



Amherstburg, Ontario

Year of the Garden 2022 Report ^(1.2)

March 27, 2023

About the Year of the Garden 2022

The Year of the Garden 2022 was a first of its kind public campaign developed by the Canadian Garden Council (Gardens Canada) and the Canadian Nursery Landscape Association (CNLA), and deployed with the generous support, insights and inspirations through stakeholder collaboration.

The bilingual nationwide campaign launched on March 21 and ran until December 31, 2022 inviting Canadians to **Live the Garden Life**. It included many activities designed to **commemorate** Canada's rich garden history including the centennial of the formation of the Canadian Nursery Landscape Association in 1922, **celebrate** Canada's vibrant garden culture and its positive impact on the public and municipalities, and **create** a living green legacy for a sustainable future.

Results from the campaign exceeded expectations and re-affirmed the public's strong interest in experiencing gardens and their connection with, and appreciation for, the benefits of plants and gardening.



Year of the Garden 2022 Results Overview

Commemoration Goals Achieved

During the Year of the Garden, select public gardens, municipalities, and Parks Canada sites recognized First Nations' traditions and values and their important connection with plants and nature.

Canada's garden heritage, from the first settlements in Annapolis Royal, at the founding of Quebec City, at numerous historic sites, and through the contributions made during the waves of immigration were recognized.



Parks Canada: Bethune House



Annapolis Royal Historic Gardens

Commemoration Goals Achieved

Led by the Centre for Canadian Historical Horticultural Studies, and supported by Know History, 100 Garden Moments of Canada since 1867 were researched and published.

Garden Moments were recognized for their special contribution to the development of Canada's garden culture, the ornamental horticulture sector and the country.

They will become the foundation for Canada's Garden Hall of Fame, a Year of the Garden 2022 educational legacy and celebration.



1867-1900

- 1867 : Halifax Public Garden opens in Nova Scotia
- 1868 : Canadian Wild Flowers (book) published by Catharine Parr Traill and illustrated by Agnes Dunbar Fitzgibbon
- 1872 : First gardening book published in Canada by Delos White Beadle
- 1873 : 19th Century Cemetery Gardens are a trend
- 1874 : Fredrick Law Olmsted commissioned to design Mount Royal Park, Montreal, QC
- 1874 : Ontario Agricultural College founded in Toronto, later moved to Guelph, ON
- 1878 : First Canadian Horticulturist magazine published by the Fruit Growers' Association of Ontario, St. Catharines, ON
- 1879 : Gardens in front of Parliament Buildings completed; designed by landscape artist Calvert Vaux, Ottawa, ON
- 1879 : The Allan Gardens were open as the Toronto Horticultural Society Gardens, Toronto, ON
- 1883 : First Arbor Day in Canada was celebrated in Quebec
- 1886 : Government of Canada enacted the Experimental Farms Act, establishing the Central Experimental Farm including arboretum and gardens, Ottawa, ON
- 1886 : Maison Dupuy & Ferguson, first seed business in Québec, founded by Alexandre Dupuy (Place Jacques Cartier), Montreal, QC

1900-1910



Halifax Public Gardens: Halifax, Nova Scotia

Commemoration Goals Achieved

The Canadian horticulture sector was formally organized in 1922 with the formation of the Canadian Nursery Landscape Association.

Supported by Canada's Agri-Marketing grants program, many members of the association aligned promotional activities identifying with the Year of the Garden 2022.

A gala industry event was held in Ottawa in August to celebrate the anniversary.



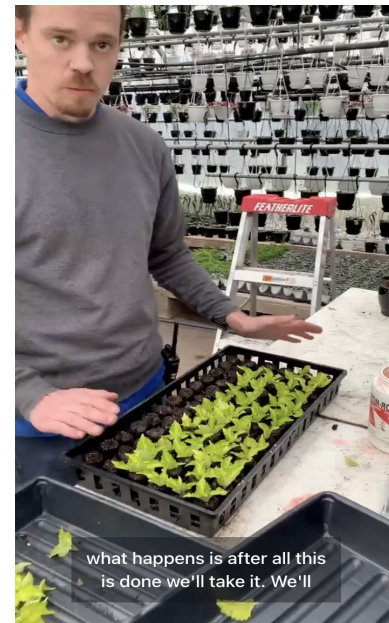
CNLA Centennial Celebration: Chateau Fairmont Laurier, Ottawa

Celebration Goals Achieved

Through a business to business information campaign, members of Canada's Garden-family came together to highlight and promote their products and services to during the Year of the Garden.

Organizations, businesses, and member associations that support and create Canada's Garden Experiences (i.e.):

- Public Gardens
- Garden Events
- Garden-friendly Municipalities
- Clubs and Societies
- National, Provincial and Regional Member Associations
- Plant Growers
- Product Manufacturers
- Garden Product Retailers
- Landscape Designers
- Service Suppliers



Robert Plante Greenhouses, Ottawa, Ontario

Celebration Goals Achieved

Through a public awareness campaign from March 21 to December 31, 2022 during the Year of the Garden, Canadians were encouraged to Live the Garden Life and take part in Garden Experiences:

Garden Experiences included (i.e.):

- Visiting a garden or garden event
- Gardening at home
- Purchasing garden products and professional services
- Discovering a destination (public garden, municipality, hospitality business)
- Belonging to a garden club or horticultural society
- Teaching gardening (to children, or newcomers to the community)
- Volunteering at a community garden
- Gardening for health and wellness benefit (at long term care and health facilities)



Community garden

Celebration Goals Achieved

The Year of the Garden 2022 signaled a return to the pre-pandemic (before 2020) activities associated with Canada's garden culture. Thousands of Canadians took up the invitations to participate in celebratory initiatives including:

- Register their garden as a Celebration Garden (several garden options were offered including: Therapeutic, Personal, Social, Climate Action, Edible, and Native Plant).
- Plant Red to honour frontline workers and / or pay tribute to someone lost during the pandemic
- Nominate a Garden Hero in their garden organization
- Become a Friend of the Year of the Garden (for non-garden organizations)
- Encourage their municipality to Proclaim 2022 as the Year of the Garden
- Discover a public garden on Canada's Garden Route
- Celebrate Garden Days (June 11 to June 19, 2022) with an activity
- Celebrate National Garden Day (June 18, 2022)


Garden Days
Les Journées du Jardin


Canada's Garden Route
La Route des jardins du Canada

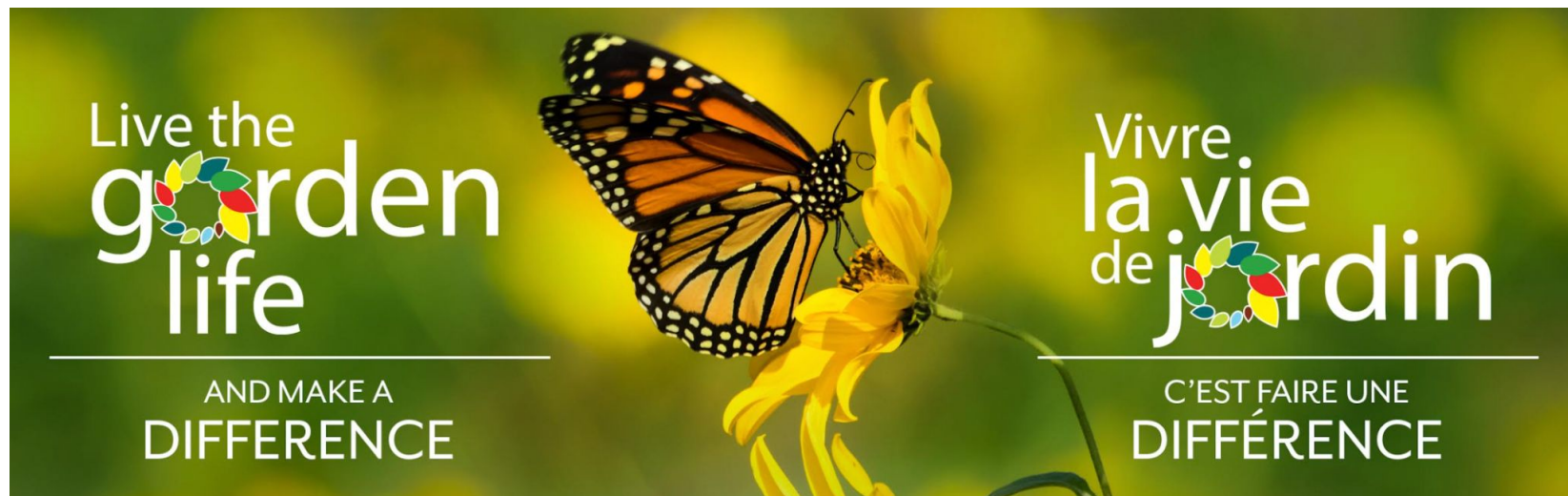
Legacy Goals Achieved

The Year of the Garden promoted awareness and education about the value and benefits ornamental horticulture provides Canadians. Through the various initiatives, and the marketing campaign, important public messages about the benefits of gardens and gardening were widely distributed:

- **Health and wellness benefits** such as gardening as a stress reliever, growing food at home, school gardens, pollinator gardens, community gardens, green spaces and parks
- **Environmental benefits** of plants for carbon sequestration, O₂ generation, Living Green infrastructure, tree canopies to mitigate the urban heat island effect etc.
- **Economic benefits** such as neighbourhood transformations and impact of Garden-family activities
- **Tourism and hospitality benefits** of domestic travel, and international visitation
- **Garden culture impact** on the development of Canada and its quality of life
- **Canada's contribution** to the development of world horticulture

Legacy Goals Achieved

'Live the Garden Life' - a Year of the Garden 2022 legacy initiative - will continue the goals and objectives from 2023 to 2025



Legacy Goals Achieved

Live the Garden Life Theme (12 month social media)

- Promote Canada's **Garden Culture** (experiences and activities: gardening, visiting, volunteering etc.)

Gardens Days (May 19 to June 18, 2023)

- Promote Live the Garden Life **garden activities** i.e. Plant Purple, Garden-Friendly Cities, Garden Hero, Garden Family member activities
- National Garden Day - June 17, 2023
- **Canada's Garden Hall of Fame** induction

Canada's Garden Route (Spring to Fall)

- Nationally promote Live the Garden Life **garden visitation experiences** and new 2023 **Garden Road Trips**

Live the garden life
Vivre la vie de jardin



Garden Days
Les Journées du Jardin



Year of the Garden 2022 Results By the Numbers

- 1** Canada, the **FIRST COUNTRY IN THE WORLD** to celebrate a Year of the Garden
- 9** Month campaign inviting Canadians to **LIVE THE GARDEN LIFE** (Launched March 21, 2022)
- 41** Year of the Garden **AMBASSADORS** across Canada
- 42** **THERAPEUTIC GARDEN INVITATIONS** shared with Canadians, one per week
- 69** Organizations registered as **FRIENDS OF THE YEAR OF THE GARDEN**
- 80** Percent of Canadians **SUPPORTED DESIGNATING 2022** as the Year of the Garden (Nanos Research, 2021)
- 100** **GARDEN MOMENTS** unveiled at the launch of Canada's GARDEN HALL OF FAME
- 124** **PUBLIC GARDENS** listed on **CANADA'S GARDEN ROUTE**
- 125** **MUNICIPALITIES** representing 49.6% of Canada's population, proclaimed 2022 as the Year of the Garden and engaged to be **GARDEN-FRIENDLY**
- 200+** of Canada's **TOP GARDEN CENTRES** engaged with the Year of the Garden
- 263** **GARDEN HEROES**, one per organization, were recognized across Canada
- 338** Canadian Parliamentarians gave **UNANIMOUS CONSENT** to a motion declaring 2022 as the Year of the Garden
- 2,577** **CELEBRATION GARDENS** were registered in communities across Canada
- 5,000** **GARDENS CANADA: LIVE THE GARDEN LIFE** coffee table books celebrating Canada's vibrant garden culture produced
- Thousands** of **PLANT RED** garden images were shared on social media

Year of the Garden 2022 Results By the Numbers

12,261	New SOCIAL MEDIA followers
18,470	CANADA'S GARDEN ROUTE engagements
Thousands	of Canadian home gardeners, garden club and organization members, and business staff participated in Year of the Garden CANADA'S GARDEN DAYS activities across the country
196,991	SOCIAL MEDIA AD campaign clicks
304,138	WEBSITE visitations
379,687	DISPLAY AD campaign clicks
Millions	of Canadians gardened at home and in their community, and returned to visiting public gardens
12,395,240	SOCIAL MEDIA including Facebook, Instagram, YouTube organic reach
37,969,260	SOCIAL MEDIA AD campaign reach
84,316,341	DISPLAY AD campaign reach
100,000,000+	Impressions from MEDIA PARTNERS ADS : Quebec Vert, Pegasus Publishing, Globe and Mail, Zoomer Media, Municipal World
200,000,000+	Earned media impressions from the CANADIAN GARDEN FAMILY : Trade Associations, Growers, Product Manufacturers, Distributors, Retailers, Service Providers, Founding and Promotional Sponsors, Garden Experience Providers, Organizations, Institutions, Clubs and Societies, Garden Communicators, Year of the Garden Ambassadors PUBLIC RELATIONS campaign media impressions
370,637,055	PUBLIC RELATIONS campaign media impressions



Canadian Tulip Festival, Ottawa

Canada, 1st Country in the World to Proclaim a Year of the Garden



The First Country in the World to Proclaim a Year of the Garden

The Year of the Garden 2022 was recognized in Canada's House of Commons:

“Gardens and gardening contribute to the development of our country, our cities and the lives of people in terms of health, quality of life, reconciliation, inclusion and environmental challenges. The Year of the Garden will engage gardeners, families, students, and tourists with our garden culture and history, and the importance of public and private gardens and our urban landscapes.

Move that the House recognize 2022 as the Year of the Garden as it marks the centennial of Canada's ornamental horticulture sector on the occasion of the 100th Anniversary of the Canadian Nursery Landscape Association.”

- *House of Commons Motion proposed by MP Perron and passed with the unanimous consent of 338 Parliamentarians, March 23, 2022*



9 Month Year of the Garden 2022 Campaign

9 Month Year of the Garden 2022 Campaign

A bilingual campaign launched on March 21 and ran nationwide until December 31, 2022 inviting Canadians to Live the Garden Life. With the support of Founding Partner: the Canadian Nursery Landscape Association and other stakeholders (see page 54) planning began in 2019.

Phase 1 - Business Plan January 2020 - September 2020

Phase II - Development and Feasibility Analysis - October 2020 to February 2021

Phase III - Development of the Program - March and September 2021

Phase IV - Securing resources and partnerships - October 2021 to February 2022

Phase V - Year of the Garden 2022 Implementation and Public Campaign - March to December 2022

Phase VI - Year of the Garden 2022 Review and Legacy - January 2023 to March 2023



A lush garden scene with a large white text overlay. The garden features a variety of plants, including tall green hedges, colorful flowers in shades of red, purple, and blue, and trees with autumn-colored foliage. A winding path leads through the garden. The text "YEAR OF THE GARDEN" is prominently displayed in the center.

YEAR OF THE GARDEN

Image from article written for Garden Culture Magazine by Jennifer Cole, YOTG Ambassador

41 Year of the Garden Ambassadors Named

41 Year of the Garden Ambassadors Named

Top Garden Communicators with English, French and bilingual audiences across Canada were invited to become Year of the Garden Ambassadors. 41 were named by the Canadian Garden Council.

The public was invited to follow the Year of the Garden 2022 Ambassadors on their social media, digital, print, broadcast and at in person appearances to discover their views and insights on what is happening in gardens across the country.

This review and public report is dedicated to the memory of Larry Hodgson, “The Laidback Gardener”, a Year of the Garden Ambassador, Canada’s Garden Route Spokesperson, and dear long-time friend of the Canadian Garden Council and the Canadian Garden-family. Larry passed away in October, 2022.



Larry Hodgson, “The Laidback Gardener”



42 Weeks of Therapeutic Garden Invitations Shared

42 Weekly Therapeutic Garden Invitations Shared

In partnership with the Canadian Horticultural Therapy Association (CHTA) and Founding Sponsor Premiartech (and their PRO-MIX brand), 42 weekly Therapeutic Garden Invitations were shared with Year of the Garden followers on social media.

The topics all ranged on the various health and wellness benefits of gardens and gardening, and were well received by a public transitioning from Covid-19 conditions to post-pandemic recovery.





69 Friends of the Garden Organizations

69 Friends of the Garden Organizations Registered

Who were the 69 Friends of the Year of the Garden Organizations?

Organizations such as libraries, community and garden associations, retirement communities, businesses and schools all shared a love of gardens and gardening, and appreciation for their benefits, and invited their members to Live the Garden Life in 2022.

As Friends they engaged with the Year of the Garden 2022 through various projects to encourage people to “Live the Garden Life” including:

- Planting Red to honour frontline workers
- Signing up their garden as a 2022 Celebration Garden
- Celebrate their Municipal Proclamation
- Celebrate their Garden Heroes

Every organization received a certificate to commemorate their participation.



Year of the Garden
Année du jardin 2022





80% Support for the Year of the Garden 2022

80% of Canadians Supported Designating 2022 as the Year of the Garden

In a survey conducted by Nanos Research for the Canadian Garden Council in 2021, four in five Canadians supported (50%) or somewhat supported (30%) the designation of 2022 as the Year of the Garden.

Other key findings demonstrated the strength of Canada's Garden Culture, and level of appreciation for the health and wellness, and environmental benefits of gardens and gardening.

Key Findings

1

Four in five Canadians **support** (50%) or **somewhat support** (30%) designating 2022 as the **Year of the Garden** for the Centennial of the birth of Canada's Horticulture industry.

2

Over four in five Canadians expect to spend the **same time** (66%) or **more time** (21%) gardening in 2021 compared to 2020.

3

Younger Canadians are **twice as likely** to say they expect to spend **more time gardening** in 2021 than **older Canadians**.

4

Over eight in ten Canadians **agree** (55%) or **somewhat agree** (29%) that gardening can have a **positive impact on climate change**.

5

A strong majority of Canadians **agree** (70%) or **somewhat agree** (26%) that gardening can **improve** their mental and physical health.



Jardin Jeanne d'Arc: Plains of Abraham, Quebec

100 Garden Moments Announced

100 Garden Moments Published During the Year of the Garden 2022

In collaboration with the Centre for Canadian Historical Horticultural Studies, and supported by Know History, 100 Garden Moments of Canada since 1867 were researched and published.

Garden Moments were recognized for their special contribution to the development of Canada's garden culture, the ornamental horticulture sector and the country.

The 100 Garden Moments were the first phase of Canada's Garden Hall of Fame - a Year of the Garden Legacy - now under development.



Brantford, Ontario, Communities in Bloom's first competition participant in 1995,



Reford Gardens, Jardin de Métis, Grand-Métis, QC

124 Public Gardens Featured on Canada's Garden Route

124 Public Gardens on Canada's Garden Route

Canada's Garden Route provided Canadians with a comprehensive listing and tool to find top rated gardens and garden experiences to visit throughout Canada.

The Year of the Garden 2022 was a time to get out, explore and enjoy Canada's beautiful gardens, garden experiences and garden road trips.

Canadians and international visitors discovered garden experiences close to home or as travel destinations.

Public Gardens enjoyed a post pandemic rebound with increased attendance numbers.





Niagara-on-the-Lake, Ontario

125 Canadian Municipalities Proclaimed 2022 the Year of the Garden

125 Canadian Municipalities Proclaimed 2022 the Year of the Garden

Municipalities ranging in size from hundreds of residents to over 2.9 million - representing 49.6% of Canada's population - proclaimed and celebrated the impact gardens and gardening provide to their community and engaged to be a Garden Friendly City.

Gardens in municipalities contribute to overall quality of life and well-being; help achieve climate action goals; create safe and healthy places where people can come together in the spirit of inclusivity and reconciliation; and improve local food production.

Year of the Garden proclamations provided an opportunity to demonstrate how gardens contribute to economic vitality through revenue generation. Tourism to public gardens and its positive effect on the accommodation, hospitality and retail sectors, and the direct relationship between parks, gardens and open spaces on increased nearby property values as examples. Living green-infrastructure waste-water management and energy savings from expanded tree canopies are two ways of realized cost savings through sustainable action.





Parkland Garden Centre, Red Deer, AL

200+ Garden Retailers Engaged with the Year of the Garden

200+ Garden Retailers Engaged with the Year of the Garden

2022 provided an opportunity for Canadian garden retailers to engage with the Year of the Garden, utilize the brand, and leverage the national publicity generated with local audiences.

Activities included:

- Becoming a Promotional Partner for added advertising opportunities offered through the Year of the Garden
- Participating in CNLA's membership Agri Marketing grant program
- Selling plants and products supported by Year of the Garden Founding Sponsors
- Featured on Canada's Garden Route as a destination Garden Centre
- Submitting information on the Live the Garden Life Directory
- Participating in local promotion and events





263 Garden Heros Celebrated

263 Garden Heroes Celebrated

The Year of the Garden 2022 was an opportunity for Canadian garden organizations to recognize and celebrate a dedicated member who demonstrated leadership and inspired garden culture in their community.

Not just gardening enthusiasts, these were people who nurtured community spirit, and mentored others to pass on their knowledge and passion. Recipients received special certificates honouring their achievements.

The Garden Hero program also served to highlight the valuable work gardening organizations do for their communities.



Year of the Garden
Année du jardin



Year of the Garden
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2,577 Celebration Gardens Registered

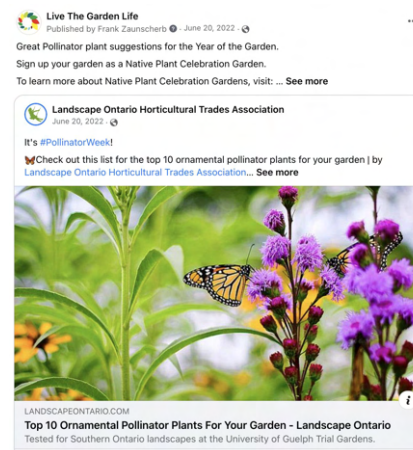
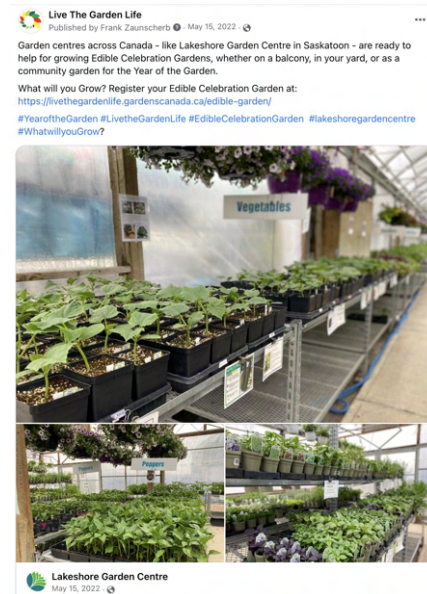
2,577 Celebration Gardens Registered Across Canada

With the help of the Garden-family, Canadians were invited to register their Year of the Garden 2022 Celebration Gardens and indicate the nature of their garden.

2,577 Celebration Gardens registered

- 30.8% Personal Gardens
- 18.2% Therapy Gardens
- 14.2% Edible Gardens
- 12.9% Social Gardens
- 8.7% Native Plant Gardens
- 8.0% Climate Action Gardens
- 7.3% Pandemic Gardens

Participants received special certificates honouring their Celebration Garden



NIAGARA PARKS BOTANICAL GARDEN

Revel in nature's most beautiful creations and discover the art of horticulture at Niagara Parks' Botanical Gardens. Established in 1936 as the home to the Niagara Parks School of Horticulture, the gardens present visitors with beautifully maintained green spaces, including seasonal, perennials, rhododendrons, azaleas, formal rose and parterre gardens, herb and vegetable plantings.

Throughout the Niagara Parks reveals new and exciting seasonal displays, including many peaceful walking trails, a butterflyarium, a conservatory, and a rose garden. Discover the many beautiful creations and discover the art of horticulture at Niagara Parks' Botanical Gardens. Established in 1936 as the home to the Niagara Parks School of Horticulture, the gardens present visitors with beautifully maintained green spaces, including seasonal, perennials, rhododendrons, azaleas, formal rose and parterre gardens, herb and vegetable plantings.

Throughout the Niagara Parks reveals new and exciting seasonal displays, including many peaceful walking trails, a butterflyarium, a conservatory, and a rose garden. Discover the many beautiful creations and discover the art of horticulture at Niagara Parks' Botanical Gardens. Established in 1936 as the home to the Niagara Parks School of Horticulture, the gardens present visitors with beautifully maintained green spaces, including seasonal, perennials, rhododendrons, azaleas, formal rose and parterre gardens, herb and vegetable plantings.

Established in the gardens of Horticulture, the gardens have maintained green spaces, including rhododendrons, azaleas, formal rose and vegetable plantings.

Every season within the Niagara Parks reveals new and gorgeous blooms, particularly among the many peaceful walking trails, and hike through the arboretum and forests, showcasing one of Canada's finest tree collections. Indulge in your senses and bask in the beautiful and playful light found in the meadows and pollinator gardens.

Just west of the Niagara River recreation trail meanders through 56 km (35 miles) of beautiful country sides in the region of Niagara Falls. The most beautiful country sides to rest here from your travels is the scenic Lundy's Bay area, which is home to the historic Lundy's Bay Hotel and the Lundy's Bay Golf Course. The Lundy's Bay Hotel is a beautiful historic building that has been converted into a luxury hotel. The Lundy's Bay Golf Course is a beautiful 18-hole golf course that has been recently renovated. The Lundy's Bay Hotel and Golf Course is a beautiful destination for a relaxing getaway. The Lundy's Bay Hotel and Golf Course is a beautiful destination for a relaxing getaway.

The Niagara River recreation trail meanders through 56 km (35 miles) of some of the most beautiful country sides in the region. In August 1943, Sir Winston Churchill chose to rest here from the rigours of meetings with U.S. President Roosevelt. He visited the Quebec Conference with the Niagara Parkway, describing it as "the prettiest Sunday afternoon drive in the world". The Niagara Parks is a retreat for some, education for others and an oasis for all.



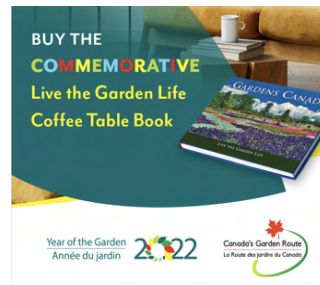
5,000 Gardens Canada - Live the Garden Life Books Published

Gardens Canada Live the Garden Life Coffee Table Book

Published in both English and French, the beautiful Live the Garden Life books were sold to clubs, organizations, retailers and the public to commemorate the Year of the Garden 2022 and inspire Canadians to Live the Garden Life.

The photo-rich 160 page book told the story of the Canadian Garden Council's vision to champion the garden experience sector's contribution to the well being of Canadians, the sustainability of our communities, and to promote the joys and benefits of gardens, gardening, urban landscapes and living green infrastructure.

Public gardens, garden-friendly municipalities, Parks Canada gardens, and Garden-family designed and installed gardens were featured.





Thousands of Promotional Materials Deployed

Thousands of Promotional Materials Deployed

Garden clubs, public gardens, garden centres and organizations wore and displayed Year of the Garden 2022 promotional materials to identify and brand their activities throughout the year.

T-shirts, Gardens Canada books and various sign formats were placed in stores, at events, and in gardens to identify and celebrate projects across Canada.



Year of the Garden
Année du jardin





Thousands of Plant Red Gardens Created

Thousands of Plant Red Gardens Celebrated

With the help of the Garden-family, Canadians were invited to Plant Red during the Year of the Garden to honour frontline workers and / or pay tribute to someone lost during the pandemic.

Participants were encouraged to post their stories and images on social media.

Live The Garden Life
Published by Frank Zauscherb · March 28, 2022 ·
Canada, it's time to Plant Red! 🌹 Everyone is invited to Live the Garden Life and Plant Red throughout the Year of the Garden 2022!
Plant Red - from maple trees to annual and perennial plants (and vegetables, too) - to pay tribute to lives lost or honour frontline workers. Plant Red to show your Canadian Garden Pride!
Share your garden to be featured [#yearofthegarden2022](#) ... See more



Year of the Garden
Année du jardin
2022
2.7K 131 comments 922 shares

Live The Garden Life
Published by Frank Zauscherb · December 15, 2022 ·
As the Year of the Garden 2022 draws to a close, the Canadian Garden Council wishes to thank Founding Sponsor: Scotts Canada Ltd. for its wonderful inspirations, insights and generous support throughout the year!
Brought to Canadians by the Fafard line of garden products, they were encouraged to Plant Red to honour frontline workers during the pandemic. Thousands of home gardeners, garden club members, and people in businesses, organizations and municipalities did and sha... See more



Year of the Garden
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2022

Live The Garden Life
Published by Frank Zauscherb · July 20, 2022 ·
Kudos to Mark Couture for your beautiful Plant Red Garden! You sure seem to Live the Garden Life!
Show us your Celebration Garden! Sign up by submitting a photo of your garden here: <https://bit.ly/YOTG-CelebrationGarden...> See more



Mark Couture
July 19, 2022 ·
Enjoying the Year of the Garden 2022! A lot of red is in display throughout our garden this year. Living the Garden life and hope you are too! [Year Of The Garden...](#) See more



Thousands of Canadians Celebrated During Garden Days

Thousands of Canadians Celebrated Garden Days

Thousands celebrated and undertook garden projects during Garden Days from June 11 to June 19, 2022, and National Garden Day (June 18, 2022):

- At home or with friends
- Volunteering in their communities
- With members of their organization to celebrate their Garden Hero
- At a public garden on Canada's Garden Route



Garden Days
Les Journées Jardin



12,261 New Social Media Followers Added

12,261 New Social Media Followers

The Year of the Garden 2022 initiative generated new followers for Gardens Canada in both English and French on Facebook, and in English on Instagram.

Analytics of posts made during the duration of the Year of the Garden campaign helped shape Garden Culture and Garden Experience content development plans for the legacy Live the Garden Life program during 2023 to 2025.



Year of the Garden
Année du jardin



642



52



104



1.8k



179.2k



Year of the Garden
Année du jardin



Garden Days^{ca}
Journées Jardin^{ca}



39



10



0



n/a



763



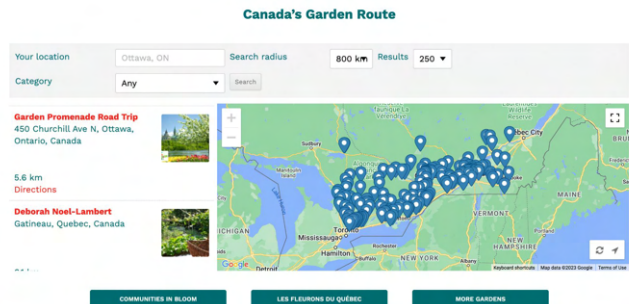
18,470 Canada's Garden Route Engagements

18,470 Engagements with Canada's Garden Route

Year of the Garden 2022 social media, digital advertising and public relations generated 18,470 engagements on Canada's Garden Route.

Located on the Year of the Garden website, the Canada's Garden Route map made it easy for a viewer to locate garden destinations near them:

- Feature Public Gardens
- Parks Canada Gardens
- Garden-friendly Municipalities
- Destination Garden Centres
- Garden Networks and Trails
- Garden Road Trips





Oldman Rose Society of Southern Alberta, Cowley, AL

Year of the Garden 2022 Campaign Results

Online Campaign Results

Year of the Garden 2022 online results from digital advertising and social media posts generated excellent public awareness, driving traffic to the Year of the Garden website for more information.

- **84,316,341** Digital Campaign (Paid) Reach
- **379,687** Digital Campaign Clicks
- **304,138** Website Visitations
- **37,969,260** Social Campaign (Paid) Reach
- **196,991** Social Campaign Clicks
- **12,395,249** Social Media (Organic) Reach
- **12,261** Social Media Followers
- **1,000+** Branded Hashtags Used (English)



Traditional Media Campaign Results

Year of the Garden 2022 traditional media impressions from print and broadcast media, and earned media generated excellent public awareness, driving traffic to the Year of the Garden website for more information:

- **100,000,000+ Impressions from Media Partners**
- (i.e. Du jardin dans ma vie magazine, Canada's Local Gardener magazine, Zoomer Media - Vision TV, Globe and Mail)
- **200,000,000+ Impressions from Sponsors**
- (i.e. Proven Winners Year of the Garden Billboard campaign, Scotts Canada - Scotts, Miracle Gro, Fafard brands and Premiartech PRO-MIX brand campaigns)
- **279,882,568 pre and launch Media Impressions**
 - Public Relations (April 1, 2021 - March 31, 2022)
- **90,754,487 post launch Media Impressions**
 - Public Relations (April 1, 2022 - October 31, 2022)





Stakeholder Recognition

About the Canadian Garden Council

Founded in 2014, in collaboration with the Canadian Nursery Landscape Association (CNLA), in order to foster awareness and development of Canada's garden experience sector, the Canadian Garden Council is a not-for-profit corporation with board representation from all parts of the country.

Council membership reflects partnerships among all sectors of the horticulture, public garden, gardening, tourism and associated industries on a regional, provincial and territorial basis, enabling the Council to address the full range of issues facing the garden experience sector.

Vision Statement

Our Vision is to champion the garden experience sector's contributions to the well-being of Canadians, the sustainability of our communities, and to promote the joys and benefits of gardens, gardening, urban and municipal landscapes and living green infrastructure.



CANADIAN GARDEN COUNCIL
CONSEIL CANADIEN DU JARDIN



About the Canadian Garden Council

Mission Statement

Our Mission is to generate the development, growth, and celebration of Canada's garden culture by:

- Being the national platform through which public garden organizations come together with common goals
- Developing programs, resources, and services to enrich and grow public garden experiences
- Promoting the role and benefits of gardens and garden events as integral components of their community and their contribution to the destination's appeal
- Fostering increased visitation to public gardens and participation in garden events from the local community and Canadian and international tourists

Supported by the Canadian Garden Council and the Canadian Nursery Landscape Association, the Gardens Canada public initiative aims to inform Canadians about the many health and well-being, economic, and environmental benefits gardens and gardening provide, and to encourage gardening success and the enjoyment of gardens.



CANADIAN GARDEN COUNCIL
CONSEIL CANADIEN DU JARDIN

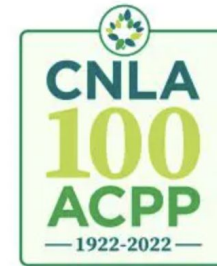


About the Canadian Nursery Landscape Association

The Canadian Garden Council gratefully thanks the Canadian Nursery Landscape Association (CNLA) for its inspirations, collaboration and generous support during the Year of the Garden 2022: the centennial of the association's founding in 1922.

CNLA is a national not-for-profit federation of nine provincial landscape and horticulture associations representing over 4,200 members. Comprised of thousands of locally owned companies that grow, sell, design, install, and maintain plants and other landscape features, members represent over \$2.2 billion at the farm gate and over \$14 billion in economic impact in Canada.

CNLA and its members, through Canada's AgriMarketing program, contributed \$900,000 to the **Year of the Garden** public awareness campaign in 2022.





Tulip Festival, Ottawa

Canada

Year of the Garden
Année du jardin





The Canadian Garden Council, and Canada's Garden-family gratefully thanks the Government of Canada for its recognition in the House of Commons and financial support during the Year of the Garden 2022.

The bilingual nationwide campaign launched on March 21 and ran until December 31, 2022 inviting Canadians to **Live the Garden Life**. It included many activities designed to **commemorate** Canada's rich garden history, **celebrate** Canada's vibrant garden culture and its positive impact on the public and municipalities, and **create** a living green legacy for a sustainable future.

Government of Canada Funding was provided by:

- \$450,000 grant from the AgriMarketin Program through the Sustainable Canadian Agricultural Partnership to match funds provided by CNLA members during the Year of the Garden
- \$645,000 Department of Canadian Heritage grant under the Re-opening program
- \$200,000 Destinations Canada contribution and matching international marketing funds



Canadian
Heritage

Patrimoine
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The Year of the Garden 2022 was mandated to deliver Commemorative and Celebratory Activities:

*“Through different activities, the Canadian Garden Council / Conseil canadien du jardin will invite Canadians to return to the pre-pandemic activities associated with the **garden culture** and celebrate how it helped Canadians and communities across the country address mental and physical health challenges during the COVID-19 restrictions as we **celebrate the Centennial of Canada’s ornamental horticulture sector**.*

*These activities will increase opportunities for Canadians to participate in various **commemorative activities and celebrations** to mark Canada’s emergence from the COVID 19 pandemic, build a sense of pride and belonging to Canada by holding celebratory and commemorative activities that recognize people and achievements in the response to COVID 19 and support the revival of local economies through in person events”.*

Results from inviting Canadians to **Live the Garden Life** during 2022 showed a strong public response and appetite for celebration and engagement with Canada’s Garden Culture.



CANADIAN GARDEN COUNCIL
CONSEIL CANADIEN DU JARDIN





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The mandated main Year of the Garden activities completed were:

- Register "Celebration Gardens", gardens that helped Canadians face life's challenges
- Invite Canadians to plant something red to pay tribute to lives lost during the pandemic and honour the frontline workers
- Recognize Canadian Garden Heroes, garden leaders that helped gardening organizations face the pandemic
- Proclaim 2022 Year of the Garden for Garden-Friendly Cities

A Garden for Every School - Year of the Garden legacy program - is under development

- Offer a web-based Resources Guide to help schools offer gardening experiences



CANADIAN GARDEN COUNCIL
CONSEIL CANADIEN DU JARDIN





The Canadian Garden Council gratefully thanks Destination Canada for its generous support and guidance to help launch the Year of the Garden to the public in 2022.

“Garden tourism typically involves deliberate visits or travel to gardens for a variety of purposes including education, relaxation and inspiration. They include trips to botanical gardens, historical gardens and places that offer garden experiences including garden festivals and events.

Gardens and garden events are important cultural attractions within Canada’s tourism product / experience mix. Cultural attractions (including gardens) are at the heart of the visitor experience because cultural travellers want to explore what makes a destination distinctive, authentic, and memorable. Visitors want to experience the essence of a destination or its ‘cultural terroir’. They want to truly experience the places that they visit and be enriched both intellectually and emotionally.” - from Destination Canada mandate to the Canadian Garden Council



The **Year of the Garden 2022** provided many opportunities for Canadians and visitors from other countries to **Live the Garden Life** and explore, learn about, and discover Canada's gardens.

The Year of the Garden 2022 launched on March 20th, 2022 and was anchored on four activations:

- Inviting Canadians to **Live the Garden Life** during the **Year of the Garden**
- Encourage domestic and international travel using **Canada's Garden Route** throughout 2022
- Participation in **Garden Days**, June 11-19, 2022
 - Including **National Garden Day**, taking place June 18, 2022
- The **International Garden Tourism Conference** scheduled for October 2022 in Victoria, BC, was postponed until October 2023 due to ongoing Covid consideration in early 2022.



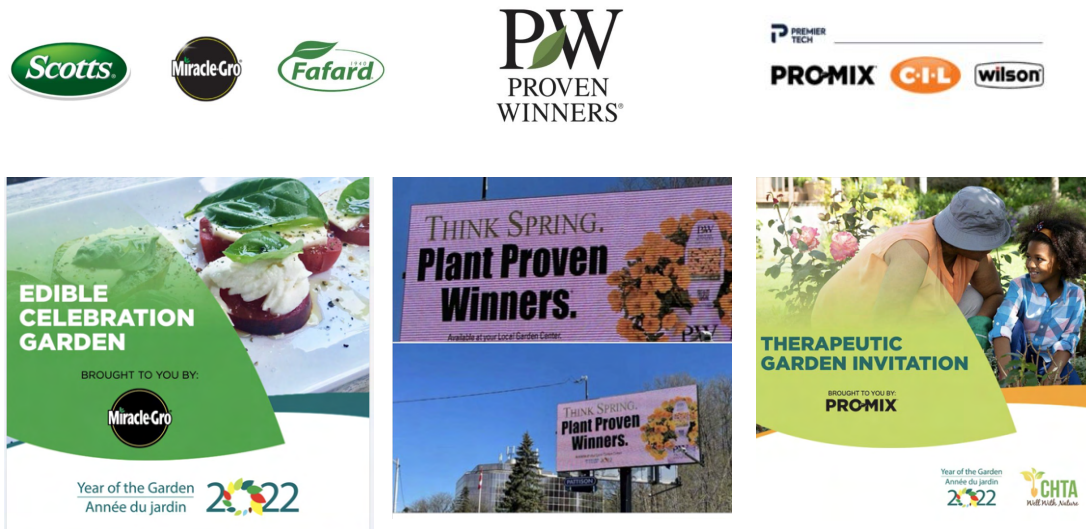
Sponsors and Partners

Founding Sponsor Appreciation

With grateful appreciation to the Founding Sponsors:

- Scotts Canada (Scotts, Miracle-Gro, Fafard brands)
- Premiartech (PRO-MIX, CIL, Wilson brands)
- Proven Winners

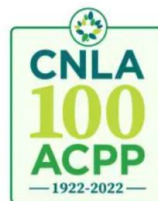
All three generously contributed funds, lent expertise, and provided branded consumer marketing opportunities to make the Year of the Garden 2022 possible and such a success.



Founding Partner Appreciation

**With grateful appreciation to the
Founding Partners.**

These Garden-family organizations lent
their expertise, and shared valuable
networks to help make the Year of the
Garden 2022 possible and such a success.

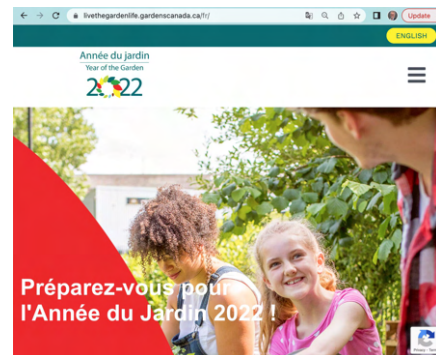


Québec Vert Appreciation

With grateful appreciation to Founding Partner Québec Vert, the Québec trade association that represents and promotes the ornamental, environmental and food horticulture sector.

Québec Vert provided invaluable expertise to deliver a fully bilingual Year of the Garden program, known as Année du jardin in French. The Québec Vert team provided:

- Marketing services for the website and social media posts
- Advertising opportunities through its various “Du jardin dans ma vie” print and digital media
- Collaboration with Les Fleurons du Québec as a Founding Partner



Vivre la vie de jardin
L'Année du jardin 2022 saluait les héros et les héroïnes du jardin!
Les organismes, clubs et comités dédiés aux jardins et au jardinage nous ont proposé la candidature de personnes exceptionnelles qui contribuent à la vitalité de leur communauté jardin. L'Année du jardin les a reconnues officiellement en tant que héros ou héroïne du jardin... See more



Année du jardin
Year of the Garden 2022

Sponsor Appreciation

With grateful appreciation to Vesey Seeds.

During 2022, the company offered a special Year of the Garden tulip bulb, peony, and seed packages, with proceeds supporting the campaign.



Promotional Partner Appreciation

With grateful appreciation to all the Promotional Partners who associated their brands, products or services with the Year of the Garden.

Promotional Partners were featured on the Year of the Garden advertising vehicles:

- Website
- Social media
- Print Advertising

(See following page for creative examples of Promotional Partner Activity)



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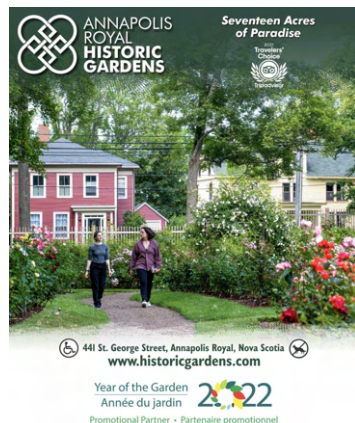
Sylvite



Know History
Historical Services



Promotional Partner Appreciation



Horticultural Society and Garden Club Friends

With special and grateful appreciation to the Provincial Horticultural Societies and Garden Club organizations which engaged their membership in Year of the Garden 2022 activities and events across the country.

It is through their dedicated effort that many municipalities were encouraged to Proclaim the Year of the Garden, Garden Heroes celebrated and Canadians inspired to register their Celebration Gardens and Plant Red.

(See following page for examples of member activity)



BC Council of
Garden Clubs

[illegible]

Media Partner Appreciation

With grateful appreciation to the Media Partners:

- Canada's Local Gardener (Official English Media Partner)
- Du jardin dans ma vie.com (Official French Media Partner)
- ZoomerMedia (Vision TV)

The Year of the Garden 2022 received excellent public awareness and reach through their efforts during the year.

du jardin
dans ma vie
.com



Year of the Garden 2022 Advisory Board

Co-Chairs

Gloria Beck

- Garden Centre, owner of the Parkland Nurseries and Garden Centre, Alberta, first woman President of the Canadian Nursery Landscape Association, first Canadian and first women to Chair the International Garden Centre Association

Christian Brunet

- Québec Vert, Owner of Hydralis, Québec, Past President of Québec Vert, Board member of Canadian Ornamental Horticulture Alliance

Directors

Carol Craig

- Canadian Society of Landscape Architects, Landscape Architect, Kinnickinnick Studio, Board member of CSLA

Anthony O'Neill

- Canadian Nursery Landscape Association (CNLA), President CNLA, O'Neill Landscape

Cheryl Antoski

- Municipalities, Councillor, Brantford, Member of the Federation of Canadian Municipalities

Dorothy Dobbie

- Garden Media, Founder and CEO of Pegasus Publications Inc.

Brad H Neil

- Sponsors, Vice President Sales Canada & Export at Premier Tech

Julia Grenier

- Schools, Executive Director, AgrÉcoles

Ex-Officio

Alexander Reford

- President, Canadian Garden Council, Director of Reford Gardens / Jardins de Métis

Bill Hardy

- 1st Vice-President at CNLA, Owner of Grow & Gather, British Columbia

Year of the Garden 2022 Development Team

Canadian Garden Council, Lead Organization www.gardenscanada.ca

Jacques Ouimette Communications, Strategic Consultant www.jacquesouimette.com

Rocket Digital / ZRB, Strategic Consultant rocketdigital.ca

Paradigme Stratégies, Strategic Consultant paradigmestrategies.com

Enterprise Canada, Public Relations enterprisecanada.com

Grow with AMP, Sponsorships growwithamp.com

Rocket Digital, Marketing, English Canada rocketdigital.ca

Québec Vert, Marketing, French Canada quebecvert.com

Plume Communication, Marketing, French Canada josiane@plumecommunication.ca

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