



2017-2018 **ANNUAL** REPORT

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MESSAGE FROM THE CHAIR

As 2017-2018 ended, the Joint Economic Development Initiative (JEDI) looked to the future. Over the past few months, JEDI has been working hard to develop the Strategic Plan for our next five years of service. A five-year plan is important to ensure the focus of the organization as a whole and to steer our work of the future. We are excited to continue to grow and build on our past accomplishments, as you can see below, they focus on entrepreneurship, economic development and workforce development for the Indigenous peoples of New Brunswick.

JEDI's Indigenous Innovation Partnership program began in 2017-2018 due to the success of JEDI's Indigenous Business Accelerator program. The JEDI Indigenous Business Incubator is the key component of the program and JEDI graduated 13 new businesses from the program in the fall of 2017. JEDI's third cohort of the Indigenous Business Accelerator program graduated six Indigenous businesses from its program in March 2018. All of the graduates of JEDI's three Indigenous Business Accelerator programs are featured in the third edition of the Indigenous Business Capabilities Guide released this year.

The JEDI Aboriginal Development Fund invested \$37,000 in 15 Indigenous businesses in 2017-2018. These businesses included an Indigenous beauty salon, a local Indigenous author and entrepreneur, a mobile welding business, a safety certification company, and several community-owned projects. JEDI also offered three professional development courses during the year designed to help Indigenous entrepreneurs and front line workers sharpen their professional skills.

JEDI worked with many First Nation communities in 2017-2018. The Indigenous Adult Learning & Literacy program coordinated the development of three Adult Digital Learning Centres in Kingsclear, Woodstock and Esogenoôpetitj. In addition, they trained 200 Indigenous peoples in digital literacy and cyber security and 93 Indigenous peoples in financial literacy. The Indigenous Project & Apprenticeship Coordinator assisted with a Solar Panel Project in Oromocto, a Trades Orientation in Kingsclear, and met with five apprentices interested in advancing their blocks. As well, the program provided support to 19 Indigenous Machinists training and working in northern NB. JEDI's third Mobile Application Development program, in partnership with the Collège communautaire du Nouveau Brunswick, began in October 2017

with 15 Indigenous students who were recruited from across the province to participate in the 57-week accredited college program. In addition, the JEDI Indigenous Labour Market Information Initiative completed the initial data collection for the Provincial Indigenous skills inventory involving 14 of 15 communities in New Brunswick in the 2017-2018 fiscal year.

The Provincial Indigenous Employment Coordinator (PIEC) assisted 24 Indigenous Career Development Practitioners in New Brunswick achieve their Canadian Career Development Certification in 2017-2018. As well, the PIEC initiated the development of an Indigenous Reconciliation Awareness training module that serves as an introduction to the Truth and Reconciliation Commission's (TRC) 94 Calls to Action and the history of Residential Schools, the dynamics involved and the environmental and personal impacts on the Indigenous population. A report was created by JEDI called "Moving Forward Together Through Reconciliation" and contains valuable ideas on how to promote and facilitate reconciliation in the workplace.

JEDI held three plenaries in 2017-2018 with over 350 attendees including Indigenous leadership, entrepreneurs, community representatives and members as well as government and industry stakeholders. All three JEDI plenaries featured a variety of trade show booths from Indigenous entrepreneurs, government and industry partners.

JEDI accomplishes all of this by working closely with our partners, the 15 Indigenous communities in New Brunswick, the New Brunswick Aboriginal Peoples Council, the MAWIW Tribal Council, the Wolastoqey Tribal Council, the North Shore Micmac Tribal Council, the Wolastoqey Nation, Mi'gmawe'l Tplu'taqn Incorporated (MTI), the Government of Canada, the Government of New Brunswick as well as a variety of public and private sector partners. JEDI's many partnerships are the foundation of our growth and success and enable us to fulfil our mandate of striving for full Indigenous participation in the New Brunswick economy.

Woliwon. Wela'lin. Merci. Thank you.

Alex Dedam
President
Joint Economic Development Initiative



MESSAGE FROM THE CEO

I am so fortunate to travel over the beautiful Wolastoq every day to and from work. Not a day goes by that I don't look out at the river to see what is happening on the water. Some days the river is running really fast and you can actually see the strong currents, other days it is very calm and it looks like glass, some days it is frozen and other days like this spring the water levels were extremely high along the River Valley. The Wolastoq has its own yearly cycle and rhythm.

The Joint Economic Development Initiative (JEDI), much like other Indigenous not-for-profit organizations operates on a yearly planning cycle. The amazing staff at JEDI would not have it any other way. There are many days when things get really hectic and you are not sure how you are going to accomplish everything on your to-do-list, there are days when you get a chance to come up for air and have a tea with your co-workers and are able to share what you have been up to on your respective projects, and then there are those days when you are flooded with many demands and requests. In order to move steadily like the Wolastoq you continue to work hard to reach your goals and stick to JEDI's mission because you know that what you are doing is such important work for Indigenous peoples and communities in New Brunswick.



The 2017-2018 year has been a very productive one for JEDI. Highlights include the completion of JEDI's Strategic Plan for 2018-2023. Drawing upon over two decades of Indigenous employment and entrepreneurship success, the new plan proposes ambitious goals, targeted objectives, and new areas of activity. The plan consists of four main overarching goals. The first goal is to help increase Indigenous community capacity to pursue and achieve their economic development aspirations. JEDI will design and deliver economic development training that draws upon best practises and proven examples of Indigenous economic development success. JEDI will also be available to provide "hands-on" advisory support through community-led economic development initiatives.

Growing New Brunswick's Indigenous economies is closely tied to JEDI's second strategic goal, which is to grow New Brunswick's Indigenous entrepreneurship and business success. JEDI will expand upon its successful Incubator and Accelerator programs in order to tackle three key Indigenous business needs, including: improving Indigenous business

financial literacy; improving Indigenous business access to capital; reducing Indigenous business accessibility barriers to government procurements.

Increasing Indigenous employment readiness and job placement success is the third strategic goal. This involves growing the number of new apprentices, improving training completion success rates, creating new workforce development projects and increasing cultural awareness among New Brunswick employers. JEDI will also develop a new youth engagement strategy that will foster Indigenous youth readiness for the business and the employment opportunities of tomorrow.

Strengthened cooperation with partners and stakeholders is JEDI's fourth strategic goal. JEDI will review its existing management and governance structure in order to improve its service delivery and collaboration capacity. JEDI also hopes to streamline its partnerships in order to render them more effective and more outcome-driven.

And so like the Wolastoq, JEDI will continue to flow and change and our Strategic Plan will guide the JEDI staff to carry out our work. We know that there will be calm days and many busy days but when you love what you do it is all worth it as we strive for full Indigenous participation in the New Brunswick economy.

I look forward to another amazing year at JEDI and working with JEDI's team to accomplish our goals and activities.

In spirit,

Lynn Poole-Hughes

CEO

Joint Economic Development Initiative



The Joint Economic Development Initiative (JEDI) staff collaborates with all of our partners to deliver the extensive programming offered at JEDI. JEDI staff photo taken in February 2018.

JOINT ECONOMIC DEVELOPMENT INITIATIVE (JEDI)

The Joint Economic Development Initiative (JEDI) is an Indigenous organization dedicated to supporting Indigenous participation in New Brunswick's economy.

JEDI Mission

JEDI works with partners to foster economic and workforce development for Indigenous people and communities.

JEDI Vision

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

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. In 2009, JEDI was incorporated as an independent, non-profit organization and over the years JEDI has grown into an Indigenous organization focused on working closely with its partners from Indigenous communities, organizations, government and the private sector to foster Indigenous economic development in

New Brunswick. JEDI is governed by a JEDI Inc. Board of Directors consisting of Indigenous, private sector, and funding partners. Currently, JEDI continues to champion economic development through:

- entrepreneurship and small businesses;
- community economic development;
- workforce development;
- partnerships with the public and private sector.

JEDI Partners

Partnerships are key to the success of JEDI; they enable us to promote and deepen relationships between Indigenous peoples, communities, organizations, government and industry.

The North Shore Micmac District Council, the MAWIW Tribal Council, the New Brunswick Aboriginal Peoples Council, and the Wolastoqey Tribal Council help JEDI by providing guidance, establishing relationships and assisting with JEDI projects.

JEDI's funders include: the Atlantic Canada Opportunities Agency (ACOA), Indigenous Services Canada (ISC), the New Brunswick Aboriginal Affairs Secretariat (AAS), Employment Workforce Development and Labor (EWDL), and the New Brunswick Department of Post-Secondary Education, Training and Labour (DPETL). In addition to government funding, JEDI also receives support from the private sector as well as Indigenous communities and organizations.

JEDI Programs

Programs under the management of JEDI include: the JEDI Aboriginal Development Fund (JADF), the Provincial Indigenous Employment Coordinator (PIEC) Partnership, the Indigenous Labour Market Information (ILMI) project, the Indigenous Adult Learning & Literacy (IALL) program, the Indigenous Project & Apprenticeship Coordinator program, the Indigenous Innovation Partnership (IIP) program, the Indigenous Accelerator program as well as youth initiatives such as the Indigenous Internship Program and the JEDI/Brun-Way Bursary Program.

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SUPPORTING COMMUNITY ECONOMIC DEVELOPMENT

JEDI provided a variety of supports in the area of Community Economic Development in the 2017-2018 year. Activity focused on Capacity Building for Community Economic Development Officers, Entrepreneurship and Community-Owned Ventures, and the Labour Market Information Initiative.

Capacity Building for Community Economic Development Officers

JEDI funded 12 Economic Development Officers (EDO) to attend the CANDO (Council for the Advancement of Native Development Officers) National Conference held in Fredericton from October 22-25, 2017. EDOs participated in the conference as a whole and also completed either the 'CANDO Accredited Training- ACED 100 Introduction to Community Economic Development' or the Professional Development workshop titled 'Indigenous Engagement in Natural Resources'.

In February 2018, JEDI held an EDO capacity development session on "Concept to Creation: Business Resources & Creative Programs". This capacity development session was open to both entrepreneurs and EDOs and provided information on key resources being offered by the public, private, and social sector for both community and private venture development.

Entrepreneurship and Community-Owned Ventures

JEDI has expanded its support of Indigenous entrepreneurship and community-owned ventures in 2017-2018. JEDI's new Indigenous Innovation Partnership program began in 2017 due to the success of JEDI's Indigenous Business Accelerator program. It graduated 13 aspiring entrepreneurs from its two cohorts held in Miramichi and Fredericton in the fall of 2017. JEDI graduated a third cohort from the Indigenous Business Accelerator Program in March 2018 in Fredericton.

Some of the successes of these programs include two entrepreneurs securing funding in the amount of \$80,000 each from the New Brunswick Innovation Foundation, with other businesses securing lesser amounts from the National Research Council and the Smart Grid Innovation Network. Multiple new business contracts were secured and partnerships were developed due to connections made during and after the Accelerator programs.

JEDI also assisted many First Nation community businesses and individual entrepreneurs through the JEDI Aboriginal Development Fund (JADF). JADF approvals for individual entrepreneurs and community-owned ventures included: business development, feasibility studies and designing Request-for-Proposal processes.

Indigenous Labour Market Information

The JEDI Indigenous Labour Market Information (ILMI) Initiative completed the initial data collection for the Provincial Indigenous skills inventory involving 14 of 15 communities in New Brunswick in the 2017-2018 fiscal year. The project's overall goal is to help each community create an active database of their skilled workers within the community. Community profiles were created for the remaining seven communities: Eel River Bar, Eel Ground, Buctouche, Fort Folly, Indian Island, Metepenagiag and Pabineau and training was provided to the community end-users on how to optimally utilize the new database. In the 2018-2019 fiscal year, the ILMI project plans to work with the New Brunswick Aboriginal Peoples Council to engage the off-reserve population as well.



SUCCESS STORY: *ELSIPOGTOG & WORKING WARRIORS*

“Working Warriors was a great asset to have at the job fair for our commercial development,” said Charina Sappier, Employment Training Officer (ETO) for Elsipogtog First Nation. Elsipogtog faces employment challenges in their community and the establishment of a new business and the use of Working Warriors helped to solve that problem for them.

Working Warriors is a tool where Indigenous peoples can upload or create resumes and apply for jobs in New Brunswick and across Canada. Working Warriors also allows industry to connect to the Indigenous labour market. Elsipogtog recently opened a new business called the River of Fire Market and Pharmacy and needed to fill 50 vacancies. Charina used the Working Warriors database to get to know her community’s

labour market and to fill those positions.

Equipped with job descriptions, applications and the help of Working Warriors, she not only received resumes but also assisted potential employees build their resumes using the tool. “Working Warriors gave confidence to our community members with resume writing and job searching,” said Charina. “Thanks to Working Warriors, we were able to create resumes for our community members and fill all of the available positions at our Market and Pharmacy.”

In using Working Warriors, Elsipogtog was able to help its members by providing not only a service to promote economic development but an opportunity for their members to gain meaningful employment in their home community.

SUPPORTING ENTREPRENEURSHIP AND BUSINESS DEVELOPMENT

JEDI believes that supporting new Indigenous businesses and existing entrepreneurs will help grow the Indigenous economy in New Brunswick overall. As businesses grow, the goal is that business owners will hire other community members to work for them, inspire and mentor others, and they will contribute to the communities' overall well-being. In 2017-2018, JEDI graduated two groups from the inaugural Indigenous Business Incubator Program and a third cohort from the Indigenous Business Accelerator Program. JEDI also assisted many Indigenous businesses through the JEDI Aboriginal Development Fund (JADF).

The JEDI Plenaries and Trade Shows were well-attended in 2017-2018, resulting in more than 350 people being introduced to exciting economic development and networking opportunities. The JEDI Trade Shows featured more than 35 Indigenous businesses and supporting organizations at the three plenaries.

Indigenous Innovation Partnership Program

JEDI's new Indigenous Innovation Partnership (IIP) program started in 2017-2018 due to the success of JEDI's Indigenous Business Accelerator program. The IIP program is designed to support innovative ideas from Indigenous peoples in New Brunswick. The key component of the program is the new JEDI Indigenous Business Incubator program which is able to accept ambitious individuals with business ideas from any sector thus providing more opportunities for Indigenous entrepreneurs. This program also provides additional support for individuals involved in JEDI's previous software tester training and machinist training programs.

In 2017, JEDI delivered seven Indigenous Incubator Bootcamps to 32 aspiring entrepreneurs in various locations throughout the province. These bootcamps were a recruitment tool for the Indigenous Business Incubator program that graduated 13 new entrepreneurs in the fall of 2017. New businesses in the program focused on: Health and Safety, Beekeeping, Cross-fit gym, Taxi service, Mobile Oil Change, Software Development, Boat Tours, Clothing, and several food-related businesses.

The IIP program also provided additional training for 34 Indigenous software testers; including professional development in Automation Testing and certification preparation. As well, JEDI provided support, assistance and coaching to 19 Machinists during 2017-2018, including seven who graduated and gained employment with Rasakti in Campbellton, NB during this time. The other 12 are continuing their training and will graduate from the program in 2019.

Indigenous Business Accelerator Program

JEDI continued to evolve the Indigenous Business Accelerator Program in 2017-2018, a major component of the New Brunswick Aboriginal Shipbuilding Engagement Strategy (NBASES). JEDI partnered with BDO Canada to host the third Indigenous Accelerator cohort from January to March 2018. The updated Accelerator focused on investment, exporting, quality assurance, and scaling your business. This third cohort followed the launch of the JEDI Indigenous Business Incubator program in 2017 and included some of its graduates in the program.

This third Accelerator cohort graduated six Indigenous companies from different First Nation communities across the province. Lockheed Martin Canada hosted all of the graduates at the Indigenous Business Pitch competition held in Ottawa, Ontario in March 2018. The winner and runners-up received cash prizes which they could use to invest in their businesses. All of the graduates of JEDI's three Indigenous Business Accelerator programs are featured in the third edition of the Indigenous Business Capabilities Guide released in March 2018.

During the past fiscal year, ten Indigenous people have found new careers in the shipbuilding industry with Irving Shipbuilding, Lockheed Martin and Rasakti and more jobs are expected in 2018. In addition, four New Brunswick Indigenous people will graduate from Irving's Pathway to Shipbuilding program in June 2018.

Some notable accomplishments of the past year have included participants completing funding

applications to partner organizations such as the New Brunswick Aboriginal Peoples Council Equity Fund and completing applications and proposals for contracts with the Government of Canada through the Build in Canada Innovation Program. Two entrepreneurs secured funding in the amount of \$80,000 each from the New Brunswick Innovation Foundation, with other businesses securing lesser amounts from the National Research Council and the Smart Grid Innovation Network. Multiple new business contracts were secured and partnerships were developed due to connections made during and after the Accelerator programs.

Capacity Building

JEDI used the seven Indigenous Incubator Bootcamps to help determine what type of capacity development sessions would be most useful to entrepreneurs in New Brunswick. Three sessions were held in 2017-2018 in partnership with Sally Ng of The Triple Effect: "Making Connections 101 + Diving into Digital Tools & Productivity Hacks", "Sales Training + Mentor Mashup for Biz", and "Concept to Creation: Business Resources & Creative Programs". The training sessions were open to Indigenous entrepreneurs and frontline workers from First Nations communities across New Brunswick.

JEDI Aboriginal Development Fund (JADF)

The JADF program invested \$37,000 in 15 Indigenous businesses in 2017-2018. These businesses included an Indigenous beauty salon, a local Indigenous author and entrepreneur, a mobile welding business, a safety certification company, and several community-owned projects. There were a total of 85 referrals to partner organizations for further support. Clients were referred to organizations such as Ulnooweg, Ponde Deshpande, RBC, CIBC, ACOA's Business Development program, Business Development Canada (BDC), National Resource Council (NRC), the Build-In Canada Program, the New Brunswick Innovation Fund (NBIF), New Brunswick Aboriginal Peoples' Council's Equity Fund Program, and the Department of National Defence's IDEAS program.

SUCCESS STORY: MICHAEL STEMME & DOWN TO EARTH PRODUCTIONS

Down to Earth (DTE) Productions produces powerful and cost-effective videos for various organizations, companies, and First Nation communities. Their popular videos are renowned for being creative and highlighting local brands. They also create lifestyle videos that document their travels from around the world which are very popular with their social media followers.

DTE Productions was founded by Michael Stemme of Eel Ground First Nation and became incorporated after Mike and his business partner, Andrew Martin of Esngenôpetitj First Nation, completed the JEDI Business Accelerator program. DTE Productions is the only New Brunswick-based video production company that is solely Aboriginal owned and operated.

Growing up, Mike participated in an after-school media program offered by the middle school in his community of Eel Ground First Nation. During the program, he was taught different aspects of videography. This is where he got his first taste of success as some of his videos went on to become award-winning. Videography was his hobby but he never imagined that it would lead to a career path. Mike says, "If you have a hobby, see if there's a way that you can turn it into a business - you'll never have to work a day in your life."

After graduating with a business degree from the University of New Brunswick, Mike says he was at a crossroads in his life, unsure of what he wanted to do. By this point, he had gained a lot of local attention through social media for his video skills. He decided to utilize that attention to create Down to Earth Productions. Quickly, the company began to gain a large clientele. "I had

"I had decided that instead of working for someone else, I'd like to work for myself."



decided that instead of working for someone else, I'd like to work for myself."

With the intent of creating a sustainable business, Mike enrolled himself into JEDI's Accelerator Program. He says, "the ten-week course provided hands on business development through mentorship and consultation which guided our company through the proper process of starting a business." The material also helped him recall many of the concepts he learned in university.

Mike credits Mark Taylor, whom he met through the Accelerator as one of his biggest mentors, and as having a major impact on the success of the company. "Mark has a really strong network and he knew exactly how to use that to help me out. He's always there whenever I have any questions and he's always able to direct me to the right people if he doesn't have the answers I'm looking for. He has truly made a huge impact on my business."

Mike sees his biggest challenge moving forward as team expansion, "I'd like to hire more people so that I can create bigger projects. I'd rather have someone that loves doing what they do than doing it as a job."

When asked if he has any advice for Indigenous entrepreneurs, Mike says, "seek out JEDI's Accelerator Program and ask your community if they're interested in supporting your business venture. My community of Eel Ground First Nation has supported me by hiring me to create videos of community events for them."

SUPPORTING WORKFORCE DEVELOPMENT

In 2017-2018, JEDI focused its workforce development efforts through the Indigenous Adult Learning & Literacy project, the Indigenous Project & Apprenticeship Coordinator, the Mobile Application Developer Coordinator, the Indigenous Labour Market Information program, and the Provincial Indigenous Employment Coordinator.

Indigenous Adult Learning & Literacy

The Indigenous Adult Learning & Literacy (IALL) project had a strong impact on many communities during the 2017-2018 fiscal year. With the help of Computers for Schools, a not-for-profit organization dedicated to providing refurbished computers and equipment to Indigenous Communities, Schools, and not-for-profits, the IALL team was able to coordinate three new Adult Digital Learning centers in:

- Kingsclear First Nation
- Woodstock First Nation
- Esgenoôpetitj First Nation

In addition, the IALL team provided a 12-week Digital Learning for Workplace Success program and a 3-week Digital Literacy program in Kingsclear First Nation, a 12-week Indigenous Workplace Essential Skills program to Esgenoôpetitj First Nation, a 12-week Digital Literacy program in Woodstock First Nation, a 2-week Digital Literacy program in Tobique First Nation, and Cyber Security Professional Development Training in Pabineau First Nation. The IALL team also provided a Digital Literacy and Cyber Security course at Kikewey Wig, Digital and Financial Literacy training to both the Minimum and Medium security Pathways Programs at Dorchester Penitentiary, and in partnership with the Union of New Brunswick Indians Training Institute, delivered a six-month Essential Skills & Life-long Learning program.

Overall in 2017-2018, the IALL program has trained 200 Indigenous peoples in digital literacy/cyber security, 93 Indigenous peoples in financial literacy, and has linked 22 Indigenous peoples to other adult learning programs across the province.

Indigenous Project & Apprenticeship Coordinator (IPAC)

In partnership with the Apprenticeship Branch of New Brunswick, JEDI promotes pre-Apprenticeship and Apprenticeship programs to Indigenous peoples, youth and potential apprentices within New Brunswick; links Indigenous tradespeople to the Apprenticeship program; extends relationships between First Nations, industry partners, employers, the Apprenticeship Branch and the Department of Education; and identifies trades and apprenticeship projects.

In 2017-2018, the IPAC assisted with a Solar Panel Project in Oromocto First Nation, a Trades Orientation in Kingsclear First Nation, and met with five apprentices interested in advancing their blocks. The IPAC coordinated a cultural awareness session for the New Brunswick Apprenticeship and Occupational Certification Board as well as promoted the Apprenticeship Branch to First Nation communities and schools through information sessions, meetings, trade shows and other events. In addition, the IPAC identified barriers for Indigenous apprentices in New Brunswick in order to identify how to overcome them and continue to increase the number of Indigenous apprentices in the province.

The IPAC also provided support to the 19 Machinists training and working in Campbellton, NB.

Indigenous Mobile Application Developer Coordinator

JEDI's third Mobile Application Development program, in partnership with the Collège communautaire du Nouveau Brunswick, began in October 2017 with 15 Indigenous students aspiring to become Information Technology specialists in Mobile Application Development. Students were recruited from across the province to participate in this 57-week accredited college program.

Indigenous Labour Market Information

The Indigenous Labour Market Information project has strived to connect the Indigenous labour pool with industry during the past year. Several connections were made through open houses, community meetings and in-person discussions. As a result of this work, a member of Elsipogtog was offered a position with Kent Homes and three Indigenous interns were hired at Scotiabank in the Fredericton region for a period of 16 weeks. Ongoing discussions are also being held with Bird Construction, NB Power, City of Miramichi, and others to continuously advocate for the Indigenous workforce in NB.

Provincial Indigenous Employment Coordinator (PIEC)

The PIEC facilitated the final two modules and graduation of the Canadian Career Development Certification Training for 24 Indigenous Career Development Practitioners in New Brunswick. PIEC also hosted quarterly meetings with the Indigenous Employment Training Officers and Economic Development Officers to bring awareness to programs and services from JEDI partners and initiatives in Labour Market or Economic Development. As well, PIEC remained actively involved in key committees such as the New Brunswick Career Development Association and administering the Indigenous Employment Services Initiative committee.

The PIEC initiated the development of a day and a half Indigenous Reconciliation Awareness training module that serves as an introduction to the Truth and Reconciliation Commission's (TRC) 94 Calls to Action and the history of Residential Schools, the dynamics involved and the environmental and personal impacts on the Indigenous population. This module was delivered to Indigenous Career Practitioners in New Brunswick garnering very positive feedback and has since been promoted throughout New Brunswick and Nova Scotia. The Indigenous Reconciliation Awareness Module will be rolled out as a pilot project to five organizations in 2018-2019.



WORKFORCE DEVELOPMENT SUCCESS STORY: *REYNA FERRIS*

Reyna Ferris, from Big Grassy River, finished the Big Data/Data Mining program put on by JEDI and the College Communautaire du Nouveau Brunswick (CCNB) with a new job and a new baby. Completing a 62-week Big Data/Data Mining program is hard enough on its own but Reyna persevered even after she found out she was pregnant.

"I didn't miss a lot of time," Reyna said. "I had my son around Christmas time so I just took a couple of weeks off plus we had a couple of weeks off for Christmas break. My teachers were really great and let me catch up with assignments and do them later and my family was really supportive. My classmates too, they really helped me. I did consider not finishing at one point but I felt like it would be in my best interest in the long-run to graduate and be able to work."

It did work out for the best for Reyna. Upon graduation, she was hired at NB Power to work as an analyst within their customer care infrastructure. The Big Data/Data Mining program included 4 weeks of on-the-job training in addition to the 58 weeks of intense classroom learning.

"JEDI found me a work term at NB Power and they hired me on after the work term which was amazing," said Reyna. "I feel pretty welcome here, everyone is really nice and my manager is really helpful. I've started working on their automated voice system. When you call in there is an automated voice system and they have me analyzing that data to make sure that it's going good and to see what areas they need to improve upon in there."

Reyna shared that there is plenty of opportunity for advancement at NB Power and that every employee is eligible to access an education fund for additional training throughout the year.

"I've applied to the business program at UNB, I believe my data background will mesh well with a business degree," said Reyna. "There's a lot of room to move around at NB Power. I'm not planning on any other kids in the near future, I want to get my career settled first."

Reyna was very frank when we asked her about having a new career and being a new Mom at the same time. "It's overwhelming, it's a lot of change at once and I find I struggle a bit with trying to find that balance between

being a good mom and trying to also focus on my career. I think I'm doing ok. I want to be a good mom so I try to keep work at work. My partner is a great dad. He's still going to university but he's super supportive, we both get our son ready for daycare in the morning. He's just super helpful."

Reyna says that taking the Big Data/Data Mining program at JEDI and CCNB changed her life. "Taking this course set me on a career path, I was just kind of floating around university and then I took this course and it gave me a direction. It was also a super great learning environment. They really give you the tools to succeed and they want you to succeed. Everybody that I've encountered at JEDI, they want their students to graduate."

Reyna offers some great advice for those considering a career in Information Technology. "There are a lot of opportunities in ICT and there's a lot to learn. It's ok if you don't know everything at first, you can always look it up or ask somebody."

SUPPORTING PARTNERSHIPS

The mission of the Joint Economic Development Initiative (JEDI) is to work with partners to foster Indigenous economic and workforce development in New Brunswick. JEDI carries out this mission every day by working closely with partners, such as the 15 Indigenous communities in New Brunswick, the New Brunswick Aboriginal Peoples Council, the MAWIW Tribal Council, the Wolastoqey Tribal Council, the North Shore Micmac Tribal Council, the Wolastoqey Nation, Mi'gma'we'l Tplu'taqnn Incorporated (MTI), the Government of Canada, the Government of New Brunswick as well as a variety of public and private sector partners.

JEDI's many partnerships enable us to fulfil our vision of striving for full Indigenous participation in the New Brunswick economy and they enable us to promote and deepen relationships between Indigenous peoples, communities, organizations, government and industry.

JEDI Plenaries

JEDI brings partners together through our three annual plenaries. In 2017-2018, over 350 plenary attendees included Indigenous leadership, entrepreneurs, community representatives and members as well as government and industry stakeholders. The plenaries provide new opportunities for learning, discussion and networking. All three JEDI plenaries featured a variety of trade show booths from Indigenous entrepreneurs, government and industry partners.

The themes for the 2017-2018 plenaries were "Marijuana & Hemp Opportunities", "Moving Forward Together Through Reconciliation" and "Innovation in Indigenous Economic Development". The "Marijuana & Hemp Opportunities" plenary held in June 2017 discussed the many upcoming opportunities related to the legalization of cannabis in 2018 and showcased a partnership between an Indigenous community and a cannabis producer, Listuguj First Nation and Zenabis, to highlight the economic benefits of a successful partnership. Over 130 people attended this event to learn about some of the upcoming opportunities in this industry.

As a result of the creation of JEDI's Indigenous Reconciliation Awareness Module and the Truth and Reconciliation Commission's (TRC) 94

Calls to Action, JEDI themed its December 2017 Plenary "Moving Forward Together Through Reconciliation". The event provided a safe environment for all 133 participants to engage with and educate each other. The plenary included a group of Indian Residential School Survivors, the Kairos Blanket Exercise and a roundtable discussion on how to apply the TRC's Calls to Action in New Brunswick's public and private sectors.

JEDI hosted its third plenary in March 2018 focused on Innovation in Indigenous Economic Development where guests were introduced to investors, funders and other stakeholders interested in partnering on business and technology development of benefit to the shipbuilding program as well as the Aerospace and Defence industry. The event included round table discussions on how to implement tech and innovation into First Nation communities.

JEDI continues to receive generous financial support for our plenaries from organizations such as the Collège communautaire du Nouveau-Brunswick (CCNB), BDO, Ignite Fredericton/Planet Hatch, New Brunswick Community College (NBCC), Irving, aXent Plus, BMO, and Lockheed Martin.

Indigenous Internship Program

The objective of the Indigenous Internship program is to provide recent Indigenous graduates an opportunity to work in the fields of Economic Development, Arts and Tourism, Information and Communications Technology, Energy and Natural Resources, and the Shipbuilding industry. As a result of this program, participants gain meaningful work skills, knowledge and experience in their field of study.

JEDI supported four Indigenous Interns in 2017-2018 with placements in Eel River Bar Economic Development Corporation, NB Power, PLATO Testing and at JEDI. Positions included an Economic Development Executive Assistant, a Sales and Marketing Executive, an HR Specialist and a Finance Intern.

Bursary Programs

JEDI awarded two bursaries under the JEDI/Brun-Way Bursary program. The winners were

Amanda Stebbins from Eel River Bar First Nation and Chantal Sirois from Kingsclear First Nation. Amanda is enrolled in the Bachelor of Arts program at UNB and Chantal is enrolled in the Bachelor of Science program at UNB.

JEDI and the New Brunswick Community College (NBCC) partnered in 2017-2018 to offer two bursaries to support Indigenous students attending NBCC. This year's winners were Noah Nicholas from Tobique First Nation and Abigail Murphy from Eel Ground First Nation.

JEDI Social Media Contest

In the past four years, JEDI has received approximately 550 entries to our annual Pow Wow photo contest. Pow Wows are a great opportunity for people to come together to experience Indigenous culture, dance and food as well as to support Indigenous businesses.

JEDI held the fourth annual Pow Wow photo contest during the summer of 2017 and received 160 entries vying for a chance to win \$50 gift cards and a grand prize package worth \$500. This contest has been sponsored by RBC Royal Eagles for the past three years and we were pleased to welcome a new, additional sponsor, Aboriginal Resource Consultants (ARC), to our contest in 2017.



PARTNERSHIP SUCCESS STORY: *UNBITI PROGRAM OPENS DOORS FOR STUDENTS*

On June 29th, students of the Indigenous Workplace Essential Skills & Life-long Learning Program celebrated the successful completion of their course.

The program, which lasted six months, was made possible through a collaboration between the Joint Economic Development Initiative (JEDI), the Department of Post-Secondary Education Training and Labour, the Union of New Brunswick Indians Training Institute (UNBITI) and the Indigenous Women's Association of Mi'kmaq and Maliseet Territories.

Gail Paul, the executive director at the Indigenous Women's Association of Mi'kmaq and Maliseet Territories says that she thinks it's important to support initiatives such as this because "the barriers Indigenous women face today are by far greater than we can imagine at times. We have surpassed our targeted client base which is evidence of the need for our employment and training services."

She continues by saying her hopes are to "continue to take a collective approach to identify the priority needs of our client base and continue to experience the positive results in the education and employment needs of Indigenous women".

By participating in the program, students gained various life-long skills and unique certifications. Donna Clarke, one of the instructors, says that these are a few of the highlights of the course:

- Workplace Essential Skills (WES)
- Financial Literacy
- Basic Income Tax
- Reiki/Mindfulness training
- Active-listening skills
- First-Aid training
- WHMIS & Food safety training
- Nutrition courses
- Hands on experiential learning (in both the classroom and through attending cultural events)
- Gaining knowledge and insight about Indigenous culture and history

Not only did the students leave the program with this unique set of skills, they were also given the opportunity to complete on-the-job training. Students received work experience at various companies like Bird Construction, St. Mary's Fisheries, the Oromocto Food Bank, and St. Mary's Supermarket bakery.

Tink Paul - a graduate who is now pursuing entrepreneurship through the JEDI Incubator Program - says she "doesn't think she would be as prepared

for the Incubator course if she didn't take the WES course first."

She adds, "my favourite part of the program was all of the certificates and building my portfolio. It's great to have it in your hands; to show what you've accomplished. My resume looks amazing now."

Andrew Paul, another graduate of the program, was offered a job with Bird Construction just moments before the graduation began. When asked what his favourite part of the program was, he responds "everything - it was a great experience that helped me a lot."

When asked if they would recommend the program to others, Tink says "I've actually been telling a lot of people about the program because of all of the certificates you gain." Andrew agrees, by saying he definitely would as he is very appreciative of everything it has done for him.

JEDI SPECIAL INITIATIVES

The Joint Economic Development Initiative (JEDI) takes on special initiatives throughout the year that are of value to the Indigenous communities in New Brunswick. Most of these initiatives fall under JEDI's Mission to work with partners to foster economic and workforce development for Indigenous peoples and communities in New Brunswick. However, some of them fall outside of this Mission Statement but still bring value and support to the Indigenous peoples of New Brunswick.

JEDI Annual Golf Tournament

JEDI held its 4th Annual Golf Tournament in August 2017 in Miramichi, New Brunswick. The JEDI Golf Tournament is a fund-raiser which raises monies for JEDI's Community Fund which supports community-focused initiatives in First Nation communities across New Brunswick. Twenty-eight teams registered for this exciting event and over 30 different organizations provided financial sponsorship for the tournament or donated prizes. The event was well attended by members of the First Nation leadership, Indigenous entrepreneurs, organizations, and community members, as well as industry partners.

Some of the proceeds from the tournament helped support activities and events like the Wolastoqiyik Treaty Day, community Pow Wows, and the Sisters in Spirit Vigil, a movement that brings awareness to missing and murdered Indigenous women.

JEDI Mentorship

JEDI's Finance and Operations Manager, Stanley Barnaby, provided mentorship to Indigenous youth through In.Business: A National Mentorship Program for Indigenous Youth during 2017-2018. This program is facilitated by the Purdy Crawford Chair in Aboriginal Business studies at Cape Breton University and is open to Indigenous youth in Atlantic Canada.

JEDI worked with grade 4 and 5 students from Wulastukw Elementary School to help them promote their entrepreneurial venture, Pawsitive Productions. The students received 3-D printed buttons of their logo and had a booth at JEDI's March 2018 plenary.

In 2017-2018, JEDI hired Katelyn Nash, a St. Thomas University student, as a communications assistant through the Canada Summer Jobs program. During the eight weeks that Katelyn was part of the JEDI team, she learned about event planning, writing and editing blog posts, JEDI's programs and services as well as had the opportunity to practice her networking skills.

Bursary Programs

JEDI continues to partner with Brun-Way Highway Operations to award two \$1000 bursaries each year to deserving Indigenous students engaged in post-secondary education. JEDI and the New Brunswick Community College (NBCC) have also partnered to provide two \$750 bursaries to deserving Indigenous students studying at NBCC.

JEDI Social Media Contest

JEDI held the 4th Annual Pow Wow photo contest during the summer of 2017. The contest is a great way for JEDI to support Indigenous culture in New Brunswick. This contest is sponsored by RBC Royal Eagles and Aboriginal Resource Consultants (ARC) and encourages people to attend the Pow Wows in New Brunswick. There are two chances to win, each individual contest offers a chance to win a \$50 gift card and all submissions are entered to win a grand prize package worth \$500.

JEDI Trade Shows at the JEDI Plenaries

In 2017-2018, over 35 Indigenous-owned businesses and other organizations registered to promote their services and products at the JEDI plenary trade

shows. JEDI is pleased to be able to offer this opportunity to interested businesses enabling them to grow awareness, make connections, and identify their training needs.

Indigenous Reconciliation Awareness Module

JEDI finalized an Indigenous Reconciliation Awareness Module in 2017-2018. The objective of this module is to educate participants on the history of Residential Schools, the dynamics involved and the environmental and personal impacts on the Indigenous population. In addition, the module promotes awareness and understanding of the Truth and Reconciliation Commission's (TRC) Calls to Action that relate to labour market and economic development. This module will be rolled out as a pilot project to five organizations in 2018-2019 and will serve to educate employers on how they can incorporate the TRC Calls to Action in a workplace setting.

As a result of the creation of JEDI's Indigenous Reconciliation Awareness Module and the TRC's 94 Calls to Action, JEDI themed its December 2017 Plenary "Moving Forward Together Through Reconciliation". The event provided a safe environment for participants to engage with and educate each other. The plenary included a group of Indian Residential School Survivors, the Kairos Blanket Exercise and a roundtable discussion on how to apply the TRC's Calls to Action in New Brunswick's public and private sectors. A report was created based on the roundtable discussion and contains valuable ideas on how to promote and facilitate reconciliation in the workplace. The report is available on the JEDI website or a hard copy can be requested from the JEDI office.

SPECIAL INITIATIVES SUCCESS STORY: *JEDI RECONCILIATION REPORT*

Historically, the government of Canada engaged in colonial policies that segregated Indigenous communities, separated Indigenous children from their families, and sought to destroy Indigenous language and culture. The legacy of these colonial policies has resulted in lower education, employment, and economic outcomes for Indigenous peoples compared to the rest of Canada. In 2015, the Truth and Reconciliation Commission of Canada undertook a process of understanding and healing which culminated in the release of 94 Calls to Action for Reconciliation. Three of these Calls to Action address the responsibility of government and industry to support Indigenous economic and workforce development.

JEDI's Reconciliation Report aims to answer the question: How do we apply the Truth and Reconciliation Commission's Calls to Action in New Brunswick's public and private sectors?

In order to answer the research question, the Joint Economic Development Initiative (JEDI) hosted a plenary meeting entitled: "Moving Forward Together Through Reconciliation". The event was attended by representatives from the public and private sectors, as well as Indigenous communities and organizations. After learning about the shared history of Indigenous peoples in New Brunswick, participants were led in a facilitated focus group discussion

"Overall, the findings of this report show the shared commitment of Indigenous and non-Indigenous peoples to move forward in Reconciliation."



"As historical wounds heal through relationship-building, Indigenous and non-Indigenous peoples can be reconciled and move forward as equal participants in New Brunswick's economy."

exploring two aspects of the research question: Indigenous economic development and workforce development. The discussions were recorded and analyzed for emerging themes that will advance Reconciliation in New Brunswick.

Overall, the findings of this report show the shared commitment of Indigenous and non-Indigenous peoples to move forward in Reconciliation. Continuous education, at all levels, was a common theme for building a shared understanding of the history of Indigenous peoples in New Brunswick. Building on this shared understanding, all sectors can work with communities to build welcoming workplaces, implement

Indigenous hiring policies, and build the capacity of the Indigenous workforce. Meaningful engagement must also take place at a community level and in economic development. Meaningful engagement requires the private and public sector acknowledge their fiduciary duty to consult before moving forward with any project that may impact Treaty rights. This also includes meaningful procurement policies for Indigenous companies to be given an opportunity to grow and be successful in the supply chain for major projects.

In summation, both the private and public sectors must commit to building relationships with Indigenous peoples through open communication and participation in the communities. As historical wounds heal through relationship-building, Indigenous and non-Indigenous peoples can be reconciled and move forward as equal participants in New Brunswick's economy.

You can view the full report online at: <http://jedib.ca/reconciliation-report.html>

JOINT ECONOMIC DEVELOPMENT INITIATIVE INC.

Statement of Operations
Year Ended March 31, 2018

	2018	2017
REVENUE		
Skills Partnership Fund - Indigenous Innovation Project (<i>Schedule 3</i>)	\$ 1,157,392	\$ 777,207
ESDC - New Brunswick Aboriginal Mining, Energy & Trade (<i>Schedule 1</i>)	86	513,973
PETL - Indigenous Innovation Partnership and Projects (<i>Schedule 2</i>)	460,922	459,102
CCNB - Big Data Delivery	139,065	271,104
CCNB - Big Data Online	67,080	157,320
CCNB - Mobile Application	65,710	93,869
AAS	123,700	105,000
ACOA	456,268	390,387
INAC	513,791	531,849
Interest income	972	609
Other funding (<i>Note 7</i>)	1,014,429	982,365
	<u>3,999,415</u>	<u>4,282,785</u>
EXPENSES		
Skills Partnership Fund - Indigenous Innovation Project (<i>Schedule 3</i>)	1,157,392	777,207
ESDC - New Brunswick Aboriginal Mining, Energy & Trade (<i>Schedule 1</i>)	267	513,973
PETL - Indigenous Innovation Partnership and Projects (<i>Schedule 2</i>)	460,922	459,102
CCNB - Big Data Delivery	139,065	271,104
CCNB - Big Data Online	64,019	157,320
CCNB - Mobile Application	65,710	-
CCNB - Mobile Application Co-Ordinator	35,223	-
Accounting fees	8,400	7,775
Advertising and promotion	20,895	9,052
Conferences expenses	11,971	48,013
Insurance	6,002	5,632
Interest and bank charges	2,737	2,671
Miscellaneous	21,663	30,310
Office	44,884	24,258
Professional fees	35,730	8,572
Repairs and maintenance	4,627	5,821
Salaries and wages	476,356	348,704
Telephone	15,181	17,788
Training	23,496	6,919
Travel	60,933	35,984
Project costs (<i>Note 8</i>)	1,135,389	1,154,743
	<u>3,790,862</u>	<u>3,884,948</u>
EXCESS OF REVENUE OVER EXPENSES FROM OPERATIONS	<u>208,553</u>	<u>397,837</u>
OTHER INCOME (EXPENSES)		
Amortization of deferred contributions related to P&E	51,500	51,500
Amortization of property and equipment	(51,500)	(51,500)
	<u>-</u>	<u>-</u>
EXCESS OF REVENUE OVER EXPENSES	<u>\$ 208,553</u>	<u>\$ 397,837</u>



Joint Economic Development Initiative

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