



Ontario  
Invasive Plant Council  
**Annual Report**

**2010-2011**

The logo features a stylized green leaf with three lobes on the left, and a green circular arc on the right that partially encircles the text.

# Ontario Invasive Plant Council

## **EXECUTIVE SUMMARY**

### **The Ontario Invasive Plant Council**

The Ontario Invasive Plant Council (OIPC) was founded in 2007 to coordinate an 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 2010/11 fiscal year (April 1 - March 31) the OIPC finalized its terms of reference and elected two members-at-large to sit on the board. The official Board of Directors was established, and an executive committee was elected to serve a two year term. This committee consists of Owen Williams (member-at-large, elected as chair), Ken Towle (Conservation Ontario, elected as vice-chair) and Francine MacDonald (OFAH, elected as the secretary-treasurer).

The OIPC Board is a coalition of government, non-government, First Nations, academic institutions and two members-at-large from the general membership. It includes representatives from the following organizations and agencies:

- Canadian Food Inspection Agency
- City of Toronto
- Conservation Ontario
- Hydro One
- Landscape Ontario
- Nature Conservancy of Canada
- Ontario Federation of Anglers and Hunters
- Ontario Forestry Association
- Ontario Horticultural Association
- Ontario Nature
- Ontario Ministry of Agriculture, Food and Rural Affairs
- Ontario Ministry of Natural Resources (OMNR)
- OMNR- Parks & Protected Areas
- Ontario Soil and Crop Improvement Association
- Plenty Canada
- Wellington County

In 2010/11, the official membership of OIPC increased from 85 to 123 members coming from across the province. The council was fortunate to secure funds from the Invasive Species Centre, the Ontario Ministry of Natural Resources (OMNR), and the OFAH/MNR Invading Species Awareness Program. Funding proposals for the 2011/12 fiscal year were submitted to the Ontario Trillium Foundation, the Invasive Species Centre, Shell Environmental Fund, Environment

Canada's Invasive Alien Species Partnership Program, and the Science Horizons Internship Program.

Also in this year, the Board updated the Strategic Plan to reflect our growth as an organization and to identify our relationship to the Ontario government invasive species strategy. This new focus caused us to begin exploring the process of incorporation.

In addition, OIPC provided comment on a number of significant provincial and federal initiatives, including: CFIA Risk Management Documents, the Ontario Invasive Species Strategic Plan and the renewed Ontario Biodiversity Strategy. OIPC also had a lead role in the development of a Giant Hogweed best management practices document for Ontario, in partnership with the Ontario Ministry of Natural Resources and the Ontario Ministry of Agriculture, Food and Rural Affairs.

## **PARTNERSHIPS**

The OIPC once again worked with partners across the country by taking part in the National Invasive Species Working Group, which is comprised of representatives from invasive species councils and working groups across Canada. Members include: The Invasive Species Council of British Columbia, the Alberta Invasive Plant Council, the New Brunswick Invasive Species Council, the Invasive Species Alliance of Nova Scotia, Memorial University of Newfoundland Botanical Garden, Prince Edward Island IAS Working Group, Saskatchewan Invasive Species Council, Yukon Invasive Species Council, the Quebec Interdepartmental committee on invasive species, and the governments of the Northwest Territories and Nunavut.

The OIPC is also a board member of the Midwest Invasive Plant Network, which is a group of representatives from organizations in the Great Lakes states and Ontario, formed to reduce the impact of invasive plant species in the Midwest region.

In order to accomplish the tasks that OIPC has achieved over the past year the organization is highly reliant on strong partnerships. Since the inception of the council, working cooperatively has proven to be the most effective means to deal with the invasive plant problem. Partnerships on all levels are important.



## COMMITTEES

Each committee actively works towards their goals and objectives by holding regular meetings to discuss priorities for the year. All committees have an impressive list of accomplishments for this year, as detailed below.

### Policy Committee

The OIPC Policy Committee reviews existing legislation to develop council positions, advises members and identifies gaps related to invasive plant management in Ontario. This committee deals with the legislative and policy aspects of invasive plants. Projects that this committee worked on in partnership with others over the past year include:

- Input on Federal documents: This includes CFIA risk management documents and phytosanitary measures to prevent the spread of *Eriochloa villosa* (Woolly cup grass) and control infestations in Canada
- Input on Provincial documents: Providing comment on the Ontario Invasive Species Strategic Plan
- Minister contact: The OIPC has contacted various ministers about the issue of invasive plants and gaps in legislation within the province and the country. The Council has stressed the importance of a collaborative multi-governmental solution to this problem, and has offered to assist in any way possible.
- New policies for OIPC: Identification and development of policies for the Council.
- Gap identification: Identification of the gaps in government policy to deal with invasive plants and develop solutions.
- Online Risk Assessment Tool: The committee has initiated discussions on the development of an on-line risk assessment tool or the modification of an existing tool.
- International Involvement: The group participated in a policy study done by an organization in the European Union to compare international policies on invasive species

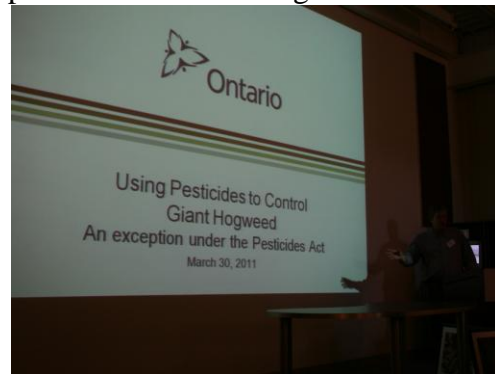
### Communications Committee

The OIPC Communications Committee engages the public through education, action and information exchange. Projects that this committee worked on in collaboration over the past year include:

- Master Gardeners Partnership: The Committee provided a “canned” presentation for Master Gardeners that featured invasive plants and non-invasive garden plant alternatives
- Community Based Social Marketing: The committee participated in discussions on community based social marketing with Parks Canada.
- “Look Before You Leave” campaign: This campaign was targeted to members of the public who travel to cottages and other summer destinations within Ontario. It explained how invasive species can unknowingly be transported across the province on equipment undetected. The campaign was launched on the Victoria Day long weekend, and included a media release, radio, and television coverage, as well as a “Look Before You Leave” poster which has since been posted at Ontario Parks across the province. This

year, the campaign focused on poster distribution to Ontario Parks, Conservation Ontario and local bait shops and marinas.

- **Giant hogweed information:** The OIPC has served as one of the information sources when dealing with giant hogweed. In the summer of 2010, the media took up the issue of giant hogweed. Since then much attention has been brought to this plant and to invasive plants in general. The OIPC held various radio, television, and newspaper interviews and posted extensive giant hogweed information on its website. The Communications Committee also developed a “most unwanted” factsheet for Giant Hogweed
- **Corporate Giveaways:** OIPC has been distributing boot scrubbers with a “give invasive species the brush off” message attached
- **Landowners Guide to Controlling Invasive Plants:** 25,000 more copies were printed in 2010 and are still in distribution. A total of 35,000 copies have been printed and distributed thus far.
- **Landowner workshop:** The OIPC is working in partnership to develop a workshop to train landowners on how to effectively control invasive plants on their property. This workshop will inform landowners on how to properly assess their property and prioritize the work they will need to do to successfully eradicate a species. A take-home guide will be distributed at workshops, which will commence in the winter 2011.
- **Hogweed Working Group** - As a part of the Durham Region Giant Hogweed Working Group, in March 2010 OIPC and CLOCA co-hosted a Giant Hogweed Workshop for land managers. A list of people who are trained in Giant Hogweed removal is now available on the OIPC website as a result of this workshop. The working group also sent an information package to representatives in every municipality within the Durham region to inform them on best management practices for Giant Hogweed.



*Giant Hogweed Workshop*

### **Research and Control Committee**

The OIPC Research and Control Committee identifies pathways, priority species and impacts, while also coordinating research, monitoring activities and best management practices. Projects that this committee worked on in collaboration over the past year include:

- **Top 10 Most Unwanted:** Development of a list of the “top 10” most unwanted invasive plant species, this list was used to form the basis for a list of species in the OMNR Cosmetic Pesticide guidelines
- **Research and Control Projects List:** Continued development of a list of research and control projects conducted across the province by various organizations and agencies.

- Invasive Plant Database List: Developed a comprehensive list of invasive plants in Ontario
- Preparation of funding requests to undertake the list projects.

### **The Horticulture Outreach Collaborative**

The OIPC Horticultural Outreach Collaborative works closely with the members of the industry in order to reduce the sale of invasive plants and inform gardeners and hobby farmers about the impacts of those species. Projects that this committee worked on in collaboration over the past year include:

- Grow Me Instead Guide: In 2010, the HOC created the wildly successful Grow Me Instead Guide - a guide to non-invasive and native alternatives for invasive garden plants. It was disseminated to over 4000 people at Canada Blooms.
- Garden Smart Brochure: The HOC printed 20,000 copies of the Garden Smart in Ontario brochure, in partnership with O.F.A.H. and Ontario Streams. This communication piece lists potentially invasive horticultural plants. Copies continue to be disseminated to numerous agencies and garden clubs.
- Garden plants in Natural Areas tours: The HOC conducted invasive plant tours for members of the horticulture industry and media to show how common ornamental plants escape gardens and creep into natural landscapes if not properly monitored. Each participant received an invasive plant kit with information developed by the OIPC and partners.
- Trade Shows: Attended various garden and landscape trade shows including Landscape Ontario Congress, Landscape Ontario Expo and Canada Blooms.



### **The Fundraising Committee**

The OIPC Fundraising Committee was formed in February 2011 to secure organizational and project funding. The committee has been working on the following items:

- Project Database: Creating a database of ready-to-fund projects, so that they can be matched to funding sources
- Funding Identification: Assisting the other committees in gaining funds to complete projects and campaigns
- Core Funding: Identifying sources of core funding and organizational income to build the capacity of the council

## COMMUNICATIONS

### In the News

The OIPC reached over 2.6 million people through our media presence in 2010/11.

**Table 1: Media Events 2010/11**

<u>Name</u>	<u># of Subscribers</u>
Ontario Out of Doors (online)	3,500
Uxbridge Times (x2)	10,500
Garden Making Magazine	30,000
FOCA Newsletter	2,160
Ontario Out of Doors (A&H Hotline)	86,000
Ontario Out of Doors (Feature)	92,000
Innisfil Journal	10,000
Humber Et Cetera	5,000
The Muskokan	25,000
ON Nature	
Toronto Star	2,400,000
NorthumberlandView.ca	
Pefferlaw Post	3,500
Inside Toronto	
Orillia Packet and Times	6,900

**TOTAL :**

<b>2,674,560</b>
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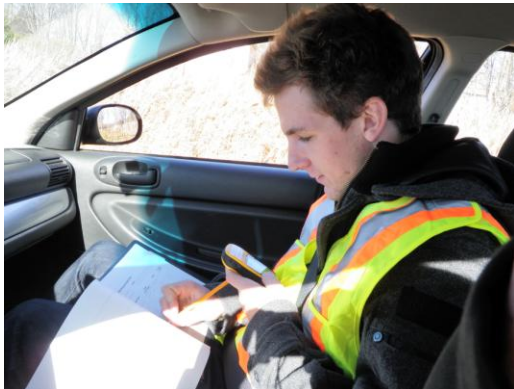
### Events

Over 106,000 people were reached at the events we attended in 2010/11. The OIPC conducted a variety of talks to engage the public on the issue of invasive plants, including the North American Native Plant Society Plant Sale, the 2010 Weeds Across Borders Conference, the annual Forest Health Review, the NEPOSS (Niagara Escarpment Parks and Open Space Systems) council meeting, and Master Gardener’s clubs.

**Table 2: Events, Presentations and Workshops attended in 2010/11**

<u>Name</u>	<u>2010/2011 Attendance</u>	<u>Location</u>
Invasive species meeting	60	Peterborough
Pembroke Master Gardeners AGM	30	Pembroke
North American Native Plant Society plant sale	150	Markham
ISAP garlic mustard pull	10	Uxbridge
Display Booth at Bass Pro Shop, “Look Before you Leave!”	25	Vaughn
MNR Biodiversity Section meeting	40	Elmhirst Resort
Weeds Across Borders 2010		Shepherdstown, WV
Invasive Species meeting	10	Aurora
ISAP garlic mustard pull	10	Haliburton

ISAP student training workshop	50	Peterborough
Water Soldier reconnaissance	10	Trent River
Invasive pull volunteer day		Alderville First
	40	Nation
Water soldier volunteer day	60	Trent River
Horticultural industry invasive tour	20	Toronto
Giant hogweed symposium	40	Newmarket
ISAP road rally	10	Georgina
Media tour on invasive plants	20	Toronto
Peterborough Master Gardeners conference	40	Peterborough
Landscape Ontario Congress	14,640	Toronto
London Middlesex Master Gardeners Seedy Saturday	125	London
Canada Blooms	90,000	Toronto
Garden and Florist Expo		Toronto
Forest Health Review	250	Orillia
Trenton Woodlot Conference	60	Trenton
National Invasive Species Working Group Meeting		Vancouver, BC
Biodiversity Strategy Renewal Workshop	150	Toronto
Catfish Creek Conservation Authority AGM	75	Springfield
Pefferlaw Lions Club AGM	150	Pefferlaw
Lower Ottawa Woodlot Association AGM	50	
OFAH Conference	400	Toronto
CVC/TRCA Giant Hogweed Workshop	60	Toronto
CLOCA/OIPC Giant Hogweed Training Workshop	60	Clarington
Fleming College Technical Professionals Workshop	200	Lindsay
Beaverton Horticultural Society Presentation	40	Beaverton
<b>TOTAL:</b>		<b>106,885</b>



*Invasive Species Road Rally*

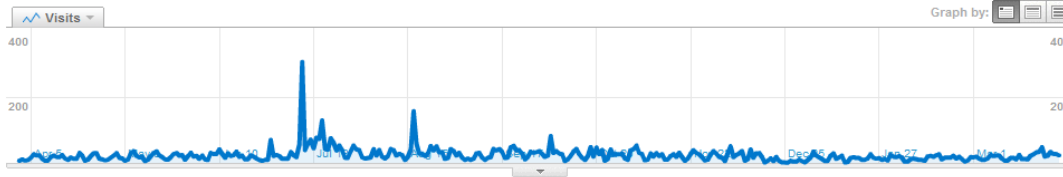


*Garlic Mustard Pull*



**OIPC WEBSITE Dashboard**

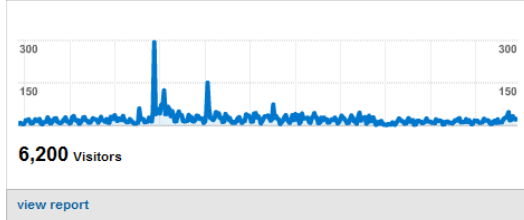
Apr 1, 2010 - Mar 31, 2011



**Site Usage**

<b>8,719 Visits</b>	<b>50.06% Bounce Rate</b>
<b>25,377 Pageviews</b>	<b>00:02:46 Avg. Time on Site</b>
<b>2.91 Pages/Visit</b>	<b>69.73% % New Visits</b>

**Visitors Overview**

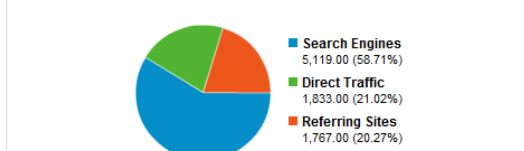


**Content Overview**

Pages	Pageviews	% Pageviews
/	10,865	42.81%
/index.php/publications	3,927	15.47%
/index.php/takeaction	1,645	6.48%
/index.php/strategicdocuments	1,179	4.65%
/search.php	1,096	4.32%

[view report](#)

**Traffic Sources Overview**



**Map Overlay**



In the summer of 2010, the OIPC website reached a peak of visitation and usage, with over 1,200 visits per month and over 3,000 page views. This was due in large part to the media coverage of Giant Hogweed and increased visibility of the council in this media coverage.

The most popular pages on the website were the Publications, Take Action and Strategic Documents.

### **OIPC 4<sup>th</sup> ANNUAL GENERAL MEETING AND INVASIVE PLANT SYMPOSIUM**

This event, which took place on October 4<sup>th</sup> and 5<sup>th</sup> in London, Ontario, was a great success. The first day consisted of well-attended workshops and field tours, while the second day included speaker sessions for research and control, education and outreach, policy and horticulture. Over 120 people from various sectors attended, all of whom indicated on their feedback forms that they would return for the event next year.



### **OIPC OBJECTIVES FOR THE 2010/11 YEAR**

**1. Ensure that the OIPC is a strong, financially stable organization that will persist in to the future.**

- a) Identify grant opportunities that will contribute to the success of the OIPC*
- b) Identify sources of non-federal dollars to match grant money*
- c) Broaden responsibility for the financial stability of OIPC*
- d) Maintain a full-time coordinator to ensure that the objectives of the OIPC are met*

The OIPC Fundraising Committee was developed in response to the objective of ensuring that OIPC is a financially stable organization. In 2010/11 it worked in partnership with the Board and the other committees to identify and apply for grants that would supply project dollars. OIPC was successful in receiving funds to deliver the Grow Me Instead campaign, and to assist in the development of the Giant Hogweed best management practices document. Several sources of non-federal dollars (corporate sponsors) were identified and approached to provide funds to contribute to the 2011/12 fiscal year. The coordinator has been continuously employed since 2008, ensuring that the objectives of the OIPC continue to be met.

## **2. Encourage and assist the development of effective prevention measures for invasive plant species across Ontario.**

In 2010/11, this objective was met through the following deliverables:

- The Research and Control Committee created a complete list of known and potential invasive plants to Ontario
- The Horticulture Outreach Collaborative and Communications Committee developed the “Grow Me Instead” guide to promote non-invasive garden alternatives
- The selection and promotion of tools for assessing invasiveness and for risk assessment for non-native plants in Ontario. This includes input on CFIA’s risk assessment and management documents, and discussions amongst committees on the current tools available to assess invasiveness.
- OIPC assisted in the development, distribution and usage of best management practices documents for Phragmites and Giant Hogweed, and submitted a proposal to develop a similar document for Dog-strangling Vine.

## **3. Promote active early detection and rapid response programs for invasive plants across Ontario.**

The Ontario Invasive Plant Council has developed an Early Detection and Rapid Response sub-committee, and is working towards this goal with our partners at the Ontario Federation of Anglers and Hunters and the Ontario Ministry of Natural Resources. OIPC has also been involved in the development and implementation of the Invasives Tracking System, a web reporting tool that was piloted in the Lake Simcoe watershed.

## **4. Develop OIPC into a strong network connecting and engaging land managers, researchers, educators, industry and others on the issue of invasive plants.**

The OIPC has continued its partnerships with organizations across Canada and the US such as the National Invasive Species Working Group, the National Early Detection Rapid Response working group and the Midwest Invasive Plant Network.

The OIPC continues to enhance its communication through the ongoing delivery of the monthly e-newsletter to over 600 people, the creation of displays and information materials, and networking of council members with their counterparts, encouraging council members to attend events hosted by their counterparts and inviting other jurisdictions to present and participate at our symposium. The coordinator also attends and speaks to diverse audiences about the OIPC and the invasive plant issue.

## **5. Provide support for land managers to facilitate appropriate control and management of invasive plant species across Ontario**

A variety of experts in the field of invasive plants have been identified throughout the province and invited to participate and provide their expertise to the OIPC committees. These individuals come from various backgrounds and provide links to larger groups. Through the committees these experts help with research and public inquiry questions. In 2010, the OIPC was also involved in the distribution of the Phragmites Best Management Practices document, and the creation of a best management practices document for Giant Hogweed.

**6. Identify needs of target audiences, create appropriate educational materials, resources and programs on invasive plants and disseminate them across Ontario.**

In 2010/11, the OIPC developed and distributed the Grow Me Instead guide. An invasive plant field ID guide was created in partnership with Credit Valley Conservation and Toronto and Region Conservation Authority, which helps to quickly identify invasive plant species in the field. In 2010, OIPC also assisted with the re-print of the Landowners Guide to Controlling Invasive Woodland Plants, and the printing of the *Garden Smart! In Ontario* brochure.

**7. Identify invasive plant research needs and communicate them to researchers. Make results of scientific research on invasive plants readily available to anyone across Ontario.**

The Research and Control Committee started work on a list of control and research projects in Ontario in 2010/11. The Giant Hogweed research update was posted on the OIPC website, along with best management practices documents.

**8. Promote consistency in collection of data for invasive plant inventory and monitoring and tracking of invasive plant activities, and encourage data sharing among agencies and organizations.**

The OIPC has been involved in the creation of the Invasives Tracking System (ITS) since its inception in 2009. This online tool is a web-based reporting and tracking system designed to be a one-stop-shop for invasive species information in Ontario. The ITS allows users to view invasive species distributions, report invasive species sightings, browse an on-line field guide of invasives, along with many other features. In 2010, the tool moved from being piloted in the Lake Simcoe watershed to become a province-wide reporting and information source.

## THE FUTURE OF THE OIPC

The OIPC will continue to work towards promoting a collaborative and effective approach to dealing with invasive plants across the province and has set out some goals for the 2011-2012 fiscal year including:

- Ensure that OIPC is a strong, financially stable organization that will persist in the future and demonstrate leadership.
- Develop OIPC into a strong network connecting land managers, researchers, educators, industry and others on the issue of invasive plants.
- Encourage and assist the development of effective legislation, policies and programs that will support the prevention (of introduction and establishment) of invasive plant species.
- Support the implementation of these to the extent that our capacity allows
- Encourage and assist the development of effective prevention of arrival or survival, assessment of risk, development of a dynamic species list to guide priority actions, and tracking of the geographic location and control progress for invasive plant species across Ontario. Promote active early detection and rapid response (EDRR) programs for invasive plants across Ontario
- Identify plant research needs and communicate them to researchers. Make results of scientific research on invasive plants readily available to anyone across Ontario. Promote

consistency in collection of data for invasive plant inventory and monitoring and tracking of invasive plant activities, and encourage data sharing among agencies and organizations.

- Provide support for land managers to facilitate appropriate control and management of invasive plant species across Ontario.
- Identify needs of target audiences, create and share appropriate educational materials and programs

The OIPC will continue to grow in 2011/12 and pursue its goals of managing invasive plants in a collaborative and effective manner.

**Financial Statement for Fiscal 2010-2011**

<b>Year 2010-2011</b>	<b>April- June</b>	<b>July- September</b>	<b>October- December</b>	<b>January- March</b>	<b>Total:</b>
<b>Expenditures</b>					
<b>Human Resource Expenses</b>	20320.32	7735.43	7972.55	11323.89	47352.19
<b>Contract Services</b>	448.83				448.83
<b>Travel and Field Expenses</b>	938.93	352.63	623.22	1850.14	3764.92
Vehicle	1718.64	291.71	29.02	89.71	2129.08
<b>Coordinator Expenses</b>	100.73	1168.93	93.12	363.03	1725.81
<b>Office expenses</b>	1594.6				1594.6
Copier	6.55	0.11			6.66
Mail	154.85	188.51	51.72	27.56	422.64
Teleconference	667.86	236.51	225.54	531.06	1660.97
Phone	115.04	41.16	36.78	137.48	330.46
<b>Printing and production</b>	50		3665.13		3715.13
Website					
Other	100		728.64	17.27	845.91
AGM			7455.92		7455.92
Admin Fees	4181.82				4181.82
<b>Total Expenditures</b>	<b>30398.17</b>	<b>10014.99</b>	<b>20881.64</b>	<b>14340.14</b>	<b>75634.94</b>

<b>Year 2010-2011</b>	<b>April- June</b>	<b>July- September</b>	<b>October- December</b>	<b>January- March</b>	<b>Total:</b>
<b>Revenues</b>					
Membership/AGM Registration	45	3625	1475	300	5445
Grants/Project Funds	41860		5000	22640	69500
Balance carried over 2009/10	24818.11				
<b>Total Revenues</b>	<b>66723.11</b>	<b>3625</b>	<b>6475</b>	<b>22940</b>	<b>99763.11</b>

<b>Total Revenues - Total Expenditures</b>	<b>24128.17</b>
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**In 2010/11, the OIPC received support from the following organizations:**



*Dog-strangling vine claims another victim....*

