



2016-2017 ANNUAL REPORT

A year of accomplishments



Member of the national Francophone
economic development network



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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

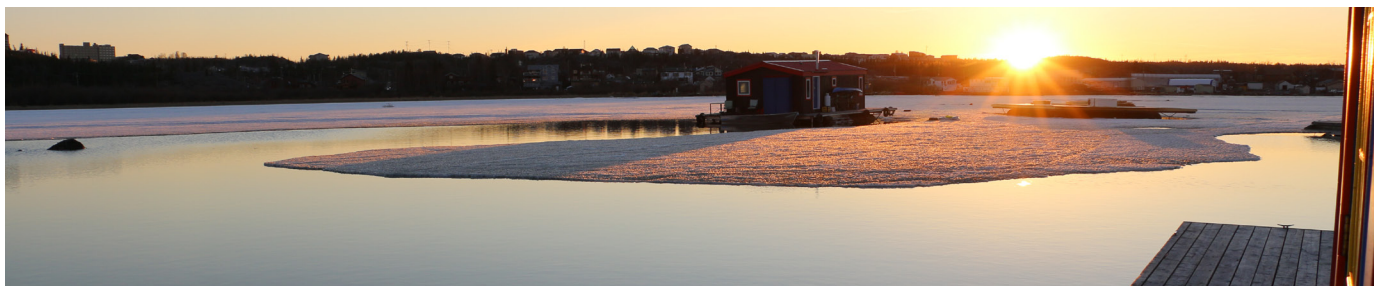
About CDETNO

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.



Message from **the President**

It is a pleasure to invite you to go through the pages of our 2016-2017 Annual Report, which shows all the work accomplished this year by our Director and his team.

Innovation, professionalism, but also passion, were the keywords of all the projects lead in our intervention sectors: recruitment, employment, immigration, entrepreneurship, investment and tourism.

We are proud to count on our members, who are active in the NWT economy and who give us their trust, especially to help them in their recruitment process. It is an honour to help the NWT shine through major events like Destination Canada in Europe, which attracts newcomers each year to settle and work in our beautiful territory. I would also like to draw your attention to the two new programs: SWIS and LIP, which you will learn about in the following pages.

Finally, I want to sincerely thank the direction, the board members and the employees of CDETNO for their highly valued work with the service of the NWTs economic development.

Jean-François Pitre



Message from **the Executive Director**



I invite you to discover the results of our activities in entrepreneurship, investment attraction, recruitment, employability, immigration and tourism for the period covering April 2016 to March 2017.

During the last year, CDETNO's team grew with the introduction of the SWIS (Settlement Worker In School) program and the Local Immigration Partnership (LIP) in Yellowknife. Those new entities will enrich the services offered to the immigrant clientele in our capital.

We were also able to leverage our participation with our National Network RDÉE Canada and with our territorial counterparts, Carrefour Nunavut and Association Franco-Yukonnaise, we pooled our financial and human resources to attend multiple job fairs. We worked with our provincial and territorial counterparts to put together the Francophone Heritage, Cultural and Tourism Corridor of Canada which will help bring French-speaking tourists to the north.

I would like to thank all of our members that took part in our activities, thanks to our funders for your confidence, and a special thank you to our board members for their time and commitment. I am proud of my team that worked tirelessly to support the economic development of the NWT.

Antoine Gagnon

CDETNO in numbers



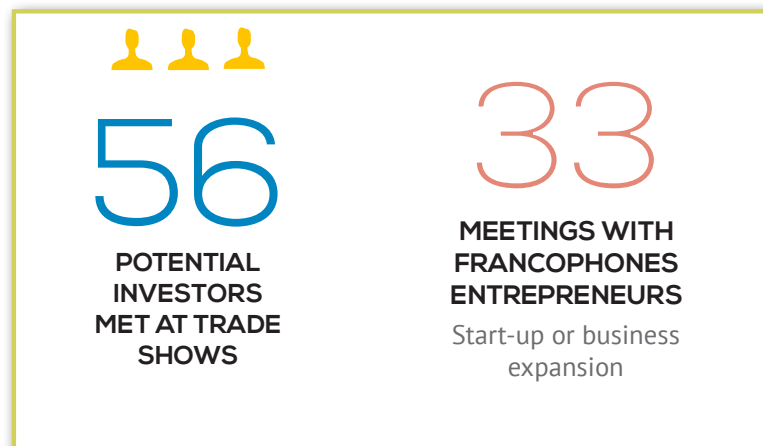
Grand Nord canadien -
l'intégrale- #fautpasrever

FAUT PAS RÊVER
Grand Nord canadien
11808 vues



Canada, l'aventure du Grand
Nord - Échappées belles

ECHAPPÉES BELLES
Canada, l'aventure du Grand Nord
15343 vues



63

JOB OFFERS
PUBLISHED ON OUR
WEBSITEEMPLOYERS MET TO SUPPORT
LABOUR RECRUITMENT

52

286

PARTICIPANTS AT
THE EMPLOYMENT
CAFES

183

JOB SEEKERS RECEIVED
INFORMATION ABOUT THE NWT

10

JOBSEEKERS HAVE
SIGNED UP FOR
A MOCK INTERVIEW

6

JOB
FAIRS

27

FRANCOPHONES
SUPPORTED IN THE
SOUTH SLAVE REGION
IN THEIR JOB SEARCH

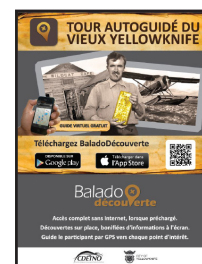
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PRODUCTS LISTED FOR THE
FRANCOPHONE HERITAGE,
CULTURAL AND TOURISM CORRIDOR

33

REPLIES TO TOURISM
INFORMATION INQUIRIES
IN FRENCH

2285

NEW DOWNLOADS OF
BALADODISCOVERY APP10thPARTICIPATION AT
DESTINATION CANADA

Followers on Twitter

560

A 177 % INCREASE
FROM 2015-2016

Likes on Facebook

427

A 27 % INCREASE
FROM 2015-2016

2016-2017 Timeline

Apr.

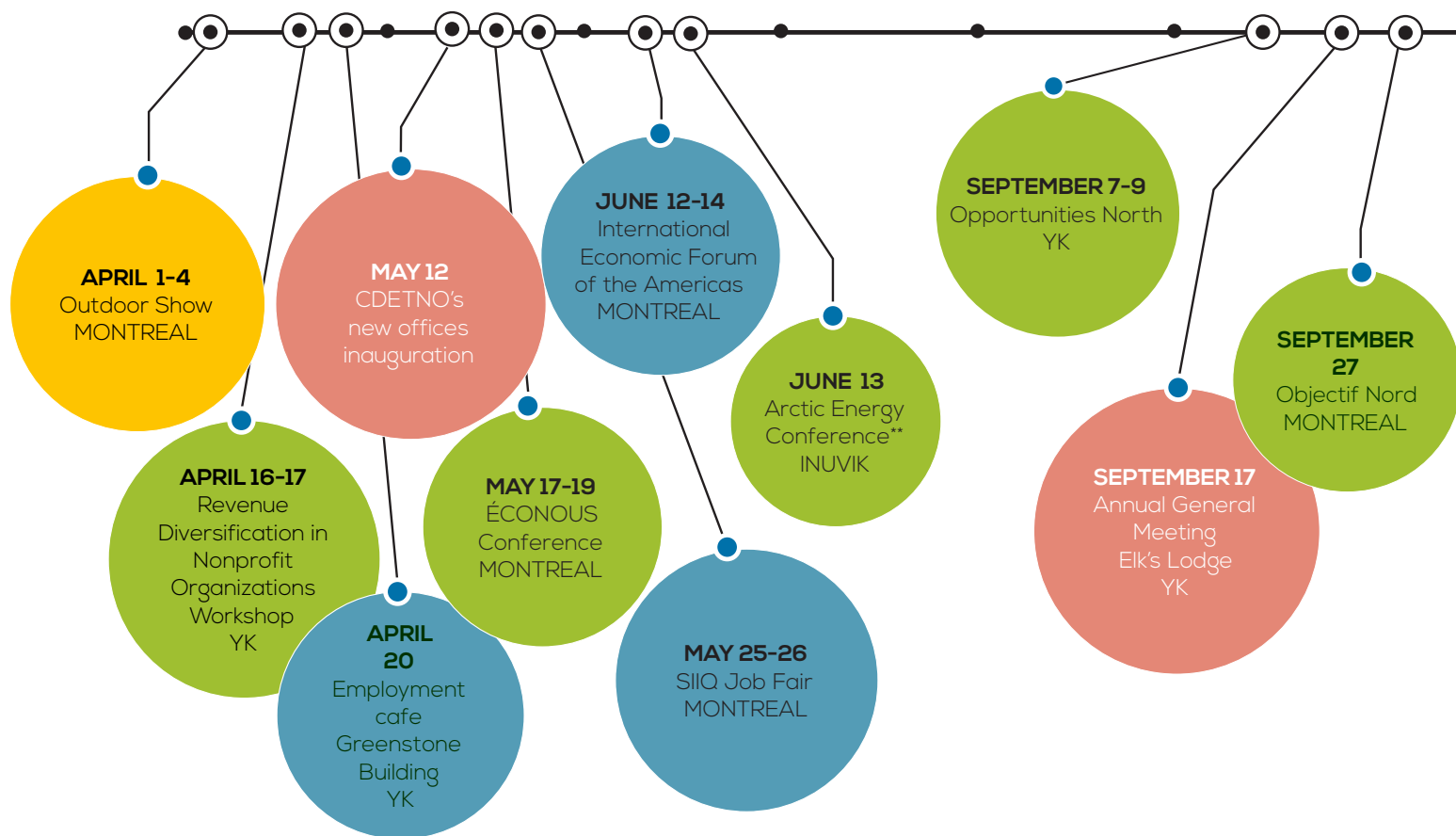
May

Jun.

Jul.

Aug.

Sep.



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

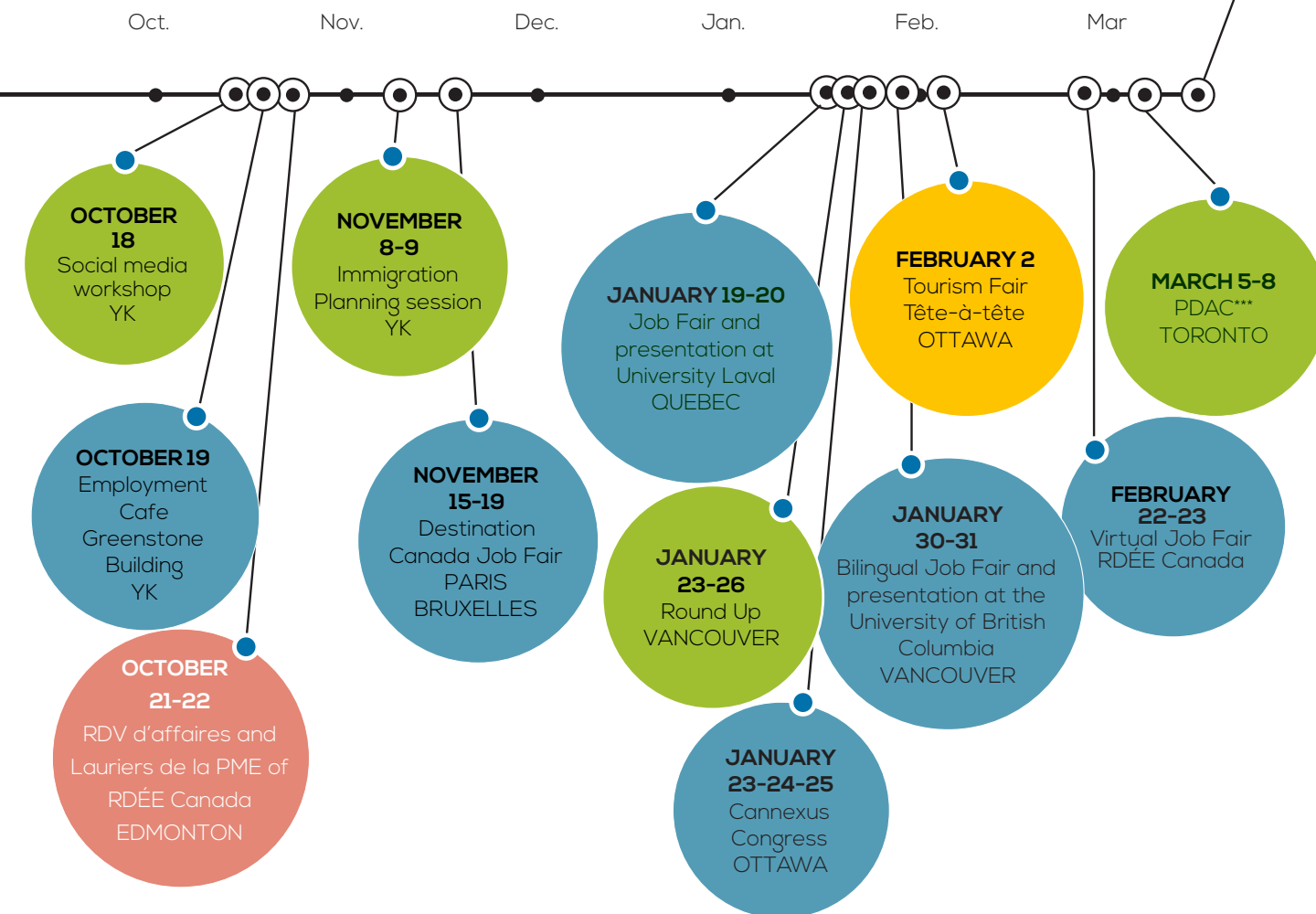
**ARCTIC ENERGY AND EMERGING TECHNOLOGIES CONFERENCE AND TRADESHOW

***PDAC : PROSPECTORS & DEVELOPERS ASSOCIATION OF CANADA

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



MARCH 30
Journée de réflexion sur
l'immigration
francophone
MONCTON



Entrepreneurship

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

- Support to **33** French-speaking entrepreneurs to start or expand their business.
- Community Partner of Futurpreneur Canada, a program offering support to young entrepreneurs from 18 to 39 years old with funding, networking and mentoring.
- Publication of the Start a Business in the NWT guide and support to the realization of the Entrepreneurship guide of RDÉE Canada pre-departure services.
- Presentation of our entrepreneurship services at the Northern Economic Development Practitioners Conference in Yellowknife, bringing together all the economic development actors in the NWT.
- Promotion of the entrepreneurial spirit at École Boréale in Hay River towards **24** francophone high school students.



futurpreneur
canada





Investment

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 at the Objectif Nord Conference in Montreal, in collaboration with our local partners: NWT & Nunavut Chamber of Mines and Darrell Beaulieu, CEO of Denendeh Investments. The study is available for download at www.cdetno.com.

- Attendance at **3** major investment attraction related events: Opportunities North in Yellowknife, Association for Mineral Exploration (AME) Round up in Vancouver and Prospectors & Developers Association of Canada (PDAC) in Toronto.



Logo of the 10th edition of the Objectif Nord Conference

Opportunities
North

AME
ROUNDUP.

PDAC
PROSPECTORS &
DEVELOPERS
ASSOCIATION
OF CANADA



Antoine Gagnon during his presentation at the Objectif Nord Conference



Tom Hoefer, Antoine Gagnon and Darrell Beaulieu at Objectif Nord

Recruitment

We support NWT employers in the recruitment and retention process by offering various services to members such as job posting at job fairs in Canada and abroad.

•Participation in **6** Job Fairs, including Destination Canada, in Paris and Brussels. For the first time CDETNO was joined by a Northwest Territories Government employee. During the four day event, our team gave **11** presentations about living and working in the NWT. **24** job offers from **11** employers were advertized at the event.

•**52** employers met to support labour recruitment

•**63** job offers published on our website.

•**2** Employment Cafes with **40** employers recruiting.

•**16** new members joined CDETNO.



I joined two members of CDETNO in France for Destination Canada 2016. During this large job fair I presented to and met with quality candidates who had a good understanding of the NWT. It was great to work with the professional and talented CDETNO team to promote the unique benefits of living and working in the NWT.

Alexandrea Malakoe,
Manager Trade and Business Immigration

Nicolas Carrière and Audrey Marceau at Destination Canada



10th

PARTICIPATION
OF CDETNO

24

JOB
OFFERS

11

EMPLOYERS
REPRESENTED

destination
canada

Employment and immigration



Mariia Souchko found a job in Yellowknife thanks to her participation at Destination Canada

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

- **21** newcomers moved to the NWT and benefited from our services.
- **268** job seekers were supported in their employment process.
- **286** participants at the Employment Cafes, **12** people were hired following the biennial events.
- **10** mock interviews in collaboration with the NWT Career Center and **3** workshops offered in Yellowknife on resume and cover letter drafting, networking and mock interviews to help NWT job seekers.
- Start of the SWIS program in the NWT. This program supports adaptation and school integration for newcomers, students and their parents newly arrived in Canada.
- Launch of the Local Immigration Partnership (LIP). The goal is to develop local partnerships in order to find durable solutions in response to the newcomers needs.

The employment service, especially Audrey Marceau, was a great help. CDETNO took care with a high level of professionalism of all the steps of my professional integration. For recruitment, immigration process, helping me get my work permit, my arrival in the NWT, Audrey and her team were irreproachable. Benefiting from CDETNO's support was one of the main criteria in my decision of immigrating and working in the NWT with my family.

Mariia Souchko

Tourism

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.

- Set up of the Francophone Heritage, Cultural and Tourism Corridor of RDÉE Canada and its members, a pan-canadian project on the occasion of Canada 150, to promote Canadian francophonie. CDETNO listed **7** tourist products offering services in French in the NWT. Thanks to a website and a mobile application, the Corridor will highlight our local businesses.

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

- 4** Fam Tours (information and familiarization trips for journalists) in the NWT:

- Support and funding of a part of the shooting of *Partir autrement en famille* (June 2016, TV5)

- Support to the preparation of the French television report *Échappées Belles* on the Northwest Territories and Yukon (January 2017, France 5).

- Support to the preparation of the program *Le goût du pays* (August 2016, Unis TV)

- Broadcasting of the program *Faut pas rêver* about the Canadian Great North (February 2017, France 3)

- More than **30** requests for tourism information in French answered.



Bison hide tanning activity



Program *Partir autrement en famille* with Catherine Perrin and her daughter Alice



Outdoor Show in Montreal

About 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.

21 jobseekers benefited from this program, **11** for safety footwear.



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

Financial statement

STATEMENT OF OPERATION For the year ending March 31, 2017

	2017	2016
REVENUE		
EDSC	\$ 332,337	\$ 330,990
NWT Gov. Services contract	195,259	194,571
CanNor	90,000	131,500
IRCC	212,572	127,016
NWT Gov. Subsidies	47,000	47,000
Services contract and other products	42,330	58,874
Jeunesse Canada au travail	13,071	7,384
Amortissement des apport reportés	1,707	301
TOTAL REVENUE	\$ 934,276	\$ 897,736
EXPENSES		
Wages and benefits	580,941	460,47
Rent	75,417	76,624
Honorariums	53,256	88,226
Advertising and promotion	53,489	58,249
Office and general	51,400	64,487
Travel expenses	43,120	66,853
Professional fees	11,765	10,983
Telephone	8,285	9,464
Amortization expenses	6,906	1,993
Fair subscription and equipment	6,030	21,010
Web Site / Internet	5,676	12,737
Bank fees	892	1,173
Permit	-	-
Bad debts	-	-
TOTAL EXPENSES	\$ 897,177	\$ 872,270
EXCESS OF REVENUE OVER EXPENSES	\$ 37,099	\$ 25,466

STATEMENT OF FINANCIAL POSITION
March, 31 2017

	2017	2016
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ 51,159	\$ 14,417
Account receivable	141,200	121,135
Prepaid expenses	13,679	12,983
Services Tax recoverable	6,574	15,558
TOTAL CURRENT ASSETS	212,612	164,093
TANGIBLE CAPITAL ASSETS	23,666	8,721
TOTAL ASSETS	\$ 236,278	\$ 172,814
LIABILITIES		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	\$ 48,394	\$ 25,234
Payroll liabilities	3,098	2,424
TOTAL CURRENT LIABILITIES	51,492	27,658
Deferred contributions	5,240	2,709
TOTAL LIABILITIES	\$ 56,732	\$ 30,367
NET ASSETS		
Net assets invested in capital asset	18,426	6,012
Unrestricted net assets	161,120	136,435
TOTAL NET ASSETS	\$ 179,546	\$ 142,447
TOTAL LIABILITIES AND NET ASSETS	\$ 236,278	\$ 172,814

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



Adeline Vette
Communications and
Marketing Officer



Nicolas Carrière
Yellowknife Immigration
Partnership Coordinator



Annik Théberge
Settlement worker
in schools



Simon Peter Okurut
NWT Career Centre
Officer



Mercy Beilem Mfombe
NWT Career Centre
Officer

Gyslain Gamache
Economic Development Officer
—
Employed since December 2016

Christine Martin
NWT Career Centre Officer
—
Employed from August 2016 to
January 2017

Marc André LaPlante
Project Manager of Research
—
Employed during Summer 2016

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!

Our
members



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 et Roxanne Courchesne (EDSC); Lora Archer (CanNor); Marie-Louise Bourdeau (IRCC); Mélanie Lemire (YCW); Michael Saturnino, Joseph Nayally, Breanna Bourke (ECE) et Tracy St-Denis (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

Fédération franco-ténoise, Association franco-culturelle de Yellowknife, RDÉE Canada, NWT Tourism, NWT & Nunavut Chamber of Mines (Tom Hoefer), City of Yellowknife, Association franco-yukonnaise,

Yellowknife Chamber of Commerce, Embassy of Canada in France (Paris), Denendeh Investments Inc., Carrefour Nunavut, Commission scolaire francophone des TNO, École Allain St-Cyr, l'Aiglon, Réseau TNO Santé en français, Centre d'accueil francophone - Immigration TNO, Jeunesse TNO, Association des parents ayants droit de Yellowknife, Association franco-culturelle de Hay River, 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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