

JOINT ECONOMIC DEVELOPMENT INITIATIVE 2018 2019 ANNUAL REPORT



Honoring traditional values,
we strive for full Indigenous participation
in the New Brunswick economy.



WHO IS JEDI?

The Joint Economic Development Initiative (JEDI) began in 1995 as a tripartite partnership between the Indigenous peoples of New Brunswick, the Government of Canada, and the Government of New Brunswick. This created the framework for JEDI to incorporate as an independent, non-profit organization in 2009. JEDI is currently governed by a Board of Directors consisting of Indigenous, private sector, and funding partners.

Our staff works closely with our many partners to foster economic and workforce development for Indigenous peoples and communities.

JEDI PARTNERS:

- 16 First Nation Communities
- North Shore Micmac District Council
- MAWIW Tribal Council
- New Brunswick Aboriginal Peoples Council
- Wolastoqey Tribal Council
- Multiple education and industry partners

JEDI FUNDERS:

- Atlantic Canada Opportunities Agency (ACOA)
- Indigenous Services Canada (ISC)
- New Brunswick Aboriginal Affairs Secretariat (AAS)
- Employment Workforce Development and Labor (EWDL)
- New Brunswick Department of Post-Secondary Education, Training and Labour (DPETL)



Partnerships are key to the success of JEDI; our collaborative approach enables us to bridge the gaps between industry, government, service providers and our Indigenous clients while also helping to meet the unique needs of Indigenous peoples. JEDI brings our partners together through our three annual plenaries and tradeshow:

- Indigenous Tourism (Saint John, NB) - 87 participants
- Indigenous Social Enterprises (Moncton, NB) - 80 participants
- Marketing Yourself & Your Business (Fredericton, NB) - 70 participants

JEDI held its first AGM in November 2018 in Fredericton, New Brunswick. It was a great opportunity for JEDI to highlight our accomplishments and to provide an overview of our upcoming plans.

Indigenous Tourism Plenary in Saint John, NB



"As a recent graduate of the Mobile Application Development III program, JEDI was very instrumental in my success, the instructors were hands-on, patient, and if you were struggling, they would provide additional direction and guidance to help you succeed. JEDI provided a positive environment for learning, also when possible, provided Aboriginal Educators who you can relate to and learn from. I would highly recommend any individual to participate in activities/training programs that JEDI has to offer."

Nathalie Wysote
Web Developer at the Lotto Factory

BOARD OF DIRECTORS

JEDI PRESIDENT

Alex Dedam
Esgenoôpetitj First Nation

VICE CHAIR

Lynn Francis
Elsipogtog First Nation

SECRETARY / TREASURER

Chief Sacha LaBillois
Eel River Bar First Nation

WOLASTOQEY TRIBAL COUNCIL REPRESENTATIVE

Chief Gabriel Atwin
Kingsclear First Nation

FIRST NATION ECONOMIC DEVELOPMENT REPRESENTATIVES

Jim Ward
North Shore Micmac District Council

FIRST NATION ASETS

Mike Girouard
North Shore Micmac District Council

Tara Levi

MAWIW Council Inc.

PAST DIRECTOR, FIRST NATIONS BUSINESS LIAISON GROUP

W.E. (Bill) Belliveau
President & CEO

NEW BRUNSWICK ABORIGINAL PEOPLES COUNCIL REPRESENTATIVE

Acting Chief Amanda LeBlanc

EX-OFFICIO'S

Martha O'Sullivan
Government of New Brunswick
Aboriginal Affairs Secretariat

Peter Seymour

Government of New Brunswick
Department of Post-Secondary
Education, Training and Labour

Michael Collicott

Government of Canada, Atlantic
Canada Opportunities Agency

Jenna Sappier

Government of Canada,
Service Canada

Tryna Booth

Government of Canada,
Indigenous Services Canada

JOINT MESSAGE FROM THE PRESIDENT AND CEO

The Joint Economic Development Initiative (JEDI) started implementing our five-year strategic plan in 2018-2019. Even as this plan sharpens our focus for the future, it continues to solidify our four foundational goals which have defined our organization:

1. Community economic development
2. Entrepreneurship and business success
3. Workforce development
4. Strong relationships with partners and stakeholders

You will see each of these goals addressed in our new Annual Report. We've changed the layout of the report to streamline the content and present it in a more digestible format. We believe that this is a great way to showcase our many successes over the year.

JEDI is proud of our achievements in 2018-2019, our approach within all of our programs has been to increase engagement with our Indigenous and non-Indigenous partners to facilitate collaboration on mutual goals. Some of the things we have done is to host information sessions, meetings, workshops and training within the Indigenous communities in New Brunswick as well as create a safe and culturally welcoming training space in Brookside Mall, Fredericton. We've also invited our many partners to take part in key networking events as we explore new opportunities for the Indigenous peoples of New Brunswick.

Our 25th Anniversary is on the horizon and the significant partnerships we have made will ensure successful outcomes for the Indigenous communities and peoples that we serve. Our partnerships are key to the success of JEDI; they enable us to promote and deepen relationships between Indigenous peoples, communities, organizations, government and

industry and we could not carry out our work without them.

In closing, JEDI plans to continue our hard work. Workforce development and economic development will remain our key focus in the years to come. JEDI has developed many best practices over the years and the implementation of these best practices has contributed to improved client well-being, increased success for our clients, and improved job opportunities for Indigenous peoples overall.

We look forward to the next year and we know that the JEDI team will always strive for full Indigenous inclusion in the New Brunswick economy.

Woliwon. Wela'lin. Merci. Thank you.



Alex Dedam, President



Lynn Poole-Hughes, CEO

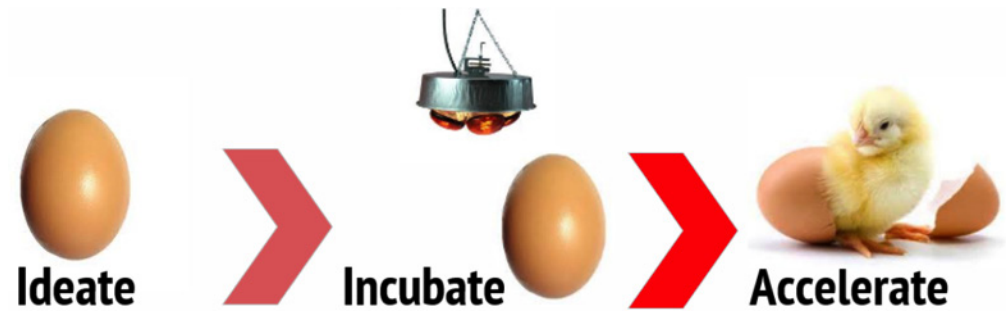
HOW WE HELP ENTREPRENEURS

JEDI provides a variety of supports to Indigenous entrepreneurs in New Brunswick, all focusing on the client's needs and goals.

Bootcamps and Workshop events help potential entrepreneurs come up with great ideas and explore how to turn them into reality. They are typically one to three days, teach basic business concepts, and explore ideas and opportunities.

JEDI's Business Incubator helps create and start up young businesses. The ten-week program features:

- Retreat Orientation
- Guest Speakers
- Mentors
- An Exclusive Grant



Each participant leaves the program with:

- A pitch about their idea/business/expansion
- Greater confidence about their business and their next steps
- Increased business skills, including: marketing, sales, networking, human resources, project management, financial management, and how-to use technology to support their business

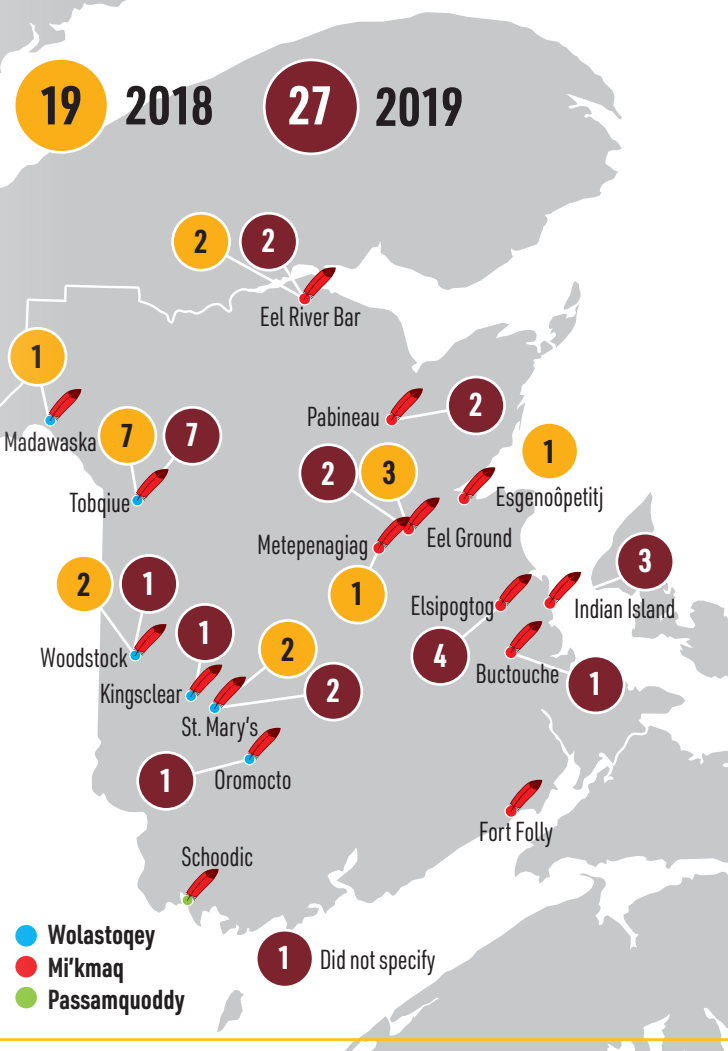
- Content for a formal business plan
- A financial model representing their business
- Aftercare support

JEDI's Business Accelerator helps existing businesses GROW. (In 2018-2019, the Business Accelerator was put on hold to evaluate its content and structure to make it even better for 2019-2020).

PROGRAM HIGHLIGHTS FISCAL YEAR 2018-19



WHERE ARE APPLICATIONS COMING FROM?





JEDI's Business Incubator Program

"I'm glad I took this course, now I'll be opening sooner than I thought!"

Tim Caplin

Owner of North Shore Adventures

HOW WE HELP COMMUNITIES

JEDI supports the First Nation communities by providing capacity development to their economic development officers, referrals to programming available from other organizations, support to their community economic development projects as well as to their individual community members, and opportunities for learning and networking at our JEDI plenaries and tradeshows.

CAPACITY DEVELOPMENT

3 EDO/ETO Meetings
June, August & November

3 JEDI Plenaries

- Indigenous Tourism
- Indigenous Social Enterprises
- How to Market Yourself & Your Business

Referrals

- Ulnooweg
- ACOA
- CBDC
- artsNB
- CCAB
- ONB
- Tourism NB
- Women in Business
- BDC
- ACADA
- Canada Business
- And more.

Community Engagement

- Information Sessions
- Meetings
- Workshops

JEDI ABORIGINAL DEVELOPMENT FUND (JADF)

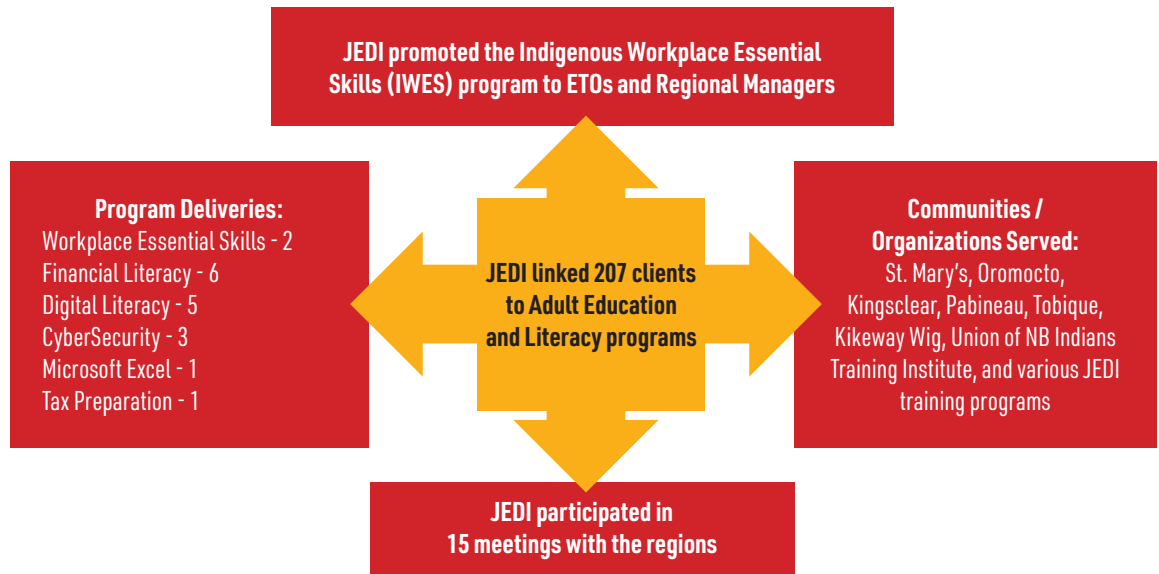
The JADF program provides funding to entrepreneurs/existing businesses and First Nation communities to support business and community economic development planning.

\$13,000 invested in Indigenous businesses

11 Successful JADF Applications:
Businesses in Tourism, Retail, Food Production, Arts, Safety, and Medical.

HOW WE SUPPORT WORKFORCE DEVELOPMENT

INDIGENOUS ADULT LEARNING & LITERACY



INDIGENOUS PROJECT & APPRENTICESHIP COORDINATOR (IPAC)

JEDI assists the Apprenticeship Branch of New Brunswick in identifying, preparing, and supporting Indigenous apprentices in New Brunswick as well as promoting apprenticeship to Indigenous youth.

Met with 27 partners to identify solutions to barriers and offered support to participants of the Apprenticeship program.	Assisted ten Apprentices in seven trades.
Hosted Try-A-Trade Events for Youth: St. Mary's Youth Try-A-Trade, Tobique Women's Expo, Kingsclear Trades Show, Esgenoôpetitj Indigenous Summer Games, Perth-Andover Middle School Info Session, Eel Ground Welding Camp, Tobique Community Youth Services.	Held 11 meetings with First Nation communities and New Brunswick Aboriginal Peoples Council (NBAPC): Oromocto, Kingsclear, Pabineau, Eel River Bar, Elsipogtog, Fort Folly, St. Mary's, Metepenagiag, and NBAPC.
Supported 11 machinists in receiving their Machining certification from the Collège communautaire du Nouveau Brunswick.	Promoted NBTAP, NBMAP, Skills Canada NB, and apprenticeship to all Employment and Training Officers in NB.

INDIGENOUS INFORMATION TECHNOLOGY COORDINATOR

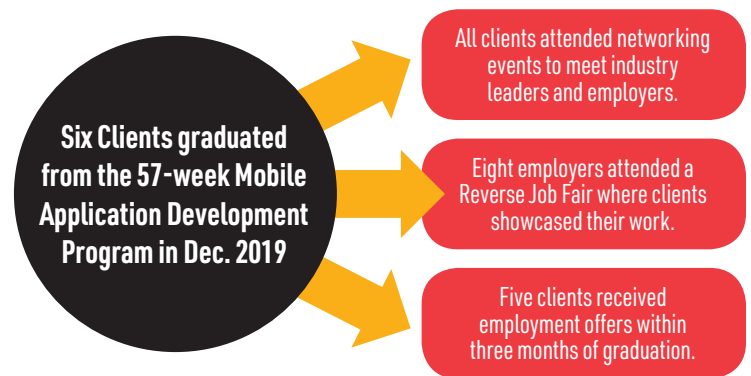
JEDI launched two CyberSecurity programs in 2018-2019, in partnership with the Collège communautaire du Nouveau Brunswick and Bulletproof Solutions. The first of their kind, the 62-week program began in October 2018 with twelve Indigenous students and the advanced 20-week program began in February 2019 with eight Indigenous students. The long program is designed for students with little to no IT experience and the short program is designed for those with an existing IT background.

INDIGENOUS LABOUR MARKET INFORMATION

The Indigenous Labour Market Information project focused on research and information distribution in 2018-2019. JEDI collaborated on several major research projects:

1. JEDI worked as a co-investigator on an Atlantic Provinces Economic Council research project, titled "Highlighting Successful Atlantic Indigenous Businesses"
2. JEDI received a Special Indigenous Connections Grant from the Social Sciences and Humanities Research Council (SSHRC) to bring together communities, relevant organizations, provincial and federal funders to explore issues around Indigenous economic development in New Brunswick
3. JEDI partnered with two research projects out of the University of New Brunswick: "Power at the Edge - Exploring Sustainable Energy Security in the Rural and Remote Communities of New Brunswick" and "Rural Action and Voices for the Environment" or RAVEN

JEDI also worked to connect Indigenous peoples and communities with employment opportunities. JEDI's Business Liaison travelled to job fairs throughout the province and arranged community information sessions with employers like TD Bank. JEDI's teamwork with TD Bank resulted in four Indigenous hires for their organization.



PROVINCIAL INDIGENOUS EMPLOYMENT COORDINATOR (PIEC)

The PIEC coordinated Career Development Practitioner training for newly hired Indigenous Employment and Training Officers (ETOs) in addition to hosting quarterly meetings for all of the ETOs in New Brunswick. The PIEC remained actively involved in key committees such as the New Brunswick Career Development Association and administering the Aboriginal Employment Services Initiative committee.

In December 2018, due to significant interest in the JEDI Indigenous Reconciliation Awareness Module (IRAM), an Indigenous Reconciliation Awareness Module Coordinator was hired to carry out the coordination of the project. The PIEC continues to oversee this program and the new program coordinator. In addition, the PIEC coordinates the JEDI Internship program.

SPECIAL INITIATIVES

JEDI MENTORSHIP

JEDI hired Alexa Metallic, a St. Thomas University student, as the Communications Assistant for the summer of 2018. As a result of a successful placement, she remained in the Communications department in a part-time position during her school term.

JEDI also offered mentorship to other youth:

- JEDI's Finance and Operations Manager, Stanley Barnaby, continued his mentorship in 2018-2019 with In.Business: A National Mentorship Program for Indigenous Youth
- Jean-Francois Mallet, JEDI's Market Access Officer, provided business mentorship to grades four and five children at Wulastukw Elementary School, Kingsclear First Nation

JEDI INTERNSHIP PROGRAM

JEDI's internship program supported four recent graduates in 2018-2019:

- Matthew Meyers, from Madawaska Maliseet First Nation (MMFN), is working in MMFN as a Financial Intern - Proposal Writer
- Emma Perley-Hassencahl, from Tobique First Nation, continues her internship at the Beaverbrook Art Gallery as the Indigenous Curator
- NB Power has hired Michelle Kelly, from Elsipogtog First Nation as a Communications Officer
- Alexa Metallic, from Listuguj First Nation, completed a part-time internship at JEDI as the Communications Intern

BURSARY PROGRAMS

JEDI awarded two \$1000 bursaries under the JEDI/Brun-Way Bursary program. The winners were Emilie Gray of St. Mary's First Nation and Maraih Perley of Tobique First Nation. Both women are attending university in Fredericton, NB.

INDIGENOUS RECONCILIATION AWARENESS MODULE

Since finalizing the Indigenous Reconciliation Awareness Module in 2018, the program has seen significant success. The purpose of the module is to educate participants on the history of Residential Schools, the dynamics involved, and the ongoing impacts it had and continues to have on Indigenous peoples in Canada.

TOURISM WEEKEND

In partnership with Tourism New Brunswick, JEDI hosted its first-ever Tourism Weekend in March 2019. By the end of the weekend, four business ideas came to fruition; some of which included an outdoor experience service, an Indigenous festival and Indigenous-owned cottages.

JEDI ANNUAL GOLF TOURNAMENT/JEDI COMMUNITY FUND

JEDI held its Fifth Annual Golf Tournament in Fredericton, NB. The JEDI Golf Tournament raises money for JEDI's Community Fund which supports community-focused initiatives in First Nation communities. Over 30 different organizations provided financial sponsorship for the tournament or donated prizes.

JEDI SOCIAL MEDIA CONTEST

JEDI held its Fifth Annual Pow Wow Photo Contest in the summer of 2018. Sponsored by RBC Royal Eagles and Aboriginal Resource Consultants (ARC), each contest offered a chance to win a \$50 gift card and all submissions were entered to win a grand prize package worth \$500.



JOINT ECONOMIC DEVELOPMENT INITIATIVE INC.

Statement of Revenues and Expenditures

Year Ended March 31, 2019

	Budget 2019	Total 2019	Total 2018
REVENUE			
Skills Partnership Fund - Indigenous Innovation			
Project (Schedule 2)	\$ 1,095,251	\$ 711,438	\$ 1,157,392
DPETL Projects (Schedule 1)	513,448	412,865	460,836
CCNB - Big Data Delivery	-	-	139,065
CCNB - Big Data Online	-	-	67,080
CCNB - Mobile Application	159,693	131,038	65,710
AAS	105,000	105,000	123,700
ACOA - Core funding	467,238	341,030	456,268
ISC- Core funding	454,192	477,712	513,791
Interest income	1,240	1,567	1,144
Other Funding (Note 8)	1,313,450	787,145	1,014,429
	4,109,512	2,967,795	3,999,415
EXPENSES			
Skills Partnership Fund - Indigenous Innovation			
Project (Schedule 2)	1,094,376	711,438	1,157,392
DPETL Projects (Schedule 1)	504,413	412,865	461,189
CCNB - Big Data Delivery	-	-	139,065
CCNB - Big Data Online	-	-	64,019
CCNB - Mobile Application	159,693	131,038	65,710
CCNB - Mobile Application Co-ordinator	58,372	51,134	35,223
Accounting fees	10,000	8,331	8,400
Advertising and promotion	21,000	20,725	20,895
Conferences expenses	22,000	18,093	11,971
Insurance	6,000	5,073	6,002
Interest and bank charges	2,300	2,319	2,737
Miscellaneous	18,000	25,692	21,663
Office	35,200	34,272	44,884
Professional fees	15,000	7,250	35,730
Repairs and maintenance	6,000	6,101	4,627
Salaries and wages	491,000	502,473	476,356
Telephone	14,000	14,998	15,181
Training	20,000	16,441	23,496
Travel	60,000	48,555	60,933
Project costs (Note 9)	1,502,991	823,606	1,135,389
	4,040,345	2,840,404	3,790,862
EXCESS OF REVENUES OVER EXPENSES FROM OPERATIONS	69,167	127,391	208,553

teed saunders | chartered professional
doyle | accountants
& advisors

