



2021-2022 ANNUAL REPORT

A year of accomplishments



Membre du réseau national de
développement économique francophone



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About CDÉTNO

BOARD OF DIRECTORS

PRESIDENT

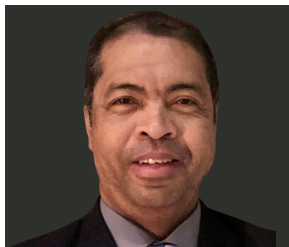
Frederic Deschenes, Crowe MacKay

ADMINISTRATORS

Jean-François Pitre, Pido productions

Rolland-Éric Rakotomena, Hôtel Explorer

Ghislain Tatem, Avery Cooper & Co



Board of Directors

The CDÉTNO is a non-profit organization that promotes, stimulates, and supports the 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. CDÉTNO is a member of the National Francophone Economic Development Network (RDÉE Canada).

Our services:

- Recruitment
- Employment
- Welcoming and integration
- Entrepreneurship
- Investment
- Tourism

We are proud to be part of the Northern development.



Team members

Message from the President

It is always my honour to invite you to browse through the 2021-2022 Annual Report; these pages present all the work done by the CDETNO's management and employees.

Once again, during this special year, determination, passion, a sense of mission and commitment to the community were the pillars that have guided all the projects and actions carried out by the team in our intervention sectors: recruitment, employability, reception and settlement, youth, entrepreneurship, investment, and tourism.

Despite the impact of the Covid-19 crisis, from which we are slowly recovering, we would like to acknowledge the good partnerships developed and maintained by CDETNO over the years with donors and various local, territorial, national, and international organizations, which have continued to diversify and strengthen.

A special thought to all our members for their continuous support, their confidence in the actions carried out by the organization for the promotion of tourism, recruitment assistance, manpower attraction, settlement and retention of newcomers, initiation to entrepreneurship and economic development of the NWT.

We are pleased to showcase the NWT at national and international events such as Destination Canada and the Connection Tour, which attract newcomers each year who choose to make our beautiful territory their home. Despite the many challenges facing the organization, management and the team have continued to be selfless in keeping the mission on track.

Finally, I would like to sincerely thank CDETNO's management, directors and employees for their dedication to the NWT's economic development.

Good reading.



Frederic Deschenes

Message from the Executive Director



François Afane

Dear members,

Once again, my team and I are honoured to present our achievements over the past year, from April 2021 until March 2022, this includes welcoming and settling newcomers, employability, recruitment, francophone entrepreneurship, youth entrepreneurship, investment attraction, immigration and tourism.

Despite the challenges that Covid-19 continued to present during this reporting year, CDETNO's team persevered by 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 continued the partnership of the Pan territorial program by participating in several job fairs.

As well, in collaboration with all our local partners, the mandate and operations of the NWT Intercultural Centre continued to strengthen, notably by allowing Francophone and Anglophone organizations, all working in immigration, reception and settlement, to continue their partnership under the same umbrella for the benefit of newcomers. The center is still co-managed by CDETNO and the Fédération franco-ténoise (FFT).

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

I am extremely proud of the diverse and skilled team that remains committed to supporting economic development and working with our members and the business community in the development of the NWT, in partnership with the federal and territorial governments.

CDÉTNO in numbers

43

PARTICIPATIONS TO THE 3
WORKSHOPS ON CIRCULAR
ECONOMY IN THE NWT



4840

NWT CAREER CENTRE
VISITS IN THE NWT

116

PARTICIPATIONS IN THE
SERIES OF 9 FREE ONLINE
COURSES



46

MEETINGS WITH
ENTREPRENEURS

Start-up or business expansion

12

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

157

JOB SEEKERS BENEFITED
FROM THE DRESS TO
IMPRESS PROGRAM

93%

SATISFACTION OF CAREER
CENTRE VISITORS (4,6/5)



15th

DESTINATION CANADA PARTICIPATION

91

JOB OFFERS
PUBLISHED ON
OUR WEBSITE

Constant growth
since 2015



EMPLOYERS MET TO SUPPORT
LABOUR RECRUITMENT

11 JOB
FAIRS

32

EMPLOYERS EDUCATED
IN THE RECRUITMENT OF
IMMIGRANT WORKERS

1831

FRANCOPHONES HAVE
BENEFITED FROM OUR
SERVICES

1753



INTERESTED JOB SEEKERS
RECEIVED INFORMATION ABOUT
THE NORTHWEST TERRITORIES

71

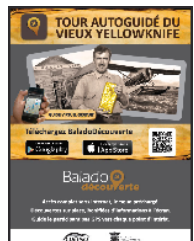
PARTICIPANTS IN
THE EMPLOYMENT
CAFÉ HAVE
BENEFITED FROM
OUR SERVICES



PERSONS FOUND ONE OF
CDÉTNO'S GEOCACHES

2931

BALADODISCOVERY
APP DOWNLOADS IN
ENGLISH



FOLLOWERS ON TWITTER



798

5% INCREASE FROM
2020-2021

LIKES ON FACEBOOK



1493

12% INCREASE FROM
2020-2021

FOLLOWERS ON INSTAGRAM

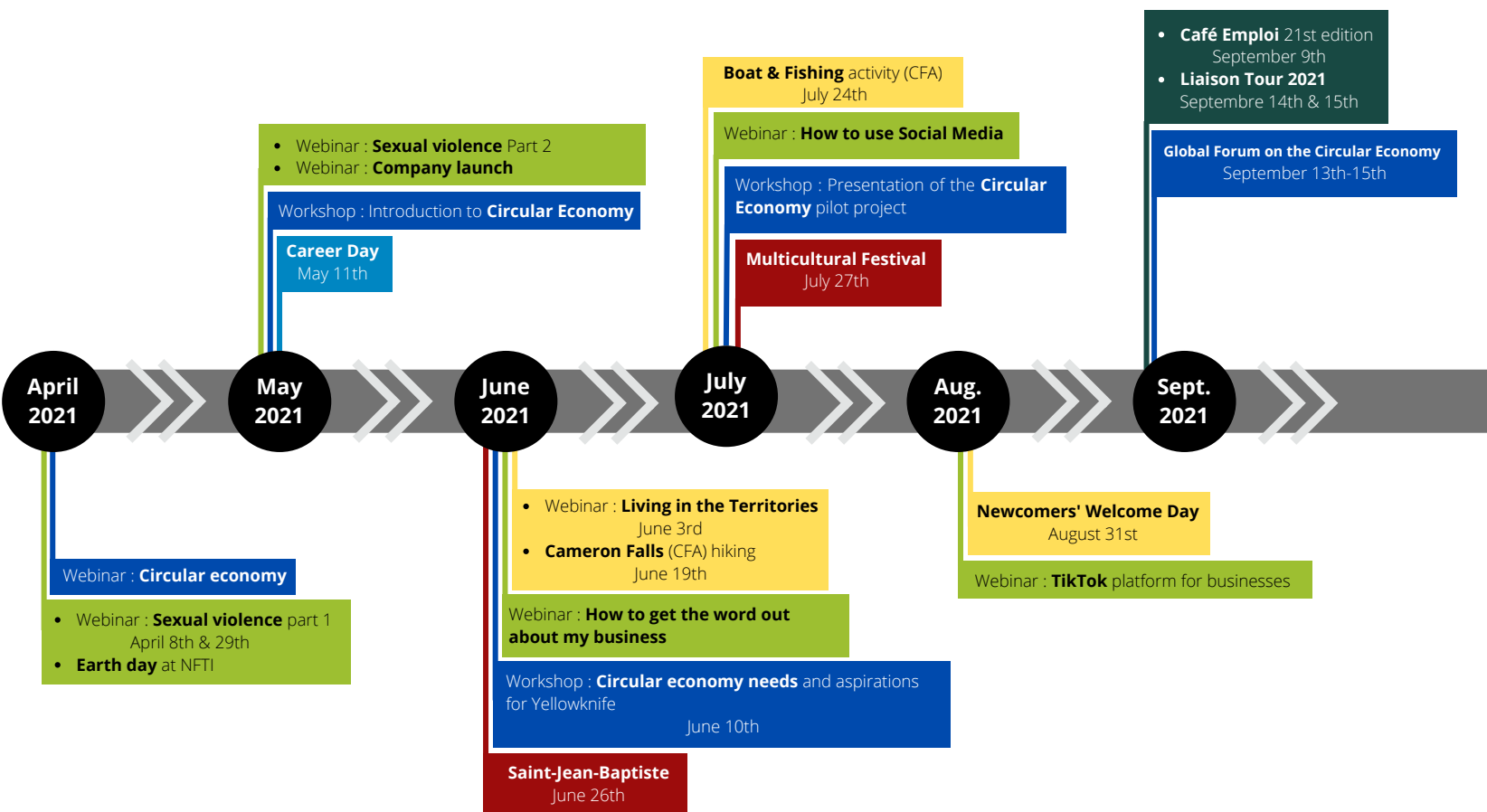


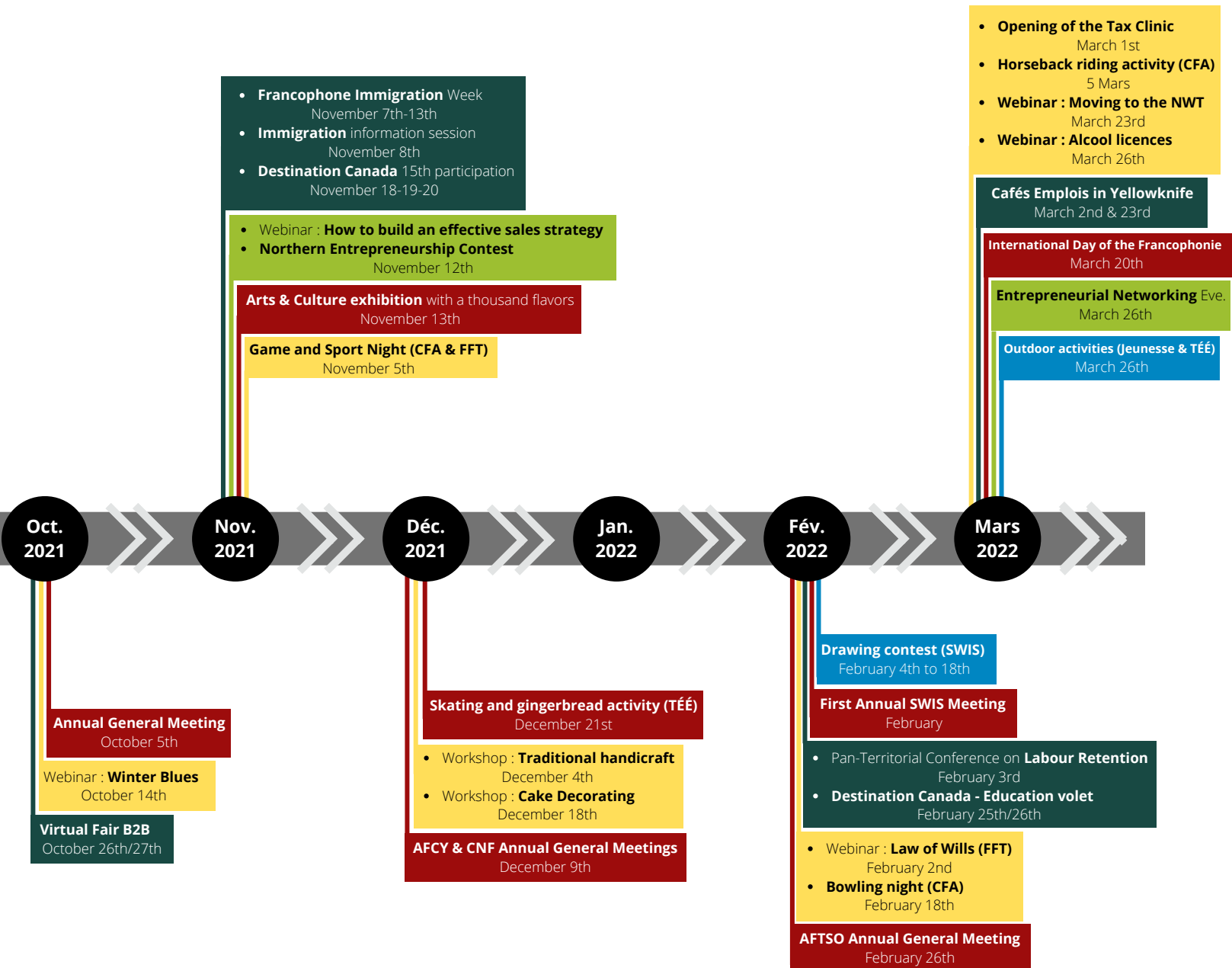
157

74% INCREASE FROM
2020-2021

2021-2022 Timeline

- Welcoming & Integration
- Economic development
- Immigration, Recruitment and Career
- Youth Entrepreneurship
- Special events





Economic development and Innovation

CDÉTNO 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.

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

- **46** meetings with **33** different entrepreneurs, **28** of whom were French-speaking. **20** women (63%) and **13** men (37%). The economic development officer spent approximately 60 hours with these entrepreneurs during the reference period. **22% of these entrepreneurs are immigrants** and are based primarily in Yellowknife and Hay River.
- **116 participations** in the series of **9 free online trainings**.
- **12 sessions of information** on available funding and management advice to entrepreneurs in the newsletters.
- The Economic Development and Innovation Officer has worked with :
 - Réseau Santé TNO, Garderie plein soleil, Collège nordique francophone and Commission scolaire francophone of the NWT for the collaborative project Healthy Childhood.
 - Media ténois on their project "Le Nord en affaires".
 - Futurpreneur and Northumberland Business Development Assistance Corp for the financing of entrepreneurs.
 - He participated in **5 meetings of the RDÉE Canada national table** on sustainable development in order to develop a national strategy with the other members of the network.
- **3 webinars** on the theme of circular economy. 43 participations.

“ **Vincent Meslage, CDÉTNO client**
I never thought I would receive the help I did from CDÉTNO. They have exceeded my expectations. Especially Christian's help. I had a project in mind with a very short time frame and Christian walked me through the steps from start-up to producing a business plan. I learned a lot from him and the entire team and would recommend the organization to anyone who wants to get started. I believe that without the CDÉTNO, many projects would not see the light of day because having an organization like this one gives us the tools to get started and the confidence to succeed. Thank you so much! ”

Project Early Childhood Health

CDÉTNO is federating a joint project involving the NWT francophone school board (CSFTNO), the Garderie plein soleil (GPS), Collège nordique francophone (CNF), Réseau TNO Santé and CDÉTNO to strengthen the french early childhood sector in the NWT.

48 parents/caregivers and 42 children aged 0-6 years participated in the Healthy Childhood project activities during the 2021-2022 period



Circular Economy

“ Roland Laufer - Old Town Glassworks
We pride ourselves to play a big part in the northern recycling initiative by producing unique glass art out of 95% recycled materials. Our pieces and custom work are produced mostly by hand since 1994. We had heard about CDÉTNO and our understanding was that it was a francophone organisation who helped other francophones here in the city. We are pleased to have met with Muriel who is the environmental project manager who explained that they offer bilingual services as well and even more pleased when we heard about CEN initiative. Sustainability is something we care deeply about. When Muriel approached us and pitched us the project, it was something we just had to hop on. We are happy to be able to collaborate with like-minded individuals.”



CDÉTNO is leading the pilot project of a new network of NWT organizations called the Northern Circular Economy.

Our goal with this project is to create a first version of a certification so that organizations, business owners and consumers can be more aware of the sustainability and local impact of the products they sell and buy. We want to replace linear thinking with an intention to move materials and services around all the time.

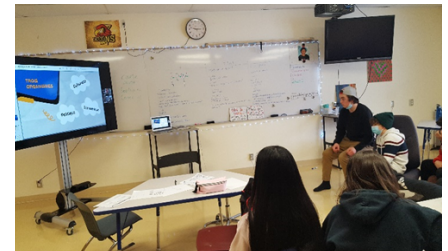
- Initiated the project in 2021, with **three virtual planning** workshops that brought together **37 participants**.
- **26 organizations** had the opportunity to join the proposed label following the discussion workshops.
- A website was set up in the fall to showcase the **four indicators** for measuring the Northern Circular Economy.
- **In February 2022**, Old Town Glassworks finalized its membership in the project as the first member of the label.
- **During March 2022**, Aurora Heat joined the label, and CDÉTNO partnered with **Circular Economy Leadership Canada**.



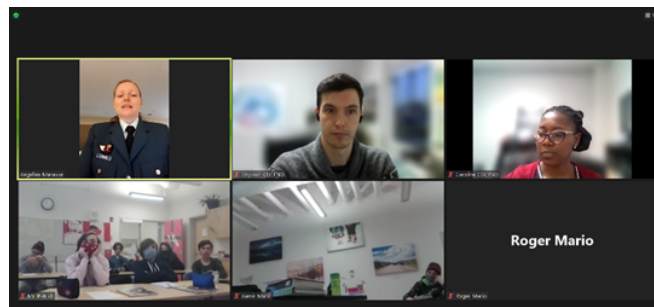
Youth entrepreneurship

At CDÉTNO, 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.

- **172** youth from grade 1 to grade 11 participated with the objective of introducing them to basic entrepreneurship concepts and imagining the businesses of tomorrow.
- **125** youth benefited from entrepreneurship information workshops ranging from **2 to 5 hours**. Of all those 125 youth, **8 students** were from Allain St-Cyr School, **43** from the Diamond Jenness Secondary School, **23** from the J.H. Sissons School, and **51** students from the Boréale school in Hay River. The students created a business plan for a taco and muffin project, including menus, ordering system, promotion and marketing plan, and logo design.
- **3** career and economic education **days** were held in schools in Yellowknife and area.
- Entrepreneurship case study workshops have been organized in Yellowknife and Hay River schools, with **11** youth participants from Allain Saint Cyr, **16** youth from grades 7 to 10 from École Boréale in Hay River.



Career day at the École Boréale in Hay River



Career and economic education days planned by the Youth program.

Recruitment

“Nastassja Hunter - SK Contracting Ltd
CDÉTNO has been instrumental in helping Sk Contracting Ltd. find valuable French speaking employees overseas. Their team has been very helpful and extremely prompt in responding to our requests as well as requests and assistance required by our new employees during the hiring process. We are incredibly grateful to have these services available to us and look forward to future projects with their amazing team!”



15th
 participation

8
 job offers

6
 employers
 represented

We received 1 093 visitors, 800 applications and pre-selected 41 people, 2 of whom were hired as a result of Destination Canada.

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 **11** job fairs, including two editions of Destination Canada, during which CDÉTNO's booths were visited by **8 148** people.
- **2 126** people participated in online job search workshops during Destination Canada.
- The online editions of the Job Cafés in Yellowknife and Hay River brought together **19** employers and over **70** job seekers, resulting in **4** interviews and **2** hires.
- **3** career days were organized in the schools of the NWT and **42** students were able to participate.
- **46** employers were assisted in the recruitment of labour.



Hybrid Employment Conference - February 2022

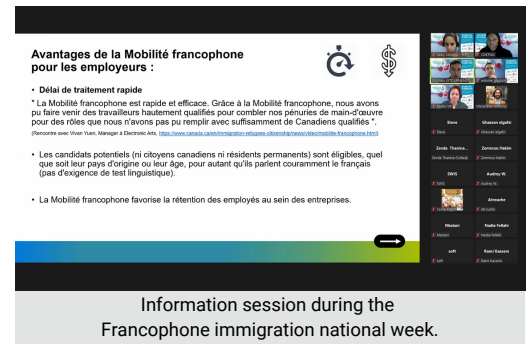
Employment and immigration

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

- **2 446** Francophones participated in employability or employment information sessions in the NWT.
- **4** group information sessions on employability were held with **76** participants.
- During the year, **33** permanent residents, **57** temporary workers, and **26** citizens benefited from our employability services.
- **49** people attended the second employability conference held at the Explorer Hotel.
- **91** job offers were posted on our website.
- **32** employers were made aware of the hiring of immigrant workers



Rare example of an interview workshop during autumn 2021



Information session during the Francophone immigration national week.

Sophie Lubet - NWT & Canada newcomer

“ Since our first exchange during Destination Canada, Ghyslain has always been very helpful and his knowledge of the Francophone Mobility Program has made things much easier. Well prepared, I had all the necessary documents to apply for my work permit at my point of entry in Canada. For me it was the Calgary International Airport. My work permit was issued in 35 minutes, including biometrics! I am well aware that it could have been much more laborious and I would never have tried this experience without the support of my employer and the CDÉTNO. Whether you are an employer or an employee, I strongly recommend that you contact the CDÉTNO for this process. ”

Welcome and Integration

CDÉTNO assists its immigrant clients in their economic and community integration. We offer information and referral services to the resources available to improve the integration process. The services is provided both in English and French.

- **168** French-speaking individuals interacted with our services during the fiscal year.
- **57** mandated interventions and **14** generic interventions outside the mandate were carried out.
- **38** permanent residents, **19** temporary residents, **11** people outside of Canada and **2** citizens, both Francophone and Anglophone, were accompanied in their efforts.
- **16** nationalities represented in the people accompanied.
- Participation in the Yellowknife multicultural Festival, visit of more than **500** people.
- Organisation of a webinar "Northwest Territories: what to expect when moving to the Canadian subarctic" in partnership with Next Stop Canada.
- **25** people, including **7** newcomers, attended **two information sessions** on, respectively, the winter blues and liquor licenses in the Northwest Territories.



Brewering workshop on ice.



Multicultural festival in Yellowknife

SWIS Program

The Settlement Worker in Schools (SWIS) program provides free school-based support and integration services. We help students and their parents get involved in the community and integrate into the Canadian school system.

- **22** sessions conducted, including 11 one-on-one meetings and 11 group information sessions.
- **28** boxing sessions for a dozen children from the community.
- Among the **78** drawings received during the Draw me North contest, **15** were selected by a jury of **6** newcomers to create a coloring book. **1217** copies of this book were printed, **700** in English and **517** in French.
- **31 people** participated in the Skate & Gingerbread activity in December 2021.
- **14 families** participated in the cabin and outdoor activity in March 2022.



Outdoor activity organized by the SWIS program in March 2021.



YELLOWKNIFE

Travailleurs d'établissement dans les écoles (TEE)
Settlement Workers in Schools Program (SWIS)



Received drawings for the Draw me the North contest.

Tourism

CDÉTNO promotes the Northwest Territories' tourist attractions to the various francophone markets. During national and international trade shows and meetings, we distribute tourist information and promotional tools in French in order to make the NWT a must-see destination for Francophones and Francophiles.



- The partnership with NWT Tourism for the French language presence was renewed and is still going strong:
 - **200** publications and content were posted on **NWT Spectacular's** French social networks;
 - Nearly **27,000** likes were received by the various publications during the year;
 - **856 visits** to the **Spectacular NWT** French Facebook page;
- Translation and updating of the content of the NWT tourist guide <Le Guide de l'explorateur> and creation of a database of local tourism operators offering services in French.
- The launch of **Spectacular NWT** French website was re-launched and several articles from the original Spectacular NWT website were translated.
- A study on Francophone tourism in the Northwest Territories was conducted by **Ollie Williams Media** in partnership with CDÉTNO, to better understand the **communication needs on social networks to reach Francophone communities** likely to visit the NWT.
- Participation in the Canada Connect Media Show international conference in march 2022 and participation in virtuals Destination Canada shows to promote the Northwest Territories.

About the NWT Career Centre

The NWT Career Centre has undergone several positive changes, serving the largest number of clients since NWTEDC began administering employment assistance services in 2014-2015. For the past two years, the centre has continued to operate despite the constraints of the COVID-19 pandemic.

Some facts:

- Maintained COVID-19 protocols throughout the year, including the DetectNWT program, which prevented any outbreaks within the organization.
- Continued membership and staff training through the **Career Professionals** and the **Alberta Career Development Association**.
- Exclusive SuperHost® Customer Service Training.
- Advanced GBA+ training, and hosting sessions on employment rights and workplace harassment through the **Status of Women Council** and the **NWT Human Rights Commission**.



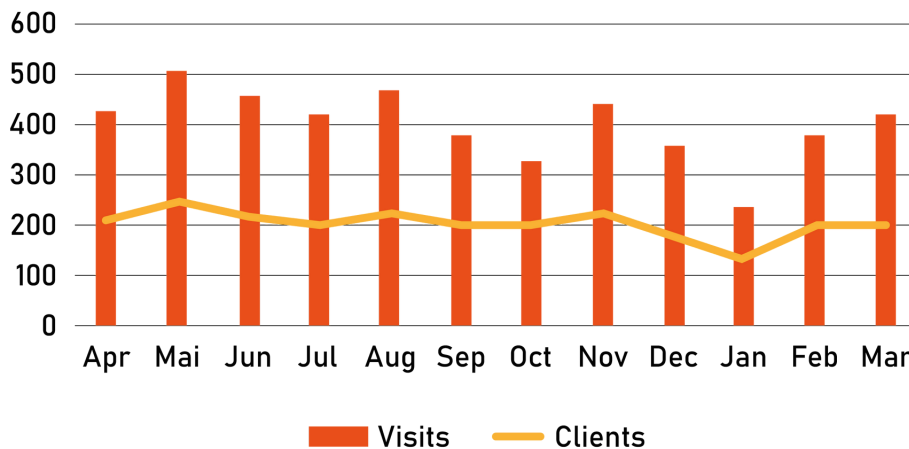
YESS program participants with Career Centre team members (masked).

The NWT Career Centre has advanced service delivery on a number of fronts including: Government of the NWT Youth Ambassador Program, Service Canada, Canada Revenue Agency, Statistics Canada, assistance to at-risk populations through Integrated Case Management - Government of the NWT Justice, "Blue Door" and job training in collaboration with ECE, Salvation Army and YWCA.

Some numbers:

- Over **10,000** services provided during the year.
- **4,840** visits to the Career Centre.
- **223** people coached to obtain appropriate professional certifications.
- The 4 major reasons for requesting access to our services are:
 - **Access to technology** for **52.5% of visitors**.
 - **Job ads** for **47.5%**.
 - **Resume writing** help for **40%** of people, and.
 - **Job connections** for **37.5%**.
- The overall satisfaction of the Career centre's visitors is rated at **4.6/5**.

2021/2022 service demand



Dress to Impress

157 people benefited from the Dress to Impress program, which represents an increase of almost 50% over 2020-2021.

Financial statement

STATEMENT OF OPERATION

For the year ending March 31, 2022

	2022	2021
REVENU		
IRCC	\$ 614 574	\$ 405 071
EDSC	417 671	359 067
GNWT	209 081	25 900
GNWT - Services contracts	195 257	195 257
CanNor	104 845	76 500
Employment Programs	64 927	26 427
Services contracts and other products	64 339	37 757
Société Santé en Français	60 776	60 776
Amortization of deferred contributions	23 406	11 509
Interests	3	175
TOTAL REVENU	\$ 1 754 879	\$ 1 198 439
EXPENSES		
Wages and benefits	\$ 1 072 897	\$ 862 242
Rent	212 981	221 125
Honorariums	77 622	24 309
Meetings and activities	62 007	16 842
Advertising and promotion	46 196	22 251
'Petite enfance' project agreement	45 430	51 576
Office supplies and fees	28 978	22 376
Amortization expenses	27 821	16 952
Travel expenses	19 725	15 305
Telephone	18 454	15 478
IT	13 150	5 745
Professional fees	12 198	13 709
Insurance	2 473	2 353
Bank fees	1 306	997
Training	280	1 439
TOTAL EXPENSES	\$ 1 641 518	\$ 1 292 699
EXCESS OF REVENUE OVER EXPENSES	\$ 113 361	\$ (94 260)

STATEMENT OF FINANCIAL POSITION

March 31, 2022

	2022	2021 (redressé)
ASSETS		
CURRENT ASSETS		
Cash	\$ 107 781	\$ -
Account receivable	330 045	142 421
Services Tax recoverable	9 186	6 458
Prepaid expenses	36 686	18 626
TOTAL CURRENT ASSETS	483 398	167 505
TANGIBLE CAPITAL ASSETS	90 301	56 023
TOTAL ASSETS	\$ 573 699	\$ 223 528
LIABILITIES		
CURRENT LIABILITIES		
Bank overdraft	\$ -	\$ 24 273
Account payable and accrued liabilities	39 935	12 188
Payroll liabilities	25 926	15 859
Deferred grants	184 577	-
TOTAL CURRENT LIABILITIES	250 438	52 320
DEFERRED CONTRIBUTIONS	80 343	41 651
TOTAL LIABILITIES	\$ 330 781	\$ 93 971
NET ASSETS		
Net assets invested in capital asset	\$ 9 958	\$ 14 373
Unrestricted net assets	232 960	115 184
TOTAL NET ASSETS	\$ 242 918	\$ 129 557
TOTAL LIABILITIES AND NET ASSETS	\$ 573 699	\$ 223 528

The team

Employees during the 2021-2022 period :

Aleksandar Kovacevic - Immigration, Recruitment and Career Officer

Athulya Joseph - Settlement Advisor

Etienne Croteau - Youth Employment and Skills Strategy (YESS) coordinator

Kathryn Tubridy Pakemham - Settlement Worker in Schools (SWIS)

Mila Benoit - Economic Development Officer and Innovation

Bob Everett - Youth Employment and Skills Strategy (YESS) Officer

Candace Minoza - Youth Employment and Skills Strategy (YESS) Summer Intern

Eureka Embodo - Youth Employment and Skills Strategy (YESS) Summer Intern

Divine Zantoko - Youth Employment and Skills Strategy (YESS) Summer Intern

Sira Diabira - Tourism and Youth Entrepreneurship Officer



François Afane
Executive Director



Nadine Cantin
Administration and Finance
Coordinator



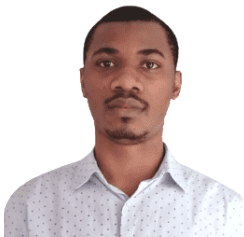
Erika Cairo
Communication, Marketing and
Tourism Officer



Caroline Flor
Youth Entrepreneurship
Coordinator



Muriel Essebou
Environmental Projects
Officer



Christian Fure
Economic Development
Officer and Innovation



Ghyslaine Letourneau
Immigration, Recruitment
and Career Officer



Gordon Ross
Manager NWT Career
Centre



Mercy Beilem Mfombe
Career Coach NWT Career
Centre



Andrea Fowler
Administration officer NWT
Career Centre



Rambo Landry
NWT Career Centre
Coordinator



Annick Lessard
Settlement worker in
schools



Sonia Kouakou
Settlement Advisor



Céline Dewez
Settlement Advisor



Malini Sengupta
Yellowknife Immigration
Partnership coordinator

From Inuvik to Fort Smith; mine development, tourism and construction to catering and retail, CDÉTNO'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), Simon Cloutier (CanNor), Genevieve Therrien, Nischala Bhuwanee (IRCC), Papi Tshiswaka (JCT), Antoine Gagnon, Lori Grezl (ECF), et 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)
Department of Health & Social Services (HSS - GNWT)
Department of Justice (GNWT)
United Way
Young Canada Works - Canadian Heritage (PCH)

Our Partners

Fédération franco-ténoise, Collège nordique francophone, Association franco-culturelle de Yellowknife, RDÉE Canada, NWT Tourism, NWT & Nunavut Chamber of Mines, City of Yellowknife, Association francoyukonnaise, Yellowknife Chamber of Commerce, Carrefour Nunavut, Denendeh Investments Inc, Canadian Embassy in France (Paris), Canadian Embassy in Belgium (Brussels), École Allain StCyr,

Commission scolaire francophone des TNO, École Boréale, 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, Department of Human Resources, Northern Aboriginal Business Association, Office Compliments, Aurora College, Pido Productions, BB Cooking, Ayni Conceptions, Yellowknife Education District #1, Yellowknife Catholic Schools, Military Family Resource Centre, Thebacha Business Development Services, YK Dance, Tait Communications and Consulting, Edge, and International Job Corps.



Get in touch



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