



2017-2018 ANNUAL REPORT

A year of accomplishments



Membre du réseau national de
développement économique francophone



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BOARD OF DIRECTORS

PRESIDENT

Jean-François Pitre, Pido productions

ADMINISTRATORS

Didier Bourgeois*, Housecheck
Professional Inspection Services

Frederic Deschenes, Crowe MacKay

Alain Chiasson*, Field Law

Michel Bovin*, Atlas Copco

Mariia Soucho, Global Storm IT

Andréanne Simard, Nomad

*No longer on our board of directors on March 31st, 2018

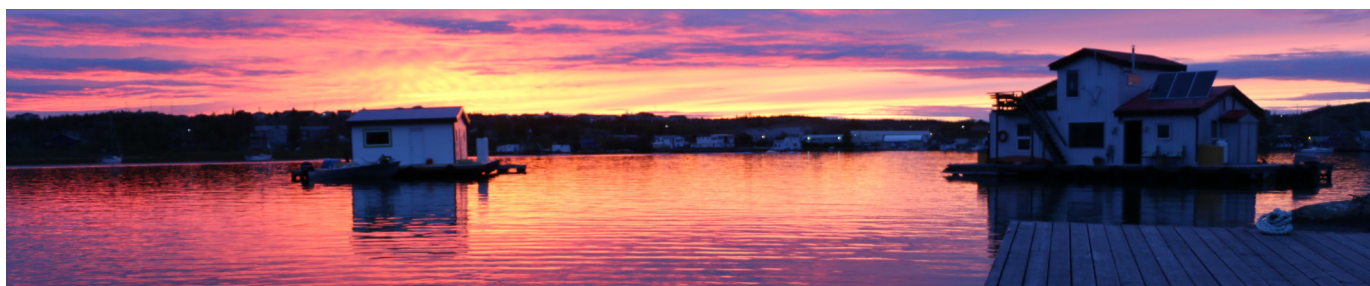
About CDETNO

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 my pleasure to present this year's CDETNO's annual report. As you read it, you will get an overview of our team's hard work and devotion, sparing no efforts in order to support its members. The number of project completed during the past year can testify to this.

Whether it's skilled labour recruitment, investment attraction, tourism, job seekers, and entrepreneurs, the demand for our services remain strong and partnerships continue to grow. CDETNO positioned as an ambassador of the NWT francophone community for potential residents, visitors, or investors.

2017-2018 marks the end of Antoine Gagnon' term as Executive Director. The board of directors would like to congratulates him for his excellent work. We would also like to welcome François Afane, as the new Executive Director.

Lastly, I wish to sincerely thank the board members and CDETNO employees for their strong commitment to service of the NWTs economic development. Enjoy the report!

Jean-François Pitre



Message from the Executive Director

I'm proud to invite you to read the activity reports for CDETNO, from April 2017 to March 2018, these excellent results are due to a team who have grown during the last financial year.

As you will read in the following pages, we mobilized on numerous events across Canada to promote job opportunities in the NWT. A guide about life in Yellowknife (Insider's Guide) was created to facilitate the access of information for potential migrants and immigrants. An online business directory in the mining sector now exists to facilitate partnerships and investments in our economy. Furthermore, collaborations between Francophone organizations were strengthened thanks to a collaboration agreement signed in October. Lastly, CDETNO referenced about many times in the local and the transatlantic media.

I would like to thank all of our members that took part in our activities, 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. I am leaving CDETNO after five wonderful years and it is with great pleasure that I hand the reins over to Francois Afane. Welcome to CDETNO Francois.

Antoine Gagnon

(on the left on the photo)



I'm very happy to be at the helm of an organization in good financial condition and with innovative projects. The arrival of a new team permits us to breathe new life into this ever growing organization, while still maintaining a strong foundation and an already established reputation.

Thank you all for your warm welcome to CDETNO and to Yellowknife.

François Afane

(on the right on the photo)

CDETNO in numbers

2

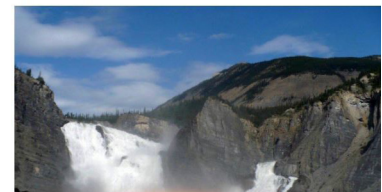
Press articles mentioning
CDETNO in magazines
in France: L'Express and
Courrier international

4747

VISITS AT THE NWT
CAREER CENTRE



Canada. "Il faut oser partir là où
l'on peut vivre la vie en grand !"



JOBSEEKERS BENEFITED
FROM THE DRESS TO
IMPRESS PROGRAM



47

ORGANIZATIONS
HAVE CONTACTED
CDETNO FOR
RECOMMENDATIONS
AND COUNSELLING IN
ENTREPRENEURSHIP

33

MEETINGS WITH
FRANCOPHONES
ENTREPRENEURS

Start-up or business
expansion

79 JOB OFFERS
PUBLISHED ON OUR
WEBSITE

37
EMPLOYERS MET TO SUPPORT
LABOUR RECRUITMENT

8 JOB
FAIRS

226
PARTICIPANTS AT
THE EMPLOYMENT
CAFES

242
JOB SEEKERS RECEIVED
INFORMATION ABOUT THE NWT

5 JOBSEEKERS HAVE
SIGNED UP FOR
A MOCK INTERVIEW

12
FRANCOPHONES
SUPPORTED IN THE
SOUTH SLAVE REGION
IN THEIR JOB SEARCH

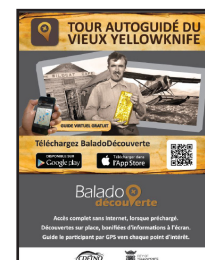
10
PERSONS FOUND ONE OF CDETNO'S
GEOCACHES

15
REPLIES TO TOURISM
INFORMATION INQUIRIES
IN FRENCH

1911
NEW DOWNLOADS OF
BALADODISCOVERY APP



11^e PARTICIPATION AT
DESTINATION CANADA



Abonnés sur Twitter

652
A 14 % INCREASE
FROM 2016-2017

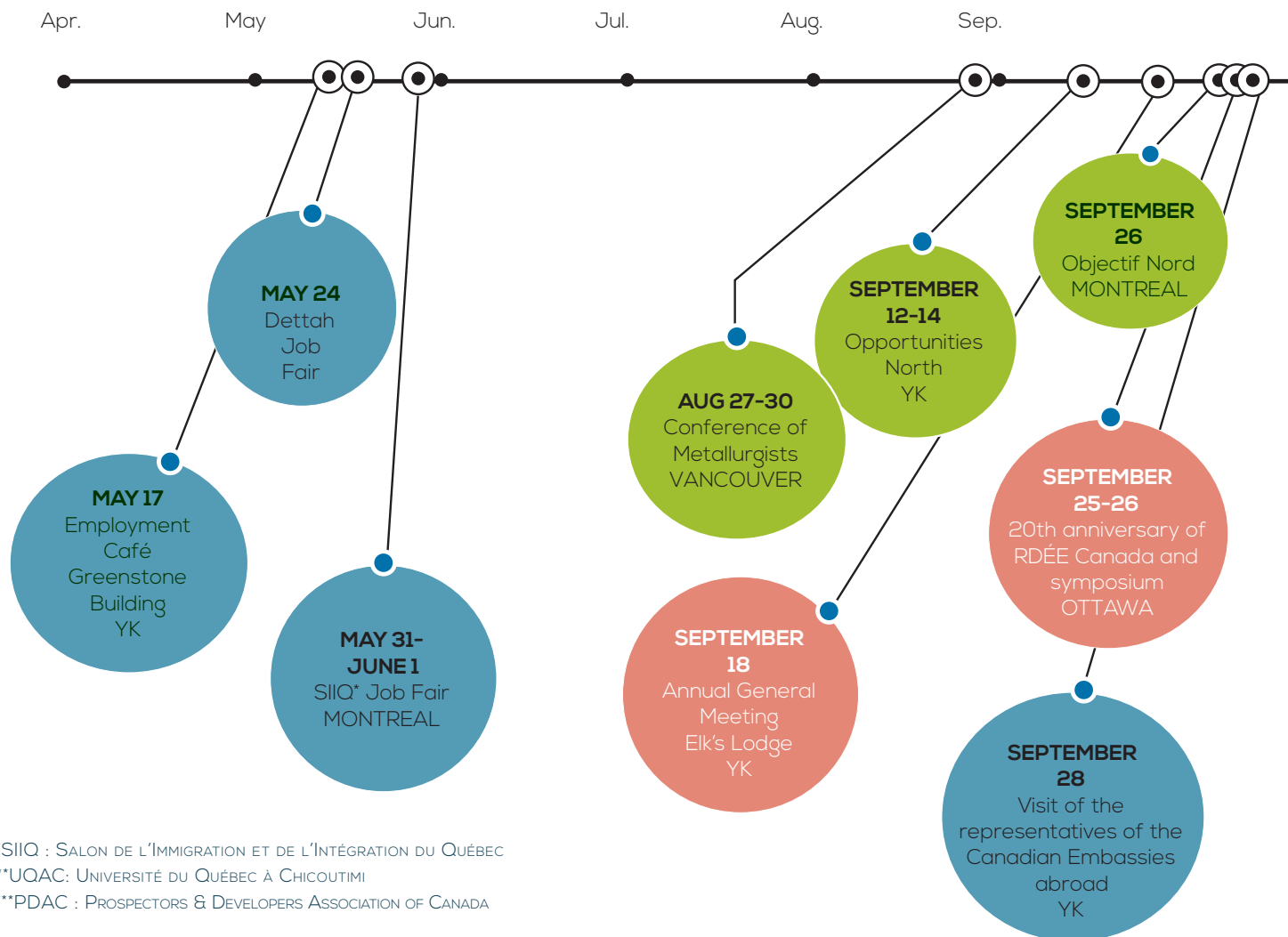


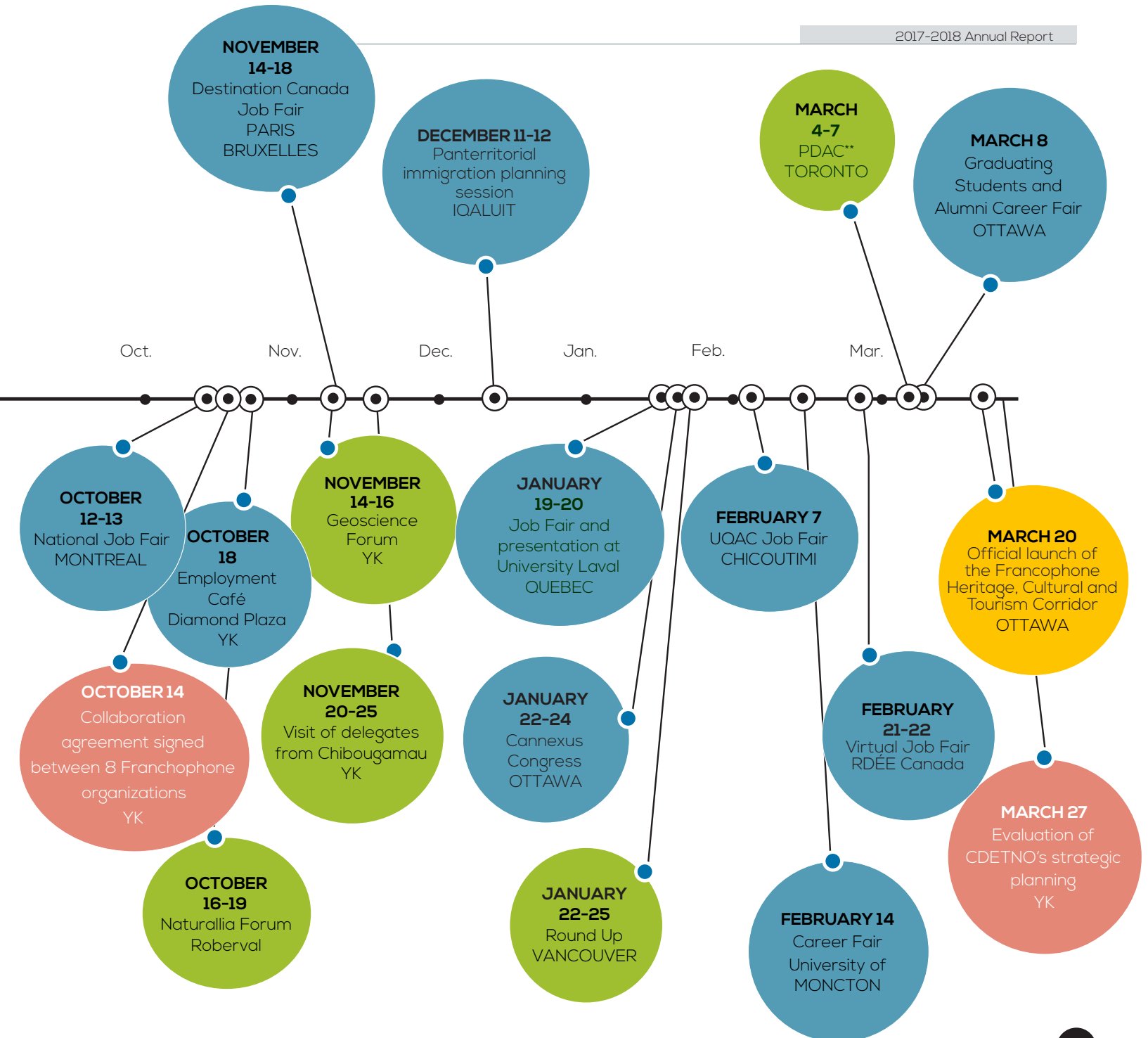
J'aime sur Facebook

765
A 44 % INCREASE
FROM 2016-2017

2017-2018 Timeline

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





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.

- Updated the French version of the Conference Planner Guide, a directory aimed at planning business trips to the NWT.

- CDETNO added strategic planning support for non-profit organizations to its services. Tools and templates have been developed and first requests have been drawn up.

- 47** businesses and non-profit organizations have contacted the economic development officer to obtain counselling or recommendations regarding their business ideas.



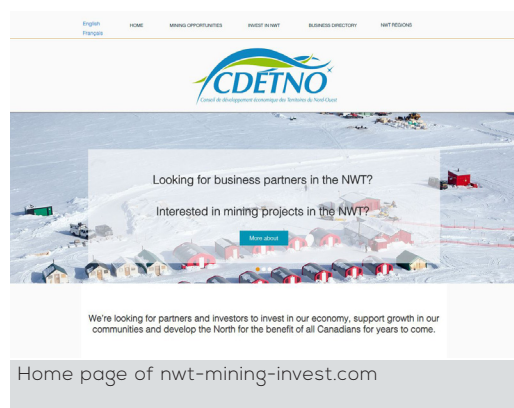
CDETNO was a great help and essential support for the accomplishment of my activities in communication. The economic development officer was a great help and his expertise helped me understand and adapt to the Northern reality.

Andréanne Simard
Nomad



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.



- Online release of the NWT business directory in the mining sector. This website was created thanks to the NWT Mining Industry Value Chain Study in collaboration with NWT & Nunavut Chamber of Mines and the Department of Industry, Tourism and Investment (ITI). The website is available at **nwt-mining-invest.com**

- Attendance at 3 major investment related events: Opportunities North in Yellowknife, Association for Mineral Exploration (AME) Round up in Vancouver and Prospectors & Developers Association of Canada (PDAC) in Toronto. In the later event two NWT businesses, Global Storm IT and Global Storm Technologie, accompanied CDETNO.

- November 20th to the 25th, CDETNO hosted a delegation from Chibougamau (Québec) and presented its tourism and investment attraction strategies.



Delegation from Chibougamau with: Antoine Gagnon, then CDETNO Executive Director; Renée Comeau; YK Chamber President, Deneen Everett, YK Chamber Executive Director; and Rebbecca Alty, City Counsellor.

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 **8** job fairs, including Destination Canada, in Paris and Brussels. During the four day event, our team gave **13** presentations about living and working in the NWT. **11** job offers from **7** employers were advertised at the event. Several other job fairs were organised in the context of the pan territorial project *Viens Vivre En Grand*, in collaboration with our counterpart organizations in Yukon and Nunavut.
- **6** presentations on the job market and lifestyle in the NWT were given to students and graduating students of several universities.
- **37** employers met to support labour recruitment and **79** job offers published on our website.
- **2** Employment Cafés with 39 employers recruiting.

Audrey Marceau at Destination Canada Job Fair



Valérie Gosselin (centre) at the Graduating Students and Alumni Career Fair in Ottawa

| | | |
|----------------------------|---------------|--------------------------|
| 11 ^e | 11 | 7 |
| PARTICIPATION OF CDETNO | JOB OFFERS | EMPLOYERS REPRESENTED |

destination
canada

Employment and immigration

In November 2017, we had the chance to be selected to attend Destination Canada Job Fair in Paris. This event allowed us to better understand our immigration needs and especially for discovering the different provinces. We could therefore consider other options like the Northwest Territories. An on site representative of CDETNO gave us good advice and helped us get a job offer.

Stephania Lukasik



Hamzaa (left) and Stéphanie (right), attendees at Destination Canada Job Fair 2017, in company of Sonia Idir (centre)

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

•Launch of the **Yellowknife Insider's Guide** in collaboration with The Edge. This is a bilingual guide with practical information about the city of Yellowknife for anyone interested in living and working there. Visit this online guide at www.ykinsidersguide.ca

•**12** newcomers moved to the NWT and benefited from our services.

•**225** participants at the Employment Cafés.

•**5** mock interviews in collaboration with the NWT Career Centre, including one with a hard of hearing person via IP Replay system.

•**3** employment workshops given to 3 grade 10 students at Allain St-Cyr School in Yellowknife.

•Visit of the Thebacha Business Development Services and Aurora College in Fort Smith to promote our services in employment and recruitment of skilled workers.

•Pursuit of the SWIS program in the NWT. This program supports adaptation and school integration for newcomers, students and their parents newly arrived in Canada.

•Pursuit 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.

SWIS



YELLOWKNIFE

Travailleurs d'établissement dans les écoles (TEE)

Settlement Workers in Schools Program (SWIS)

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.

- Online release of the website 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. Content about local heritage sites and tourism operators were finalized by CDETNO and integrated to the website.

Visit the Corridor at www.corridorcanada.ca

- Implementation of the francisation assistance program. CDETNO offers the translation of 2000 words and a \$300 credit to tourism operators who wish to have their promotional material translated into French. Members of the program are eligible to join the Corridor.

- More than **15** requests for tourism information in French answered.

- 10** persons found one of CDETNO's geocaches.



« Hi there! We have received the documentation, bags, and magnets. Wow! All of this will certainly be helpful for our project. Thank you for everything and have a great weekend! »

Jean-François Parent
Tourist from Quebec



About the NWT Career Centre



Diavik Diamond Mine gave safety footwear to the NWT Career Centre in February 2018

Dress to Impress - for job seekers support

This program, funded by GNWTHSS antipoverty, provides job seekers with professional clothing to wear to upcoming job interviews and aims to decrease the initial cost of acquiring a working wardrobe. 32 jobseekers benefited from this program, 24 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



Financial statement

STATEMENT OF OPERATION For the year ending March 31, 2018

| | 2018 | 2017 |
|--|-------------------|-------------------|
| REVENUE | | |
| EDSC | \$ 314,679 | \$ 332,337 |
| NWT Gov. Services contract | 195,259 | 195,259 |
| CanNor | 123,559 | 90,000 |
| IRCC | 293,735 | 212,572 |
| NWT Gov. Subsidies | 40,000 | 47,000 |
| Services contract and other products | 27,676 | 42,330 |
| Jeunesse Canada au travail | - | 13,071 |
| Amortissement des apport reportés | 2,123 | 1,707 |
| TOTAL REVENUE | \$ 997,031 | \$ 934,276 |
| EXPENSES | | |
| Wages and benefits | 588,040 | 580,941 |
| Rent | 83,814 | 72,887 |
| Honorariums | 56,138 | 53,256 |
| Advertizing and promotion | 62,660 | 53,489 |
| Office and general | 60,804 | 53,930 |
| Travel expenses | 61,114 | 43,120 |
| Professional fees | 11,787 | 11,765 |
| Telephone | 8,712 | 8,285 |
| Amortization expenses | 8,443 | 6,906 |
| Fair subscription and equipment | 12,437 | 6,030 |
| Web Site / Internet | 8,023 | 5,676 |
| Bank fees | 722 | 892 |
| Permit | - | - |
| Bad debts | - | - |
| TOTAL EXPENSES | \$ 962,694 | \$ 897,177 |
| EXCESS OF REVENUE OVER EXPENSES | \$ 34,337 | \$ 37,099 |

STATEMENT OF FINANCIAL POSITION
March, 31 2018

| | 2018 | | 2017 |
|--|-------------------|-----------|----------------|
| ASSETS | | | |
| CURRENT ASSETS | | | |
| Cash and cash equivalents | \$ 32,741 | \$ | 51,159 |
| Account receivable | 172,558 | | 141,200 |
| Prepaid expenses | 5,597 | | 13,679 |
| Services Tax recoverable | 13,104 | | 6,574 |
| TOTAL CURRENT ASSETS | 224,000 | | 212,612 |
| TANGIBLE CAPITAL ASSETS | 15,223 | | 23,665 |
| TOTAL ASSETS | \$ 239,223 | \$ | 236,277 |
| LIABILITIES | | | |
| CURRENT LIABILITIES | | | |
| Accounts payable and accrued liabilities | \$ 19,583 | \$ | 48,393 |
| Payroll liabilities | 2,641 | | 3,098 |
| TOTAL CURRENT LIABILITIES | 22,224 | | 51,491 |
| Deferred contributions | 3,116 | | 5,240 |
| TOTAL LIABILITIES | \$ 25,340 | \$ | 56,731 |
| NET ASSETS | | | |
| Net assets invested in capital asset | 12,107 | | 18,425 |
| Unrestricted net assets | 201,776 | | 161,121 |
| TOTAL NET ASSETS | \$ 213,883 | \$ | 179,546 |
| TOTAL LIABILITIES AND NET ASSETS | \$ 239,223 | \$ | 236,277 |

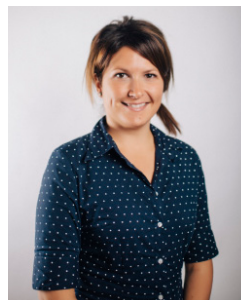
The team



Antoine Gagnon
Executive Director



Rosalie Davreux
Administration and
Tourism Coordinator



Audrey Marceau
Immigration, Recruitment
and Career Officer



Gyslain Gamache
Economic Development
Officer



Sonia Idir
Communications and
Marketing Officer



Annik Théberge
Settlement worker
in schools



Simon Peter Okurut
NWT Career Centre
Officer



Mercy Beilem Mfombe
NWT Career Centre
Officer

Diego Toledo
Economic Development
Officer

–
Employed since January 2018

Mélisande Alric
Administration and Tourism
Coordinator

–
Employed since January 2018

Valérie Gosselin
Immigration, Recruitment
and Career Officer

–
Employed since January 2018

Kimberly Rozsa
NWT Career Centre
Officer

–
Employed between december
2017 to April 2018

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.

Our members

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 et Nancy Poirier (EDSC); David Alexander (CanNor); Renée Barnabé (IRCC); Rooka Ramadin (YCW); Michael Saturnino, Audrey Enge, Breanna Holmberg (ECE) and Drew Williams (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'Aquilon, 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, Commission scolaire francophone des Territoires du Nord-Ouest, Yellowknife Education District #1, Yellowknife Catholic Schools (YCS), Military Family Resource Centres, Thebacha Business Development Services, Embassy of Canada to Belgium (Brussels), Embassy of Canada to Senegal, Tait Communications and Consulting, Edge and Pôle-emploi International.



Get in touch

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www.cdetno.com