



2023-2024

ANNUAL REPORT

A year of great actions and achievements



Membre du réseau national de
développement économique francophone



[Table of contents]

10-21 Our Services

22 -23 NWT Career Centre

24-25 Financial Statement

About CDETNO	3
Message from the President and the Executive Director	4-5
CDETNO in numbers	6-7
Timeline	8-9
Our services	10-21
About the NWT Career Centre	22-23
Financial statement	24-25
The team and our members	26-27
Acknowledgements	28
Contact	29

About CDETNO

BOARD OF DIRECTORS

PRESIDENT

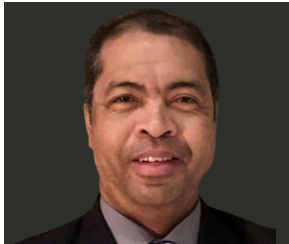
Frederic Deschenes, Crowe MacKay

ADMINISTRATORS

Jean-François Pitre, Pido productions

Rolland-Éric Rakotomena, Explorer Hotel

Linda Bussey



Board of Directors

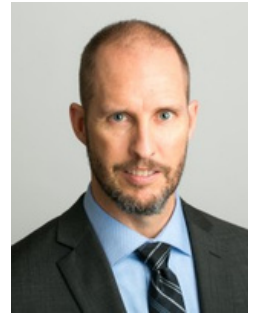
CDETNO is a non-profit organization that promotes, stimulates, and supports the economic development and employability of Francophones and Francophiles of the Northwest Territories. Together with our partners, we develop services and tools to support all Northerners. CDÉTNO is a member of the National 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



Frederic Deschenes

It is my pleasure once again to invite you to explore with me the pages of CDETNO's 2023-2024 annual report, where you will discover the actions and results undertaken by the organization's management and employees.

This year has been marked by a significant slowdown in activities due to forest fires that have shaken some of our communities, causing mass evacuations for the first time in our history. However, the dedication of everyone, particularly the team, enabled the activities to be restarted and the results to be achieved.

Our entire team was guided by determination, commitment to others, creativity, and a sense of mission during this fiscal year. These are recruitment, employability, and professional training, welcome and establishment, youth, entrepreneurship, investment, and tourism.

While we have faced countless challenges with determination, we are grateful for the strong partnerships that were developed and/or maintained by CDETNO with donors (federal and territorial) as well as local, territorial, national, and international organizations. These partnerships continue to diversify and strengthen.

A special recognition to all our members whose continued support is a testament to their confidence in the vision carried by the organization for tourism promotion, recruitment assistance, development and training of the local workforce, the attraction of external labour, the establishment and retention of newcomers, the introduction to entrepreneurship, and economic development of the NWT.

Our commitment to continuing to promote the NWT during national and international events such as Destination Canada, the Liaison Tour, and various fairs remains firm in attracting newcomers so that they choose to settle and develop in the NWT or investors to contribute to our economy.

Finally, I wish to express my sincere gratitude to the management, administrators, and employees of CDETNO for their commitment to the economic development of the NWT. Despite the numerous challenges that faced the organization, they remained committed to the mission, the vision, and the course.

Enjoy your reading!



François Afane

Message from the Executive Director

Dear members,

This is another opportunity for the entire team and me to present to you the annual report of our actions and achievements on our main axes which are: welcome and settlement of newcomers, employability, training and development of the local workforce, attraction and recruitment of external labour, introduction of young people in schools to entrepreneurship, support for French-speaking and Francophile entrepreneurship, investment attraction, immigration and tourism promotion in the NWT, over the period from April 2023 to March 2024.

This year, we and our partners in the community faced a number of challenges, including forest fires and subsequent evacuations. CDETNO persevered nonetheless, maintaining all existing projects and securing additional funding.

We continue to collaborate successfully with partners from other northern territories, Carrefour Nunavut and Association franco-yukonnaise, regarding the Pan territorial project 'Viens vivre en grand' around job fairs across Canada. Furthermore, our participation in the national RDÉE Canada network continues to represent an important asset and a significant group strength.

In addition to establishing itself, the Intercultural Centre was able to strengthen its position due to the collaboration with other territorial organizations.

This centre, which is the result of good collaboration between CDETNO, Fédération franco-ténoise (FFT), NWT Literacy Council, Collège nordique francophone (CNF), and federal funder (IRCC), continues to establish its reputation and its relevance in the community.

Throughout the years, the collaboration memorandum with NWT Tourism has remained relevant and continues to be consolidated.

CDETNO continues to contribute to the success of the region by developing and training its workforce, attracting and integrating foreign labor into the workforce through settlement services, introducing young people to entrepreneurship, and supporting entrepreneurial project leaders.

We would like to express our gratitude to our members who support us and participate in our activities. We are grateful for the trust placed in our organization by our funders, and we are grateful for the commitment and dedication of our board members.

I continue to be extremely proud of our diverse and qualified team, whose unwavering commitment to supporting economic development, supporting our members, and supporting the business community in the NWT in partnership with all our donors remains unwavering.

CDETNO in numbers



5 017

NWT CAREER CENTRE
VISITS IN THE NWT

144

JOB OFFERS PUBLISHED
ON OUR WEBSITE



13

CLIENTS WHO HAVE
PASSED THE
CITIZENSHIP TEST

188

JOB SEEKERS
BENEFITED FROM THE
DRESS TO IMPRESS
PROGRAM

29 JEUNES

COMPLETED YESS
PROGRAM



17th

PARTICIPATION

1 230

VISITS

14 849

JOB
APPLICATIONS



17 ENTREPRENEURS

BENEFITED FROM A BUSINESS
CREATION ASSISTANCE SERVICE

43

FRENCH-SPEAKING
PEOPLE WHO ARRIVED
DURING THE YEAR

 **53**

EMPLOYERS SUPPORTED IN
RECRUITMENT

7

JOB FAIRS

768

ENGLISH-SPEAKING
NEWCOMER CLIENTS SERVED

12

EMPLOYERS AWARE OF
FRENCH-SPEAKING
RECRUITMENT

2 284 

JOB SEEKERS INTERESTED
IN THE NWT RECEIVED
INFORMATION

155

JOB SEEKERS BENEFITED
FROM INDIVIDUALIZED
SUPPORT

237

JOB SEEKERS WHO HAVE
RECEIVED PROFESSIONAL
CERTIFICATIONS

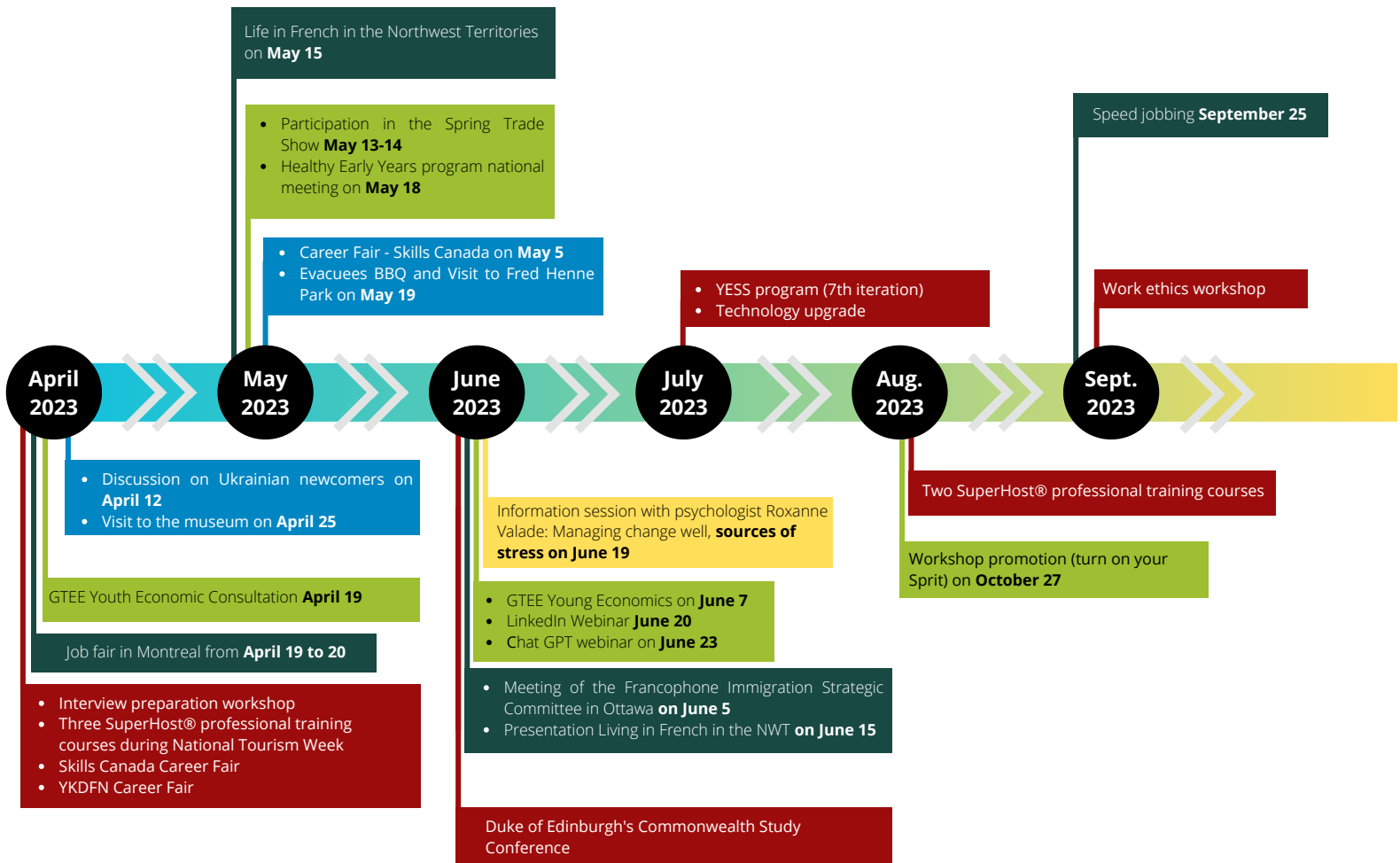


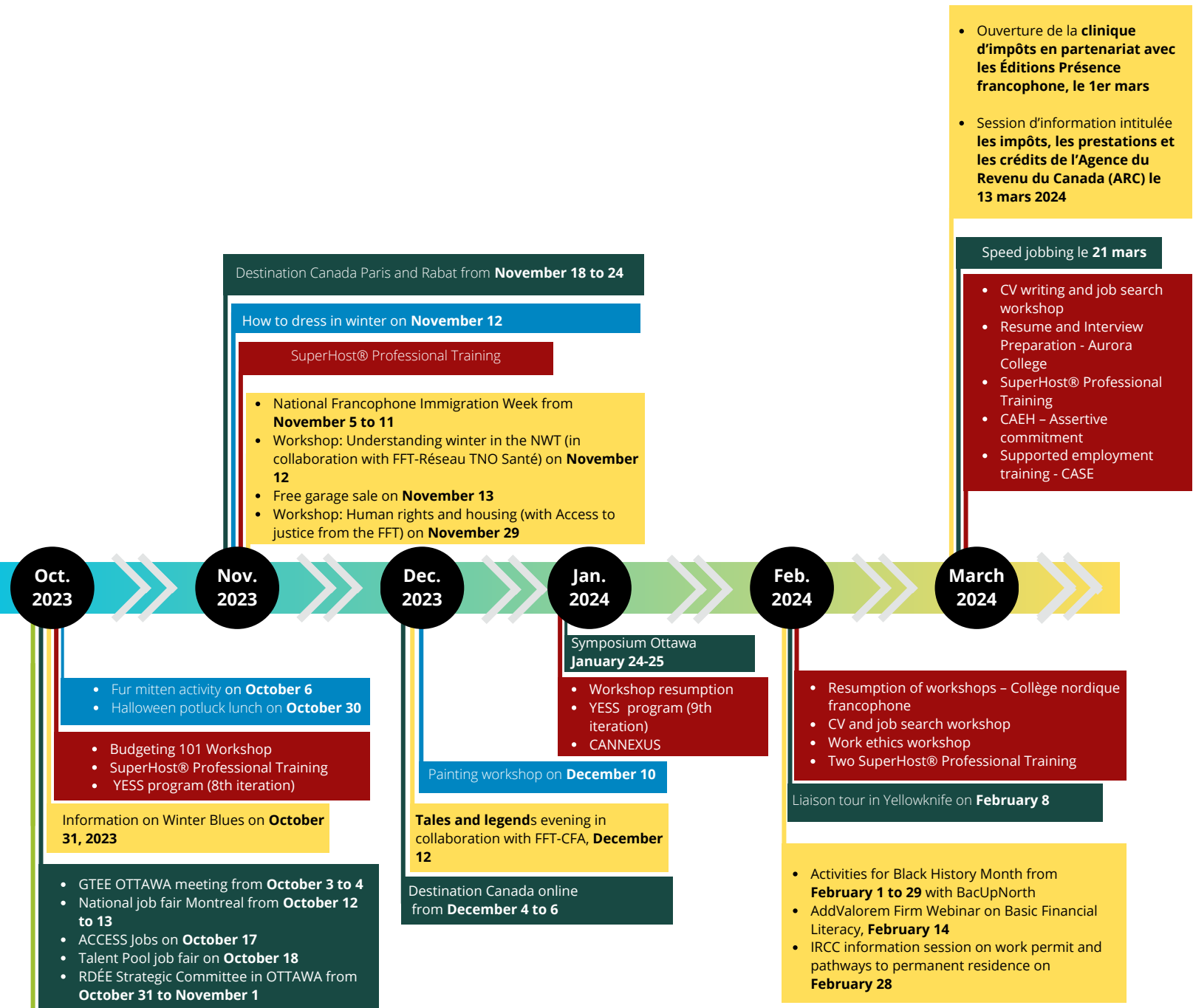
400 000 VIEWS

FOR 8 VIDEOS PRODUCED TO PROMOTE
HAY RIVER AND FORT SMITH

2023-2024 Timeline

- Welcoming & Integration
- Economic development
- Immigration, Recruitment and Career
- SWIS
- NWT Career Centre





Economic development and Innovation

CDETNO's economic development and innovation department went through a period of challenges and successes from April 2023 to March 2024. Despite the evacuation situation in Yellowknife caused by wildfires, the service was able to resume and produce remarkable results.

Meetings and support to entrepreneurs

- **21 hours** of individual meetings
- **17 entrepreneurs** benefited from a business creation assistance service
- **8 male** clients and **9 female** clients
- **2 new immigrants** accompanied

Educational events

- **3** inspiring and educational webinar
 - Influencer: breaking the shell
 - LinkedIn
 - ChatGPT

Promotion and visibility

The economic development agent worked with the AFCY, the AFTSO, and the CSFTNO to promote young entrepreneurs.

- The next generation of entrepreneurs, 30 and 60 seconds video competition in French for students aged 15 to 18
- The entrepreneur project (15-30) made it possible to offer a grant of up to \$5,000 to young French-speaking people aged 15 to 30.

Economic development and Innovation

HEALTHY EARLY YEARS 2023-2024

PARTICIPATION IN ACTIVITIES

TOTAL	249
• Children aged 0 to 6	149
• Pregnant women	3
• Fathers/guardian men	97



TRAINING AND INFORMATION



- Training offered to **18 participants**
- **200 printed** educational sheets
- Around **80 sheets** already distributed

SPEECH THERAPY SERVICES AND WORKSHOPS

- Around **14 kids** beneficiaries
- **Two guides** on emotions and screens distributed in Yellowknife and Hay River
- Mindfulness workshops offered to **40 students**



THE ATTENTIF ET HEUREUX TEAM



CSFTNO schools had the chance to work with the team of attentif et heureux as part of "Mindfulness Week".

COLLABORATION BETWEEN RÉSEAU TNO SANTÉ AND GARDERIE PLEIN SOLEIL

An intervention with educators on "Balanced snacks" was carried out. Réseau TNO Santé distributed information to parents on the nutritional needs of children.



Recruitment

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.

- Presentation of Vivre aux Territoires at the Carrefour jeunesse emploi de l'Outaouais, **21 participants**
- Communication of information on the job market in the NWT to **350 people** at the Salon de l'emploi et de la formation continue in Montreal
- Presentation Vivre en français aux TNO, **300 Participants**
- Virtual job fair **5 employers, 27 participants**

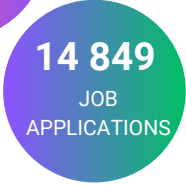
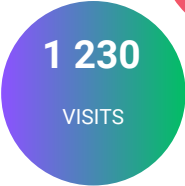
Liaison tour February 8, 2024

Meeting between NWT employers, the GNWT and IRCC. Highlighting issues related to international recruitment and different programs, presentation of the norms and standards expected of employers, networking.



Employment and immigration

Destination Canada Mobility Forum



Thousands of participants, hundreds of face-to-face meetings, contributions to orientation and training sessions, and the screening of dozens of resumes for positions in the Northwest Territories. The following figures summarize the activities of the NWT delegation during five days of Destination Canada Mobility Forum 2023 to Paris in France and Rabat in Morocco.

Employment and immigration

- Attraction Event ACCESS Employment, **42 permanent resident** participants
- Networking workshop with LINC students, **12 students in total**
- Recruitment event with ACCESS Emploi: **16 employers, 111 offers, 123 candidates** connected



6th Metropolis Identities Summit

CDETNO participated in the 6th Metropolis Identities Summit in Calgary for a presentation on the employment assistance service for newcomers and liaison with employers.

Welcome and Integration

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

Data for services in French

- **207 interactions** with French-speaking customers of different statuses (PR, TR, visitors, citizens, refugees, and asylum seekers). For the first time, in 3 years of existence (of this service) within CDETNO, we note refugees, asylum seekers, and visitors among our clientele.
- **43 people** arrived in the Northwest Territories, specifically in Yellowknife during this fiscal year. We can divide them as follows:
 - **8 families** for a total of **30 people** (4 PR, 25 TR, 1 citizen)
 - **13 people** arriving alone (TR)
- For these customers who have received our services, we can count on:
 - **37 Individual** Sessions
 - **4 Family** sessions
 - **17 Establishment** Plans
- Managing changes well, sources of stress, **11 participants**, including **7 PR** and **4 RT**
- Winter Blues on October 31, 2023, **39 people** i.e. 9 PR and 17 TR

Welcome and Integration

An evening of tales and legends

We collaborated in the organization of a 2nd evening of tales and legends on December 12, 2023. Among the people who took part in this activity, we counted **3 PR** and **4 TR**.

Human rights and housing

Following a workshop initiated by Access justice of the FFT, additional information on human rights and housing was sent to **5 people** (1 RT and 4 RT), on November 29, 2023.

Black History Month

In February, we communicated information related to Black History Month (BHM) to **31 people** (13 RP and 18 TR) on February 5, 2024.



Evening of tales and legends 2023

National Francophone Immigration Week

A workshop was held during the National Francophone Immigration Week on the theme: Understanding winter in the TNO, at the initiative of the FFT- Réseau TNO Santé. Partner in this activity, CDETNO through its establishment and SWIS services had to support a family of **05 TR** (1 work permit and 4 Study permit) on November 12, 2023.

Welcome and Integration



Welcome day for newcomers

Welcome day for newcomers on Thursday, November 9, 2023, at the Prince of Wales Northern Heritage Centre.

Other meetings and conferences

We participate in several meetings and conferences during the year :

The monthly meetings of the Establishment Working Group of the 3 Territories, the monthly meetings of the Prairies of pre-departure services with Accueil francophone Manitoba, the quarterly meetings of the RIFTNO, the PNIIC in Nunavut from February 13 to 14, 2024, the meeting with the French Language Services Coordinator of the Department of Justice on March 12, 2024.

Welcome and Integration

Numbers for English services

During the 2023-2024 fiscal year, **768 clients** reached and served.

Service Delivery

- Walk-in: **200 clients**
- Referral – External & Internal: **30**
- Community Engagement & Outreach: **169 clients**
- Online information inquiry: **50 clients** served online
- Non-eligible clients served through services referral **139**
- Partnership events and session participation including **160**



Settlement Advisor with one of his clients

Program Outcomes

- Clients passed citizenship exam: **13**
- New Canadian becoming Citizens: **7**

Free garage sale

It was organized on November 13, 2023 to allow newcomers to obtain various household items (electronics, furniture, clothing, etc.).

Tax clinic and CRA benefits

In partnership with Éditions Présence francophone, the tax clinic opened its doors on Friday March 1, 2024.

58 declarations were processed for the year 2023. The volunteer also had to process **9 other declarations** relating to previous years.

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.

18 Needs and Assets Assessments were carried out:

- 11 permanent resident families and one refugee family
- 3 temporary residents,
- 1 family of citizens
- 2 families had not revealed their status



Information sessions

19 information and/or orientation sessions for families were carried out.

It should be noted that **12 of these meetings** were held with eligible clients, permanent residents. **7** of these meetings were carried out with ineligible clients (temporary residents, citizens, or people preferring not to disclose their status).

SWIS Program

Community connections activity

On May 7, 2023, a community connections activity with a guided tour of the Prince of Wales Northern Heritage Centre was conducted.

For this activity, **4 families** showed up, for a total of **12 people**, including 8 permanent residents, 3 temporary residents and one citizen.



Outdoor activities

On June 10, 2023, a community connections activity – sport, recreational was carried out. Different outdoor activities were offered (a hike, a picnic, various games under the tent, an introduction to canoeing, a barbecue, and a campfire).

Five families presented themselves for a total of **16 individuals**. Among these 16 individuals, 8 represent clients eligible for services while 8 others are not eligible.

A recreational activity of paper snowflakes and painting with **3 children**, 2 TR and a citizen whose parents are RP.

Tourism

CDETNO 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.



CDETNO collaborated with the musical program *En direct de l'Univers* broadcast on CBC / Radio-Canada on March 23, 2024. In this special episode, the production wanted to offer guests and viewers a journey through all the provinces and territories of Canada with stunning pictures of locations and landscapes.

- Numerous contents were posted online on the Spectacular NWT French social networks with a coverage of **250,764 people**.
- This content accumulated **17,512 interactions**.
- There were **9,000 visits** to the NWT Spectacular's French Facebook page, an increase of **7,7**.

Special contents

- A series of **8 videos** produced in March 2023 to promote the attractiveness of Hay River and Fort Smith have accumulated more than **400,000 views** in five months on the CDETNO's Facebook and YouTube platforms.

NWT Career Centre

2023/2024 highlighted the NWT Career Centre's resilience and adaptability by promptly restarting services after the wildfire evacuation while expanding and enhancing service for newcomers, individuals with disabilities, and those involved in wellness and justice. Core services include Employment Assistance, with staff cross-trained to ensure flexibility and continuity. This approach has enhanced the Centre's capacity to deliver targeted skills training programs while broadening its expertise. Upgraded technology, continuous professional development, and a client-centred culture have established a strong foundation to meet future workforce challenges.

Some numbers:

- **5017** client visits
- **237** job seekers obtained relevant workplace certifications
- **188** residents accessed Dress to Impress
- **81** residents received one-to-one Career Coaching
- **29** youth participants across 3 cohorts of YESS
- **12** workshops delivered



YESS cohort meeting with Aurora College to discuss post-secondary opportunities

NWT Career Centre

Other highlights :

- Staff attendance at CANNEXUS in Ottawa, ON
- Funding via the United Way to upgrade Career Centre Technology
- Continued involvement with GNWT – ITI – North Slave and Tourism Week through the deliver of SuperHost® training to Tour Operators.
- Active member of a Skills Training Collaborative led by GNWT – ECE which also includes Inclusion NWT, Native Women’s Association, and YWCA.
- Support of PSW and Nursing students at Aurora College through Dress to Impress and Resume & Interview Workshops
- Memorandum of understanding with Inclusion NWT to continue dialogue on collaborative approaches to enhancing Employment Supports for NWT residents with disabilities
- Member in good standing with the Career Development Association of Alberta, Career Professionals of Canada, and Canadian Association for Supported Employment



1 of 13 SuperHost® training sessions delivered in 2023/2024



Attending the Yellowknives Dene First Nation Career Fair in Dettah

Financial statement

STATEMENT OF OPERATION

For the year ending March 31, 2024

	2024	2023
REVENU		
IRCC	582 140	647 090
EDSC	628 350	590 078
GNWT	297 114	368 182
GNWT - Services contracts	195 000	195 000
CanNor	---	92 592
Employment Programs	44 029	39 580
Services contracts and other products	7 406	141 316
Other grants	35 500	---
Société Santé en Français	60 776	60 776
Amortization of deferred contributions	25 765	30,104
Interests	72	
TOTAL REVENU	1 876 152 \$	2 164 718 \$
EXPENSES		
Wages and benefits	1 251 535 \$	1 317 256 \$
Rent	241 376	246 734
Honorariums	26 799	94 578
Meetings and activities	97 454	113 736
Advertising and promotion	30 979	49 778
'Petite enfance' project agreement	47 776	47 776
Office supplies and fees	15 055	20 726
Amortization expenses	28 977	33 859
Travel expenses	74 241	77 531
Telephone	18 040	19 457
IT	44 508	28 733
Professional fees	15 835	13 735
Insurance	2 913	3 044
Training	1 437	4 906
Bank interests and Bank fees	5 725	2 703
TOTAL EXPENSES	1 902 650 \$	2 074 552 \$
EXCESS OF REVENUE OVER EXPENSES	(26 498) \$	90 166 \$

STATEMENT OF FINANCIAL POSITION

March 31, 2024

	2024	2023
ASSETS		
CURRENT ASSETS		
Cash	--- \$	146 136 \$
Account receivable	342 596	240 968
Services Tax recoverable	11 198	23 959
Prepaid expenses	27 571	26 965
TOTAL CURRENT ASSETS	381 365	438 028
TANGIBLE CAPITAL ASSETS	58 816	65 497
TOTAL ASSETS	\$ 440 181	\$ 503 525
LIABILITIES		
CURRENT LIABILITIES		
Bank overdraft	\$ 23 16 2	\$
Account payable and accrued liabilities	23454	40 570
Payroll liabilities	32153	60 788
Deferred grants	----	10 789
TOTAL CURRENT LIABILITIES	78 769	112 146
DEFERRED CONTRIBUTIONS	54 826	58 294
TOTAL LIABILITIES	\$ 133 595	\$ 170 441
NET ASSETS		
Net assets invested in capital asset	3 990	7 202
Unrestricted net assets	302 596	325 882
TOTAL NET ASSETS	\$ 306 586	\$ 333 085
TOTAL LIABILITIES AND NET ASSETS	\$ 440 181	\$ 503 525

The team

Employees during the 2023-2024 period :

- Laïssa Pamou, Communication and Marketing Officer
- Céline Dewez, Settlement Advisor
- Ghyslain Letourneau, Immigration, Recruitment and Career Officer
- Sunil Sriram, Administration assistant NWT Career Centre
- Madison Mantla
- Ellie Zantoko-Lubaki
- Koko Avoyi, Economic Development Officer and Innovation
- Annick Lessard - Settlement Worker in Schools (SWIS)



François Afane
Executive Director



Nadine Cantin
Administration and Finance
Coordinator



Lambert Baraut-Guinet
Communication and
Marketing Officer



Caroline Fotsing
Coordonnatrice de
l'entrepreneuriat jeunesse



Muriel Essebou
Administrative assistant



Malini Sengupta
Yellowknife Immigration
Partnership coordinator (YIP)



Haudry Escandón
Economic Development
Officer and Innovation



Jules Leonard Wache
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



Both Gakah
Settlement Advisor

From Inuvik to Fort Smith, to mining development to construction, including tourism, restaurants, and retail, 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



5204, 50e Avenue, suite 102
Yellowknife, NT X1A 1E2



867 873 5962



<http://cdetno.com>



communication@cdetno.com



[@cdetno](#)