



RDEE

Île-du-Prince-Édouard

Votre conseil de développement économique



CCAFLIPE

Chambre de commerce
acadienne et francophone
de l'Î.-P.-É.



**RURAL ACTION CENTRE
CENTRE D'ACTION RURAL**

Services de développement économique et communautaire
Business & Community Development Services

SC Gallant

**ACCOMPLISHMENTS
2017-2018**

PRESIDENT'S MESSAGE



Martin Marcoux
President

We've come a long way!

The Economic Development and Employability Network of Prince Edward Island (RDÉE PEI) was incorporated back in 2010 but it has existed since 2000. Since its very modest beginnings, it is quite fair to say that we've come a heck of a long way. Today, RDÉE PEI is recognized as the uncontested leader in regard to francophone economic development in the province. Over the years, we've been able to forge strong ties with key partners, including the provincial and federal governments along with their various agencies and departments. This mutual respect has allowed us to develop a very collaborative and primarily productive atmosphere to work in.

A very special thank you goes out to Employment and Social Development Canada, our main funding body. Thank you as well to the Atlantic Canada Opportunities Agency (ACOA) and the Province of Prince Edward Island, which offer us lots of support, year after year, in our undertakings and projects.

A huge thank you as well to all our community partners, including the Société Saint-Thomas-d'Aquin, the Coopérative d'intégration francophone, the PEI Association of Newcomers to Canada, the Association touristique Évangéline, the 2019 World Acadian Congress and the PEI French Language School Board, to name but a few. To quote an old adage, "Alone, we go faster. Together, we go further!"

We have to admit that we have reached this point primarily because we have an exceptional team, led by Bonnie Gallant. It is a privilege and an honor to work with her and her team of professionals, all of whom are extremely devoted and committed to our organization. Thank you for making RDÉE PEI shine so brightly on the provincial and national scene. Finally, thank you to all of my colleagues on the board of directors for your unconditional support.

BOARD OF DIRECTORS



1- **MARTIN MARCOUX** – President /
Entrepreneurial representative – Kings

2- **CHRISTIAN LACROIX**
Vice-president / Knowledge economy
sector representative
(University of Prince Edward Island)

3- **DONALD DESROCHES** – Secretary-treasurer / Human resources development sector representative
(Collège de l'Île)

4- **EDMOND GALLANT** – Executive member / Co-operative sector representative
(Coopérative de développement culturel et patrimonial de Mont-Carmel)

5- **PIERRE GALLANT** – Spokesman for CCAFLIPE / Executive member / Entrepreneurial representative (East Prince)

6- **HUBERT LIHRMANN** – Entrepreneurial representative – West Prince

7- **LÉO-PAUL ARSENAULT** – Entrepreneurial representative – Evangeline

8- **PATRICK VILLENEUVE** – Entrepreneurial representative – Queens

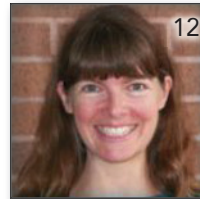
9- **MIKE BRADLEY** – Entrepreneurial representative – East Prince

10- **DIANA LARIVIÈRE** – Entrepreneurial representative – Queens

11- **RONALD CAISSIE** – Economic development sector (Société de développement de la Baie Acadienne)

12- **NANCY CLEMENT** – Economic immigration sector representative (PEI Association of Newcomers to Canada)

13- **ALBERT ARSENAULT** – Tourism sector representative
(Association touristique Évangéline)



EXECUTIVE DIRECTOR'S MESSAGE



Bonnie Gallant
*Executive
director*

Records and new initiatives

It's always thrilling to look back at the concrete results of our team's work after a busy year. And speaking of results, the 2017-2018 year has been a record year for a number of our basic projects, including PERCÉ, our Dragons' Contest and our sales missions to Québec. These are definite signs that our francophone communities are extremely vibrant and in full development mode.

All of our regular activities encountered great successes. But we're proud to say that we were able to add a brand-new initiative to our roster last fall. After two years of preparation, we were finally able to launch our new PEI Career Focus (Objectif carrière Î.-P.-É.) internship program. It fills a large gap in our service delivery model since it is aimed at those who've completed their postsecondary studies and who are seeking to start a professional career. This program is based on the success of our PERCÉ program (which is coming up on its 15th edition and which is aimed at people who are still in their postsecondary studies and who are exploring career possibilities here on the Island). This new program offers graduate participants assistance in finding a job in their field of studies. It also provides an incentive to employers to encourage them to hire a person seeking their first work experience.

Over the past year, we welcomed with open arms the federal government's brand-new Action Plan for Official Languages, which will ensure the bonification of our operational funding for the next five years. This support proves that our work does indeed have a major impact on our communities. The bonification of the federal government's investments in our official language communities in minority situations demonstrates a firm commitment to support us in our work.

To better serve our community, the RDÉE's employees and directors gathered this past year to determine our sectors of intervention for the next few years. While considering feedback from our clients, our partners and our communities, we reworked and rethought how to realign our work so that it could have the greatest impact possible.

A huge thank you to the members of our staff for their fantastic work! Thank you to our board of directors and our president for their wise direction! And of course, thank you to all of our community partners and funding partners!



FIRST ROW: Stéphane Blanchard, youth development officer; Bonnie Gallant, executive director; Raymond J. Arsenault, communications officer and Chamber of Commerce coordinator.

SECOND ROW: Amy Richard, financial administrative assistant; Velma Robichaud, client information officer with the Wellington RAC; Carol Richard, coordinator of Objectif carrière Î.-P.-É.; Josée Ouellette (who is no longer with the RDÉE as of March 31, 2018).

THIRD ROW: Robert Maddix, business development officer; Chérine Stevula, LIENS coordinator; Gilles Arsenault, tourism development officer.

SUMMER STAFF: (Absent from photo) We also hired three young people last summer to support us with our youth programs: Jake Arsenault, Shelaine Gallant and Jean-Phylippe Provencher.

ECONOMIC SPIN-OFFS

RDÉE PEI receives an annual contribution of \$520,000 from the Canadian government's Enabling Fund for Official Language Minority Communities, through Employment and Social Development Canada. This amount must be used not only to pay the team's salary and the RDÉE's operating expenses but also as leverage to generate other funds and in-kind contributions for projects for the Island's Acadian and francophone community. We are extremely pleased to inform you that, again this year, we have been able to multiply the amount invested into the RDÉE and reinvest it into the community. In addition, we have multiplied these sums several times over in in-kind contributions, either through volunteer time or in various other services.

TOTAL CONTRIBUTIONS GENERATED:

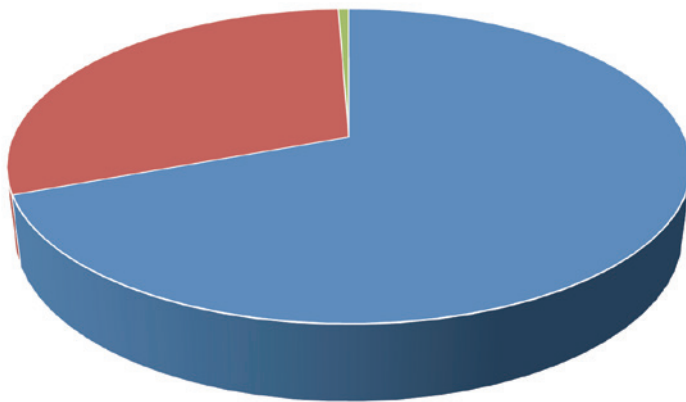
\$1,820,016

In-kind contributions: \$1,253,988 (69.9 %)

Financial contributions: \$555,096 (30.5 %)

Sales: \$10,932 (0.6 %)

GENERATED CONTRIBUTIONS



■ 1er trim. ■ 2e trim. ■ 3e trim. ■

COMMUNITY ECONOMIC DEVELOPMENT

SALES MISSION TO MONTREAL

Dates: Oct. 23 to Oct. 27, 2017

Number of participating PEI businesses: 6

Sectors of participating businesses: blueberries, vinyl records, bamboo bicycles, steel boots, jewelry and IT (applications)

Number of potential buyers visited: 74

Approximate value of contracts or sales: \$200,000

Supports provided: Matching of Island businesses with potential buyers, reimbursement of a portion of trip expenses.

Funding partners: ACOA and Innovation PEI



SUPPORT TO TOURISM AND OTHER ORGANIZATIONS

- Collaboration in the development and launch of the new national Heritage, Cultural and Tourism Corridor.
- Coordination of an exploratory mission to the Magdalen Islands.
- Preparation of funding proposals.
- Support in the organization and promotion of community tourism planning events.
- Participation in various tourism conferences.
- Coordination of the delivery of the Accelerated Market Readiness Program.
- Participation in various local, regional, provincial, Atlantic and national committees.
- Development of a partnership with the PEI Department of Tourism.



ECONOMIC YOUTH

The primary objective of this sector is of course to help prepare youth for their integration into the work force and to create within them an entrepreneurial and co-operative mindset.



PERCÉ

Program of paid summer internships, for PEI postsecondary students, in their field of studies.

Number of applicants: 91

Number of interns: 34

Number of employers: 28

Average length of internships:
10.2 weeks

New this year: An assistant coordinator was hired, and we placed a record of 34 interns.



OBJECTIF CARRIÈRE Î.-P.-É. (PEI CAREER FOCUS)

In October 2017, after two years of negotiations with the federal government (ESDC), we obtained funding to establish the new Objectif carrière Î.-P.-É. internship program, which is similar to our PERCÉ internship program, but is focused instead on young people who have completed their postsecondary studies. We received \$329,000 to provide internships to 28 people between the fall of 2017 and May 2019; we'll be able to have seven groups of four participants. A new group starts off every second month or so.

Number of interns in 2017-2018: 7

Average length of internships: 24 weeks

YOUNG MILLIONAIRES

Entrepreneurial training program that helps youth aged 8-16 years establish and operate a business. After a series of workshops on managing a business, we help youth find locations to sell their wares (festivals and events).

Number of participants: 24 youth from Charlottetown, Evangeline, Deblois et Summerside

Number of businesses: 18

Sales: More than \$7,000

Profits: More than \$4,000

Supports: Grant of up to \$100 for individuals and up to \$150 for partnerships.



THE GOOD WORKERS YOUTH SERVICES COOP

Co-operative training program that helps youth establish a co-op to offer odd-job services to the Evangeline region.

Number of participants: 10

Number of contracts: 19

Value of contracts: \$3,000

New this year: Several picnic tables were built and donated to the Island's six school-community centres.



GARDENS FOR THE FUTURE

This third phase of the project, funded for a two-year-period by Farm Credit Canada's Expression Fund, gave the opportunity to the members of the Youth Services Co-op to build special six additional picnic tables for the province's francophone Early Childhood Centres (ECC). We added to the project the funds received from the Francophone Health Network of PEI to continue with projects in each of the ECCs. These tables are equipped with seed trays, so the children can plant and harvest vegetables and herbs. The youth also set up raised beds as small vegetable gardens.

Number of youth involved: 10 teens and about 125 children aged 0-5 years

Number of tables built: 6

Number of raised beds set up: 24 (4 in each of the 6 regions)

Number of ECCs having received tables: 6



ECONOMIC IMMIGRATION



LIANT L'IMMIGRATION ÉCONOMIQUE À NOS SUCCÈS

The LIENS project facilitates the integration of francophone immigrants into the provincial economy. Each newcomer received personalized accompaniment, whether it be to help them get ready to enter the workforce, to access his first work experience or to help him set up a new business. This year, the Charlottetown offices of the Coopérative d'intégration francophone de l'Î.-P.-É. and the RDÉE were brought together, which created a new collaboration for the launching of the CANA – a centre designed to support newcomers in their integration in the Island community. Our coaching program helps match francophone immigrant entrepreneurs wishing to set up or improve an existing business with assistance from a business expert. The LIENS project also continues to promote greater awareness among employers and the public about the value of hiring francophone immigrants. The new project coordinator worked very closely with our Charlottetown economic development officer. Here are their combined statistics.

IMMIGRANT CLIENTS

Number of clients: 49 clients (including 21 permanent residents) living on PEI or having come here on exploratory missions.

Clients at work: 29 including interns

Clients having attained a Working Holiday Visa: 5

Clients having established a business: 5 clients, 5 businesses

Clients considering becoming entrepreneurs: 4 potential employers

Clients who have used the CANA: 88

ISLAND EMPLOYERS

Number of Island employers contacted and informed on benefits of hiring immigrants: 100

LIENS WORK EXPERIENCE (INTERSHIPS)

Nombre de stagiaires : Number of interns: 10

Number of employers: 8

Duration of internships: 12 to 24 weeks

Types of work: early childhood, teaching, service, community, transportation, industrial production



ECONOMIC IMMIGRATION



LIANT L'IMMIGRATION ÉCONOMIQUE À NOS SUCCÈS

TRAINING FOR IMMIGRANT CLIENTS

Type of training: WHMIS for Canada, income tax filing, Word, preparing resumés and cover letters, workplace readiness, languages (French or English) with LRDG

Number of participants: 50 (some in more than one training)

WORKSHOPS AND TRADE SHOWS

- Alternate Careers Job Fair hosted by PEIANC (50 participants)
- 2 entrepreneurial workshops with Ron Robichaud (20 participants)
- 4 events for National Francophone Immigration Week with CIF (100 participants)
- Municipal Forum with PEI ANC (60 participants)
- Workshop on entrepreneurship and business French at UPEI (20 participants)
- Workshop with Lionel Laroche (40 participants)
- Workshop with Lori-Ann Cyr from Diversis (10 participants)
- RDÉE PEI promotional tour (40 participants)
- Defensive and preventative driving course (10 participants)
- Insights Discovery workshop delivered by the Collège de l'Île (10 participants)
- Destination Canada (promoted 37 positions for 8 employers; received more than 100 resumés)
- Destination Acadie (14 positions posted for 4 employers; received 30 resumés)
- Virtual Employment Fair (109 visitors, promoted 3 positions for 4 employers; received 21 resumés)



ASSISTANCE REQUESTS

200 requests for assistance received from clients interested in moving to Canada, primarily PEI (125 of these signed up on line for our services)

AWARDS PRESENTED

2017 Diversity Champion: Pierre El-Hajjar, chef at the Carrefour de l'Isle-Saint-Jean, Charlottetown

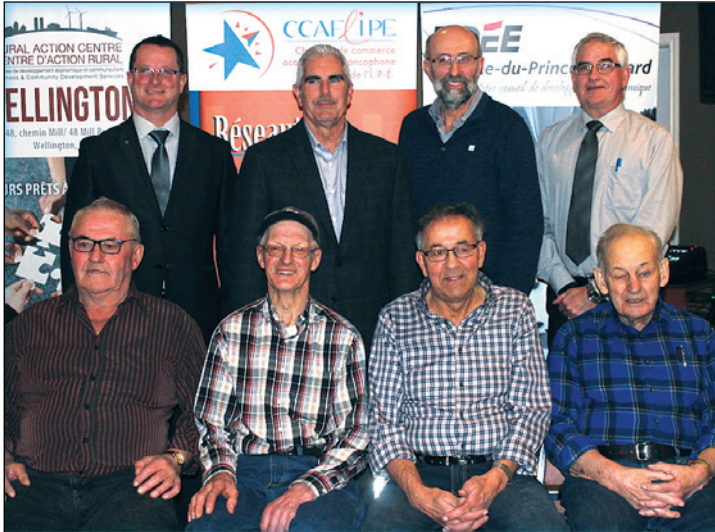
2018 Immigrant Entrepreneur: Gideon Banahene, president of Kaneshii Vinyl Press, Charlottetown

CHAMBER OF COMMERCE



CCAFLIPE

Chambre de commerce
acadienne et francophone
de l'Î.-P.-É.



Every year, the CCAFLIPE organizes activities under the themes of NETWORKING, SHARING and LEARNING to reinforce the business or entrepreneurial capacities of its members. A few of these are recreational. The majority are organized in collaboration with various organizations, such as the Wellington Rural Action Centre, the CBDC Central PEI, other Chambers of Commerce, the PEI Regional Committee of Les Jeux de l'Acadie, federal and provincial government representatives and the co-op sector.

Number of activities organized: 33

Number of participants: 1 362

Learning and sharing events: Quality Tourism Services, Ignition Fund, author Mérianne Labrie, workplace inspections, annual meeting of the RDÉE and the CCAFLIPE, Career Development Services, yoga exercises at work, records of employment, WHMIS information session and course, entrepreneurs' luncheon with guest speaker Ron Robichaud, Co-op Forum, employment standards, Francophone Farmers Luncheon, the difficult cultures, promotional tour (in three locations), "Soyons prêts" forum, workplace safety, entrepreneurial finances, financial management of small businesses, tendencies within the co-op movement, Dragons' Contest, Entrepreneurs' Gala.

Networking: Business mixers with the Summerside and Charlottetown Chambers of Commerce.

Recreational: Dinner-theatre, celebration of the National Acadian Holiday, Acadian Golf Tournament (benefit), benefit Mega-Bingo and Christmas party.

2018 ENTREPRENEURS' GALA



Held March 17, 2018, at the Centre Belle-Alliance in Summerside.
134 people came to honor our finalists.



2018 President's Award of Excellence

Vishten (Pastelle and Emmanuelle Leblanc and Pascal Miousse)



2018 Distinguished Entrepreneur Award

Jeannette Arsenault of Summerside, co-owner of Shop & Play of Borden-Carleton



2018 Immigrant Entrepreneur Award

Gideon Banahene of Charlottetown, owner of Danso Bikes and Kaneshii Vinyl Press, and partner in The Great Shea



2018 Social Economy Business Award

Evangeline Area Agricultural Exhibition and Acadian Festival, Abram-Village



2018 Business Personality Award

Ghislaine Cormier of Charlottetown, owner of The Great Shea and partner in Kaneshii Vinyl Press



2018 Enterprising Youth Award

Jérémie Buote of Rustico, magician-comedian with the Carnaval en Promenade



2017 Young Millionaires Award

Isabelle Fisk of «Izzy's Rockpile» and Nicholas Sauvé of «Nick's Spinners», a brother-and-sister duo from Birch Hill

2018 DRAGONS' CONTEST



Number of contestants: 10

Number of finalists: 3

Number of spectators at the finals: 100 +

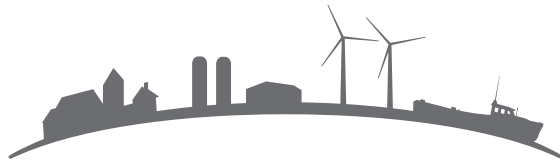
Judges or "dragons" at the finals: Alfred Arsenault, Olivier Bertrand, Pauline Roy

Judges or "dragons" for pre-selection: Martin Marcoux, Sheila-May Muttart, Patrick Villeneuve

Winner: Gabriel Mercier from Isle Saint-Jean Farm in Rustico

Prize presented to winners: \$10,000 to help with expansion costs for their business, 45-hour business course from the Collège de l'Île, memberships to three Chambers of Commerce (CCAFLIPE, Charlottetown, Summerside)

WELLINGTON RURAL ACTION CENTRE



RURAL ACTION CENTRE CENTRE D'ACTION RURAL

Services de développement économique et communautaire
Business & Community Development Services

This centre provides support to entrepreneurial and community development projects in the Evangeline and surrounding areas. Since it is the only bilingual centre in the province, it also supports all francophone projects that could be addressed to the Island's other Rural Action Centres. Development officers and project officers from various federal and provincial departments regularly visit the centre to meet regional clients. The RAC is also the Acadian Chamber's principal partner in the organization of lunch-and-learns, workshops, information sessions and networking events. This year, the RAC continued its partnership with the Summerside Chamber of Commerce to help deliver its Mentoring Program in French.



◆ A FEW STATISTICS

39 New clients served
this year

Returning clients served
this year **45**

33 Number of events
co-organized

Number of participants
at these activities **1074**

1486 Business visits at the office
– in person

Business
phone calls **812**

785 Information requests
by email



Île-du-Prince-Édouard

Votre conseil de développement économique

RDÉE Prince Edward Island Inc. is the provincial francophone economic development council of PEI.

Its mission is "to contribute actively to entrepreneurial and community economic development within the Acadian and francophone community of Prince Edward Island, while collaborating to the economic development of the province."

HEAD OFFICE

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WEB SITE

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*Membre du Réseau de développement
économique et d'employabilité*

Canada

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