

ANNUAL REPORT 2017-2018

RDÉE

Terre-Neuve-et-Labrador

TABLE OF CONTENTS

| | |
|-------------------------------------|----|
| MESSAGE FROM THE PRESIDENT | 3 |
| MESSAGE FROM THE EXECUTIVE DIRECTOR | 4 |
| WHO ARE WE? | 5 |
| OUR SERVICES | 6 |
| PROJECTS | 7 |
| TOURISM | 8 |
| COMMUNICATION | 9 |
| ACKNOWLEDGEMENTS | 10 |

MESSAGE FROM THE PRESIDENT



Dear members and friends of the RDÉE TNL,

It is a pleasure for me to take these few words to connect with you on the occasion of our 2018 general assembly. 2017-2018 was a year full of challenges, successes and projects for our organization. Further, in the wake of our 2017 general assembly, it was a year of many transitions.

With the coming in force of our revised internal bylaws at the 2017 assembly, our member base became open to the public and several among you took the opportunity to become members of the RDÉE TNL. Thank you! Having our membership opened to the public was intended as a further step towards the democratization of our organization. Further, having our clients, partners and other actors of economic development join our ranks as members fell within the RDÉE's vision to build a strong network of partners, connected to interact towards the economic development of our province, to the benefit of our francophone communities. Significant efforts remain to be done on that front, and we hope to take important steps in that direction in the coming year.

With the departure of Cyr Couturier from our board of directors, and the transition of our exiting President Mike Clair into an emeritus non-voting position for 2017-2018, the board of directors also faced its challenges and had difficulties to meet with quorum throughout the year. As new President, the year was one of learning experiences on many levels and, if I am given the opportunity, I intend to put into application the lessons learned, to the benefit of the organization. I want to thank all of those who contributed to the board during the year, and I look forward to working with a group of directors that will benefit from the enthusiasm and knowledge of the newly elected members.

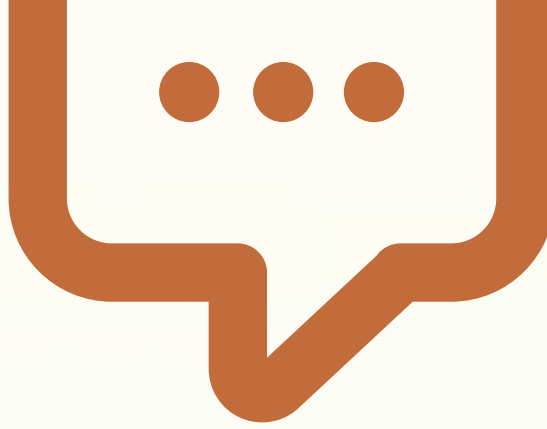
I want to take this opportunity to sincerely thank our general manager, Carolina Herrera, who was confirmed in her position by the board following a thorough process, as well as the whole team of employees for their dedicated work and all of their realizations in 2017-2018. I particularly want to highlight the remarkable work done in the area of tourism, with the development and launch of the new ExploreTNL.ca website, as well as the major milestones reached in the cellular service tower project on the Port au Port Peninsula. Well done!

As we begin a strategic planning exercise which will include a review of our service offer in the areas of business and employment, opportunities will be aplenty for our members, directors and other partners to get involved and contribute to the outreach and success of the RDÉE TNL. Please join us!

Sincerely,

Gabriel Brodeur
President

MESSAGE FROM THE EXECUTIVE DIRECTOR



I would like to begin by offering my sincere thanks to the Board of Directors! During one year as interim Executive Director, I was confirmed in this role going forward. It is a role that I love, both for the challenges and the rewards it offers.

The year 2017-2018 brought about a number of important changes for our organization. During the 2017 AGM, the very constituency of RDÉE TNL was redefined to allow Francophones and French-speakers interested in economic development to become members of the organization. This redefinition has marked the beginning of a new era for our organization, as it encourages greater transparency of governance and an increased ability to build around and for the needs of clients.

Indeed, it is this focus on clients' needs that guides our new conceptualization of the services offered by RDÉE TNL as well as how these services are presented to our diverse public.

With our sights set on these aims, we have created a new brand architecture to effectively distinguish our different sectors: Tourism, Employment, Immigration, and Entrepreneurship. You will see in the pages that follow the new brand for tourism in French, ExploreTNL. We continue to strive to find the best way to unite Employment and Immigration, particularly through our role as a resource for recruiting for Newfoundland and Labrador businesses.

Our successes have come hand-in-hand with challenges. We have noted that some of our services are underused, meaning that we must direct our efforts and resources to those initiatives that are truly useful for francophone community members in a minority setting on the Avalon, the West Coast, and in Labrador.

We also continue to wrestle with identifying the services that could be most attractive to members. I look forward with anticipation to describing how we have moved forward on this question in my next year's address.

Once again, and always, the RDÉE TNL is nothing without its employees, and I would like to extend my full thanks to them at this time. Thank you for your varied initiatives, your collaboration, and the contributions and excellence you bring to our organization.

Kind regards,

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

Gabriel Brodeur, *President*
Emmanuel Gnaman, *Vice-President*
Sophie Thibodeau, *Treasurer*
Caroline Fortune, *Secretary*
Karl Grah, *Administrator*
Samuel Nkott, *Administrator*
Nicole Helwig, *Administrator*
Michael Fenwick, *Administrator*
Mirelle Caouette Houle, *Administrator*
Michael Clair, *Emeritus member*

EMPLOYEES

Carolina Herrera, *Executive Director*
Gaël Fleissner, *Communications coordinator*
France Bélanger, *Administrative assistant*
Aurore Lambert, *Tourism development officer*
Samir Jaouadi, *Economic development officer, Est region*
Wendy Brake et Dillon Jesso, *Economic development officers, West region*
Mustapha Fezoui, *Economic development officer, Labrador*
Olivier Murgier, *Economic immigration officer*

OFFICES

Eastern Newfoundland Office (head office)
 65 Ridge Road, Suite 245
 St. John's (NL) A1B 4P5
 709.726.5976
info@rdeetnl.ca

Western Newfoundland Office
 R.R. #1, PO Box 190
 Mainland (NL) A0N 1R0
 709.642.5155
west@rdeetnl.ca

Labrador Office
 308 Hudson Drive
 Labrador City, (NL) A2V 1L5
 709.944.5169
labrador@rdeetnl.ca

NATIONAL NETWORK

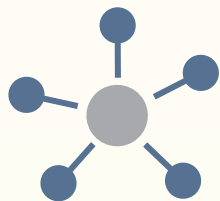
RDÉE Canada brings together 12 provincial and territorial organizations from across Canada to support the economic development of Francophone and Acadian communities.

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.

RDÉE Canada
 160 George Street, Suite 202
 Ottawa ON K1N 9M2
 613-244-7308
info@rdee.ca





OUR SERVICES

JOB SEARCH ASSISTANCE



ASSISTED JOB SEEKERS

31 EAST 30 WEST COAST 2 LABRADOR

- 5 presentations on resumes and cover letters, networking and interview techniques offered at École Sainte-Anne and Notre-Dame-du-Cap, 2 from Youth Ventures.

BUSINESS START-UP ASSISTANCE

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

CLIENTS SERVED

13 ST. JOHN'S 3 WEST COAST 0 LABRADOR

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.

- «Our Business World»
École Notre-Dame-du-Cap
Centre des Grands-Vents
J.R Smallwood Middle School
Newton Elementary School
- 3 day workshop on starting an online store.
- Participation in Futurpreneur event.
- Update of the Business Startup Advisor Guide.

IN PARTNERSHIP WITH



COOPERATIVE DEVELOPMENT ASSISTANCE

IN PARTNERSHIP WITH



Proposition of cooperative day care services to the National Commission of Francophone Parents (CNPF).

In partnership with CDR-Acadie, on March 27, an introductory workshop on the cooperative model was held in St. John's.

ECONOMIC IMMIGRATION

Virtual job fair (SVE) – 21st and 22nd of february 2018

19 942 visitors • 95 410 page views

82 JOB OFFERS

National Francophone Immigration Week

Presentation of our respective services at the St. John's Board of Trade and live broadcast on Facebook.

8 ECONOMIC IMMIGRANTS SERVED



PROJECTS

JOB FAIR

Montreal, April 2017. At the Montreal Job Fair, RDÉE TNL promoted employment opportunities from employers in the province of NL to about 380 candidates. We made a presentation on the federal program Young Canada Works. Job seekers have mainly shown interest in job offers in health but also for trades, transport, machinery and related fields. The show offered excellent visibility to RDÉE TNL to thousands of visitors and other exhibitors at the show.

PARTICIPATION TO DESTINATION CANADA

Paris-Brussels, November 2017. Destination Canada is a forum on mobility in Canada that highlights life and work opportunities in Canada in provinces and territories other than Quebec. This forum gives access to a large pool of people in France and Belgium, selected on the basis of their skills and motivation, looking for information on immigration programs and reception services in the different regions of Canada. RDÉE TNL, as a representative of the provincial government, presented job offers from companies of all sectors, of all sizes in search of talent, particularly French and bilingual. In all, 143 people were informed and advised individually and 13 employers represented for a total of 46 job offers.

COMMUNITY CONSULTATIONS

St. John's, November 7, 2017. The consultations took place in the form of a networking evening with 8 participants. The Poll Everywhere tool was used to get answers to the different questions displayed on a real-time screen. Subsequently, a Survey Monkey was emailed to those who were not present.

Labrador City, November 30, 2017. The consultations took place in the form of a conference- presentation by Mr. Alexopoulos, Director of Finance and Supply Chain at Rio Tinto IOC (with 12 participants).



NEW TOURISM GUIDE

St. John's, February 2018. After months of work, the RDÉE TNL presented the new edition of its tourism guide on Newfoundland and Labrador, the only guide completely in French. Published with 40,000 copies, it offers a general description of the province's 5 regions and their tourist attractions, with a particular focus on Francophone heritage.

In parallel, the website has also been updated, introducing a brand new visual identity. Having become ExploreTNL, which resonates perfectly with the wild and unknown side of the destination, it proposes a modernized and sober visual, and content now accessible from mobile platforms (smartphones, tablets) and the integration of a search engine for the flights, hotels and restaurants in the province.

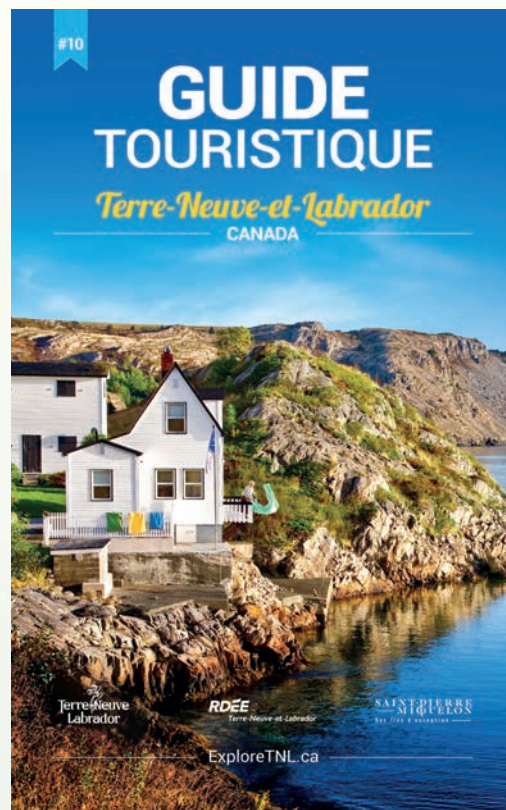


PRINTING AND DISTRIBUTION OF THE 10TH EDITION OF THE TOURISM GUIDE

11 050 guides distributed in partnership with the Provincial Government

NUMBER OF DOWNLOADS OF OUR PROMOTIONAL TOOLS: 5235

| | |
|-------------|-------------------------|
| 763 | Prepare your Trip |
| 1352 | Tourism Guide |
| 1052 | Roadmap |
| 654 | RV Adventure |
| 504 | Western Itinerary |
| 351 | Eastern Itinerary |
| 334 | Icebergs/Whales/Parks |
| 225 | Francophone Communities |



NEW SOCIAL MEDIA ACCOUNTS



NEW WEB SITE BRANDING



Unique Page Views : 7220
Pages Views : 14 775





PROMOTIONAL TOOLS



445
«likes»



119
connections

who are we?

We are an economic development NPO that contributes to the prosperity of the province's Francophone communities through several business lines: employment, entrepreneurship, immigration and tourism.

Are you looking for skilled workers?

We have a data base of bilingual candidats that could fit your needs.

Do you have job offers available?

We can promote them amongst our network.

CONTACT US est@rdeetnl.ca



EVENTS : AGM

For the first time in its history, the RDÉE TNL opens the possibility for those interested to become members of the organization. At our last AGM, we amended our Rules to allow individuals, businesses and community organizations to register as RDÉE TNL members.

The first year of our membership program is free! During this period, we intend to work closely with our members to set up new services and packages.

ACKNOWLEDGEMENTS

Funded by the
Government
of Canada

Financé par le
gouvernement
du Canada

Canada

futurpreneur
canada
fuel for young enterprise
moteur de la jeune entreprise

Newfoundland-Labrador
Federation of
Co-operatives

Atlantic Canada
Opportunities
Agency
Agence de
promotion économique
du Canada atlantique

RDEE
Canada

go western
newfoundland



Immigration, Réfugiés
et Citoyenneté Canada

Immigration, Refugees
and Citizenship Canada

SAINT-PIERRE
MICHELON
Des îles d'exception

Parks Canada
Parcs Canada