



2019-2020 ANNUAL REPORT

A year of accomplishments



Membre du réseau national de
développement économique francophone



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About CDETNO

BOARD OF DIRECTORS

PRESIDENT

Frederic Deschenes, Crowe MacKay

ADMINISTRATORS

Jean-François Pitre, Pido productions

Rolland-Eric Rakotomena, Explorer Hotel

Bouchra Ellaham, BB Cooking, Catering



Board of Directors

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.



Team members

*Missing William Gagnon

Message from the President

It is with renewed pleasure that I invite you to browse through the pages of our 2019-2020 annual report, which presents all the work accomplished this year by CDETNO's management and employees.

In this rather special year, innovation, professionalism and consistency, have progressively guided all the projects carried out in all our sectors of intervention: recruitment, employability, immigration, youth, entrepreneurship, investment, and tourism.

We continue to be pleased with the solid partnerships that CDETNO has developed and maintained over the years with funders and various local, territorial, national and international organizations.

A big thank you to all our members for your undeniable support and commitment, proof of your ongoing confidence in the services we provide in labour recruitment and the economic development of the NWT. We are pleased to showcase the NWT at key events such as Destination Canada in Europe, which every year attracts newcomers to settle and work in our beautiful territory.

In spite of the challenges caused by the Covid-19 crisis, which marginally impacted the organization, management and the team have demonstrated innovation in pursuing the mission.

Finally, I would sincerely like to thank CDETNO's management, directors and employees for their high-quality work in the economic development of the NWT

Good reading.



Frederic Deschenes

Message from the Executive Director

Dear members, as always, my team and I are pleased to present to you the summary of a full year of activities in employability, recruitment, entrepreneurship, investment attraction, immigration, and tourism from April 2019 to March 2020.

During the past year, CDETNO welcomed a new project, the youth initiation to entrepreneurship, while maintaining all other existing projects.

We have continued to successfully build our participation and visibility through our National Network RDÉE Canada. In partnership with our territorial counterparts, Carrefour Nunavut, and Association Franco-Yukonnaise, we strengthened the Pan-Territorial program by participating in multiple job fairs across the country.

Furthermore, we worked with our provincial and territorial counterparts throughout Canada to promote the powerful website called the Francophone Heritage, Cultural and Tourism Corridor of Canada.

I would like to thank all of our members who took part in our activities, thank you to our funders for your confidence, a special thank you to our Board Members for their time and commitment.

I am proud of my team, who continue to work tirelessly to support the economic development, and, above all, who have demonstrated innovation and resilience in helping our community emerge stronger from the Covid-19 crisis.



François Afane

CDETNO in numbers

5378



VISITS AT THE NWT CAREER
CENTRE

41

ORGANIZATIONS HAVE
CONTACTED CDETNO FOR
RECOMMENDATIONS
AND COUNSELLING IN
ENTREPRENEURSHIP



33

MEETINGS WITH
FRANCOPHONES
ENTREPRENEURS

Start-up or business expansion

51

CLIENTS ASSISTED THROUGH THE
“WORKFORCE HUB” PROGRAM

1

FAM Tour:
tourist report

La résilience des Inuits face aux changements
climatiques



Publié le : 08/06/2020 - 13:34 Modifié le : 04/08/2020 - 13:42



Choukour Nait Cooney regarde son village, Takoyotuk, situé au bord de l'océan Arctique et aux premières loges des
changements climatiques. Marie-Laure Josselin/IFI

Par : Marie-Laure Josselin © 21 mn



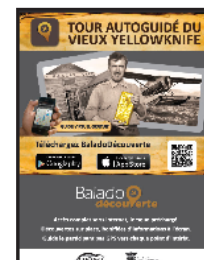
147

JOBSEEKERS BENEFITED FROM THE
DRESS TO IMPRESS PROGRAM

THIS FAMILIARIZATION TOUR ORGANIZED IN YELLOWKNIFE AND INUVIK
provided good visibility for the NWT across Canada and internationally...
magazines and reports were published to encourage tourism in the territories.

94

JOB OFFERS
PUBLISHED ON OUR
WEBSITE

60
EMPLOYERS MET TO SUPPORT
LABOUR RECRUITMENT
11 JOB FAIRS**196**PARTICIPANTS AT
THE EMPLOYMENT
CAFES**527** JOB SEEKERS RECEIVED
INFORMATION ABOUT THE NWT**217**FRANCOPHONES SUPPORTED IN THEIR
JOB SEARCH**90** EMPLOYERS EDUCATED
IN THE RECRUITMENT OF
IMMIGRANT WORKERS**11**PERSONS FOUND ONE OF CDETNO 'S
GEOCACHES**16**REPLIES TO TOURISM
INFORMATION INQUIRIES
IN FRENCH**1404**NEW DOWNLOADS OF
BALADODISCOVERY APP**13th** PARTICIPATION AT DESTINATION
CANADA

Followers on Twitter

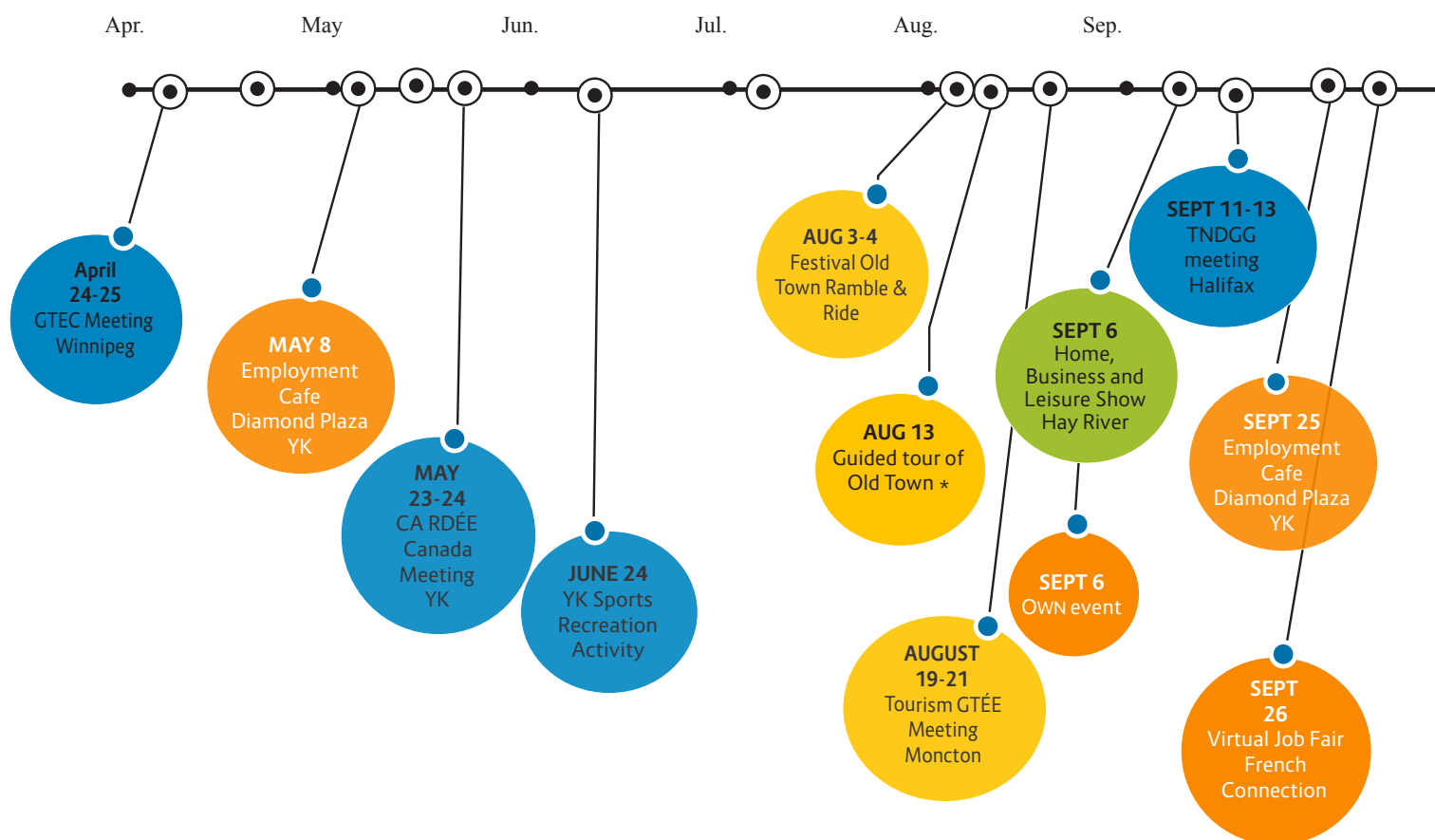
733A **6%** INCREASE
FROM 2018-2019

Likes on Facebook

1023A **12%** INCREASE
FROM 2018-2019

2019-2020 Timeline

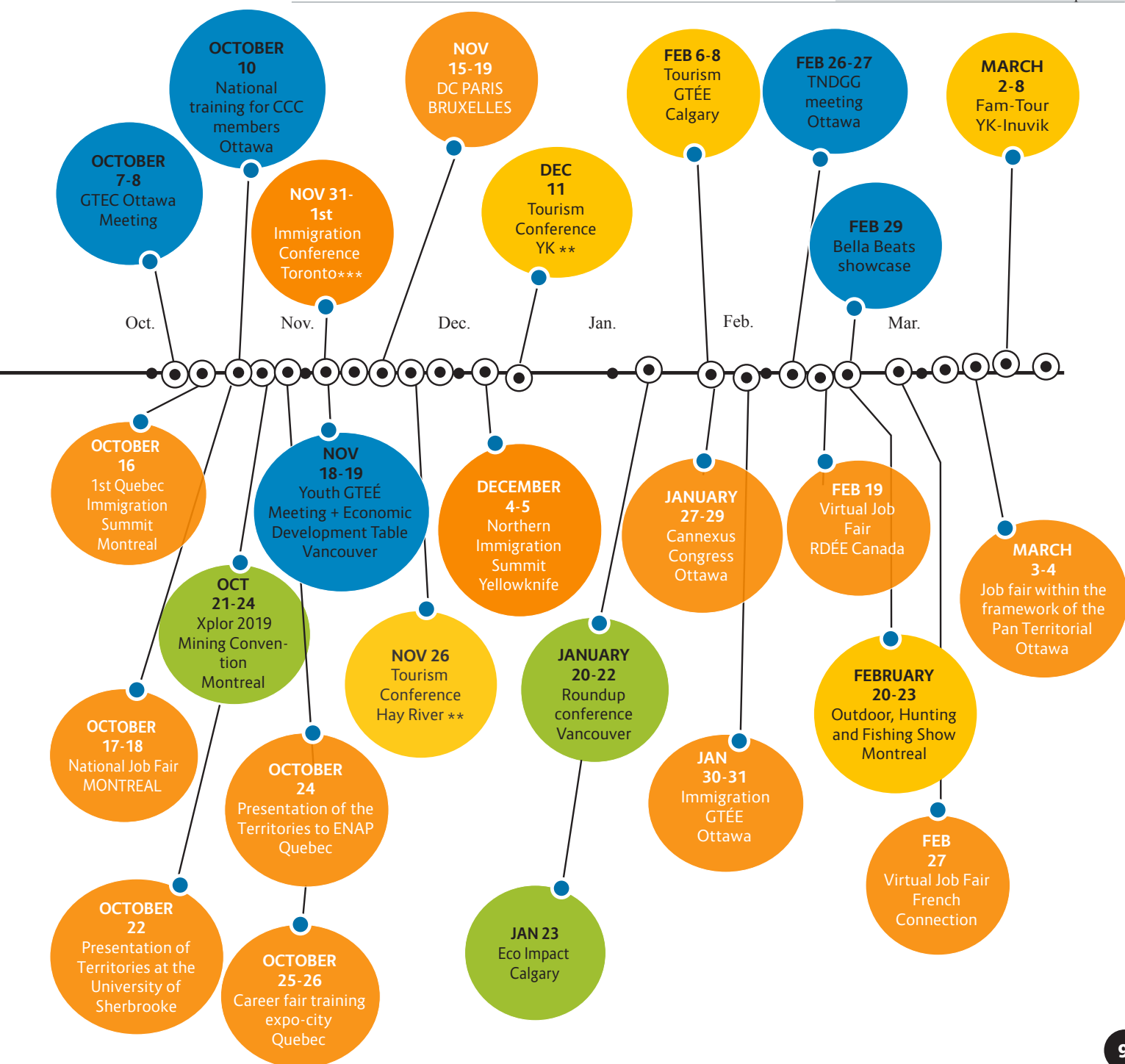
- Tourism
- Entrepreneurship & Investement
- Recrutement, Employability & Immigration
- Special Event



*AS PART OF OUR PARTNERSHIP WITH STRONG INTERPRETATION

**AS PART OF ITS FIVE-YEAR TOURISM STRATEGY (2021-2025) - DEPARTMENT OF INDUSTRY, TOURISM AND INVESTMENT (ITI)

***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 **33** French-speaking entrepreneurs to start or expand their business.

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

- Organized **2** Young Entrepreneurs Camp to better equip young people, through fun and educational activities, to identify their environmental challenges and transform these challenges into entrepreneurial opportunities.

- The Economic Development Officer and the Youth Entrepreneurship Coordinator have taken a training course led by a professional in strategic planning and governance in order to provide quality services to our CDETNO members. Our services are also offered to the Francophone community in hopes to reinforce their organizational capacities in strategic planning, communication plans, funding support, as well as referral.



The last edition of the Young Entrepreneurs Camp 2019 finalists

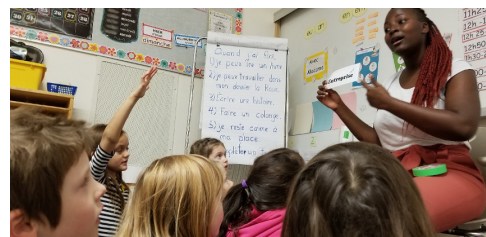
At CDETNO, we know that there is no minimum age to start a business. That's why we have set up a unique entrepreneurship project offering youth in the Northwest Territories a concrete and enriching entrepreneurial experience.

- 100** Francophone students from École Boréale in Hay River and École Allain St-Cyr in Yellowknife, from pre-kindergarten to grade 12, participated in **Youth Entrepreneurship** workshops offered by CDETNO under the programs **"Be a Business Bee"** and **"Create a Logo"**. The objective was to introduce entrepreneurship notions to young people through various fun activities designed to stimulate curiosity towards the entrepreneurial world.

- Week long entrepreneurial workshops at École Boréale in Hay River for young people, from pre-kindergarten to grade 9.

- Week-long activity in the **Be a Business Bee** program offered to the kindergarten, 1st, 2nd, and 3rd grade classes at the Allain St-Cyr school in Yellowknife.

- Facilitated weekly entrepreneurship workshops via the **"Market Your Thoughts"** program in the 7th and 8th grade class at the Allain St-Cyr school during the winter semester of 2020. The objective of these weekly workshops was to introduce fundamental notions in entrepreneurship to the students in order to equip and guide them in the creation, elaboration and presentation of their own business idea.



Sira Diabira, during a workshop at Allain St-Cyr school

Investment



Mineral Exploration Roundup 2020, Vancouver, January 2020



Mining Congress, Montreal, October 2019

CDETNO offers a wide variety of free, confidential and personalized services for francophone investors. Our mission is to contribute to the economic development of the Northwest Territories, which offers unique investing potential. Furthermore, the aspect of sustainability and the objectives of sustainable development objectives are now recognized as foundational pillars of CDETNO which guide the work of employees and the NWT business community.

- CDETNO promotes the NWT as a place to invest in francophone markets across Canada and abroad. We are the liaison between NWT companies and national and international francophone markets.

- Attended **4** major events attracting investors: Mining Congress in Montreal Xplor 2019, Eco Impact in Calgary, Mineral Exploration Roundup 2020 in Vancouver as well as participation in the Outdoors, Hunting, Fishing show in Montreal.

- Every month, our members receive a newsletter with an information section on investments for territorial-based companies. The goal is to promote the local economic development and to make these resources accessible to them.



Mila Benoit at Outdoors, Hunting, Fishing show, 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 **11** job fairs: 3 virtual and 8 face-to-face including Destination Canada, in Paris and Brussels. **28** job offers from **10** different 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.

- Met **810** job seekers in person during the job fairs in Ontario and Quebec as part of the Pan-Territorial project.

- **60** employers assisted with labour recruitment and **94** job postings published on our website.

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

- **2** Employment Cafés with 46 employers recruiting and 150 participants



Presentations in Ottawa as part of the Pan-Territorial project



Testimony Maxence Jaillet - L'Aiglon

*The support received by CDETNO's recruitment team was the pivotal element in my decision to use the **Mobilité francophone** program.*

The showcase that CDETNO was able to give to my job advertisement was unprecedented.

Their expertise and the finesse of their observations greatly facilitated the selection process.

The resumes I received were all relevant and showed a real interest in getting involved in the NWT.



Employment and immigration

« Testimonial Édouard Debeugny - France

With my working holiday permit in hand, I didn't know in which part of Canada I should try my luck. Thanks to the support of CDETNO, I received relevant information regarding the job market and life in the NWT. This allowed me to make an informed decision and move to Yellowknife. I've been here for a year now, working for the government and feeling fulfilled personally and professionally. Thank you!



The three NWT representatives at Destination Canada 2019, accompanied by the Canadian Ambassador to Belgium

SWIS



Travailleurs d'établissement dans les écoles (TEE)

Settlement Workers In Schools Program (SWIS)

PARTENARIAT POUR
L'IMMIGRATION DE
YELLOWKNIFE



YELLOWKNIFE
IMMIGRATION
PARTNERSHIP

CDETNO helps job seekers, newcomers, and immigrants to integrate into the labour market by offering free services in both French and English.

- **59** Francophone Newcomers moved to the NWT and benefited from our services.
- **90** employers in the NWT were made aware of the importance of hiring immigrant workers.
- **3** presentations on the labour market situation in the NWT were given to students and graduates in Ontario colleges and universities: 105 participants.
- **3** Virtual job fairs, approximately **400** participants at the fair. Following the virtual job fairs, we did personalized follow-up via Skype with **15** candidates explaining in more details the job opportunities in the NWT.
- Continuation of the SWIS program in the NWT. This program helps students and their parents newly arrived in Canada to adapt and integrate into the school environment.
- **55** clients hosted and **20** new clients in the SWIS program.
- **13** students participated as peer mentors with **3** community events to improve integration for immigrants.
- Strengthening of the Local Immigration Partnership (LIP) in Yellowknife with the adoption of the **2019-2025 strategic planning**. The goal is to develop local partnerships in order to find lasting solutions in response to Newcomers challenges.

• **Creation of an integrated service center** co-managed by CDETNO and FFT including the following organizations: Aurora College, College Nordique, FFT, NWT Literacy Council, and CDETNO. The objective is to create a centralized area for Newcomers to receive Francophone services.

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.

•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.

•CDETNO has created a series of games and fun activities at the local Old Town Ramble & Ride festival to promote our self-guided tour app of Old Town, Balado Discovery. The festival was not only an opportunity for us to meet and talk to different tourism tour operators but also to show our presence and commitment to the community.

•Around **600** people visited CDETNO's stand during the Outdoor Adventure & Travel Show in Montreal.

• Answered more than **16** requests for tourism information in French.

•**11** people found one of CDETNO's geocaches, which are in French to showcase the NWT.



Outdoor Adventure & Travel Show, Montreal, February



•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 was integrated into the website.

Visit the Corridor at www.corridorcanada.ca



Alexander Jones & Sira Diabirar, Festival Ramble & Ride, Aug. 2019



Sira, you are awesome. So awesome. Thank-you for your assistance with the translation. Looking forward to seeing you at the trade show in Montreal. This translation work will certainly be a big help for us over there.

*Dan Won
Owner, Jackpine Paddle*



About the NWT Career Centre

The NWT Career Centre experienced several positive changes resulting in the largest number of clients served since CDETNO began to administer Employment Assistance Services in 2014/2015.

Some highlights:

- Largest total number of visits and individual clients;
- Transition into a new working space with an updated computer lab;
- Active engagement service through more informed Career Coaching;
- Broadening of relationships with community organizations;
- Use of data analytics to deepen our understanding of the clients we serve.



We advanced our client-first approach and, based on both qualitative and quantitative data, appears to be fostering **positive outcomes** with clients and increased referrals from other local organizations.

Additionally, GNWT-ECE funded a 1-year pilot, **Workforce Hub**, resulting in more active services and leading to direct employment facilitation of **51 clients**.

In 2019-2020, the NWT Career Centre actively participated in the following events in the North Slave region including Arctic Indigenous Wellness Camp, Yellowknives Dene Annual Career Fair, Future Skills Centre Regional Sounding Tour...

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.

147 jobseekers benefited from this program.

The NWT Career Center via CDETNO, in partnership with Dominion Diamonds and Common Ground, organized a clothing drive to support the **Dress to Impress** program.

Financial statement

STATEMENT OF OPERATION For the year ending March 31, 2020

	2020	2019
REVENU		
EDSC	\$ 357 154	\$ 341 637
IRCC	371 107	313 664
NWT Gov. Services contract	195 259	195 259
Contrats de services et autres revenus	87 662	54 944
NWT Gov. Subsidies	144 833	44 504
CanNor	163 500	55 107
Amortization of deferred contributions	9 068	3 221
Employment Programs	8 193	-
TOTAL REVENU	\$ 1 336 776	\$ 1 008 336
EXPENSES		
Wages and benefits	\$ 775 143	\$ 655 289
Rent	173 380	97 817
Travel expenses	76 303	62 324
Advertising and promotion	84 596	88 614
Office and general	47 472	21 715
Honorariums	57 696	29 973
Professional fees	12 198	12 044
Telephone	16 392	16 036
Amortization expenses	13 492	6 828
Training	9 890	5 983
Fair subscription and equipment	4 217	4 601
Bank fees	977	1 895
Insurance	2 760	2 612
Informatique	21 660	3 681
TOTAL EXPENSES	\$ 1 296 176	\$ 1 009 412
EXCESS OF REVENUE OVER EXPENSES	\$ 40 600	\$ (1 076)

STATEMENT OF FINANCIAL POSITION

March 31, 2019

	2020	2019
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	\$ -	\$ 241 929
Account receivable	256 703	109 243
Services Tax recoverable	22 596	12 520
Prepaid expenses	21 577	28 704
TOTAL CURRENT ASSETS	300 876	392 396
TANGIBLE CAPITAL ASSETS	64 432	16 082
TOTAL ASSETS	\$ 365 308	\$ 408 478
LIABILITIES		
CURRENT LIABILITIES		
Accounts payable and accrued liabilities	\$ 36 320	\$ 51 147
Payroll liabilities	12 278	5 154
Deferred subsidies	-	117 101
Bank overdraft	2 976	-
TOTAL CURRENT LIABILITIES	51 574	173 402
Deferred contributions	45 641	7 583
TOTAL LIABILITIES	\$ 97 215	\$ 180 985
NET ASSETS		
Net assets invested in capital asset	\$ 18 792	\$ 8 499
Unrestricted net assets	249 301	218 994
TOTAL NET ASSETS	\$ 268 093	\$ 227 493
TOTAL LIABILITIES AND NET ASSETS	\$ 365 308	\$ 408 478

The team



François Afane
Executive Director



Nadine Cantin
Administration Coordinator



Aleksandar Kovacevic
Immigration, Recruitment
and Career Officer



Mila Benoit
Economic Development Officer



Carine Ouedraogo
Communications and Marketing
Officer



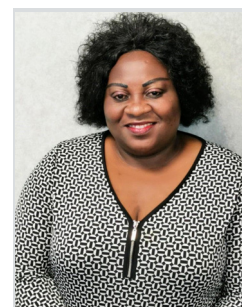
Sira Diabira
Youth Entrepreneurship and
Tourism coordinator



Zakaria Traoré
Settlement worker
in schools



Gordon Ross
Manager NWT Career Centre



Mercy Beilem Mfombe
Career Coach NWT Career Centre



Andrea Fowler
Administration officer NWT Career
Centre

William Gagnon
Economic Development Officer
-
Employed since January 2020

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

Nancy Poirier (EDSC); David Alexander, Simon Cloutier (CanNor); LaTavia Desmarais, Renée Barnabé (IRCC); Rooka Ramadin (YCW); Michael Saturnino, Audrey Enge, Breanna Holmberg (ECE) and Drew Williams (ITI).

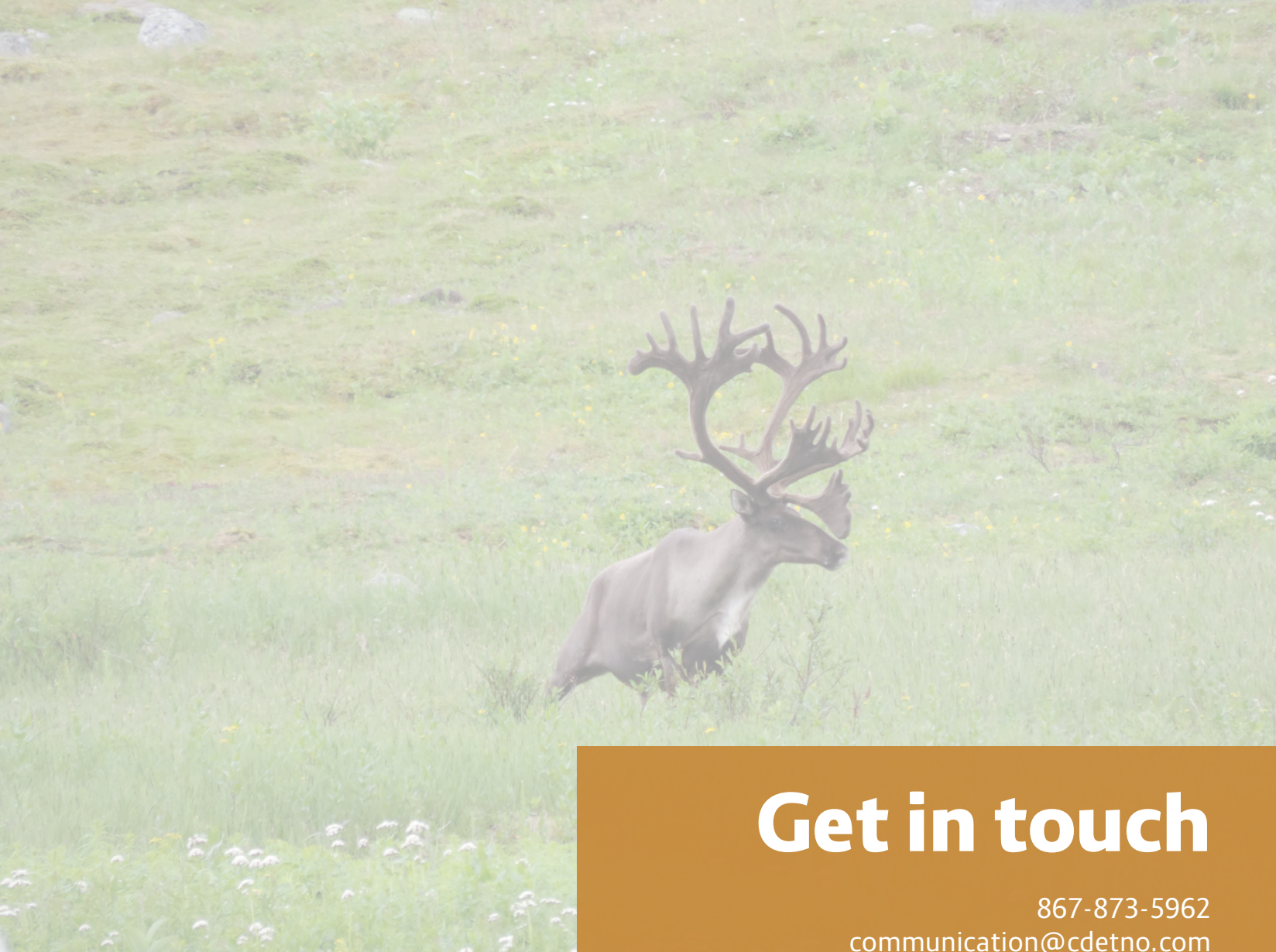
Our Funders

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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