand-alone Stormwater Infrastructure Asset Management Plans that include details of both engineered and natural structures – their replacement, operational and maintenance costs. More than half of the municipalities surveyed (58%) reported limited to no engineered stormwater management infrastructure. This is of particular concern when considering the potential dangers that climate change and severe weather patterns pose to our communities."  
– Mark Hartley, P.Eng., water resources engineer and OSPE Member

# Climate Change

As problem solvers, engineers identify key environmental issues and provide important insights on systems planning, efficiencies and integration, total lifecycle costing and scenario analyses for sound policy-making.

In 2015, OSPE released *Engineering a Cleaner Economy*, which provided recommendations to government based on its intention to move forward with a cap-and-trade program:

- Engineers must be involved in the design and maintenance of required technological innovation

- Cap-and-trade must be implemented in a way that does not cause economic hardship for energy-intensive and trade-exposed industries
- Ontario must follow the lead of other jurisdictions and take proactive measures to mitigate the financial impacts felt by individual households
- Revenue must be re-invested in sustainable infrastructure and research and development of green technologies

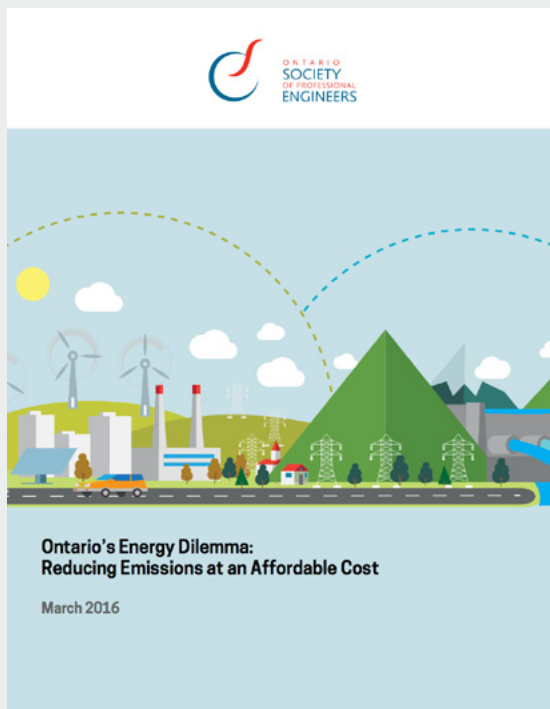
OSPE met with government and provided numerous letters and submissions on the lack of involvement of engineers in the 2016 Climate Change Action Plan:



“OSPE is still disappointed with Ontario’s overall approach on the climate file—including its lack of consideration for immediate issues. We’ve met with government officials, we’ve analyzed the data and provided reports, we’ve repeatedly asked to be included – and now we’re fed up. By not engaging with engineers, the government has ignored critical issues around climate change mitigation, such as necessary investments in waste water systems to prevent catastrophic flooding in the GTHA and the ecological degradation of our Great Lakes.” – Sandro Perruzza, CEO of OSPE

In 2017, OSPE released *Ontario's Energy Dilemma: Reducing Emissions at an Affordable Cost*, which recommended that government:

- Pay more attention to the math, engineering and economics of energy production
- Set realistic timelines for research and development and subsequent commercial deployment
- Ensure that detailed economic and environmental analysis is undertaken and informed by engineering studies for any proposed carbon reduction technology



- Investigate how Ontario can best incentivize the use of surplus carbon-free electricity
- Ensure appropriate technology-neutral, market-based pricing mechanisms are put into place so that the marketplace can independently develop GHG reduction solutions that are the most economically and environmentally efficient

In 2018, after consultation with members, OSPE's Environment Task Force and Board of Directors, OSPE released its official statement on climate change, which includes the following points:

"The science of climate change is clear: human activities, especially greenhouse gas emissions, are the dominant cause of the observed warming since the mid-20th century..."

The world's societies must both mitigate and adapt to climate change to effectively avoid harmful climate impacts. Engineers continue to play a critical role in carrying out both those missions with innovation and sound advice based on the best available science."





## Equity, Diversity and Inclusion

In 2018, OSPE launched its Equity, Diversity and Inclusion (EDI) Committee to complement and deepen the association's current efforts to support a diverse and progressive engineering profession.

The EDI Committee:

- Highlights the importance of diversity and inclusion in engineering, based on diversity of education, ethnicity, sexual orientation, gender, abilities, socio-economic status, geographic location, and engineering discipline
- Encourages engineering companies and hiring managers to recognize and value diversity and actively recruit diverse groups
- Drives change by partnering with engineering companies, post-secondary institutions, and non-profits who are diversity and inclusion champions



OSPE's EDI Committee works alongside OSPE's Women in Engineering Advocacy Champions Task Force (WE ACT), which is focused on encouraging women to pursue a career in engineering, obtain their P.Eng. licence, and seek leadership opportunities inside and outside of the engineering profession.





## Research and Innovation

For the past several years, OSPE has advocated that knowledge, innovation and creativity in Ontario will foster economic prosperity – areas where engineers and engineering graduates play a critical role. OSPE has been calling on government, industry and academia to engage with engineers to leverage technology, spur innovation and research, and remain competitive. By facilitating forums around ethics and the implications of R&I and its associated policies, OSPE seeks to inspire the next generation of innovators, connecting them with mentors, opportunities and the tools to strengthen their leadership and entrepreneurship skills.

- As part of the Construction and Design Alliance of Ontario (CDAO), OSPE successfully lobbied the government of Ontario to require that municipalities employ or contract a professional engineer to complete and approve municipal asset management plans before they are presented to council for consideration
- Through proactive outreach to the province's Highly Skilled Workforce Strategy Expert Panel, OSPE advocated for more work-integrated learning opportunities for engineering students and graduates
- The Government of Ontario established a Chief Science Officer position in 2017 following months of sustained advocacy by OSPE's leadership team, volunteers and staff. The creation of the role signified Ontario's intention to make-good on its commitment to support technically sound and evidence-based decision-making

- At OSPE's 2017 General Assembly, OSPE featured an expert panel to discuss the impacts of technological advancements and automation on the engineering labour market





## Ring of Fire

OSPE supports the development of the Ring of Fire mining region because of the immense potential it represents for northern Ontario, First Nations communities, and engineers who will be involved in almost every facet of this nation-building project. The prospective mining and energy production could help improve socioeconomic conditions for all residents in the region.



In 2017, OSPE's *Spark the Fire – Realizing the Untapped Potential of Ontario's North* event in North Bay analyzed the scale and complexity of the challenges that make the Ring of Fire a mega-project.

In cooperation with North Bay Mining Week, MIRARCO Mining Innovation, KWG Resources Inc., and Professional Engineers Ontario North Bay Chapter, OSPE welcomed more than 100 engineers, industry, First Nations and government representatives for a full-day session to discuss the responsible development of Ontario's north.



OSPE aims to be a go-to resource for the public, government, First Nations communities and industry by providing independent, non-partisan engineering expertise to successfully develop Ontario's mineral properties.





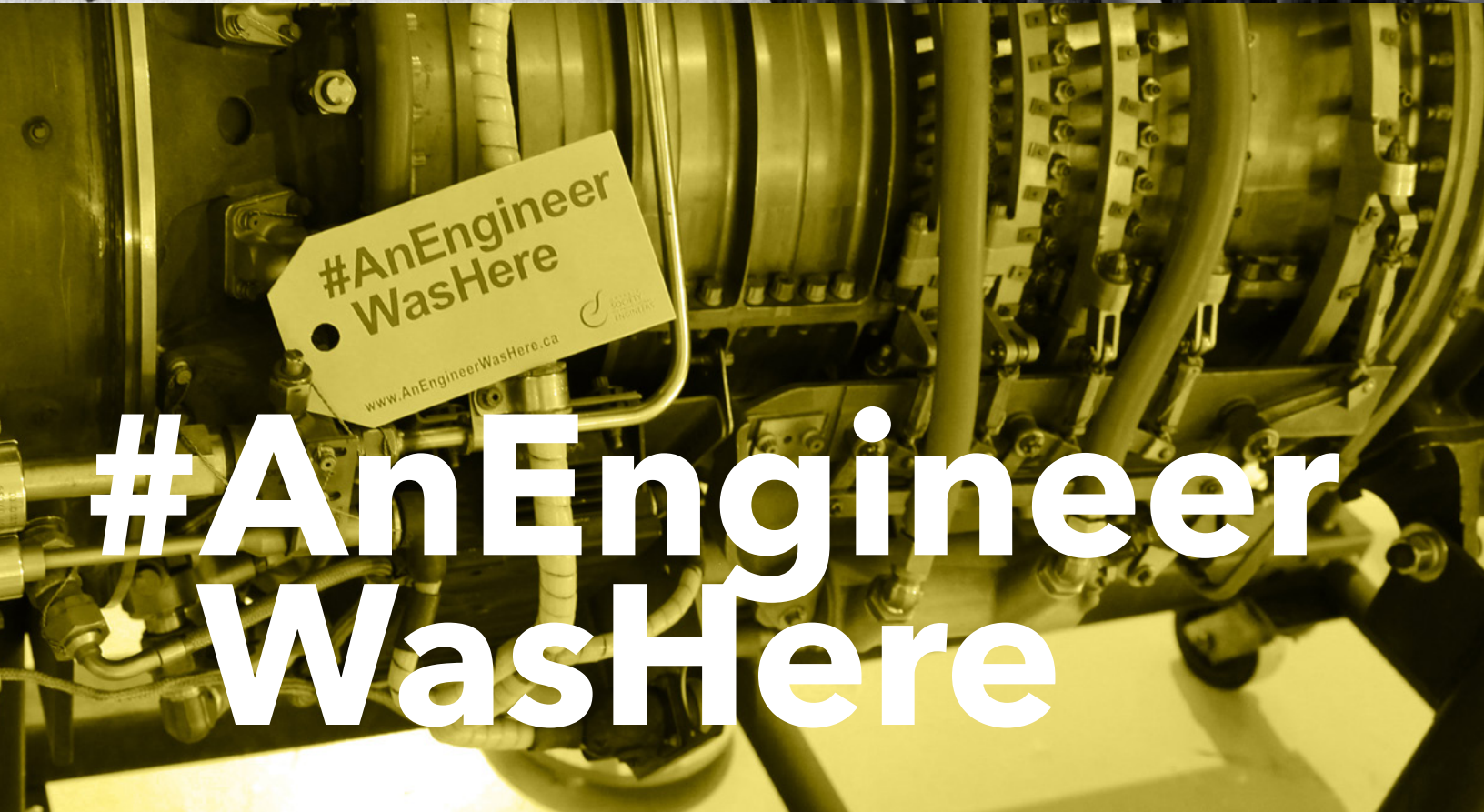
## Women in Engineering

Engineering remains a non-traditional career for women. In Ontario, only 18% of graduates from Canadian engineering programs are female, and only 10% of P.Eng. licence holders are women. OSPE is a vocal champion of Engineers Canada's "30 by 30" goal to increase the percentage of newly licensed women engineers to 30% by 2030.

- OSPE and several partners developed a mentorship program, funded by Status of Women Canada, that pairs young women in the early stages of their careers with professional engineers who provide support with licensure, career planning and professional networks
- OSPE partnered with the Toronto Rehabilitation Institute-University Health Network to highlight the work of three women engineering-degree holders and entrepreneurs whose research and innovations made waves in the biotechnology and health care sectors
- OSPE partnered with Lassonde School of Engineering to host an event discussing getting more women on boards
- OSPE hosted *Navigating the Glass Obstacle Course*, an event exploring the barriers that impact the careers of women in engineering, as well as how post-secondary institutions, companies, and government are working to remove these obstacles to support gender equity in the engineering profession

OSPE continues to encourage more women to study engineering, consider engineering as a career, pursue licensure as professional engineers, and take on leadership roles within the governance structure of the engineering profession.





# #AnEngineer WasHere



# Delivering Awareness Campaigns and High-Caliber Events

On September 20, 2016, OSPE launched its first official public awareness campaign, inviting the general public and all OSPE members and partners from across Ontario to participate in promoting and celebrating the engineering profession. Participants were asked to:

1. Tag something designed or created by an engineer with one of OSPE's #AnEngineerWasHere tags
2. Take a photo of the designated feat of engineering
3. Share the photo on social media with the hashtag #AnEngineerWasHere

The #AnEngineerWasHere campaign was designed to remind Ontarians that engineers make the world 'work'. From soaring towers and city grids to cars, phones and computers, the work of engineers impacts almost every part of daily life. How the public lives, travels, learns and experiences the world is made possible by the expertise of engineers.

Almost  
**1 million** online impressions of  
the #AnEngineerWasHere hashtag

More than  
**25,000** impressions  
through media coverage

**1.3 million** impressions of  
#AnEngineerWasHere on Toronto Transit  
Commission screens

**12,000** face-to-face interactions  
with the public in downtown Toronto

**1.2 million** weekly listeners  
heard OSPE's radio traffic tags on  
680 News

**35,000** impressions via  
#AnEngineerWasHere banners on  
NewsTalk 1010 website

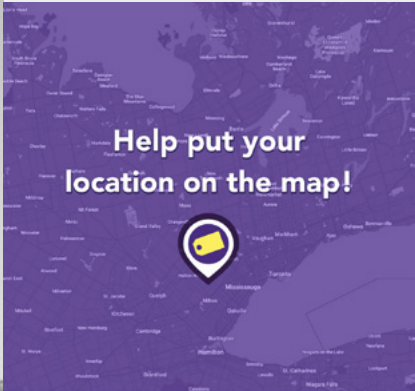


**Do your friends and family understand what engineers do?**

**Comment with what they think you do.**

**#AnEngineerWasHere**

**#AnEngineerWasHere | AnEngineerWasHere.ca | September 19**



**Help put your location on the map!**



**#AnEngineerWasHere | AnEngineerWasHere.ca | September 19**



**#AnEngineerWasHere**

**#AnEngineerWasHere | AnEngineerWasHere.ca | September 19**

**What engineering creation will you post about?**

**#AnEngineerWasHere**

**#AnEngineerWasHere | AnEngineerWasHere.ca | September 19**



**#AnEngineerWasHere | AnEngineerWasHere.ca | September 19**



**#AnEngineerWasHere**

**#AnEngineerWasHere | AnEngineerWasHere.ca | September 19**



## Notable Campaign Participants

- **Government:** Toronto Mayor John Tory, federal MP Jamie Shmale, former Leader of the Official Opposition Rona Ambrose, Ontario Finance Minister Vic Fedeli, MPP Jim McDonnell, and former MPPs Tim Hudak, Kevin Flynn and Glen Murray
- **Academia:** Ontario's engineering schools and student engineering societies
- **Industry:** CN Tower, Siemens Canada, Metrolinx, Xerox, Hatch Global, RV Anderson, the Ontario Mining Association, the Conservation Division of the Canada Science and Technology Museum, Canada Aviation and Space Museum, Canada Agriculture and Food Museum in Ottawa, etc.

On September 19, 2018, OSPE reignited the #AnEngineerWasHere campaign. [AnEngineerWasHere.ca](http://AnEngineerWasHere.ca) remains active today, and individuals and organizations across Canada and beyond continue to use the hashtag to promote the work of engineers. In fact, OSPE's #AnEngineerWasHere campaign has reached countries such as the United States, the United Kingdom, India, Brazil and China.

## 2018 Campaign Tweets

Our engineers design sustainable #sanitation and #wastewater solutions for communities around the world #globalengineer #AnEngineerWasHere  
- **Clearford Water Systems**

Our newly renovated LookOut Level and second Glass Floor wouldn't have been possible without the talents of many skilled engineers.  
#AnEngineerWasHere  
- **CN Tower/La Tour CN**

Hey Philadelphia, we love this campaign!  
Let's show our support by sharing photos of things designed and created in our region. We can't wait to see yours! #AnEngineerWasHere #ECPhilly  
- **Eng Club of Philadelphia**

Even some of the things you don't see - like the basement at Queen's Park - begin with the work of an engineer. Engineers are society's problem-solvers. Thank you to them! #AnEngineerWasHere  
- **Victor Fedeli, Ontario Finance Minister**



"What I do is develop approaches to maintain clean water supplies while also protecting the public from floods. This kind of work has a huge impact on people's lives, not just day-to-day but long term as well."

– Andrea Bradford, P.Eng.



ONTARIO  
SOCIETY  
OF PROFESSIONAL  
ENGINEERS

# Change the World

In 2017, OSPE launched the *Change the World* campaign, which highlighted the stories of four professional engineers and OSPE members from across the province who are making a real difference in society.

OSPE created the website [www.OSPEstories.ca](http://www.OSPEstories.ca) which focused on why the work of these four engineers is so inspiring, while aiming to encourage all professional engineers and engineering graduates to share their expertise with OSPE, so that together, we can drive positive change in Ontario. OSPE offered members who participated a chance to win numerous prizes like gift cards, dinners and movie tickets, as well as a trip for two to Fox Harb'r Resort in Nova Scotia.



**45%** increase in average monthly membership acquisition

**78%** increase in social media following across OSPE social media channels

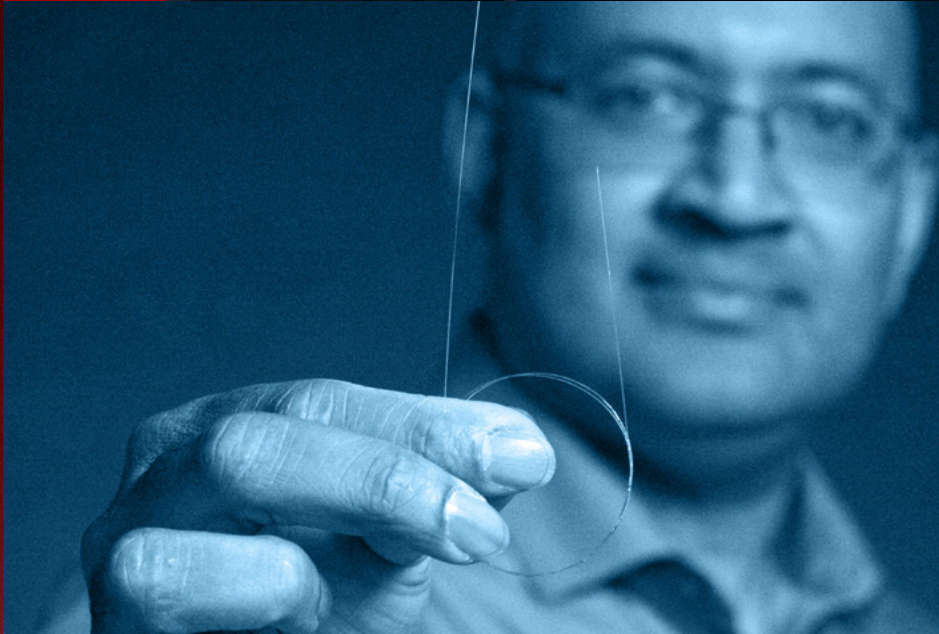
More than **5,800** sessions on the campaign website by more than **4,780** unique visitors

**163** membership leads  
**56** contest entries  
**112** story submissions

**25,000** engagements with *Change the World* content via social media, e-blasts, digital ads and the campaign microsite

**11%** increase in social media engagement and **9%** increase in traffic to the OSPE website





# Remarkable

The 2018 OSPE Supports REMARKABLE campaign highlighted the inspiring work of another four OSPE members to continue to encourage engineers and engineering graduates to become more involved in their advocacy association.

OSPE released a series of five videos to convey how much OSPE members are changing the world. The videos explain how OSPE supports members with career-building opportunities, professional services, mentorship and advocacy so that they can continue innovating.



More than **5,110** sessions  
on the campaign website by more  
than **4,340** unique visitors

More than **1.4** million impressions  
and **8,425** clicks on LinkedIn and  
Facebook campaign ads

**27%** of traffic to the OSPE  
website directed via REMARKABLE  
campaign collateral

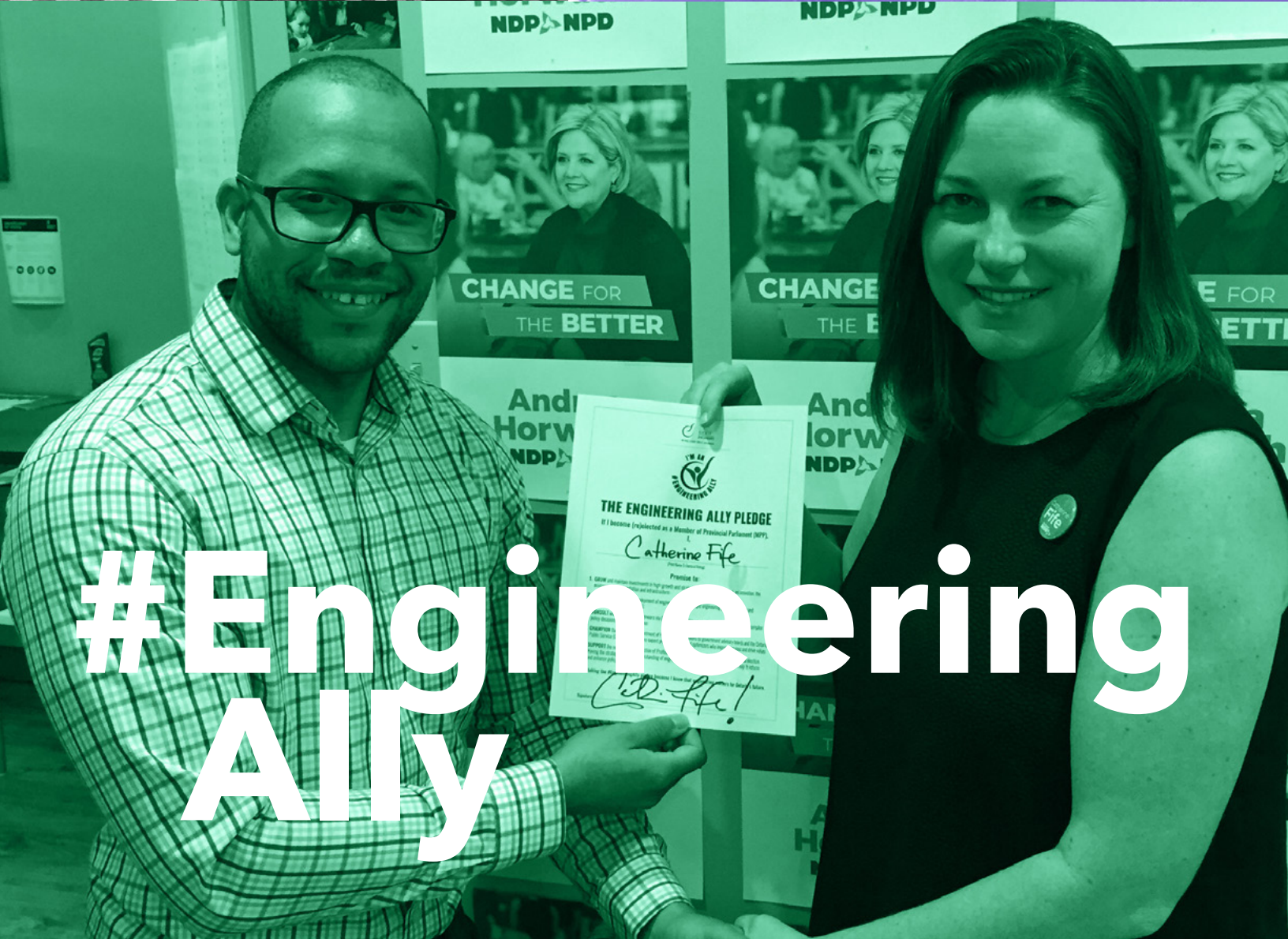
**324,000** impressions from  
a two-page campaign spread in  
ON-the-GO magazine

**6.2** million impressions from video  
advertisements in Toronto's downtown  
PATH system

**1.5** million impressions from video  
advertisements on 82 International  
Newstand screens

**4.3** million vehicle and **7.2** million  
pedestrian impressions from billboard ads  
at Dundas Square in Toronto







Before the 2018 provincial election, OSPE's #EngineeringAlly campaign asked political candidates from all parties to 'Take the Pledge' to show their support for Ontario's engineers and the issues they care most about. OSPE positioned the engineering community as a demographic that would support candidates who champion their issues.

The campaign successfully drove:

- A heightened public profile for major issues impacting engineers
- Commitments from political parties on OSPE's key asks
- Closer relationships with elected officials – including government and engineering champions from all parties

**39** political candidates took OSPE's #EngineeringAlly Pledge

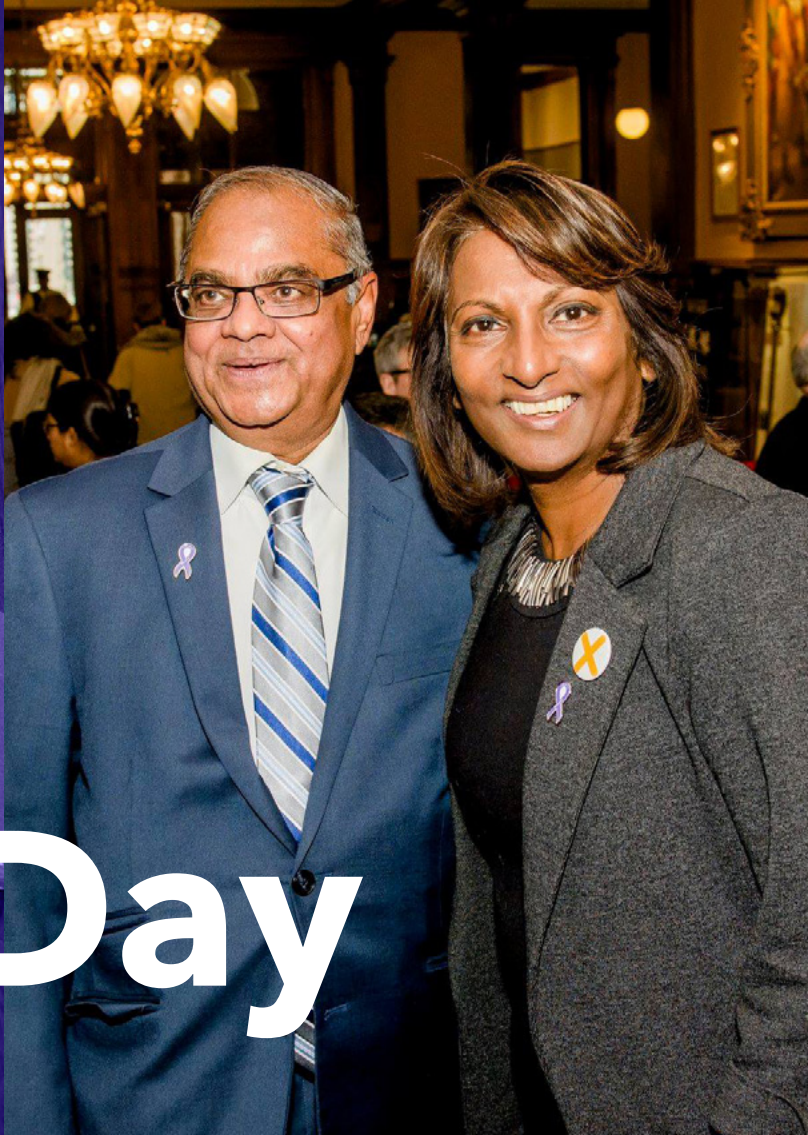
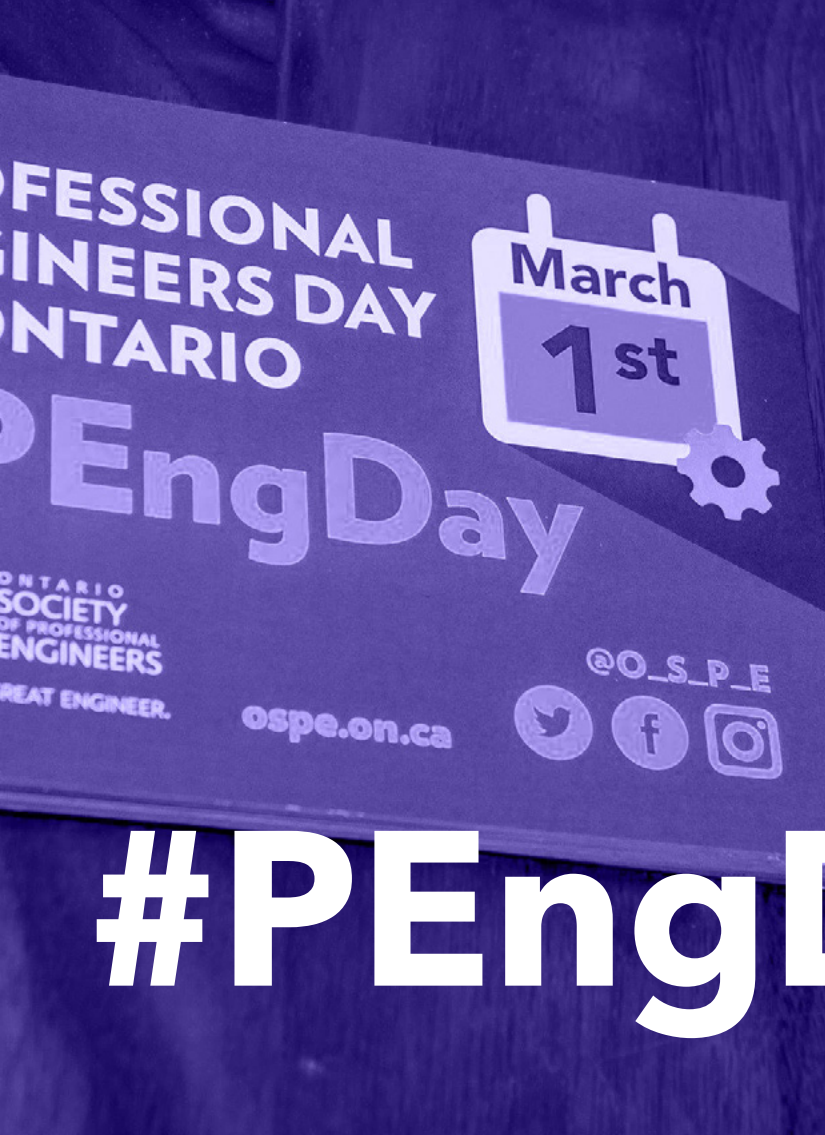
**8** #EngineeringAlly candidates were elected to Queen's Park

**6** are members of the Official Opposition

**2** are Government Ministers –  
The Honourable Lisa Thompson,  
Minister of Education and  
The Honourable Jeff Yurek,  
Minister of Natural Resources









In 2017, OSPE set out to create a day to officially recognize and thank professional engineers for their significant and ongoing contributions to the continued success of our province.

On Thursday, February 22, 2018, former MPP Granville Anderson (Durham) put forward a motion to the Legislative Assembly of Ontario to declare March 1<sup>st</sup> Professional Engineers Day in Ontario. The motion passed with unanimous support from all political parties.

#PEngDay is the first celebration of its kind in Canada, where professional engineers working in all disciplines, sectors and regions of the province are formally honoured. The creation of #PEngDay, which will now kick off National Engineering Month (NEM) every March, is just one example of the proactive steps OSPE has taken to advance the professional and economic interests of Ontario's engineers. OSPE is committed to protecting engineering jobs, driving economic growth and improving the reputation of the engineering profession.









The 16<sup>th</sup> Annual Claudette-Mackay Lassonde Fall Forum brought forth a clear call to action: “It’s Time We Act”. The event presented an opportunity for over 800 enthusiastic engineers, engineering graduates, students, public figures, thought leaders and trailblazers to discuss opportunities and strategies for how to support and encourage women to join and remain in the engineering profession. Overall, the conference left attendees with new insights, but also new challenges to consider as a collective.



## Key Findings

- It's not just about the numbers – ensuring women are valued, respected, and provided with equal opportunities is just as important as recruiting more women to seek careers in STEM
- Women have unique needs – policies and programs should be conducive to their success, i.e. flexible work arrangements, job sharing options, part-time employment etc. should be considered
- Exposure is necessary – demonstrate that women can access and flourish in engineering
- Men matter – educating men on how to shift their behaviour and change their language to champion and sponsor women within the engineering profession
- Data is needed – organizations must collect gender-based data and create actionable and measurable plans to address gaps and optimize opportunities
- Working together leads to better outcomes – OSPE will continue to host events to bring organizations together to share best practices and create a more holistic approach to addressing gender parity in Ontario

**833** uses of the event hashtag

#ItsTimeWEACT with more than

**49,000** impressions

Largest scale event that OSPE has ever held with more than **800** attendees

**70+** partners

**30+** booths

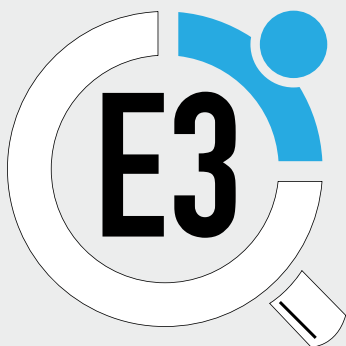
**24+** speakers

**2** plenary sessions

**4** panels



# Enhancement of Engineering Employment Events (E3s)



E3s are OSPE's engineering job fairs. They bring together major employers and dozens of skilled engineering candidates across Ontario for an afternoon of face-to-face networking.

Since 2016, OSPE has brought together **128 employers** with **1,542 job seekers** to discuss potential opportunities at **9 E3s** across the province.



# #OSP E3

## 44 Participating Partners in 2018



- 3G Lighting
- Ainley Group
- Alithya Digital Technology Corporation
- C. F. Crozier & Associates Inc.
- Canadian Forces Recruiting
- Canadian Nuclear Laboratories
- City of Ottawa
- Clearpath Robotics
- Cole Engineering Group Ltd.
- Communications Security Establishment Canada
- DataRealm Inc.
- Defence Construction Canada | Construction de défense
- Denso Manufacturing Canada, Inc.
- Eastern Construction
- EMS-Tech Inc.
- Englobe
- GHD Canada Ltd.
- GlaxoSmithKline
- Kepler Communications
- L3 Communications - WESCAM
- Metrolinx
- MTE Consultants Inc.
- Pario Engineering & Environmental Sciences
- PERI Formwork Systems Inc.
- Pinchin Ltd.
- Pliteq Inc.
- Pratt and Whitney Canada
- Public Services and Procurement Canada
- Purolator
- Qualtech Inc.
- R.V. Anderson Associates Limited
- Safran Electronics & Defense Canada
- SNC-Lavalin
- Spin Master
- Teledyne DALSA
- Tetra Tech
- Tiree Facility Solutions
- TMIG | The Municipal Infrastructure Group Ltd.
- Transport Canada / Government of Canada
- Walterfedy
- Weekes Engineering
- WSP Group - Thornhill





# Helping the Engineering Community Thrive and Increasing Volunteer Engagement

**More than \$2.2 million in government funded projects between 2015-2018**

## **Breaking Barriers for Women in STEM**

This Status of Women funded (\$385,000) three-year project developed micro-learning digital resources for employers to facilitate cultural shift by delivering micro-lessons for time-crunched STEM employers who want practical tips for attracting, retaining, supporting and advancing women in STEM careers.

## **Skills and Jobs for Ontario's Environment Sector - An Overview for International Engineering Graduates, Engineering Technologists, and Geoscientists**

This project, funded by the provincial government under the Ontario Bridge Training Program (\$656,462), has been delivered in Toronto, London, Mississauga, and Ottawa commencing in September 2018. Courses will be held in these locations until March 2021. Building upon a curriculum developed in a prior funded project, this project delivers courses and employment services that integrate content about environmental issues with communications skills and knowledge of Canadian workplace culture.



## Skills Catalyst Fund – Propel Your Career in the Smart Mobility Industry

This project (\$277,681) is a digital resource that provides information in an engaging manner to current students and recent graduates on pursuing an engineering, computer science or technology career in the auto and transit industries. The resource positions the auto and transit industries as the 'smart mobility industry'.



## Hosting All-Chair and All-Committees and Task Forces Meetings

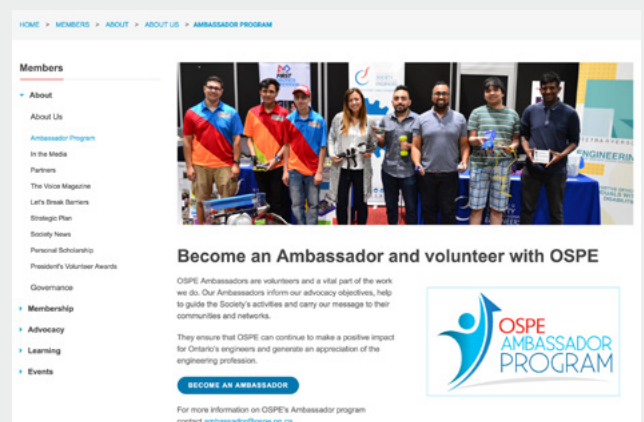
OSPE now brings its dedicated volunteers serving on advocacy Committees and Task Forces together once a year for workshops and initiative planning sessions to help ensure they are focusing on issues where engineers can provide expertise that matter to government, the public and also the collective OSPE membership.



## Development of Ambassador Hub

In 2018, OSPE launched an online hub where OSPE volunteers can create their ambassador profiles, track their volunteer hours and points, register for opportunities, and redeem awards. OSPE's ambassadors inform our advocacy objectives, help guide the association's activities, and carry our message to their communities, and are therefore essential to the work we do.

On the online hub, OSPE shares mentorship and speaking opportunities, among others.





# Establishing an Active Online Community

## Creation of the Society Notes blog

OSPE launched its Society Notes blog in May 2015, shortly after the release of the 2015-2019 Strategic Plan *Engage, Amplify, Excel*. For the past four years, it has been a place for the organization to share information, connect with members and the community, receive input and feedback on activities, and establish authority on engineering issues in Ontario.

- More than **580 blog posts** published to date
- More than **530 comments** from readers
- More than **211,000 views** to date
- More than **108,700 visitors** to date

## Increased Engagement Across All Social Channels

### Twitter

- **2,066 followers** in 2015 → **5,022** in 2018

### Facebook

- **2,685 followers** in 2015 → **8,782** in 2018

### LinkedIn

- **1,104 page followers** in 2015 → **5,116** in 2018
- **6,716 group members** in 2015 → **9,699** in 2018

### Instagram

- **Launched in 2016** → **1,000 followers** in 2018



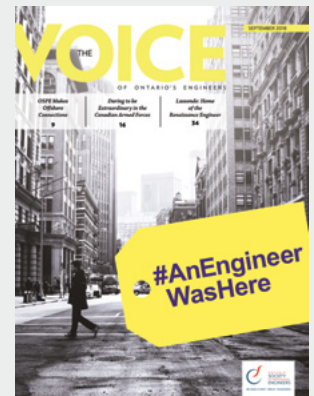


## Revival of *The Voice* magazine

In 2015, OSPE re-vamped the look and feel of *The Voice* magazine and began issuing the publication four times per year. The purpose of the magazine is to engage members, promote the work and accomplishments of Ontario's engineers, engineering students and engineering employers, and expose new groups to OSPE and its mandate and work, and create opportunities for new partnerships.

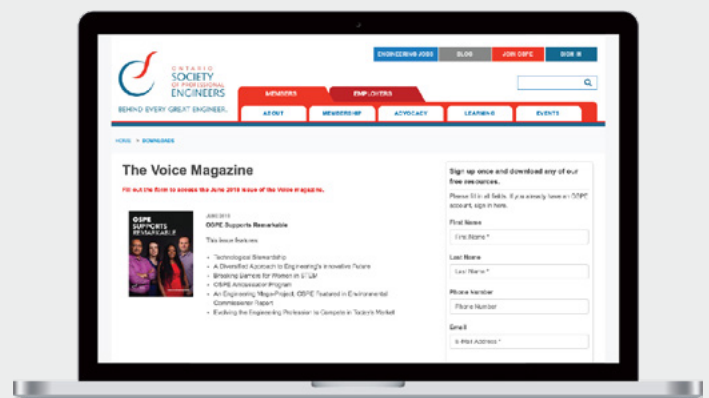
### Other Key Changes:

- Inclusion of the *Letters to the Editor* section, providing members with an opportunity to comment on content or OSPE activities
- News section sharing photos of OSPE members and outcomes from recent OSPE events, public awareness and marketing campaigns, media coverage, etc., and promoting upcoming flagship events and initiatives



## Creation of a New User-Friendly OSPE Website

In 2016, OSPE staff facilitated a full re-design of the website, switching from the YM platform to MPower. The website is more user-friendly, locks down member-only content, and provides OSPE members with a better and more informative experience.





# Financial Statements

## Report Of The Independent Auditor On The Summary Financial Statement

### Opinion

The summary financial statements, which comprise the summary statement of financial position as at December 31, 2018, and the summary statement of operations, changes in net assets and cash flows for the year ended, and related notes, are derived from the audited financial statements of the Ontario Society of Professional Engineers for the year ended December 31, 2018.

In our opinion, the accompanying summary financial statements are a fair summary of the financial statements, in accordance with the criteria disclosed in Note 1 to the summary audited financial statements.

### Summary Financial Statements

The summary financial statements do not contain all disclosures required by Canadian accounting standards for not-for-profit organizations. Reading the summary financial statements and the auditor's report thereon, therefore, is not a substitute for reading the Society's audited financial statements and the auditor's report thereon.

The summary financial statements and the audited financial statements do not reflect the effects of events that occurred subsequent to the date of our report on the audited financial statements.

### Management's Responsibility for the Summary Financial Statements

Management is responsible for the preparation of the summary financial statements in accordance with the criteria disclosed in Note 1 to the summary financial statements.

### Auditor's Responsibility

Our responsibility is to express an opinion on whether the summary financial statements are a fair summary of the audited financial statements based on our procedures, which were conducted in accordance with the Canadian Auditing Standards (CAS) 810, Engagements to Report on Summary Financial Statements.

*BDO CANADA LLP*

Chartered Professional Accountants, Licensed Public Accountants  
Burlington, Ontario  
March 27, 2019

# Summary Statement of Financial Position

December 31

	2018 (\$)	2017 (\$)
<b>ASSETS</b>		
<b>Current</b>		
Cash	1,024,301	525,712
Short-term investment	259,555	50,000
Accounts receivable	572,923	437,050
Prepaid expenses	47,321	36,692
	1,904,100	1,049,454
<b>Long-term investments</b>	766,150	956,929
<b>Capital assets</b>	20,676	24,807
<b>Intangible assets</b>	70,569	90,589
	2,761,495	2,121,779
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current</b>		
Accounts payable and accrued liabilities	388,680	248,239
Deferred revenue - government projects	253,938	59,022
Deferred revenue	809,314	789,634
	1,451,932	1,096,895
<b>Deferred lease incentive</b>	7,341	22,022
	1,459,273	1,118,917
<b>NET ASSETS</b>		
Invested in capital assets and intangible assets	80,520	102,400
Internally restricted	1,012,186	980,000
Unrestricted	209,516	(79,538)
	1,302,222	1,002,862
	2,761,495	2,121,779



# Summary Statement of Operations

For the Year Ended December 31

	2018 (\$)	2017 (\$)
<b>REVENUE</b>		
Membership fees	1,261,155	1,161,086
Royalties	1,405,673	984,042
Government projects	664,837	479,295
Sponsorship	552,018	292,209
Professional development	313,810	230,310
Advertising	53,045	66,732
Career services	178,029	199,627
Other revenue	31,616	37,150
Investment income	20,066	18,414
	<b>4,480,249</b>	<b>3,468,865</b>
<b>EXPENSES</b>		
Advertising and promotion	223,822	299,816
Amortization - capital assets	14,328	13,242
Amortization - intangible assets	26,520	22,182
Annual general meeting and general assembly	13,219	17,938
Audit, legal and professional services	30,480	52,355
Bank charges	85,895	73,146
Consulting	117,571	80,612
Elections	5,520	5,371
Event production	564,040	304,258
Government projects	664,837	479,295
Insurance	118,885	118,355
Meetings	208,073	124,459
Office and general	115,786	108,248
Postage	32,808	30,904
Publications	67,649	64,501
Rent	161,738	160,245
Sponsorship	57,290	37,612
Telecommunication	31,272	19,250
Travel and volunteer expenses	181,560	174,590
Wages and benefits	1,459,596	1,393,830
	<b>4,180,889</b>	<b>3,580,209</b>
	<b>299,360</b>	<b>(111,344)</b>

# Summary Statement of Changes in Net Assets

For the Year Ended December 31

	Invested in capital and intangible assets (\$)	Internally restricted (\$)	Unrestricted (\$)	2018 Total (\$)	2017 Total (\$)
<b>Balance, beginning of year</b>	<b>102,400</b>	<b>980,000</b>	<b>(79,538)</b>	<b>1,002,862</b>	1,114,206
<b>Excess (deficiency) of revenue over expenses</b>	<b>(38,577)</b>	<b>-</b>	<b>337,937</b>	<b>299,360</b>	(111,344)
<b>Purchases of capital and intangible assets</b>	<b>16,697</b>	<b>-</b>	<b>(16,697)</b>	<b>-</b>	-
<b>Inter-fund transfers</b>	<b>-</b>	<b>32,186</b>	<b>(32,186)</b>	<b>-</b>	-
<b>Balance, end of year</b>	<b>80,520</b>	<b>1,012,186</b>	<b>209,516</b>	<b>1,302,222</b>	1,002,862

## Note to summary financial statements

The summary financial statements are derived from the complete audited financial statements, prepared in accordance with Canadian accounting standards for not-for-profit organizations, as at December 31, 2018 and December 31, 2017 and for the years then ended.

The preparation of these summary financial statements requires management to determine the information that needs to be reflected so that they are consistent in all material respects with the audited financial statements.

Management prepared these summary financial statements using the following criteria:

- (a) the summary financial statements include the summary statement of financial position, summary statement of operations and summary statement of net assets;
- (b) management determined that the statements of cash flows do not provide additional useful information and as such, have not included them as part of the summary financial statements;
- (c) information in the summary financial statements agrees with the related information in the complete audited financial statements including comparative information and all major subtotals and totals; and
- (d) in all material respects, the summary financial statements contain the information necessary to avoid distorting or obscuring matters disclosed in the related complete audited financial statements, including significant accounting policies and the notes thereto.

The complete audited financial statements of the Ontario Society of Professional Engineers are available upon request by contacting the management of the Ontario Society of Professional Engineers.





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