



# 2015-2016

## ANNUAL REPORT

A YEAR OF ACCOMPLISHMENTS



Member of the national Francophone  
economic development network



# Table of contents

8-9

Timeline

10-14

I want to...

16-17

Financial Statement

About CDETNO	3
Message from the President and the Executive Director	4-5
CDETNO in numbers	6-7
Timeline	8-9
I want to...	10-14
About the NWT Career Centre	15
Financial statement	16-17
The team and our members	18-19
Acknowledgements	20
Contact	21

# About CDETNO



CDETNO is a non-profit organization that promotes, stimulates and supports economic development and employability of Francophones and Francophiles of the Northwest Territories. Together with our partners, we develop services and tools to support all Northerners. CDETNO is a member of the National Francophone Economic Development Network (RDÉE Canada).

- Our services:
- **Recruitment**
  - **Employment**
  - **Immigration**
  - **Entrepreneurship**
  - **Investment**
  - **Tourism**

We are proud to be part of the Northern development.

## BOARD OF DIRECTORS

- PRESIDENT**  
Jean-François Pitre, Pido Productions
- ADMINISTRATORS**  
Didier Bourgois, Housecheck Professional Inspection services  
Frederic Deschenes, Crowe Mackay  
Alain Chiasson, Field Law  
Michel Boivin, Atlas Copco



# Message from the President

I am proud to present CDETNO 2015-2016 Annual Report. Once again, the team has demonstrated professionalism, innovation, and dynamism to reach our goals and help NWT's economy.

Through its actions: support to its members, to NWT entrepreneurs and investors, recruitment of skilled labour, support for job seekers and newcomers and the representation of the NWT French tourism, CDETNO is a reference in economic development in the NWT.

One of the main activities last year was the publication and presentation of the NWT Mining Industry Value Chain Study. Regarding recruitment, we have exceeded our objectives by taking part in ten job fairs. With 193 participants attending the two editions, our Employment Cafe was very successful. Our agents promoted the Northwest Territories across the country and internationally through numerous tourism trade shows.

I would like to thank CDETNO's team for its hard work and a job well-done. Thanks to my fellow directors for your time. *Merci Alain, Didier, Michel et Fred.*

Jean-François Pitre



# Message from the Executive Director

In the Annual Report, you will find the sum of our activities in entrepreneurship, investment attraction, recruitment, employability, immigration and tourism for the period covering April 2015 to March 2016.

Our last fiscal year was marked by the relocation of our offices. This change allowed us to consolidate our integrated services, merging the NWT Career Centre with CDETNO, creating a recruitment and employment centre for all Northerners. It also gave us the opportunity to strengthen relationships with some of our partners while providing easy access to other organizations and businesses to discover CDETNO's services.

Throughout the year we continued to disseminate information on the NWT labour market, tourist attractions, and the investment opportunities. Despite the geographic distance between the main French-speaking markets and the NWT, our constant efforts to promote the opportunities of the North helped increase the awareness for job seekers, tourists and investors, alike.

Finally, I would like to thank all of our members that took part in our activities. Thank you to our funders for your confidence, special thanks to our board members for their time and commitment and last but not least, to CDETNO's team that worked tirelessly to support the economic development of the NWT.

Antoine Gagnon



# CDETNO in numbers

**31**  
NEWCOMERS MOVED TO THE NWT & BENEFITED FROM OUR SERVICES

**5161**  
VISITS AT THE NWT CAREER CENTRE  
A **17%** increase from 2014-2015



**2**  
FAM Tours : journalistic reports



**35**  
POTENTIAL INVESTORS MET AT TRADE SHOWS

**4**  
Presentations on the NWT Mining Industry Value Chain Study

**31**  
MEETINGS WITH FRANCOPHONES ENTREPRENEURS  
Start-up or business expansion

**21** IMMIGRANTS SUPPORTED IN THEIR ECONOMIC INTEGRATION

**69** EMPLOYERS MET TO SUPPORT LABOUR RECRUITMENT

**10** JOB FAIRS

**193** PARTICIPANTS AT THE TWO EMPLOYMENT CAFES

**768** JOB SEEKERS RECEIVED INFORMATION ABOUT THE NWT

**6** VISITS IN NWT COMMUNITIES  
INUVIK, FORT SMITH, HAY RIVER, NORMAN WELLS

**12** JOBSEEKERS HAVE SIGNED UP FOR A MOCK INTERVIEW



**2**  
NEW ONLINE PUBLICATIONS IN FRENCH  
2015 Conference Planner  
2016 Explorer's Guide

**44**  
REPLIES TO TOURISM INFORMATION INQUIRIES IN FRENCH

**87**  
JOB OFFERS PUBLISHED ON OUR WEBSITE

**2937**  
DOWNLOADS OF BALADODISCOVERY APP



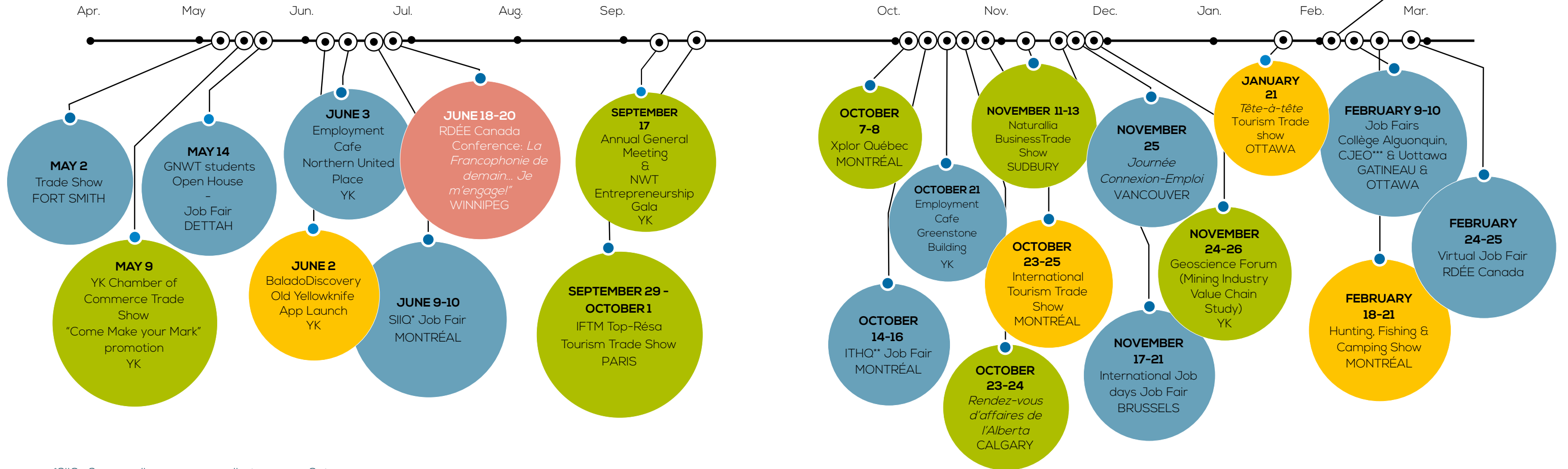
Followers on Twitter **202**  
A **37%** INCREASE FROM 2014-2015

Likes on Facebook **335**  
A **57%** INCREASE FROM 2014-2015

Visits on investirauxtno.com **5785**  
A **52%** INCREASE FROM 2014-2015

# 2015-2016 Timeline

- Tourism
- Entrepreneurship & Investement
- Recrutement & Employability
- Special Event



\*SIIQ : SALON DE L'IMMIGRATION ET DE L'INTÉGRATION DU QUÉBEC

\*\*ITHQ : INSTITUT DE TOURISME ET D'HÔTELLERIE DU QUÉBEC

\*\*\*CJEO : CARREFOUR JEUNESSE EMPLOI DE L'OUTAOUAIS

# I want to do business

CDETNO encourages the entrepreneurial spirit in the Northwest Territories and helps Northerners who wish to start, consolidate or develop a business project.

•**NWT Francophone Entrepreneurial Award 2015:** the contest, which is open to the NWT's francophone entrepreneurs, showcased the success of the NWT's francophone business community.

Great Slave Lake Safaris won the 2015 edition. Congratulations to the owners, Cynthia Clark and Jocelyn Démetré.

We also would like to highlight the participation of entrepreneurs Nicole Loubert (L'atelier de peinture) and Pascaline Gréau (Simplement Henna).

•Support to **31** French-speaking entrepreneurs to start or expand their business.

•Member of the 2023 Canada Winter Games Working Committee in Yellowknife to represent CDETNO's members.

•Member of the advisory committee of the GNWT initiative Skills4Success.

•Community Partner of Futurpreneur Canada, a program offering support to young entrepreneurs from 18 to 39 years old with funding, networking and mentoring.



“CDETNO services allow us to articulate real-time critical spheres of high Judo competition between institutions, companies, and media. NWT Judo Association enjoys CDETNO's entrepreneurial knowledge and personalized services which they provide in an impeccable professional setting.”

Mario Desforges  
(Free translation)



Winner of the 2015 Entrepreneurship Gala - Great Slave Lake Safaris

# I want to invest

CDETNO offers a range of customized, free and confidential services for francophone investors. Contributing to the economic development of the Northwest Territories we open the communication channels between NWT Business and French-speaking markets.

•Presentation of the NWT Mining Industry Value Chain Study in four targeted events: CDETNO's AGM, *Rendez-vous d'affaires 2015*, Naturalia and Geoscience Forum. We met **35** potential investors through these presentations. The study is available for download at [www.cdetno.com](http://www.cdetno.com).

•Two newsletters published on investment opportunities to **183** interested investors and regular updates of the website [www.investirauxtno.com](http://www.investirauxtno.com).

•Presentation by Antoine Gagnon, for CDETNO and RDÉE Canada Network at the Inaugural Event of the Francophone and Francophile Cities Network of America, in Québec.

•Meeting with Raoul Delcorde, Ambassador of Belgium to Canada.



Antoine Gagnon and Audrey Marceau with Raoul Delcorde, Ambassador of Belgium to Canada



Antoine Gagnon at the Inaugural Event of the Francophone and Francophile Cities Network of America, in Québec



Antoine Gagnon at *Rendez-vous d'affaires 2015*, Calgary



# I want to recruit

We support NWT employers in the recruitment and retention process by offering various services to members such as workshops, job posting and organizing activities such as the Employment Cafe.

- CDETNO participated in **10** Job Fairs.
- 87** job offers published on our website.
- Webinar presented to participants of the *Services d'aide aux Néo-Canadiens* (SANC) of Sherbrooke.
- Workshop on labour retention given to Yellowknife employers: Empowering their management of employees.
- 6** visits in the communities of Inuvik, Hay River, Fort Smith and for the first time in Norman Wells to present our services and talk about the recruitment process of immigrants.
- 10** new members joined CDETNO.



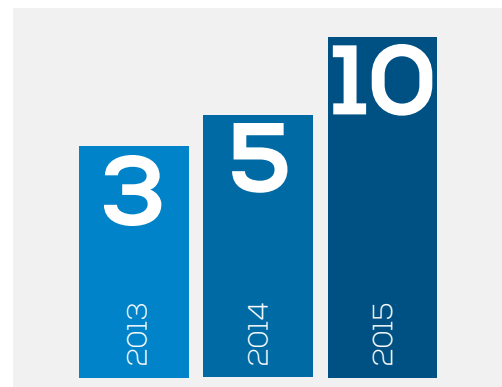
Audrey Marceau, UOttawa Job Fair in collaboration with Come Make your Mark

Javaroma Gourmet Coffee & Tea have used the services of CDETNO for the last 7 years for both labour recruitment and human resources concerns.

*The services provided by CDETNO together with the efficient way they deliver it, frees up valuable time, leaving us concentrating on what we do best. CDETNO offers very good service to members. They are always ready to discuss and give advice.*

Rami Kassem

## JOB FAIRS PARTICIPATION



Audrey Marceau and Mercy Beilem Mfombe Mock Interviews, Yellowknife

# I want to work and settle

CDETNO helps job seekers, newcomers and immigrants to integrate the Northwest Territories labour market with free bilingual services.

- 31** newcomers moved to the NWT and benefited from our services.
- The Employment Cafe welcomed numerous job seekers, employers, and partners. **12** people were hired following the biennial events.
- 4** workshops offered in Yellowknife on resume and cover letter drafting, networking and mock interviews to help NWT job seekers.
- Hay River and Fort Smith Communities received help for employability.
- 21** immigrants assisted in their economic integration, including pre-departure services and community referencing.

*During my recent job search, I met the team of CDETNO during the job fair in Place Bonaventure in Montréal. This landmark event was instrumental in our decision to move to Yellowknife to pursue an exciting career in a community environment and an unusual life environment. The team of CDETNO was present and accompanied us in our efforts since the beginning of this great adventure!*

Maxime Carpentier  
(Free translation)

# I want to visit

CDETNO promotes tourist attractions of the Northwest Territories in Francophone markets. We distributed NWT tourism information and promotional tools in French at Tourism trade shows in Canada and abroad.

•**2000** people reached following our participation in 4 tourism fairs to promote the NWT as a destination for adventure and a wonderful place to organize corporate events.

•2 Fam Tours (information and familiarization trips for journalists) in the NWT:

-In August Frédérique Sauvée, freelance journalist for Le Petit Futé, Le Journal de Montréal, Epaces Magazine, Canoë.ca, and 24h.

-In January Stéphanie Morin, journalist for La Presse, and Bernard Brault photographer for La Presse.

•Launch of the self-guided tour app of Old Yellowknife BaladoDiscovery. The application has been downloaded over **2937** times.

•More than **40** requests for tourism information in French answered.

•Update, management of translation and distribution of the *2015 Conference Planner* and the *2016 Explorer's Guide* in French (available online only).

•Launch of the web site [www.spectacularnwt.com](http://www.spectacularnwt.com) in French.



*"For my wife and I, who had already made several trips in West America and Alaska, the NWT journey will remain engraved in our minds! And it is with the greatest pleasure that we would come back to the NWT if we had the opportunity! CDETNO's services have been very helpful in organizing our road trip to Yellowknife in the Northwest Territories, both by individual mail exchanges and comprehensive documentation (maps, brochures, etc.) sent by mail."*

Jacques FANGEAT (France)  
(Free translation)



Océane Coulaudoux, International Tourism & Travel Show, Montreal



Marie-Eve Dugré, IFM Top Resa, International Tourism Industry Show, Paris



# About the NWT Career Centre

The NWT Career Centre, operated by CDETNO, offers quality career development services to job ready clients by providing job seekers with the necessary tools, resources and opportunities to find work. In February 2016, CDETNO and the NWT Career Centre moved into the same office.

### Our services:

- 10 computers and Internet access
- Support for online applications
- NWT labour market information
- Help writing resumes and cover letters
- Mock interviews
- Use of fax and telephone (local and long distance)
- Photocopying, printing and scanning
- Job postings updated daily
- Career library with resources
- Career counselling services
- Employability workshops
- Referrals to other agencies

### Free job postings for NWT employers



The NWT Career Centre



### Dress to impress - for job seekers support

This program, funded by GNWT HSS anti-poverty, provides job seekers with professional clothing to wear to upcoming job interviews and aims to decrease the initial cost of acquiring a working wardrobe.

During our fall Employment Cafe, students from École St-Patrick High School's Drama Class volunteered to showcase the different outfits *Dress to Impress* can provide.



# Financial statement

## STATEMENT OF OPERATION For the year ended March 31, 2015

	2016	2015
<b>REVENUE</b>		
EDSC	\$ 330,990	\$ 334,000
NWT Gov. Services contract	194,571	220,904
CanNor	131,500	131,500
Citizenship and Immigration Canada.	127,016	125,462
NWT Gov. Subsidies	58,974	29,802
Services contract and other products	47,000	62,500
Jeunesse Canada au travail	7,384	6,952
Amortissement des apport reportés	301	-
<b>TOTAL REVENUE</b>	<b>\$ 897,736</b>	<b>\$ 911,120</b>
<b>EXPENSES</b>		
Wages and benefits	460,471	494,494
Honorariums	88,226	84,419
Rent	76,624	70,638
Travel expenses	66,853	75,385
Office and general	64,487	68,307
Advertising and promotion	58,249	71,095
Fair subscription and equipment	21,010	6,265
Web Site / Internet	12,737	6,638
Professional fees	10,983	12,045
Telephone	9,646	10,556
Amortization expenses	1,993	1,259
Bank fees	1,173	490
Permit	-	160
Bad debts	-	1,737
<b>TOTAL EXPENSES</b>	<b>\$ 872,270</b>	<b>\$ 903,488</b>
<b>EXCESS OF REVENUE OVER EXPENSES</b>	<b>\$ 25,466</b>	<b>\$ 7,632</b>

## STATEMENT OF FINANCIAL POSITION March, 31 2015

	2016	2015
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ 14,417	\$ 5,038
Account receivable	121,135	131,371
Prepaid expenses	12,983	4,668
Services Tax recoverable	15,558	7,747
<b>TOTAL CURRENT ASSETS</b>	<b>164,093</b>	<b>148,824</b>
<b>TANGIBLE CAPITAL ASSETS</b>	<b>8,721</b>	<b>5,035</b>
<b>TOTAL ASSETS</b>	<b>\$ 172,814</b>	<b>\$ 153,859</b>
<b>LIABILITIES</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable and accrued liabilities	\$ 25,232	\$ 34,438
Payroll liabilities	2,424	2,438
<b>TOTAL CURRENT LIABILITIES</b>	<b>27,656</b>	<b>36,876</b>
Deferred contributions	2,709	-
<b>TOTAL LIABILITIES</b>	<b>\$ 30,365</b>	<b>\$ 36,876</b>
<b>NETS ASSETS</b>		
Net assets invested in capital asset	6,012	5,035
Unrestricted net assets	136,437	111,948
<b>TOTAL NETS ASSETS</b>	<b>\$ 142,449</b>	<b>\$ 116,983</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 172,814</b>	<b>\$ 153,859</b>

# The team



**Antoine Gagnon**  
Executive Director



**Océane Coulaudoux**  
Administration and Tourism  
Coordinator



**Audrey Marceau**  
Immigration, Recruitment  
and Career Officer



**Marie-Eve Dugré**  
Economic Development  
Officer



**Stephanie Vandeputte**  
NWT Career Centre  
Manager



**Mercy Beilem Mfombe**  
NWT Career Centre  
Officer

Not working for CDETNO of March 31, 2016

**Thierry Lavoie**  
Communication and  
Marketing Officer

**Marie-Ève Duperré**  
Economic Development  
Officer

**Caroline Bélanger**  
Administration Coordinator

**Amélie Breton**  
Project Manager of  
Research

# Our members

From Inuvik to Fort Smith; mine development and construction to catering and retail, CDETNO's members represent all industries of the Northwest Territories. These organizations actively participate in building, innovating and develop our communities.

Thank you!



# Acknowledgments

Thank you to our partners! With your support, we can encourage the Economic Development and Employability of the Northwest Territories.

## Special thanks to our devoted Officers

Alexandre Carrière and Roxanne Courchesne (ESDC); James Pugsley (CanNor); Léona Martin (IRCC); Mélanie Lemire (YCW); Michael Saturnino, Joseph Nayally, Gail Williams (ECE) et Kevin Todd (ITI).

## Our Funders

Employment and Social Development Canada (ESDC)  
Canadian Northern Economic Development Agency (CanNor)

Immigration, Refugees and Citizenship Canada (IRCC)  
Department of Education, Culture and Employment (ECE-GNWT)

Department of Industry, Tourism and Investment (ITI-GNWT)

Young Canada Works – Canadian Heritage (PCH)

## Our Partners

RDÉE Canada, NWT Tourism, NWT & Nunavut Chamber of Mines (Tom Hoefler), City of Yellowknife, Association franco-yukonnaise, Conseil de développement économique de l'Alberta, Embassy

of Canada in France (Paris), Denendeh Investments Inc., Carrefour Nunavut, Commission scolaire francophone des TNO, école Allain St-Cyr, l'Aquilon, Fédération franco-ténoise, Réseau TNO Santé en français, Centre d'accueil francophone - Immigration TNO, Jeunesse TNO, Association des parents ayants droit de Yellowknife, Association franco-culturelle de Yellowknife, Association franco-culturelle de Hay River, Yellowknife Chamber of Commerce, NWT Chamber of Commerce, Inuvik Chamber of Commerce, Hay River Chamber of Commerce, Northern Aboriginal Business Association, Office Compliments, Aurora College, GNWT Department of Human Resources, Pido Productions, Ayni Conceptions, Military Family Resource Centres, Thebacha Business Development Services, Embassy of Canada to Belgium (Brussels), Embassy of Canada to Senegal, Tait Communications and Consulting, Nextreme (Eddie Paul & Myrna Pokiak) and Pôle-emploi International.



## Get in touch

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[www.cдетno.com](http://www.cдетno.com)