



2018-2019 ANNUAL REPORT

A year of accomplishments



Membre du réseau national de
développement économique francophone



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BOARD OF DIRECTORS

PRESIDENT

Frederic Deschenes, Crowe MacKay

ADMINISTRATORS

Jean-François Pitre, Pido productions

Rolland-Eric Rakotomena, Explorer Hotel

Vincent Favre, Flow-Tronic



Board of Directors

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.



Thanks to the former team for all their hard work

Message from the President

It's with pleasure that I present CDETNO's 2018-2019 Annual Report. The main goal of this report is to present to our members and the community our achievements as well as the challenges experienced. Let me acknowledge how much our organization has accomplished over the last year.

CDETNO continued its work in accordance with its strategic plan, which would not have been possible without the commitment of a dedicated and passionate team.

Our main intervention sectors in the NWT are recruitment, the development of a skilled workforce, economic development, investment attraction, entrepreneurship and tourism.

I would also like to remind everyone that the "Settlement Workers in Schools" (SWIS) and "Local Immigration Partnership" (LIP) programs are services that CDETNO offers to the community. CDETNO remains a proud ambassador of the Francophonie in the NWT to potential residents, visitors, and investors.

Lastly, I would like to sincerely thank the Board, the Executive Director, and the employees for their commitment to strengthen economic activity in the NWT.



Frederic Deschenes

Message from the Executive Director

It is with joy that I invite you to discover CDETNO's 2018-2019 Annual Report.

In the following pages, you will see a summary of this year's accomplishments by our dynamic and dedicated team.

As with every year, CDETNO had the privilege of representing the NWT during several important events, such as Destination Canada in France and Belgium; an event designed to attract skilled workers and investors. We also participated in several job fairs across Canada as a result of the Pan-Territorial Project, as well as various tourism and economic events in partnership with the NWT Tourism. Economic development and the promotion of local businesses were strengthened, particularly in the tourism sector due to the Francophone Heritage, Culture and Tourism Corridor website. This site introduces NWT tourism operators to the Francophone markets. Also, CDETNO continued to remain relevant in the media, whether it be local, national or international.

I would like to thank all of our members who participated in our activities, our sponsors for their continued trust in our organization, and the Board of Directors for their steadfast support. I am extremely proud of my team and their commitment to promote economic development in the NWT.



François Afane

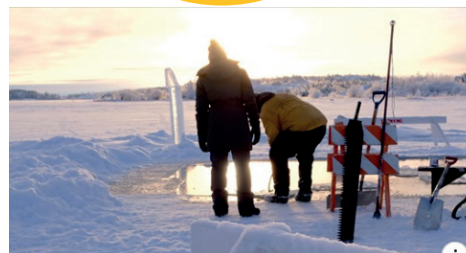
CDETNO in numbers

4325



VISITS AT THE NWT
CAREER CENTRE

1
Reportage
broadcast



TV5.CA

Canada - Yellowknife - Nordik

Yellowknife expérimente des hivers rudes et froids. Mylène St-Sauveur



JOBSEEKERS BENEFITED
FROM THE DRESS TO
IMPRESS PROGRAM



43

ORGANIZATIONS
HAVE CONTACTED
CDETNO FOR
RECOMMENDATIONS
AND COUNSELLING IN
ENTREPRENEURSHIP

20

MEETINGS WITH
FRANCOPHONES
ENTREPRENEURS

Start-up or business
expansion

57

JOB OFFERS
PUBLISHED ON OUR
WEBSITE



40

EMPLOYERS MET TO SUPPORT
LABOUR RECRUITMENT

8

JOB FAIRS

216

PARTICIPANTS AT
THE EMPLOYMENT
CAFES

155



JOB SEEKERS RECEIVED
INFORMATION ABOUT THE
NWT

40

JOBSEEKERS HAVE
SIGNED UP FOR
A MOCK INTERVIEW

40

FRANCOPHONES SUPPORTED IN
THEIR JOB SEARCH

36

SOUTH SLAVE REGION

4

NORTH SLAVE REGION

7



PERSONS FOUND ONE OF CDETNO 'S
GEOCACHES

6



REPLIES TO TOURISM
INFORMATION INQUIRIES
IN FRENCH

1336

NEW DOWNLOADS OF
BALADODISCOVERY APP

12th

PARTICIPATION AT
DESTINATION CANADA

15th

CDETNO ANNIVERSARY



Followers on Twitter



691

A 4 % INCREASE
FROM 2017-2018

Likes on Facebook

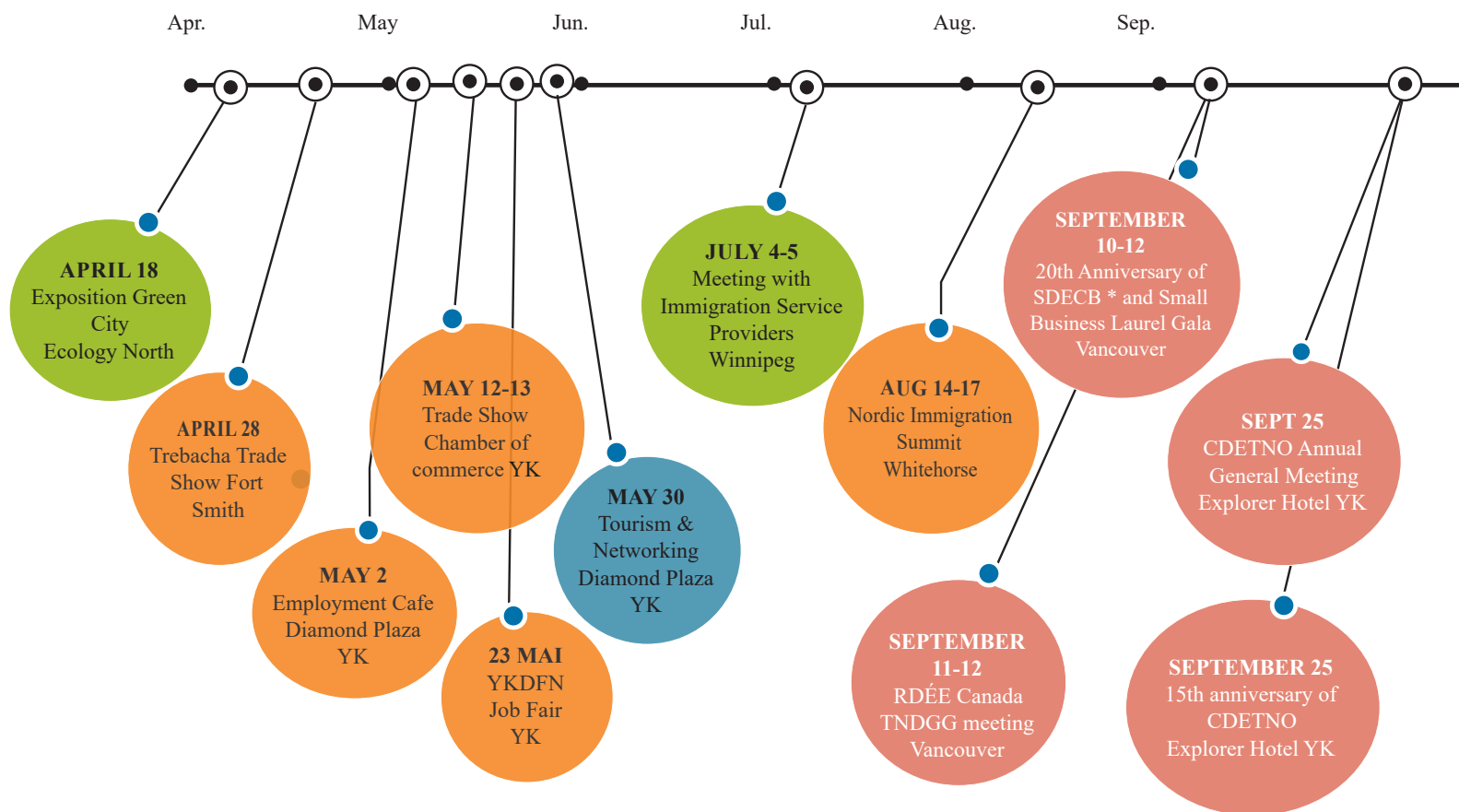


914

A 5 % INCREASE
FROM 2017-2018

2018-2019 Timeline

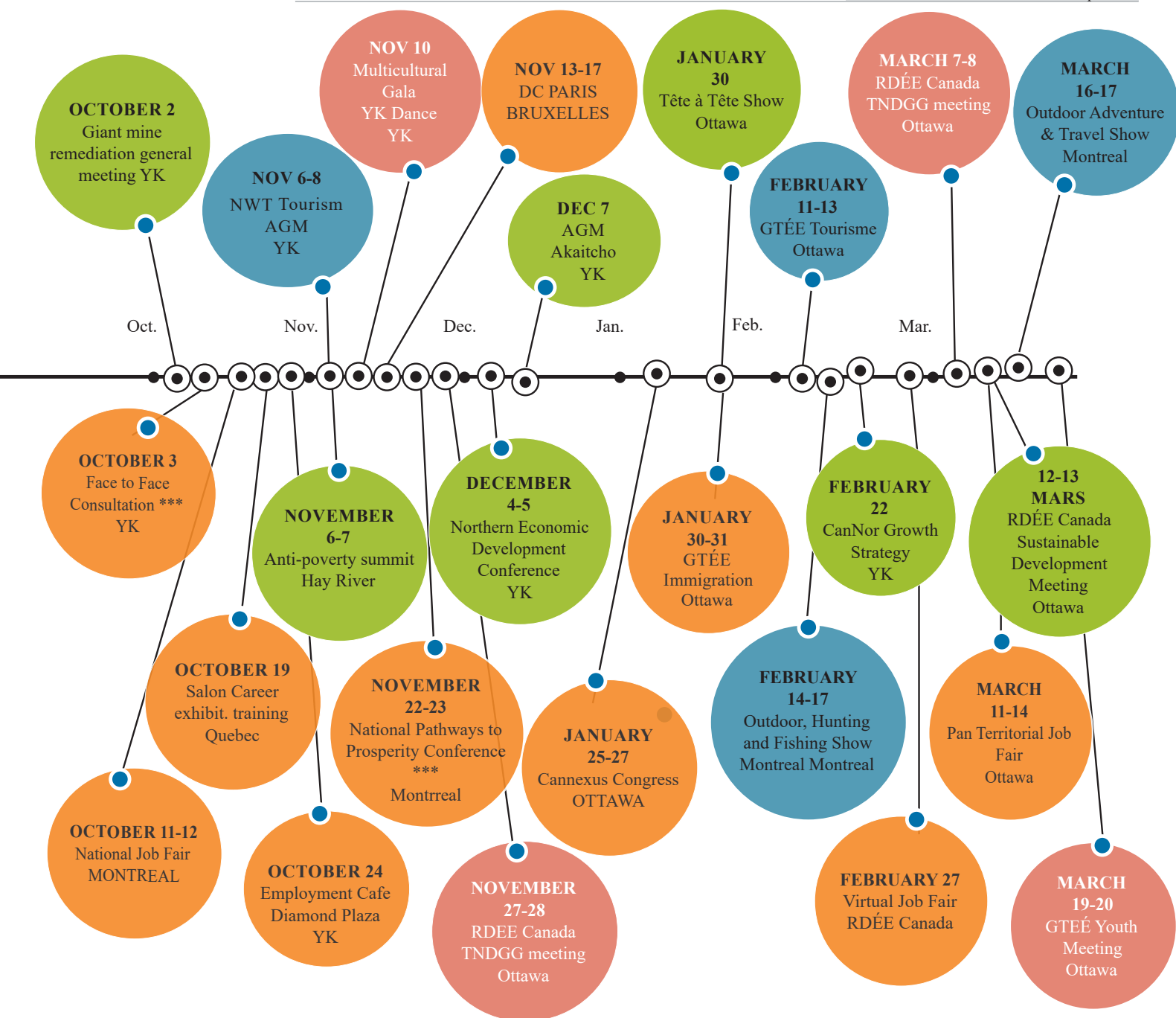
- Tourism
- Entrepreneurship & Investement
- Recrutement, Employability & Immigration
- Special Event



*SOCIÉTÉ DE DÉVELOPPEMENT ÉCONOMIQUE DE LA COLOMBIE-BRITANNIQUE

**FACE-TO-FACE CONSULTATION WITH TWO PEOPLE AT SAFE HARBOR DAY CENTER & SOBERING CENTER

***PATHWAYS TO PROSPERITY - BORDERS, WELCOMING COMMUNITIES AND THE POLITICIZATION OF IMMIGRATION



Entrepreneurship

CDETNO supports Francophone and Francophile entrepreneurs who wish to participate in the thriving economy of the NWT, by providing them support and tools, such as creating a business plan, seeking investments and networking opportunities.

- Support to **20** French-speaking entrepreneurs to start or expand their business.
- **43** businesses and non-profit organizations have contacted the economic development officer to obtain counselling or recommendations regarding their business ideas.
- Organisation of a Career Day at école Boréale in Hay River for Francophone secondary students in order to discover their entrepreneurial spirit.
- Our services are also offered to organisations from the Francophone community who wished to improve their internal capacities in terms of strategic planning, communication plan, help with funding requests or referencing.



CDETNO is for me, an essential support in the business community. I want to thank the economic development officer for the encouragement and follow-up. He has been a strong support in the process of finalizing my projects.

Bouchra Ellaham
BB Cooking



Investment

CDETNO offers vast personalized services, free and confidential for Francophone investors. Our mission is to contribute to the development of the NWT economy and help promote the full potential of our Territory.

- CDETNO promoted the NWT as a unique place to invest in Francophone markets, in and out of Canada.

Participated in 4 major events to attract investors: Exposition Green City, Northern Economic Development Conference, the Tête à Tête event in Ottawa and the Outdoor Adventure & Travel Show in Montreal.



Diego Toledo at the Tête à Tête show in Ottawa

Diego & Mélisande at the Outdoor Adventure & Travel Show in Montreal.



Recruitment

We support NWT employers in the hiring process by offering a variety of free services to employers who are members, such as job postings, job fairs in Canada and internationally.

- 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. **30** job offers from **4** 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 the Yukon and Nunavut.

- **40** employers supported with labour recruitment and **57** job offers published on our website.

- **40** Francophones supported in their search for work.

- **2** Employment Cafés with **49** employers recruiting and **216** participants

destination
canada

12th

participation
of cdetno

30

job offers

4

employers
represented



Presentations in Ottawa as part of the Pan-Territorial Project with our Yukon and Nunavut partners

Employment and immigration



Thanks to the quick referral of the Immigration, recruitment, and career agent, we resolved a challenging situation which helped us to stay and work in the NWT.

Melissa



Valérie and Sonia at Destination Canada 2018

SWIS



Travailleurs d'établissement dans les écoles (TEE)

Settlement Workers in Schools Program (SWIS)



CDETNO helps job seekers, newcomers, and immigrants to integrate into the labour market by offering free services in both French and English. Services such as creating a business plan, help seeking investments and networking opportunities.

- **40** newcomers moved to the NWT and benefited from our services.
- Face to face interviews with **2** people at Safe Harbour Day Centre & Sobering Centre.
- **225** participants at Employment Café.
- **4** presentations of the labour market in the NWT were offered to students and graduates of several Ontario universities and colleges.
- The 2019 Virtual Job Fair was attended by about **400** participants of which **183** visitors consulted CDETNO's booth.
- Continuation of the SWIS program activities which helped **81** students, new to Canada, to integrate and adapt to life in the NWT.
- **22** Participants at the SWIS Dene Camp which is a celebration where young newcomers can discover and explore the multiple facets of the Dene culture.
- Strengthening of the Local Immigration Partnership (LIP). The goal is to develop local partnerships in order to find lasting solutions in response to newcomers challenges.

Tourism

CDETNO promotes NWT tourism attractions in various Francophone markets. At national and international fairs and events, we shared tourism information as well as promotional material in French in order to make the NWT a must-see destination for Francophones and Francophiles.

- The launching of the Francophone Heritage, Culture and Tourism Corridor Website, developed by RDÉE Canada in partnership with all 13 economic development organisations from across Canada. A Pan-Canadian project developed as part of Canada's 150th Anniversary to promote Canadian Francophonie. The content regarding the heritage sites and the local tourism operators was written by CDETNO and were integrated into the website.

Visit the Corridor at www.corridorcanada.ca

- Implementation of the francization 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.

- Around **1100** people visited CDETNO's stand during the Outdoor Adventure & Travel Show in Montreal.

- Answered more than **6** requests for tourism information in French.

- 7** people found one of CDETNO's geocaches, which are in French to showcase the NWT as a must-see destination for Francophones and Francophiles.



Mélanie at the NWT Tourism AGM



*Hello,
Thank you for taking the time to meet
with me this morning. There are several
great ideas you brought forward that I
believe will be a great benefit to partner
on. »*

*Ron Ostrom
Association ITAC*

About the NWT Career Centre

Over the 2018-2019 fiscal year, the NWT Career Centre has continued to assist job seekers across the territory. Financed by the Ministry of Education, Culture and Employment, the demand for our services has increased by 45%, more specifically resumé related services have increased by 600%, in comparison to 2015. Overall satisfaction of our services has remained strong, while the need to improve the mock interview services has been identified.

In Numbers

- **4325** visits, of which:
 - **289** were Francophones
- Services supplied to visitors
 - **1513** resumes assessed
 - **3267** job searches
 - **15** job interview simulations

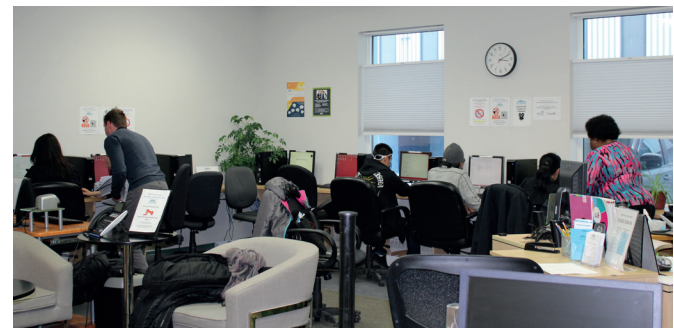


Mercy at Cannexus Congress Ottawa in January

Dress to Impress - Support for Job Seekers

This program, funded by GNWT HSS antipoverty, provides job seekers with professional clothing to wear to upcoming job interviews and aims to decrease the initial cost of access to the labor market.

72 jobseekers benefited from this program and work for 21 local employers.



The NWT Career Centre employees helping the job seekers

Financial statement

STATEMENT OF OPERATION For the year ending March 31, 2019

	2019	2018 (adjusted)
REVENUE		
EDSC	341 637 \$	329 003 \$
IRCC	313 664	293 735
NWT Gov. Services contract	195 259	195 259
Contrats de services et autres revenus	54 944	27 676
NWT Gov. Subsidies	44 504	40 000
CanNor	55 107	121 371
Amortissement des apports reportés	3 221	2 123
TOTAL REVENUE	1 008 336 \$	1 009 167 \$
EXPENSES		
Wages and benefits	655 289 \$	588 040 \$
Rent	97 817	83 814
Travel expenses	62 324	61 114
Advertising and promotion	88 614	76 836
Office and general	33 990	46 628
Honorariums	29 973	56 138
Professional fees	12 044	11 787
Telephone	10 671	8 712
Amortization expenses	6 828	8 443
Internet and web site	5 365	8 023
Fair subscription and equipment	4 601	12 437
Bank fees	1 895	722
TOTAL EXPENSES	1 009 411 \$	962 694 \$
EXCESS OF REVENUE OVER EXPENSES	(1 075) \$	46 473 \$

STATEMENT OF FINANCIAL POSITION
March 31, 2019

	2019	2018 (adjusted)
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	241 929 \$	32 741 \$
Account receivable	109 243	187 245
Services Tax recoverable	12 520	13 104
Prepaid expenses	28 704	5 597
TOTAL CURRENT ASSETS	392 396	238 687
TANGIBLE CAPITAL ASSETS	16 082	15 222
TOTAL ASSETS	408 478 \$	253 909 \$
LIABILITIES		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	51 145 \$	19 582 \$
Payroll liabilities	5 154	2 641
Deferred subsidies	117 101	-
TOTAL CURRENT LIABILITIES	173 400	22 223
Deferred contributions	7 583	3 116
TOTAL LIABILITIES	180 983 \$	25 339 \$
NET ASSETS		
Net assets invested in capital asset	8 499 \$	12 107 \$
Unrestricted net assets	218 996	216 463
TOTAL NET ASSETS	227 495 \$	228 570 \$
TOTAL LIABILITIES AND NET ASSETS	408 478 \$	253 909 \$

The team



François Afane
Executive Director



Mélisande Alric
Administration and
Tourism Coordinator



Valérie Gosselin
Immigration, Recruitment
and Career Officer



Diego Toledo
Economic Development
Officer



Sonia Idir
Communications and
Marketing Officer



Annik Théberge
Settlement worker
in schools



Gordon Ross
NWT Career Centre
Officer



Mercy Beilem Mfombe
NWT Career Centre
Officer

Carine Ouedraogo
Communications and Marketing
Officer

-
Employed since february 2019

From Inuvik to Fort Smith; mine development, tourism 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, City of Yellowknife, Association franco-yukonnaise, Yellowknife Chamber of Commerce, Embassy of Canada in France (Paris), Embassy of Canada to Belgium (Brussels) Denendeh Investments Inc., Carrefour Nunavut, Commission

scolaire francophone des TNO, École Allain St-Cyr, École Boréale, l'Aquilon, Réseau TNO Santé en français, Centre d'accueil francophone - Immigration TNO, Jeunesse TNO, BB Cooking, 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, YK Dance, 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, Tait Communications and Consulting, Edge and Pôle-emploi International.



Get in touch

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