



CEDEC's office in Montreal has moved!

You can now find us in our beautiful co-working space near the Atwater Market at 2727 St-Patrick Street, Suite 109-7, Montreal, Quebec H3K 0A8.

June 2023 | Past Editions

[Home](#) | [Contact Us](#) | [About Us](#)

CEDEC

IN THIS ISSUE

- Fourteen new bilingual tour guides begin work in Baie-Comeau.
- Collaborative effort to increase local tourism in Stanstead.
- EmployESBC achieves three new job matches and plans for more.
- New innovative tourism products generated by Lower North Shore-Labrador Venture.
- CEDEC leads discussion on rural and remote workforce challenges and opportunities.
- CEDEC participates in PPF Canada Growth Summit to better understand the emerging issues shaping Canada's economy.
- CEDEC stresses importance of coordinated federal investments.
- Industry news and events.

CEDEC IS HIRING

CEDEC is looking for a **bilingual economist** to fill the position of **Senior Director, Analytics and Strategic Integration**. The Sr Director will work in collaboration with the leadership team to shape and build a Body of Knowledge (BOK) that supports the organization's innovation agenda. As a strategic and policy-driven thinker, the Senior Director will design, lead, and coordinate a multi-faceted research and knowledge development program to support CEDEC's ongoing efforts to collaboratively generate tangible

economic benefits for individuals and communities. [Click here](#) for a detailed job description and to apply.

CEDEC VENTURES AND OPPORTUNITIES SUPPORTING ESCQ VITALITY

FOURTEEN NEW BILINGUAL GUIDES BEGIN WORK THANKS TO BAIE-COMEAU'S COLLABORATIVE ECONOMIC DEVELOPMENT VENTURE



Source: [Port Baie-Comeau](#)

Baie-Comeau's Collaborative public, private, and civil society Economic Development Venture leveraged the growing number of cruise ship visits and the availability of bilingual talent in the region to, (a) create 14 new bilingual guide jobs in the local economy and (b) collaborate with workforce development service providers to also upskill three existing talents. Nineteen cruise ships are confirmed to dock in Baie-Comeau in 2023 with an estimated 12,000 visitors and the first guided tours began on May 24, 2023.

Creating amazing tourist experiences and telling stories about people, places, and activities in Baie-Comeau provides cruise ship passengers with the encounters, adventures, dreams, and memories they look for. With this in mind, the Collaborative Venture reached out to multiple community partners to help equip the new guides with the skills they need to engage, inform, interest, and entertain their cruise ship visitors.

Venture Partners include:

- The **North Shore Community Association (NCSA)** – a community organization serving the English-speaking community of Quebec's North Shore.
- **Les Croisières Baie-Comeau** – responsible for welcoming cruise ships and their passengers and providing for the ships' logistical needs.

- **Archéo-Mamu Côte-Nord** – an organization that works with aboriginals and non-aboriginals alike to protect, understand, and disseminate the North Shore’s First Nations and Euro-Canadians archaeological heritage through an innovative, respectful, and inclusive approach.
- **Espace K Théâtre** – a local theatre company specializing in communication, creativity, and storytelling.

On May 9 and 10, 2023, Archéo-Mamu Côte-Nord conducted a comprehensive training curriculum for the guides, which included sessions on the history and archeology of the region. Espace K Théâtre complemented this training with a skills development session related to creative storytelling and audience engagement. As a result of this training, Walter Bisson, an 86-year-old retired explosives expert turned tour guide stated “I can now speak about arrow heads found in archaeological digs in a more informed and dynamic way. The training helped us to think about and act differently with our clients”. Mr. Bisson added “It was also the first time we received presentations from representatives of 5 local tourist attractions. We now have more compelling local information to share with our visitors.”

Meaningful tourist experiences will prompt cruise ship passengers to promote Baie-Comeau as a vacation destination to their friends, neighbors, and colleagues. In creating such experiences, Baie-Comeau will strengthen the longevity and sustainability of its local cruise ship tourist market. This opportunity was identified and enabled by the Community Economic Development and Employability Corporation (CEDEC) and its Collaborative Economic Development and Labour Market Development approach.

COLLABORATIVE EFFORT TO INCREASE LOCAL TOURISM IN STANSTEAD BEGINS WITH A DINNER AND SHOW SERIES THIS JULY 2023

In June 2023, the Colby-Curtis Museum, Auberge Stanstead, Bazar de Stanstead, Verger Stevens Orchard, and Catherine Van der Linden, Co-Founder and President of Phelps Helps, announced that they are working together to lead an innovative effort to increase tourist traffic and tourist spend in Stanstead. “*Discover Stanstead*, our public, private, and civil society Venture will take a first step this season to combine and leverage our natural, cultural, and culinary assets into a Dinner and Show series of experiences,” said Samuel Gaudreau-Lalande, Director of the Colby-Curtis Museum. “This concrete step is helping us to package and promote our local attractions to enrich our visitors’ tourist experiences,” said the Director.

To Grill or Not To Grill BBQ, a BBQ Dinner and Shakespeare in the Park event, on July 29, 2023, will be the first of four monthly Dinner and Show events between July and October 2023. Mrs. Van der Linden believes these types of activities will help to attract

tourist to Stanstead and increase tourism traffic in the town. “We have a good tourism infrastructure in Stanstead and a wealth of culture and beauty at our doorstep. I’m confident that using our local assets in creative ways will encourage visitors to stay longer and return often to continue sampling what we have to offer.”



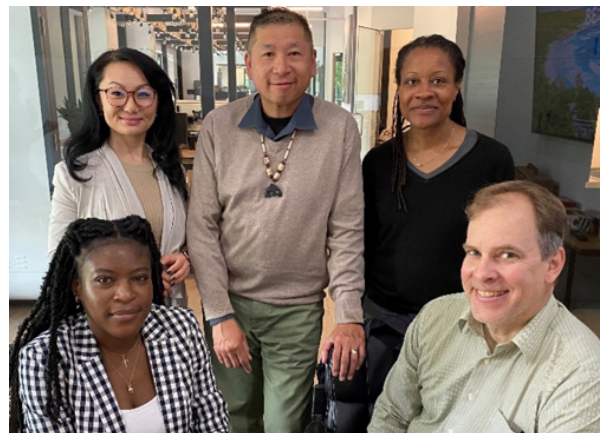
The Collaborative Venture’s *To Grill or Not to Grill BBQ* is aiming to attract 100 more visitors than in 2022. This event will generate positive economic benefits for small business owners, local restaurateurs, and cultural organizations in Stanstead.

To learn more about the events and where to buy tickets, [click here](#).

EmployESBC UPDATE: THREE NEW JOB MATCHES AND PLANS FOR MORE IN 2023-2024

Three Jobseekers Matched to Jobs in Montreal

The Collaborative Economic Development Venture *EmployESBC* recently placed three Black jobseekers with employers in Montreal: (a) Summer Intern with Sobeys (finance/e-commerce), (b) Graphic Designer with Black Community Resource Center (contract), and (c) Project Coordinator with the Afro Youth Summit’s Reinforcement, and Intervention in Economic Development (RIDE) entrepreneurship program.



Left to right: Front row – Raeanne Francis (BCRC), Sterling Lambert (CEDEC). Back row – Julia Khon (Una Buro), Raymond Chow (Sobeys), Sylvie Nardin (BCRC).

2023-2024 Operational Priorities Confirmed

To enhance the matching of available Black talent with jobs in Greater Montreal, *EmployESBC* Partners confirmed in 2023-2024 to:

- **Revamp the *EmployESBC*** website to optimize the registration and navigation processes, making it easier for (a) employers to promote positions and review candidate credentials and (b) enable jobseekers to better navigate the website and apply for positions.
- **Hire a Communications Coordinator** to ramp up employer and talent recruitment and applicant engagement, while working to reduce barriers to successful matches and enhancing *EmployESBC*'s personalized service approach.
- **Create new marketing products** to promote the advantages of registering through the website and the value of public, private, and civil society (PPCS) collaboration in finding innovative ways to match Black talent with available jobs in Montreal.

The desired outcomes of this PPCS collaboration among *EmployESBC* Venture Partners (Black Community Resource Center, English Montreal School Board, Una Buro, and Sobeys) are to provide curated job matching and accompaniment between jobseekers and employers, decrease the time for employers in filling positions, increase jobseeker satisfaction in finding new or better jobs, and improve and strengthen employers' diversity profiles.

Spotlighting employment with the Laurentian Bank

EmployESBC featured the benefits of working at the **Laurentian Bank** at its fourth **Employer Spotlight** on June 17, 2023.

The virtual event provided 11 eager and engaged Black jobseekers useful tips on networking and authenticity during interviews to increase their odds to getting hired and a first step towards employment at the Laurentian Bank.



NEW INNOVATIVE TOURISM PRODUCTS GENERATED BY LOWER NORTH SHORE-LABRADOR VENTURE

As part of the *Lower North Shore (LNS) – Labrador Interprovincial Tourism Venture*, the Whiteley Museum has designed innovative tourism products to captivate and attract tourists to extend their stays in the region. Providing a glimpse of the life of residents in Quebec's LNS, these products will help visitors better understand and experience the lifestyle of the region's residents.

In May 2023, the [Whiteley Museum](#) located in Bonne-Espérance, Quebec, launched a new website, a video capsule series called *In Their Own Voice*, and a documentary video entitled *St. Paul's River – The Once and Future Village* that recounts the memories, hopes, and fears of its residents in songs and stories.



Onsite interpretive panels accompany these innovative, online digital products to illustrate the history and culture of St. Paul River's residents.

This initiative of the Whiteley Museum is one of a continuing number of efforts to provide tourists with the cultural experiences they are seeking when visiting the shared tourism region of the Lower North Shore and Labrador while producing tangible economic benefits for the region such as (a) more or better jobs, (b) increased and more targeted investments, (c) increased tourist trade as measured by extended tourist stays and increased tourist spends, and (d) increased tax revenues in the region.

Through CEDEC's Collaborative Economic Development approach, the Venture identified the need to create and promote living heritage tourism experiences and validated it through the model's on-the-ground intelligence gathering. The visitor surveys conducted in 2022 at the Lower North Shore's Blanc-Sablon two visitor information centers revealed that over 40% of respondents were visiting the North Shore to experience/go to museums or other cultural institutions.

CEDEC POLICY AND REPRESENTATION WORK PROMOTING ECONOMIC DEVELOPMENT AND LABOUR MARKET DEVELOPMENT

CEDEC LEADS DISCUSSION ON RURAL AND REMOTE WORKFORCE CHALLENGES AND OPPORTUNITIES

John Buck, President and CEO of CEDEC, led a panel discussion at a two-day Federal-Provincial-Territorial (FPT) meeting in Rocky Harbour, Newfoundland and Labrador.

Organized and Co-chaired by the Honourable Gudie Hutchings, federal Minister of Rural Economic Development, the meeting provided federal, provincial, and

territorial ministers, Indigenous leaders, and rural economic development experts the opportunity to engage in a series of wide-ranging discussions about improving rural economic development policy and programming.



June 2, 2023, in Rocky Harbour, N.L. Hon. Gudie Hutchings, Minister of Rural Economic Development (4th from the right), John Buck, CEDEC President/CEO (6th from the left), and Indigenous leaders and rural experts.

In his opening remarks, Mr. Buck identified some of the major challenges to be faced and opportunities to be leveraged to address rural and remote workforce development, notably (a) an aging rural workforce, (b) out-migration, (c) shifting skills requirements, (d) transportation, (e) available and affordable housing, and (f) defining and measuring skills.

A highlight of the FPT meeting was Minister Hutchings' launch of the redesigned website canada.ca/rural which will "guide rural Canadians to the programs, services, and resources most relevant to them."



"Canadians in rural and remote communities all across the country—from small towns to isolated islands—are important contributors to Canada's success. This week's meeting was the first of its kind. A collaborative coordinated approach to helping rural communities thrive means tackling key themes like economic growth and development, opportunities in the clean economy and climate resilience, and workforce challenges and opportunities."

Honourable Gudie Hutchings

Minister of Rural Economic Development

CEDEC PARTICIPATES IN PPF CANADA GROWTH SUMMIT TO BETTER UNDERSTAND THE EMERGING ISSUES SHAPING CANADA'S ECONOMY

On April 26, 2023, John Buck, President and CEO of CEDEC, participated in an

expert table dinner that explored how Canada can diversify its economy and



export strategy to develop global superclusters and partnerships and ensure all sizes of Canadian companies move to net zero. The moderated discussion featured Janice Charette, Clerk of the Privy Council and Secretary to Cabinet.



Picture: Left to right – Michael Serapio, host, with Michael McNair from the Tony Blair Institute for Global Change, Janice Stein from the University of Toronto, and Robert Johnston from Columbia University.
Source: [Public Policy Forum](#)

The next day, the Growth Summit emphasized that emerging “international power politics and competition” are economic policy issues Canada must address.

Speakers underlined that the world Canada knew even a few years ago is gone and economic growth will come from the development of technologies, products, and services which recognize **the intermeshing of national security, economic growth, and prosperity**. Speakers at the Summit indicated that as a friendly middle power, Canada has an opportunity to contribute to the development of commercial technologies related to all three of these related issues. A Summit bottom line, which has been a key concern of the Public Policy Forum, is determining what Canada’s economic and industrial development policy posture will be in the wake of these emerging geopolitical and competitive pressures.

CEDEC STRESSES IMPORTANCE OF COORDINATED FEDERAL INVESTMENTS TO GENERATE OPTIMAL ECONOMIC DEVELOPMENT OVER NEXT TEN YEARS

Speaking on economic and labour market development funding at the QCGN Annual General Meeting on June 9, 2023, John Buck, President and CEO of CEDEC, emphasized the critical need for the Government of Canada to better integrate and coordinate its investments to help the community maximize its contribution to the growth and sustainability of Quebec’s economy, while addressing critical economic disparities and disadvantages being experienced by specific groups in the English-speaking Community of Quebec (ESCQ).



John Buck, first on left, participates in discussion on federal Official Languages funding at QCGN Annual General Meeting.

Mr. Buck stated that the “...ESCQ’s strategic ten-year plan is intended to focus, guide and cluster economic and labour market development investments and activities over the next decade to maximize aggregate community impact.” He emphasized the need for collaboration across the community, between the minority and majority language communities in Quebec, and across the public, private, and civil society sectors.

CEDEC’s President encouraged the federal government to get onboard with a “...by and for the ESCQ...” approach to economic and labour market development to optimize gains in strengthening the community’s vitality. He stressed the importance of ensuring that federal funding is allocated in a more coherent and coordinated manner that builds solidarity across the ESCQ, mitigates fragmentation, and supports local responsiveness and sensitivity.

STRATEGIC OBJECTIVES AND TARGETS OF THE ESCQ’S TEN-YEAR ECONOMIC DEVELOPMENT PLAN

Over the next ten years achieve bold and ambitious targets to address the community’s economic development challenges, while enhancing the ESCQ’s contribution to the growth and sustainability of Quebec’s economy.

- Reduce by 50% the economic disparities between the ESCQ and Francophones inside and outside of Quebec.
- Position the ESCQ to be able to make a meaningful contribution to the growth and development of Quebec’s economy.
 - Create or expand 250 businesses and social enterprises.
 - Create or fill 1,000 jobs.
 - Attract \$5M in additional new economic investments in the ESCQ,
 - Scale and cluster Collaborative Economic Development Ventures to generate population-based economic impacts for the ESCQ.
- Acquire new economic and labour market development knowledge and expertise better adapted to achieving long-term economic and labour market development results.

INDUSTRY NEWS AND EVENTS

CEDEC CONGRATULATES OSEntreprendre FOR THEIR DEDICATION TO ECONOMIC DEVELOPMENT GENERATING ECONOMIC BENEFITS THROUGH ENTREPRENEURSHIP

CEDEC congratulates OSEntreprendre for the 25th edition of défi OSEntreprendre as well as the thousands of students (elementary school to university) and entrepreneurs across Quebec who participated.

By showcasing and investing in entrepreneurial initiatives, the movement amplifies the contribution of participants to the economic development of the province. To learn more about the organization, the participants, and prize winners please [click here](#).



CEDEC

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