

FedNor Update

OPENING DOORS. BUILDING FUTURES. IN NORTHERN ONTARIO

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Moose and Wolves Welcome You To Hearst

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hen tourists arrive in Hearst, the Moose Capital of Canada, they are greeted by this magnificent original sculpture located at the tourist information booth along Highway 11.

Hearst, the self-proclaimed Moose Capital of Canada, recently installed four magnificent sculptures at the Route 11 Tourist Information Site. These works of art will help promote the town's trademark image to tourists. The

animal sculptures are twice life-size and made of fibreglass-coated Styrofoam. They represent a pair of moose confronted by two wolves. The scene, which has been arranged to invoke the natural environment, is the work

of artist Denis Héppel, a world-renowned sculptor from Saint-Jean-Port-Joli, Quebec. Thanks to financial support from FedNor, the site includes a trail so tourists can explore the native plants, and a kiosk, or commercial centre, to

allow members of the community to take part in cultural activities and provides a place for artists and artisans to sell their works. The purpose of this project is to enhance and revitalize Hearst as a tourist destination and to

develop the regional tourism market, and thereby increase economic development.

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In Champlain's footsteps...

In 2004, numerous activities took place in Acadia, Ontario, Quebec, and France to commemorate the 400th anniversary of Samuel de Champlain's arrival in Acadia. One such activity saw Destination Nord launch phase one of its tourism initiative, the Circuit Champlain, or Champlain Trail.

With this Champlain Trail, which begins in Montréal and passes through Hawkesbury, Ottawa, Mattawa, North Bay, Sudbury, French River, Killarney, and the Georgian Bay region,

Destination Nord strives to attract francophone tourists from Quebec, France, and other European nations. It also aims to establish Northern Ontario's reputation throughout the world as a major cultural destination featuring francophone and Aboriginal cultures, and tourism products found along the route taken by Champlain and the French explorers. FedNor's \$15 000 contribution to this tourism initiative was used to offset some of the costs related to the production and distribution of promotional materials.



The Champlain Circuit aims at promoting the area as a cultural tourism destination by highlighting its francophone and native cultures.



Chapleau's event builder

Thanks to its Nature Festival, which highlights the local wildlife reserve and in 2003 was listed as one of Ontario's top 50 festivals, the town of Chapleau has become a major tourist destination. In response to the unique difficulties that rural

communities experience when trying to organize major events, such as shortages of human resources and technical expertise, experienced Chapleau promoters have designed a bilingual CD-ROM entitled Event Builder: A Planning Tool for Rural

Events. This guide is designed for small communities and includes all of the elements required to plan a successful activity.

Diane Jean, Director of the Louis Hémon Cultural Centre in Chapleau, notes that, because the guide can be adapted to each

community's strengths, the Centre continues to receive orders for the CD from across the country.



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A few words from FedNor's Minister of State



As the Minister of State responsible for FedNor (Federal Economic Development Initiative for Northern Ontario), it is my pleasure to offer you this publication, which illustrates support shown by the Government of Canada to Francophone minority communities in Ontario's Northern and rural regions.

Here you will find examples of our youth, entrepreneurs, and institutions that are contributing, each in their own way, to the well-being, growth, and expansion of their communities. Today, business in French is on the rise, and increasing emphasis is being placed on bilingualism as an added value that

draws interest - and visitors - from around the world. Thanks in part to the awareness being stimulated in these sectors, Francophone youths can take a place of pride in their communities.

In accordance with Part VII, Article 41 of the *Official Languages Act*, the Government of Canada is working to help Canada's Francophone and Anglophone minorities flourish, by supporting their development and promoting full recognition of the use of French and English in Canadian society.

FedNor is proud to be working in partnership with all active stakeholders in the country's Francophone

minorities, with the common goal of promoting economic growth, diversification, job creation, and long-term autonomy. Congratulations to the FedNor team for its commitment to the Francophones it serves. Its work on the ground forms alliances and partnerships that generate results - as you will read in these pages.

The Honourable Andy Mitchell
Minister of State (FedNor)

Did you say CFDC?

Helping businesses and communities fulfil their potential is a Government of Canada priority. The goal of the Community Futures Development Corporations (CFDCs) in Ontario, an association of not-for-profit corporations, is to develop and implement long-term community initiatives to enable rural and Northern Ontario communities to strengthen and diversify their economies.

Over the past five years, CFDCs of Ontario have invested more than \$196 million as part of their business investment and advisory services program, helping the small business sector create and/or maintain 22 288 jobs. Of the 61 CFDCs in the province, 24 are located in Northern Ontario. Of these, 18 are mandated to serve francophone communities on site, where the minority population equals five percent francophones or more.

Prescott-Russell's CFDC: Serving Its Community

Thanks to a \$575 000 Industry Canada contribution through FedNor, in 2005 the Prescott-Russell CFDC will implement projects associated with the five elements of the Eastern Ontario Development Fund (EODF), specifically skills development, access to capital, business expansion, attracting and retaining youth, and the Eastern Ontario technology enhancement initiative.

The EODF, a Government of Canada initiative, is designed to encourage social and economic development in rural Eastern Ontario. To this end, the fund encourages business expansion, job creation, and the formation of independent, sustainable communities to stimulate a more competitive, diversified regional economy. FedNor financing is used to support the efforts of the Prescott-Russell CFDC, one of EODF's 15 CFDC partners, to

revitalize its regional economy and to create and maintain new jobs.

Among the Prescott-Russell CFDC's planned economic development initiatives are strategic community planning exercises, feasibility studies, research projects, and marketing and promotional campaigns. The CFDC will also organize tourism events, lead workshops, support communications and technology projects, encourage projects that promote innovation and new technologies, and increase the promotion of e-business.

In concert with UCFO (l'Union des cultivateurs franco-ontariens) and the GGAO (Groupe de gestion agricole de l'Ontario), and in response to a detailed study of the needs of Ontario's francophone farming community, the Prescott-Russell CFDC will undertake a major project for the regional farming sector.

As part of that same project, 35 Eastern Ontario milk



The Prescott Russell CFDC is located in Hawkesbury, where it provides a wide range of services to small and medium-size businesses in the surrounding area.

producers will tour four farms in the Mauricie region of Quebec that use innovative methods. The purpose of the tour is to discuss best practices and study these innovations. Following the visit, articles will appear in *Agricom*, the only francophone agriculture publication in America that is published outside Quebec. The CFDC, UCFO and GGAO will organize two workshops to

enhance farmers' management practices and to retain jobs and ensure continuity in the farming sector.

Naturallia 2004: A business forum not to be missed



Last November, Timmins hosted more than 200 mining and forestry companies as part of the second Naturallia International Forum.

More than 200 mining and forestry industry firms met in Timmins on November 9, 10, and 11, 2004, for the second Naturallia International Forum. Delegates from five continents and more than 14 countries, including South Africa, Germany, Argentina, Australia, Brazil, Canada, Chile, the United States, Finland, Mexico, Peru, the United Kingdom, Russia, and Sweden, had an opportunity to meet their foreign counterparts and explore possibilities for partnership and trade.

In short, Naturallia packs

more than 2000 business meetings into a three-day period, bringing 300 visitors to the City of Timmins with an estimated global impact of some \$2 million. It also represents FedNor's \$150 000 contribution to Collège Boréal to organize the conference. This international business and networking conference brings together a wide range of individuals, including specialty product manufacturers, leaders in mechanical and automation technology, specialists in industrial component design, manufacturing and assembly,

and businesses specializing in the environment, management, and land development.

Capitalizing on the abundant resources of Northern Ontario, these events are essential to economic development in this region, since they exploit the limitless potential of the mining and forestry industry in the region and attract international investors.

Business is booming in francophone Ontario!

Gourmet visitors from Ontario and Québec meet at the food fair



Pierre Bélanger, owner of a bison farm in Earlton, Ontario, explains the benefits of bison meat to gourmet visitors at the Foire gourmande de l'Abitibi-Témiscamingue et du Nord-Est ontarien, a regional food fair.



During the food fair, artisans and producers from Ontario and Québec provided the many visitors with a chance to discover delicious products from their respective areas.

The 2004 Abitibi-Témiscamingue and Northeastern Ontario Gourmet Festival featured something to tempt the palate of even the most jaded gourmet. Bringing together artisans and producers from Ontario and Québec, and set amid the beautiful panorama of Lake Temiscaming, this fair featured some fifty exhibitors ready to seduce even the most discerning palate. For two days, visitors discovered regional agricultural products through tasting sessions and meals, cooking workshops, and kiosk displays.

Collège Boréal's STICO: industrial and commercial subcontracting

In February 2004, FedNor invested \$250 000 in support of a major STICO Centre (the Centre for Industrial and Commercial Subcontracting in Ontario) project. The goal of Collège Boréal's STICO Centre, which focuses on the mining, minerals and metals, forestry, construction, transportation, and telecommunications sectors, is to establish an industrial subcontracting network for francophone firms and communities in Ontario.

This national and international network promotes Ontario-Quebec subcontracting

exchanges, encourages discussion and contracts at the provincial, national, and international levels and, through the new contracts, supports both the creation of new firms and the creation of new businesses.

On February 2, 2005, the STICO Centre announced a partnership agreement with the Sudbury Area Mining Supply and Service Association (SAMSSA) to augment business opportunities for its members. Creation of a database for production capacities and for the products and services imported by the more than 45 SAMSSA members

will facilitate the bidding process for certain contracts.

This inter-business alliance, which benefits all concerned, will increase business opportunities for all joint projects, thus significantly expanding the number of potential markets and broadening Northern Ontario's job creation potential.



The STICO team: From left to right, back row: François Savoie, Bernard Lafrenière and Daniel Giroux; front row: Nicole St-Onge and Chantal Proulx.

La Maison Verte: these ladies are all green thumbs



La Maison Verte includes more than 360 000 ft² of greenhouses and shade areas to shelter millions of seedlings, tomato plants and flowers tended by 30 area women.

Located in Hearst, the Association Parmi-elles creates employment for women in the region, helping them enter the job market by creating businesses, and instructing women in the world of business. This association's first success was the creation of La Maison Verte, a for-profit corporation with current sales figures of \$1 275 000. La Maison Verte employs more than 30 people and occupies some 360 000 square feet of greenhouse,

growing millions of tomatoes, trees and flowers.

Thanks to financial support from FedNor, the Association Parmi-Elles was able to hire a consultant to complete a three-phase project that included a market study, an infrastructure and operations audit, and a human resources requirements assessment for La Maison Verte.

During the past few years, a number of changes have occurred in the forest industry,

such as the formation of associations, mergers, and acquisitions of small businesses by larger firms. The FedNor-financed study ensured that La Maison Verte would remain in a position to preserve its market share and even increase it in the long run to remain competitive.

Thunder Bay greets Francophones in their own language

The Accueil francophone de Thunder Bay (AFTB), a visitor centre that helps francophones locate French-language services, is continuing to extend its activities to reach a growing number of sectors. Recently,

AFTB created a French-language tourist information kit for the City of Thunder Bay. The kit includes brochures, a community profile and a guide, all designed to encourage francophones and francophiles

from Ontario, Quebec, and Europe to visit Thunder Bay.

With this project, which also highlights services and programs that are available through partner organizations of the new francophone community centre.

Promoters hope to encourage bilingual professionals and business people to set up shop in Thunder Bay. In particular, the materials target individuals who come to the area for internships. The French-

language promotional kit fills a need and leads the way for a broader tourism initiative in the future.

The Youth Intern Program: Working in Northern Ontario - and loving it!

FedNor's Youth Internship Program provides interns with practical, valuable job experience and the knowledge and skills needed to obtain a permanent job in Northern Ontario. Since the program's inception in 1997, FedNor has invested more than \$20 million to help 786 youths from Northern Ontario make the transition from school to the workforce, in both the private and public sectors.

Here are three examples of work experiences available to youth in Northern Ontario.

Centre Alpha-culturel: a valuable work experience

Through the Youth Internship Program, the Centre Alpha-culturel de Sudbury was able to hire Phillip Michaud, a business and administration graduate of Collège Boréal, to develop a business plan and implement effective recruitment, awareness and promotion strategies for the Centre and the programs it offers to the francophone community.

The young intern had very rewarding experiences as the Centre celebrated its 15th anniversary of service to the Sudbury community. In spring 2004, he took part in a large-scale

cultural event: the Greater Sudbury Salon du livre. This salon attracted more than 12 000 French-language book enthusiasts in its first edition.

Phillip Michaud now works as a communications officer with La Nuit sur l'étang, under the Job Creation Partnerships program of Human Resources and Skills Development Canada.



Phillip Michaud, a commerce and business administration graduate of Collège Boréal, touched on a variety of projects during his work at the Centre Alpha-culturel.

ACFO welcomes a youth intern

Daniel Foucault, a graduate of the marketing program at Collège Boréal, worked with the ACFO team in Greater Sudbury, to, among other things, develop a marketing plan for the distribution of material for the Franco-Ontarian flag. During the twelve months of his internship, Daniel designed a marketing plan and coordinated its implementation. He was also responsible for assessing the province's distribution needs and creating a distribution network. His tasks included developing a business plan, establishing

and managing project budgets, forming and organizing partnerships, coordinating advertisement, managing the logistics and details of various parts of the project, and making recommendations after each stage. Daniel Foucault now works part time at the Caisse populaire in Val Caron.

La Nuit sur l'étang: gaining valuable experience



For more than 30 years, La Nuit sur l'étang concert series has showcased the talents of myriad amateur and professional francophone artists, and has provided a springboard for launching new artistic careers and opportunities for strengthening existing careers.

A young trainee gains experience by helping organize La Nuit sur l'étang, a music festival that has showcased Ontario's francophone talent for the past 30 years.

Djika Massa, a young graduate of Cambrian College, was appointed to develop a marketing and communications plan for the annual October event, and to organize and plan a series of seasonal shows for Ontario Pop, la fête de la Saint-Jean-Baptiste and the Cabaret africain.

Djika Massa then worked for the tourism sector of the city of Greater Sudbury, under the Job Creation Partnerships program of Human Resources and Skills Development Canada.

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A network of young leaders

Established in 1977, the Association des Francophones du Nord-Ouest de l'Ontario (AFNOO) is an umbrella association that gathers 20 member groups in northwestern Ontario. Its mandate is to produce projects and activities that encourage the cultural, educational, economic and political well being of local francophones. In short, AFNOO helps francophones organize and actively participate in the development of their communities and take part in programs that offer them various opportunities.

Thanks to the \$51 900 contribution from FedNor, AFNOO created a regional network of

young francophone leaders, known as Équipe Techno Nord-Ouest (ÉTNO). Through the improvement of leadership skills and the increase of youth participation in the economical development and in the growth of their community, AFNOO hopes to nourish their feeling of social and economic belonging.

FedNor's investments have allowed AFNOO to offer three training sessions on leadership, community development and technology. The participants were able to create and maintain the Techno Nord-Ouest website, as well as publish articles in the AFNOO newsletter, Le Relais.



FedNor investment allowed a group of young people to participate in training that focussed on leadership, community development and technology.

