

ANNUAL REPORT 2016-2017

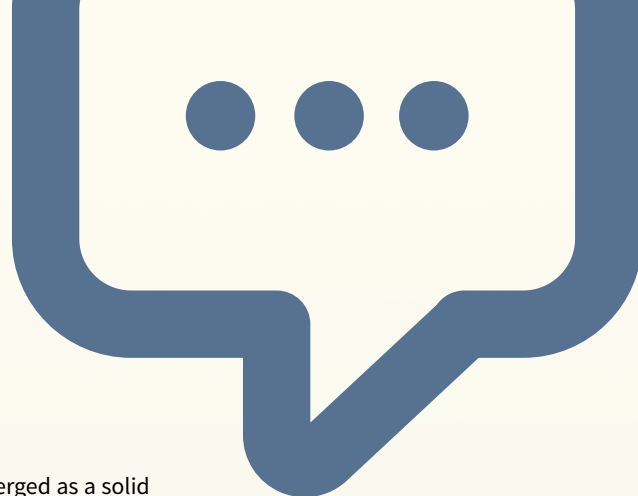
RDEE

Terre-Neuve-et-Labrador

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MESSAGE FROM THE PRESIDENT



Francophonie in Newfoundland and Labrador is evolving. RDÉE TNL has emerged as a solid rock in a tumultuous sea, as the future looks prosperous for the business community of the province despite the challenges that surround.

Indeed, there are plenty of challenges: a provincial government weakened by a decrease in oil and mining industry royalties; falling crab and shrimp quotas in the fishing industry; and a forestry industry facing threats to its very existence. These challenges loom large in a province with the highest aging population in the country and where outport communities are rapidly being emptied of inhabitants.

Yet glimmers of light can be seen through these dark clouds. The tourism industry is on the rise, particularly in those rural regions most in need of employment opportunities. The mining industry, similarly located in rural regions, is also rebounding. And the price of oil, having finally seemingly reached its nadir, has started its upward climb once more.

We are seeing a rise in the number of businesses in the IT, mobile applications, biotechnology, and aquaculture sectors, as well as those working in oceans and agriculture, and the list goes on. The cutting-edge education offered by our college and university are of growing importance, as it responds to the demand in many of these businesses for highly educated professionals.

We look forward with anticipation, also, to two trade agreements that hold considerable potential for the Francophone business community of the province. The first is the Canadian-European Union Comprehensive Economic and Trade Agreement (CETA), ratified this year, which will allow RDÉE TNL to position itself to serve exporters interested in French-speaking Europe. The second is the Canadian Free Trade Agreement, also expected to open its doors for businesses across Francophone Canada.

RDÉE TNL is here to help set up Francophone and bilingual businesses as well as to help them grow their market in the province, across Canada and throughout the world. We are also helping local English-speaking businesses reach Francophone markets across French-speaking Canada and the world. Finally, we are assisting Francophone job seekers in their endeavours, thereby helping these two types of businesses to prosper and thrive.

Newfoundland and Labrador has a promising future and the Francophone business community has an important role to play in the economic evolution of the province. RDÉE TNL is ready to accompany our business community every step of the way towards taking full advantage of each opportunity.

We are currently developing a membership process for RDÉE TNL and we will soon be inviting you to join us as a member. Together, we will be stronger, for as the African saying goes, “We go faster alone, but further together.”

Mike Clair,
President

MESSAGE FROM THE EXECUTIVE DIRECTOR



I am pleasantly surprised to find myself writing this address, as it is hard to believe that my first year as Executive Director of RDÉE TNL is already behind us. I am grateful to report that it has been a year rich in formative experiences.

I would like to offer my sincere thanks to the entire RDÉE TNL team for their support and all their work, which, together, has strengthened our organization and prepared it for coming challenges. We encountered many opportunities, challenges and successes during my year as director.

Looking at operations, we revisited our strategic plan, improving the theoretical foundations that guide our action plans. More practically speaking, the organization continues to consolidate the direct services we offer clients and, above all, to work on existing projects to assure their continuity.

The 5th edition of the Bilingual Postsecondary Career and Entrepreneurship Day (JOCBE) was an unparalleled success. A record number of exhibitors and visitors attended our event. These excellent results are encouraging as we continue promoting French as an asset for the professional development of young people.

Despite the difficulties present in each region, our initiatives on the West Coast and in Labrador are bearing fruit. Culturally, the Port-au-Port Peninsula holds enormous potential. It remains just to create the tools and opportunities to contribute to the peninsula's development through artisanship and tourism, to name two examples. The daycare cooperative in Labrador is advancing and we are formulating a plan to help other parent committees to benefit from the experiences and expertise we have gained along the way.

The coming year will see a smooth transition towards a new service model at RDÉE TNL. We will be fine-tuning our existing services even as we inaugurate new ones, and will be undertaking all this within a membership framework. Opening the door to the public in this way will enable greater governance transparency and offer increased competitiveness and more advantages to our clients.

Thank you to all our stakeholders who, in a variety of ways, have contributed to RDÉE TNL's progress. Thank you to our clients and partners for putting your confidence in us, thank you to all our fellow Francophone organizations for your partnership and, above all, thank you to our funders!

Carolina Herrera,
Executive Director

VISION

RDÉE TNL is renowned for its leadership in driving sustainable economic development in the province.

MISSION

RDÉE TNL shares its economic development expertise with communities to strengthen the role of Francophones in the province's economy.

CLIENTELE

RDÉE TNL's clientele consists of Francophones and Francophiles who want to use French as an added value in economic development.

VALUES

- Valuing partnerships: Facilitate the involvement of the community and partners in economic development.
- Open-mindedness: Be inclusive and open to different economic development approaches.
- Integrity: Be honest and respectful in everything that we do.
- Accountability: Show professionalism by taking responsibility for actions and outcomes.
- Innovation: Be creative to maximize the community's economic growth.



WHO ARE WE?

BOARD

Michael Clair, *President*
Sophie Thibodeau, *Vice President*
Cyr Couturier, *Treasurer*
Gabriel Brodeur, *Secretary*
Sophie Tremblay-Morissette, *Administrator, Labrador*
Karl Grah, *Administrator, Trades Representative*
Christophe Marmouche, *Administrator, Youth base Representative*
Catherine Fenwick, *Administrator, West Coast Representative*
Nicole Helwig, *Administrator, Entrepreneurship*

EMPLOYEES

Carolina Herrera, *Executive Director (interim)*
Dominique Poirier, *Communications Officer*
France J. Bélanger, *Administrative Assistant*
Olivier Murgier, *Tourism Development Officer*
Mustapha Fezoui, *Economic Development Officer, Labrador*
Wendy Brake and Dillon Jesso, *Economic Development Officers, Newfoundland West*
Samir Jaouadi, *Economic Development Officer, Newfoundland East.*

NATIONAL NETWORK

RDÉE Canada brings together 12 provincial and territorial organizations from across Canada to support the economic development of Francophone and Acadian communities.

RDÉE Canada fosters engagement, collaboration and coordination among its members at the national level.

The Network includes nearly 160 employees and specialists who, between 2009 and 2012 alone, with the support of some 1,610 partners, generated over \$100 million in economic spinoffs, helped create 2,708 direct and indirect jobs, and supported 20,976 entrepreneurs.

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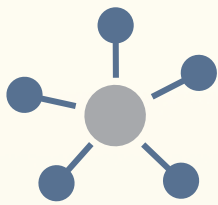
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 Labrador City, (NL) A2V 1L5
 709.944.5169
 labrador@rdeetnl.ca





OUR SERVICES

JOB SEARCH ASSISTANCE



ASSISTED JOB SEEKERS

23 EAST 5 WEST COAST 2 LABRADOR

Air Canada Recruitment Day 2016

- 14 candidates attended out of the 10 people who were scheduled to attend and, following this event, 3 people were hired. These excellent results went far beyond our expectations.

BUSINESS START-UP ASSISTANCE

IN PARTNERSHIP WITH **futurpreneur** canada™
fuel for young enterprise
moteur de la jeune entreprise

CLIENTS SERVED

3 EAST 1 WEST COAST 0 LABRADOR

Hello Bonjour

- Businesses added to the directory: 62



Raising Awareness about Entrepreneurship:

- Introductory workshops in the form of classes were presented, featuring definitions of the fundamental concepts of business and entrepreneurship, and brought to life with games and videos.
 - “Introduction to Business”
 - J. R. Smallwood Middle School
 - Stephenville High
 - École Notre-Dame-du-Cap
 - “Our Business World”
 - St. Teresa’s Elementary
 - Centre des Grands-Vents
 - “Economics for Success”
 - École Sainte-Anne



COOPERATIVE DEVELOPMENT ASSISTANCE

IN PARTNERSHIP WITH  Newfoundland-Labrador Federation of Co-operatives

May 30th, 2016. NL Francophone’s day. Thanks to the continuous endeavours of the Parent’s Committee of Western Labrador, the House of Assembly debated and voted in favour of the 30th Amendment to the Cooperatives Act allowing names in French for any cooperative.

ECONOMIC IMMIGRATION ASSISTANCE

- Virtual Job Fair – February 22nd and 23rd
 - 594 visitors

ASSISTED 15 ECONOMIC IMMIGRANTS



PROJECTS

STRATEGIC PLANNING TRAINING FOR ASSISTING COMMUNITY ORGANIZATIONS

St. John's – April 2016. The economic development agents of the three regions of the province attended a training session to gain the necessary skills to assist community organizations embarking on strategic planning. The goal of this training was to broaden the services offered by RDÉE TNL by acquiring tools that help organizations fulfill their missions within their communities.

BUS TOUR ON THE WEST COAST

Port-au-Port Peninsula – June 2016. On a bus tour visiting a number of regional, mainly Francophone and aboriginal, tourist attractions, the 49 participants enriched their understanding of local culture and had the chance to network with players in the tourism industry.

JOCBE

St. John's – November 2016. At the 5th edition of the Bilingual Postsecondary Career and Entrepreneurship Day (JOCBE), 525 students, accompanied by their teachers, had the opportunity to meet the event's 47 exhibitors. The Honourable Perry Trimper, Minister Responsible for Francophone Affairs in Newfoundland and Labrador, as well as many of our partners honoured us with their presence.



CREATIVE CULTURE SYMPOSIUM

West Coast – January 2017. This artisans' workshop, in partnership with Qalipu, strives to celebrate Francophone and Mi'Kmaq cultures, to create a space for artisans to share best practices and to give participants opportunities to learn more about the featured art forms, techniques, and products.



TOURISM

PRINTING AND DISTRIBUTION OF THE 9TH EDITION OF THE TOURISM GUIDE

13,400 guides distributed in partnership with the Provincial Government

NUMBER OF DOWNLOADS OF OUR PROMOTIONAL TOOLS: 7,559

- 955** Prepare your trip
- 1,846** Tourism Guide
- 1,372** Roadmap
- 1,303** RV adventure
- 783** Western Itinerary
- 519** Eastern Itinerary
- 453** Icebergs/Whales/Parks
- 328** Francophone Communities

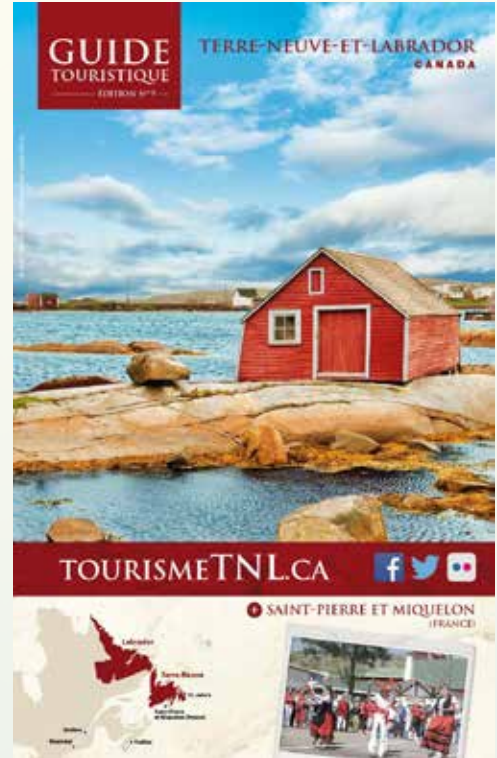
SOCIAL MEDIA

 **30,139** likes

 **231** followers

WEBSITE

 **Unique Page Views: 144,116**
Page Views: 202,374



COMMUNICATION

PROMOTIONAL TOOLS



327
likes



98
connections



603
followers



Newsletter
216 subscribers in English and 164 in French



EVENTS

AGM

St. John's – October 2016. For the second year running, RDÉE TNL opened its AGM to the public. In doing so, we affirmed our plan to increase the transparency of the organization's governance while preparing for the coming year when we will launch the membership program. Our sincere thanks to all who joined us at the AGM!



Presenting the Hello-Bonjour Award to the accounting firm Pearl R. Lee, CPA, CA, for offering services in both official languages for 10 years. Congratulations!

The Hello/Bonjour Award recognizes businesses and organizations offering quality services in French in the province of Newfoundland and Labrador, beyond the sphere of Francophone community organizations and the departments of the federal and provincial governments. The Hello/Bonjour Award is presented every two years.

ACKNOWLEDGEMENTS

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of Canada

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