



2020-2021 ANNUAL REPORT

A year of accomplishments



Member of the national Francophone
economic development network

RDEE
Canada

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Our services

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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



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 Athulya Joseph, Mila Benoit and William Gagnon

Message from the President

Once again, it is with great pleasure that I invite you to browse through the pages of our 2020-2021 annual report, which is a testament to all the work that has been accomplished by CDETNO's management and employees.

During this rather special year, selflessness, perseverance, a sense of mission, discipline, and a great deal of solidarity guided all the projects carried out in all our sectors of intervention: recruitment, employability, immigration, youth, entrepreneurship, investment, and tourism.

Throughout the Covid-19 crisis, which has impacted all of us on various levels, we can take comfort in that the strong partnerships developed and maintained by CDETNO over the years with donors and various local, territorial, national and international organizations have been strengthened and enriched.

A special thank you to all our members for your ongoing support and commitment, proof of your confidence in the actions carried out in the recruitment, attraction, establishment and retention of the workforce, entrepreneurship training, and economic development of the NWT. We are pleased to promote the NWT at national and international events such as Destination Canada and the Liaison Tour, who choose to settle and work in our beautiful territory - which attracts newcomers every year.

Despite the challenges associated with the impacts of the Covid-19 crisis on the organization, management and the team continued to be persistent in pursuing the mission.

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

Good reading.



Frederic Deschenes

Message from the Executive Director



François Afane

Dear members,

Once again, my team and I are pleased to present the results of the actions carried out over the last year in employability, recruitment, Francophone entrepreneurship, youth entrepreneurship, investment attraction, welcoming and settlement of newcomers, immigration and tourism for the period April 2020 to March 2021.

Over the course of the year, and in spite of the challenges related to the Covid-19 crisis, CDETNO's team was solidified while maintaining all existing projects and funding.

We continued to build on our national network RDÉE Canada. With our territorial partners, the Carrefour Nunavut and the Association Franco-Yukonnaise, we have strengthened the Pan territorial program by participating in several job fairs together.

In addition, concerted action with our NWT territorial partners led to the establishment and operation of the Welcome Centre for Newcomers (WCN), a first in Canada, where English- and French-speaking organizations in immigration, hospitality, and settlement work in partnership under the same umbrella for the benefit of the clients. The NWT is co-managed by CDETNO and Fédération franco-ténoise (FFT).

I would like to extend a special thanks to our members who support and participate in our activities. Thank you to our funders for your confidence, and a special thank you to the members of the Board of Directors for your time and commitment.

I am very proud of my diverse and skilled team who remain committed to supporting economic development and assisting our members and the business community in rebuilding post-Covid, in partnership with the federal and territorial governments for an **'Emerging Wisely 2021'**¹.

CDETNO in numbers

6194

PARTICIPATIONS TO
THE 6 WORKSHOPS
ON JOB SEARCH
TECHNIQUES

3893

NWT CAREER CENTRE VISITS
IN THE NWT



167

PARTICIPATIONS IN THE
SERIES OF 10 FREE ONLINE
COURSES



55

MEETINGS WITH
ENTREPRENEURS
Start-up or business
expansion

12

INFORMATION SECTIONS
ON INVESTMENTS
AVAILABLE TO NWT-
BASED BUSINESSES IN
THE NEWSLETTER

 **108**

JOBSEEKERS BENEFITED FROM THE
DRESS TO IMPRESS PROGRAM

93%

SATISFACTION OF CAREER
CENTRE CLIENTS (4.6/5)



14th

PARTICIPATION AT DESTINATION
CANADA

104

JOB OFFERS
PUBLISHED ON OUR
WEBSITE

Constant growth since
2015

 **38**

EMPLOYERS MET TO SUPPORT
LABOUR RECRUITMENT

8 JOB FAIRS

236 

JOB SEEKERS RECEIVED
INFORMATION ABOUT THE NWT

30 EMPLOYERS EDUCATED
IN THE RECRUITMENT OF
IMMIGRANT WORKERS

312

FRANCOPHONES HAVE BENEFITED
FROM OUR SERVICES

60

PARTICIPANTS IN
THE EMPLOYMENT
CAFÉ HAVE
BENEFITED FROM
OUR SERVICES

2798

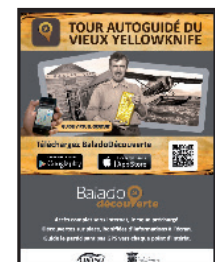
NEW DOWNLOADS OF
BALADODISCOVERY APP

14 

PERSONS FOUND ONE OF
CDETNO'S GEOCACHES

11 

REPLIES TO TOURISM
INFORMATION INQUIRIES IN
FRENCH



Followers on Twitter



760

4% INCREASE FROM
2019-2020

Likes on Facebook



1334

30% INCREASE FROM
2019-2020

Followers on Instagram



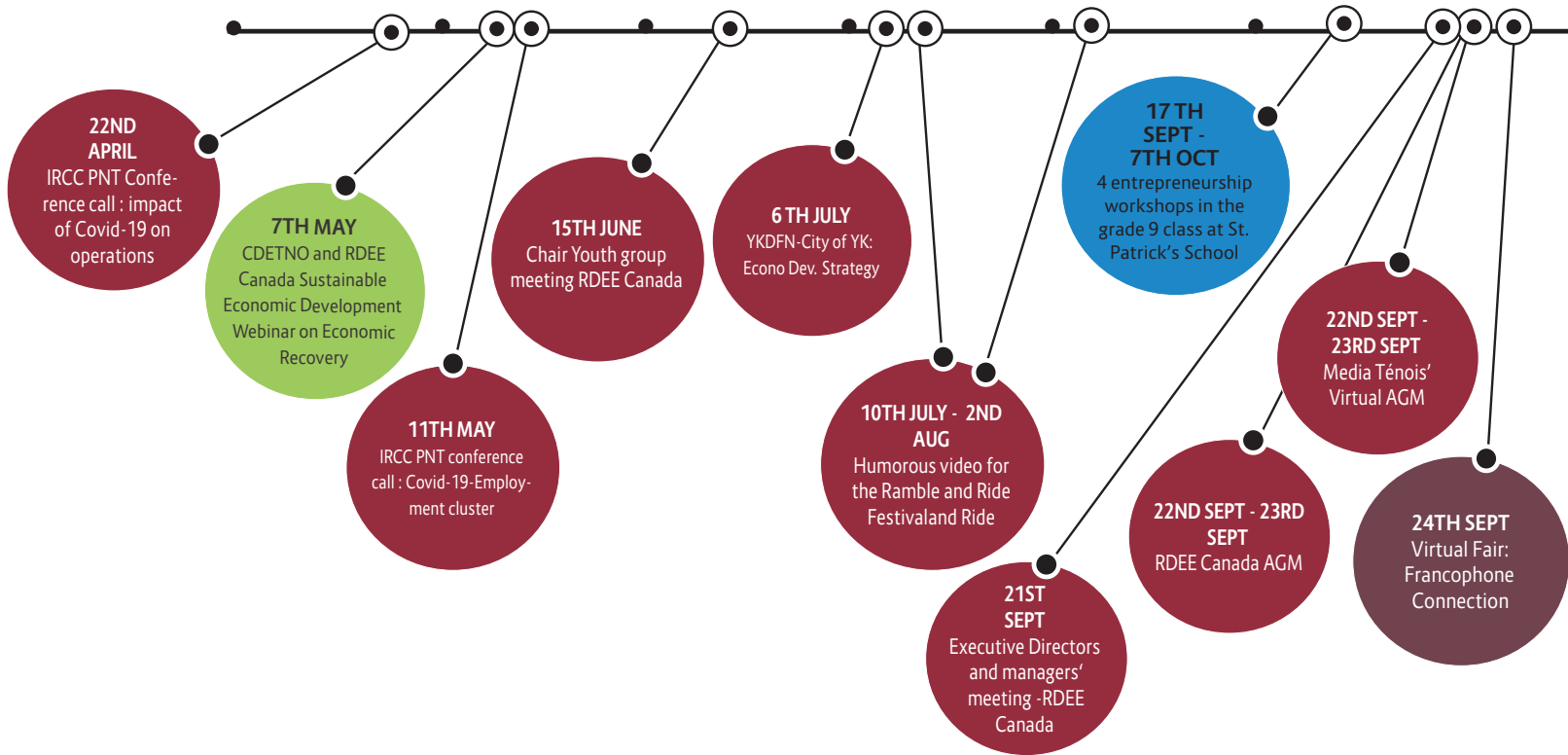
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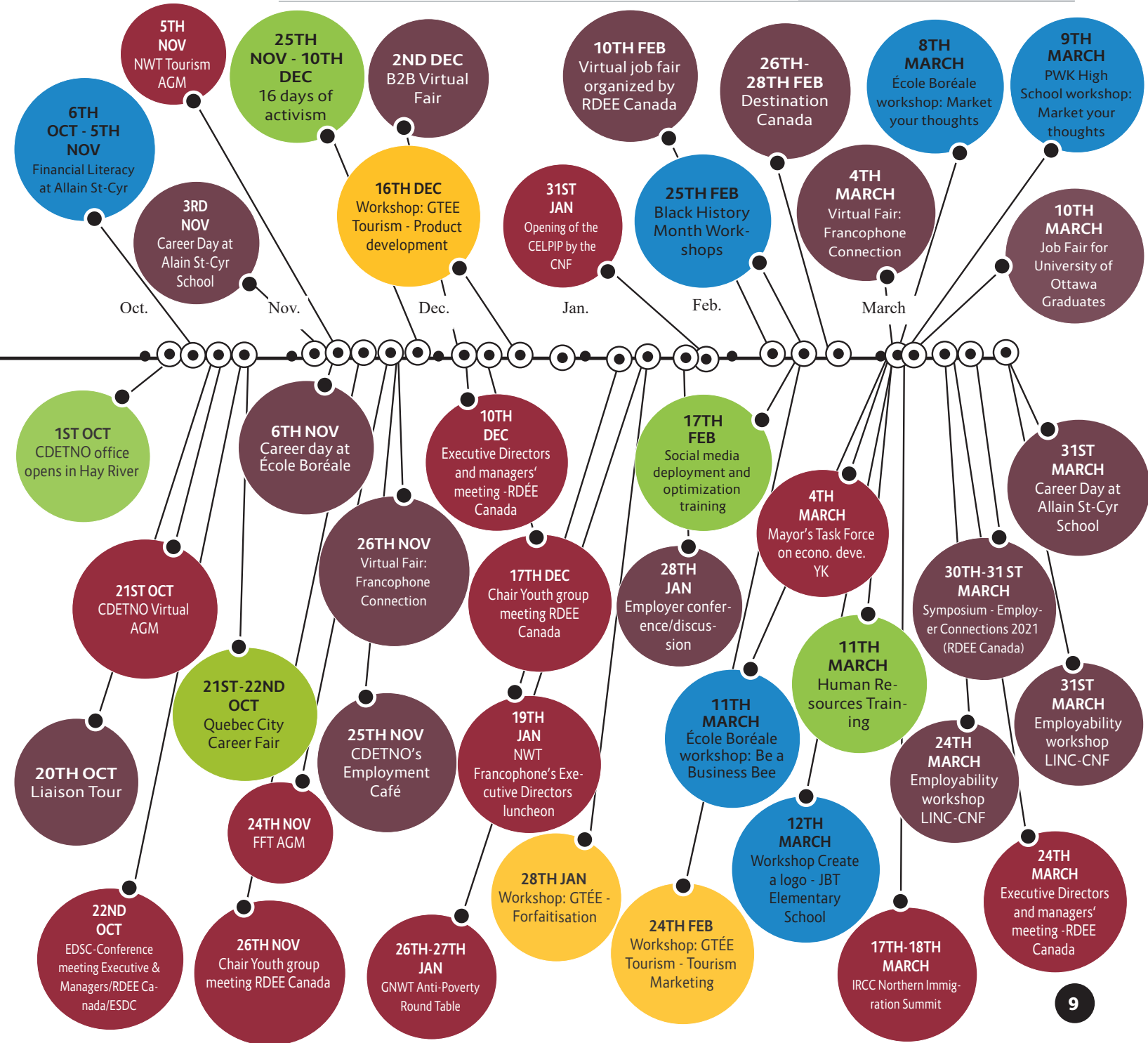
CDETNO IS NOW VISIBLE ON A
NEW PLATFORM

2020-2021 Timeline

- Tourism
- Sustainable economic development
- Recruitment, Employability & Immigration
- Youth entrepreneurship
- Special Event

April May June July August Sept.





Sustainable economic development

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.

- **55** meetings including **17** Francophone entrepreneurs were held to provide support for business start-up or expansion, **11** of which were based in Yellowknife, **5** in Hay River, and **1** in Fort Smith;
- A series of **10** free online training sessions were offered with a total of **167** participants;
- **12** information sections on funding opportunities available for companies based in the NWT were sent out in the monthly newsletter to all our members to promote local economic development and to make these resources more accessible.

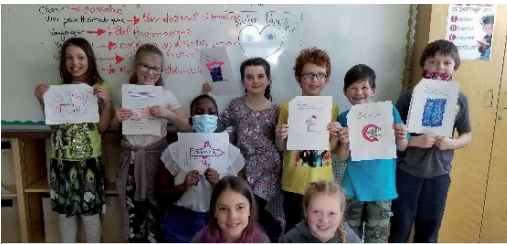
Our services are also offered to Francophone community organizations wishing to work in partnership, or to strengthen their organizational capacity.

- The Economic Development Officer has worked with:
 - Réseau Santé TNO, Garderie plein soleil, Collège nordique francophone and CSFTNO for the Healthy Childhood Collaborative Project.
 - Media ténos on their project "Le Nord en affaires".
 - The CSFTNO for the development of their strategic plan.
 - NWT Status of Women for the **16** days of activism against gender-based violence.
- In addition, sustainable development and the circular economy are now recognized as founding pillars of CDETNO, which guides the work of the employees and the NWT business community. Our Economic Development Officer has:
 - Initiated discussions with local stakeholders and partners to develop the Northern Circular Economy Strategy, a project that will continue until May 2022.
 - Participated in **8** RDÉE Canada's national sustainable development meetings to develop a national strategy with other network members.
- Organized a webinar on renewable energy in May with **43** participants.

« Testimony Simon Lepage, AFCHR

CDETNO's assistance is essential to help entrepreneurs carry out their projects and, at the same time, to contribute to the NWT development from an economic, social, and community perspective! Businesses build communities, and CDETNO helps businesses to thrive. There is no English business equivalent, which makes CDETNO even more necessary for development assistance. It is not just a matter of providing services in French, it's a matter of providing a unique service! It is also essential for CDETNO to have a presence in Hay River, otherwise CDETNO support is inaccessible. I experienced this in 2014, when I used CDETNO at a time when they did not have a presence here, I was unable to achieve my goals. CDETNO was a Territorial organization on paper, but predominantly Yellowknife based. CDETNO's new presence here really makes all the difference. In addition, they have high quality staff, needless to say, Mila is hard to beat. The active offer of webinars is also really appreciated, I missed some, but the topics were relevant. CDETNO is really a model of help, I have nothing but good things to say about it!

Youth entrepreneurship



Sira Diabira, during a brainstorming session with Grade 3 and 4 students

At CDETNO, we know that there is no minimum age to start a business. That is why we have created a unique entrepreneurship project that provides NWT youth a tangible and rewarding entrepreneurial experience.

- As part of the Youth Entrepreneurship project, the Youth Entrepreneurship Coordinator delivered **10** financial literacy sessions to grades 10-11 at Allain St-Cyr. The workshops' objective is to introduce the basic concepts of personal financial management in order to equip and guide them in their financial destiny;

- 71** youths benefited from **14** information sessions on youth entrepreneurship and financial literacy at Allain St Cyr and St Patrick schools. This included two virtual sessions in Francophone schools, one at Alain St Cyr, in Yellowknife, with **17** students and the second one at École Boréale in Hay River, with **16** students for a total of **33** students under "Market your thoughts" program;

- CDETNO organized and facilitated **34** one-hour sessions on entrepreneurship and financial literacy for youth from pre-kindergarten to grade 12 in **5** different schools in the North and South Slave area. A total of **131** youth participated in the youth entrepreneurship workshops designed to introduce them to the basics of entrepreneurship and to imagine the businesses of tomorrow;

- As part of the Youth Entrepreneurship project, Kathryn Pakenham and Sira Diabira delivered **6** entrepreneurship sessions to the Grade 10 class at Allain St-Cyr School during the Winter 2021 semester.



PWK High School 7th and 8th graders brainstorming



Pre-school and kindergarten students from Ecole Boréale exploring the trades

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, representation at job fairs in Canada and internationally.

- Participation in **8** virtual job fairs including Destination Canada (virtual format). The employability workshops with CDETNO and CDENE leadership entitled “Approaching the job market” were once again the most visited at Destination Canada with **6093** participants via webcast!
- We supported **38** employers with the recruitment process throughout this year. This allowed **6** employers to hire **7** bilingual individuals and **3** employers to retain **3** employees;
- We identified **7** Francophone individuals outside of the NWT, who we supported in their search for employment in the NWT (networking with employers, interview preparation, resumes, cover letters) and who obtained employment in the NWT during this reference period;
- **3** career days were organized in NWT schools and 48 participants were able to attend;
- First Virtual Employment Café with **9** employers and **60** job seekers including **17** permanent residents.

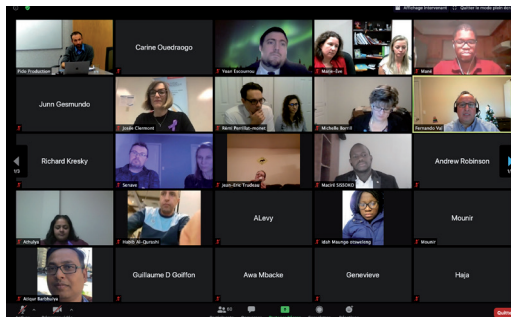


14th
participation

7
job offers

4
employers
represented

WE RECEIVED **1178** RESUMES AND
SHORTLISTED **177** CANDIDATES.



Inaugural Virtual Employment Café organized by CDETNO

« Testimony Kayla Poirier - SSI

CDETNO has played a key role in helping SSI Canada connect with valued Francophone employees from Canada and abroad. Our new hires, who have moved to Yellowknife, were able to connect with the French community and meet new friends through activities organized by CDETNO. We are incredibly grateful to have them as a trusted partner in our recruitment efforts.

Employment and immigration

« Testimony Guillaume Goiffon - France

I had the opportunity to meet the CDETNO team at Destination Canada 2019 in Paris. The NWT presentation at Destination Canada caught my attention and I told myself that I absolutely had to visit this territory once I obtained my work permit. The following year, I managed to find a job in Montreal, but the desire to come to the NWT did not diminish. A few months later, thanks to the support of Aleksandar, who helped me network with an employer in Hay River and the francophone community in that town, I moved to the Territories. A big thank you to CDETNO for helping me pursue my dreams and allowing me to discover this part of Canada.



Employability and Immigration Conference for employers at Explorer Hotel

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

- **270** individual information sessions on employability and immigration with **33** NWT employers and **113** job seekers (**58** individual sessions the previous year);
- **4** group information sessions on career opportunities in the NWT with **71** participants;
- **30** NWT employers educated on hiring immigrant workers;
- **104** job offers published on our website, supporting employers in the workforce recruitment;
- **113** job seekers supported in their job search (versus **43** job seekers the previous year);
- First Employability and Immigration Conference for employers, organized by CDETNO and the CFA (Communauté francophone accueillante) with **44** participants;
- **9** participants at SWIS cultural activities: **2** courses of Ukrainian art;
- **27** participants at SWIS recreational activities who attended 2-5 times per week throughout the year (fitness and boxing classes);
- **12** participants at SWIS meetings.

Tourism

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

- Publication of several French advertisements on tourism in several local and foreign magazines (Alberta Tourist Guide, Up Here, l'Express Magazine...);
- A study on Francophone tourism was conducted by Environics with a report provided to CDETNO (in French) and NWT Tourism (in English);
- The partnership with NWT Tourism for the presence of French is still strong and alive. The MOU was renewed.
- The familiarization tour to Yellowknife and Inuvik provided national and international exposure for the NWT. We are proud to have produced this FAM Tour to encourage tourism in the territories.
- RDÉE Canada and its member organizations supported the organization of the 2020-2021 Canadian Liaison tour. Initially planned as an in-person event, the liaison tour took place virtually. It had two components: preliminary targeted meetings and a virtual B2B fair for employers. The targeted meetings allowed for the mobilization of community organizations as well as various economic stakeholders. There were **7** targeted meetings held from October 19th to 23rd, 2020. A total of **297** people took part;
- The B2B Virtual Employer Fair was held on December 2nd, 2020. The purpose of this fair was to inform and invite employers to participate in the Destination Canada 2021 forum, to raise awareness around candidate pools, to allow IRCC and the career integration stakeholders to engage with employers on labour needs and economic recovery, and to inform them about IRCC programs. The virtual platform was bilingual and hosted **38** exhibitors. **143** employers visited the virtual B2B fair. **8** employers from the NWT registered for this event.



Sira Diabara representing CDETNO at the Yellowknife Trade Show

About the NWT Career Centre

The NWT Career Center provides bilingual employment assistance services to NWT residents in the North Slave region.

This year's highlights included:

- Uninterrupted client access to core and expanded service support;
- Full implementation and constant updating of COVID-19 protocols and procedures;
- Developed capacity to provide increasingly effective remote services;
- Continued focus on improving the customer service experience;
- Forward looking to better anticipate trends within the broader economy.

7 + Layers of Protection

While COVID-19 had a significant impact on the economy and the local labour market, the NWT Career Centre adapted to meet changing client demands while maintaining service, and supporting public health and implemented 7+ layers of protection.

Other updates:

- Full technology upgrade to deliver remote Employment Assistance Services;
- Growing collaboration with Service Canada and the Canada Revenue Agency to provide direct application support for clients accessing Employment Insurance and COVID-19 Emergency Benefits;
- Workspace, technology, and direct support for students accessing online studies.



The NWT Career Centre Team

Meeting national standards and competences within a dynamic field



Mercy Beilem during its certification (CCDP)

Mercy Beilem, Career Coach with the NWT Career Centre obtained her Certified Career Development Professional (CCDP) designation through the Career Development Association of Alberta. This is believed to be the first designation obtained within the NWT.

Congratulations, Mercy!

Dress to Impress, funded by GNWT Anti-Poverty Fund, 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.

- **108** jobseekers benefited from this program.

Opportunities for further training (**52.5%**), workshops (**45%**), job connections (**56%**) and meetings with employers (**37.5%**) are the most requested services in job searching assistance.

Financial statement

STATEMENT OF OPERATION For the year ending March 31, 2021

	2021	2020 (adjusted)
REVENU		
IRCC	\$ 405 071	\$ 371 107
EDSC	359 067	357 154
NWT Gov. Services contract	195 257	195 259
CanNor	76 500	163 500
Société Santé en français (SSF)	60 776	-
Services contract and other products	37 757	87 662
Employment Programs	26 427	8 193
NWT Gov. Subsidies	25 900	100 558
Amortization of deferred contributions	11 509	9 068
Interests	175	-
TOTAL REVENU	\$ 1 198 439	\$ 1 292 501
EXPENSES		
Wages and benefits	\$ 862 242	\$ 775 143
Rent	221 125	173 380
'Petite enfance' Project agreements	51 576	-
Office and general	39 218	47 472
Honorariums	24 309	57 696
Advertising and promotion	22 251	84 596
Amortization expenses	16 952	13 492
Telephone	15 478	16 392
Travel expenses	15 305	76 303
Professional fees	13 709	12 198
IT	5 745	21 660
Insurance	2 353	2 760
Training	1 439	9 890
Bank fees	977	977
Fair subscription and equipment	-	4 217
TOTAL EXPENSES	\$ 1 292 669	\$ 1 296 176
EXCESS OF REVENUE OVER EXPENSES	\$ (94 260)	\$ (3 675)

STATEMENT OF FINANCIAL POSITION
March 31, 2021

	2021	2020 (adjusted)
ASSETS		
CURRENT ASSETS		
Account receivable	\$ 142 421	\$ 212 428
Services Tax recoverable	6 458	22 596
Prepaid expenses	18 626	21 577
TOTAL CURRENT ASSETS	167 505	256 601
TANGIBLE CAPITAL ASSETS	56 023	64 433
TOTAL ASSETS	\$ 223 528	\$ 321 034
LIABILITIES		
CURRENT LIABILITIES		
Bank overdraft	\$ 24 273	\$ 2 976
Accounts payable and accrued liabilities	12 187	36 321
Payroll liabilities	15 859	12 278
TOTAL CURRENT LIABILITIES	52 319	51 575
DEFERRED CONTRIBUTIONS	41 651	45 641
TOTAL LIABILITIES	\$ 93 920	\$ 97 216
NET ASSETS		
Net assets invested in capital asset	\$ 14 373	\$ 18 792
Unrestricted net assets	115 185	205 026
TOTAL NET ASSETS	\$ 129 558	\$ 223 818
TOTAL LIABILITIES AND NET ASSETS	\$ 223 528	\$ 321 034

The team



François Afane
Executive Director



Nadine Cantin
Administration and Finance
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



Kathryn Tubridy Pakemham
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

Athulya Joseph
Intern
-
Employed since October 2020

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

Our members

Thank you!



Acknowledgments

We would like to thank our partners. Thanks to your support, it is possible to stimulate the economic development and employability of the Northwest Territories. Thank you to everyone!

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'Aiglon, 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.



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