



2022-2023

ANNUAL REPORT

A year full of challenges



Membre du réseau national de
développement économique francophone



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About CDÉTNO

BOARD OF DIRECTORS

PRESIDENT

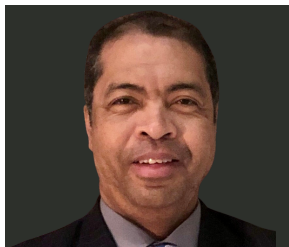
Frederic Deschenes, Crowe MacKay

ADMINISTRATORS

Jean-François Pitre, Pido productions

Rolland-Éric Rakotomena, Hôtel Explorer

Ghislain Tatem, Avery Cooper & Co



Board of Directors

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.

Message from the President

With renewed honour, I invite you once again to review CDETNO's 2022-2023 Annual Report, outlining projects and activities delivered by our team and its management.

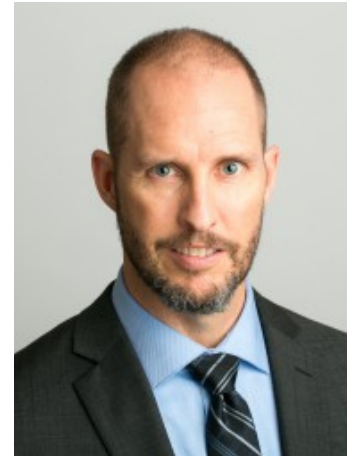
We acknowledge our communities' challenging times due to unprecedented floods, wildfires, and subsequent evacuations that so many of our residents have endured. Our deepest thoughts go to those whose properties and livelihoods have been forever affected. However, we also want to commend the dedication and resilience demonstrated by all in protecting our communities and returning home to continue to build back stronger and better!

Over the last fiscal year, selflessness, commitment, passion, and a solid mission to others have defined the teams' efforts across every area of our operations. This includes recruitment, skills development, employability, settlement services, youth entrepreneurship, investment, attraction, and tourism.

Through thick and thin, let us acknowledge the trusted partnerships developed and maintained by CDÉTNO over the years with all levels of government and local, territorial, national, and international organizations. We remain steadfast in our commitment to diversify and strengthen those partnerships. More than ever, our efforts in promoting the Northwest Territories at national and international events, including Destination Canada and Tour Liaison, will continue to attract newcomers to settle in the North and contribute to this beautiful territory as it continues to move towards unlocking its full potential.

A special thank you to our members for their ongoing support; it's a testimony of the continued trust and confidence in the organization's vision. CDETNO continues to be an essential reference for sustainable economic development in the Northwest Territories, innovating for a resilient, connected, and inclusive community.

Despite many daily challenges, the management, directors, and the team have proudly stayed on course with both the vision and mission. I want to sincerely thank all of them for their dedication to CDETNO, the people, and their communities and advancing economic development in the NWT. Enjoy your reading.



Frederic Deschenes

Message from the Executive Director

Dear members,



François Afane

The team and I are pleased to once again present a summary of our actions over the last fiscal year 2022-2023 in our main areas of activity: employment and skills development, settlement services for newcomers, attraction and retention of skilled labour, youth initiation to entrepreneurship, support for local entrepreneurs, investment attraction and tourism promotion of NWT.

Despite past and present challenges faced by our communities - notably the recent forest fires and related evacuation orders – the team persevered, maintaining all existing projects and adding on some more.

Our involvement with the national RDÉE Canada network remains an important asset. With our territorial partners, Carrefour Nunavut and the Association franco-yukonnaise, the Pan territorial partnership continues with joint participation in multiple job fairs across Canada.

Also, we continue to work with our local partners and the federal government – CDETNO; Federation franco-tenoise (FFT); NWT Literacy Council; Colège Nordique francophone (CNF); IRCC - to manage and strengthen the mandate and operations of the NWT Intercultural Centre.

The memorandum of understanding (MOU) signed between CDETNO and NWT Tourism remains effective and strengthens daily.

We are very proud of our successes in assisting and developing the local workforce through the NWT Career Centre, attracting foreign workers and supporting their integration through settlement services, initiating youth entrepreneurship, and working with local startups and entrepreneurs.

Let me extend a special thank you to our members who continue to support and participate in our activities. Thank you also to our funders for your trust, and a special thank you to the members of the Board of Directors for your time and commitment.

I am incredibly proud of the diverse and qualified team that remains committed to supporting our members and the communities for the economic development of our beautiful territory.

CDÉTNO in numbers



6519

NWT CAREER CENTRE
VISITS IN THE NWT

117

JOB OFFERS PUBLISHED ON
OUR WEBSITE



61

ONE-ON-ONE MEETINGS WITH
EMPLOYERS

189

JOB SEEKERS BENEFITED
FROM THE DRESS TO
IMPRESS PROGRAM

34 YOUTH
COMPLETED YESS
PROGRAM

109

PARTICIPANTS TO
THE CAFÉ-EMPLOI

5214



CANDIDATES RECEIVED
INFORMATION IN FRENCH
ABOUT THE NWT



193 YOUTH

BENEFITED FROM
ENTREPRENEURSHIP
INFORMATION WORKSHOPS



16^e

DESTINATION CANADA PARTICIPATION

Economic development and Innovation

CDÉTNO supports Francophone and Francophile entrepreneurs who wish to participate in the economic growth of the Northwest Territories by giving them support and tools such as creating a business plan, seeking investments, and networking opportunities.

- **67** meetings with **41** entrepreneurs were held to provide support for starting or expanding their businesses
- **5** hybrid webinars were offered free of charge to **76** participants
- **2** information sessions on the process of opening a daycare in the NWT

AFTSO strategic plan

The economic development officer and the director of the Association franco-ténoise du Sud et de l'Ouest worked closely together for 3 months on their strategic plan.



Circular Economy



The Northern Circular Economy pilot project was implemented by CDÉTNO from April 2022 to March 2023 to establish a network of organizations in the Northwest Territories. Its objective was to develop an initial certification system to increase understanding among organizations, business owners, and consumers about the sustainability and local impact of products sold and purchased.

The project saw significant progress when three new members were recruited to join the network in 2022. However, progress has since slowed down considerably.



- Participation in **September** at the sustainable development table in Ottawa
- The environmental projects officer evaluated CDÉTNO
- Participation in **2 meetings** in November with **2 entrepreneurs**
- Participation in the **1st** and **2nd** workshops for eco-responsible certification in Halifax, then in **2** other virtual meetings
- Visit to the South Slave region in March to promote the Northern Circular Economy network
- Organization of Earth Day in collaboration with Ecology North



Youth entrepreneurship

CDÉTNO has a unique entrepreneurship project offering NWT young residents a concrete and enriching entrepreneurial experience.

ENTREPRENEURSHIP INFORMATION WORKSHOPS

A total of **193** students from 1st to 6th grade

77 students at Allain St-Cyr School

43 students at Iłł'ò School

32 students at École St. Joseph School

41 students at École Boréale

TWO-NIGHT EXCURSION ACTIVITY AT LADY EVELYN FALLS

The **six young** people who participated have

- learned to light campfires
- learned to pitch tents
- learned about safety

FILM WORKSHOPS IN COLLABORATION WITH WAMP

The **14 youths** who registered have

- learned how to reach their full creative potential
- explored the basics of the introduction to cinema

Recruitment

“ The immigration, recruitment and employability agent was essential help to us in our search for the French-speaking workforce. He helped us find French-speaking workers internationally, in the field of early childhood education. Since then, we have applied for 4 international visas to address the labour shortage in Yellowknife. He is always there to answer our questions and promote our job offers. ”

Amandine Galiussi, CEO of Garderie Plein Soleil

We support NWT employers in recruitment by offering various free services to member employers, such as job postings and representation at job fairs in Canada and internationally.

- 117 job offers posted on our website
- 61 one-on-one meetings with employers
- 40 employers informed about international recruitment
- 12 job fairs

LIAISON TOUR 2022

There were 113 registrations for the three territories and the province of Newfoundland and Labrador, regarding the Northwest Territories, 37 people, organizations, and businesses in person and 14 online.



Destination Canada 2022



During Destination Canada in Paris, Rabat, and online, 2,659 candidates received information, 1,113 in person and 1,546 virtually.

Employment and immigration

CDÉTNO helps job seekers, newcomers, and immigrants integrate into the NWT labour market by offering free bilingual services.

- 109 participants in the two café-emploi with 30 employers present
- 7 information sessions on employability were given to 662 participants in person
- 5,214 candidates have received information about the NWT in French



Viens vivre aux Territoires, University of Ottawa job fair



Café-emploi November 2022

“ Participant in a job fair, (MTL)

I wanted to take a moment to express my sincere appreciation for taking the time to speak with me about the job opportunity at Territoires du Nord - Ouest (TNO) during the recent job fair. Your insights and guidance were invaluable [...] I was particularly impressed by the level of professionalism and friendliness that you and your team demonstrated throughout the entire event. ”

Welcome and Integration

CDÉTNO supports its immigrant clients in their economic and community integration with information and referral services to resources available in French and English.



CDÉTNO stand at the Trade show, May 9 2022

Data for services in French

- **298** french-speaking individuals interacted with our services
- **30** french-speaking newcomers entered the NWT in Yellowknife, **13 PR** and **17 TR**
- One of our clients became a Canadian citizen on February 16, 2023
- **30** individual sessions, **8** family sessions, **15** establishment plans, **7** information sessions and webinars were offered

Pre-departure service

Two families arrived as part of the pre-departure service that we have been offering since August 2022 in collaboration with Accueil francophone du Manitoba and Connexions Francophones.

Welcome and Integration

Project " plateforme de maillage "

The networking platform project for recruitment in early childhood and education (PEE) ended in March 2023. It helped to obtain 2 job promises for a daycare. Immigration procedures are underway and future employees and their families could arrive in the NWT in fall 2023.

National Francophone Immigration Week

As part of National Francophone Immigration Week, an evening of tales and legends was organized on November 9, 2022, with the participation of 18 people, including 3 permanent residents and 2 temporary residents.

Meetings and conferences

CDÉTNO Welcome and Integration service took part in numerous meetings during the year, including the RIFTNO meeting and the RIFs forum in February 2023; the work/training day for PEE coordinators and RDÉE Canada managers in Ottawa on February 21, 2022; the annual prairie meeting in Winnipeg.



An evening of tales and legends

Welcome and Integration

Overall, permanent residents, refugees, temporary residents, and Canadian citizens benefited from our reception and integration services in English for the 2022-2023 fiscal year.

Data for services in French

- In total, **217** sessions were carried out:
 - **57** needs assessments and referrals (NARS)
 - **143** family sessions
 - **17** individual sessions
- **3** clients passed the Canadian citizenship exam

Tax clinic and CRA services

The tax clinic opened on March 1, 2023, and our volunteer partner prepared and submitted the tax returns of 27 clients. In addition to clients in Yellowknife, he has also processed returns for Alberta, New Brunswick, and the Yukon residents. We also brought together 08 people during the webinar on taxes and benefits from the Canada Revenue Agency on March 22, 2023.

SWIS Program

School Settlement Program (SWIS) provides free support and integration services in the school environment. We help students and their parents get involved in the community and integrate into the Canadian school system.

- **29** sessions were conducted, including **13** one-on-one meetings and **16** group information sessions
- A summer camping experience was offered to **6** young people from Yellowknife
- For **Black History Month 2023**, SWIS Program presented the life stories of eminent members of the Black community in Canada and around the world. A total of **20** presentations were given to **400** students across **2** Yellowknife school boards.
- From March **6** to **8**, 2023, an entrepreneurship activity was organized for students at École Boréale in Hay River. As a result of this activity, **37** students were benefited.
- **16** families participated in the March 2022 outdoor activity



Participants in the activity noon at the Museum activity at the Prince of Wales Northern Heritage Centre to in the Lunch



Workshop on presenting children's games as part of Black History Month 2023



Prize awarded to two young people for their performance at the national level of an entrepreneurial project

Tourism

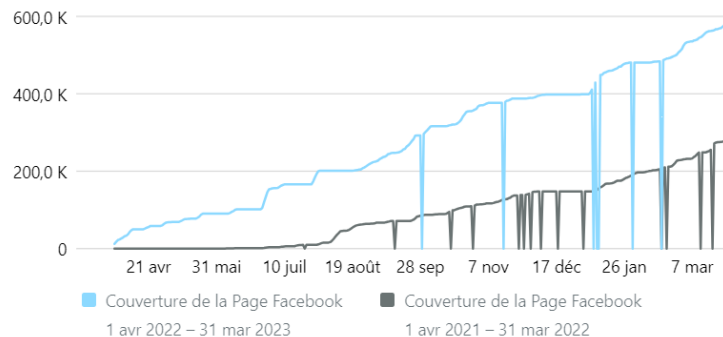
CDÉTNO promotes the Northwest Territories' tourist attractions to the various francophone markets. During national and international trade shows and meetings, we distribute tourist information and promotional tools in French to make the NWT a must-see destination for Francophones and Francophiles.



Cover of the new edition of the NWT guide

- Our partnership with NWT Tourism (NWT Tourism) for the presence of French has been renewed and is as dynamic as ever.
 - **223** publications and content were posted on **NWT Spectacular's** French social networks;
 - Nearly **75 000** likes were received by the various publications during the year;
 - **9 200** visits to the **Spectacular NWT** French Facebook page;
- Translation and updating of the content of the NWT tourist guide *Les Spectaculaires TNO*

The website's operation in French **Spectaculaire TNO** has been relaunched, and several articles from the original Spectacular NWT site have been translated.



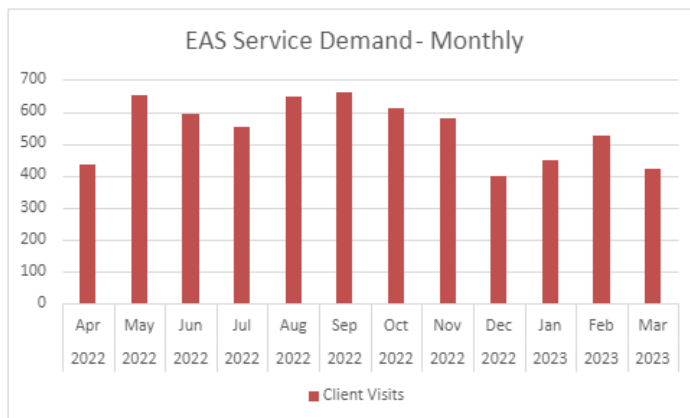
Cumulative coverage of the Facebook page Spectaculaire TNO - 2022/2023 in blue vs. 2021/2022 in dark gray.

NWT Career Centre

The Northwest Territories Career Center continued its trend of increased service demand for its Employment Assistance Services in the North Slave region while expanding offerings, including a suite of Skills Training certifications, Career Coaching, and CDETNO's Youth Employment and Skills Strategy program.

Some numbers :

- **6519** client visits **+35 %** ↑
- **13 000** service touchpoints **+30 %** ↑
- **253** job seekers obtained relevant workplace certifications **+13 %** ↑
- **189** residents accessed Dress to Impress **+22 %** ↑
- **59** career Coaching clients
- **34** participants across **4** YESS cohorts
- **9** workshops delivered with **80** participants



Ongoing collaboration and areas of further opportunity include Aurora College, Service Canada, GNWT Regional Service Centres, Community Service organizations via ICM, WSCC, and enhancing Career Services for Newcomers and Persons with Disabilities.

Other highlights :

- Professional development and membership through:
 - Career Professionals of Canada
 - Career Development Association of Alberta
 - Advancing Career Development in Canada CERIC
- Continued support of practicum students from Aurora College :
 - Office administration program
 - Two summer students with funding through Young Canada Works
- Exclusive training provider in the NWT for SuperHost®
 - With increasing support from the tourism sector



Aurora College Community Services Fair



Youth Employment & Skills Strategy cohort



Skills Canada NWT Career Expo

Financial statement

STATEMENT OF OPERATION For the year ending March 31, 2023

	2023	2022
REVENU		
IRCC	\$ 647 090	605 522
EDSC	590 078	417 671
GNWT	368 182	209 081
GNWT - Services contracts	195 000	195 257
CanNor	92 592	104 845
Employment Programs	39 580	64 927
Services contracts and other products	141 316	64 339
Société Santé en Français	60 776	60 776
Amortization of deferred contributions	30,104	23 406
Interests		3
TOTAL REVENU	2 164 718	1 745 827 \$
EXPENSES		
Wages and benefits	1 317 256 \$	1 072 897 \$
Rent	246 734	212 981
Honorariums	94 578	68 570
Meetings and activities	113 736	62 007
Advertising and promotion	49 778	46 196
'Petite enfance' project agreement	47 776	45 430
Office supplies and fees	20 726	28 978
Amortization expenses	33 859	27 821
Travel expenses	77 531	19 725
Telephone	19 457	18 454
IT	28 733	13 150
Professional fees	13 735	12 198
Insurance	3 044	2 473
Training	4 906	280
Bank interests and Bank fees	2 703	1 306
TOTAL EXPENSES	2 074 552	1 632 466
EXCESS OF REVENUE OVER EXPENSES	90 166 \$	113 361 \$

STATEMENT OF FINANCIAL POSITION
March 31, 2022

	2023	2022 (redressé)
ASSETS		
CURRENT ASSETS		
Cash	146 136 \$	107 481 \$
Account receivable	240 968	320 993
Services Tax recoverable	23 959	9 186
Prepaid expenses	26 965	36 686
TOTAL CURRENT ASSETS	438 028	474 346
TANGIBLE CAPITAL ASSETS	65 497	90 301
TOTAL ASSETS	503 525 \$	564 647 \$
LIABILITIES		
CURRENT LIABILITIES		
Bank overdraft	- \$	24 273 \$
Account payable and accrued liabilities	40 569	30 882
Payroll liabilities	60 788	25 926
Deferred grants	10 789	184 577
TOTAL CURRENT LIABILITIES	112 146	241 385
DEFERRED CONTRIBUTIONS	58 294	80 343
TOTAL LIABILITIES	170 440 \$	321 728 \$
NET ASSETS		
Net assets invested in capital asset	7 203	9 958
Unrestricted net assets	325 882	232 961
TOTAL NET ASSETS	333 085 \$	242 919 \$
TOTAL LIABILITIES AND NET ASSETS	503 525 \$	564 647 \$

The team

Employees during the 2022-2023 period :

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

Annick Lessard - Settlement Worker in Schools (SWIS)

Aaron Jeremick'ca - Youth Employment and Skills Strategy (YESS) Summer Intern

Cody Erasmus - Indigenous Wellness Coach

Rambo Landry - YESS Program Coordinator

Érika Cairo - Communication and Marketing Officer

Johanna Kenny - NWT Career Centre



François Afane
Executive Director



Nadine Cantin
Administration and Finance
Coordinator



Lambert Baraut-Guinet
Communication and
Marketing Officer



Caroline Fotsin
Youth Entrepreneurship
Coordinator



Muriel Essebou
Environmental Projects
Officer



Malini Sengupta
Yellowknife Immigration
Partnership coordinator (YIP)



Christian Fure
Economic Development
Officer and Innovation



Ghyslain Letourneau
Immigration, Recruitment
and Career Officer



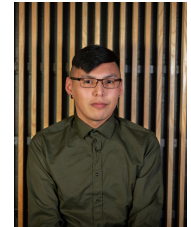
Gordon Ross
Manager NWT Career
Centre



Mercy Beilem Mfombe
Career Coach NWT Career
Centre



Andrea Fowler
Administration officer NWT
Career Centre



Junior Mantla
YESS Program Coordinator
NWT Career Centre



Anh Thu Bui
NWT Career Centre Training
Coordinator



Sunil Sriram
Administration assistant NWT
Career Centre



Audréane Bertrand-Danjou
Settlement Worker in
Schools (SWIS)



Sonia Kouakou
Settlement Advisor



Céline Dewez
Settlement Advisor

From Inuvik to Fort Smith, to mining development to construction, including tourism, restaurants, and retail, the 36 members of CDÉTNO are present in all sectors of the NWT economy. These businesses and community leaders actively participate in the development of our communities.

Our members

Thanks everyone !



Acknowledgments

We want 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).

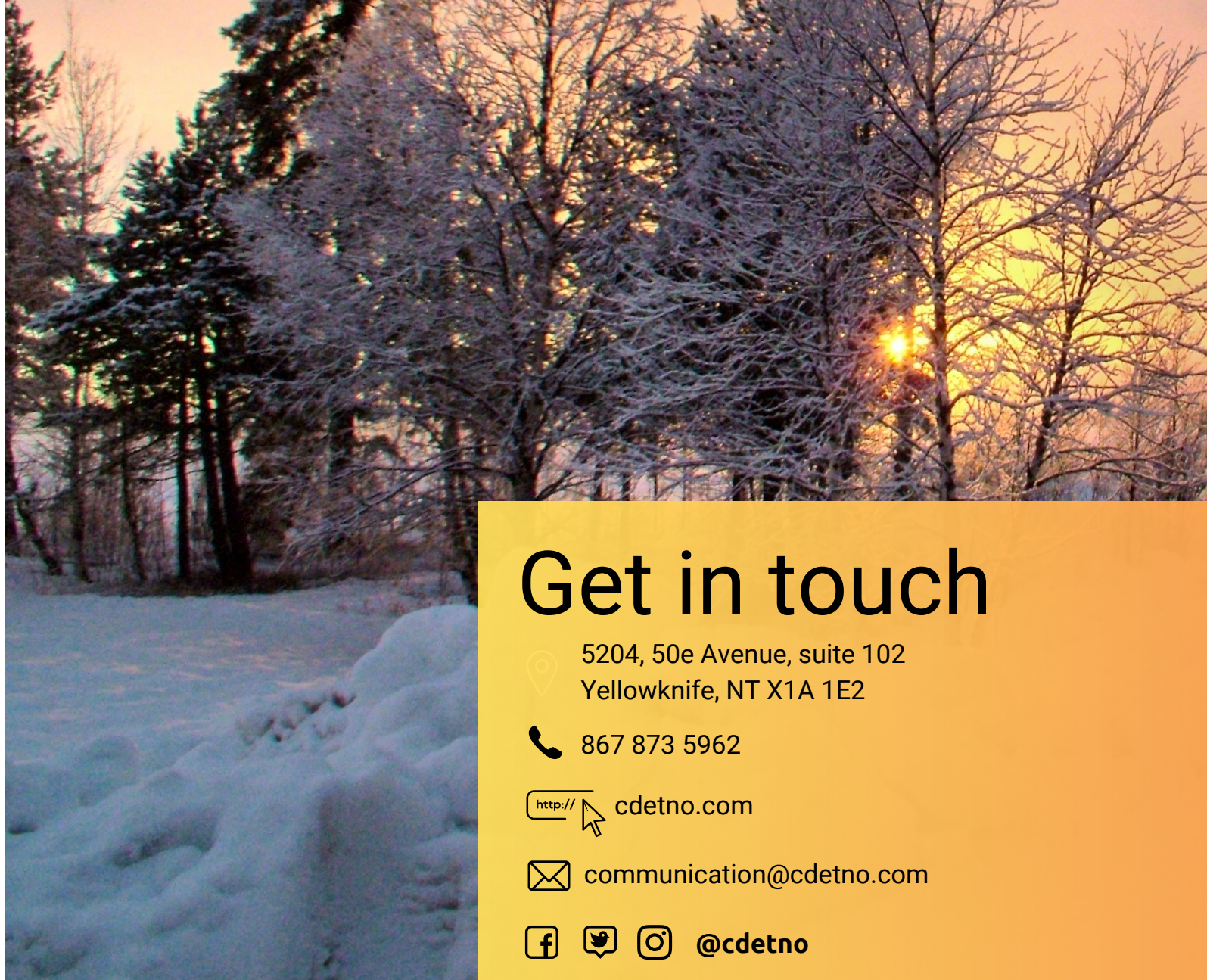
Our Funders

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


Go2HR, Alex Bell, Anna-Marie Rautenbach, Sean Drygeese, Dene Wellness Warriors, Literacy Outreach Centre, ICM Frontline Working Group, 62 Degrees North, CSTIT, NTHSSA, Société des femmes de Yellowknife, Commission des droits de la personne des TNO, Bibliothèque publique de Yellowknife et plein d'autres!

Canadian Embassy in France (Paris), Canadian Embassy in Belgium (Brussels), la Commission scolaire francophone des TNO, l'École Allain StCyr, l'école Boréale, l'Aiglon, le Réseau TNO Santé en français, le Centre d'accueil francophone - Immigration TNO, Jeunesse TNO, l'Association des parents ayants droit de Yellowknife, l'Association franco-culturelle de Hay River, NWT Chamber of Commerce, Inuvik Chamber of Commerce, Hay River Chamber of Commerce, le ministère des Ressources humaines, Northern Aboriginal Business Association, Office Compliments, Aurora College, Pido Productions, BB Cooking, Ayni Conceptions, Yellowknife Education District #1, Yellowknife Catholic Schools, Military Family Resource Center, Thebacha Business Development Services, YK Dance, Tait Communications and Consulting, Edge et Pôle-emploi international.



Get in touch

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