

ANNUAL REPORT 2015-2016

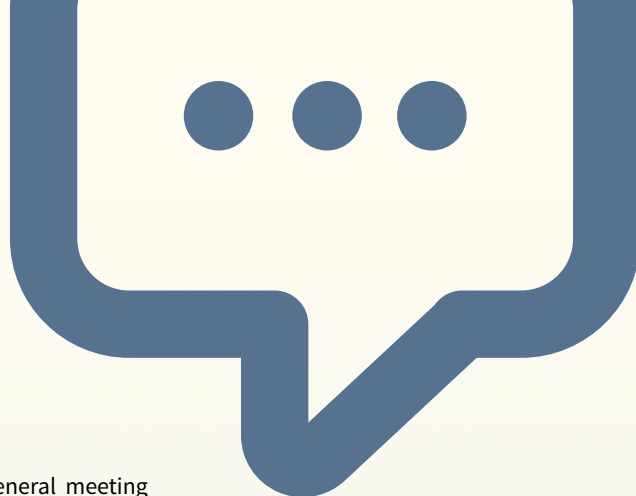
RDEE

Terre-Neuve-et-Labrador

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WORD FROM THE PRESIDENT



The province's economic situation has worsened since our last annual general meeting in October of 2015. The price of oil remains low, as does the price of iron ore. These price declines have affected two administrative regions of the RDÉE TNL in particular: Northeast Avalon and Labrador West. The Provincial Government's sources of revenue have therefore diminished significantly, resulting in a fiscal deficit that will limit the government's scope for manoeuvring for years to come.

The role non-governmental regional development organizations, such as the RDÉE TNL, will become, as a result, more important going forward. The Government will be seeking partners who can help advance its economic priorities, all the more so if these partners have access to federal funding, as does the RDÉE TNL. We are therefore well placed to make progress on our regional development projects.

In Labrador West, we are supporting a daycare cooperative project and participating in discussions with the aim of reviving the local economy. On the west coast, we are working on projects regarding cellular telephone access and high-speed internet.

In the St. John's area (and all around the province), we are working to position ourselves as a key player for commerce with Francophone markets on the national and international scale. We are also working, everywhere in the province, on projects in the immigration and tourism sectors.

The work before us is complex, and demands a high level of expertise and emotional intelligence, as well as a great deal of patience. I would like, therefore, to acknowledge the staff of the RDÉE TNL for their excellent work in advancing the francophone economy in the province. We have an excellent team, one that is dedicated, energetic, and with a strong sense of ethics.

For the most part, this team was established by our Executive Director, Christophe Caron, before his departure on a sabbatical year last May. In the interim, we have benefitted from the exceptional work of the Interim Executive Director, Carolina Herrera, who has maintained the high performance of the entire team. Thank you, once again, to the whole team at RDÉE TNL for your excellent work!

I would like to thank my colleagues on the Board of Directors, who together bring strategic direction to the activities of the RDÉE TNL. The members of the Board bring with them a diversity of perspectives, based on region, gender, industry or economic sector, or institution (private sector, civil society, university, government, etc.). The Board meets every three months to discuss progress on each file, the economic situation across the province, to confer on the strategic direction of our organization and to offer counsel, to the best of our abilities, to our Executive Director. It is an honour for me to serve as your president.

I would also like to thank the Francophone community of Newfoundland and Labrador for placing their trust in us and for their ongoing support of our efforts towards developing the economy of our province.

Michael Clair,
President RDÉE TNL

WORD FROM THE EXECUTIVE DIRECTOR

The year 2015-2016 allowed us to consolidate our ability to deliver services directly to individuals. We were able to assist jobseekers, potential entrepreneurs, and even a group of parents working towards developing a cooperative. These new experiences allowed us to learn by doing and to continuously improve our services.

Furthermore, the launch of the pilot project in Immigration has completed our comprehensive approach toward providing job search assistance, while reinforcing our engagement in the economic development of the Francophone community in Newfoundland and Labrador.

Our province has proved to be an attractive choice for international candidates, but also for members of our own national network. Our unique training session on participatory tourism welcomed visitors from all over Canada to Gros Morne National Park. We continue to receive positive comments about this initiative.

The year 2015-2016 also saw the opening of our administrative operations to the community in an effort to reinforce transparency. Not only has the membership project advanced considerably with a view to including new members in our structure, but we also held – for the first time in the history of the organization – an annual general meeting that was open to the public. This occasion was an opportunity for all those present to observe the functioning of our administrative board and to ask questions about our activities.

The RDÉE TNL team is proud of these positive outcomes and motivated to continue to invest their efforts in assuring the quality of our services and the economic well-being of the community.

Carolina Herrera,
Acting Executive Director



VISION

The 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, *Community Sector Administrator*
Cyr Couturier, *Treasurer*
Gabriel Brodeur, *Secretary*
Sophie Tremblay-Morissette, *Administrator, Labrador Representative*
Karl Grah, *Administrator, Trades Representative*
Christophe Marmouche, *Administrator, Youth base Representative*
Catherine Fenwick, *Administrator, West Coast Representative*
Xavier George, *Administrator Entrepreneurship*

EMPLOYEES

Christophe Caron, *Executive Director*
Carolina Herrera, *Communications Officer*
France J. Bélanger, *Administrative Assistant*
Olivier Murgier, *Economic Immigration Officer*
Mustapha Fezoui, *Economic Development Officer, Labrador*
Wendy Brake, *Economic Development Officer, Western Newfoundland*
Samir Jaouadi, *Economic Development Officer, Eastern Newfoundland*

NATIONAL NETWORK

The national economic development and employability Network brings together 12 provincial and territorial organizations across Canada to support the economic development of francophone and Acadian communities.

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

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

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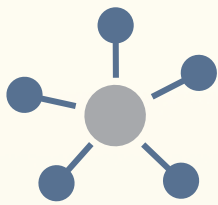
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OUR SERVICES

JOB SEARCH ASSISTANCE

IN PARTNERSHIP WITH

JOBSinNL.ca
Connecting People and Jobs



Participation in the Montreal Job Fair, April, 2016:

- 324 visitors to the kiosk.
- 91 visitors interested in coming to live and work in NL and who completed the contact form online.
- Presentation conference on the economy and employment opportunities in NL.

Conference on the economy and employment opportunities in NL for the Sherbrooke Youth Employment Centre with 6 participants and for the Gatineau Youth Employment Centre with 2 participants.

- Partnership with employment centres of the eastern region (St. John's, Mount Pearl and Carbonear)
- Dissemination of bilingual opportunities on the RDÉE TNL website: 48

ASSISTED JOB SEEKERS

12 ST. JOHN'S 4 WEST COAST 6 LABRADOR

BUSINESS START-UP ASSISTANCE

IN PARTNERSHIP WITH

futurpreneur
canada
fuel for young enterprise
moteur de la jeune entreprise

ASSISTED CLIENTS

2 ST. JOHN'S 4 WEST COAST 2 LABRADOR

Hello Bonjour

- Businesses added to the directory: 19
- Launch of the new online directory www.hellobonjour-rdeetnl.ca/
- Collaboration with the FFTNL on a Facebook launch during the Rendez-vous de la Francophonie

Raising Awareness about Entrepreneurship:



- Participating schools: 3 (West) 1 (East)
- Number of students: 42 (West) 14 (East)

COOPERATIVE DEVELOPMENT ASSISTANCE

IN PARTNERSHIP WITH

Newfoundland-Labrador
Federation of Co-operatives

Information sessions offered in St. John's in collaboration with the YMCA.

Daycare cooperative project in Labrador West developed by the RDÉE TNL officer of Labrador in the cooperative stream for the Committee of Francophone Parents of Western Labrador. The file of the cooperative's incorporation has been finalized and submitted to the Registry.



ECONOMIC IMMIGRATION ASSISTANCE

Four provinces (BC, AB, NB, and NL) initiated the pilot project with the objectives of guiding Canadian employers towards recruiting Francophone and bilingual candidates, and assisting the Canadian Government in reaching the national target for Francophone immigration, set at 4.4%.

- Length of the project: 7 months
- Reached out to 39 employers
- 04 employment positions created (through matching)
- 520 visitors to our kiosk at the Virtual Job Fair, of whom:
 - 21 showed demonstrable interest in coming to the province. Of these 21 people, 2 came from France to settle and work in our province!

ASSISTED 15 ECONOMIC IMMIGRANTS



PROJECTS

COMMUNITY CONSULTATIONS ON THE WEST COAST

The community consultations were organized in order to clarify for us the needs of the communities on the west coast of Newfoundland. As a new economic development officer in the region, Wendy Brake wanted to create an opportunity to meet those living in the region and to encourage them to voice their opinions.

We had an extraordinary level of participation: 15 people came to L'Anse-à-Canards on Monday, January 25th, 46 people participated at Mainland on Wednesday, January 27th, and 23 people were present at Cape St. George on Thursday, January 28th.

- The main problems identified at L'Anse-à-Canards are: potable water, waste management, cellular phone service, high-speed internet, and taxi service after activities.
- In Mainland, the main concerns were cellular telephone service, and activities for young people and seniors.
- At Cape St. George, a gas station is needed and the participants would like to create farms.



CAREER SESSIONS

Governance Training Session in St. John's (Eastern Region), Mainland (West Coast), Goose Bay and Labrador City (Labrador).

From Sunday, March 20th to Wednesday, March 23rd, governance training workshops were held in four francophone communities in the province. A knowledge of governance is particularly useful for understanding the roles and responsibilities of administrative board members.

GOVERNANCE TRAINING SESSION ATTENDEES

10	ST. JOHN'S	7	MAINLAND	3	GOOSE BAY	7	LAB CITY
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TOURISM

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

4,500 guides distributed in partnership with the Provincial Government

2,100 guides distributed to potential travellers at RV shows in Montreal and Québec City, as well as at the Outdoor Adventures Show in Montreal

NUMBER OF DOWNLOADS OF OUR PROMOTIONAL TOOLS: 5,228

1,132 Prepare your trip

1,020 Tourism Guide

596 Roadmap

445 RV adventure

298 Western Itinerary

311 Eastern Itinerary

214 Icebergs/Whales/Parks

179 Francophone Communities

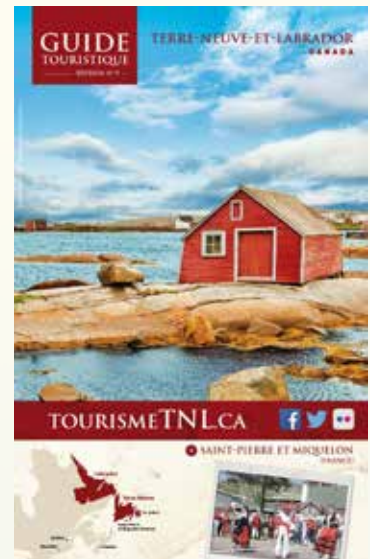
SOCIAL MEDIA

f 30,727 likes

t 211 followers

WEBSITE

globe icon 37,565 visitors



ACTIVITIES AND EVENTS

- Participated at the AGM of Legendary Coasts
- Participated at the Destination Development Plan meeting at HNL
- Present at the RV show in Montreal: More than 1000 guides and maps were distributed, more than 500 inquiries from potential tourists
- Met with tourism industry stakeholders from Saint-Pierre and Miquelon at the Joint Commission in SPM from November 23rd to the 25th, 2015.
- Participated in a two-day workshop offered by Industry Canada on best practices for protecting OLMC's
- Participated in a show and conferences with HNL: workshops and annual conference from March 1st to the 3rd in St. John's.
- Participated in the Edge of the Wedge training with GMIST in Rocky Harbour.

FACILITATION OF INTERPROVINCIAL PARTNERSHIP

The RDÉE TNL was instrumental in facilitating a partnership between Destination Labrador, based in Goose Bay, and the two ATR Tourism North Coast offices based in Baie-Comeau and Sept îles in Quebec with a view to promoting routes 389, 500, and 510.

COMMUNICATION

PROMOTIONAL TOOLS



158
new likes



15
new followers



89 contacts Modification to our LinkedIn page in accordance with the appropriate format

Info-letter

231 subscribers in English and 167 in French

Update and reprint of brochure outlining the services offered by the RDÉE TNL

Immigration Flyer



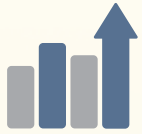
EVENTS

RECEPTION

To mark the occasion of the AGM we hosted a reception at the Centre Scolaire et Communautaire des Grands-Vents. On Friday, October 23rd, 2015, we had the pleasure of welcoming guests to an evening of networking and collaboration. Clients who have availed of our services, Anglophone partners, and members of the Francophone community gathered to enjoy refreshments, learn more about our services and meet our new employees.

PUBLIC AGM

Our first open-to-the-public AGM took place on Saturday, October 24th, 2015. Approximately, 30 people representing the Francophone community, our clients, and our Anglophone partners attended the AGM in order to become active participants in the discussions surrounding our main challenges. We are pleased about the participation at this event, a prelude to the important changes underway in our organization that are aimed at increasing exchanges with our stakeholders.



FINANCIAL OUTCOMES

OVERALL OBJECTIVES

Increase by 30% (compared with 2012-2013) the value of additional investments in cash and in-kind by non-governmental (private and NGO) sources through a period of 3 years:

40% INCREASE compared with 2012-2013

Diversification of funding – Transform the ratio of expenditures dedicated to administration versus activities from 70/30 to 58/42:

57/43 end of the year ratio

ACKNOWLEDGEMENTS

Canada 

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