

Secretariat report for the year 2020/2021

This report covers the activities and engagement of the Secretariat for the FY 2020. The Secretariat is a part time service by MCI Asia Pacific in Singapore and provides a mix of services from an expert team of association management professionals. MCI's engagement began in 2019.

Overall: Despite the tremulous year of 2020, our services were able to continue uninterrupted, even though our team has been in the Wok-from-Home status since March 2020. Due to the technical capabilities set up to support IFLA-APR we have been able to remotely continue our scope and activities.

Database and reach:

The IFLA-APR database has been growing substantially. It currently contains 14,487 contacts representing 9,294 companies. Since 2019, the database has grown 50% from the starting size of around 9,000.

The reason for growth is that we continue to reach more LA's and the engagement, albeit still limited, continues to grow.

Our opening rate is 16% with a click through rate of 1%. There is clearly a need to improve on this which is an objective of 2021. However, the opening rate is at par with industry standards. The click through rates represent the deeper interest of our audience and content improvement will support that growth further.

Engagement Index benchmarking:

We currently do not maintain an Engagement Index as technically we cannot identify members from our country organizations. We are still working on way to commence such benchmarking structure.

Corporate Membership:

The Corporate Member was introduced in 2020 (Late 2019) as a pilot program and was linked to the awards pricing to support the rollout. We currently have 112 Corporate Members

In 2020, the corporate membership added ~25,398USD in revenue for IFLA-APR.

The initial value of corporate membership was set at USD 1,000 but offered at a discounted rate by 50% as we develop the membership value over the coming years. Corporate members from Low Income Countries receive a reduced rate.

Current members can use a special IFLA-APR Corporate Member logo as one of the benefits, and receive discounts on the awards submissions. They are also listed on the IFLA -APR website.

<https://www.iflaapr.org/membership-directory/corporate>

Young LA Alliance:

A new membership that is free and is available for the younger generation. Thus far 320 LA's have registered under this category. Slowly we are building up programs for YLAA members to get them more engaged.

IFLA-APR COMMUNITY

The Community is a discussion platform for anyone and is open to the many subjects for discussion . It can also host working groups etc.

Currently, the COMMUNITY is in BETA Phase and has yet to receive much attention from the members. Our objective is the get more leaders to take ownership of discussion groups and invite more LA's to join.

The COMMUNITY is funded by MCI and no cost to IFLA-APR and is a pilot project for improved engagement with our community.

The IFLA-APR Awards

The IFLA-APR awards were led again by Damian Tang, who's leadership has driven the judging stages of this year. The Secretariat provided the support, marketing and promotional and administrative support.

There were a total of 396 entries this year, a huge increase from the 279 entries in the previous 2019 LA Awards. Marketing efforts were executed from January 2021, with more focus on social posts and boosted posts, alongside the usual direct email communications, newsletter, and website communications. This has had a fantastic result. 233 entries have been recognised, compared to 143 in 2020. (this number might still change as the process is ongoing). This re-affirms the increased traction the IFLA-APR Awards are having, and recognition of the importance of showcasing projects in the region.

We would like to thank the judges that took part to ensure we achieve a standard of excellence for the Awards we recognise.

Stage 1 Jury Panel

- **Mr Brad Coombs**, President, New Zealand Institute of Landscape Architects (NZILA)
- **Mr Damian Tang**, Immediate Past President, Chair of Finance and Business Planning Committee, IFLA APR
- **Prof. Li Xiong**, Vice President, Chinese Society of Landscape Architecture (CHSLA), Professor, Beijing Forestry University
- **Assoc. Prof. Mike Barthelmeh**, Honorary Secretary and Chair of Accreditation Panel, IFLA APR, Associate Professor, Lincoln University
- **Assoc. Prof. Mistao Uehara**, Chair of Climate Change Working Group (JLAU), Associate Professor, Shinshu University

- **Dr. Katharina Nieberler-Walker**, Director & Fellow Australian Institute of Landscape Architects (AILA)
- **Ms. Pranisa Boonkham**, Assistant Professor in Landscape Architecture, Thammasat University
- **Mr Ronnie Tan**, President, Singapore Institute of Landscape Architects (SILA)
- **Dr. Takatori Fukuoka**, Chair, Profession & Policy Planning, IFLA APR, Associate Professor Dept. of Landscape Architecture, Tokyo University of Agriculture
- **Dr Wang Kuang-Yu**, Honorary Treasurer, IFLA APR, Associate Professor, Landscape Architecture Dept, Chung Yuan Christian University
- **Dr. Zheng Xi**, Chair of Education & Academic Affairs (EAA) Standing Committee, Professor and Vice-Dean, School of Landscape Architecture Beijing Forestry University

Stage 2 Jury Panel and International Guest Jurors

- **Mr Karin Helms**
President of IFLA Europe region
- **Mr Armin Parhizi Rad**
Vice President, Iranian Society of Landscape Professionals (ISLAP) / IFLA Middle East Region rep
- **Mr Ricardo Riveros**
President of IFLA Americas region
- **Mr Damian Tang**
Chair of Awards / Acting President of IFLA Asia Pacific region
- **Mr Takano Fumiaki**
President of IFLA Asia Pacific region
- **Professor Thomas Schroepfer (Guest)**
Singapore University of Technology and Design (SUTD)
- **Mr Hitesh Mehta (Guest)**
President of HM Design / IFLA Africa Region rep
- **Mr William Lau (Guest)**
Ambassador of International Federation of Housing and Planning

We had 1 Luminary Award recognised for 2021.

The IFLA-APR Awards e-publication that recognises all of the winning projects, will be published by the middle of September. Announcements will be made on the IFLA-APR newsletter and Website.

The IFLA-APR LA Awards, will once again take place virtually due to the Covid-19 situation, and will be streamed live by the middle of September. Thereafter it will be available to view on-demand. Again announcements will be made on the IFLA-APR newsletter and Website.

Secretariat role in the awards:

As some of the IFLA-APR projects have expanded and required more resource and time, the secretariat have taken a pro-active approach and learnt from previous years in terms of predicting the project management needs , and the related scheduling of resources to ensure things are delivered efficiently.

The team works in partnership with different functions of marketing, technology, delivery, and strategy, to deliver the outcomes required, according to the goals of IFLA-APR. It is proactively coming up with more strategic ideas to meet the needs of IFLA-APR and its' members, resulting in initiative such as the Community Platform.

This year for the IFLA-APR Awards there was an improved process with the payments, ensuring a speedier delivery of the funds.

The secretariat has also generated Membership (linked to the awards incentive) renewal by Corporate members USD \$25,000.

Awards breakdown

Country	Grand Total
Australia	5
China	280
Hong Kong S.A.R., China	15
Japan	3
Malaysia	1
Netherlands	2
New Zealand	1
Others	24
Singapore	36
South Korea	9
Thailand	13
United States	6
Vietnam	1
Grand Total	396

Member	356
Non Member	40
Grand Total	396

Managing IFLA-APR Finances:

The secretariat manages the cash activities of the Federation. In 2021 we started using Xero.com accounting system for IFLA and back recorded the 2020 transactions. The new system can manage the 2 currencies used by the federation. The new system allows us to accrue expenses and manage budgets.